



ARETE – DELIVERABLE (D7.2)

WP7 - D7.2 Website and Social Media

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0.3	23/01/2020	(NUID UCD) D7.2

¹ Nature:

R = Report, P = Prototype, D = Demonstrator, O = Other

Dissemination level

PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Executive Summary

This Deliverable D7.2 namely “Website and Social Media” presents the strategy, roadmap, and timeline for the activities and tasks related to promoting the ARETE Project branding. These activities include designing and introducing project logo and PowerPoint templates of professional quality. This also includes the overall plan and timeline associated with ARETE Website including its i) design, ii) implementation and iii) maintenance. Project related Social media accounts (i.e. Twitter, LinkedIn, etc.), dissemination materials (project leaflets, videos (YouTube channel) and mobile app) to promote the project are also introduced. Materials will be adapted for the targeted channels.

Activities also include the use of collaborative and communications tools (e.g. blogs, etc.), as well as communications on traditional channels, social channels and networks. According to the plan and activities introduced, all consortium partners will utilize outreach opportunities to demonstrate the project results and promote for outreach opportunities.



Introduction to ARETE project

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

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



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.

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)



WP7 Dissemination, Exploitation & Communication

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 D7.2 “Website and Social Media”, which is due for submission during month three (M3) of the project.



Project Logo

It is very important that the brand identity for ARETE must be enticing. Christopher Ross (WWL) has created a project logo, which has been voted the preferred logo from all partners (as shown in Figures 1-3). It is used in the 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 has been undertaken with a long-term perspective in mind.



Figure 1: Project Logo



Figure 2: Project Logo (10 elements)

The 10 elements that mark the “A” (see Figure 2) will represent each partner within the ARETE consortium to capture the long term vision of all working in synergy towards a disruptive innovative educational solution.



Figure 3: Project Logo (other formats)

PowerPoint templates of professional quality

ARETE external communication and presentation should appear in a uniform outfit. The Coordinator has prepared a template for PowerPoint presentations (as shown in Figure 4 & 5) that should be used by all project partners when presenting ARETE-related content on conferences, workshops or symposia. The template is available in the folder of meetings (since the kick off meeting for ARETE project).

1. Master Slide



Figure 4: Powerpoint slide template (master)



2. Content Slide

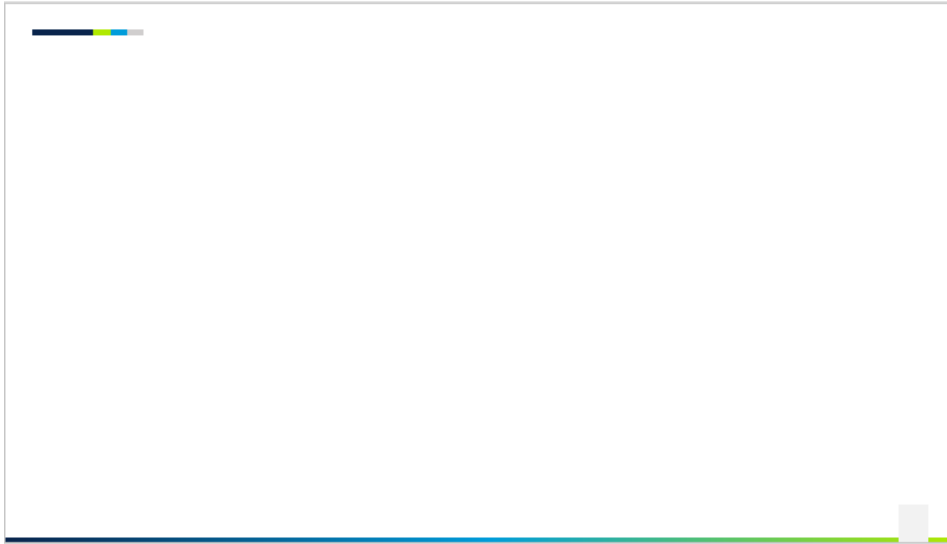


Figure 5: Powerpoint slide template (content)



Website

The dedicated website has been introduced (<http://www.areteproject.eu/>) by **UCD** in the 1st phase of the 3-Phase approach for the project, 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. It will support communication, dissemination and market impact over the lifetime of the project. Guided by UCD in conjunction with CLB, the website will evolve over each of the 3 phases. It will have pages dedicated to the vision, technical outcomes, 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 (D6.3) 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.

This ARETE website is managed by UCD. The website implementation, design and maintenance has been outsourced to a third party from the coordinator. Prof. Mangina ensured that the rules for subcontracting action tasks (13.1 paragraph of Article 13 of the Annotated Model Grant Agreement) are followed. More specifically the beneficiary awarded the subcontract ensuring the best value for money and avoided any conflict of interest (Article 35) and provided competitive selection procedures to ensure the best value for money. During the competitive selection process the criteria for the quality of work have been clear and coherent within the purposes of the action task that is subcontracted. **Mr Darragh Costello** has received the award successfully, after receiving three competitive quotes and he has delivered the ARETE website. The criteria for the evaluation are the following:

Table 1: Website outsourcing evaluation criteria

Criteria	Weighting
Skills and availability of proposed staff (with specific reference to the skills outlined in Section A)	30%
Understanding of UCD and general web publishing requirements in the third level sector	10%
Testing, Quality Assurance & Project Management Skills	10%
Reliability & Continuity of Service (with specific reference to reference sites for similar engagements)	20%
Ultimate Cost	30%



Quotes have been scored using the weighted criteria indicated in Table 1 and each bidder has been allocated a score from 0 to 5 for each criterion as outlined in Table 2:

Table 2: Evaluation criteria scores

Excels	5	Meets the requirement superbly, adding extra value or quality.
Very Good Fit	4	Meets the requirement very well, adding some extra value or quality.
Good Fit	3	Meets the requirement adequately with no significant shortcomings.
Mediocre Fit	2	The specification is not fully met.
Poor Fit	1	The specification is poorly met.
No Fit	0	The specification is totally lacking.

Website Scope

The aim of this website is to advance the profile of the ARETE project. The website, with registered address (<http://www.areteproject.eu/>), was developed to include multiple subsections to correctly represent the ARETE project and its activities. The ARETE Work Packages and Deliverables' core focus of the homepage and social media links are visible and easily accessible throughout the site. The scope of the work includes graphic design, integration and navigation work and future content migration from the pilot's managers. The logo and the video for the website are already available. Some level of template customisation and development may be required but the aim is to leverage existing templates wherever possible.

The required skills include, but are not restricted to:

- Information Architecture
- Integration of one or more micro-sites including templates/styles etc. in UCD's Content Management System, SiteManager.
- Provision of site-specific training if required
- Graphic Design

Website Task Specification

It is envisaged that this project will involve the following distinct steps:

- Site Structure
- Content requirements



- Art and graphic Design requirements

A typical site integration will require the following:

- Set-up of site navigation structure as per template specifications
- Import of imagery if required
- Development of nominated graphics/design work for integration with site
- Customisation of templates to suit specific site requirements
- Allocation of appropriate templates for each site section
- Population of content to each template if requested.
- Coding and customization of existing templates within design guidelines as requested
- Testing (QA/user-testing/compliance with Accessibility standards)
- Integration of Google Analytics Code

The website is also fully responsive design and comply with the Accessibility standard W3C WCAG (AA standard). There is a requirement to produce a site specification handover document at the end of the project. It is anticipated that the web site and its discrete sections will have approximately 5-7-page styles and 50 pages of content (including links to documents / spreadsheets / external sites, etc.). However, not all this content will be migrated by the company. Therefore, each company has quoted for approx. 3-4 days of content integration. A significant amount of content will be created/ updated for the new site.



Website Design

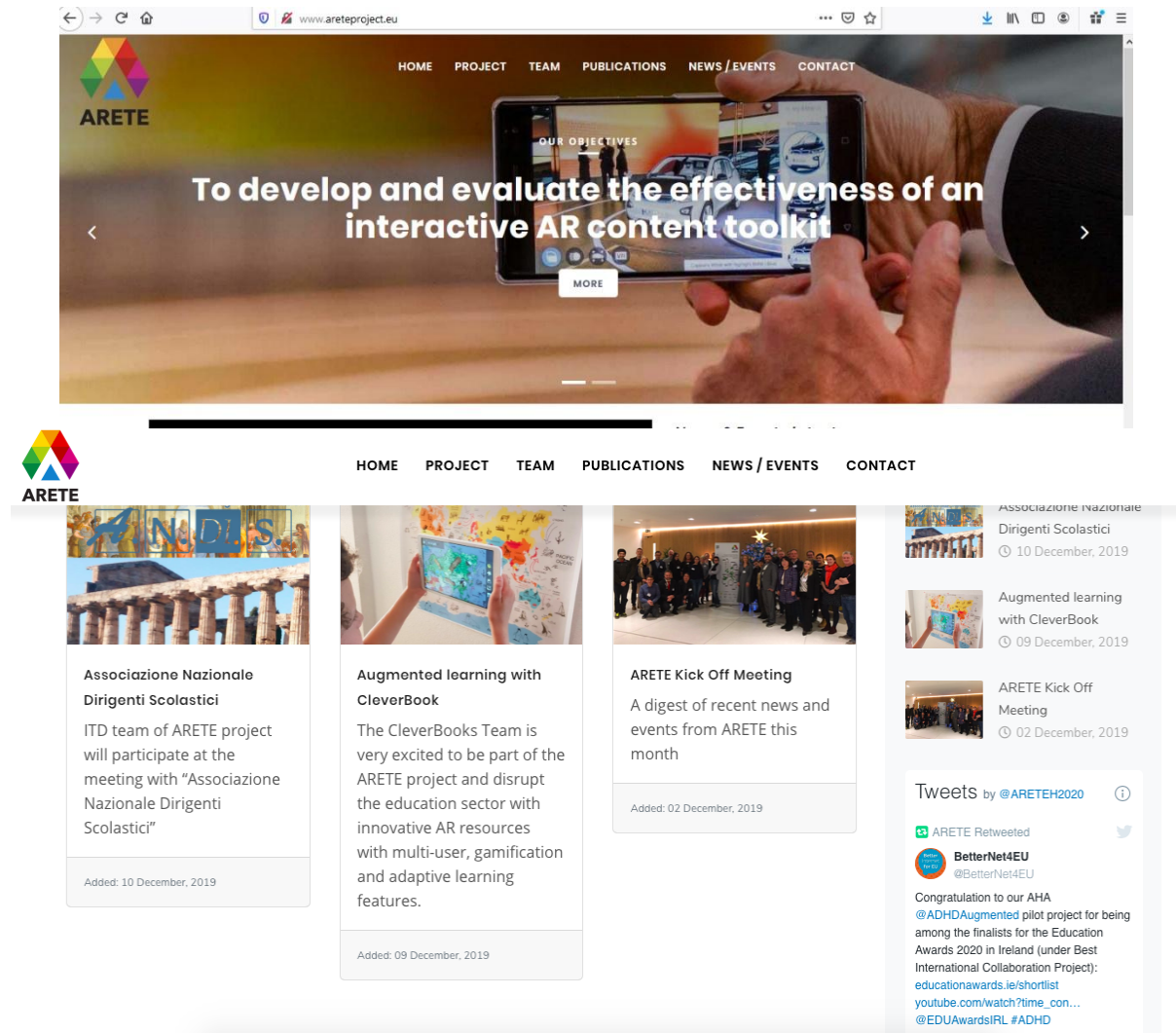
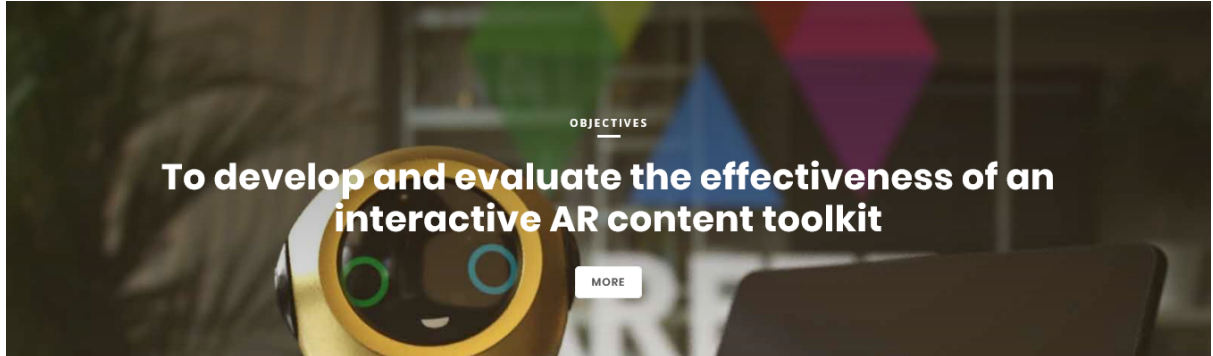


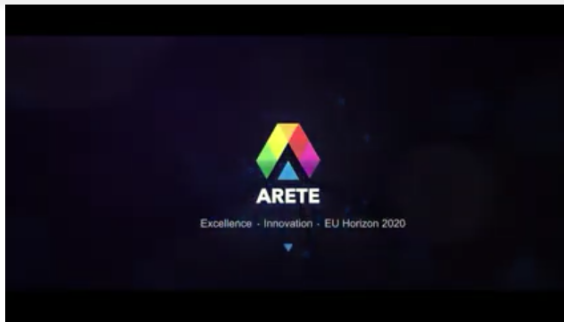
Figure 6: ARETE website design (January 2020)

Website Content

Currently there are six main sections/ dropdown menus available at the website (as shown in Figure 6-7)) namely 1) Home, 2) Project, 3) Team, 4) Publications, 5) News/ Events and 6) Contact.



HOME PROJECT TEAM PUBLICATIONS NEWS / EVENTS CONTACT



News & Events latest

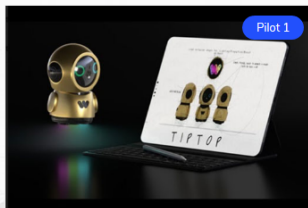
Augmented Reality and Human-Computer Interaction 14 January, 2020

IEEE VR/AR Working Group 13 January, 2020

ARETE PROJECT: Disruptive innovation in education – change is coming! 19 December, 2019

Pilots

The ARETE ecosystem concept enables disruptive innovation of AR for interactions, access and distribution of AR content to be fully realised through three different pilots and enhance European innovation capacity in the field.



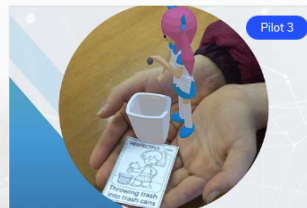
Using Augmented Reality to Facilitate Teaching English Literacy Skills

READ MORE →



Augmented Reality as Efficient Tool for STEM Information Retention

READ MORE →



Augmented Reality for promoting Positive Behaviour Intervention and Support (PBIS)

READ MORE →



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 856553.



Figure 7: ARETE content (January 2020)



Website “Home”

Pilots: The ARETE ecosystem concept enables disruptive innovation of AR for interactions, access and distribution of AR content to be fully realised through three different pilots (as shown in Figure 7-8) and enhances European innovation capacity in the field.

Pilot 1: Using Augmented Reality to Facilitate Teaching English Literacy Skills

The aim of Pilot 1 is to make both teaching and learning English language literacy more accessible and successful for those teachers and children engaged in the process. We believe that by introducing more Augmented Reality (AR) into our online literacy programme we expect improved outcomes for literacy attainment (as shown in Figure 8).

Pilot 2: Augmented Reality as an Efficient Tool for STEM Information Retention

Pilot 2 will focus on the innovative and exciting way of learning geometry and geography through visualization and interaction. The aim of this pilot is to prove the efficiency of Augmented Reality application for STEM education sector as a tool that helps kids to improve test-score by up to 33% and increases retention rate by up to 100% while developing 21st century skills and focusing on personalized learning through kinetic, audio and visual educational approaches (as shown in Figure 8).

Pilot 3: Augmented Reality for promoting Positive Behaviour Intervention and Support (PBIS)

Pilot 3 (the PBIS-pilot) will focus on the development of AR solutions, to be embedded within the context of the framework of Positive Behaviour Interventions & Support (PBIS) (as shown in Figure 8).

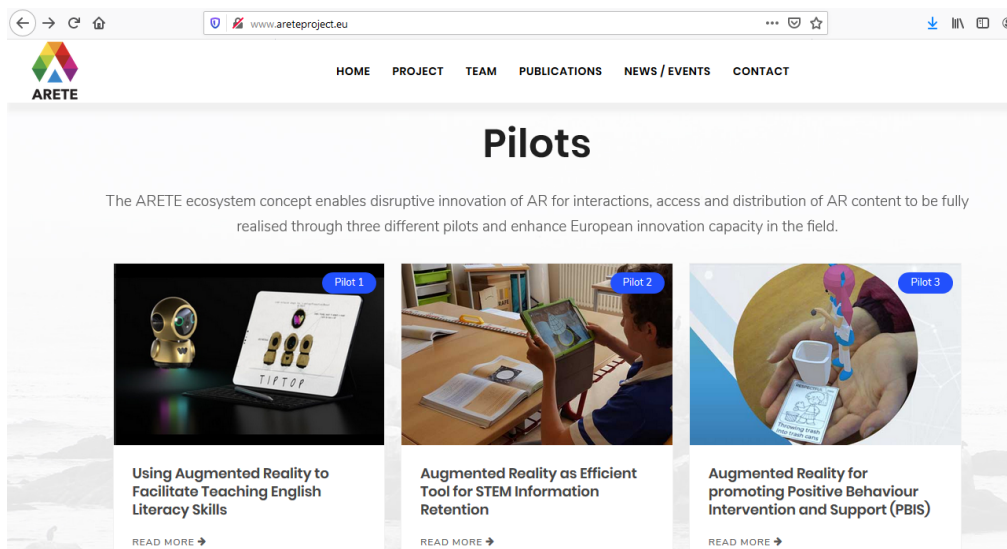


Figure 8: ARETE pilots (January 2020)



Website "Project"

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.

ARETE News

- Augmented Reality and Human-Computer Interaction
14 January, 2020
- IEEE VR/AR Working Group
13 January, 2020
- ARETE PROJECT: Disruptive innovation in education – change is coming!
19 December, 2019

Tweets by @ARETEH2020

ARETE Retweeted
Clever_Books Official @Clever_Books
Why AR? – A few academic reasons with practical classroom applications to convince the skeptics and motivate the enthusiasts. #ARETEedu #ARVRinEDU #H2020 #EdTech4Future @ARETEH2020
Read the article and share with friends!
cleverbooks.eu/why-ar-a-few-a...

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 856533.

Figure 9: ARETE "Project" (January 2020)

About: The ARETE project (as shown in Figure 9) 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.

Objectives: Project objectives are displayed under this section at the project website. These are four in number as follows:

Objective 1: 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.

Objective 2: To apply human-centred interaction design for ARETE ecosystem (linked to WP4 & WP6)

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.

Objective 3: To pilot and evaluate the effectiveness of AR interactive technologies (linked to WP4, WP5 & WP6)

The ARETE ecosystem, which comprises of 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).

Objective 4: To communicate, disseminate and exploit the project results (linked to WP2 & WP7)

ARETE promotes project awareness and progress details to the wider and targeted markets. In this light, a scientific, societal and economic focused dissemination and market outreach campaign is well-formulated. In this context, we adapt a three-phase dissemination and market out-reach approach to achieve this objective for beyond the life of the project.



Website “Partners”

ARETE has 10 project partners details of whom are listed at website (as shown in Figure 10)

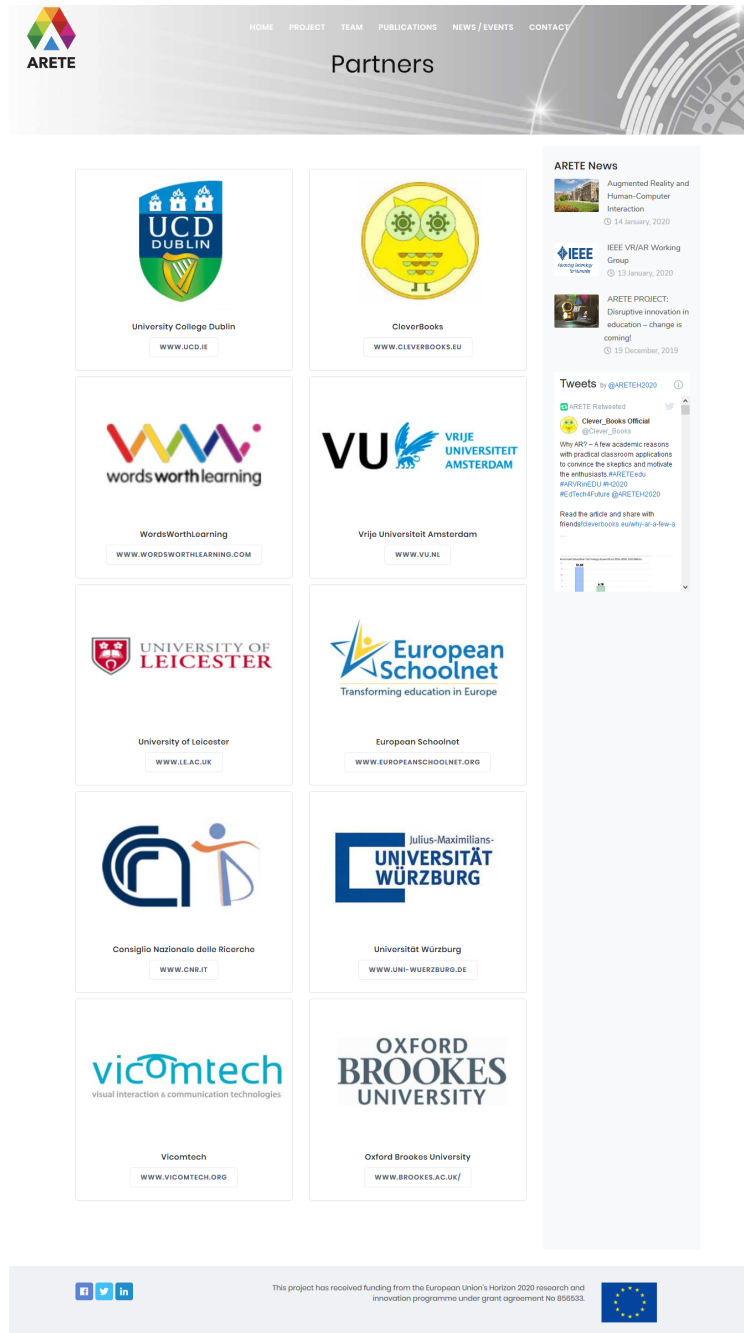


Figure 10: ARETE “Partners” (January 2020)



Website “Work Packages and Deliverables”

WP1: Ethics Requirements

Leader: Eleni Mangina (UCD)

Objectives: To ensure compliance with the ‘ethics requirements’ set out in this work package. In the ARETE project, it underpins our research in three ways, by: enabling better research design; translating fundamental commitments into research practice; and, enhancing debate and building platforms and guidelines to increase public trust and acceptance.

WP2: Project Management

Leader: Eleni Mangina (UCD)

Objectives: Management aims to ensure that the planned project activities are effectively performed, pursuing the project objectives in line with time schedule, budget the establishment of standards for quality, risk mitigation, innovation management, conflict resolution, ethical and data protection. UCD is responsible for all typical reporting and financial management activities required by the European Commission and will proactively lead, by pursuing:

- Encourage and facilitate meaningful interaction between all partners;
- Coordinate at management level of all technical activities of the project;
- Prepare and manage the consortium agreements amongst the partners;
- Contractual, legal, financial, ethical aspects and administrative management;
- Collect audit certificates from the participants, where relevant.

WP3: Interactive Augmented Reality Toolkit

Leader: David Ross (WWL)

Objectives: Interactive AR Content toolkit ensures that 3D objects will be developed based on AR standards, global curriculum guidelines with a focus on English language literacy and STEM subjects, which are an important aspect of the development of the 21st century skills alongside digital literacy skills, including the important IEEE ARLEM 2.0 and IEEE VR/AR Augmented Reality. The activities involved will be in line with the overall project objectives. WWL is responsible for all AR 3D learning objects’ implementation required for the English language remedial apps to provide effective and interesting learning interactivity for the users, while CLB is responsible for the AR apps for STEM subjects. UCD, CLB, WWL and OBU will work together on the technical development of the content based on the AR authoring toolkit provided from OBU. Thus, the main objectives of this work package are:

- Design and development of interactive 3D learning content;
- Design and Development of AR app for both IOS and Android;
- Design and development of 3D augmentation as well as AR learning experience model digital repository;
- Documentation of 3D interactive objects’ standards for AR, contribution to IEEE ARLEM 2.0.

WP4: User-centred Interactive Design

Leader: Effie Law (ULE)

Objectives: The underlying objective of WP4 is to identify, update and integrate, on an ongoing basis, user-based insights into designing and developing the ARETE project, rendering it to be highly useful, usable, desirable and pleasurable. The work of WP4 will help realize a vision of ARETE: enabling different stakeholders to use the AR technology with ease and positive experience for meeting their educational needs, preferences and goals. Methodologically, WP4 will adopt the well-established Human-centred Design (HcD) and User Experience (UX) methods in the field of Human-Computer



Interaction (HCI) and adapt them for addressing the particularities of AR. **Iterative design and evaluation** processes with a high level of user engagement will be undertaken in parallel with the three version release of the ARETE ecosystem (α , β , γ). In the first cycle, WP4 will collect baseline data in terms of user needs and educative practices in situ to inform the scope of pedagogical content (WP2), and of technical implementation of the CLB and WWL content within ARETE project (WP3). Moreover, iterative design and evaluation process will be applied in the integration of AR in the educational process for promoting Positive Behavior in school and classroom settings (WP5). In the second and third cycle, we will conduct formative **usability** and **user experience** evaluation of the ARETE toolkit prototype of increasing maturity, analyzing how users interact, appropriate and perceive different components of the ARETE project as well as its entirety. Evaluation feedback on the usability and user experience of the prototypes will facilitate their redesign to attain the highest possible quality. This feedback will be collected from gender-balanced samples of the target groups and can be of different formats, such as verbal comments (written/oral), log data, and sketches captured by questionnaire, interview, focus group and online tools with both digital and paper-based media. The progressive, highly focused and intensive participatory design activities of the three cycles of WP4 will complement the extensive larger-scale validation and evaluation work in Pilots (WP6). Thus, the implementation objectives of WP4 are to:

- construct viable use scenarios for the ARETE project, informing the content and technical development as well as pilots;
- elicit and analyze user needs, requirements and visionary use cases for the ARETE project, enhancing the quality of its features;
- conduct formative usability and user experience analysis of the early prototypes of the ARETE project for its iterative refinements;
- conduct summative usability and user experience analysis of the advanced prototypes of ARETE project to assess their quality and potential adoption and acceptance, informing the dissemination and exploitation work.

WP5: Interactive AR for PBIS

Leader: Giuseppe Chiazzese (CNR)

Objectives: WP5 aims to develop and evaluate the multi-user interaction through augmenting the human interaction with different groups. It is of vital importance for ARETE to realize whether augmented interactions provide Positive Behaviour Intervention & Support, abbreviated as PBIS (Sugai & Horner, 2009), which was developed in the USA, to guide schools and educational professionals in creating these school systems for addressing behavioural challenges based on shared values (e.g., school-wide establishment of school values and a PBIS leadership team). PBIS provides schools with accurate systematic implementation and use of evidence-based practices related to behaviour management in a multi-tiered system of behaviour support. There is sound and growing evidence for the effectiveness of PBIS in diverse settings and contexts across the USA (Benedict, Horner, & Squires, 2007). Usually when an initial school-wide PBIS system is implemented within a school, the team of teachers teach the values and behavioural expectations and acknowledge positive behaviour. This means establishing clear expectations, the use of positive reinforcement, and systematically teaching the behaviour. WP5 will implement the PBIS theory within AR multi user interaction context. Within WP5 across school personnel and leadership teams of European schools already implementing PBIS for 2-3 years (these schools are part of the PBS-Europe network) will be asked to join the end users of ARETE and evaluate the effect of the integration of AR embedded in PBIS interventions within classroom settings. **ARETE will enrich the current PBIS practices with Experience API (xAPI - formerly known as TinCan)** for behaviour tracking and logging, complemented



with a cloud-based learning record store and PBIS analytics. Design and development will be done in a collaborative team via the method of Lesson Study, a well-known professional development approach in which small teams of teachers collaboratively design an instructional lesson, teach the lesson for a selected group of students or class, observe the enacted behaviour of the students, and reflect on this process, with the goal of refining the lesson. In this case the lesson is a lesson targeting behavioural management. This will be done during live transnational meetings and via webinars. After and in between the meetings and webinars in each school leadership team selects a class of students to use the AR with during a period of three months. We will measure the target behaviour of the students prior and after the intervention period in order to assess a change in the behaviour of the students due to AR interactivity and developed innovative pedagogical method implementing the AR within the lesson series. Thus, the implementation objectives are to:

- Capture and define requirements for the development of AR for a PBIS system of teaching values and expectations;
- Work with leadership PBIS teams in order to develop pedagogical methods;
- Set up and implement all PBIS pilot-specific components;
- Conduct the training process with pilot operatives (leadership teams) from European member states;
- Conduct the pilots on a phase introduction basis to ensure the effective operationalization and management;
- Capture and analyse the AR PBIS pilots' performance (i.e. via user [teachers and students] quantitative and qualitative feedback).
- The Augmented Reality functionalities of the system for PBIS will be evaluated in Task 6.3: Deployment and Performance Evaluation. The training contents for using the interactive AR PBIS component will be delivered in ARETE training platform.

WP6: Pilots' Implementation, Deployment and Evaluation

Leader: Agueda Gras-Velazquez (EUN)

Objectives: WP6 aims to pilot studies across Europe (Pilot 1, 2, 3) to be executed. The implementation of the interactive AR technologies within ARETE, which will primarily focus on the examination and implementation of both CLB and WWL platforms, will be conducted in this WP. The Pilots Manager will conduct the planning, preparation of the pilots in advance of execution. This process includes training the trainer (i.e. local teachers at primary schools that participate within the pilots). This task involves the Pilots Manager regularly engaging with the participating trained teachers and monitors the progress of the effective execution of ARETE live across each pilot for each study group in different languages. Quantitative and qualitative feedback will be obtained through the ARETE project data collection process involving regular feedback from the users through purposely-designed questionnaires. The Pilots Manager will work closely and engage with the Project Coordinator and the Innovation Manager in particular. In light of the undertaken Pilot work, at M25 to accelerate proceedings, a well published and dedicated 'Hackathon Week' will be implemented by UCD and will involve each of these 3 Managers focusing on tasks related to the implementation of effective AR interactivity. It is anticipated that the outcome of the hackathon will strengthen the ongoing activities in the Pilots and project interest. The creator of AR.js (Jerome Etienne) will be invited to lead the hackathon, as he is the Principal Engineer at Amazon Sumerian, author of Learning Three.js blog, 8th most active user on GitHub and he has been CTO and has led the core apps team of AR Smart Helmet. Thus, the implementation objectives are to

- Capture and define requirements for the execution of pilots;
- Set up and implement all pilot-specific components;
- Integrate and validate the operation of the pilots within the ARETE project;



- Conduct the training process with pilot operatives (teachers) from European member states;
- Conduct the Pilots on a phase introduction basis to ensure the effective operationalization and management;
- Capture and analyse the pilots' performance (i.e. via user quantitative and qualitative feedback);
- Determine AR interactive technologies' next generation functionality and priorities.

WP7: Dissemination, Exploitation & Communication

Leader: Darya Yegorina (CLB)

Objectives of this work package are to:

- efficiently disseminate and communicate the details of the project activities to society and the targeted community, promoting awareness 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. 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.



Website “External Advisory Board”

External Advisory Board (as shown in Figure 11) will promote the project, results and the interest of the stakeholders to their network cycle and communities. Some members of the Advisory Board and stakeholders in the project (i.e. UCD, VIC) will develop a White paper on policy based on key findings of the ARETE project. This undertaking is not budgeted into the project but deemed important for Scientific and Societal exploitation impact. The Project Steering Committee (PSC) will consult with the ARETE External Advisory Board. Meetings will be chaired by the Project Coordinator. The EAB members will obtain project reports, deliverables and updates before meeting with the PSC. Board members will also be invited to workshops, demonstrations and be part of the hackathon week This process delivers real exposure as the project progresses. It also acts as an outer communicator, enabling board members to further disseminate information about the project achievements to their inner and outer network circle. Bi-directional feedback received by the Board members can also strengthen the consortium’s knowledge capacity on related European or at national or regional AR activities.



Rahel Demant
COO at VR First



Mark Lee
Adjunct Senior Lecture at
Charles Sturt University



Ana Sović Kržić
Assistant Professor at
University of Zagreb



Mikhail Fominykh
Researcher at the
Norwegian University of
Science and Technology



Domenico Zungri
Founder & Creative Director
at Sensium Studio

Figure 11: ARETE “External Advisory Board” (January 2020)



Website “Industry Capacity Board”

The Innovation Manager will liaise with and manage the full engagement process of the Industry Capacity Board (as shown in Figure 12), with a view for the engagement to help the Consortium to deliver an advanced Ecosystem (i.e. @TRL 6) in line with the target community and industry expectations. The innovative capacity of ARETE both across Europe and international markets is heavily rooted in areas such as the development of interactive objects and authoring toolkits for interactive technologies. The innovation of ARETE holds the key to solving many of the most pressing challenges in the area of Augmented Reality interactive technologies, that can be applied in areas other than education (e.g. Interactive technologies for Engineering, Hardware development for AR, Software development for AR).



Kevin Marshall
Head of Education at
Microsoft Ireland



Paul Sweeney



Yu Yuan
CEO & Chief Scientist
Senses Global Corporation



James Corbett
Managing Director at
Simvirtua Ltd.



Michal Kendereski
Digital Innovation Director
at Luminous

Figure 12: ARETE “Industry Capacity Board” (January 2020)



Website “Team”

Project Team involved from different partners is listed under this menu. Designation as well as photos and email contact of each member is available.

University College Dublin (UCD)

Member(s) involved in ARETE project from UCD can be seen in Figure 13.



Eleni Mangina
Project Coordinator
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Na Li
Project Manager
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Abraham Campbell
Assistant Professor
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Post-doc Research Fellow
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Anastasia Pyrini
Research Assistant
anastasia.pyrini@ucd.ie



Farzin Matin
PhD Student

Figure 13: ARETE “UCD” (January 2020)



CleverBooks (CLB)

Member(s) involved in ARETE project from CLB can be seen in Figure 14.



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Senior Executive
cleverbooksireland@gmail.com



Inna Armstrong
Senior Executive
inna@cleverbooks.eu

Figure 14: ARETE “CleverBooks” (January 2020)

Wordsworth Learning (WWL)

Member(s) involved in ARETE project from WWL can be seen in Figure 15.



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CEO
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Rita Treacy
Clinical Director
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Emma Butler
Research Assistant
emma@wordsworthlearning.cc

Figure 15: ARETE “WordsWorth Learning” (January 2020)



Stichting VU (SVU)

Member(s) involved in ARETE project from SVU can be seen in Figure 16.



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Jeroen Pronk
Assistant Professor
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Wilma Jongejan
Lecturer
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Figure 16: ARETE “Stichting VU” (January 2020)

University of Leicester (ULE)

Member(s) involved in ARETE project from ULE can be seen in Figure 17.



Effie Lai-Chong Law
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Matthias Heintz
Post-doc Research
Associate
mmh21@leicester.ac.uk

Figure 17: ARETE “University of Leicester” (January 2020)



EUN Partnership AISBL (EUN)

Member(s) involved in ARETE project from EUN can be seen in Figure 18.



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ARETE Project Manager on
behalf of EUN
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Figure 18: ARETE “EUN Partnership AISBL” (January 2020)



The Istituto per le Tecnologie Didattiche (CNR)

Member(s) involved in ARETE project from CNR can be seen in Figure 19.



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Senior developer /
Computer scientist
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Figure 19: ARETE “The Istituto per le Tecnologie Didattiche” (January 2020)

The Julius-Maximilian-University Würzburg (UNI WUE)

Member(s) involved in ARETE project from UNI WUE can be seen in Figure 20.



Silke Grafe
Professor
silke.grafe@uni-wuerzburg.de



Jennifer Tiede
Researcher
jennifer.tiede@uni-wuerzburg.de

Figure 20: ARETE “The Julius-Maximilian-University Würzburg” (January 2020)



Vicomtech (VIC)

Member(s) involved in ARETE project from VIC can be seen in Figure 21.



Mikel Zorrilla
Head of Digital Media
mzorrilla@vicomtech.org



Esther Novo
Programme Manager
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Stefano Masneri
Research Associate
smasneri@vicomtech.org

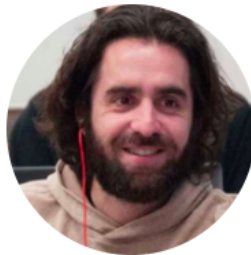
Figure 21: ARETE “Vicomtech” (January 2020)

Oxford Brookes University (OBU)

Member(s) involved in ARETE project from OBU can be seen in Figure 22.



Fridolin Wild
Principal Investigator
wild@brookes.ac.uk



Will Guest
PhD candidate



Xinyu Huang
PhD candidate



Joanna Jesionkowska
Research Associate

Figure 22: ARETE “Oxford Brookes University” (January 2020)



Website “Publications”

Publications, presentations and related outcomes will be published under this menu. A template is prepared (D7.1) to administer all publications prepared in the framework of the ARETE project. In the Publication list planned and published publications will be registered under four different sheets: scientific papers, popular science publications, presentations and media contributions (flyers, press releases, interviews). The Publication list will be updated every time a publication is reported to be planned, prepared, approved or published, including the status of the publications. The Coordinator is responsible for continuous update of the Publication list. Accordingly, authors should inform the Coordinator and involved Beneficiaries if new publications are planned and prepared or modifications of publications in preparation take place. Links to published publications will also be set on the projects’ website.

Website “News/ Events”

All the news and events associated with the project will be announced and displayed here. This includes the meetings, workshops etc. The Coordinator is responsible for continuous update of the News/Events list. Accordingly, partners should inform the Coordinator if new news/events need to be included on the projects’ website.

Website “Contact”

Contact information regarding project coordinator is available under this menu as follows:

Prof. Eleni Mangina

Project Coordinator
UCD School of Computer Science
University College Dublin
Belfield Dublin 4 Ireland
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Email: arete@ucd.ie

Dr Na Li

Project Manager
UCD School of Computer Science
University College Dublin
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Dublin 4
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Email: arete@ucd.ie



Website Implementation

ARETE required the development of a new public facing website to promote and disseminate information to a range of audiences regarding the ongoing work, activities, and outputs of the project. A fresh new design, respectful of ARETE and H2020 logo and brand identity guidelines and optimised to clearly communicate the goals of the ARETE H2020 project has been agreed with the partners and implemented from Darragh Costello.

UX Design: A fresh new user experience design for ARETE will promote the projects's style, activities, and reputation. Utilising a modular build, where appropriate, content blocks will be stored within Terminal Four Content Management System (T4 CMS) so that they can be repurposed (mirrored) to fit each audience type.

Architecture: In addition to the output website design, the backend server-side configuration has a clear separation between structure, content and presentation. The structure, in its broadest terms, reflects the hierarchy, or sitemap, of the site. The content is the text and media to appear on each page. Presentation will be where the visual layout is determined. This is achieved via a combination of CSS and JavaScript code. All code is prefixed and stored in the T4 Media Library in accordance with best practices. This industry-standard best practice approach outlined above will allow for future iterations and modifications of the website to be more easily achieved.

Site Functionality Requirements

Bespoke CMS Templates: A set of custom templates is developed exclusively for usage by the ARETE team within the UCD Terminal Four content management system. These easy-to-use and form-like templates are optimised to cater for all the agreed types of content that may appear on the site. Each field within every template will be accompanied by explanatory text to guide the editors when inputting or modifying content. Fields are marked either mandatory or optional as appropriate. The full set of templates is yet to be finalised, the custom ARETE templates will typically include, at a minimum: home, research, publications, people & general content pages. Using a modular approach, when built within the UCD Terminal Four CMS, the site owner (Project Management Office) will have an array of visual options with which to populate the landing pages.

GDPR Responsibilities: The EU General Data Protection Regulation (GDPR) introduces more robust requirements for collecting and using people's data with their consent. Under the GDPR there must be an 'affirmative act establishing a freely given, informed, and unambiguous indication' of the person's wishes. As such the ARETE website reflects the project-specific policies and those of the hosting provider, University College Dublin.

User-Friendly Terminal Four Integration: A key consideration when developing the custom content-types within Terminal Four CMS is to anticipate the requirements of the site owners and to provide content-types that are fit for purpose and easily usable. A modular approach to building the site components will allow for a toolbox of elements and display widgets to be made available for on-the-fly page building. Site Editors will have a range of pre-built component-based templates that can be repurposed and modified as required. This agile approach would apply to all page types including landing pages. Elements would typically include image galleries, page headings, call-to-action panels, paragraph data, list-groups, contact forms, embedded multimedia (audio & video) and tabular data. Every field of every custom T4 content type will be accompanied by 'help text' to guide the editor when adding new content.



Graphics & Imagery: Liaison with the ARETE coordinator and beneficiaries to source appropriate high-resolution images for usage throughout the site will be an important consideration. Sources may include from printed materials and other online databases. Initially selected images will be optimised for both file-size and file-type to ensure the fastest possible page download speeds.

Code Quality: All code developed for the site (html, css, javascript) is developed to industry standards. The website uses 'progressive enhancement' to take advantage of the latest web browser technologies whilst also degrading gracefully when viewed on older browsers and devices. The latest stable release of the industry standard Bootstrap framework will be used as a core base component of the site code. Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

Website Maintenance

All site editors will be granted access to the T4 Site Manager via their pre-existing UCD Connect login credentials. This single-sign-on (sso) removes the necessity of remembering new usernames & passwords. All content additions and modifications will be tracked by default and be identifiable to the site administrators.

Sitemaps and Google Search Console: T4's core functionality to generate and automatically update a machine readable sitemap will be used. As new content is added (and old content retired), the sitemap - which will be dynamically linked to the project's Google Console profile - will ensure that the Search Engines crawling the website will see an accurate picture of the site content in a machine-friendly format. Correctly registering the site via GSC will assist the new site to be recognised across the entire suite of Google services. Optionally, the same site map can be adapted to be accessed from the main navigation and will be visible in a viewer-friendly format. Site urls for individual pages will be logical and meaningful, with a folder structure that reflects the hierarchy of the sitemap.

Internal Site Search:

Recently, UCD's implementation of the Google Search Appliance has been deprecated by UCD IT Services. Internal site search functionality will instead be provided via Google Custom Search.

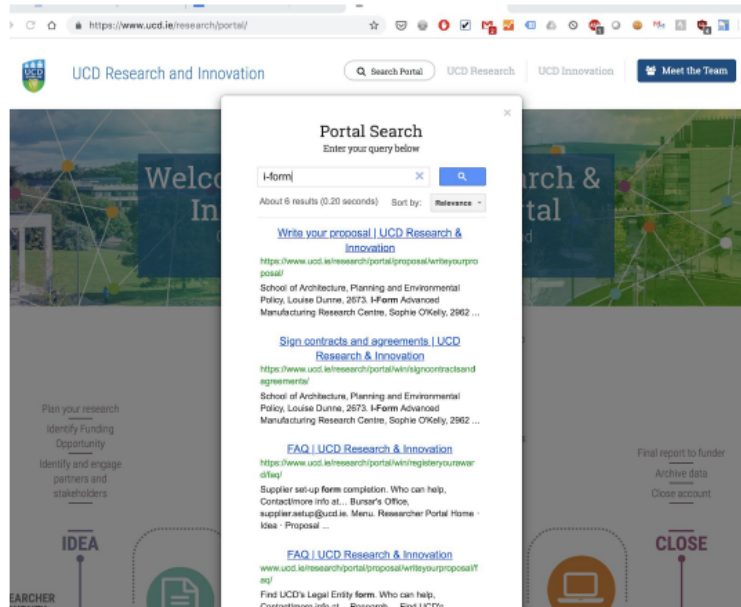


Figure 23: UCD Research Portal

Shown above (Figure 23) the UCD Research Portal which uses a Google Custom Engine to provide internal site functionality on every page .

Security & Backups: Security and backups for all T4 elements (page content, T4 content-types & page layouts, media library assets, etc) is handled centrally by UCD IT Services. This feature of the CMS, as it has been implemented and supported by IT Services, removes the burden from individual site owners.

HTTPS Certificate

HyperText Transfer Protocol Secure (HTTPS) is an extension of the [Hypertext Transfer Protocol \(HTTP\)](#). Project coordinator has purchased the HTTPS certificate for the ARETE website from the beginning of the project. The principal motivations for HTTPS are [authentication](#) of the accessed [website](#), protection of the [privacy](#) and [integrity](#) of the exchanged data while in transit. It protects against [man-in-the-middle attacks](#). The bidirectional [encryption](#) of communications between a client and server protects against [eavesdropping](#) and [tampering](#) of the communication^{3,4}. In practice, this provides a reasonable assurance that one is communicating without interference by attackers with the website that one intended to communicate with, as opposed to an impostor.

The authentication aspect of HTTPS requires a trusted third party to sign server side [digital certificates](#). HTTPS is now used more often by web users than the original non-secure HTTP, primarily to protect page authenticity on all types of websites; secure accounts; and to keep private user communications, identity, and web browsing.^[7] This will become especially important in year 2 when the forum (including user accounts and user generated content) will be integrated in the website.

³ https://en.wikipedia.org/wiki/HTTPS#cite_note-https-4

⁴ https://en.wikipedia.org/wiki/HTTPS#cite_note-5



ARETE has purchased SSL certificate from Blacknight solutions <http://www.blacknight.com> for initial two years. ARETE plans to renew the SSL certificate for one more year until the end of the project.

Privacy and Cookies Policy

This Privacy and Cookies Policy describes how and when ARETE collects, uses, and shares your information when you use ARETE website. Pursuant to article no. 13 of the Regulation EU n. 2016/679 (GDPR), and in general in observance of the principle of transparency set forth in the above Regulation, personal data will be processed with automated tools for the management of web services connected with the ARETE website, within the framework of the institutional objectives of scientific research and administrative activities.

Data controller: The Data Controller is UCD. For contact and specific information regarding the protection of personal data, including the exercise of the rights please send an email to: arete@ucd.ie

Data Protection Officer: Pursuant to art. 37 of the Regulation, the Data Controller has designated a Data Protection Officer (DPO). The DPO may be reached at: gdpr@ucd.ie

Place of Data Processing and Data Sharing: The personal data that appear on the website and the relevant web services are mainly processed in the offices located in Dublin, Ireland. Physical location of the server, where website is hosted, is Dublin. In case of need, website and newsletter related data may be processed by the staff of the website technological maintenance provider, at the provider's headquarters. No data deriving from the web service is shared or disseminated, except in cases expressly provided for by the law. Personal data provided by users are used only to perform the service or work required and are disclosed to third parties only if this is necessary for that purpose.

Security: We use physical, technical, and administrative measures to safeguard information in our possession against loss, theft and unauthorized use, disclosure, or modification. Please note, however, that no data transmission or storage can be guaranteed to be 100% secure. As a result, while we strive to protect the information we maintain, we cannot ensure or warrant the security of any information that you transmit to us.

Types of processed data and purpose of the processing

Browsing data: When users browse the website, it acquires some navigation data, whose transmission is implicit in the internet communication protocols. Data are not collected to be associated to the identified people concerned. Data may be used to obtain aggregated and anonymous statistical information on website usage and to check its correct operation. Data are stored only for as long as it is necessary. Data may be used to ascertain the responsibility of users in case of potential digital crimes affecting the website. Data provided voluntarily by users - The optional, voluntary and explicit transmission of personal data, including email address, required in the website related web services (e.g. subscribing to newsletters) entails the subsequent acquisition of such data for the sole purpose of replying/responding to the users' requests and managing the web services. Specific policies will be progressively posted or displayed on the website pages designed for special on-demand services.

Cookies: Cookies active on this website do not record personal data. ARETE websites usually use Google Analytics, a data analysis service provided by Google, Inc. ("Google") to improve the usability of web services and the communications with users, to assess user internationalization levels, to promote institutional activities according to the various communication target groups. Google may disclose the data collected to third parties, if required by law. Data are collected for institutional



purposes only and shall never be transferred for commercial purposes. For further information see Google terms. The website uses the following cookies:

Technical Cookies & Cookies that allow:

1. Website navigation and usability;
2. Aggregated collection of information on number of users and how users visit the website (“Google analytics”);
3. Browsing in function of selected criteria (e.g. language, “functionalities cookies”) to improve user experience.

These cookies are not used for purposes other than those described above and therefore their installation does not require your consent.

Third-party profiling cookies: These cookies are installed by parties other than ARETE and need your consent to be installed. If you refuse consent, they will be not installed. We may allow third-parties from other providers that need your consent; if not given they will not be installed. Please follow the links below to view the privacy policies of the above third parties where you will be allowed to consent to the installation of such cookies. Please note that if you do not express your preference and continue your navigation in the website, you will consent to the use of such cookies.

- Google Analytics & Aggregated collection of information on number of users and how users visit the website
http://www.google.com/intl/it_ALL/analytics/learn/privacy.html
- Google Fonts & Application online archive for the integration of free fonts for web interfaces
<http://www.google.com/policies/privacy/>
- Google Maps & Web mapping service
<http://www.google.com/policies/privacy/>

To disable, remove or block cookies you can use your browser’s settings or the DNT option (Do Not Track), if applicable. ARETE does not guarantee the full operation of the website when cookies have been disabled. How to disable cookies from browsers:

- Internet Explorer
- Firefox
- Google Chrome
- Opera
- Safari
- Safari iOS
- Android
- Blackberry
- Windows Phone

Method and length of data processing: Personal data shall be processed:

- with automatic tools;
- by individuals authorized to perform such tasks by the Law;



- by using proper measures to ensure confidentiality and avoid access by non-authorized third parties;
- only for the time necessary to achieve the purposes for which they were collected.

Rights of the person concerned: Pursuant to Section III of the GDPR, the person concerned shall be entitled to exercise their right to:

1. access personal data (you will therefore have the right to have free information about the personal data held by the Data Controller, as well as to obtain a copy thereof in an accessible format);
2. amend incorrect, inaccurate or old data (upon your request, where the data do not express evaluation elements);
3. withdraw consent (if you had consented to the processing, you may withdraw your consent at any time and upon such revocation of consent your data shall no longer be processed);
4. cancel their personal data – right to be forgotten (for example, in case of withdrawal of consent, if there is no other legal basis for data processing);
5. restrict data processing (in certain cases – dispute the accuracy of the data, within the timeframe necessary for verification; dispute the lawfulness of the processing with refusal to the cancellation; your need to use the data to exercise your defense rights, while they are no longer useful for the purposes of the processing; in the event that the processing has been denied, while the necessary checks are being carried out – the data will be stored in such a manner that they may be restored if need be, but, in the meantime, cannot be consulted by the Controller if not in relation to the validity of your request for restriction);
6. deny consent to the processing due to legitimate reasons (under certain circumstances, you may in any case object to the processing of data, and in any case you may refuse processing for direct marketing purposes);
7. data portability (upon your request, the data shall be transmitted to the subject indicated by you in such a format that they can be easily consulted and used);
8. advance a dispute to the Supervisory Authority (Privacy Authority).

Changes To This Policy: We may revise this Privacy Policy from time to time. The most recent version of the policy will govern our use of your information and will be located at ARETE website. We may make changes to this policy at our sole discretion. By continuing to access or use our website after those changes become effective, you agree to be bound by the revised Privacy Policy.

Exercise of users' data protection rights: You may contact us via email at arete@ucd.ie, in order to assert your rights, namely: the confirmation of the existence of data concerning yourself and their origin and processing and the purposes thereof; the cancellation, transformation into anonymous form or the blocking of data processed in violation of the law; the updating, rectification or integration of data; certification that the operations have been brought to the attention of those to whom the data were communicated or disseminated. You may also object at any time to the possible profiling of your personal data.

Questions: If you have any questions about this policy or your privacy on the Services, please contact us at arete@ucd.ie.



Social media

Roles and Responsibilities

WP7 Leader (CLB: CleverBooks)

- Administration and maintenance
- Driving traffic: active networking (following relevant actors), communication and promoting the website and other social media at events, communication materials
- Encouraging partners to share project social media channels on their websites and all the communication related to the project.

Project Coordinator

- Approval of the communication outputs.

All partners

- Contributions to be communicated on ARETE social media channels
- Communication on partners own company / organisation social media channels

The consortium takes full advantage of social media and its significance for communications. Led by **UCD**, a specific project page is created on LinkedIn to provide an industry-oriented communication channel. Further, we have set up Twitter and Facebook accounts and hashtags 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; Immersive Learning Research Network). Partners in the project will also promote through their own channels.

Twitter

The ARETE Twitter page can be found at the following location: <https://twitter.com/ARETEH2020>
Planned Use: The Twitter page (as shown in Figure 24) will be used to communicate with stakeholders through networking, short news and announcements on conference programme and activities. This social media channel is set up to provide information for relevant stakeholders. The following hashtags will be used with every tweet @ARETEH2020, #ARETEedu, #EdTech #AR #ARVRinEDU #H2020 #EdTech4Future.

Design:



Figure 24: ARETE “Twitter”

LinkedIn

The ARETE LinkedIn page can be found at the following location: <https://www.linkedin.com/company/30761837/>

Planned Use: LinkedIn page (as shown in Figure 25) will be used to communicate with stakeholders through networking, short news and announcements on conference programme and activities. This social media channel is set up to provide information for relevant stakeholders.

Design:

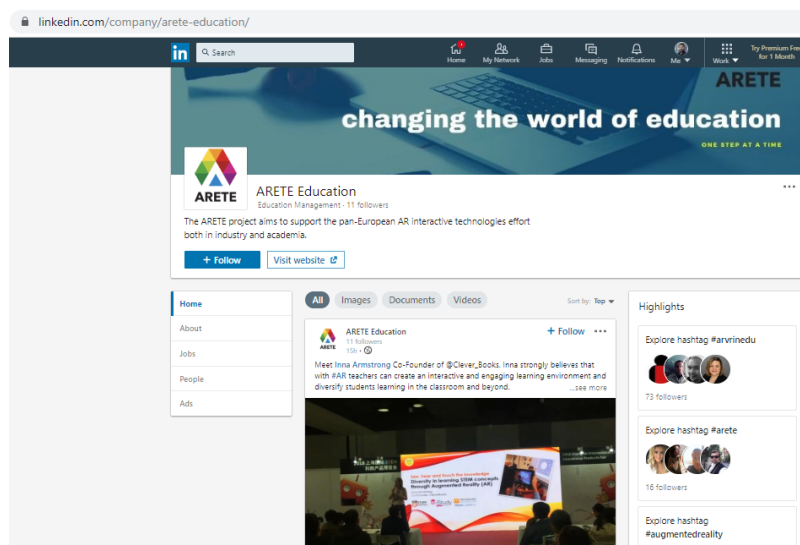


Figure 25: ARETE “LinkedIn”



Facebook

The ARETE facebook page (as shown in Figure 26) can be found at the following location: <https://www.facebook.com/groups/1348168335375937/>

Planned Use: The Facebook page will be used for public project communication in the form of pictures and videos from meetings and outreach activities. This social media channel is set up to spread information to the general public. Initially the Facebook page will be only for a closed group until the information and engagement items mature before opening the group to the public.

Design:

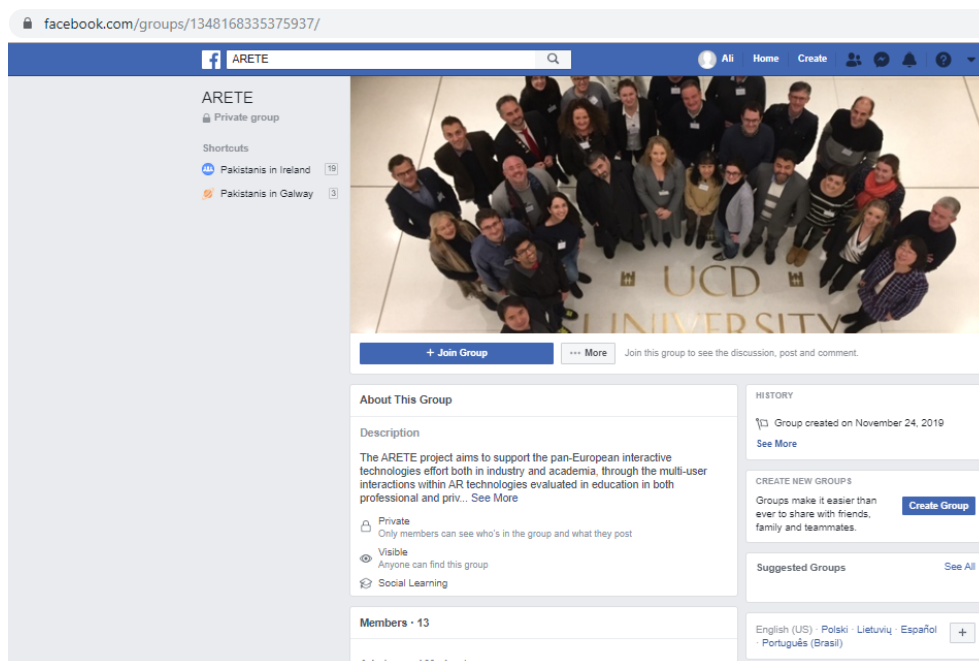


Figure 26: ARETE “Facebook”



Dissemination materials

Leaflets/Posters:

Information sheets will be utilised to disseminate the ARETE project information to the different stakeholders before and during the pilots. The Information Sheets will be approved from NUID UCD DPO, as per ethics application full approval (D1.1 & D1.2). The consortium has created a banner poster (as shown in Figure 27) for the kick off meeting which will be displayed at every public event of the ARETE project.



Figure 27: ARETE "Banner"



YouTube

A youtube channel is established to publish all the video resources produced for communication and dissemination purposes (outreach activities, events, demonstrations etc.). This youtube channel is available at :

<https://www.youtube.com/channel/UCPpuEdW6Lxs7GhL3VeQxceQ/>

and will remain active during the course of the project and beyond for posting and publishing videos related to ARETE project.

ARETE logo video

First video has been launched that introduces the logo of ARETE project and is available at: <https://www.youtube.com/watch?v=6Na3sQ1j1s8>. Christopher Ross (WWL) has created a project logo which is already in use after the approval of all the partners involved. It will be used in the 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 first video (screenshot of which is shown in Figure 28) introduces the ARETE logo to the wider audience as a part of introductory dissemination activities. The video introduces that ARETE logo which comprises of 10 elements that mark the “A” which represent each partner within the ARETE consortium to represent the long term vision of all working in synergy towards a disruptive innovative educational solution. In this video it is also shown and elaborated that this ARETE project is funded by European Commission under H2020 Research and Innovation Action programme.

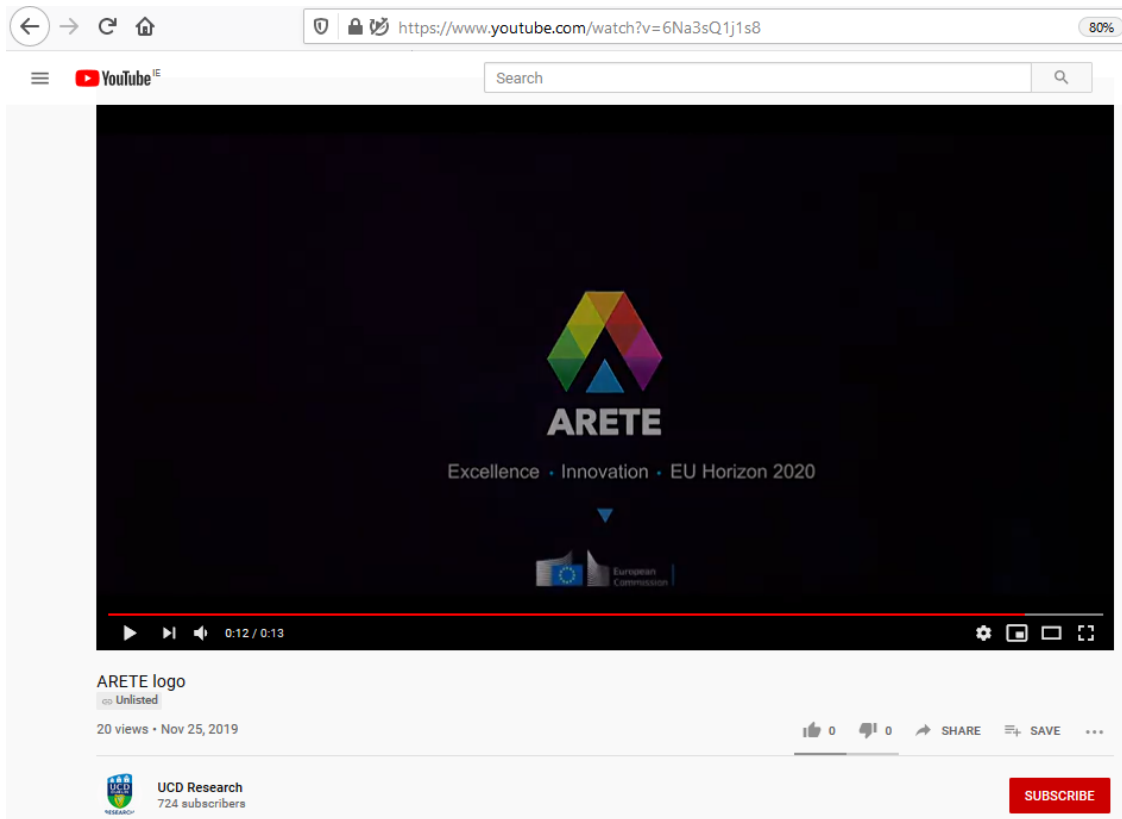


Figure 28: ARETE YouTube “Initial video”

Mobile App

A mobile app (D7.3) will be updated by CLB and WWL to include remote training capability. 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.

All partners support and engage as well through communications on traditional channels, social channels and networks (UCD lead, All partners). Partners will utilize all public communication channels to promote any outreach opportunities taking place during the ARETE project to demonstrate the project results and promote the outreach activities.

Future development and Dissemination

During each Consortium Meeting the partners will identify potential ways of improving the website and social media channels. It is acknowledged that successful implementation of the website aims and objectives also hinges on the combined efforts of all consortium members. Partners are to inform the project manager when disseminating any activities in regards to the Project, which might include:

- Project Results
- Attendance of Conferences
- Images of Partners disseminating Project Results

The idea is to gather a large amount of information during the lifetime of the project and select the best items for dissemination.



Conclusions

The aim of the present deliverable 7.2 is to present the project website and social media along with the defined project identity, in order to give a detailed overview on the project visual identity created to be used throughout the project. By developing a professional joint image and appearance a sound basis for further dissemination and exploitation activities has therefore been set already in the beginning of the ARETE project. Further update of deliverable 7.2 will take place at M12.