OPEN SCIENCE HUB

DELIVERABLE 6.3

Promotional Material

Authors

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Maria Vicente and Pedro Russo (ULEI)

Contributors

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All partners

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Contributors	All partners
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List of Acronyms

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ACRONYM	DEFINITION
FAB	Onl'Fait
H2020	Horizon 2020
MB	Management Board
OSHub.Network	Open Science Hub Network
STEAM	Science, Technology, Engineering, Arts and Mathematics
ULEI	University of Leiden
WP	Work Package

Executive Summary

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This document corresponds to Deliverable 6.3: Promotional Material.

Here it is described the Promotional Material strategy to be adopted by OSHub.Network, and how it aligns with the Communication and Dissemination Plan outlined in Deliverable 6.1.

The OSHub Promotional Materials aim to maximize the reach, engagement and visibility of the Open Schooling approach and of the OSHub project, and the results achieved during its execution, and have the following specific objectives:

— To communicate and promote information about the project – both at the network and/or local level – such as project objectives, expected impact, how local partners can get involved and information about open schooling projects being developed by local OSHubs.

— To communicate and promote OSHub resources, tools and specific projects being developed at the local OSHubs.

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1. Introduction

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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.

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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

By supporting local schools and communities with the tools and network to tackle relevant challenges, OSHub.Network aims to create local impact while simultaneously promoting an active global citizenship attitude, thus contributing to community development, innovation and well-being.

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 education, open technology, open science, open hardware, open design and open architecture. Also, OSHub. Network will create an online platform to share OSHub expertise, resources, and best practices with all OSHubs, 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, OSHubs will develop a legacy and sustainability plan, and will work closely with local governments, to ensure that each local OSHub 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.

By the end of the project, it is expected that the OSHub.Network will have impacted 25 000 students, 1 250 teachers and 4 000 members of the community, through involvement in more than 150 school-university-industry-civil society partnerships in open schooling projects and activities.

In the long-run, we envision OSHubs as education brokers in their local communities, supporting local school networks to incorporate Open Schooling in their vision and organizational structure, leading to sustainable quality of education. Most particularly, OSHubs will facilitate the bridge between the needs and realities of schools and their local context and resources, as well as brokering for implementing national/regional policies, passing along signals from schools when policies are failing and advocating for context-sensitive policies.

1.2 Objectives of the Promotional Material

The Promotional Materials that we propose in this Deliverable are part of the Communication and Dissemination Plan outlined in „Deliverable 6.1 Communication and Dissemination Strategy" – whose objectives we describe below – , and aim to maximize the reach, engagement and visibility of the Open Schooling approach and of the OSHub project, and the results achieved during its execution.

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 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.

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.

In the table below, we outline the key concepts and approach of the Promotional Material strategy.

Table 1: Key concepts and approach of the OSHub.Network Promotional Material strategy

KEY CONCEPTS	APPROACH
Openness and Open Standards	Circular economy
Open Schooling	Frugality
Research and Innovation	Usefulness
Sustainability	Maker
Local development	Local production

2. PREVIOUS COMMUNICATION ACTIONS

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2.1   OSHub.Network Logo

The OSHub logo was the first concept and communication item materialized for the project (presented in Deliverable 6.1 Communication and Dissemination Strategy). The logo represents the essence of the project, and is based on the following features, which can be found in the Logo Design Guidelines[2]:

Why

Open Science is a global movement to make research (including publications, data, physical samples, and software) more open, useful and relevant to all levels of society, from scientific communities to non-academic individuals. Develop open collaborations with the different societal actors (e.g. research organisations, schools, civil society) to use science and technology to tackle societal issues.

How

Develop a clear and universal visual language to communicate the basic principles of open science

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In the link in the footnote, we provide a folder with the logo elements[3].

Importantly, these are living elements, and will change according to the project needs, although always maintaining the visual identity. As an example, each local OSHub will have, at their own will, a customized logo – which are now under development – , with a dedicated colour palette and configuration, built with the O, P, E, N elements, chosen by each OSHub.

2.2 OSHub.Network Digital Platform

The OSHub.Network Digital Platform – oshub.network (presented in Deliverable 6.2 OSHub.Network Digital Platform) – aims at sharing the OSHub expertise, resources, and best practices with all OSHubs, their partners and the communities they serve, namely managing, sharing, distributing and disseminating information, open resources, open schooling projects of the OSHub.Network project, as well as initiatives and other relevant information for OSHubs and the wider Open Schooling community.

In particular, the OSHub.Network Digital Platform has the following objectives, according to the different target publics:

Local OSHubs

— To promote communication and collaboration amongst OSHub.Network partners by creating dedicated spaces for each local OSHub to post information about their teams and expertise, the OSHub Management Board (MB), the community challenges they will be tackling and the corresponding Open Schooling projects.

— To promote capacity building by making available the OSHub.Network Blueprint, which 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.

Open Schooling international community

— To promote communication and collaboration between the OSHub.Network and Open Schooling projects by sharing best practices and resources, such as webinars/videos/tutorials on Open Schooling best practices, open source projects, news.

— To promote capacity building by making available the OSHub.Network Blueprint.

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

Partners: schools, families, research institutes and universities, enterprises, industry, media, local governments, civil society organizations and wider society

— To promote the partners that will be part of the local OSHub MBs, and their work, by having a dedicated space for them

— To communicate the engagement and involvement of the different community stakeholders in the Open Schooling projects

— To promote communication and collaboration between partners across different countries through sharing of the Open Schooling projects, which will be fully based on Open Standards

The OSHub.Network Digital Platform will be available in 8 languages, corresponding to the language of the partner countries: Dutch, English, Italian, French, Austrian, Czech, Portuguese, Greek.

3. Promotional Materials

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The OSHub promotional materials will build on top of the communication actions that have been developed before – logo and digital platform – , aiming to maximize the reach, engagement and visibility of the Open Schooling approach and of the OSHub project and the results achieved during its execution.

The Promotional Materials proposed in this Deliverable are divided in two different categories, depending on the communication needs:

1) **To communicate and promote information about the project – both at the network and/or local level – such as project objectives, expected impact, how local partners can get involved and information about open schooling projects being developed by local OSHubs.**

   For this, we will use mainly brochures, booklets and "action notebooks", where the content will vary depending on the needs of the specific phases of the project, and on the needs and context of the OSHubs. The action notebooks (for teachers and students) will be actionable notebooks developed around the core concepts of Open Schooling.

   In order to comply with the principles of sustainability, we will limit the production of printed materials.

   Importantly, all the materials will be open, and anyone can use, reproduce or adapt them.

2) **To communicate and promote OSHub resources, tools and specific projects being developed at the local OSHubs.**

   For this, we are designing functional materials, objects, equipment that due to their nature (materials, design, production process) communicate the principles and objectives of the project, and can also include resources to develop and implement open schooling projects.
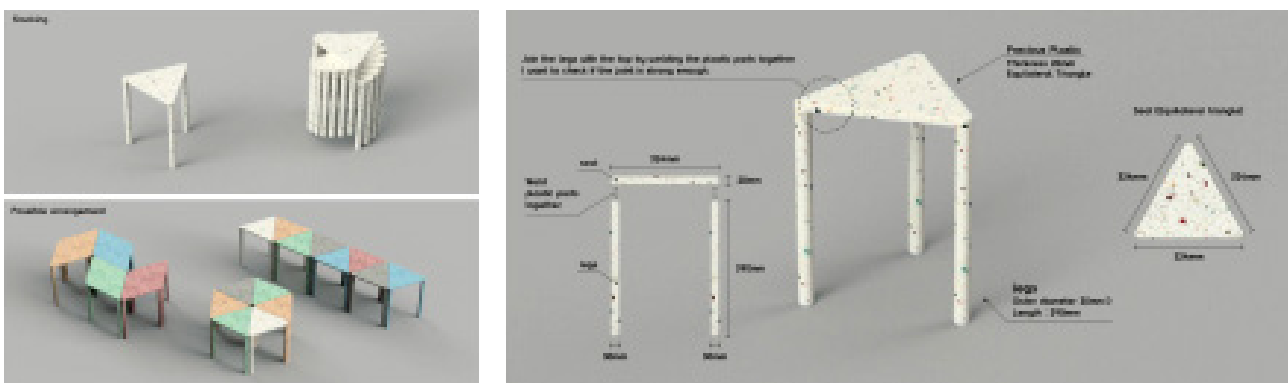
   Below we provide some examples:

— OSHub open furniture

Together with the SME NOSIGNER, that is designing the logo, and with Precious Plastic[4] Portugal and Precious Plastic Geneva (Glitter)[5,6] , we are designing and prototyping a series of furniture pieces that we consider as the basic set to establish an Open Science Hub: stool, table, cupboard and tool board – please see Figure 1.

In the OSHub.Network digital platform (as part of the OSHub Blueprint), we will make available the open source technical drawings (with Creative Commons licence), that anyone can reproduce or adapt, as well as producing them locally. Importantly, the collaboration with the Precious Plastic project also allows to strengthen the pillars of circular economy and sustainability.
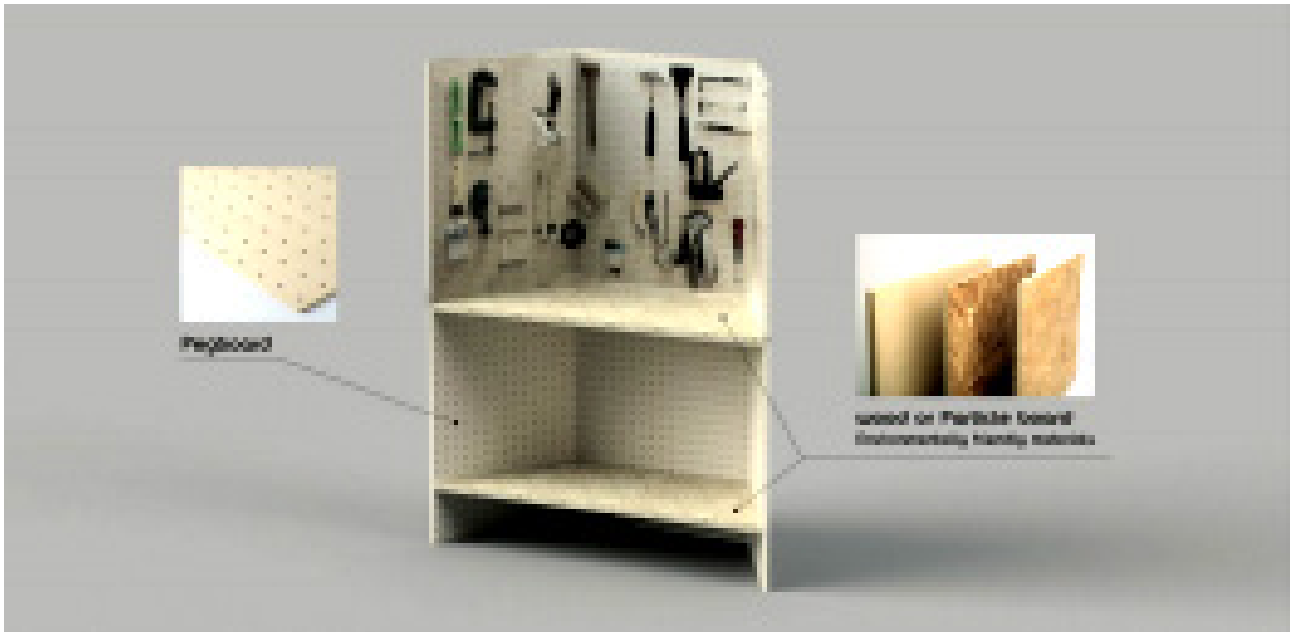
A.

B.

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4   http://www.opolab.com/precious-plastic-pt

5   https://www.facebook.com/Glitter.Geneve/

6   https://preciousplastic.com/

C.

D.

Figure 1: OSHub furniture: A) Stool, B) Table, C) Cupboard, D) Tool board

— Maker-based school materials

School materials, such as notebooks and pencils, are tools that students will always need in their daily-life. How could we design this kind of functional materials in a way that students can be part of the making process, as well as using more sustainable materials and processes?

Below, we present some inspirational examples which will be adapted according to the needs, context and projects developed in each OSHub.

Notebooks

Examples in Figure 2 – rechargeable notebooks, that include:

– Cover: made from residual materials, such as old plastic (Figure 2, left; transformed into[7] fabrics using the plastic fusing technique) or old printed circuit boards (Figure 2, right) – Paper sheets: for example, by using leftover printed paper

– Rings: for example, 3D-printed

These notebooks will also include instructables of how to create their own notebooks, as well as resources related to relevant open schooling projects being developed. The kind/theme of the cover could also be related to the project.

Figure 2: Examples of school material – notebooks – that fit the key concepts and approach of the OSHub.Network Promotional Material strategy

Pencils

Example in Figure 3: Pencils that grow vegetables, with seeds on the top part.

By including local elements in the material itself, where these elements can then be used with specific learning objectives, these materials can then

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7   E.g.: https://www.exploratorium.edu/tinkering/projects/plastic-fusing

become learning tools. For example, in the specific case of the pencils in Figure 3, they could be used to learn about indigenous vegetable species (vs. invasive ones).

Figure 3: Examples of school material – pencils – that fit the key concepts and approach of the[8] OSHub.Network Pro-

motional Material strategy

Rulers

Example in Figure 4: Rulers made from recyclable plastic, using the Precious Plastic equipment.

Similarly to the examples above, by integrating the process of circular economy (in this specific case) in the fabrication process itself, school materials are transformed into educational resources that open the door to relevant topics and projects.

Figure 4: Examples of school material – rulers – that fit the key concepts and approach of the OSHub.Network Promotional Material strategy

8   https://sproutworld.com/

4. Conclusion

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The OSHub Promotional Materials aim to maximize the reach, engagement and visibility of the Open Schooling approach and of the OSHub project, and the results achieved during its execution, in accordance with the Communication and Dissemination Plan outlined in Deliverable 6.1. Importantly, all promotional materials will be based on the following key concepts and approach:

— **Key concepts:** Openness and Open Standards, Open Schooling, Research and Innovation, Sustainability, Local Development

— **Approach:** Circular Economy, Frugality, Usefulness, Maker, Local Production

Specifically, the OSHub.Network will have the specific objectives and actions:

— **To communicate and promote information about the project – both at the network and/or local level – such as project objectives, expected impact, how local partners can get involved and information about open schooling projects being developed by local OSHubs.**

For this, the OSHub consortium will use mainly brochures, booklets and action notebooks, where the content will vary depending on the needs of the specific phases of the project, and on the needs and context of the OSHubs.

— **To communicate and promote OSHub resources, tools and specific projects being developed at the local OSHubs.**

For this, we are designing functional materials, objects, equipment that due to their nature (materials, design, production process) communicate the principles and objectives of the project, and can also include resources to develop and implement open schooling projects. These include open furniture – the basic set to establish an Open Science Hub (the technical drawings will be made available in the OSHub.Network digital platform), as well as maker-based school materials, that will be designed in such a way that students can be part of the making process, while incentivizing the use of more sustainable materials and processes.

DELIVERABLE 6.3
Promotional Material