



**OPEN
SCIENCE
HUB**

**EMPOWERING CITIZENS
THROUGH STEAM
EDUCATION WITH
OPEN SCHOOLING**

DELIVERABLE 6.1

Communication & Dissemination Strategy



Authors



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Disclaimer

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LIST OF ACRONYMS

ACRONYM	DEFINITION
AE	Ars Electronica
CCSTI	Centre de Culture Scientifique Technique et Industrielle de Grenoble
EC	European Commission
FAB	Onl’Fait
MFCR	Município de Figueira de Castelo Rodrigo
SCICO	Epistimi Epikoinonia
IH	Impact Hub Siracusa
KPI	Key Performance Indicators
OSHub	Open Science Hub
OSHub – AU	Open Science Hub – Austria
OSHub – CH	Open Science Hub – Switzerland
OSHub – CZ	Open Science Hub – Czech Republic
OSHub – FR	Open Science Hub – France
OSHub – GR	Open Science Hub – Greece
OSHub – IE	Open Science Hub – Ireland
OSHubMB	Open Science Hub Management Board
OSHub.Network	Open Science Hub Network
OSHub – NL	Open Science Hub – The Netherlands
OSHub – PT	Open Science Hub – Portugal
PT	Portugal / Portuguese
SCIN	SCIENCE IN
STEAM	Science, Technology, Engineering, Art, and Mathematics
TCD	Trinity College Dublin
ULEI	Leiden University
WP	Work Package

GLOSSARY OF TERMS

The EC shares the following definitions, in the document “Making the most of your H2020 Project” published by the European IPR Helpdesk in 2018, with the aim that all project beneficiaries have a common understanding of these concepts:

Communication

“Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two way exchange.” Its objective is to reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges and it focuses on informing about and promoting the project AND its results/success.

Dissemination

“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” Its objective is to transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research. It focuses on describing and ensuring results available for others to USE » focus on results only!

Exploitation

“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” Its objective is to effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society. It focuses on making concrete use of research results (not restricted to commercial use.) It highlights that the boundaries between the three concepts are often times blurry and may overlap. An article written for communication purposes can be at the same time a dissemination piece, when it is shared as a final document. The intersections of these three areas enrich the grounds for enhancing the presence and the outreach of the project in different arenas. On the bottom line, these three actions aim to maximise the impact of the project. “Results” is a concept mentioned in the three definitions and the H2020 defines it as follows:

“Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.” (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms) In a nutshell, results encompass all project outcomes that may be used by the project partners or other relevant stakeholders outside the project. They have the potential to be either commercially exploited (e.g. concrete products or services) or lay the foundation for further research, work or innovations (e.g. novel knowledge, insights, technologies, methods, data).

EXECUTIVE SUMMARY

This document corresponds to Deliverable 6.1: Communication and Dissemination Strategy.

Here it is described the Communication and Dissemination Plan to be adopted by OSHub.Network at the different phases of the project. Its purpose is to formalise all communication and dissemination actions, outlining a unified approach, and to facilitate dissemination of outcomes and results and the maximum impact on the project concept and objectives.

Developed by ULEI in association with consortium partners, the plan elaborates on the OSHub.Network communication and dissemination objectives, and corresponding target audiences, key messages, communication tools and channels, as well as the monitoring and evaluation strategy. Finally, in order for this plan to be effective, it is fundamental to have a fluid and coherent communication amongst the consortium partners, as such in the last section we present the Internal Communication strategy and tools.

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1. INTRODUCTION

1.1 Background: about OSHub.Network

The Open Science Hub Network (OSHub.Network), a consortium of nine partners across Europe, engages schools and local stakeholders in research and innovation as a tool for sustainable community development.

More specifically, the OSHub.Network is establishing a European network of community hubs – OSHubs, in communities that traditionally do not engage with research and innovation due to various barriers, geographical location, socio-economic status, or ethnic minority group background. OSHubs inspire, empower and engage citizens – from school children to senior citizens – in STEAM (Science, Technology, Engineering, Arts and Mathematics) learning and research opportunities, grounded on collaboration with societal agents.

As such, local OSHubs work as mediators in their local communities, positioning schools as active agents for collaboration between civil society, enterprises, research institutes, and families. This is performed by promoting an open schooling approach grounded in community-based participatory research practices: throughout this process, schools and communities identify local relevant challenges, which are then transformed into relevant research and innovation projects, led by students and teachers, in collaboration with local stakeholders.

The OSHub.Network is developing a common methodological framework, that allows each OSHub to identify and analyse local needs, issues, opportunities and relevant actors, in order to address socio-economic, geographical, gender equity issues, and untapped growth potential. Inspired by the “Mission-Oriented Research & Innovation in the European Union”¹ approach, developed by Mariana Mazzucato, OSHub.Network will define a set of Open Schooling Missions, aimed at addressing local relevant challenges linked to the Sustainable Development Goals. These Open Schooling Missions will then constitute the basis for the creation and development of the open schooling projects, enabling real collaboration across communities.

Importantly, to ensure diversity, inclusion and sustainability, in each OSHub location, there will be a local management board with representatives from local stakeholder groups – schools (including students), families, research institutes and universities, enterprises, industry, media, local governments, civil society organizations and wider society – which will be involved in all key processes and decisions regarding local OSHub programmes and initiatives.

1 Mariana Mazzucato (2018), Mission-Oriented Research and Innovation in the European Union – A problem solving approach to fuel innovation-led growth', European Commission, Retrieved from: https://ec.europa.eu/info/sites/info/files/mazzucato_report_2018.pdf

To encourage usage and maximise impact in Europe and beyond, all resources, products and solutions developed by OSHub.Network will be fully based on Open Standards, such as open architecture, open education, open technology, open science, open source, open hardware. Also, OSHub.Network will create an online platform to share OSHub expertise, resources, and best practices with all OS hubs, their partners and the communities they serve. To ensure the legacy and reach of the project, all OSHub.Network resources will also be shared on existing large online educational repositories, and relevant national networks and repositories.

Finally, OS hubs will develop a legacy and sustainability plan, and will work closely with local governments, to ensure that each local OS hub has the tools and resources to continue beyond the lifetime of the project, and that the Open Schooling approach is incorporated in the school vision and organizational structure.

1.2 Purpose of this plan

This document describes the Communication and Dissemination Plan to be adopted by OSHub.Network at the different phases of the project. Its purpose is to formalise all communication and dissemination actions, outlining a unified approach, and to facilitate dissemination of outcomes and results and the maximum impact on the project concept and objectives.

Developed by ULEI in association with consortium partners, the plan elaborates on the communication objectives, messaging, tools, measures and methods to reach and engage each target audience. It also includes the use of online and offline tools, synergies for cooperation and dissemination of project results, strategies for the use of partners' networks, existing partnerships and collaborations.

This plan will be reviewed and updated during the project's lifetime in order to reflect new opportunities and new understandings for the needs of the target audiences; and it will be monitored by the Project Board under the supervision of the Coordinator throughout the entire duration of the project.

2. GOALS AND OBJECTIVES

2.1 Communication objectives

- to increase the understanding about the role of Open Schooling and building community partnerships – between schools, families, universities, research institutes, industry, enterprises, government, civil and wider society – in contributing to the development, innovation and well-being of local communities, by promoting a more scientifically interested and literate society while fostering responsible citizenship
- to clearly communicate the role of local OSHubs as mediators in local communities, positioning schools as active agents for collaboration between different societal actors, by promoting an open schooling approach grounded in community-based participatory research practices through STEAM (Science, Technology, Engineering, Arts and Mathematics) learning opportunities
- to raise student awareness and interest in scientific careers
- to engage and support teachers and school heads in implementing Open Schooling initiatives in their teaching practices, leading to a change in the institutional culture of schools – to promote and increase the involvement of local actors in Open Schooling initiatives – to communicate the educational and societal relevance of the Open Schooling approach to policy-makers
- to promote sharing, networking and long-term partnerships within and between the communities where the OSHubs will be established, equalising educational opportunities regardless of geographic location or socio-economic background, via open standard materials and resources.

2.2 Dissemination objectives

- to build and run an effective and tailored communication and dissemination plan to engage the identified target groups and ensure the best impact of the project in each OSHub location and across the network
- to develop a comprehensive set of communications tools and materials to ensure an effective establishment of Open Schooling networks in each OSHub location and sharing across the network
- to communicate and disseminate the results within the project to identified target groups, through relevant dissemination channels, to ensure a successful

positioning of the project, exposure and delivery of its results in each OSHub location and across the network – to create the foundations for a robust legacy and sustainability beyond the end of the project – to ensure good internal communication amongst partners, with regular updates on progress and achievements.

3. SITUATION ANALYSIS

3.1 Internal and external landscapes

OSHub.Network benefits from a consortium of nine European partners including universities (ULEI, TCD), social innovation organizations (IH), fablabs (FAB), culture/education/science-based organizations (AE, CCSTI, SCICO), science and research consulting companies (SCIN), and municipalities (MFCR). One of the main strengths of the project communication strategy is that it brings together diverse competencies and reach, with a multidisciplinary and multicultural range of expertise.

Locally, these organisations are working closely with local and national partners, which is a fundamental asset to establish effective Open Schooling networks and to multiply the reach of the communication and dissemination efforts.

With regards to the external landscape, it is worth highlighting that although the Open Schooling approach opens a wide range of possibilities for meaningful, real-life based learning and for effective community building, with an immense potential for significant impact on community development and innovation, education and policy, it is still an emerging concept. Therefore, even though this educational approach has been growing in strength – with more schools aware of its potential and with a growing body of best practices – there are still many barriers for its effective and sustainable implementation at schools. As such, one of the main objectives of OSHub.Network project is to work closely with schools and local stakeholders to identify and develop targeted and tailored strategies to maximise the impact of the project.

All partners in the project will share a common strategy and tools to ensure a coherent and effective communication, while also making use of their own online and offline channels. In the next page (Table 1), we present the main online and offline channels of OSHub.Network² partners (this table – Google Spreadsheet version – will be continuously updated throughout the project duration).

2 Consortium online and offline channels, Google Spreadsheet: https://docs.google.com/spreadsheets/d/1b-N-NHGUCJr9o4y8UmOZi0zT8U1RK_t9WhmlaDtbdpiw/edit?usp=sharing

	ULEI	TCD	IH	FAB	AE	CCSTI	SCIN	MFCR	SCICO
WEBSITE	<p>https://www.universiteitleiden.nl/ and https://www.universiteitleiden.nl/en ~ 43 million page views in 2019 (for the entire domain)</p> <p>News Dutch https://www.universiteitleiden.nl/nieuws/ 1 163 024</p> <p>News English https://www.universiteitleiden.nl/en/news 457 542</p> <p>Combined: ~1.6 million views.</p>	<p>dublin.sciencegallery.com</p> <p>790 000 page views in 2019</p>	<p>https://siracusa.impacthub.net/</p> <p>60 000 visualisation of pages per year</p>	<p>https://onlfait.ch/fablab/ (a new version is in preparation)</p>	<p>ars.electronica.art</p> <p>2 million page views in 2019</p>	<p>https://lacasemate.fr/</p> <p>https://fablab.lacasemate.fr/</p>	<p>www.sciencein.cz</p>	<p>MFCR, https://cm-fcr.pt/</p> <p>OSHub-PT, https://www.plataforma.edu.pt/</p>	<p>https://scico.gr</p> <p>36 795 views and 11 389 visitors in 2019</p>
FACEBOOK	<p>@UniversiteitLeiden</p> <p>76 702</p>	<p>@scigallerydub</p> <p>38 902</p>	<p>@TheHubSiracusa</p> <p>7 890</p>	<p>@onlfait</p> <p>1 000</p>	<p>@arselectronica</p> <p>59 277</p>	<p>@lacasemate</p> <p>4 647</p>	<p>@sciencein.eu</p> <p>100</p>	<p>@MunicipioDeFigueiraDeCasteloRodrigo 11 078</p> <p>@PlataformaCienciaAberta 2 843</p>	<p>@scico 5 200</p> <p>@athenssciencefestival 20 000</p>
INSTAGRAM	<p>universiteitleiden</p> <p>29 800</p>	<p>scigallerydub</p> <p>9 376</p>	<p>impacthubsiracusa</p> <p>10 000</p>	<p>@onlfaitgeneve</p> <p>700</p>	<p>@arselectronica</p> <p>34 500</p>	<p>Flickr La Casemate</p> <p>47</p>	<p>sciencein.eu</p>	<p>plataforma_ciencia_aberta</p> <p>776</p>	<p>@scicogreece 600</p> <p>@athenssciencefestival 2 000</p>
TWITTER	<p>@UniLeidenNews</p> <p>14 400</p>	<p>@SciGalleryDub</p> <p>33 306</p>	<p>@HubSiracusa</p> <p>2 085</p>		<p>@ArsElectronica</p> <p>39 300</p>	<p>@LaCasemate</p> <p>6 581</p>		<p>@PCA_FCR_OSC</p> <p>110</p>	
YOUTUBE	<p>Universiteit Leiden</p> <p>3 092</p>	<p>Science Gallery Dublin</p> <p>96 647</p>		<p>Onl’Fait</p> <p>400</p>	<p>ArsElectronica</p> <p>7 070</p>	<p>La Casemate</p> <p>378</p>	<p>SCIENCE IN; ESERO Česká republika</p> <p>59</p>	<p>Plataforma de Ciência Aberta</p> <p>21</p>	

LINKEDIN	Universiteit Leiden 211 693	Science Gallery Dublin 118			Ars Electronica Linz GmbH & Co KG 1 482	La Casemate 549			
NEWSLETTERS	weekly newsletter, ~14 000 recipients	Weekly emailer 14 038	>1 900 subscribers	Monthly newsletter 700	Monthly Newsletter English 10 994 German 5 989	Monthly, email 2 537	Newsletter of the ESERO Czech Republic project – once a month		4 000
MEDIA / NEWSPAPERS		Science Gallery Dublin features in national newspapers about 5-10 times per year		Media relations: Le Temps, RTS, La tribune de Genève		Media relations: mostly local and regional newspapers, local and regional TV	Press releases of individual projects – about once a month	Media relations: Ecos da Marofa, RTP (national TV)	
MAILING LIST			Dedicated to local community, >100 contacts				Cca 300 schools (through individual teachers and directors), 50 experts, 20 politicians, 80 media people (radio+TV+info-servers)	Includes participants on OSHu-b-PT initiatives, as well as several collaborators and partners ~1 000 contacts	
REPOSITORIES				Github, Fab.io, Fabricademy		https://fablab.lacasemate.fr/#!/projects?whole_network=t Documentation archives of fablab projects 4 046 subscriptions	Server for data collecting/distributing; space-edu resources: https://esero.sciencein.cz/education		
EVENTS				Open Days and Events	Ars Electronica ~100 000 participants	2 maker faires in 2015 and 2017, every autumn Fête de la science (national)	Three own national competitions each year (space topics – Cansat, AstroPi, MissionX); collaboration on Czech Space Week; collaboration on national Biology and Geography „Olympics”		Athens Science Festival More than 20 000 visitors annually

3.2 Potential risks/barriers and solutions/approaches

As every project, OSHub.Network may face certain risks or barriers from a communication point of view. Major foreseen risks/barriers, together with effective responses have been identified since the beginning of the project, and are listed in the following table:

Table 2: OSHub.Network risks/barriers and solutions/approaches

INTERNAL RISKS/BARRIERS	SOLUTIONS/APPROACHES
Building and managing a contact list is hindered by compliance with GDPR.	The connection between the data management and the communication plan will be carefully studied and tightened to ensure smooth procedures in data management that allow for effective outreach activities.
Ensuring effective coordination of communication activities across the consortium partners.	<p>Intensive dialogue within the consortium and with partner's communication teams.</p> <p>Clear communication and transparency on the tasks, objectives, contents, delivery dates.</p> <p>Regular feedback among the partners to create positive dynamics.</p> <p>Rely on the communication team (WP6) to align communication activities.</p>
Branding and messages not coherently adopted across the consortium.	<p>Clear guidelines are shared with partners.</p> <p>Files are shared in various formats and are accessible to all.</p> <p>The project branding and key messages give room for adaptation in different languages.</p>

Resources not sufficient to provide support required by the partners for communication/ outreach.

Even if the necessary resources have been allocated, these will be monitored and issues will be flagged to the communications team to find pragmatic solutions to existing problems.

Difficulty in engaging local stakeholders with OSHub activities.

Build from stakeholders with a prior relationship with partners.

Tighten links of the partners with the stakeholder leads will be leveraged.

Local level difficulties in reaching people for the events and activities of the project.

Each partner should use the relevant local communication channels to maximise participation.

4. COMMUNICATION STRATEGY

4.1 Target audiences and key messages

4.1.1 Students

Scope

- Engage students (4-18) in Open Schooling activities and events, fostering responsible citizenship and active participation in science-informed decision-making.
- Raise student awareness and interest in scientific careers.

Key messages

- Children and young people have the power to change our society. Let's involve them and support them to be agents of change.
- Science and technological research and innovation have a positive impact on community development and well-being.

4.1.2 Formal educators

Scope (from primary to secondary education)

In some European countries, teachers are the most influential people with regards to curriculum decisions. OSHub.Network partners will focus on general teachers in primary education, and on STEM teachers in secondary education.

OSHub.Network will:

- Introduce teachers to the idea/concept of Open Schooling and how it will benefit their school and their students.
- Inspire and engage teachers in Open Schooling projects and initiatives that provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors.
- Promote the uptake of Open Schooling inside the classroom.
- Support teachers in the integration of Open Schooling in school daily-life, by sharing best-practices, providing and facilitating training and promoting networking both at the local, national and European levels.

Key messages

- Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors.
- OSHubs work as mediators in their local communities, positioning schools as active agents for collaboration between families, universities, research institutes, industry, enterprises, government, civil and wider society.
- OSHubs support schools to identify specific needs and to uptake Open Schooling strategies in school daily-life, namely through the co-development and implementation of research and innovation projects and activities, facilitation of continuing professional development programmes for teachers and school leaders, and by assessing which practices work and under what circumstances.
- OSHubs foster the development and sustaining of local networks and strategies for schools and community stakeholders to exchange their knowledge and experiences, and to collaborate on joint projects at

different levels, both at the national and European levels.

4.1.3 School-level governance

Scope

- Parents and families play an important role in influencing children's daily-life decisions and career choices. Furthermore, parents may also be the inroads to local businesses and other relevant local and regional organisations. By engaging the parents of students, and parents associations, OSHub.Network indirectly engages students, fostering responsible citizenship and active participation in science-informed decision-making, and raising student awareness and interest in scientific careers.

Key messages

- Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors.
- OSHubs work as mediators in their local communities, positioning schools as active agents for collaboration between families, universities, research institutes, industry, enterprises, government, civil and wider society.
- OSHubs support schools to identify specific needs and to uptake Open Schooling strategies in school organization culture, namely through the co-development and implementation of research and innovation projects and activities, facilitation of continuing professional development programmes for teachers and school leaders, and by assessing which practices work and under what circumstances.
- OSHubs foster the development and sustaining of local networks and strategies for schools and community stakeholders to exchange their knowledge and experiences, and to collaborate on joint projects at different levels, both at the national and European levels.

4.1.4 Families

Scope

- Parents and families play an important role in influencing children's daily-life decisions and career choices. Furthermore, parents may also be the inroads to local businesses and other relevant local and regional organisations. By engaging the parents of students, and parents associations, OSHub.Network indirectly engages students, fostering responsible citizenship and active participation in science-informed decision-making,

and raising student awareness and interest in scientific careers.

Key messages

- Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors.
- Children and young people have the power to change our society.
- Science and technological research and innovation have a positive impact on community development and well-being.

4.1.5 University educators and researchers

Scope

- Raise awareness about Open Science and its scientific and societal impact. – Inspire, engage and support researchers in developing and implementing research projects, in collaboration with schools and local stakeholders, aimed at tackling local relevant challenges, namely via a community-based participatory research approach and citizen science projects.

Key messages

- Open Science increases the quality and impact of science by fostering interdisciplinarity and better sharing of resources and results, and by incentivizing science to become more responsive to society's needs.
- Science and technological research and innovation have a positive impact on community development and well-being.
- Strengthening the connection between research institutions and universities will promote the interest and uptake of scientific careers.

4.1.6 Local industry and commerce

Scope

- Promote cooperation between the private sector, the public sector and the third sector – Connect schools with local businesses and meaningful responsible actors from the private sector, promoting entrepreneurship and innovation
- Promote shared and circular economy principles and practices

- Enable local companies to get familiar with the potential of digital manufacturing increasing business possibilities for local industries

Key messages

- OSHubs are community spaces that foster collaboration between the private sector, the public sector and the third sector
- OSHubs strengthen the connection between education and the labour market, promoting entrepreneurship and innovation
- OSHubs work as makerspaces providing access to fabrication tools, and digital manufacturing processes, facilitating access to training, and opportunities for networking and collaboration.
- OSHubs projects and initiatives are grounded on circular economy principles and practices.

4.1.7 Local and/or regional government and other policy makers

Scope

- Advocate for the importance of education and open schooling for community development, innovation and well-being.
- Create relationships with local and/or regional policy-makers to increase the impact of OSHub and ensure local support throughout the project and a sustainability strategy beyond funding.

Key messages

- OSHubs connect existing innovation clusters from an educational perspective – OSHubs bring local social impact, by increasing social inclusion, generating lifelong learning opportunities, and nurturing entrepreneurship in the community, and ultimately breaking borders and barriers.
- OSHub contributes to community development, innovation and well-being by promoting the collaboration between schools and different societal actors towards solving local relevant challenges.
- OSHubs promote transnational cooperation by creating a network of Open Schooling communities.
- Local authorities can play more active roles in monitoring their school networks and improving the quality of education provision. They could act as brokers for implementing national/regional policies and for bottom-up signals from schools when policies are failing. – Local authorities could support local school networks and partnerships, and generate discussion and exchange on which schooling practices work, for whom and under what circumstances.

4.1.8 Civil society

Scope

- Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development.
- Inspire and engage civil society in Open Schooling projects and initiatives

Key messages

- Open Schooling projects and initiatives contribute to social inclusion and promote environmental sustainability.
- OSHubs promote the cooperation between different societal actors, stimulating scientific and cultural literacy, entrepreneurship and social innovation.
- OSHubs projects and initiatives are grounded on circular economy principles and practices.

4.1.9 Wider society

Scope

- Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development.

Key messages

- By participating in OSHub initiatives, citizens will be equipped beyond the duration of the project with tools and skills to make informed decisions and choices regarding science and technology in their daily lives and in their communities.

4.1.10 STEAM informal and non-formal education communities (national, European and global)

Scope

- Inspire and engage STEAM informal and non-formal education communities in Open Schooling projects and initiatives
- Promote the uptake of Open Schooling in STEAM informal and non-formal education communities

Key messages

- Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors.
- OSHub guides, activity plans and other relevant resources will be available, in an open-source format, in national, European and international open educational resources repositories.

4.1.11 Media

Scope

- To inform local/regional, national and international media outlet representatives and their audiences about OSHub activities, outcomes and values.

Key messages

- OSHubs bring local social impact, by increasing social inclusion, generating lifelong learning opportunities, and nurturing entrepreneurship in the community, and ultimately breaking borders and barriers.
- OSHub contributes to community development and well-being by bringing together education, research and innovation to tackle local relevant challenges.
- OSHubs promote transnational cooperation by creating a network of Open Schooling communities.

4.1.12 Other target audiences: Tourism operators and Tourists

Scope

A number of local OSHubs are located in tourism areas in Europe. It is expected that during its opening hours for the general public, OSHubs will attract some of these tourists to participate in OSHubs activities.

OSHub.Network will:

- Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development.
- Promote Scientific Tourism programmes based on Corporate Social Responsibility models

Key messages

- OSHubs implement Scientific Tourism activities, based on local assets and resources – Tourism operators can contribute to local development and innovation by integrating Corporate Social Responsibility models in their business models

4.2 Communication Axes

AXIS I: Creating Open Schooling Communities (M1 – M7)

The main objective of this axis is to set the scene for the creation of local Open Schooling Communities and for the establishment of the relationships and networks that will constitute the basis for the development of the Open Schooling programmes.

As such, this early stage of the project will be focused on developing the first iteration of the Communication and Dissemination strategy and plan, to ensure the best impact of OSHub. This entails developing communication tools targeted at schools and local stakeholders to promote their engagement in the project, as well as to the general public to disseminate the Open Schooling approach, including:

- to create the project's visual identity;
- to create the online channels – website and social media, and design the respective strategy;
- and to develop the offline communication materials (leaflets, brochures, promotional material) and respective dissemination strategy.

Importantly, there will be a big effort in applying Circular Economy strategies in all the communication materials produced, so that Sustainability principles are always present throughout the Communication and Dissemination strategy.

AXIS II: Supporting, Strengthening and Scaling-up Open Schooling Communities (M6 – M36)

This axis will be focused on supporting the Open Schooling Communities throughout all phases of the project, with relevant educational tools, resources and best-practices, and on delivering communication and dissemination actions centred on the values and messages of the project and its key outcomes. This will include:

- the OSHub.Network Blueprint (Deliverable 4.3) with guides for full development and implementation of the OSHub.Network model through local OSHub spaces, which will be fully based on Open Standards.
- a tri-annual newsletter with relevant resources and best-practices, and information regarding training and networking opportunities, targeted at educators and school heads

- monthly publications in the website and periodic publications in social media targeted at schools, local stakeholders, general public
- participation in events to present the project (local/regional, national, international) – press releases

AXIS III: Sustaining Open Schooling Communities – evaluation and legacy (M12 – M36)

This axis will be dedicated to evaluating the impact and success of the dissemination activities against pre-established performance indicators, and to set up the mechanisms needed to ensure the sustainability of the project, namely by informing decision-makers, e.g. school governance, policy-makers, namely via research publications in open access journals and policy-briefs. In addition, during the last phase of the project, a final OSHub.Network Summit will be organised to bring together all partners, selected students and teachers, and key stakeholders, to consolidate the outcomes of the project, share best practices and discuss the sustainability and legacy of local OSHubs.

4.3 Partner’s Roles, Responsibilities and Contribution

OSHub.Network communication and dissemination activities will be led by ULEI, in collaboration with TCD and IH, and contribution from all partners. Partners will work together in locating and organizing relevant activities and cooperate with external stakeholders to boost the visibility of OSHub.Network. In terms of content creation, each month on a rotating schedule, one OSHub.Network partner will curate the OSHub.Network website and social media, providing at least two entries (in English) for each social media channel and one publication for the website.

The project branding and visual identity guidelines were developed by the SME company NOSIGNER, experts in open design and open architecture, selected by ULEI, and contributing project partners, while ULEI is working on creating and developing the OSHub.Network website. NOSIGNER is also developing the open source plans and guidelines for space adaptation and content, which will be included in the OSHub.Network Blueprint.

4.4 Communication tools and channels

4.4.1 Overview

The communication tools of OSHub.Network will include both online and offline tools:

- Dedicated website
- Partner’s websites

- OSHub.Network Blueprint
- Social media
- Newsletters targeted at teachers and school heads
- Printed materials
- Local, national and European wide events and conferences where the project will be presented
- Final event – OSHub.Network Summit
- Peer-reviewed and other publications
- Policy-briefs
- Press releases

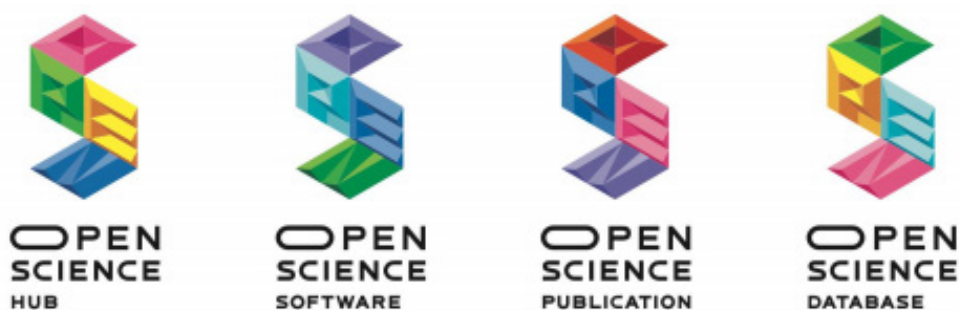
4.4.2 Open Science Hub Logo

Below we present the main images that define the identity of the OSHub.Network logo³. In the link in footnote , we provide a more detailed document.

Identity Idea



Logo deployments

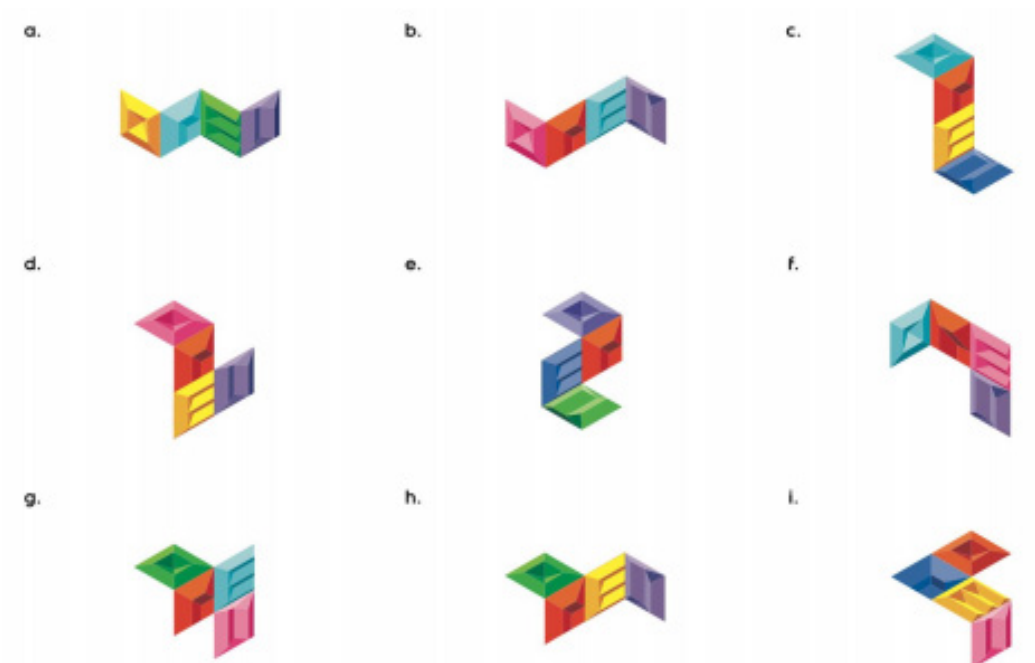


3 OSHub.Network Logo Plan: https://drive.google.com/open?id=1Q0KL_fjApeoEE6ZE58GDcnHO3QcOpbIX

Local version – example



Local version – example



4.4.3 Description of the communication tools

a) Dedicated website

Objective:

Management, distribution and dissemination of information, news and educational resources of OSHub.Network project, as well as events and other relevant information for OSHubs. OSHub.Network website will be available in 9 languages. Relevant updates and announcements will be posted

monthly. The announcements will be written by OSHub.Network partners and other activity leaders and participants. All relevant publications will also be posted on partners websites.

Each month there will be one partner responsible for producing a publication related to their OSHub or other topics associated with relevant Deliverables or Milestones, to be published in the website, according to the schedule in Table 3. During the interim consortium meeting (tentatively M18), this plan will be evaluated and the website schedule for the second half of the project will be made.

The website will be available after the project lifespan and relevant content (toolkit, documentation material) will be made available to archives and repositories (e.g. Ars Electronica Archive, Scientix, etc.).

Design:

The OSHub.Network web platform will be based on an open source web framework (still being discussed) developed by ULEI.

The chosen web framework will allow the project to develop a cohesive web presence and a simple expansion to other languages, to support local dissemination initiatives. Also, the framework will allow the author of the resource to update the content of the resource and automatically produce the necessary output files in the necessary formats (example: html, print ready PDFs, ePUBs (for eReaders like iPads, Kindles or iPhones) and also source files and doc files for translations). This will also allow a direct update of the activities through an API (application programming interface) to the generic resources databases (such as OERCommons, Scientix, TES, ISSU, Slideshare). The web platform will also support local OSHubs on their path toward financial sustainability, through the inclusion of digital business and entrepreneurship tools for the development of a Business Model Canvas, Value Proposition Canvas and Logical Framework.

Table 3: Schedule of publication for the website

PUBLICATION #	DATE	AUTHOR	TOPIC
1	March 2020	ULEI	Website release: OSHub Network
2	April 2020	TCD / ULEI	Training workshop
3	May 2020	MFCR	OSHub-PT: first OSHub, lessons being learnt
4	June 2020	TCD / ULEI	Open Standards or Initiation events

5	July 2020	TCD / ULEI	OSHub.Network Blueprint
6	August 2020	ULEI	Management Structures
7	September 2020	AE	OSHub-AU: Ars Electronica Festi- val (best-practices on community en- gagement events)
8	October 2020	IH	Sustainability
9	November 2020	ULEI	Opening of OSHubs
10	December 2020	FAB	OSHub-CH
11	January 2021	AE	OSHub-AU
12	February 2021	CCSTI	OSHub-FR
13	March 2021	SCIN	OSHub-CZ
14	April 2021	SCICO	OSHub-GR
15	May 2021	ULEI	OSHub-NL
16	June 2021	TCD	OSHub-IE
17	July 2021	MFCR	OSHub-PT
18	August 2021	ULEI / IH	1st year reflection and looking ahead

b) Partner's website

Objective:

All partners will publish relevant content via their respective websites, including information in the events they organise, articles on OSHub.Network and project updates. They should also have a dedicated page about OSHub.Network, or at least a blurb about the project on their projects' page. The partners will be using this network to spread the word about the project, its activities, and its results.

The monthly publication that will be posted on the project's website, will also be published on the partner's websites.

Design:

As much as possible, dedicated pages should resonate with OSHub.Network visual style, or at least include the project logo.

c) OSHub.Network Blueprint

Objective:

To allow the full development and implementation of the OSHub.Network model through local OSHubs spaces.

Strategy:

The OSHub.Network Blueprint (Deliverable 4.2, M8) will include guides for full development and implementation of the OSHub.Network model through local OSHubs spaces, including technical details, activities, facilitation guidelines, operational plans, professional development guides for educators, academic research, business plan template and gender equity recommendations for OSHub.Network managers. The OSHub.Network Blueprint will be fully based on Open Standards.

The OSHub.Network Blueprint will be made available on-line in the project's website on M10 (Milestone 2: OSHub.Network Blueprint published).

d) Social media

Objective:

To effectively engage with students, teachers, and stakeholders, locally and across OSHub locations, highlighting relevant content and promoting collaboration; to create an international/European Open Schooling network that promotes collaboration and sharing of best practices, knowledge and experience, while mainstreaming the Open Schooling framework.

General strategy:

OSHub.Network will use different dedicated social media channels to engage with the respective target audiences and with specific strategies, as well as the social media channels of the partners, including:

Twitter OSHub.Network:

- **Objective:** to create an international Open Schooling network that promotes collaboration and sharing of best practices, knowledge and experience, while mainstreaming the Open Schooling framework.
- **Target audience:** researchers, science communicators/educators, community managers, school governance, at the international/european level.
- **Strategy:** the strategy under discussion is to create a shared account between the projects^{4,5,6} funded by the same SwafS as OSHub: PHE-RECLOS , SEAS and PULCHRA This should be the first account to be created, being launched on M6.

Facebook and/or Instagram and Open Source Social Platforms:

OSHub.Network Account (s):

- **Objectives:** to promote sharing and collaboration between the different Open Schooling communities (based on the common challenges that will be tackled by different OSHubs); to disseminate the monthly website publications.
- **Target audience:** students, teachers, school heads, community stakeholders from the different OSHubs.
- **Strategy:** partners will plan joint/back-to-back posts to engage and promote interaction between communities from different countries, based on their joint missions. Since these missions will only be defined during the Training Workshop (happening on M7), the specific strategy (periodicity, content) will be completely decided only there. The OSHub.Network will be shared in the partner's accounts.
- Taking into account the Open Standard principles underlying OSHub, we are also considering using an open source social platform (e.g. Elgg, Pixefed, Okuna). However to make a final decision about this (which platform?, should it be it an additional channel or an alternative to Instagram or Facebook?), we will need to make a prior assessment regarding the expected impact and how this will influence the outcomes of the project in terms of international dissemination and local engagement.

Partner's Account(s):

- **Objectives:** to effectively engage with students, teachers, and stakeholders, locally, highlighting relevant content (best-practices, training,

4 <https://cordis.europa.eu/project/id/824630>

5 <https://cordis.europa.eu/project/id/824522>

6 <https://cordis.europa.eu/project/id/824466>

networking and funding opportunities) and OSHub.Network activities and outcomes.

- **Target audience:** local students, teachers, school heads, community stakeholders – Strategy: the OSHub.Network will create a table with relevant content (with contributions from all the partners). Every month, each partner will make one post on their social media channels about a topic that they consider relevant.
- This will only be launched on M12 (September 2020 – beginning of school year)^{7,8}.
- The H2020 SciShops project developed a set of “Social Media Tips & Tricks” , which will be used in this project.

e) Newsletters

Objective:

To ensure that teachers and school heads are informed and regularly updated on Open Schooling best practices, relevant resources and materials, and training, networking and funding opportunities, at local, national and international levels.

Strategy:

The newsletter will be published and distributed 3 times a year (1 newsletter per school period) and will be translated into the 9 partner languages.

f) Printed materials

Objective:

Printed materials will be produced for the partners to present and promote the project. The materials will be produced in English, but the editable files will be shared with the partners, who will translate and adapt them. Printed matters to be produced are: flyers, posters, and brochures. These materials will be targeted at teachers and school heads, local stakeholders, and policy-makers.

There will be a big effort in applying Circular Economy strategies in all the communication materials produced, namely in the printed materials, so that Sustainability principles are always present throughout the Communication and Dissemination strategy.

Promotional materials will be available in M7 (Deliverable 6.3).

7 H2020 SciShops project; <https://www.scishops.eu/>

8 H2020 SciShops project – Social Media Tips and Tricks: <https://drive.google.com/open?id=1V-PpOJ4yvFGU-e-cEPK7bMlluNlyJl1VW>

g) Local and European initiatives and events

Objective:

The presentation of OSHub.Network at STEAM education/outreach conferences and events will contribute to raise the profile of the project and contribute to the dissemination of outcomes. A list of conferences and events, for the current project year, is presented below, and will be updated and modified as opportunities present themselves.

Table 4: Conferences and Events where OSHub.Network will be presented

EVENT NAME	DATE / LOCATION	PARTNER	TARGET GROUP
Portuguese Citizen Science Conference ⁹	2019.10.24-25 Lisbon, Portugal	P8-MFCR	Formal educators; University educators and researchers; Local and/or regional governments and other policy-makers; Civil Society; STEAM informal and non-formal education communities
RELOGIA Conference: Art + Science + Technology ¹⁰	2019.11.21-22 Sofia, Bulgaria	P1-ULEI	Formal educators; University educators and researchers; Local and/or regional governments and other policy-makers; Civil Society; STEAM informal and non-formal education communities
SciShops Symposium ¹¹	2020.01.30-31 Trieste, Italy	P1-ULEI P8-MFCR	University educators and researchers; Civil Society
SciComPT – Conference of the Portuguese Network of Science & Technology Communication ¹²	2020.05.07-08 São Miguel, Azores, Portugal	P8-MFCR	Formal educators; University educators and researchers; Local and/or regional governments and other policy-makers; Civil Society; STEAM informal and non-formal education communities; Media

9 Portuguese Citizen Science Conference – Program: <https://www.cienciacidada.pt/encontrocc2019/>

10 RELOGIA Conference: <https://relogia.net/>

11 SciShops Symposium: <https://www.scishops.eu/symposium/>

12 SciComPT: <http://scicom.pt/>

European Citizen Science Association Conference ¹³	2020.05.24-26 Trieste, Italy	P8-MFCR	Formal educators; University educators and researchers; Local and/or regional governments and other policy-makers; Civil Society; STEAM informal and non-formal education communities; Media
9th Living Knowledge Conference ¹⁴	2020.06.24-26 Groningen, the Netherlands	P1-ULEI; P8-MFCR	University educators and researchers; Civil Society
Ars Electronica Festival ¹⁵	2020.09.09-13	P5-AE	Students; Formal educators; School level governance; University educators and researchers; Local industry and commerce; Local and/or regional governments and other policy-makers; Civil Society; Wider Society; STEAM informal and non-formal education communities; Media
European Researchers Night	Last weekend of September 2020 Different locations throughout Europe	TBD	Students; Formal educators; School level governance; University educators and researchers; Local industry and commerce; Local and/or regional governments and other policy-makers; Civil Society; Wider Society; STEAM informal and non-formal education communities; Media
MakerFaire ¹⁶	Throughout 2020 Different locations throughout the world	TBD	Students; Formal educators; School level governance; University educators and researchers; Local industry and commerce; Civil Society; Wider Society; STEAM informal and non-formal education communities

13 European Citizen Science Association Conference: <https://ecsa.citizen-science.net/>

14 9th Living Knowledge Conference: <https://livingknowledge.org/lk9/>

15 Ars Electronica Festival: <https://ars.electronica.art/festival/en/>

16 MakerFaire: <https://makerfaire.com/>

h) Final event – OSHub.Network Summit

Objective:

To bring together all partners, selected students and teachers, and key stakeholders, to consolidate the outcomes of the project, share best practices and discuss the sustainability and legacy of local OSHubs.

Implementation:

The OSHub.Network Summit will take place in Portugal, in the last phase of the project (before M34, Deliverable 5.6: OSHub.Network Summit) and will be organized in close collaboration with P8-MFCR.

i) Peer-reviewed and other publications

Objective:

Led by TCD, OSHub.Network will publish the findings of WP5: Impact Evaluation in peer-reviewed science communication journals. Articles about the project will also be pitched to other publications. The following list presents an initial list of publications.

- Cultural studies of science education
- Digital culture & Society (open source)
- International Journal of Science Education
- International Journal of Science in Society
- JCOM: Journal of Science Communication
- Journal of Science Education and Technology
- Science Education
- The European journal for science teachers
- Science & Technology Studies (open source)
- Spokes Magazine

j) Policy-briefs

Objective:

To demonstrate and advocate for the importance of education and open schooling for community development, innovation and well-being and to ensure local support throughout the project and the development of a sustainability strategy beyond funding.

Strategy:

Evidence-based reports and policy-briefs will be produced and sent to local, regional and national governments, at least one by the end of each school year.

k) Press releases

Objective:

To present key stages of the project milestones and inform regional, national and international media outlet representatives and their audience.

Strategy:

Press releases will be distributed online and using the Press Information channels from partner organisations. Relevant media will be invited to all the OSHub.Network activities. The press releases will be made available to partners both in Word and PDF so that they can be translated and adapted accordingly.

At least 2 press releases will be produced throughout the project. The milestones that will be the subject of press releases are:

- MS3: OSHubs Opening (M14)
- MS6: OSHub.Network Summit (M34)

4.5 Use of the communication tools per target group

In the next page, we present a table (Table 5; Google Spreadsheet version¹⁷) with the different communication tools that will be used for each target group.

17 Use of the communication tools per target group, Google Spreadsheet: https://docs.google.com/spreadsheets/d/1p_MVPUbJraz6s20_gBSC60l3gBbsh8s4DG3rJNgTvSc/edit?usp=sharing

Table 5: Use of the communication tools per target audience

- | | | | |
|-----------|---------------------|-----------|------------------------------------|
| DW | Dedicated website | EC | Events and Conferences |
| PW | Partner's website | FE | Final Event – OSHub.Net Summit |
| BP | OSHub.Net Blueprint | PU | Peer-reviewed or other publication |
| SM | Social Media | PB | Policy briefs |
| NW | Newsletter | PR | Press releases |
| PM | Printed Materials | | |

TARGET GROUP	SCOPE	KEY MESSAGES	DW	PW	BP	SM	NW	PM	EC	FE	PU	PB	PR
Students	<ul style="list-style-type: none"> Engage students (4-18) in Open Schooling activities and events, fostering responsible citizenship and active participation in science-informed decision-making. Raise student awareness and interest in scientific careers. 	<ul style="list-style-type: none"> Children and young people have the power to change our society. Let's involve them and support them to be agents of change. Science and technological research and innovation have a positive impact on community development and well-being. 											
Formal educators	<ul style="list-style-type: none"> Introduce teachers to the idea/concept of Open Schooling and how it will benefit their school and their students. Inspire and engage teachers in Open Schooling projects and initiatives Promote the uptake of Open Schooling inside the classroom Support teachers in the integration of Open Schooling in school daily-life" 	<ul style="list-style-type: none"> Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors OSHubs work as mediators in their local communities, positioning schools as active agents for collaboration between different societal actors. OSHubs support schools to identify specific needs and to uptake Open Schooling strategies in school daily-life, namely through the co-development and implementation of research and innovation projects and activities, facilitation of continuing professional development programmes for teachers and school leaders, and by assessing which practices work and under what circumstances. OSHubs foster the development and sustaining of local networks and strategies for schools and community stakeholders to exchange their knowledge and experiences, and to collaborate on joint projects at different levels, both at the national and European levels. 											

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">School-level governance</p>	<ul style="list-style-type: none"> – Introduce school heads to the idea/concept of Open Schooling and how it will benefit their school and their students. – Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable school innovation. – Support school heads in the integration of Open Schooling in the school institutional culture, by sharing best-practices, providing and facilitating training and promoting networking both at the local, national and European levels. 	<ul style="list-style-type: none"> – Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors. – OSHubs work as mediators in their local communities, positioning schools as active agents for collaboration between different societal actors. – OSHubs support schools to identify specific needs and to uptake Open Schooling strategies in school organization culture, namely through the co-development and implementation of research and innovation projects and activities, facilitation of continuing professional development programmes for teachers and school leaders, and by assessing which practices work and under what circumstances. – OSHubs foster the development and sustaining of local networks and strategies for schools and community stakeholders to exchange their knowledge and experiences, and to collaborate on joint projects at different levels, both at the national and European levels. 											
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Families</p>	<ul style="list-style-type: none"> – Parents and families play an important role in influencing children's daily-life decisions and career choices. Furthermore, parents may also be the inroads to local businesses and other relevant local and regional organisations. By engaging students parents and parents associations, OSHub.Net indirectly engages students, fostering responsible citizenship and active participation in science-informed decision-making, and raising student awareness and interest in scientific careers. 	<ul style="list-style-type: none"> – Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors. – Children and young people have the power to change our society. – Science and technological research and innovation have a positive impact on community development and well-being. 											
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">University educators and researchers</p>	<ul style="list-style-type: none"> – Raise awareness about Open Science and its scientific and societal impact. – Inspire, engage and support researchers in developing and implementing research projects, in collaboration with schools and local stakeholders, aimed at tackling local relevant challenges, namely via a community-based participatory research approach and citizen science projects. 	<ul style="list-style-type: none"> – Open Science increases the quality and impact of science by fostering interdisciplinarity and better sharing of resources and results, and by incentivizing science to become more responsive to society's needs. – Science and technological research and innovation have a positive impact on community development and well-being. – Strengthening the connection between research institutions and universities will promote the interest and uptake of scientific careers. 											

Local industry and commerce	<ul style="list-style-type: none"> - Promote cooperation between the private sector, the public sector and the third sector - Connect schools with local local businesses and meaningful responsible actors from the private sector, promoting entrepreneurship and innovation - Promote shared and circular economy principles and practices - Enable local companies to get familiar with the potential of digital manufacturing increasing business possibilities for local industries 	<ul style="list-style-type: none"> - OSHubs are community spaces that foster collaboration between the private sector, the public sector and the third sector - OSHubs strengthen the connection between education and the labour market, promoting entrepreneurship and innovation - OSHubs work as makerspaces providing access to fabrication tools, and digital manufacturing processes, facilitating access to training, and opportunities for networking and collaboration. - OSHubs projects and initiatives are grounded on circular economy principles and practices. 						
Local and/or regional government and other policy makers	<ul style="list-style-type: none"> - Advocate for the importance of education and open schooling for community development, innovation and well-being. - Create relationships with local and/or regional policy-makers to increase the impact of OSHub and ensure local support throughout the project and a sustainability strategy beyond funding. 	<ul style="list-style-type: none"> - OSHubs connect existing innovation clusters from an educational perspective - OSHubs bring local social impact, by increasing social inclusion, generating lifelong learning opportunities, and nurturing entrepreneurship in the community, and ultimately breaking borders and barriers. - OSHub contributes to community development, innovation and well-being by promoting the collaboration between schools and different societal towards solving local relevant challenges. - OSHubs promote transnational cooperation by creating a network of Open Schooling communities. - Local authorities can play more active roles in monitoring their school networks and improving the quality of education provision. They could act as brokers for implementing national/regional policies and for bottom-up signals from schools when policies are failing. - Local authorities could support local school networks and partnerships, and generate discussion and exchange on which schooling practices work, for whom and under what circumstances. 						
Civil society	<ul style="list-style-type: none"> - Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development. - Inspire and engage civil society in Open Schooling projects and initiatives. 	<ul style="list-style-type: none"> - Open Schooling projects and initiatives contribute to social inclusion and promote environmental sustainability. - OSHubs promote the cooperation between different societal actors, stimulating scientific and cultural literacy, entrepreneurship and social innovation. - OSHubs projects and initiatives are grounded on circular economy principles and practices. 						

<p>Wider society</p>	<ul style="list-style-type: none"> - Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development. 	<ul style="list-style-type: none"> - By participating in OSHub initiatives, citizens will be equipped beyond the duration of the project with tools and skills to make informed decisions and choices regarding science and technology in their daily lives and in their communities. 											
<p>STEAM informal and non-formal education communities (national, European and global)</p>	<ul style="list-style-type: none"> - Inspire and engage STEAM informal and non-formal education communities in Open Schooling projects and initiatives - Promote the uptake of Open Schooling in STEAM informal and non-formal education communities 	<ul style="list-style-type: none"> - Open Schooling projects and initiatives provide meaningful STEAM learning experiences, with defined learning outcomes, based on real-life projects and collaboration with multiple societal actors. - OSHub guides, activity plans and other relevant resources will be available, in an open-source format, in national, European and international open educational resources repositories. 											
<p>Media</p>	<ul style="list-style-type: none"> - To inform local/regional, national and international media outlet representatives and their audiences about OSHub activities, outcomes and values. 	<ul style="list-style-type: none"> - OSHubs bring local social impact, by increasing social inclusion, generating lifelong learning opportunities, and nurturing entrepreneurship in the community, and ultimately breaking borders and barriers. - OSHub contributes to community development and well-being by bringing together education, research and innovation to tackle local relevant challenges. - OSHubs promote transnational cooperation by creating a network of Open Schooling communities. 											
<p>Tourism operators and Tourists</p>	<ul style="list-style-type: none"> - A number of local OSHubs are located in tourism areas in Europe. It is expected that during its opening hours for the general public, OSHubs will attract some of these tourists to participate in OSHubs activities. - OSHub.Net will: - Inspire and raise awareness about the importance of Open Schooling as a tool for sustainable community development. - Promote Scientific Tourism programmes based on Corporate Social Responsibility models 	<ul style="list-style-type: none"> - OSHubs implement Scientific Tourism activities, based on local assets and resources - Tourism operators can contribute to local development and innovation by integrating Corporate Social Responsibility models in their business models 											

4.6 Dissemination networks

Communication of OSHub.Network activities, events, products and resources will be an integral part of the project, covered by WP6. To maximise impact, OSHub.Network will exploit an extremely broad range of top-down and bottom-up approaches in several networks for dissemination of the project, targeting (formal, informal and non-formal) education, enterprises, research and governments (at local, regional, national and European level) (see Tables 6 – international and 7 – local and national). The fact that the consortium partner organisations have leading roles in all of these broader networks will enhance the impact of the dissemination.

Table 6: Dissemination networks – international (including relevant mailing lists)

NETWORK	RELEVANT PURPOSE OF THE NETWORK	TARGET AUDIENCE	LEAD
ECSITE	European network of science centres and museums	Science communication professionals	TCD
SCIENTIX	European community of science education	Teachers, researchers and project managers in science education, policy makers	ULEI
Universe Awareness	International programme about space education	Teachers, science educators	ULEI
ESERO	ESA's European Space Education Resource Office	Primary and secondary education community	ULEI
Europlanet	Network linking planetary scientists from across Europe	Researchers in planetary science	ULEI
PCST – Public communication of science and technology network	International network of public communication of science and technology	Science communications professionals, researchers, writers, web designers	ULEI
International Astronomical Union	International association of professional astronomers	Individual professional astronomers in dozens of countries worldwide	ULEI

European Physical Society	42 physics societies in Europe Largest network of physicists	Researchers	ULEI
European Academies (ALLEA)	59 Academies in more than 40 countries	Scientists in diverse scientific fields.	ULEI
Fab Labs (including Fab Cities, Fabricademy, Fabacademy, Makereducation,...)	The international association of FabLabs. Promotes good practices in making	Makers	FAB
Impact Hub Global	Link education and business	Social entrepreneurs	IHS
EUSEA	European Science Engagement Communication	An international community of public engagement professionals	SCICO

Table 7: Dissemination networks – national and local (including relevant mailing lists)

NETWORK	RELEVANT PURPOSE OF THE NETWORK	TARGET AUDIENCE	PARTNER
Chambre de l'économie sociale et solidaire	Business and associations active in the sustainable and circular economy	Associations and companies	FAB
Réseau Science et Cité	Expertise in science education and communication	Professionals in science education and communication	FAB
SciCom Pt	Portuguese Network of science communication/education and technology in Portugal	Professionals in science communication and education	MFCR

OSHub-PT mailing list	OSHub-PT contact list. Includes participants on OSHub-PT initiatives, as well as several collaborators and partners	National and international professionals in the areas of science communication and science education. Representatives from the following entities: research institutes, universities, enterprises, industry, media, local/regional/national governments, civil society organizations, wider society	MFCR
OANA – Open Science Network Austria	Austrian network of open science initiatives and national partner organisations	Science professionals	AE
Athens Science Festival – School Network	School Network of science festival visitors	Students and Educators	SCICO
Enosi Ellinon Physikon	National Network of Physicists	Educators (universities and teachers)	SCICO
prirodovedci.cz	Communication channel (and group around) of the Charles University. The best science promoting programme of 2018	Young fans of science, teachers, high school pupils, media	SCIN
debruar.cz	Group of young people dealing with scientific experiments (all the fields of science)	Young fans of science, teachers, scientists as lecturers and supervisors	SCIN
laborky.cz	Science-promotion project of the Czech Television and Slatky High School; science experiments prepared by pupils and broadcasted by national TV	TV viewers, group of fans around the main core team	SCIN

Verwonderpaspoort	Brings together parties from the (natural) cultural sector in the area Holland Rijnland (The Netherlands) and aims for a high-quality educational offer in the field of Nature, Science, Technology and Sustainability	Children from primary school, age 4 to 12.	ULEI
Cultuur om de hoek	A network to be (connect to the Verwonderpaspoort) to engage children with science, nature and culture at a young age.	Children from primary school, age 4 to 12	ULEI
Wetenschapsknooppunt Zuid-Holland	Wetenschapsknooppunt Zuid-Holland is collaboration between the Wetenschapsknooppunten Leiden, Delft en Erasmus Universiteit Rotterdam. They connect students and their teachers in South Holland with scientists, learning by doing research and designing is key.	pupils aged 4-14 and their teachers	ULEI
NME (Natuur – en milieu educatie)	Introduces children and the elderly to nature and the environment in a sustainable way.	Primary and secondary school children, teachers, adults with a feeling for nature and the environment.	ULEI
Cultuur educatie groep	Aims for every primary school to include high-quality cultural education in the school program in a sustainable manner, so that cultural education makes an active contribution to the development of pupils.	Primary school teachers.	ULEI
Scicom NL	Being a client for research into the impact of communication on science and technology (WTC) and making an active contribution to innovation in the field and being a discussion partner for the government in determining WTC policy	Board of school, cultural institutes, schools, musea, communicators, researchers, teachers.	ULEI

5. ACTION PLAN AND TIMELINE

In the next page – Table 8, we present a table with the Action Plan and Timeline.

Table 8: Action plan and Timeline

 Month of delivery  Estimated month of delivery

Students	S
Formal educators	FE
School-level governance	SG
Families	F
University educators and researchers	UN
Local industry and commerce	IN
Local and/or regional government and other policy makers	PM
Civil society	CS
Wider society	WS
STEAM informal and non-formal education communities (national, European and global)	INE
Media	M
Tourism operators and Tourists	TOU

AXIS	ACTION	TARGET AUDIENCES	TIMELINE																																					
			YEAR 1									YEAR 2									YEAR 3																			
			OCT 19	NOV 19	DEC 19	JAN 20	FEB 20	MAR 20	APR 20	MAY 20	JUN 20	JUL 20	AUG 20	SEP 20	OCT 20	NOV 20	DEC 20	JAN 21	FEB 21	MAR 21	APR 21	MAY 21	JUN 21	JUL 21	AUG 21	SEP 21	OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22	APR 22	MAY 22	JUN 22	JUL 22	AUG 22	SEP 22		
AXIS I Creating Open Schooling Communities	Create OSHub visual identity	All		■	■	■																																		
	Launch website's landing page	All				■																																		
	Launch website	All					■																																	
	Launch social media	All					■																																	
	Develop promotional material	All				■	■	■																																
	Develop and distribute brochures to present OSHub	FE, SG			■	■	■																																	
	Develop and distribute brochures to present OSHub	F, UN, IN, PM, CS, INE					■	■																																
AXIS II Supporting, Strengthening and Scaling-up Open Schooling Communities	Create content for websites (OSHub.Net & partner's websites)	All					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Create content for social media	All					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Development of OSHub.Net Blueprint	FE, SG, INE				■	■	■	■	■	■	■																												
	Newsletters	FE, SG, INE											■				■				■					■														
	Press release	M																																				■	■	
	Participation in events and conferences	FE, SG, UN, IN, PM, CS, INE	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
AXIS III Sustaining Open Schooling Communities: evaluation & legacy	Policy-brief	PM											■																										■	
	Peer-reviewed and other publications	SG, UN, IN, CS												■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	OSHub.Net Summit	S, FE, SG, F, UN, IN, PM, CS, INE, M																																				■	■	■

6. MONITORING AND EVALUATION

To measure how the communication and dissemination activities meet the needs of target groups, OSHub uses both quantitative Key Performance Indicators (KPI) and qualitative methods (Impact Assessment). This ongoing assessment allows the communication team to adjust and improve the project communication and dissemination strategy and actions as the project progresses. OSHub will record and closely monitor results from the communication and dissemination activities, assessing the efforts continuously. Status and updates will be provided in periodic management reports and through an online form.

6.1 Key performance indicators and project visibility

To measure communication and dissemination progress and impact at the project level, a number of quantifiable KPIs have been established. The values below state the expected number of visitors, subscribers, visualizations, etc. over 3 years:

- Number of visitors on OSHub.Network website and partner's websites: **100 000**
- Average number of followers on social media platforms: **400 000**
- Number of newsletters subscribers: **500**
- Average number of participants in events and activities: **30 000**
- Number of presentations in Science Communication and Education: **2**
- Number of published papers: **2**
- Number of policy-briefs: **3**
- Minimal number of press releases (national and international): **4**
- Media reach (including TV, press and social media influencers): **10 000**

ULEI will map the communication and dissemination action by the consortium members. During the interim consortium meeting (tentatively M18), there will be a workshop to assess what is working and what is not not.

7. INTERNAL COMMUNICATION

The internal communication of a project is a core element to achieve its goals and objectives, by making the processes easier and more efficient.

As part of WP1: Management, ULEI set in place two instruments to facilitate the communication between the consortium: a Basecamp account and a shared Google Drive. Basecamp, a project management programme and online tool, allows consortium members to share messages which are accessible to all and easily located. Through a shared Google Drive, partners can share and access documents and files.

Further, the project management structure and procedures facilitate the flow of information and exchange. They are:

- **Project Board:** Consisting of one representative from each partner organisation, the Project Board meets virtually every month, and face-to-face four times throughout the project
- **Work Package leaders:** WP leaders meet online every two weeks to share information, provide input, updates and next steps relating to their WPs
- **WP meetings:** WP leads are advised to organise regular meetings with partners involved in the respective WPs
- **OSHub Project Managers:** These meetings are chaired by the Project Manager, involving the 8 local OSHub managers, and happen once a month
- **Advisory Board:** The Advisory Board meets every 6 months

8. MANAGEMENT OF THE COMMUNICATION STRATEGY – TEAM

ULEI is the leader of WP6: Communication, Dissemination and Advocacy, and as such responsible for the design and management of the dissemination strategy, development of the visual identity, management of the communication tools and events, design and management of the website, newsletters, policy briefs and press releases. The OSHub.Network BluePrint will be co-developed by ULEI and TCD, and TCD is responsible for the peer-reviewed and other publications. As mentioned earlier, all partners, on a rotating schedule, will curate the OSHub.Network website and social media.

To ensure coordination and to make sure that all relevant partners are kept informed and can contribute in a timely manner, ULEI has set up a communication team to allow connecting with the different organisations.

Table 9: Communication Team Members

INSTITUTION	REPRESENTATIVE
ULEI	Maria Vicente, Sanne van Gammeren
TCD	Brendan Owens (WP2, 4, 6), Shaun Ussher (WP5)
IH	Clo Norarbartolo – Veronica Laureandi
FAB	Cristina Olivotto
AE	Andrew Newman
CCSTI	Catherine Demarcq

SCIN	Petr Mares
MFCR	Ana Faustino
SCICO	Pandora Sifnioti

The EU has a specific set of rules that all partners need to follow when communicating. The funding needs to be clearly indicated and the emblem and flag of the EU included. Annex 3 provides a list of the compulsory elements for all communications.

The project follows a diversity and gender sensitive approach, and this has to be reflected in its communication. The project will make sure that it uses an inclusive language and that communication materials do not exclude any group inadvertently (Annex 3).

ANNEX 1

OTHER EU PROJECTS OSHUB CAN ESTABLISH LINKS WITH

Table 10: List of possible collaborations with other European projects

PROJECT NAME	COORDINATOR
SEAS	Universitetet I Oslo
PHERECLOS	Kinderburo Universitat Wien GMBH
Open Schools for Open Societies	Ellinogermaniki Agogi Scholi Panagea Savva Ae
SySTEM 2020	TCD – Science Gallery Dublin
SISCODE	Dipartimento di Design del Politecnico di Milano
spaceEU	ULEI
PULCHRA	Ethniko Kai Kapodistriako Panepistimio Athinon
Fostering Re-engagement in Science Learning through Open Science Schooling	University of Eastern Finland
CENTRINNO	Institute for Advanced Architecture of Catalonia

ANNEX 2

TEMPLATE FOR REPORTING

The template for reporting aims to homogenise and facilitate the dissemination reporting among all consortium members. Access to the reporting template is available in the link in footnote¹⁸.

18 OSHub Dissemination spreadsheet: https://docs.google.com/spreadsheets/d/1-OrY18sV7FHsxBj4p6X6l-wp7_80AvwwghWkdinW2D3g/edit?usp=sharing

ANNEX 3

CHECKLIST OF COMPULSORY ELEMENTS

This checklist aims to remind all partners of the mandatory elements that must be present in dissemination materials. The following elements must be included:

- Acknowledgement phrase: The OSHub project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement No. 824581
- EU emblem: Including the EU flag in all of our communications
- Link to the website: Including the link to the website in all of our communications
- Link to social media: As much as possible refer to OSHub social media accounts in all of our communications

ANNEX 4

INCLUSIVE COMMUNICATION

The documents shared below function as reference for all patterns when producing dissemination materials with the aim of assuring inclusiveness in the dissemination efforts of OSHub

ANNEX 4.1

INCLUSIVE COMMUNICATION MODULE

You can download an interesting resource from UNICEF using the link in footnote¹⁹.

ANNEX 4.2

GUIDELINES FOR USING GENDER SENSITIVE LANGUAGE IN COMMUNICATION, RESEARCH AND ADMINISTRATION

Reutlingen University has produced a set of guidelines for using gender sensitive language. You can check them in the link in footnote²⁰.

WP4 is also producing a Gender Equity Recommendation Handbook (Deliverable 4.1, M7).

19 UNICEF inclusive communication: https://www.unicef.org/disabilities/index_90418.html

20 Reutlingen University guidelines for gender sensitive language in communication: https://eige.europa.eu/sites/default/files/reutlingen_university_guidelines_for_using_gender-sensitive_language.pdf





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DELIVERABLE 6.1

**Communication
& Dissemination Strategy**