



ARETE – DELIVERABLE (D7.1)

WP7 - D7.1: Dissemination Plan

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Executive Summary

This Deliverable presents the ARETE Dissemination plan, in line with the communication approach. The project Coordinator delivers the Dissemination Plan for the project at M3, defining the means to disseminate and communicate project details to the public and targeted community. With the support of each partner, the WP Leader will oversee the implementation of the plan where the expected results, objectives, target audiences, dissemination actions, methods and tools, timeline and outcome indicators will be clearly outlined. The knowledge generated in this project will be carried out along three lines:

- i/ Scientific Exploitation;
- ii/ Economic Exploitation; and
- iii/ Societal Exploitation.

Moreover, all the consortium members shall continuously report project results as per the rest of the WP deliverables that may form the basis of patents to the Project Steering Committee (PSC).

D7.1 will be updated during the project lifetime at M14 and M28.



The ARETE project aims to support the pan-European interactive technologies effort both in industry and academia, through the multi-user interactions within AR technologies evaluated in education in both professional and private contexts. The authoring tools used within ARETE and the provision of access of the AR content developed for the broader community of users within the EU, will increase the European innovation capacity in AR. Through systematic application of human-centred design approaches, ARETE will deliver highly usable, useful and desirable AR technologies and contents, leading to a wider uptake and further stimulate their creative usage. The ARETE ecosystem, which comprises of AR emerging technologies, main platform, training platform, mobile app and a multi-lingual² interface will be piloted. Students and EU citizens (i.e. 3000+ in EU member states) will participate in three different pilot studies. The ecosystem will be piloted at “ γ -phase”, focusing on assessing the impact of the AR content within professional and private contexts (students, teachers, educational technologists). Stakeholders will utilise the effectiveness of the ecosystem through the evaluation of specific skill sets and behaviours (STEM; English literacy skills; and impact of Positive Behaviour Support in Schools – PBIS).

ARETE primary objectives are to:

- develop and evaluate the effectiveness of an interactive AR content toolkit. ARETE will ensure that an interactive AR content toolkit will be developed for the creation of 3D objects based on AR standards. ARETE toolkit will design and implement the AR/3D data repositories for storage and retrieval during the lifespan of the project and beyond. ARETE will create standards-compliant AR/3D data infrastructures for educational purposes to ensure applicability, reproducibility, interoperability, accessibility and sustainability.
- apply human-centred interaction design for ARETE ecosystem (linked to WP3, WP4 & WP5). ARETE will identify, update and integrate on an ongoing basis, user-based insights into designing and developing AR content for the pilot studies. The interaction design within ARETE will enable different stakeholders to use the AR technology with ease and positive experience for meeting their needs, preferences, and goals, leading to its high adoption and stimulating its creative uses.
- Pilot and evaluate the effectiveness of AR interactive technologies (linked to WP6). The ARETE ecosystem, which comprises AR emerging technologies, main platform, training platform, mobile app and a multilingual interface will be piloted. Students and EU citizens (i.e. 3000+ in EU member states) will participate in three different pilot studies. The ecosystem will be piloted at “ γ -phase”, focusing on assessing the impact of the AR content within professional and private contexts (students, teachers, educational technologists). Stakeholders will utilise the effectiveness of the ecosystem through the evaluation of specific skill sets and behaviours (STEM; English literacy skills; and impact of Positive Behaviour Support in Schools – PBIS).
- communicate, disseminate and exploit the project results. ARETE promotes project awareness and progress details to the wider and targeted markets. To reach this goal, a scientific, societal and economic focused dissemination and market outreach campaign is well-formulated and details are presented in this deliverable and D7.2. In the context of the ARETE project, we adapt a three-phase dissemination and market outreach approach to achieve this objective and for the take up of the results beyond the life of the project.

² English, Italian, Spanish, Lithuanian, Hungarian, Czech, Greek etc.



ARETE project work plan is defined in a set of seven distinct work packages as listed below:

- WP1: Ethics Requirements (UCD)
- WP2: Project Management (UCD)
- WP3: Interactive Augmented Reality Toolkit (WWL)
- WP4: User-centred Interactive Design (ULE)
- WP5: Interactive AR for PBIS (CNR)
- WP6: Pilots' Implementation, Deployment and Evaluation (EUN)
- WP7: Dissemination, Exploitation & Communication (CLB)



To maximise the impact, ARETE partners will invest appropriate effort into dissemination, exploitation and communication as declared in the dedicated WP7. The efforts are spearheaded by partner No 2, CleverBooks (CLB), who has a leading position in market outreach planning and business engagement with an existing client base of private and public schools across Europe and internationally, with sales driven offices in Ireland, Germany and the United States. Our informed and experienced consortium are working with primary school students across 7 European countries and will ensure a widespread collection of opinion and feedback during the 3-phase ecosystem development approach and through the *Foresight engagement process*. The consortium will work along these four action lines:

1. Implementation of the communication and dissemination strategy, aimed at increasing awareness, understanding and engagement with users and target groups.
2. Address the sustainability of project results during the project lifecycle, by means of a Market Outreach Plan that will explore the exploitation and sustainability path.
3. Standardization of interactive AR technologies for education.
4. Strategy for knowledge management and protection, which comprises the management of knowledge and intellectual property rights (IPR) for ensuring the rights of foreground, as well as the data management provisions.

WP7 Objectives

Objectives of WP7 are summarised as follows:

- promoting awareness by efficiently disseminating and communicating the details of the project activities to society and the targeted community, including via engagement with individual stakeholder dissemination activities as well as via external parties including the targeted market influencers and with the support of the external Advisory Board;
- prepare communication channels (including website, social media, etc.), develop and promote dissemination materials (e.g. brochures, blogs, papers, press releases, etc.) as part of the preliminary planning and undertaking for the market outreach of the project results;
- investigate, analyse and prove that the AR interactive technologies within ARETE are well positioned and suitable for market take up beyond the life of the project and showcase the results of the project by hosting 2 international workshops in line with the interactive AR technologies application roadmap.
- exploit the intellectual property developed within the project;
- deliver the AR Learning Objects standards based on the effectiveness of the AR interactive technologies from WWL and CLB.

During WP7, we will analyse the opportunities for building links with other research and innovation projects and related activities (i.e. @ national and international levels). This WP will be undertaken with contributions from all partners throughout the project. *Google Analytics and Hootsuite/Klout* will be used to measure/monitor dissemination and communication impact. Obtaining No. 1 position on *Google engine searches* for 'Augmented Educational Interactive Technologies' is a target. The WP Leader will report to the Project Coordinator details of an assessment of dissemination and communication achievement against targets and, if needed, will propose remedial actions for Project Coordinator approval. Dissemination, exploitation and communication of the project results are organized in the following 6-tasks (deliverables).



- D7.1 Dissemination Plan.
- D7.2 Website and social media
- D7.3 Showcase Mobile App
- D7.4 Showcase workshop & Hackathon MS6
- D7.5 Market Outreach Plan
- D7.6 Draft CEN workshop Agreement MS7

This report illustrates D7.1 “Dissemination Plan”, which is due for submission during month three (M3) of the project.

Overview of D7.1 Dissemination Plan

In line with the communication approach, UCD is required to deliver the Dissemination Plan for the project at M3, defining the means to disseminate and communicate project details to the public and targeted community. With the support of each partner, the WP Leader will oversee the implementation of the plan where the expected results, objectives, target audiences, dissemination actions, methods and tools, timeline and outcome indicators will be clearly outlined. The Dissemination Plan will address the following aspects amongst others:

- Project branding: project logo, PowerPoint templates of professional quality, (UCD leads);
- Web site: design, implementation and maintenance, (UCD leads);
- Social media (i.e. Twitter, LinkedIn, etc.): build up community interest (UCD leads - All partners support and engage);
- Dissemination materials: – e.g. project leaflets, videos (YouTube) and mobile app to promote the project, its benefits, etc. Materials will be adapted for the targeted channels. (UCD leads - All partners support and engage);
- Mobile app: - as a free download to promote the project, activities and outreach opportunities. (UCD leads - All partners apply and use to support project communications);

Activities also include the use of collaborative and communications tools (e.g. blogs, etc.), (UCD leads - All partners support and engage) as well as communications on traditional channels, social channels and networks, (UCD lead, all partners support and engage). Partners will utilize outreach opportunities to demonstrate the project results and promote for outreach opportunities. Partners will also actively share the project results at conferences, workshops, journal publications and talks in key research areas of the project. The main activities are:

- Publication at top ranking international journals and conferences;
- Feedback collection on evaluating the AR interactive technologies for further needs assessment and requirements that are applicable for implementation/next generation beyond the life of the project; (UCD leads - Inputs: All partners).

The knowledge generated in this project will be carried out along three lines:

- i/ Scientific Exploitation;
- ii/ Economic Exploitation; and
- iii/ Societal Exploitation.

Moreover, all the consortium members shall continuously report project results that may form the basis of patents to the Project Steering Committee (PSC).



Dissemination Strategy

Overall, the communication and dissemination strategy will ensure that a number of targeted stakeholders will become aware of the ARETE project and its activities. Comprehensive and yearly reviewed (M3, M14, M28), the Dissemination Plan (D7.1), will put our dissemination and communication strategy into action during the project lifecycle. Part of this planning activity will be to extend the visual identity for the project results including the graphics, templates, styles and guidelines to be used by partners when presenting their work in electronic and printed material. Brand development, drawing on the expertise of our exploitation partners, will take place during the projects' 2nd year. Partner CLB (WP7 leader), will develop a dissemination and communication campaign working closely with UCD, EUN, OBU and WWL to drive our exploitation effort for strategic market positioning, take-up and deployment acceleration. Figure 1 below shows the distinct set of activities which will be planned and executed as a part of dissemination strategy. These are three types of activities namely ARETE Internal, ARETE External and ARETE Exploitation.

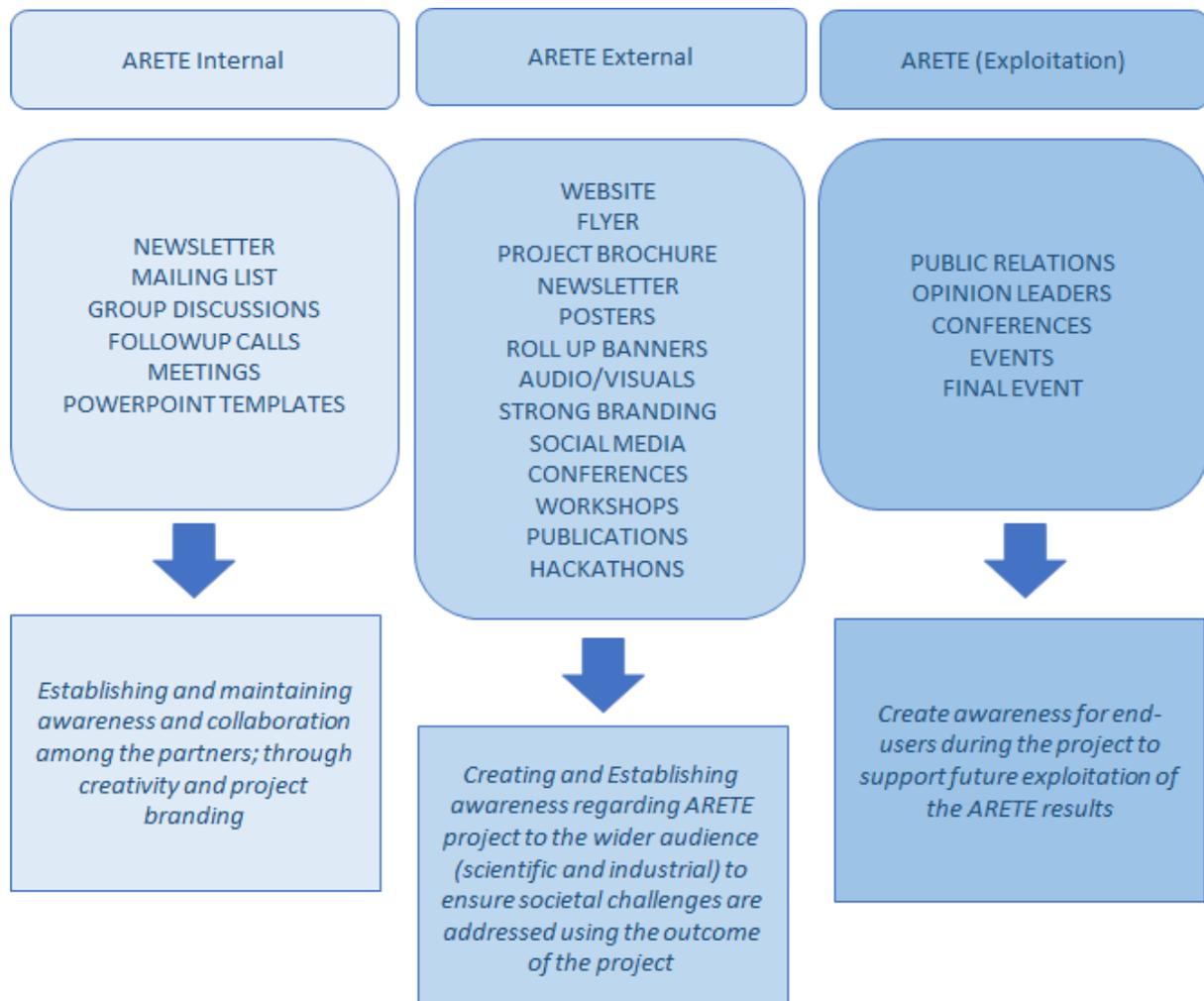


Figure 1: ARETE Dissemination Strategy



Outreach strategy for Dissemination and Communication activities

ARETE's outreach activities are aimed at taking dissemination and communication back to its roots. The communication and outreach strategy approach adopted, is highlighted in the Figure 2 and will be implemented at the start of the project with the resulting time plan incorporated into the Market Outreach Plan.



Figure 2: ARETE outreach strategy

This strategy forms an integral part of the 3-phased approach for dissemination and communications. It gives the targeted community visibility of the project results and scientific excellence. The strategy will clearly focus on communicating ARETE's capability to the targeted community. After an initial scope analysis as part of the *Foreseen Engagement process* to obtain a more in-depth knowledge and understanding from ARETE event participants, we will further define a dissemination plan to achieve our goals in more depth.

Dissemination Approach

To maximise the impact, ARETE partners need to invest appropriate effort into dissemination, exploitation and communication as declared in the work package 7 and ARETE partners will apply a unified 3-phased approach for dissemination in support of market outreach. Each phase spans over one year in the project. These three phases are named as:

- Phase 1 (M1-M12): Project Focus
- Phase 2 (M13-M24): Positioning Phase
- Phase 3 (M25-M36): Results-Driven Phase

The approach has 2 primary foci as content source:

- project progress content, which will be reported through a web-based portal and
- an internal technology readiness roadmap view that charts the project and its technological progress, outputs and activities.

Dissemination Goals

The goals of dissemination plan are outlined below:

1. Increasing Visibility of the programmes to the general public, raising awareness of Augmented Reality and ARETE as edtech³ project in the European Union together with the Member States;

³ <https://www.edtech.ie/>



2. Ensuring transparency of programmes for actual and potential beneficiaries, also facilitating the effective participation of applicants in the programmes in the future;
3. Informing about the importance of innovative technologies and education technologies for future jobs;
4. Reaching out to academia and the general public with the message of facilitating innovation in Europe;
5. Communicating project progress and results, activities, pilots and results, etc.

Dissemination Principles/Objectives

Each partner is committed to effectively disseminating the project details and results through their in-use dissemination networks, industrial partnerships and long-standing experience in international and EU funded projects. The underlying principle of the collective dissemination effort will be to:

- raise awareness of the project across the EU and promote take-up and business opportunities;
- bring the ecosystem to the targeted communities along the value chain for different vertical domains including education, development of AR interactive hardware and software and data analytics for interactive technologies’ evaluation;
- create demonstrators of the ARETE ecosystem for target community exposure and interest;
- conduct an intense communication campaign to secure number 1 position on Google searches for defined keywords, ‘AR interactive technologies’, ‘AR with WordsWorthLearning’ and ‘CleverBooks with AR’, and ‘AR with Positive Behaviour Support’ by M24.

The dissemination strategy ensures that the project results outlive its lifespan by communicating results to those who can benefit from the project results across Europe, promoting take up opportunities.

Dissemination Plan

We will apply a unified 3-phased approach for dissemination and communication in support of market outreach plan (D7.5).

Phase 1 (M1-M12): Project Focus

Approaches	Consortium Collective Activities
Introduce ARETE to an EU wide audience to generate interest and create initial awareness: <ul style="list-style-type: none"> ○ Dissemination Plan ○ Web site and build brand awareness; ○ Social Media usage; ○ Press release issued and articles/magazines. 	The ARETE brand validated; Social media activities setup and initialised; Build & promote project website; Commence foresight engagements; Start to participate in relevant dissemination & events; 1st Press releases produced regarding the project launching, consortium and aims to be reached; Meet with both the external Advisory Board and Industry Capacity Board at the project kick-off meeting to obtain feedback, knowledge and further opportunity details.

Table 1: Phase 1 “Project Focus” during M1-M12 of Dissemination Plan



Phase 2 (M13-M24): Positioning Phase

Approaches	Consortium Collective Activities
<ul style="list-style-type: none"> Dissemination Plan updated; Demonstration and successful Foresight engagements with target community realised. Social Media generating engagement, and increasing project awareness and interactivity; Press release issued and articles/magazines; Direct email list built up (GDPR compliant) Conferences & event participation; EU sites and related projects engagement; Project events participation and presentations; Project literature development. 	<ul style="list-style-type: none"> Promote project activities on project website; Continue foresight engagement activities Participate in relevant networking dissemination, brokerage & webcast events, Articles for magazine publications produced; Press releases distributed based on projects' first results; Project leaflet and infographic created; Meet with both the external Advisory Board and the Industry Capacity Board at the end of 2nd year to start the process of developing new opportunities beyond project. Online forum also setup on the web site

Table 2: Phase 2 “Positioning Phase” during M13-M24 of Dissemination Plan

Phase 3 (M25-M36): Results-Driven Phase

Approaches	Consortium Collective Activities
<ul style="list-style-type: none"> Final phase of the project where the framework is ready and various partner exploitation strategies are detailed, thus the approach will be exploitation driven by the Market Outreach Plan [D7.5]. This also includes: Sustainable Business model – defined. Refined 5-year business plan delivered. ARETE ecosystem fully tested and ready. Mobile app updated and launched. Training platform released. Demonstration and successful engagements. ARETE workshops at international conferences. Scientific research and brokerage events participation. Engagement with influential associations. Dedicated hackathon week held. Draft CEN CWA standard document - delivered. IEEE standards delivered 	<ul style="list-style-type: none"> Number 1 position secured on Google engine searches Pilot demonstrations completed and recorded for YouTube and social media. White paper - Policy recommendation produced. Pilot studies with best practices details published. Press releases and media coverage (TV, Radio, etc) Papers issued in journal (gold open access) and presentation at brokerage events undertaken. Draft CEN CWA workshop held, and CEN/IEEE standard details published and blogged. Web site evolved in line with Phase 3 direction. Bi-communication with both the external Advisory Board and separately the Industry Capacity Board to advance the ecosystem for excellent market positioning. Engagement with influencers and association and at brokerage events continued from Phase 2.

Table 3: Phase 3 “Result Driven Phase “during M25-M36 of Dissemination Plan

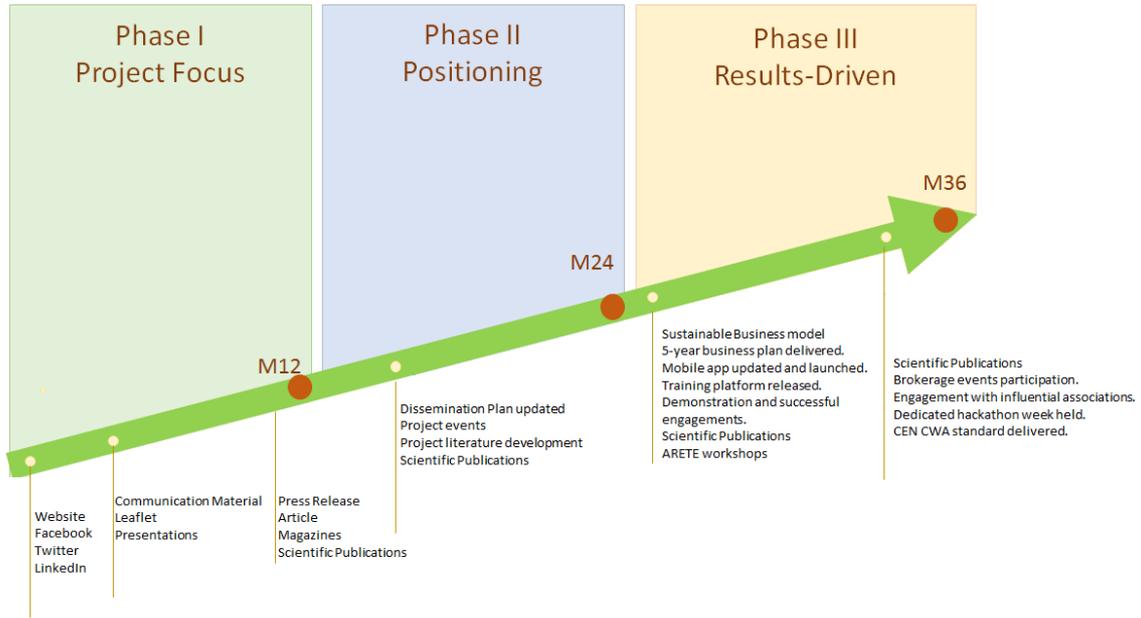


Figure 3: ARETE Dissemination Plan

Communication Plan

The Communication plan should be flexible and dynamic. Feedback from the evaluation of the activities carried out is useful in order to make changes to the initial planning. Moreover unexpected events can always occur and in such cases the planned communication activities should always be able to be revised and re-programmed. Thus the strategy of six steps in communication planning will be applied. The communication strategy must be considered as a cycle composed of six major steps, as shown in Figure 4.

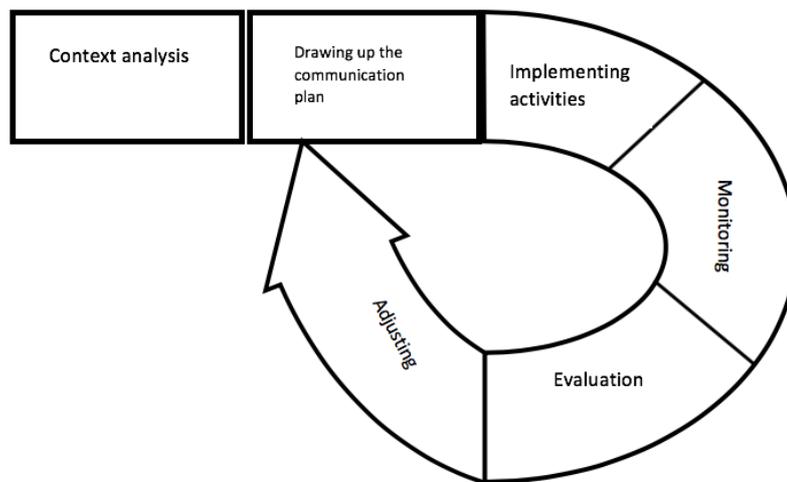


Figure 4: ARETE Communication Strategy



Context/Current situation analysis

Current situation for ARETE awareness is as follows and the SWOT analysis has been performed by key project partners with an aim to identify factors that could limit the project impact.

Program participants: 10 partners from 7-member states: Ireland, Spain, Netherlands, Germany, Belgium, Italy and the UK.

Geography for pilots' participants: Ireland, Spain, Greece, Italy, Croatia, Netherlands, Norway.

Current awareness: there is no awareness about the project apart from blog publication on H2020 by Enterprise Ireland: <https://www.horizon2020.ie/h2020-case-studies/arete-case-study/>

Table 4: SWOT Analysis of ARETE current status

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Strong interdisciplinary consortium partners. ● A unique offering of the ARETE Ecosystem to ensure flexibility and adaptability. ● Three strong pilots of importance to the education and training domains. ● Solid target community engagement process with solid industry representation engagement. ● Strong interdisciplinary expert partners in the consortium. ● Focused and targeted market, communication and dissemination plans 	<ul style="list-style-type: none"> ● Need to support mindset toward AR/VR educational training. ● HCI current connectivity and displays. ● Platform compatibility.
Opportunities	Threats
<ul style="list-style-type: none"> ● Emerging Tech on Interactive Devices and connectivity. ● Emerging innovation on AR standards. ● Draft CEN CWA standard based on the interoperability component of the main platform of the ARETE Ecosystem to help with market acceptance and take up beyond the life of the project. 	<ul style="list-style-type: none"> ● Changes in EU and departing member state rules, regulations, standards and legislations. ● Political instability. ● Limited AR awareness/ unrealistic expectations.

Target groups and Audience

ARETE communication plan has focus on the following target stakeholder groups:

- PA= Public Authorities
- RO= Academic/Research Organizations
- CI=Citizens
- IN=Industrial Networks incl. SMEs & large Organizations
- LG=Local Government
- ST= Standardization
- NG= NGOs

The *potential beneficiaries* are represented by schools, parents and educators, i.e. general public (CI). It is also necessary to use information from the context analysis for further segmentation:

- *geographic segmentation*: the target group is divided according to area of geographic origin (Ireland, Spain, Greece, Italy, Croatia, Norway, Netherlands, UK and targeting all Europe)



- *socio-demographic segmentation*: focus on education sector, connected to education, education technology, working in education policies, making decisions on using education technology, influencing education and edtech (PTAs, parents, guardians, etc.), industry influencers, etc.

Communication Strategy

The strategy selected to position ARETE brand is telling the story that will focus on the following elements spread within project duration:

Year 1: How the idea was born? Meet the creators of the future with ARETE.

Year 2: What is going on? Get ready to participate in the future.

Year 3. What are the results? How to keep edtech with AR sustainable.

The strategy adopted will use a variety of messages covering formal, informal, educational or funny, detailed or broad styles depending on the needs of the programme and of the target to be reached. The choice will be to adopt various communication channels as well as messages types (text, video, photo, media mix). Communication plan is to follow the below framework in order to achieve the stated goals. Communication with the public should include some activities to be implemented at central level to give a uniform image of all the information activities with some differences at local level which underline the peculiarities of the territory. This helps to create a unique identity for the programme. A coordinated image means that when organising many initiatives people can immediately recognise that they refer to that specific programme. ARETE team will be guided which strategy to adopt towards the identified target groups depending on the message type:

- *non-differentiated strategy*: after which we will use a single message for all the target groups identified without any differences. It is less expensive from an economic point of view but also the least efficacious in terms message impact on the target group because it is less flexible and too general;
- *differentiated strategy*: foresees a different kind of message depending on the target group we want to reach. It is more expensive but also more efficacious from a communication point of view.
- *concentrated strategy*: this is an evolution compared to the differentiated strategy. Once the target groups we want to reach are identified, we choose one in particular on which to concentrate our message. This offers a well-targeted message but it penalizes the other target groups identified.

As regards the choice of strategy compared to the communication style we wish to adopt. The style of communication will depend on the message type and target audience we plan to reach. The suggested communication style selection is the following:

- *educational style*: the communicator plays an educational role and so he is able to train the end-user about the message content;
- *informative style*: the communicator is neutral in disseminating the message. He just provides useful information, data and news;



- *entertainment style*: the communicator provides the information while trying to amuse the end-user;
- *a mix of the previous categories*: derives from a mix of the above mentioned styles. It uses some combinations of the above categories entertainment/informative style or educational/informative/entertainment style.

Table 5: Key Message Activities based on target stakeholder and communication medium

Target Group	Message type	Medium
End user	ARETE AR/VR will revolutionize your educational landscape.	Press, articles, TV/radio, web-cast, network events, ARETE [workshops, demonstrations, hackathon] and social media.
European Research Community	Advances in the field are ready for further capitalization. ARETE can be your pathway.	Papers, key conference events (e.g. IEEE VR), ARETE [workshops, demonstrations, hackathon], cross cutting scientific research events and social media.
Industrial player	ARETE creates a significant societal and economic opportunity.	Press, articles, TV/radio, web-cast, network events, ARETE [workshops, demonstrations, hackathon], social media.
Non-technical sector	VR/AR is reaching a solid mature state to be of service to you for your future educational needs. ARETE should be your first port of call.	Press, articles, TV/radio, web-cast, ARETE [workshops, demonstrations, hackathon] and social media.
Policy maker	Incentives to compete with the USA, China and Japan are needed and promote an entrepreneurial culture for promising experimental VR/AR driven applications and services from 3rd parties.	White papers on policy challenges arising from the identified needs being manifested in ARETE and with direct engagement with policy, decision-makers and standardization bodies.
Investor	AR is reaching maturity and will create large economic opportunities within the next 3-5 years. It is the right time to closely look at ARETE and invest more in AR.	Press, articles, TV/radio, presentations web-cast on areas and opportunities for further investment, demonstration and the hackathon
ARETE Community Group	The AR revolution is upon us and ARETE will be a long-term trust in the digital infrastructure.	Press, articles, TV/radio, web-cast, network events, ARETE [workshops, demonstrations, hackathon] and social media.



<p>Consortium partner</p>	<p>ARETE creates a significant societal, educational and economic opportunity with utilization of AR emerging technologies.</p>	<p>Papers, conferences, EU/national project engagements and cluster groups interactions/presentations, articles, TV/radio, web-cast, network events, ARETE [workshops, demonstrations] and social media.</p>
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Detailed messages types and communication styles are provided in the Communication plan layout (Annex 4).

Content and channel strategy

Successful communication ensures that the message is clear and relevant to the target audience, with complex messages broken down into a number of simple messages. It is helpful to stress the benefits of what it is proposed, and the call to action should be easy to remember and to do. With reference to the accessibility principle, the message must reach all the targets to which it is aimed, in order to be understood without any difficulty. The message must be visible, clear and easily identifiable. Its validity depends on the possibility to be adapted to the different form and communications tools. The use of originality helps to capture the audience – humour, metaphors all help increase noticeability.

The information and communication initiatives should illustrate:

- the basic aims of ARETE
- the benefits of ARETE for education sector in EU
- which tasks ARETE is trying to achieve
- programme aims and content
- opportunities for the territory and for citizens
- how to access those opportunities
- responsibilities and different roles of the institutions involved
- results
- how to get further information

Detailed messages types and communication styles are provided in the Communication plan layout (Annex 4).

Activities and tools can be defined on the basis of the previously identified objectives, targets and contents.

In communicating the above mentioned concepts it is advisable to respect the following criteria for an effective communication:

- *Simplicity* - Remove messages from all secondary and less important information that you can afford to live without
- *Consistency* - Communication approaches key audiences in many different ways. If the different activities say different things the overall effect is weakened. If the message spread is always the same, a multiply effect is guaranteed.

Specific messages will be built for different targeted groups and stakeholders to support better outreach of these activities during the different dissemination and communication phases.



ID	Dissemination and Communication activities and channels	Partners	Phases	Target Stakeholder Type
1	Creation and maintenance of the project website.	UCD	ALL	PA, RO, CI, IN, NG, LG, ST
2	Publishing project details, blogs, etc. on the website.	ALL	ALL	PA, RO, CI, IN, NG, LG, ST
3	International events for consortium partner engagement.	ALL	ALL	PA, RO, CI, IN, NG, LG, ST
4	Paper presented at established research venues (i.e. conferences and journals)	ALL	ALL	RO, IN, ST
5	Social Media streaming for ARETE (i.e. Twitter, LinkedIn, Twitter, YouTube, Instagram, Facebook).	ALL	ALL	PA, RO, CI, IN, NG, LG, ST
6	Hackathon organized and promoted in order to stimulate frameworks co-creation and involvement of the AR, standardisation and industrial communities	UCD, CLB, WWL	2, 3	RO, IN, CI
7	Business orientated mailing list creation, development and use.	CLB, WWL, VIC,	2, 3	PA, RO, CI, IN, NG, LG, ST
8	Participate at brokerage events.	ALL	ALL	IN
9	Business orientated webinar.	CLB, WWL	3	RO, CI, IN, ST
10	Presentation of the project at 3rd party conferences and workshops.	ALL	ALL	PA, RO, CI, IN, NG, LG, ST
11	Development of AR teaching material suitable for first level education. The material will be offered via the project website.	CLB, WWL, OBU, VIC	2,3	PA, RO, CI, IN, NG, LG, ST
12	MSc & PhD thesis offer to students based on the project.	UCD, SVU, ULE, CNR, UNW, OBU	ALL	RO
13	Promotion video (i.e. YouTube channels).	CLB, WWL, ULE, OBU, SVU, CNR, EUN	2, 3	CI, IN
14	Promotion at standardization events.	UCD, OBU	ALL	ST, IN, RO



15	Producing factsheet, poster and flyer.	CLB, UCD	2, 3	CI, IN
16	Workshop materials will be made publicly available and streamed through the project web-site.	ALL	2, 3	RO, IN, CI
17	Collaborating with related research or industrial initiatives and projects.	ALL	ALL	RO, IN, NG, ST
18	Demonstrations and exhibitions to showcase the project prototypes in international conf. and events.	ALL	2,3	PA, RO, IN, NG, LG, ST
19	Organization of targeted audiences training sessions or seminars based on the project results.	WWL, CLB, OBU, CNR, SVU, EUN	3	PA, RO, IN, NG, LG, ST
20	Public Relations & promotion of the project where suitable.	ALL	ALL	PA, RO, IN, NG, LG, ST

Table 6: Summary of dissemination activities

KEY (PA= Public Authorities; RO= Academic/Research Organizations; CI=Citizens; IN=Industrial Networks including SMEs & large Organizations, LG=Local Government, ST= Standardization, NG= NGOs)

Dissemination/Communications' responsibilities

The below matrix lists each of the partner's responsibilities for the communications events above and describe their *responsibilities* in taking part in these events using the key provided. The ID refers to the ID in Table 6.

Table 7: Summary of partners' dissemination/communication activities

ID	UCD	CLB	WWL	SVU	ULE	EUN	CNR	UNW	VIC	OBU
1	A	M	R	R	R	R	R	R	R	R
2	A	M	R	R	R	R	R	R	R	R
3	R	A	R	R	R	R	R	R	M	R
4	M	R	R	R	R	A	R	R	R	R



5	A	A,M	A	A	A	A	A	A	A	A
6	A	A	A	R	R	R	R	R	M	R
7	M	A	A	R	R	A	R	R	A	R
8	A	A,M	A	A	A	A	A	A	A	A
9	M	A	A	R	R	R	R	R	R	R
10	R	A	A	R	R	M	R	R	A	A
11	R	A	A	R	R	M	R	R	A	A
12	A	R	R	A	A	R	A	R	M	A
13	R	A	A	A	A	M	A	R	R	A
14	A	R	R	R	R	R	R	R	M	A
15	A	A	M	R	R	R	R	R	R	R
16	A	A,M	A	A	A	A	A	A	A	A
17	A	A	A	A, M	A	A	A	A	A	A
18	A	A,M	A	A	A	A	A	A	A	A
19	M	A	A	A	R	A	A	R	R	A
20	A	A,M	A	A	A	A	A	A	A	A



Key:

A = *Accountable* for communication event (as marked in green)

R = *Receives* communications materials, takes part in meetings (as marked in yellow)

M = *Monitors* communications process and provides feedback (as marked in orange).

Communications Schedule

ARETE partners within the consortium must schedule each of the Communications events that they intend to hold, to disseminate the communications' messages to the stakeholders. The communications events include running a suite of team meetings, publishing a regular newsletter, having regular social events, a conference for managers, a seminar for team members and various project news alerts.

[Detailed information about stakeholder participants is provided in the Communication plan layout \(Annex 4\).](#)

Dissemination Channels and Tools

The work package 7 (Dissemination, Communication and Exploitation) is to coordinate engagement with the targeted community groups. The process involves the implementation of a set of push-pull marketing focus activities, which is depicted in Fig 2 in line with the 3-phase approach, which is led by **CleverBooks**. With the consortium partners, they will coordinate to promote and disseminate details on project activities and results in an efficient and timely way in order to communicate and maximise @TRL6 project results and achievements. These activities are intrinsically linked with the *Foresight engagement process*.

Branding: - The brand identity for ARETE must be enticing (D7.2). **UCD** will create a project logo and templates for all project promotional documents, including banners for educational, scientific and industry trade shows, to further help attract the educational, research and industry to integrate ARETE VR/AR results into their environment. This is undertaken with a long-term perspective in mind.

Website: - A dedicated website produced by **UCD** has been produced (<http://www.areteproject.eu/>) in the 1st phase of the 3-Phase approach for the project (D7.2), its results and activities. This will serve as a backbone for project communication strategies and communication of project activities and results. The site will be treated as a 'living' entity. It will evolve with the project and with the latest material and content created by the partners. D7.2 focuses solely on the website and social media aspects of the project ARETE. D7.1 provides the detailed strategy and approaches to develop and maintain the ARETE website over the course of three years and afterwards as well.

Social media: - The consortium will take full advantage of social media and its significance for communications (D7.2). Led by **UCD**, a specific project page will be created on LinkedIn to provide an industry-orientated communication channel. Further, we will set up Twitter and Facebook accounts and hashtag to provide a more engaging reach-out social-media presence that can be accessed by the general public. In order to engage with the scientific technical communities, ARETE will be present in the different working groups (Immersive Learning Research Network; IEEE ICICLE XR for Learning and Performance Augmentation; FLEXSpace Research and Evaluation Working Group; IEEE Digital Reality Initiative;). Partners in the project will also promote through their own channels. D7.2 focuses solely on the website and social media aspects of the project ARETE. D7.1 provides the detailed strategy and approaches to



disseminate and communicate through social media over the course of three years and afterwards as well.

Media: - Press releases, TV/radio, news articles for various target groups will be prepared. General and specific press releases will be written by **CleverBooks** and distributed to each partner for localisation purposes for further dissemination in line with WP7 proceeding. In general, audio video will be used and adapted to for the targeted group to convey well the content of the news.

Project Brochure: - **UCD** will prepare to summarise the vision and objectives of the project. It will be updated to reflect the project’s progress and highlight important results.

Communication Kit: - Led by **UCD**, a Communication Kit will be made available including brand and dissemination guidelines, infographics and the ecosystem maps but also more general project material. Contact information of all partners, consortium photographs, slide and key communication material as the project evolves will be made available in an economic way.

Outreach material: - Conference papers, scientific journals, workshop events, separate from ARETE will be used to continue to communicate and raise the awareness of the project. All partners will use their existing outreach activities to get the key message out to the target groups. Public, internal and international lectures, blogs and other social media activities are sample outreach activities that are part of proceedings.

Table 8: Communication method - Message Suitability Grid

Method	Purpose: Raise Awareness	Purpose: Respond to interest	Purpose: Encourage involvement	Info capacity	Notes
Posters	▲			Low	To raise awareness, to remind or build an image. Can have powerful images
On site e.g. signs		▲		Low	To raise awareness or to remind. For simple messages particularly about behaviour or news
Leaflets		▲	▲	Low	Best used for responding to an existing demand or interest rather than for creating the interest in the first place. Can contain complex messages
Publications	▲	▲		High	Own publications and those for professional audiences can carry complicated messages



Magazines	▲	▲	▲	Medium	For news or more complicated messages for specific audiences
Local newspapers	▲	▲		Medium	For news or general messages. Can develop a story over a long period of time. Charismatic individuals or attractive locations/subjects get covered
National newspapers	▲			Medium	For stories of national relevance, or local/regional stories with major impact
Local radio	▲	▲		Low	For news items. Chat shows for more complicated messages
Internet radio	▲			Low	To deliver specific messages to targeted audiences
Television	▲			Low	For awareness. Need attractive locations and/or charismatic individuals. Danger of losing the message in the presentation.
Films/video	▲	▲		High	To explain, educate or create awareness of a complicated subject
Internet/World Wide Web		▲	▲	High	Content unlimited. Allow users to use at superficial and in depth way for maximum effect
Online info systems	▲			Medium	To deliver information on places to visit, events etc.
Events and exhibitions	▲	▲	▲	High	Platform to distribute messages and literature, also speak to people. To support other communication activities
Training courses and conferences	▲	▲	▲	High	To deliver detailed information to an interested audience



Direct mail	▲		▲	Medium	To create awareness, encourage participation. Opportunity to trigger a response and to develop and manage a database of professional or consumer contacts
Personal contact	▲	▲	▲	High	Most effective form of communication, also expensive. Use selectively

Table 9: Communication method - Audience Reached

Method	Area: Local/Regional	Area: EU	Potential Audience	Notes
Posters	▲		Small	Commercial sites e.g. bus shelters, shopping centres; free sites e.g. libraries, schools, workplaces, hotels, village halls. Can target audience through site selection; high frequency of exposure to small or medium-sized audience
On site e.g. signs	▲		Small	Locate on notice boards, etc. Can reach small audience to deliver a message at a relevant time e.g. at start of visit
Leaflets	▲		Medium	High wastage. Success depends on distribution. Can reach people when they are responsive to messages e.g. providing information on access at educational centres or educational holiday camps.
Publications	▲	▲	High	Message can be 'lost' amongst many others. Difficult to control tone of message in others' publications.
Magazines		▲		Consumer and professional titles. Limited but regular readership. Readership usually well targeted e.g. particular interest groups
Local newspapers	▲		Medium	Readers tend to be loyal, reading every day/week. Each copy read by several people (consider circulation and readership). Readership well targeted geographically.



National newspapers		▲	High	As local newspaper readership targeted by lifestyle or socio-economic group.
Local radio	▲		Medium	Listeners change throughout the day e.g. mornings/evenings: people at home, commuters in cars; afternoon housewives, retired people. Listeners well targeted geographically
Internet radio		▲	High	As local radio. Listeners targeted by lifestyle group or by interest (e.g. preferring news and sport or different types of music)
Television		▲	High	National and regional news programmes and advertising. Limited targeting possible on geographical basis and through advertising timed with particular programmes
Films/video	▲	▲	Medium	Effective distribution governs success. Education and affinity groups are likely to respond to this medium
Internet/World Wide Web	▲	▲	Medium/High	Some targeting possible through website links and pro-active use of email
Online info systems	▲	▲	Medium	Access points include libraries and tourist information centres. Possible to 'share' existing delivery systems
Events and exhibitions	▲		Low	For face-to-face contact with limited audience infrequently. Audience likely to be targeted by geography and interest; also likely to be receptive to information or messages.
Training courses and conferences	▲		Low	Opportunity for in depth communication with small, normally professional audience on infrequent basis



Direct mail		▲	High	Purchase addresses by lifestyle, age, geographical distribution, postcode area, profession, membership, interest, purchases made, etc. Very effective targeting. Total control over reach and frequency
Personal contact		▲	Low	Can be regular on site. High quality, but very small audience.

In selecting the more appropriate media we must keep in mind who are the audiences reached by the media:

- *Regional Media*: local politicians, local authorities and communities, general public;
- *National Media*: politicians, policy makers and opinion shapers, regulators, other media, partners and employees, the general public;
- *Financial Media*: business people, financial analysts, EU and individual government officials, national and regional regulators, scholars and researchers;
- *News agencies*: all substantial media subscribe to newswires so a newswire story has very broad impact across media and on a global level;
- *Trade Press*: specialist analysts;
- *International media*: analysts, policy makers, regulators, international colleagues, EU and individual governments;
- *Magazine*: internal magazines of institutions and local, regional or national authority specialist magazines or newsletters are useful to reach target audiences in terms of influencing regional policy;
- *Radio*: bigger stations produce their own news, smaller stations share news gathering or syndicate from a central news source;
- *TV*: Public Relation opportunities among TV programmes: documentaries, interviews, product demonstrations (the audience depends on the type and time of show);
- *News wires*: deliver raw news to all major media to adapt for their own output (they are similar to newspapers and news agencies);
- *Internet news*: offers unlimited Public Relation opportunities.
- *Social media*: wide public

*** Detailed communication channel purpose is to be updated depending on the project situation.

Whatever is the communication tool we intend to use, it is advisable to use the AIDA model:

- **Attention**: initial stimulus which leads to the message identification and structure
- **Interest**: a further reflection on the message and on its references
- **Desire**: which arises when you find out that you can't live without it or when you realise how useful the message really is
- **Action**: the phase during which the message becomes practical and operational.



Table 10: Communication Tools by target groups

Communication tool	Relevant Target groups
Website	All target groups, depending on the section (general public, potential beneficiaries, beneficiaries, stakeholders of the project)
Conferences	All target groups, (general public, potential beneficiaries, beneficiaries)
Info-days, hackathons, webinars	Potential beneficiaries
Seminars	Potential beneficiaries, beneficiaries
Workshops	Potential beneficiaries, beneficiaries
Posters and leaflets	General public
Brochures	General public, potential beneficiaries, beneficiaries
Newsletters	All target groups (general public, potential beneficiaries, beneficiaries)
Audiovisual tools	General public
Press office activities	All target groups (general public, potential beneficiaries, beneficiaries)
Promotional items	All target groups (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Direct communication	All target groups (general public, potential beneficiaries, beneficiaries) with a special focus on the potential beneficiaries and beneficiaries

Dissemination towards Industry and AR Interactive Technologies Services

In Phase 1, ARETE results will be communicated and disseminated towards educational and industry influencers as well as sectoral association representatives, SMEs and other stakeholders in order to build momentum and gather interest in the project. While dissemination efforts will be pan-European, as the project moves into Phases 2 and 3, special emphasis will be made in the host countries of the European pilot projects and partners.

In the 1st and 2nd Phase, the consortium will communicate with influencers across the initial target industries to strengthen the acceleration take up position. The consortium will also update these organisations regularly as the project progresses. The top 3 sectors will be targeted in the 2nd and 3rd Phases:



- AR Interactive hardware
- AR interactive software implementation,
- AR educational assessment.

Furthermore, the consortium will include announcements on the scientific and societal achievements of the project results via European and national representative organisations (e.g. IEEE VR/AR Working group). Social media, conferences, videos, training participation events and existing clients' base details will be collated by **UCD**, compliant with GDPR 2017. They will communicate project details to interested parties at relevant conferences, workshops and brokerage events. Press releases, blogs, article publications, video productions, as well as a presence on significant social media platforms, will span both the 2nd and 3rd Phases.

In Phase 2 and at the General Meeting with the external **Advisory Board**, the WP7 Leader (CLB) will encourage each external participant to further circulate project details. The same message will be given to the **Industry Capacity Board**, but their individual calibre is exceptional, so the process will be heavily bi-directional.

Finally, in Phase 3, both **VIC and CLB** will push market positioning details at brokerage events, target industry specific articles and press releases as part of the market deployment preparations. In conjunction with **UCD**, they will also prepare an ARETE set of dissemination and communication activities described below. A mobile app (D7.3) will be updated by **CLB and WWL** to include remote training capability. (D7.3) **UCD** will also prepare press and blog announcement on the consortium's achievement of the draft CEN CWA to further strengthen interest and take up beyond the project.

Dissemination to the Scientific Community

In addition to social media and traditional dissemination and communication channels, academic partners will engage in the production of top-level journals and conference papers to disseminate the scientific results associated with the project as outlined in the following section. The main results of the project, **as well as the concept of the ecosystem will be disseminated in the major journals as "gold" open access publications** and conferences.

Publications and Participation in workshops, conferences and events

We will participate at relevant European and international events (i.e. workshops, conferences & exhibitions) over the course of the project in line with our dissemination strategy. The targeted journals below have been identified by all partners as having high impact factor in the research area of AR development, Education and Positive Behaviour interventions. The international conferences identified are the most popular in these fields with acceptance rate (30-40%). They attract high numbers of global participants.

Journals

- International Journal of Virtual and Augmented Reality⁴
- International Journal of Interactive Mobile Technologies⁵.

⁴ <https://www.igi-global.com/journal/international-journal-virtual-augmented-reality/145080>

⁵ <https://www.online-journals.org/index.php/i-jim>



- IEEE Transactions on Visualisation and Computer Graphics⁶
- IEEE Transactions on Education⁷.
- International Journal of Computers and Education⁸.
- Journal of Interactive Technology and Pedagogy⁹.
- Human-Computer Interaction¹⁰.
- Journal of Positive Behaviour Interventions¹¹
- Journal of School Psychology¹²

Conferences

- IEEE International Conference on Virtual Systems and Multimedia¹³.
- IEEE International Conference of the Immersive Learning Research Network¹⁴
- ACM Annual Conference on Innovation and Technology in Computer Science Education¹⁵.
- ACM VRtoolsEd Workshop.
- EDUCAUSE annual conference¹⁶.
- ACM Conference on Human Factors in Computing Systems (CHI)¹⁷.
- IEEE International Symposium on Mixed and Augmented Reality¹⁸.
- IEEE VR Conference¹⁹.
- IEEE Conference on VR and 3D User Interfaces²⁰.
- IEEE TALE Conference²¹.
- BILD PBS International Conference²².

Two templates are designed to report the scientific dissemination activities by all the partners and presented in Annex 2 and 3 attached at the end of this report.

⁶ <https://www.computer.org/csdl/journal/tg>

⁷ <https://site.ieee.org/review-criteria-toe/>

⁸ <https://www.springer.com/journal/40692>

⁹ <https://iitp.commons.gc.cuny.edu/>

¹⁰ <https://www.tandfonline.com/loi/hhci20> (This journal was selected over other options due to it having the highest impact factor in our field (HCI))

¹¹ <https://journals.sagepub.com/loi/pbi>

¹² <https://www.journals.elsevier.com/journal-of-school-psychology>

¹³ <http://vsmm.org/>

¹⁴ <https://immersiveilrn.org/ilrn2020/>

¹⁵ <https://iticse.acm.org/>

¹⁶ <https://www.educause.edu/>

¹⁷ <https://sigchi.org/conferences/conference-history/chi/>. (This conference has been selected as it is the top conference in our field (HCI)).

¹⁸ <https://www.ismar19.org/>

¹⁹ <http://ieeevr.org/>

²⁰ <http://ieeevr.org/2020/>

²¹ <http://www.tale-conference.org/>

²² <http://www.bild.org.uk/our-services/events/bild-2019-pbs-international-conference/>



Annex 2 presents a template designed to report the targeted Journal(s) published in the required information as i/ Journal name, ii/ Publisher name, iii/ Open/access link, iv/ Topic of the publication, v/ List of author (s)/ Presenter (s), vi/ List of partners in-charge, vii/ Corresponding/ main author involved, viii/ List of other partners involved, ix/ Targeted audience, x/ Possible submission date/ (Timeline) and xi/ List of associated work packages

Similarly, **Annex 3** presents a template designed to report the targeted conferences, workshops or events and need to log the required information as i/ Conference/ Workshop/ Event name, ii/ Location iii/ Access link, iv/ Topic of the publication, v/ List of author (s)/ Presenter (s), vi/ List of partners in-charge, vii/ Corresponding/ main author involved, viii/ List of other partners involved, ix/ Targeted audience, x/ Possible submission date/ (Timeline) and xi/ List of associated work packages.

Dissemination using ARETE Website and Social Media

A public website is already launched for the project to share project related information and available at: <http://www.areteproject.eu/team/> . This ARETE website is implemented and maintained by UCD. It will support communication, dissemination and market impact over the lifetime of the project. Guided by UCD in conjunction with CLB, the website will gradually evolve over each of the 3 phases. At the moment, it has pages dedicated to the vision, partners, work packages, pilot studies for the reference applications, events and publications. The site will also include news, relevant regulation information, links to collaborative projects and other relevant content. In the 2nd Phase, an on-line discussion/chat forum will be made available and will provide, amongst other things, details on ARETE Training platform and planned events, such as the hackathon and foresight engagement workshops. Throughout Phases 1 – 3, similar announcements will be made on social media channels. Content will tend towards high-quality multimedia for consumption on the mobile app (D7.3) and on YouTube with high visual impact. The website and social media will be maintained for at least 2 years after the ARETE project ends by UCD and CLB as part of the post-project baton handover to @TRL 8/9 status. The distribution social media channel targets are:

Target and initial KPIs

	Year 1	Year 2	Year 3	Year 4	Year 5
Twitter	Objective: Twitter accounts and hashtag are setup to provide a more engaging reach-out using social-media presence that can be accessed by the general public. D 7.2 describes the social media presence of the ARETE project through Twitter in detail.				
(posts)	300	550	1000	1500	2000
(followers)	100	200	400	700	1000
LinkedIn	Objective: LinkedIn account is setup to provide a more engaging reach-out through social-media presence that can be accessed by the general public. More professional connections and contact will be added to engage the wider audience for dissemination presences. D 7.2 describes the social media presence of ARETE through LinkedIn profile.				
(news)	50	100	200	240	280
connections/c ontacts)	40+	80+	100+	120+	180+



Facebook page Objective: Facebook account is setup to provide a more engaging reach-out social-media presence that can be accessed by the general public. D 7.2 describes the social media presence of the ARETE project in detail using Facebook.

Min 5 posts/month - +100 likes	Min 5 posts/month - +200 likes	Min 10 posts/month - +250 likes	Min 15 posts/month - +300likes	Min 20 posts/month - +250 likes
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YouTube channel Objective: Youtube account is already setup in order to publish videos related to ARETE project for engaging reach-out through social-media presence that can be accessed by the general public. D 7.2 describes the social media presence of the ARETE project in detail using Youtube.

(videos)	2	5	12	15	20
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Table 11: Social Media Channel Project Targets (and Years 4 & 5, post-project KPIs)

Based on these KPIs, monthly reports will be presented to the Project Steering Committee (PSC) and - where appropriate - corrective action will be applied if the anticipated results do not meet with expected targets. Corrective measures could include increased media outputs, participating at more conference events, headliner instant messaging blog and/or the timely release of interim progress data.

Quantification and timing of the Dissemination activities

The consortium will create a post-project Sustainability Plan (@M30) as an integral part of the Market Outreach Plan (D7.5) to cater for the ongoing promotion and exploitation of the project outcomes. A thorough roadmap will be presented during M14 which will contain the results of the project as well as workshops and discussions held over the course of the project and will be presented for review and comments/edits at the closing project meeting. The following table 12 shows per year measurable results for planned dissemination and communication:

Dissemination Measures (Averages)	Period 1	Period 2	Period 3
1. No. of press releases (including different languages):	5+	10+	15+
2. No. of papers published in journals:	5	10	20
3. No. of videos produced:	3+	6+	10+
4. No. of related workshops participation:	4+	8+	12+
5. No of related brokerage event participation:	2+	4+	6+
6. Number of brochures published:	1	1	3
7. Number of downloads of brochures from website:	50	200+	500+
8. Number of downloads of project public deliverables:	20	50+	100+



9. Number of news published in the website per year:	5+	10+	15+
10. Number of visits to the website per month:	At least 50 visits/month	At least 100 visits/month	At least 200 visits/month
11. No. of organised ARETE international events:	-	-	2
12. Number Mobile App downloads:	-	250+	500+

Table 12: Impact Dissemination Target Measures to support market positioning

Monitoring of Communication and Dissemination Activities

Monitoring is a systematic and continuous collecting, analysis and using of information for the purpose of management and decision-making. Evaluation is a periodic assessment of the efficiency, effectiveness, impact, sustainability and relevance of a project in the context of stated objectives. It is usually undertaken as an independent examination with a view to drawing lessons that may guide future decision making. Although the ARETE project has an overall comprehensive evaluation strategy for ensuring the high-quality outcome, at the same time a thorough monitoring for dissemination and exploitation activities are put in place as it is vital due to the impact of those activities for the success of the overall project. The PSC will meet every 6 months and will oversee all project communication and dissemination activities. The dates of the meetings are provided in detail at WP2 deliverables (D2.2).

Table 13: Monitoring and Evaluation strategy

	Monitoring	Evaluation
Who	As per chapter Communications Responsibilities (WP7 Leader)	Usually involve external/independent personnel to provide objectivity
When	Ongoing	Periodic
Why	Check progress, take remedial actions, update plans	Verify whether or not the aims and strategies chosen are appropriate

This evaluation is an iterative process for ensuring:

- impact assessment and update or redefinition of dissemination and exploitation activities
- the quality of the dissemination carried out.

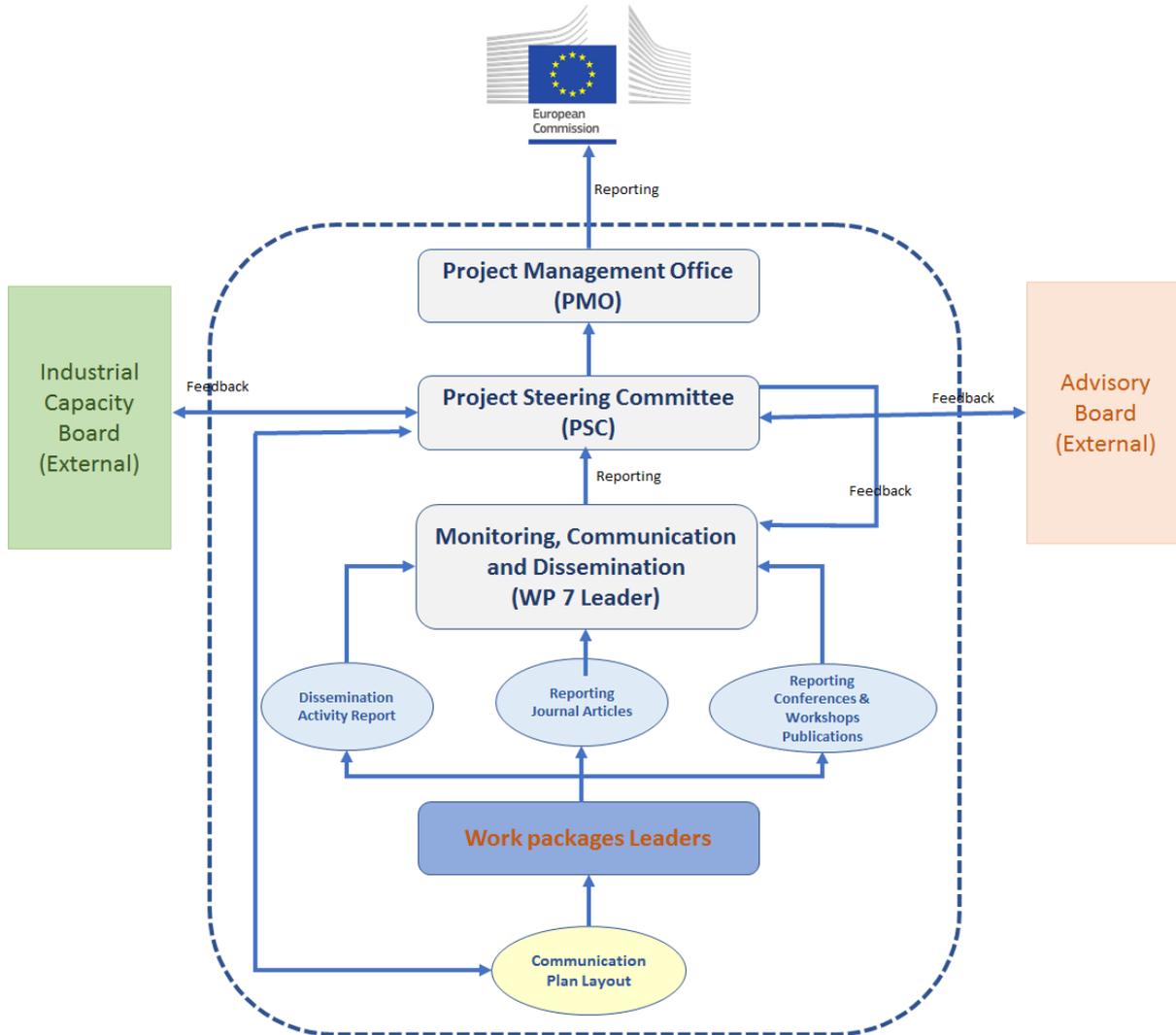


Figure 5: Monitoring Communication/Dissemination Strategy

The following Monitoring and Evaluation strategy and approach will be considered:

- The trends, statistics and impact of communication and dissemination activities through different means e.g, website and social media (Facebook, Youtube, LinkedIn and Twitter etc) will be analysed in order to get a clear picture for understanding the need, interest and requirements of the targeted audiences and end users. This will give an indication of message ingress through different communication and dissemination modes.
- Involvement and participation in Dissemination activities will be thoroughly monitored and evaluated in order to enhance the outreach and maximize the visibility of ARETE project to its true potential. Possibly the impact monitoring can be evaluated by analysing the statistics and trends for example of 1) number of attendees registered in the event, 2) demographic analysis audience involved in any event etc.
- The dissemination activities must be reported by all the partners during each quarter. A template is created in order to report the communication and dissemination activities every three month by each partner and it can be seen in Annex 1 attached to this report.

To evaluate means to measure. For this purpose, specific *indicators* must be identified and used:



- *output indicators* measure the direct outcome of information and communication activities, such as newsletters or number of meetings taking place;
- *result indicators* measure the immediate effects of outputs on those receiving or benefiting from them (e.g. number of people receiving newsletters or attending meetings); measure amount of social media engagement by specific hashtags #ARETE, #EdTech #AR ARVRinEDU
- *impact indicators* measure the eventual direct or indirect consequences of information and communication activities, such as the awareness of, and attitude to, the programme by different audiences and their response in terms of high-quality project applications.

Evaluating transparency

Transparency implies that information is available in the public domain and is accessible both in terms of its location and presentation – in a format and language that can be widely understood.

Table 14: KPIs for transparency

Target group	Output indicators	Result indicators	Impact indicators
Potential and final beneficiaries	Data related to: Web site N° of blog post published Webinar N° of seminar Social Media N° shares, hashtag use, comments	N° of users/visitors N° of visitors/comments powered by web analytics N° of participants, comments N° amount to be calculated and shared monthly outlining each consortium partner engagement	For all tools: Overall application levels Share of good-quality applications Share of well-run projects

Evaluating awareness

Central to public awareness is the level of recognition and appreciation of the role and significance of EU funding in the region. Evaluation can be used to measure changing public attitudes. Example of indicators to monitor and evaluate activities and tools:



Table 15: KPIs for public awareness

Method	Output/Implementation	Result indicators	Impact indicators
Web site	N° of published pages N° Data bases N° of DB records	N° of users/visitors N° of registered users N° of pages views	Change in public awareness of programme; Change in public attitudes to programme.
Social Media	N° daily activities N° of engagements with daily activities	N° of users/visitors	Change in public awareness of programme; Change in public attitudes to programme.
Poster and leaflets promotional campaign	N° of posters printed N° of leaflets printed N° of poster and leaflets distributed	Increase in the questions and requests via email	Change in public awareness of programme; Change in public attitudes to programme.
Cooperation with mass media/media partnership	N° of press conferences N° of information days/educational	N° of press interviews N° of TV interviews N° of radio interviews/podcasts N° of Press releases issued	Change in public awareness of programme; Change in public attitudes to programme.
Newsletter	N° of newsletter published	N° of subscribers	Change in public awareness of programme; Change in public attitudes to programme.
Publications	N° of copies printed or published online	N° of copies distributed N° of copies downloaded from the website	Change in public awareness of programme; Change in public attitudes to programme.
Seminars, webinars, workshops, hackathons	N° of events	N° of responses to invitations N° of attendees: anticipated number – actual number N° of requests for further information	Change in public awareness of programme; Change in public attitudes to programme.



Evaluation methods

We will adopt 2 evaluation methods at the beginning:

- *quantitative method* mainly based on statistics provided from the different social network platforms utilised throughout the lifetime of ARETE project and
- *qualitative method* based on group interviews, individual interviews, questionnaire, public surveys, focus groups and brainstorming.

Reporting is to be distributed among consortium partners and integrated in external reporting where required.

Dissemination and Communication Reporting

There is monthly monitoring/reporting planned to achieve the following:

- focus on progress towards achieving results and not simply listing the activities undertaken;
- compare progress against the plan;
- briefly explain the deviation from the plan and highlight any remedial actions taken or required;
- give practical examples and proof of what you have been doing;
- attach any printed or electronic publications which have been produced;
- be clear
- analyze the work of consortium/participating stakeholders on delivery.

Plans should be regularly reviewed and updated according to the output of the annual monitoring reports.

The **final** report should contain:

- comments on overall achievements against the original plan;
- prospects for sustainability of benefits;
- a list of the lessons learnt;
- recommendations on any follow-up actions required.

Lessons and recommendations for the final evaluation report should be used as ex ante evaluation for planning the next programming period and included in the business plan.

National or International research and innovation activities linked to the project

ARETE project builds on national and European projects relevant to the scope. Based on the consortium's analysis, the projects deemed most relevant to ARETE are specified in Table 8.

ARETE has already established close ties with other relevant projects and initiatives under national, international and European funded programmes helping to achieve higher awareness and impact on audiences, end users and targeted groups. This is an integral part of internal and external dissemination approach by making use of results and outcomes of relevant activities of other projects. This will certainly be helpful to add value to ARETE project by reusing the existing achievements by the partners in ongoing



or previous projects which will also avoid the duplication of effort and time up to a great extent. The list of relevant projects by different partners which can be useful and coordinated with can be seen in the table 8 below. This table also highlights the importance and relevance of each project in which way they can potentially add value to ARETE project.

Acronym	Title, Detail and Relevance
<u>AHA</u>	ADHD-Augmented: DG-Connect, AHA pilot project is coordinated by UCD (Assoc. Prof. Eleni Mangina) and has delivered an Augmented Reality (AR) solution for an existing online literacy programme, to enhance learning for students who have ADHD and assist their parents and educators. ARETE will leverage the Augmented Reality development within AHA for disadvantaged students and deliver an AR ecosystem with literacy content for assisting all students (CNR, Partner no 7; UCD, Partner no 1).
<u>GO-LAB</u> Next-Lab	Go-Lab: The Go-Lab Portal offers science teachers a unique and broad set of remote and virtual laboratories that form the starting point for Inquiry Learning Spaces (ILSs). ARETE will leverage the science content within Go-Lab (ULE, partner no 5), and deliver AR ecosystem adding the multi-sensory experience during teaching and learning process.
<u>AdapTA</u>	AdapTA (Fully Customised Machine Translation through Multimodal Data Exploitation) develops a solution that enables generation of customised machine translation systems from heterogeneous sources by exploiting client-specific data as well as online content. ARETE will utilise the outputs of this project led from VIC (Partner no 9) to carefully adapt multilingual capabilities.
<u>BASE</u>	BASE (Behavioral Assessment to improve School Environment) Erasmus+ project aims at introducing a teacher friendly practical assessment of behavioural problems within the framework of Positive Behaviour Support in the European context. ARETE will enhance the use of the BASE system integrating the results of the pilot's studies. ARETE will investigate the potential of the BASE system adopting the AR as new interaction way for promoting positive behaviour and experimenting the effectiveness of AR in engagement (CNR, partner no 7; UCD, Partner no 1).
<u>ROLE</u>	ROLE (Responsive Open Learning Environments) aimed at exploring the participatory design and deployment of responsive open learning environments, as well as their exploitation and dissemination at the transition between formal and informal learning. ULE, partner no 5 was WP leader of Requirements and Frameworks Analysis, coordinating the activities in capturing and analysing requirements from a range of learners in different contexts. ARETE will leverage the tools created in ROLE and check if and how they could be applied in the AR context.
BeHave	BeHave (Behavioral management model across Europe) Erasmus+ project aims to reinforce and enlarge networks and to promote a transnational culture about some of the most effective strategies to approach SEBDs in classroom. To pursue this aim the project provides a set of tools to empower teacher's professional profile also enhancing the sharing of evidence and knowledge. The BeHave project will exploit the contribution of AR within ARETE in designing new teaching and learning environments that best support learning and behavioural management (CNR, Partner no 7).
GaLA	GaLA (Game and Learning Alliance FP7-ICT Network of excellence) motivation stems from the acknowledgment of the potentiality of Serious Games (SGs) for education and training and the need to address the challenges of the main



stakeholders of the SGs European landscape (users, researchers, developers/industry, educators). The results of the **ARETE** project will address the GALA alliance in the research and application of Augmented Reality in the improvement of teaching and learning process in the European primary school system

- ITELab** **ITELab** (Initial Teachers Education Lab) is co-funded by the European Commission's Erasmus+ Programme from 2017-2019. It is a Knowledge Alliance project between higher education institutions and industry to foster innovation and knowledge exchange in initial/preservice teacher education (ITE). **ARETE** will utilise methods and the outputs of this project for the implementation and evaluation of the pilot studies (EUN, Partner no 6).
- VARyFast** **VARyFast** (Virtual and Augmented Reality together with the Franconian Alliance of Science and Technology) is funded by the Bavarian Ministry of Education, Science and the Arts in Germany from 2016 to 2021. The project cultivates basic competencies for the (didactical) use of such media, related authoring tools as well as related IT basics an important goal for the education of future university graduates. **ARETE** will utilise methods and the outputs of this project for the implementation and evaluation of the training platform for pilot operatives (UNW, Partner no 8).
- ViLeArn** **ViLeArn** (Virtual Situated Learning and Teaching with Avatars and Agents in Social Cyberspace) is funded by the Federal Ministry of Education in Germany from 2018-2021. The project connects innovative media didactic principles of face to face-teaching and of learning as an interactive and collaborative process using digital media with up-to-date technologies of Virtual and Augmented Reality. **ARETE** will utilise methods and the outputs of this project for the implementation and evaluation of the pilot studies (UNW, Partner no 8).
- WEKIT** **WEKIT** (Wearable Experience for Knowledge Intensive Training) is an ambitious European research and innovation project supported under Horizon 2020 to develop and test within three years a novel way of industrial training enabled by smart Wearable Technology (WT), (OBU, Partner no 10). **WEKIT** will bring learning content and technical documentation to life via task-sensitive Augmented Reality (AR), making industrial training more efficient, affordable and engaging. **ARETE** will benefit from the methodology as well as work off of the software prototypes.
- LAAR** **LAAR** (Learning Analytics in Augmented Reality) aims to create new tools for work-based learning and training in form of AR and assessment applications and connect them to learning analytics tracking, computation, and presentation facilities: **LAAR** will integrate elements of Augmented Reality, Learning Analytics, and gamification with aspects of Learning Semantics. The project will help introduce innovation from these individual fields in synergy to the area of professional learning. **ARETE** will utilise the methods (xAPI) and develop own verb profiles for logging learner activity / learning analytics (OBU, Partner no 10).
- AR4EU** **AR4EU** (Augmented Reality in Formal European University Education) aims to build Higher Education capacity for Augmented Reality (AR) by teaching associated innovative ICT, media, and digital skills & competencies, being both transversal (through its media competency dimension) and rich professional skills (rooted in media, computing, and engineering). **ARETE** will benefit from the skills framework and help extend it to digital skills needed in the schools context (OBU, Partner no 10).
- FANTASIA** **FANTASIA** (Fairy Tale Science Augmented) aims at developing an educational package for the teaching of some basic scientific concepts & skills for primary



school students. The educational augmented material will be implemented in science classrooms, in participating EU countries and evaluated in regards to its educational objectives. **ARETE** will benefit from the content development and evaluation process of FANTASIA educational toolkit (CNR, partner no 7; UCD, Partner no 1).

Enterprise Ireland Commercial Feasibility Fund (CF-2019-1242-Y) - The Enterprise Ireland Commercial Case Feasibility fund will provide the details of whether there is a viable gap in the market for a new product and service in VR anatomy education and training. The stakeholders and the competitors will be identified and a SWOT analysis will indicate the strengths, weaknesses, opportunities and threats in the context of current VR adoption in Ed tech. **ARETE** will benefit from the market analysis of this report in terms of the feasibility results on both the technical and commercial steps needed to bring VR education opportunity into the market (UCD, Partner no 1).

Table 16: National or International research and innovation activities linked to the project

Exploitation and Sustainability

Exploitation vision

ARETE exploitation vision comprises the partners’ vision to take the ARETE outputs to the market; which comprises the individual partners approach and the potential joint exploitation vision. The project has a strong market position for acceptance, take-up and engagement beyond the life of the project. Thus, the ARETE consortium will place strong emphasis on turning the research outcomes and technological developments of the project into value-creating products and services. Due to the diverse nature of the partners that shapes the ARETE project, the potential to perform the joint exploitation activities will be evaluated by the ARETE consortium.

Brand development, drawing on the expertise of our exploitation partners, will take place during the projects’ 2nd year. Partner CLB (WP7 leader), will develop a dissemination and communication campaign working closely with UCD, EUN, OBU and WWL to drive our exploitation effort for strategic market positioning, take-up and deployment acceleration.

As explained, ARETE has a strong market position for business which will be potentially exploited for joint and individual partners’ approaches to capitalise on the project’s expected results. The exploitation components will pave the way for exploitation paths that will move ARETE towards a nearer-to-the-market stage (i.e. TRL6 level) and support a sustainability vision; as ARETE partners believe that the idea underpinning the project has a big market potential and that the ARETE consortium aims at innovating in business models. The Market Outreach Plan has been pre-defined (to be updated in the project) in seven stages: i/ conceptualization of exploitable outputs, ii/ market assessment; iii/ exploitation vision, iv/ business model innovation; v/ business and sustainability plan, vi/ analysis of exploitation risks and the vii/ IPR and data management strategy.

Societal Impact (Exploitation)

ARETE contributes to changing the traditional “low-tech” vision of education, attracting the interest of new generations. We believe that each pilot can have a large impact on society by stimulating the vision that advanced interactive technology is a key to increasing productivity. ARETE also has social impact in modernizing and improving education via AR technologies. The ARETE ecosystem will support the development of creative problem-solving skills in students and will educate creative, analytical and innovative problem solvers. Partners have extensive experience in education and will play a critical role



in designing the showcase scenarios so as to validate the potential of the pilots developed in ARETE. ARETE also improves the functionality and acceptability of current AR technologies. Revenue for VR/AR education has been estimated at \$700 million with 15 million users by 2025²³. ARETE will help to generate new job opportunities for the market. Based on the latest IDC study (2017): 'Wearables and augmented/virtual reality stand to positively affect productivity'. ARETE acts as an enabler to leverage next-generation technologies.

Scientific Impact (Exploitation)

In addition to the scientific, societal and commercial @TRL6 positioning outputs of the project, ARETE will stimulate further research into the field of AR interactive technologies. We also believe that the development of a main platform of the ARETE ecosystem and the associated large number of data items that can be collected, may also trigger a rise in new research directions, e.g. autonomy research based on intelligent data mining and big data methodologies across different domains and algorithms for learning and predictive analysis. It can also boost research into other scientific research areas such as for example geosciences, climate or materials as the subject matter of ARETE can be replaced by alternative subjects for learning.

Economic Impact (Exploitation)

The pragmatic approach of ARETE contributes to further stimulate investment in AR innovation. Moreover:

- Software component technologies (i.e. novel integration current science digital context within AR devices): establishment of novel augmented experiences for better teaching and learning and integration of new authoring toolkits;
- Interactive educational content for cost and time effective educational settings, which will allow industry in Europe to develop competitive products;
- Establishment of novel marketable products for the evaluation of ARETE across the 3 pilots. ARETE will strengthen the competitiveness and growth of companies by developing innovation for better human teaching and learning to meet the needs of the European²⁴ and global market for AR interactive education;
- The use of standard mobile app (D7.3) development (WP3 and WP7) and head-mounted devices as part of the AR teaching and learning ecosystem has numerous applications in terms of personalized education. In fact, industry working on the development of functionalities for head-mounted devices²⁵ will directly benefit from the outcomes of ARETE. We envision certain functionalities to be discovered during the project that will prompt to a business model (end of project) for the access of interactive immersive 3D educational content and software to demonstrate the impact on students' learning.

²³ Goldman Sachs report, (2016) Virtual and Augmented Reality: Understanding the race for the next computing platform, <http://www.goldmansachs.com/our-thinking/pages/technology-driving-innovation-folder/virtual-and-augmented-reality/report.pdf>

²⁴ Insight report on Enhancing Europe's Competitiveness Fostering Innovation-driven Entrepreneurship in Europe, (2014), World Economic Forum, http://www3.weforum.org/docs/WEF_EuropeCompetitiveness_InnovationDrivenEntrepreneurship_Report_2014.pdf

²⁵ Global Head-mounted Display Market 2016-2020, (2016), TechNavio, <https://www.technavio.com/report/global-embedded-systems-global-head-mounted-display-market-2016-2020>



Sustainability vision

The ARETE Sustainability vision will comprise the financial viability and related supporting activities that will be performed during the final year of the project. Based on the determined appropriate business model, a 5-year Business Plan will be provided (D 7.5), thus revenue streams and potential monetization paths and positioning, cost structure for services and products associated, pricing strategy, a sales forecast with associated market assumptions and revenue flows, will be performed under a conservative and optimistic scenario. For non-commercial oriented outputs, a sustainability plan for non-monetized services and future free open source approaches will be performed. Analysis of Exploitation Risks (AER): An analysis of exploitation risks will be performed as part of the undertaking of the project.

The consortium will create a post-project sustainability plan as an integral part of the Market Outreach Plan (D7.5) to cater for the ongoing promotion and exploitation of the project outcomes. Development of the Market Outreach Plan [Deliverable: D7.5] includes activities of:

- Analysing the cost effectiveness of the interactive technologies within ARETE. Signed Stakeholder Agreement for the maintenance form an integral part of Deliverable D7.5. UCD will manage this process and all partners will be involved.
- Engaging with the targeted community building on from the excellence performed in WP5. CLB will promote the project results with ARETE booth presence in major industry events (GDC/VRDC). (CLB leads, - Inputs UCD, WWL, CNR, VIC).
- Delivering guidelines for the future use of the project's results from a scientific and societal exploitation perspective.
- Performing a feasibility assessment for the appropriate product and services' business models, with a plan for a sustainable business model taking into account the multilingual AR interactivity (CLB leads - Inputs UCD, WWL, CNR, VIC).
- Delivering a 5-year business plan for key targeted sectors, declaring value returns including business performance and cost/benefit analysis. (CLB leads - Inputs UCD, WWL, CNR, VIC).

The Market Outreach Plan (D7.5) will be delivered with stakeholder inputs and reviews. It will address key issues including: product specification, services provision definition, target markets, business model definition, SWOT, market/technical watch transformation vs. current competitive edge analysis, standardisation compliance, risks and mitigations, pricing strategy and service operational plans and needs assessment. Participating end user pilots will provide business case material to help to generate guidelines for the future use of the project's results.

The project coordinator has highlighted the **importance of the sustainability plan for the ARETE project** during the kick off meeting. The main actions to be undertaken by the ARETE project consortium in order to ensure the sustainability of the project and its findings after the end of the project in October 2022, have been denoted based on the EU's definition of a project sustainability plan: "a project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other constituencies for an extended period after the Commission's financial assistance has been terminated". Three axes have been identified to ensure the sustainability of ARETE. First of all, the findings of the project (Website and ARETE educational system) are the solid basis towards the sustainability of ARETE. Secondly, the variety of partners and networks including policy and decision makers are also the keys to ensure the long lasting of the project. Finally, the legacy of the ARETE project will be assured by a proactive consortium and stable funding sources that will allow the project to expand beyond Europe. ARETE sustainability planning involves the following 6 steps:

1. Identify what needs to be sustained

- What outcomes does the consortium want to sustain over time?
- What strategies does the consortium need to sustain to achieve these outcomes?



- What parts of the project need to be sustained using outside resources?
- 2. Identify what resources are required**
 - Identify what resources (cash, talent, technology, space, training) will be needed to sustain the strategies and outcomes overtime.
 - 3. Create Case Statements**
 - Case statements build a foundation for sustainability. They provide a rationale for grant-seeking activities. They communicate the project's values, purpose, and mission.
 - **CASE: AUGMENTED REALITY IMPROVES READING AND SPELLING SKILLS FOR CHILDREN**
 - **CASE: AUGMENTED REALITY IMPROVES STEM SKILLS FOR CHILDREN**
 - **CASE: AUGMENTED REALITY IMPROVES CHILDREN'S BEHAVIOUR**
 - Present the case for current activities/programs (3 PILOTS)
 - Demonstrate how the project will impact the community (Statements from Parents and Teachers).
 - Show **how your project will benefit people and society**. The case statement should: Grab attention; Build interest; Stimulate desire; Make a call to action
 - 4. Determine funding strategies**

Describe how the consortium plans to provide or develop needed resources to fund identified strategies.

 - SHARE** (What resources can the consortium organization share with others (staff, equipment, office/meeting space...))
 - CHARGE** - "Fee for service" resources ; Membership
 - ASK** (What sources can the consortium go to for donations or support (hospital, community foundation, grants, business community...). This may not always be an "ask" in the form of a financial contribution. In kind contributions can be offered as well!)
 - LEARN** (What products/services does the consortium offer that you could charge for (participant fees, registrations, training...))
 - 5. Identify potential Partners**

Of the partners currently working with the consortium, who has been identified as being able to take on aspects of the project's work **after funding is no longer available?** (This could include financial partnering, as well as in kind).
 - 6. Action Plan**
 - Describe what will be done to contact potential donors, funders, etc., and when each task will be accomplished.
 - Who needs to know about this effort and how will it be communicated?
 - Describe the consortium communications strategy

ARETE consortium is focused on the sustainability planning from early days of the project and the coordinator has introduced to the partners the ARETE Sustainability exercise during kick off meeting, which will be a live document and will be updated at every General Assembly meeting to build up the sustainability plan over time for the project. The following input has been recorded from all present members during the kick off meeting (November 2019).



Table 17: Sustainability Aspects for ARETE

**What is sustainability?
How can sustainability be achieved?**

ASPECT 1: Impact

BARRIERS What are the main barriers you can identify in achieving sustainability for ARETE impact?	OPPORTUNITIES What actions can be taken at the level of project staff to overcome these barriers?	REFINEMENT Evaluate your list of actions: what are the pros and cons of each action? Reduce to maximum 2 feasible.
<p>Lack of infrastructure in schools Curriculum syllabus compatibility Lack of funding for further WWL licences Lack of communication control with stakeholders Challenges involving parents during the observation process Lack of knowledge for the need of ARETE from stakeholders Lack of funding for administration of new stakeholders Maintenance of the technological services Possible failure of AR to go mainstream (headsets) Scholastic organisation Technology adoption and access (equipment) Usability of interface with different audience (schools, teachers) Availability of hardware and software - maintainability of hardware/software Hard to measure a long term impact in terms of user engagement or real change in their life Teachers are not accepting the AR solution as beneficial</p>	<p>Investment Programmes at National Level Secure further funding In kind contribution/donations for on-going support for the infrastructure Extend to pilots to other countries Contact Departments of Education for support Attract interest from Europe & social networks groups Sustain Website and email via in kind contribution from coordinator Make sure to be platform agnostic Accurate training for teachers Collaborating with key technology companies (support) Communicate early and receive feedback Commercial partners may take the products for further development The project has a multi-disciplinary team, with a lot of potential to solve complex problems Include teachers in design usability with minimal hassle - point to the benefits of such a solution</p>	<p>Not strategic (they do not scale) Identify differences between countries Communicate the results and future plans to the advisory board Produce WebXR standard apps Identify partners who have interest and resources for ongoing development</p>

ASPECT 2: Financials

BARRIERS What are the main barriers you can identify in achieving sustainability for ARETE financials?	OPPORTUNITIES What actions can be taken at the level of project staff to overcome these barriers?	REFINEMENT Evaluate your list of actions: what are the pros and cons of each action? Reduce to maximum 2 feasible.
<p>Costs up front Commercial activity not big enough at project end to pay for continuing key activities Switch from project to product (licensing and define early) Multinational companies might lose interest if AR headset market fails Commercialisation of the output</p>	<p>Secure further funding Ministry/School budget In kind contribution for on-going support for the infrastructure Reduce reliance on specific multinational tech companies Standards' planning and scalable approaches at early stage</p>	<p>Show how it costs less Commercial has many business models IP issues Market value of AR technology might be fluctuating</p>



ASPECT 3: Community

BARRIERS

What are the main barriers you can identify in achieving sustainability for ARETE community?

Developer Community
 Teacher community fragmented
 Lack of effective communication
 Relevance to community
 Interest of the community
 Intervention limitations/ school schedules
 Price of AR headsets remaining outside consumer range
 Poor knowledge of PBIS pedagogical approach among teachers and parents and local institutions
 Maintain a network to continue using and disseminating ARETE products
 A big company providing general solutions to the e-learning community
 Department of Education not supporting ARETE activities post project cycle
 Unfamiliarity with or ability to use end products

OPPORTUNITIES

What actions can be taken at the level of project staff to overcome these barriers?

Define clear expectations from the stakeholders
 Promote home intervention if time is limited at school schedule
 Standardisation
 Active communication
 Wide dissemination activities
 Forming a non-profit association to keep networking going & applying for new projects
 Engage big companies but with NDAs to protect project results (Integrate them on board)
 Align it to the curriculum and digital strategy in Schools
 Keep products as easy and simple as possible

REFINEMENT

Evaluate your list of actions: what are the pros and cons of each action? Reduce to maximum 2 feasible.

Create incentive for the stakeholders with specific results created from ARETE and the social and pedagogical impact it has made.
 Increase awareness through events to present the advantage of ARETE intervention
 Availability in different languages
 Identify legal implications for building such a network/association
 +broader usability by communication with users
 -compromise in strength of the product

ASPECT 4: Activities

BARRIERS

What are the main barriers you can identify in achieving sustainability for ARETE activities?

Finances
 Teacher workload
 Interest
 Teachers' overloaded workload
 Implementation and monitoring
 No further funding - Partners are involved in other businesses
 Maintaining the functionality of the ARETE ecosystem
 Different expectations in terms of the activities of the project. Some partners might want to develop a product no matter the research component of it and some others will focus only on fundamental research
 Consortium is involved in too many projects

OPPORTUNITIES

What actions can be taken at the level of project staff to overcome these barriers?

Apply for International intervention project
 Promote interest via dissemination activities (social media, outreach, existing networks)
 Reduce the teachers' effort to minimum needed
 New project to develop hardware - advancement of existing hardware
 Project acquisition
 Use the multi-disciplinary team of the project towards a fruitful collaboration, where research pieces could become real products with an added value.
 Keep it interesting and innovative so partners can prioritise participation

REFINEMENT

Evaluate your list of actions: what are the pros and cons of each action? Reduce to maximum 2 feasible.

+More attention
 - Time and cost
 +Use of existing work in new projects
 -Work not significant enough
 Follow-up project focusing on dissemination



ASPECT 5: Leadership

BARRIERS

What are the main barriers you can identify in achieving sustainability for ARETE Leadership?

Government and policy makers buy in
Teacher schedule

Lack of funding and support

Coordinator stops working

OPPORTUNITIES

What actions can be taken at the level of project staff to overcome these barriers?

Lobbying
Conferences and dissemination activities

Ambassadors

Ensure one of the partners can take the lead as per risk assessment planning

REFINEMENT

Evaluate your list of actions: what are the pros and cons of each action? Reduce to maximum 2 feasible.

Advisory board report for the impact of ARETE to make a top down influence of the ARETE uptake

Individual countries can identify ambassadors within user groups to promote the ARETE system

Conclusions

The D7.1 report presented the Dissemination plan in association with the Communication approach of the ARETE project. The implementation of the plan is ongoing throughout the lifetime of the project, where the expected results, objectives, target audiences, dissemination actions, methods and tools, timeline and outcome indicators are clearly outlined and monitored. The consortium is participating in the sustainability plan exercise of the ARETE project since the kick off meeting with yearly updates for the sustainability of ARETE beyond the lifetime of the project.





Annex 1: Dissemination Activity Report

Type of Dissemination	Date/Period/Phase	Event	Venue/Place	Author/Presenter	Partners Involved	Title of Event/Activity	Language	Audience	Link/Sources	Targeted Countries	Statistics about Dissemination
Publication											
Workshop Organization											
Conference Organization											
Interviews											
Web site											
Press release											
Flyer											
Talks											
Press Articles											
Media briefings											



Visual Presentations											
Oral presentation											
Poster											
Exhibition											
Thesis											
TV Clip											
Hackathon											
Meetings with policy makers											
Interviews											
Video											

Table 9: Dissemination Activity Report





Annex 4: Communication Plan Layout

<https://drive.google.com/file/d/1NRm3OeTHanOZrdplVnrjX8nRqxfvB-/view?ts=5e049bac>

	A	B	C	D	E	F	G	H	I	J	K
1	INSTRUCTIONS ON HOW TO USE THIS DOCUMENT										
2											
3	Contact List	list of activities participants with contact									
4											
5	Communication Plan Year 1	drop down of activities by each participant									
6											
7		Acronims in this tab:									
8		T - Twitter									
9		F - Facebook									
10		L - LinkedIn									
11		number+letter (eg: 7T = 7 Tweets) means amount of activities on the assigned channel									
12											
13		Timeline is done by quarters and months, each mnth has 4 columns correspondent to 4 weeks									
14											
15		Actions required column provides ideas (also delivered by calendar invitation to the stated e-mail as reminder)									
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START HERE

Contact List

Communication Plan Year 1

Communication Plan Year 2

Communication Plan Year 3

