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[www.steame-hybrid.eu](http://www.steame-hybrid.eu)

## STEAME GOES HYBRID Dissemination Strategy & Plan

**(Updated: June 2021)**

The dissemination strategy will ensure that awareness about the results of the project is raised, will multiply the effects and assist to the sustainability of the project. At the same time, the project wants to use communication and dissemination to support the pilot activities through attracting participants to experience the STEAME HYBRID Blueprint Guidelines and provide their feedback.

### **Objectives:**

1. Dissemination to create awareness: To inform people about the results and deliverables of the project. This addresses those target audiences that do not require a detailed knowledge of the work, but it is important for them to be aware of the project activities and outcomes.

Creating such an awareness on the results of the project will help the “word of mouth” type dissemination and assist the project team in building an identity and profile within the National and European community.

2. Dissemination to create understanding: This refers to a number of groups/audiences that the project needs to target directly through dissemination. This is because it is believed that they can benefit from what the project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of the project.

3. Dissemination to stimulate action: Stimulating Action refers to an increased interest resulting from the research but also from the course development and communication generated by the project.

Indicative Target Groups in general for all partner countries:

**Primary target groups:**

- Students of Grades 7-12
- School teachers teaching pupils of age 7-12

**Secondary target groups:**

- Teacher trainers
- HE professors in Pedagogy and educational technology
- Decision makers
- Education authorities

**A detailed dissemination plan** is shown below for all project duration and it is agreed amongst all partners for cohesion reasons and maximum results, based on the following 3 chapters:

1. Dissemination on the organization level:

All partners will disseminate project information through their networks and related organizational events. These will be reported in a structured excel file with links to evidence.

2. Dissemination on the Regional and National level:

All partners involved will use their educational related project activities within their countries to disseminate results based on the project's target audiences.

3. Dissemination on the European level:

All partners will use their European educational networks to disseminate information.

Also, all partners can disseminate information at European conferences they regularly participate or on public papers on education.

Also, developed tools for this project shall be used for dissemination, the website and social media pages. Also, the press releases and mini conferences will be used to create further awareness and interest on the course, 4 newsletters, materials published, power point presentations etc.

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**Activities carried out to share the results of the project beyond the partnership.**

As it has already been mentioned on the previous point, the dissemination will not only include the tools and actions that will be created for this project for dissemination purposes but will also use extensively the networks of all partners for achieving maximum dissemination results. The dissemination and exploitation strategy will include, among others the following:

- Project's website: will act as one of the main sources of information available to all the different categories of stakeholders and the first point of contact and ongoing communication mechanism with external audiences. The website will provide significant levels of interactivity in a consultative process, particularly with highly motivated, proactive stakeholders. Its contents will include: the training materials, guidebooks, an overview/description of the project, its purpose and goals, description and

contact details of the consortium partners, research results, events (e.g., meetings, training activities news, related links and a contact/queries form.

- Personal communications: One of the main means of stakeholder outreach in STEAME GOES HYBRID will be by email. Email will function as one of the main means of engaging stakeholders, particularly the highly critical and relevant groups.

- Local dissemination and conference event to raise awareness are a means of developing national and international connections with all relevant stakeholders and engaging in a direct, face-to-face communications and discourse. The STEAME GOES HYBRID consortium will organize 1 such Multiplier event for each partner country (Cyprus, Greece, Poland, Italy, Romania). These events will provide the opportunity for different categories of stakeholders to engage with the consortium partners and discuss the project's methodologies. The events seek to stimulate an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, including policymakers, academia, Educational Leaders and Educational Researchers. An important dissemination event for the project will be the EUROMATH & EUROSCIENCE international pupils conference for ages 9-18, which is organized annually by the Cyprus Mathematical Society and will include a big section of Hybrid STEAME Learning Activities in the annual conference programme.

- Partners of the consortium will also participate in external conferences/ and seminars each, for presenting the project in order to increase visibility and sharing of results.

- Media communications and press releases: As part of its dissemination strategy, the partnership will prepare a project narrative and issue media communications and press releases of national media. In addition to English, partners are encouraged by the coordinator to translate the press releases in their languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of Outputs. The translated press releases will also be uploaded on the project's website. The consortium will attempt to develop Newsletters addressed to the target groups and stakeholders of the progress made and achievements and that will be used as a baseline for external communications by all partners.

- Online social networks are another dissemination tool/channel. The STEAME GOES HYBRID Partnership believes this is a good way of outreach to the public. STEAME GOES HYBRID results may be disseminated through popular social networks such as Facebook. Regular provision of updates on planned and completed activities of the project via the project's website, the partners' websites and the social media that each partner uses (social networks, blogs, social sharing websites, forums, etc.) will be pursued.

- A project visual identity includes the project logo and specific templates for the deliverables to provide uniformity.

- Registration at the EU dissemination platforms.

- The IPR agreement will also play an important role into the way each one of the partners and any interested stakeholder will refer to and make use of the project results. The IPR agreement will be reflected in the minutes of the kick-off project meeting.

- All Associate Partners of the project should be regularly informed of the development and results

of the project and invited in Multiplier Events (mini conferences) and EUROMATH & EUROSCIENCE international pupils conference for ages 9-18, which is organized annually by the Cyprus Mathematical Society.

Circulation of the news of the project's work:

- Through the consortium network and its members;
- Through partners of consortium to teachers, pupils, parents, citizens;
- Through the website of the project;
- Events on Digital Learning;
- Events on Education under Pandemic times;
- Electronic promotion to the pupils and general public (parents);
- Promotion to schools, Ministries of Education, ERASMUS+ National Agencies, Associations, Local and regional authorities, Embassies, Science Parks, Think Tanks, etc.
- The partnership confirms that it already has a good data base for these organizations and a large email data base of European Schools, mathematicians and science experts around the globe, who will be reached through email communication or through newsletter recipients;
- Hybrid STEAME Course promotion on EPAL Course Base for teachers and other sites;
- Related electronic flyer/newsletter to be sent to the data base of receivers;
- Presentation in conferences;

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## **Responsibility for the dissemination activities within the partnership and resources.**

All partners will be responsible for dissemination activities. Each partner organization has the necessary experience in implementing various kinds of European and national projects, and thus can provide the necessary conditions for the dissemination activities. To ensure European coverage of the project results dissemination activities will be carried out simultaneously by all partners. The contribution of all partners of the consortium is considered valuable and critical in reaching the dissemination goals. Each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European levels. Organizations will include project information on their websites, and profiles on social networks.

The dissemination plan will be developed by the coordinating organization and the partners' representative. The coordinating organization will have responsibility for updating this dissemination plan that will run throughout the whole project, covering each phase while creating interest for the upcoming steps. This plan will be a result of all partners' input based on the means they have available in terms of networks and the way dissemination is done most effectively in their countries. Once this plan is agreed and dissemination actions are created, (e.g., announcements, press releases etc.) then each partner will be responsible for implementing the dissemination activities for their countries and for those activities that, through their networks, can reach additional European countries who are not part of this consortium.

Annexed to the strategy, the coordinating organization will also include all the appropriate mechanisms for measuring performance and the impact of the dissemination activity, such as questionnaires, participants' lists, database of target group, database of stakeholders and a monitoring tool for all awareness raising activities carried out at local, regional, national and

European level. The partners will have the responsibility of updating all tools, depending upon each completed task and forward them to the lead partner of each project activity.

The coordinating organization will also gather and compile all feedback received by the partners. This will form the evidence for all dissemination events and activities the partners will have undertaken in the project.

The resources available will be the material such as announcements and press releases, the social media pages and the website that will be created for this project.

A final dissemination report will be compiled at the end of the project, with an analysis of all dissemination activities carried out within the partnership, the feedback received, the monitoring tool with all the activities and the supporting evidence.

## **Specific Actions and Expectations**

Measures to ensure optimal use of the results:

- Conferences and seminars on STEAME subjects;
- The Hybrid STEAME Course to be developed by the project will support this.
- The proposed Hybrid STEAME Symposium under EUROMATH & EUROSCIENCE conference will disseminate the Hybrid STEAME Blueprint Guidelines and will create awareness;
- Other conferences and possibly invited speeches will be used to present the results for maximum impact;
- Dissemination to Math Societies in European Area (50 Societies), Kangourou Competition organizers from 75 countries, IMO (International Math Olympiad) members from 100+ countries.
- The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

## **List of Associate partners that will be kept informed on the developments of the project.**

1. Name of Organization: 7 Secondary School in Krakow  
Contact Person: Daniel Wójcik  
Email: [d.wojcik@vii-lo.krakow.pl](mailto:d.wojcik@vii-lo.krakow.pl)
2. Name of Organization: CYPRUS PEDAGOGICAL INSTITUTE - Ministry of education and culture of Cyprus  
Contact Person: GEORGE TSALAKOS, ELENI PAPAGEORGIU  
Email: [tsalakos.g@cyearn.pi.ac.cy](mailto:tsalakos.g@cyearn.pi.ac.cy) / [papageorgiou.e@cyearn.pi.ac.cy](mailto:papageorgiou.e@cyearn.pi.ac.cy)
3. Name of School: Lykeio "Rodion Pedia", Greece  
Contact person: Anagnostakis Evrpidis  
Email: [anagnostakise@rpschool.gr](mailto:anagnostakise@rpschool.gr)
4. Name of Organization: Liceo Zucchi, Italy  
Contact person: Rosalia Caterina Natalizi Baldi

Email: [dirigente@liceozucchi.edu.it](mailto:dirigente@liceozucchi.edu.it)

5. Name of Organization: Istituto comprensivo Margherita Hack Assago, Italy  
Contact person: Antonella Maria Vilella  
Email: [dirigentevilella@gmail.com](mailto:dirigentevilella@gmail.com)
6. Name of Organization: EUROGEO: European Association of Geographers, Belgium  
Contact person: Karl Donert  
Email: [eurogeomail@yahoo.co.uk](mailto:eurogeomail@yahoo.co.uk)
7. Name of Organization: COMUNE DI CARATE BRIANZA, Italy  
Contact person: RAFFAELLA MARIANI  
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8. Name of Organization: National College Liviu Rebreanu, Bistrița, Romania  
Contact person: Alina Creț, consilier educativ, 0730188700  
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9. Name of Organization: Scoala Gimnaziala Constantin Gh. Marinescu, Romania  
Contact person: Tobias Silvia-Daniela  
Email: [tobias.silvia@gmail.com](mailto:tobias.silvia@gmail.com)
10. Name of Organization: ȘCOALA GIMNAZIALĂ, Romania  
Contact person: Secrieru Mihaela  
Email: [dmihaela87@gmail.com](mailto:dmihaela87@gmail.com)
11. Name of Organization: `Ionel Teodoreanu` Secondary School, Romania  
Contact person: Raluca Lazarescu  
Email: [rotunduraluca@yahoo.com](mailto:rotunduraluca@yahoo.com)

### **Expected impact of Dissemination Plan:**

The partners will pursue to create synergies with other relevant EU funded projects that are going to be approved during this new funding period and also with projects that are currently being implemented in the field, aiming to provide the most effective tools teachers and school leaders. The project will prioritize the dissemination of the project's results to school, relevant stakeholders, namely bodies, entities, and organisations involved in the project collaborations with the aforementioned stakeholders will be pursued throughout the project, and the dissemination of major outputs is expected to contribute to establishing further synergies between the consortium and stakeholders. This collaboration and the transfer of know-how and experiences from other projects will help the partners in their future activities either for the expansion of the current project to other interested countries or for new projects in the field of School Education similar objectives.

## **SOCIAL MEDIA STRATEGY**

**All partners will be given access in the STEAME GOES HYBRID FB page as editors. This way all partners will be able to post through the project's FB page.**

**Goal:** At least one post every month

**Guidelines:**

### **I. Target group of our social media platform**

- Students of Grades 7-12
- School teachers teaching pupils of age 7-12
- Teacher trainers
- HE professors in Pedagogy and educational technology
- Decision makers
- Education authorities

### **II. Information to be shared**

- Post native content about the STEAME GOES HYBRID project in itself (redirecting to different pages of the website)
- Share media articles about STEAME hybrid activities (eg the Guardian, Le Monde, BBC, etc)
- Share events on Digital Learning
- Share events or articles on Education under Pandemic times;
- Practical information about the implementation of the project (behind the scenes information like meetings, etc.)

### **III. Language**

Share content in all languages of the partnership, and not only in English.

### **IV. Organizations and people to follow:**

- EPALE
- EU politicians of the countries in the partnership
- EU Commissioners
- Schools and School Forums

### **V. Instructions for all partners for the social media community management**

Each partner will take over the social media management monthly. In other words, when a partner takes over, they will be responsible to post events and news related to the project on the FB page. P0. Cyprus Mathematical Society will start by taking over for the month of June.

Each time a partner takes over the social media management:

- Follow or like as many organizations as possible in your country in the list under IV. The more organizations follow back the project, the more the dissemination impact.
- Aim for 2 native posts per month, but also share any interesting posts by partner organizations on the topic of STEAME HYBRID activities/education.

- When you post, always try to include a link to the STEAME GOES HYBRID website ([www.steame-hybrid.eu](http://www.steame-hybrid.eu)) , to maximize traffic and visualizations on the website
- Tag organizations when you post, to maximize visibility
- Post can also be written in the partner’s language.

## VI. Social media schedule for 2021-2023

Month	Leading Organisation
June 2021	CYMS
July 2021	LEAFNET LTD
August 2021	DOUKAS SCHOOL
September 2021	University of the Aegean
October 2021	Pedagogical University of Krakow
November 2021	ITC PACLE MORANTE
December2021	DLEARN
January 2022	IDEA
February 2022	CYMS
March 2022	LEAFNET LTD
April 2022	DOUKAS SCHOOL
May 2022	University of the Aegean
June 2022	Pedagogical University of Krakow
July 2022	ITC PACLE MORANTE
August 2022	DLEARN
September 2022	IDEA
October 2022	CYMS
November 2022	LEAFNET LTD
December2022	DOUKAS SCHOOL
January 2023	University of the Aegean
February 2023	Pedagogical University of Krakow
March 2023	ITC PACLE MORANTE
April 2023	DLEARN

## VII. Outreach indicators

For the final report, we will examine the statistics namely:

- Number of followers;
- Visits to website and FB page ;
- Number of likes on the FB page;
- Number of responses for the focus groups;
- number of newsletter registrations