

# **Supporting Educator's Pedagogical Application of 360° Video Project**

## **DISSEMINATION STRATEGY PLAN**

(Prepared by Aristotle University of Thessaloniki)

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of the European Union



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## **1. Introduction**

This is the Dissemination Strategy Plan for the Supporting Educator's Pedagogical Application of 360° Video Project, an EU co-funded project under the frame of the European Commission's Erasmus+ Key Action 2 Programme. The project duration is 36 months; September 2019- August 2022.

This report describes a plan to help project Partners publicise and disseminate the outcomes of their work within the project.

## **2. Project Partners**

*Project coordinator*

University of Hull, United Kingdom

*Partners*

Hogeschool PXL, Belgium

Aristotle University of Thessaloniki, Greece

Universita degli Study di Firenze, Italy

Wirtschafts Universitat Wien, Austria

## **3. What is the Supporting Educator's Pedagogical Application of 360 Video Project?**

Despite the advances digital technologies have brought about across society, education has been slower to embrace these. This is particularly apparent in the university sector where evidence across Europe suggests teaching staff use digital technologies mainly for administrative purposes or presentations, and rarely to help students overcome cognitive challenges or problems. Hence there is an urgent need to support university educators in understanding and learning to use emerging digital technologies in ways that support deep, rather than superficial, student learning. This is a Europe-wide challenge, evident in the number of policy directives issued by the EU since 2011. It is also necessary to support decision-makers in universities who have a responsibility for teaching and learning so they are better placed to understand the potential of digital technologies and the strategic. Therefore this project aims to demonstrate how emerging digital technologies, such as 360° video, can be used to familiarize university students with the real world settings and challenges they will

face outside of the university, thereby helping them to gain greater self-confidence and, in turn, greater employability.

#### **4. What are the Objectives of Supporting Educator's Pedagogical Application of 360 Video Project?**

The objectives of the project include:

1. Enhance the capacity of university teaching staff to create and use 360° video effectively as a teaching and learning tool;
2. Enhance the capacity of university teaching staff to use an online 360° video platform to add additional interactivity for students;
3. Improve university students' confidence and capability when operating in real-world situations;
4. Enhance the ability of university decision-makers to embed 360° video as a teaching and learning tool across their institutions.

#### **5. Project Outcomes**

The key Intellectual Outputs of the Project include:

1. Scoping study and report to inform potential users, policy-makers and researchers, about the use of 360° video in learning;
2. A platform portal that enables university teaching staff and students to upload, annotate, enrich, and share 360° degree video exemplars in a collaborative environment;
3. Learning, teaching, training materials, manual and handbook, and guidance materials such as MOOC.
4. Academic publications and outputs including a randomised control trial to demonstrate the differences between learning with traditional materials and 360° degree video resources.

#### **6. Target groups**

The primary target group is teaching staff in universities. The secondary target groups are students and decision-makers in the partner universities and beyond. University teaching staff needs training and support to use and design of emerging technologies like 360° video as cognitive tools to address challenges facing students. In order to ensure this initiative is sustainable, university decision makers are also

critical. University decision makers may include PVC's education directors of teaching and learning and heads of TEL units. These decision-makers have the resources and authority to embed the outcomes of this project across their institutions. Finally, students are the principal beneficiaries from this project. In this project, students whose study involves working beyond the university in disciplines like teaching, nursing, engineering, sports science, education, and environmental studies will be included.

## **7. What is our dissemination strategy?**

The project team should be keen to make relevant information and the findings of the project available to all those with an interest in the issue of teaching. The dissemination strategy, therefore, describes the processes whereby reports, surveys, conferences, evaluations, other relevant documentation, information and guidance are made available, promoted and disseminated. The information the project provides must reach the right groups, at the appropriate level and at an appropriate point in time in order to influence development and change in attitudes in Europe.

An important contribution to the EU added value is the type of Partners that are involved in the project. All partners are academic institutions representing different academic disciplines. All partners have a strong record of participation in European projects and, therefore, a good understanding of the importance of dissemination in the successful implementation of the project. Also, as academic institutions they strive to bring innovation into their own institution as well as in their field.

The purpose of the Dissemination Strategy is to set out:

- a) the information the project intend to publish as a matter of course, and
- b) how the information will be published.

The dissemination strategy involves:

- a) Dissemination of results among EU policy makers and other EU stakeholders by University of Hull and other project partners;
- b) Dissemination of results in national educational authorities by all partners; and
- c) Dissemination of results in the academic community by all partners.

The project Partners will use a range of dissemination methods to ensure successful dissemination of the project. More specifically, the following means will be employed:

- a) Published papers;
- b) Meetings;
- c) Personal contacts;
- d) Traditional and modern (social) media;
- e) Attendance at seminars, conferences and workshops; and
- f) 360° video Project Website.

The project website will be the main mean for the project dissemination where all the project information will be presented. In addition, further dissemination will be achieved through social media at a European and local level as well as at appropriate meetings with stakeholders and educational authorities, seminars and conferences which Partners attend.

The present Dissemination Strategy will be under constant review, according to the needs of the project and partners commit to agree to any changes that may be felt appropriate so the Strategy can become more effective.

The Partners commit to publishing appropriate information and reports electronically via the Project website, and their own websites. Where information is available in non-electronic format only, a scanned version of the document may be requested for uploading in the project website. Occasionally information may be produced in other formats, e.g. videos.

## **8. Dissemination strategy and tools**

The delivery of the dissemination strategy will evolve during the project. Important dissemination activities will include:

- a) Compilation by each Partner of national and international mailing lists to create an extensive European contact list to disseminate the project results to keep all the interested organizations informed;
- b) PR & Communication tools developed (incl. project presentation and website) - disseminated through mailing lists already compiled;

- c) Preparation of an Exploitation Plan to ensure that the project products can be sustained after the funded life of this project. This plan will include a strategy for continuation and IPR arrangements;
- d) Marketing campaign including electronic and conventional dissemination of the finished products; and
- e) Final project multiplier events accompanied by relevant press releases.

### *8.1 Corporate style*

The Project will build a corporate identity (image, brand and style including a logo). The specific guidelines and templates will be developed and applied during the evolution and delivery of the project. The corporate style will be adhered to by all project Partners and maintained consistently in all printed and electronic materials related to the project. The style devices and branding will be shared on an online project document repository site - Google Drive.

A central element of the corporate style and branding of the Project will be the project logo. This logo will be included on all materials related to the Project and made available to the public as well as in all materials presented to the European Commission. The logo will be available in colour for the following formats: EPS, JPG and PNG. The logo will be available from the public website for the project.

### *8.2 Project website*

The project website will be developed to support the project from the outset and provide the first public interface with the project. Once developed the public website will play an important role in disseminating project information and will be publicly available within the first four months of the project. The main objective of the public website will be to provide general information about the project, outlining the key aims and objectives, providing relevant contact details for the project partners as well as updates on current activities and more generally the achievements of the project. As the project develops the site will be updated with relevant news, press materials and publications (published results/surveys). Once results have been published, the public website will also serve as a primary point of reference for downloading documents and any other public deliverables and outputs from the project. It is anticipated that the website will be developed using standard SEO Guidelines (Search Engine Optimization Guidelines) to ensure that it is correctly referenced by the major

search engines. The website will be updated regularly throughout the lifetime of the project.

The website target audience will include the general public and the European Commission as well as the target groups previously identified for the project:

- a) Ministries of Education;
- b) Educational organizations;
- c) Academics;
- d) Students; and
- e) The European Commission Education Unit.

### *8.3 Social Media Engagement*

The project Partners recognize the value of social media as a way of raising awareness and building a dialogue with interested stakeholders. It is also a mechanism for generating awareness in and traffic to the Project Website which in turn will build awareness of other outputs from the project. After the development of the website, UoH, in consultation with Partners will create and launch appropriate social media accounts on Facebook, Twitter and LinkedIn. News about the project will be also disseminated/shared through the regular Partners' accounts in these social media as appropriate.

### *8.4 Media relations*

Media relations will be used to communicate more widely when key milestones are achieved and there is 'newsworthy' information to share. For example the project launch, the launch of the website, and initial results. Opportunities for developing news items will be discussed and developed between all Partners in the project.

### *8.5 Conferences, meetings, seminars*

As the project matures and the outputs are delivered, there will be increased opportunity for all Partners to share the project findings both within national/regional settings by partner country, and also collectively at more International meetings, conferences and symposia. In addition, the results of all project outputs will be presented at the Multiplier Events to be held in Partner countries as follows;

- a) UK, organized by University of Hull;

- b) Italy, organized by Università degli Studi di Firenze;
- c) Belgium, organized by Hogeschool, PXL;
- d) Greece, organized by Aristotle University of Thessaloniki
- e) Austria, organized by Wirtschafts Universität Wien; and
- f) Italy (International multiplier event), Università degli Studi di Firenze.

Partners aim to achieve 20 participants at each national Event and 80 participants in the International Event.

## **9. Language**

The official language of the project is English. However, the dissemination material will be available in different language versions where possible. Each project Partner will ensure that the various press releases (where possible and applicable) is translated into the local languages.

## **10. Dissemination Actions**

During the project the following dissemination actions will be performed:

- a) Project website;
- b) Social media accounts;
- c) Project logo and relevant images to develop the project's brand;
- d) Online newsletters, press releases;
- e) Presenting in appropriate seminars, conferences, workshops, etc.;
- f) Presenting the project to local, regional and national media representation including radio, newspapers and;
- g) Presenting the project to local, regional and national educational authorities;
- h) Presenting the program to universities outside the project consortium;
- i) Multiplier events;
- j) Publications to peer reviewed journals;
- k) Any other appropriate action not covered in the above list.

NOTE: The project must use the European Community logo, with a statement recognizing the importance of community co-funding, whenever possible and practical, in all electronic and paper communications including project website, partner websites, portal, social media sites, written communications between partners



and partner networks, press and media releases and when practicable in all partnership languages.

### **11. Dissemination Strategy Plan Report Progress**

In order to ensure that the outlined strategy is effective and is being achieved the following actions will be undertaken:

- a) Ensure an accurate and comprehensive record is kept of the dissemination activities of each Partner during the life of the project; and
- b) Partners will provide to UoH a description of the dissemination activity including information such as (a) the description of the activity undertaken e.g. seminar, press articles etc.; (b) the location (country) of the activity; (c) the date of the activity; and (d) number of participants attending the event.

NOTE: Each activity should, wherever possible, be accompanied by appropriate evidence e.g. photograph of the event, scan of brochure/flyer of the event or screenshot of website event promotion etc.

This Dissemination Strategy Plan Report will be the subject of continuous evaluation and monitoring by AUTH and UoH for its overall effectiveness and the need to update.

### **12. Performance Indicators of the Dissemination Strategy**

The following key performance indicators are proposed in order to ensure an effective dissemination of the project activities:

- a) Launch Press release (1 per Country Partner);
- b) Project Progress Press Releases (3 per Country Partner; one per year);
- c) Project Website (10,000 page views over the life of the project);
- d) Number of users registered on the Project website (300 during the life of the project);
- e) Number of Facebook project posts (150 during the life of the project);
- f) Number of Twitter project posts (250 during the life of the project);
- g) Number of LinkedIn project posts (50 during the life of the project);
- h) Number of requests to download (actual downloads) the Training Programme (200);

- i) Number of project related publications written and submitted (4 during the life of the project); and
- k) Multiplier Events (1 per Country Partner; 1 international Event).