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## **SELFIE HELPER & Pedagogical innovation Assistant**



### **D5.2. Communication Strategy and Dissemination Plan**



### Document Control Page

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### Executive Summary

SELFIE HELpeR & Pedagogical innovation Assistant (SHERPA) is a two-year Erasmus+ KA3 project with a mission to enhance innovation in schools by supporting self-assessment processes for making better use of digital technology in teaching and learning. It is driven by the EC SELFIE initiative, which is a tool designed to help schools to assess their current use of digital technologies in teaching, learning. SHERPA is specifically intended to broaden the access of school leaders and teachers across Europe to the EC's cornerstone SELFIE initiative, and in the process bolstering the active participation of whole school communities in their analysis of, reflection on and improvement in digital maturity.

The attraction, the awareness raise and the continuous information of a wide range of stakeholders for SHERPA's initiatives is considered a key element for the successful implementation of the project and its sustainability. This document constitutes the Communication Strategy and Dissemination Plan Report and is developed as the second deliverable of the WP5 (WP5-D5.2.) of the SELFIE HELpeR & Pedagogical innovation Assistant (SHERPA) project of Erasmus+ EACEA/36/2018. The contents of the report are developed in line with the Communication Strategy and Dissemination Plan general goal of disseminating the project results, and distributing information for educational institutions interested in exploiting SHERPA results.

The Communication Strategy and Dissemination Plan outlines the main tools, activities and means of communication, which will ensure that the project existence, scope, progress, and results will be disseminated widely and effectively to the different target groups. The particular structure of the report comprises: a) the goal and objectives of the communication strategy and dissemination plan, b) the target audience, c) the key message, d) the particular tools and activities of communication and dissemination, e) consortium partners' responsibilities against the dissemination plan, and f) the timeline of the total WP5 (Dissemination and Exploitation of Results). Finally, the Communication Strategy and Dissemination Plan will be subject to review by the Consortium (see Appendix A) every six (6) months, in order the effectiveness of the selected communication and dissemination tools to be monitored and any corrective actions to be proposed. In particular, the Communication Strategy and Dissemination Plan will also be subject to ongoing WP5 monitoring and review in order to take account of the present and future impact that the Covid-19 pandemic has on the planning and the implementation of communication and dissemination activities.





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# 1 Introduction

This document constitutes the Communication Strategy and Dissemination Plan report and is developed as the second deliverable of the WP5 (WP5-D5.2.) of the SELFIE HELpeR & Pedagogical innovation Assistant (SHERPA) project of Erasmus+ EACEA/36/2018. The contents and the structure of the report are developed in line with the Communication Strategy and Dissemination Plan general goal of using all the appropriate communication and dissemination tools for disseminating the project results, and distributing information to the relevant target audience interested in learning about SHERPA activities and exploiting SHERPA results. In order the content of the particular report to be clarified, the terms of *Dissemination* and *Communication* are defined. Finally, Table 1 provides the basic information of communication and dissemination terms and their core differences, as per European Commission (2020, p.4). European Commission (2020) defines *Dissemination* as:

a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organizations in the future and will contribute to raising the profile of the organization carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. (p. 313)

Additionally, Communication is defined as “a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results” (EC, 2018). Based on this definition, communication is a “broader concept” (EC, 2020, p. 314) and includes the means and activities for promoting project’s any initiative and success (not only results) to multiple audiences beyond the consortium and the strictly scientific community.

**Table 1. Communication and Dissemination at a Glance**

COMMUNICATION	DISSEMINATION
Covers the <b>whole project</b> (including results)	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only once <b>results are available</b>
<b>Multiple audiences</b> Beyond the project's own community, including the media and general public. Multiplier effect.	<b>Specialist audiences</b> Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
<b>Informing and engaging with society</b> , to show how it can benefit from research	Enabling the <b>take-up and use of results</b>





### 1.1 Communication and Dissemination in SHERPA Project

Communication and dissemination are two interconnected terms related closely to the successful implementation of research and innovation projects like SHERPA. SHERPA project taking into account the importance of both dissemination and communication, supports that “*planning an overall strategy framework covering both fields can be a more efficient way to make the most of the available resources*” (European Commission, 2020, p.314) and builds the particular Communication Strategy and Dissemination Plan, in order to raise awareness, make project’s successes, actions and results visible, and foster communication with target audiences. More specifically, in the context of this report, SHERPA communication is addressed as a strategically planned process requiring targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, possibly engaging in a two-way exchange. By contrast, the SHERPA dissemination plan aims at public disclosure of the results by any appropriate means, including scientific publications. In line with these principles, the objectives, focus and targets of the SHERPA Communication Strategy and Dissemination Plan are summarized in Table 2.

**Table 2. Communication and Dissemination in SHERPA Project**

Aspects	Communication	Dissemination
Objective	Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges	Transfer knowledge and results aiming at enabling others to use and take up results; thus maximizing the impact of EU-funded research
Focus	Inform about and promote the project and its results/success	Describe and ensure results available for others to USE > focus on results only
Target audience	Multiple audiences beyond the project’s own community including media and the broad public	Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers)

## 2 SHERPA Communication Strategy

### 2.1 Communication Purpose and Principles

In line with the general indications discussed above, the purpose of the SHERPA Communication Strategy is to provide a sound structural basis for conducting project communication activities. The overarching aim is to ensure optimal visibility of the project itself and its outputs, and to promote dialogue thereupon with a broad and diverse audience. Accordingly, the project’s Communication Strategy seeks to exploit a range of different channels, in order to reach and engage the different target groups within that audience at regional, national, European, and international levels. In each case, suitable forms, styles and languages of communication will be adopted to ensure that the “SHERPA Message” is fully comprehensible and engaging. Optimizing communication immediacy, accessibility, and







efficacy will therefore be a guiding principle of the strategy as a whole, as well that of treating communication as a two-way process that actively involves interlocutors and is responsive to their characteristics and needs.

### 2.2 Communication Strategy Target Audience

The primary target audience of the SHERPA Communication Strategy is the education community at large. Inevitably, given the project's mission and close relationship with the SELFIE initiative, this target community has at its core current, future, and potential SELFIE/SHERPA end-users, namely education leaders, teachers, trainers, or learners and their families (as per EC-SELFIE (n.d.) currently comprising over 640,000 users in more than 7,200 schools located in 57 countries). At the same time the SHERPA Communication Strategy will place emphasis on reaching the great variety of groups, networks, and entities that make up the broader education landscape at national, European, and international levels.

It will also take initiatives to inform those who, while not directly involved in educationally-related pursuits, nevertheless have an (often keen) interest in the digitally-oriented efficacy, competence and innovation of education systems - the core concerns of SHERPA. In this light, the project's Communication Strategy will also address key education actors like policymakers, educational organizations of various kinds, administrators, opinion leaders/influencers, researchers, educational publishers, and the like. At the same time, SHERPA will reach out to press, media and social media outlets as key communication "amplifiers" for getting the project message into the wider public domain.

### 2.3 Communication Strategy Execution

Overseeing execution of the SHERPA Communication Strategy within Task 5.1 – Communication, it is responsibility of the Task Leader, CNR-ITD. As part of its role, CNR-ITD will ensure that SHERPA's communication efforts are appropriately horizontal as mentioned above, in order to reach and engage its target audience.

Central to that pursuit is the project's online presence, beginning with the design, implementation and deployment of the **SHERPA project website** - <https://sherpa4selfie.eu/> (Figure 1). This was available online in an initial version from M1 of the project and subsequently underwent iterative graphical and functional optimization steps, with consolidation reached in M3-4. The website acts as SHERPA's chief online communication hub, showcasing the main project activities and outputs; it also includes feeds highlighting social network activity concerning the project itself and SELFIE (@SELFIE\_EU) as well.





# SHERPA

SELFIE HelpeR & Pedagogical innovation Assistant

**What is SHERPA?**

SHERPA is a two-year Erasmus+ project with a mission to strengthen the adoption and systematic use of SELFIE across Europe. SELFIE is the European Commission's free, customizable self-evaluation tool helping schools to better understand their progress on digital-enabled teaching and learning. SHERPA will provide schools with vital-needed scaffolding for embracing SELFIE and will help them gain full benefits from their SELFIE reports in terms of both strategy and practice.

SHERPA will develop and deploy two key outputs:

1. SELFIE HELPER, a chatbot system that assists schools to use the SELFIE platform, providing them with real-time help in resolving their specific user issues.
2. SELFIE PEDAGOGICAL TOOLKIT, a comprehensive package to help schools transform their SELFIE results into concrete innovation strategies and actions for employing digital technologies more effectively in teaching and learning.

Both services will be field tested with schools in each of the SHERPA partner countries and will be made available in five different languages: English, Estonian, Finnish, Greek and Italian.

**SHERPA Partners**

	Project Coordinator International Hellenic University, AETMALAB Greece
	Partner University of Jyväskylä - Faculty of Information Technology (YUJ) Finland
	Partner Coppe Pedagogical Institute (CPI) Curaçao
	Partner Tallinn University - Centre for Educational Technology (TLU) Estonia
	Partner National Research Council of Italy - Institute for Educational Technology (ICN-ITDI) Italy
	Affiliated Entity of AETMALAB Open Technologies Alliance (OFASS) Greece
	Associate Partner The European Forum of Technical and Vocational Education and Training (EFVET) Europe

**Go-funded by the Erasmus+ Programme of the European Union**

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**About**

The SHERPA website is developed with the purpose of sharing the project scope, objectives, activities and results, thus enabling a wider community to find out about SHERPA findings and tools. [Learn more about the project](#)

**Accessibility**

SHERPA4SELFIE will try to ensure that its services are accessible to people with disabilities.

**Contact**

E-mail: [sherpa@ecjrc.it](mailto:sherpa@ecjrc.it)  
Twitter: [@SHERPA4SELFIE](https://twitter.com/SHERPA4SELFIE)

HM&G theme by Themislab

Figure 1: SHERPA Website Homepage

Another major component of SHERPA’s online Communication Strategy is its **social media presence**. The platforms that project partners chose at the Kick-Off meeting for this purpose are Twitter (@SHERPA4SELFIE) and LinkedIn/Slideshare (to be added).

Further strengthening of the project’s communication flow, particularly at European level, will derive from collaboration with SHERPA’s Associated Partner, the **European Forum of Technical and Vocational Education and Training (EfVET)**, which boasts extensive European membership and reach.

Another key means for amplifying project communication at European level is the communication via the **SHERPA Advisory Board (AB)**, whose members represent major European educational stakeholders. They include: Dr. Barbara Novinec from the European School Heads Association (ESHA), Dr. Marina Korobeynikova from the UNESCO Institute for Information Technologies in Education (UNESCO IITE), and Prof. Jarmo Viteli from Tampere University and Director of Hypermedia Lab. Contact with potentially interested parties in non-consortium countries are to be explored in liaison with the head of the SELFIE initiative, Dr. Yves Punie, Deputy Head of Human Capital and Employment Unit at EC JRC.

Importantly, different means for linking with the **JRC’s SELFIE initiative** will be explored for synergic SELFIE-SHERPA communication purposes.



## D5.2. Communication Strategy and Dissemination Plan



To optimize project communication at regional/national level, CNR-ITD will be working in close collaboration with each of the other four **project partners**. Together, partners' pursuit of SHERPA communication objectives and their successful execution of related actions will be pivotal for guaranteeing the breadth and depth of project communication reach. This effort entails a raft of initiatives of diverse nature, including activation of partners' relevant professional connections, publicizing SHERPA on their respective institutional website and within relevant networks they run or belong to, presenting and showcasing SHERPA, wherever possible, as part of presentations, workshops, webinars and similar activities held at scientific/educational events, such as conferences, fairs, open days, online and F2F courses.

### 2.4 Communication Means, Mechanisms and Success Indicators

Means and mechanisms foreseen for implementation of the SHERPA Communication Strategy through the course of the project are described hereafter. Indicators are also provided that serve both as goals for specific communication activities and outputs and as benchmarks for quantifying attainment of satisfactory performance levels (Table 3). Some of the indicators listed below for the Communication Strategy (shown with an [\*]) are shared with and detailed jointly with the Dissemination Plan of SHERPA (see section 3.6).

It should be noted that the precise nature and timing of the items listed below are subject to ongoing WP5 review in view of the present and future impact of the Covid-19 pandemic on their planning and implementation.

**Table 3. Means, Mechanisms and Success Indicators for the SHERPA Communication Strategy**

Communication Means	Mechanisms & Channels	Success Indicators (Instances)
<b>Non-scientific publications</b>	Project press release	5 (EN, EE, FI, GR, IT versions)
	Coverage in educational e-newsletters	5 (EN, EE, FI, GR, IT versions)
<b>Websites [*]</b>	SHERPA website news items and activity/output updates	Detailed in the dissemination plan (see section 3.4)
	Showcase on major educational networked websites	5 (EN, EE, FI, GR, IT versions)



	Project entry and link to SHERPA website on partner's institutional website	5 (CY, EE, FI, GR, IT)
<b>SHERPA social media accounts</b> [*]	Twitter	Detailed in the dissemination plan (see section 3.4)
	Slideshare / LinkedIn	Detailed in the dissemination plan (see section 3.4)
<b>Promotional materials</b>	Introductory project slide presentation	1 (EN, EE, FI, GR, IT versions)
	Infographics on both overall project and results	2 (EN, EE, FI, GR, IT versions)
	Brochure	2 (EN, EE, FI, GR, IT versions)
<b>Locally/regionally/nationally focused initiatives</b>	F2F or online event for schools, education communities &/or education authorities	5 (CY, EE, FI, GR, IT)

### 3 SHERPA Dissemination Plan

The dissemination processes of the SHERPA project is strongly related to all other work-packages and is structured in a deliberate and systematic way across the life of the project. The Dissemination Plan aims at increasing the impact and visibility of the SHERPA project regionally and at the European level. The dissemination work package receives input from different work tasks and interacts strongly with the exploitation plan. SHERPA aims, plans and results will be disseminated to all interested parties from kickoff onwards through a large set of different dissemination channels.

SHERPA Dissemination Plan is organized based on the guidelines proposed by European Commission (2012), which address that the establishment of a successful dissemination strategy requires (Figure 2):

- Dissemination aim and objectives (why): identify SHERPA dissemination objectives;
- Target audience (who): identify important target groups and bodies that should be interested in SHERPA actions;
- Key messages (what): identify core SHERPA messages for each specific target audience;

- Tools (how): identify dissemination tools, methods and channels; and
- Timing (when): identify SHERPA planning of dissemination activities and the responsibilities of the partners.



**Figure 2: SHERPA Dissemination Plan Components**

### 3.1 SHERPA Dissemination Goal and Objectives

The Dissemination Plan of SHERPA concerns the exploitation of any appropriate means for the diffusion of project results (deliverables). The main dissemination goals of SHERPA project are the following:

- Dissemination through green open access academic and nonacademic publications in journals, conferences and trade fairs;
- Enable an effective and efficient insight of project team members to each project phase activities, results, outcomes and dissemination during the two-year timescale;
- Organization of project workshops, booths, clustering meetings, and other dissemination events to generate wider interest for SHERPA's activities, expected results and deliverables;
- Coordination of the communication with other institutes, initiatives and authorities to actively and effectively promote project results; and
- Sharing of knowledge to influence future policy and practice in national and European level.

Some more specific SHERPA dissemination objectives are:

- to raise awareness of SHERPA, utilize partner networks, locally, nationally and across the EU;
- to identify and keep a registry of stakeholders;
- to optimize the opportunities to have an impact on policy-making at the EU level; and



- to support, mainstream and sustain the work and results of the project, linking all results to the existing national and EU initiatives, networks and projects.

### 3.2 Target Audience of SHERPA Dissemination Plan

Aiming at an effective Dissemination Plan, SHERPA project focuses on a wide target audience (identified either as primary or secondary), including different stakeholders that have possible interest in project objectives, activities and results. Particularly, SHERPA project addresses the following target groups:

#### Primary Target Groups:

- School communities
- School leaders
- Teachers
- Educational administrators, authorities and decision makers

#### Secondary Target Groups:

- Companies developing educational solutions and consultation services
- European and National level policy makers
- Universities and research centers working in the area of technology enhanced learning
- Ministries of Education, Education Development Centers and other public bodies and government institutions

### 3.3 Key Message

In defining the Key Message of SHERPA Dissemination Plan, SHERPA team took into consideration EU (2012) guidelines about a message that is new, triggers audience imagination and interest, is relevant to broader societal issues and connects the existing knowledge of the audience with the new one. Moreover, a powerful key message has to be not only important for the target audience but also short, clear, understandable and persuasive, in order to attract the interest and trigger the emotions of the recipients.

The Key Message of SPERPA Project Dissemination Plan is chosen to be the full name and logo of the project itself:

***SHERPA: SELFIE HELpeR & Pedagogical innovation Assistant***

The particular message includes all the important and relevant information that needs to be delivered to the recipient, taking into consideration the existing knowledge (SELFIE) with the new Outcomes (SELFIE HELpeR & Pedagogical Innovation Assistant Toolkit). In addition, it addresses the general field of interest, namely education (Pedagogical), as well as the main objectives of the project which are to support (HELpeR) the schools and enhance their innovation (Innovation Assistant) by supporting self-assessment processes for making better use of digital technology in teaching and learning. Finally, it is short, clear, and direct.

### 3.4 Dissemination Tools and Activities

In order dissemination strategies to be effective and efficient, the appropriate tools have to be selected and activities to be organized. Any dissemination channel and initiative needs to:



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- Be oriented towards the needs of the target audience, using appropriate language and information levels;
- Include different dissemination methods: texts, illustrations and graphs, figures and visual styles, online channels and presentations to meet different communities and geographical areas;
- Leverage existing resources, relationships and networks;
- Interact with other relevant projects and initiatives; and
- Be effectively conducted on different geographical areas (pilot sites), using appropriate dissemination channels.

SHERPA Dissemination Plan will rely on event-based activities whose targets are represented by committed stakeholders. In this respect, partner organizations are widely represented in order for SHERPA Dissemination Plan to be effective and corresponding to the needs of the target audience. SHERPA team has concluded a mix of communication channels and tools for the achievement of dissemination objectives.

### 3.4.1 SHERPA Logo and Banner

In order for the SHERPA Project to be personalized and distinctive, unique SHERPA logo and banner were created by CNR-ITD partner. SHERPA logo (Figure 3) will be included on the header of all SHERPA deliverables and procedures templates (such as Meeting Agenda, Meeting Minutes, and Presentation Template).



Figure 3: SHERPA Logo

SHERPA banner (Figure 4) will be utilized for all the SHERPA Social Media pages, so that they are easily identified with the project.



Figure 4: SHERPA Banner

Both SHERPA logo and banner are designed in a way to be attractive and trigger the attention of the target audience. Moreover, SHERPA banner displays SHERPA project's full name, which is also the key message of the Dissemination Plan.



### 3.4.2 SHERPA Website

As mentioned in Section 2, the SHERPA Website is a cornerstone of the project's Communication Strategy and it also constitutes one of the core dissemination channels. It intends to promote SHERPA results and initiatives by informing visitors about the project objectives, news, actions, deliverables and any other dissemination material (e.g. project brochure, press releases, news about events, meetings, workshops and links to articles and projects relevant to SHERPA field of interest). SHERPA Website is accessible to the general public, is user-friendly, simply and cohesively structured addressing all the target stakeholders by containing the following sections and tools:

- Website Home Page with a small description of the project, links to all consortium partners Websites, as well as interconnection with Twitter Page and all the posts referring to and posted by @SHERPA4SELFIE,
- News & Events Page,
- Two separate sections, each one devoted to the main outputs of SHERPA, namely the *SELFIE Helper* Page and the *SELFIE Pedagogical Innovation Assistant toolkit* Page,
- Deliverables Page, where all the deliverables will be uploaded either accessible to the public audience or password protected for the confidential ones,
- Interconnection to the SELFIE Website,
- Link to Erasmus+ Project Results Platform, and
- SHERPA project contact information.

The link to the project website is: <https://sherpa4selfie.eu/>

### 3.4.3 SHERPA and Consortium Social Media

SHERPA project intends to have an intensive presence in social media channels, through which SHERPA project news, outcomes, and material will be directly communicated and disseminated to the target audience. All SHERPA social media accounts will be updated regularly, in order to stay current and attract more visitors. SHERPA project will set up accounts on:

- Twitter: SHERPA project Twitter account (@Sherpa4Selfie) is accessible through the link <https://twitter.com/Sherpa4Selfie>.
- LinkedIn (added soon)

Finally, by posting selected news on social media profiles of the consortium partners, the project outcomes, actions, news, and material, SHERPA project will reach a broader population gaining wider visibility and publicity.

### 3.4.4 SELFIE Dissemination Channels

SHERPA project's goal and objectives are inter-correlated with the SELFIE educational assessment tool. Thus, the dissemination strategy of SHERPA, trying to reach all the stakeholders interested in SELFIE, will utilize SELFIE dissemination channels by publishing project news and outcomes on SELFIE webpage or on SELFIE's social networks, using the hashtag #SELFIE\_EU. Additionally, project outcomes will be communicated to the SELFIE







related group on Yammer. Finally, SHERPA project representatives will participate in the forthcoming annual conference for SELFIE and schools' digital capacity.

### 3.4.5 Journal Articles

The Dissemination Plan of SHERPA results includes the preparation and publication of scientific journal articles. Scientific articles will be sent for release to journals, relevant to the SHERPA content and objectives, such as *Computers & Education*, *British Journal of Educational Technology*, *Journal of Computer Assisted Learning*, *Interactive Learning Environments*, etc.

### 3.4.6 Participation and Presentations in Conferences

Conferences always draw the attention of academics and researchers that want to stay up-to-date with the new outcomes in the field of their interest. Thus, National, European, and International Conferences constitute a great opportunity for SHERPA project to communicate its results to prominent personalities in the relevant field, interact with the research community, receive feedback, and even build new collaborations. Examples of conferences that SHERPA could disseminate key outcomes are the *IEEE International Conference on Advanced Learning Technologies*, *the International Conference on Web-based Learning*, and *the European Conference on Games Based Learning*, etc. In addition, and in order to maximize the dissemination efficiency focusing on national stakeholders, such as primary and secondary schools, at least one presentation and/or workshop will be submitted from each partner to a related conference hosted in their country.

### 3.4.7 E-Brochures and E-Posters

Promotional e-brochures and e-posters will be produced to support the Dissemination Plan of SHERPA. The brochures and posters will contain a brief but cohesive summary of the project highlighting its contribution to the SELFIE tool and its innovative traits. The brochures and posters will be published in electronic format on SHERPA website and will be also available in hardcopy for distribution to conferences, meetings, workshops, and other events related to the project.

### 3.4.8 Press Releases

Upon the completion of key SHERPA project steps or the implementation of special events, press releases will be produced and disseminated within the project's networks. Press releases aim at engaging stakeholders from all different categories, including policy makers, public authority representatives, educational organizations, and public schools, and informing them about new SHERPA achievements and upcoming actions and events.

### 3.4.9 Erasmus+ Project Results Platform

Aiming at transparency, accountability and inspiration, “an Erasmus+ Project Results Platform was established to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories” (European Commission, 2020, p.317). SHERPA project will exploit the Erasmus+ Project Results Platform for disseminating its results and give access to a broader audience interested in Erasmus+ actions.



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The Erasmus+ Project Results Platform is available on: [http://ec.europa.eu/programmes/erasmus\\_plus/projects/](http://ec.europa.eu/programmes/erasmus_plus/projects/)

### 3.4.10 E-Twinning School Network

In order to enhance its Dissemination Plan, SHERPA project will utilize the eTwinning school network. Specifically, SHERPA outcomes and news will be disseminated within eTwinning social networks. Moreover, members of eTwinning are going to be informed by project partners.

### 3.4.11 Ministry of Education

In addition, representation in the SHERPA partnership of a Ministry of Education representative enriches the partnership's capacity to translate project outcomes and experimentation results into policies, and to promote policy recommendations at school and national level. Moreover, through the representation of the Ministry in the European Schoolnet (a network of the European Ministries of Education) and its Steering Committee, the results and policy recommendations from SHERPA will be directly communicated to Ministries of Education of the Member States.

### 3.4.12 Workshops and Final Event

One more dissemination channel of SHERPA project is the organization of workshops. Particularly, one workshop per partners' country will take place inviting instructors and potential stakeholders of SHERPA applications and content. This workshop will be organized by each local partner. Each of these workshops aims at information diffusion regarding the SELFIE assessment tool, SHERPA results, as well as the best practices for their utilization into the educational processes. Finally, SHERPA team will organize the SHERPA Final International Event (M23), which, along with general communication strategy and dissemination plan, will activate and engage representatives of key stakeholder groups in the roll-out and uptake of key SHERPA outputs.

## 3.5 Visibility of the European Union and Erasmus+ Programme in SHERPA

According to dissemination guidelines of European Commission (2020) "beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material" (p.317). The SHERPA project following the guidelines and requirements of EC uses the Standard European Commission Logo (Figure 5), the Erasmus+ Programme Logo (Figure 6), and the EC Publication Disclaimer (Figure 7).

The Visibility of the European Union and Erasmus+ Programme through the before-mentioned EU and Erasmus+ emblems is affirmed in all SHERPA project deliverables, presentations, and general dissemination material.





Figure 5: Standard European Commission Logo



Figure 6: Erasmus+ Programme Logo

**Disclaimer:**

*"The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"*

Figure 7: EC Publication Disclaimer

### 3.6 Dissemination Monitoring and Evaluation

*"The impact assessment is an essential part of the process. It evaluates achievements and generates recommendations for future improvements"* (European Commission, 2020, p.316). Monitoring of SHERPA dissemination activities provides evaluation of the progress and ensures that the set out objectives are realized towards the success. During its project life, SHERPA aims at clear and achievable objectives for its impact and the evaluation of the general Dissemination Plan.

Key Performance Indicators (KPIs) have been defined (Table 2) for the evaluation of SHERPA Dissemination Plan and its long term impact. Some of the indicators listed below for the dissemination plan (shown with an [\*]) are shared with and detailed jointly with the communication strategy.

It should be noted that the precise nature and timing of the items listed below are subject to ongoing WP5 review in view of the present and future impact of the Covid-19 pandemic on their planning and implementation.



**Table 4. KPIs of SHERPA Dissemination Plan and Impact**

Tool-Activity-Output	KPIs	Target
Pilot process implementation	Number of direct participants involved	100 schools across 5 EU countries: Cyprus, Greece, Italy, Estonia, and Finland (interacting with the SELFIE Helper and/or SELFIE Pedagogical Innovation Assistant toolkit)  22 invited stakeholder participants at the SHERPA international event (Rome, Month 23)
SELFIE Helper KB	Number of recorded cases in the SELFIE Helper KB for assistance	40 to 50 recorded cases
SELFIE Pedagogical Innovation Assistant toolkit	Number of participants' accesses / downloads	90-100 accesses/downloads
Government departments, agencies, policy makers & key stakeholders	Number of people involved	25 people with significant decision making or senior advisory roles in the 5 partner countries, primarily, in conjunction with national project meetings and also in the SHERPA final international event
SHERPA website [*]	Number of visitors  Number of material downloads  Number of updates  Number of countries that visit the Website	> 600 visitors  > 150 downloads  > 10 updates  > 10 countries visiting the website
SHERPA social media accounts [*]	Number of followers  Number of posts  Number of likes	> 100 followers in all social media accounts  > 40 posts in all social media accounts





		> 100 likes in total
E-brochures and e-posters [*]	Number of downloads of promotion material Number of printed brochures distributed at events	> 100 downloads > 200 printed promo material
Press releases [*]	Number of press releases	> 5 press releases
Erasmus+ Project Results Platform	Number of results submitted on Erasmus+ Project Results Platform	All results submitted on Erasmus+ Project Results Platform
Journal Articles	Number of scientific articles accepted for publication Number of different academic journals	> 3 published scientific articles > 2 academic journals
Conference Participation and Presentations	Number of conference presentations Number of different conferences	> 1 presentation and/or workshop will be implemented by each partner at a related conference hosted in their country > 4 different conferences
Workshops and Final Event	Numbers of workshops organized by SHERPA consortium Number of workshops attendees Number of visitors at the final event Diversity of audience in comparison to the target audience set in the SHERPA dissemination plan	> 1 workshop per partners' country SHERPA final International Event implementation > 10 workshops attendees > 50 visitors at the Final Event representing all the target audience of SHERPA dissemination plan





### 4 Communication and Dissemination Responsibilities and Timeline

#### 4.1 Consortium Responsibilities towards Communication Strategy and Dissemination Plan

CNR-ITD is the leader partner of WP5-Dissemination and Exploitation of Results. However, for an effective Communication Strategy and the achievement of Dissemination Plan objectives, the contribution of all SHERPA partners is needed. More specifically:

- Concerning dissemination within partner organizations, staff working in the education and training arena in partner organizations and associate institutions will be informed through the organizations' internal communication systems about the project and encouraged to get involved.
- Regarding dissemination outside partner organizations, partners will commit to communicate project updates and outcomes to stakeholder organizations within their own countries and among high-level European public authorities. Many of the project partners are involved at policy making and academic levels.
- The collaboration of partners with the Joint Research Centre, as well as their participation in DG EAC Education and Training Working Groups on Digital Education, will facilitate the dissemination of SHERPA outcomes and discussions to further policy recommendations at European level.
- SHERPA partners may proceed with scientific publications in relevant journals and conference presentations.
- SHERPA partners will discuss, review and further improve, if needed, the dissemination plan during the partner meetings.
- Consortium partners may present briefly the SHERPA project at their institutional website and provide a link to the SHERPA website.
- Consortium partners will follow SHERPA accounts in social media with their organization's social media accounts and share the key SHERPA posts on their pages.
- SHERPA partners will contribute to SHERPA newsletters by providing relevant content and encouraging other relevant stakeholders within their professional community to sign up.
- Consortium partners may involve national media in their countries, target the press releases at national level and translate them, if needed, to reach a broader audience.

#### 4.2 Timeline of WP5 (Dissemination and Exploitation of Results)

The duration of SHERPA Dissemination Plan lasts for all the 24 months life duration of the project. The WP5 constitutes the backbone of the Communication Strategy and Dissemination Plan of the project. In order the dissemination procedures to be effective, the WP5 tasks have been clearly defined and their timeline is set. Figure 8 depicts the timeline for the tasks of WP5 - Dissemination and Exploitation of Results.



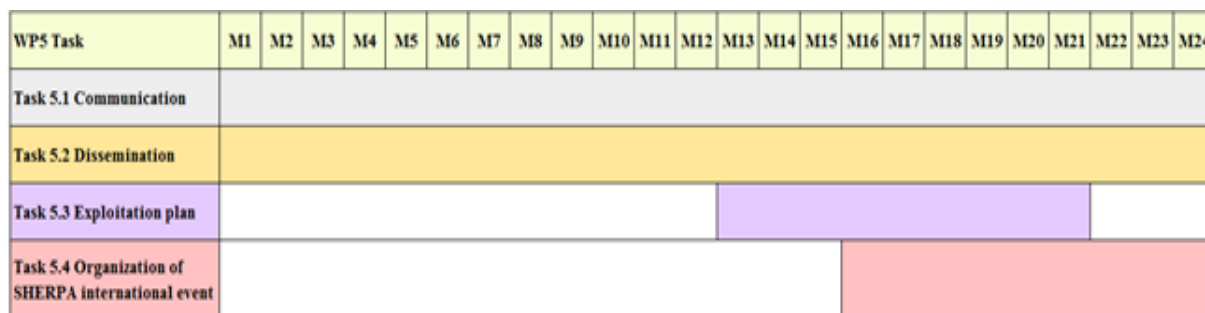


Figure 8: Gantt Chart of WP5 Tasks

Additionally, the specific deliverables of WP5, the delegated consortium partner for their implementation, the medium of their dissemination, their language, their dissemination level, the final milestone, and their target audience have also been decided (Table 5).

Table 5. Overview of WP5 Deliverables

WP5 Output	D5.1: SHERPA project website	D5.2: Communication strategy and dissemination plan	D5.3: Exploitation plan	D5.4: SHERPA international event
Partner	CNR-ITD	AETMA-IHU	CNR-ITD	CNR-ITD
Medium	Website, Digital Document	Digital Document	Digital Document	Digital Document
Languages	English	English	English	English
Dissemination Level	Public	Public	Confidential	Public
End Milestone	M1	M4	M21	M24
Target Audience	All the target audience as described above	All the target audience as described above	EACEA, project reviewers	All the target audience as described above

## 5 Sustainability of SHERPA Communication and Dissemination Strategy

The main purpose of the Communication Strategy and Dissemination Plan is to describe the tools, activities and means of communication and dissemination, which will ensure that the project results will be disseminated widely and effectively to the different target groups. The



## D5.2. Communication Strategy and Dissemination Plan



guidelines defined in the Dissemination Plan will be respectively implemented by all SHERPA partners, who will take particular responsibilities throughout the project lifetime, so the SHERPA existence, objectives, initiatives, and results will be distributed to the target audience on time via effective means of communication. Consortium partners are active members of national and international networks and have wide contacts with stakeholders across Europe that work in the field of digital competence and education which makes them valuable multipliers of SHERPA outputs.

However, SHERPA Communication and Dissemination Strategy aims at the sustainability of SHERPA project and the exploitation of its results after the completion of the project as well. Therefore, appropriate dissemination activities are projected to take place after the 24-month period of SPERPA implementation duration, in order to create an impact that will last beyond the end of the project by making the results of the research known to those who could benefit from them (i.e. primary and secondary education instructors, educational organizations, etc.). The disseminated SHERPA outputs will form an agenda for further action to encourage the emergence of innovative assessment approaches and methodologies (such as using AI assisted tools) to contribute to innovative learning practices, transparency and quality assurance of educational systems.

This kind of activities are:

- Continuing further communication and dissemination strategies (as described throughout this report);
- Developing ideas for future cooperation;
- Continuous evaluation of the achievements and impact;
- Contacting relevant media;
- Contacting policy-makers, if relevant;
- Identifying and engaging stakeholders throughout a targeted publicity plan, in order to contribute with new educational material; and
- Cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.







### 6 Reference List

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## 7 List of Abbreviations

Abbreviation	Meaning
AB	Advisory Board
AETMA Lab - IHU	Advanced Educational Technologies and Mobile Applications Lab of International Hellenic University
CPI	Cyprus Pedagogical Institute
CNR-ITD	National Research Council of Italy, Institute for Educational Technology
CT	Coordination Team
D	Deliverable
EACEA	Education, Culture and Audiovisual Executive Agency
EfVET	European Forum of Technical and Vocational Education and Training
EC	European Commission
ESHA	European School Heads Association
EU	European Union
JYU	University of Jyvaskyla
IITE	Institute for Information Technologies in Education
KA	Key Action
KPI	Key Performance Indicator
M	Month
P	Partner
SHERPA	SELFIE HELpeR & Pedagogical innovation Assistant
TLU	Tallinn University
WP	Work Package





## 8 Appendix A: SHERPA Consortium Partners

The SHERPA consortium comprises five (5) partners (P) from 5 different European countries (Greece, Finland, Cyprus, Estonia, and Italy) and 1 affiliated entity depending from P01. Table 6 includes information of the SHERPA project consortium.

**Table 6. SHERPA Consortium Information**

<b>P#</b>	<b>Full Official Name</b>	<b>Acronym</b>	<b>Country</b>
P01	Advanced Educational Technologies and Mobile Applications Lab, International Hellenic University	AETMA-IHU	Greece
P02	University of Jyvaskyla	JYU	Finland
P03	Cyprus Pedagogical Institute, of the Ministry of Education and Culture	CPI	Cyprus
P04	Tallinn University	TLU	Estonia
P05	National Research Council of Italy, Institute for Educational Technology	CNR-ITD	Italy
AF01	Open Technologies Alliance (GFOSS)	GFOSS	Greece

