Creative Emotional Reasoning Computational Tools Fostering Co-Creativity in Learning Processes

www.c2learn.eu

DISSEMINATION AND AWARENESS PLAN

C²LEARN PROJECT DELIVERABLE NO. D6.2

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CONTENTS

Abbreviations used

A) Abbreviated names of the project consortium partners

Abbreviation	Explanation
EA	Ellinogermaniki Agogi, Greece (coordinator)
UEDIN	The University Of Edinburgh, UK
OU	The Open University, UK
NCSR-D	National Centre For Scientific Research "Demokritos", Greece
UoM	Universita ta Malta, Malta
SGI	Serious Games Interactive, Denmark
BMUKK	Bundesministerium Für Unterricht, Kunst Und Kultur, Austria

B) Other abbreviations

Abbreviation	Explanation
C^{2}Learn	Acronym of the project (full title: Creative Emotional Reasoning Computational Tools Fostering Co-Creativity in Learning Processes)
DAP	Dissemination and Awareness Plan
DoW	Description of Work of the project (Annex I of the Grant agreement no. 318480)
EC	European Commission
FP7	The Seventh Framework Programme for Research and Technological Development (2007-2013)

Abbreviation	Explanation
ICT	Information and Communications Technologies
IPR	Intellectual Property Rights
M#	#th month of the project (M1=November 2012)
TEL	Technology-Enhanced Learning
WP	Work Package

Executive summary

C^{2}Learn at a glance

C^{2}Learn (www.c2learn.eu) is a three-year research project supported by the European Commission (EC) through the Seventh Framework Programme (FP7), in the theme of Information and Communications Technologies (ICT) and particularly in the area of Technology-Enhanced Learning (TEL) (FP7 grant agreement no 318480). The project started on 1st November 2012 with the aim to shed new light on, and propose and test concrete ways in which our current understanding of creativity in education and creative thinking, on the one hand, and technology-enhanced learning tools and digital games, on the other hand, can be fruitfully combined to provide young learners and their teachers with innovative opportunities for creative learning. The project designs an innovative digital gaming and social networking environment incorporating diverse computational tools, the use of which can foster co-creativity in learning processes in the context of both formal and informal educational settings. The C^{2}Learn environment is envisioned as an open-world 'sandbox' (non-linear) virtual space enabling learners to freely explore ideas, concepts, and the shared knowledge available on the semantic web and the communities that they are part of. This innovation is co-designed, implemented and tested in systematic interaction and exchange with stakeholders following participatory design and participative evaluation principles. This happens in and around school communities covering a learner age spectrum from 10 to 18+ years.

About this document

Deliverable D6.2 'Dissemination and Awareness Plan' (DAP) describes the concrete plans made at the beginning of the project by each partner and the consortium as a whole for the dissemination of the project concepts and outcomes, according to the provisions of the Description of Work (DoW) and the work foreseen under Work Package 6 (WP6). It specifies the methodology to be followed for the design, implementation, coordination and monitoring of all project activity aiming at achieving the dissemination and exploitation objectives of the project. The DAP is a management and design tool aimed to help the consortium to continually plan dissemination and exploitation activities, adapting them to the conditions arising during the project. The current document specifies the general directions of all dissemination and exploitation work to take place during the project, as these have been specified up to the time of its delivery, i.e. the sixth month of the project. The DAP informs, and is followed up in, annual reports at the end of each project year, which concisely record the dissemination and awareness-raising work carried out up to that point in the project. These are deliverables D6.3.1 'Annual Dissemination and Awareness Report' (M12), D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36).

1   Introduction

The present document constitutes Deliverable D6.2 'Dissemination and Awareness Plan' of the C²Learn project[1]. It is being delivered at the end of the 6th month of the project (M6).

The Dissemination and Awareness Plan (DAP) describes the concrete plans made at the beginning of the project by each partner and the consortium as a whole for the dissemination of the project concepts and outcomes, according to the provisions of the Description of Work (DoW)[2] and the work foreseen under Work Package 6 (WP6). It specifies the methodology to be followed for the design, implementation, coordination and monitoring of all project activity aiming at achieving the dissemination and exploitation objectives of the project (see next section).

The DAP takes into account and applies the rules for dissemination and communication in FP7, and the relevant guidance offered by the EC in 'Communicating EU Research & Innovation: A guide for project participants'[3] and the 'Quick Dissemination Guidelines for FP7 Projects'[4].

The DAP is a management and design tool aimed to help the consortium to continually plan dissemination and exploitation activities, adapting them to the conditions arising during the project. The current document specifies the general directions of all dissemination and exploitation work to take place during the project, as these have been specified up to the time of its delivery, i.e. the sixth month of the project.

The DAP informs, and is followed up in, annual reports at the end of each project year, which concisely record the dissemination and awareness-raising work carried out up to that point in the project. These are deliverables D6.3.1 'Annual Dissemination and Awareness Report' (M12), D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36). In M12 and M24 the activity recorded will be compared to the provisions of the DAP and the opportunities that will be arising at that point, so that any necessary adjustments can be

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[1] It is noted that in Part B of the DoW, on page 70 of that part, it is incorrectly mentioned that two such plans will be developed, naming them 'Deliverables D6.2 and D6.4'. This is not aligned with provisions in the rest of the DoW and in the list of deliverables, being a reference dating back to previous versions of the text. The 'Dissemination and Awareness Plan' is only one, the present document, described as Deliverable D6.2 in the list of project deliverables and in the description of WP6.

[2] Especially section B3.2 'Plan for the Use and Dissemination of Foreground' in Part B of the DoW.

[3] http://ec.europa.eu/research/social-sciences/pdf/communicating-research_en.pdf

[4] http://cordis.europa.eu/fp7/ict/components/documents/communication-and-dissemination-guidelines-a4.pdf

planned and implemented in order to meet the overall dissemination and awareness-raising objectives of the project.

2   Dissemination objectives

In the short to midterm, i.e. during the period of the EU-funded research, the C²Learn project aims to bring its messages and achievements to the attention of as a wide audience as possible, addressing in particular all stakeholder communities. In the longer term, i.e. in the later stages of the EU-funded research and beyond it, the final communication aim of the project is to maximise the chances for the exploitation of its results at the European, national and/or institutional level.

More specifically, the intermediate aim is to disseminate the messages and outputs of the C²Learn project, as they emerge during the research, timely and effectively, widely in Europe and beyond, through targeted communication actions that will bring C²Learn to the attention of the stakeholder communities and the public. The stakeholders to be addressed are defined in the present DAP, in section 2.2. The dissemination actions to be developed to this end are defined in section 4 below.

In addition, as the research gradually matures and produces significant results, the C²Learn project will also increasingly aim to maximise the chances for the exploitation of its results at the European, national and/or institutional level. This will be achieved through making the project results easily accessible to stakeholders and all interested parties. Some first provisions for exploitation are included in the present DAP, while further decisions will be made in the course of the project in the light of project progress and dissemination and exploitation opportunities arising (see more on this in section 5).

In addition to informing about the project results, dissemination activities of the project also aim at carefully targeting in particular school communities and other stakeholder groups and individuals in order to attract their interest and establish their involvement in the various stages of the participatory field research.

More generally, through the dissemination and exploitation activities foreseen in the current plan, the project seeks to create conditions of awareness and motivation that will allow the stakeholder groups and Europe more widely to take advantage of the new understandings and tools that the C²Learn project will provide, ensuring that the gained knowledge and any exploitable foreground can benefit the whole society.

2.1   WHAT TO DISSEMINATE

The content of all dissemination activities includes the concepts, ideas and propositions of the project, as they are described in the DoW and the project deliverables. In particular the content of all public deliverables, as listed in the DoW, is to be disseminated actively following their submission. All deliverables of the C²Learn project (with the exception of D1.1 'Project Management Quality Assurance and Risk Assessment Plan') are public deliverables to be disseminated.

2.2   THE STAKEHOLDERS TO ADDRESS

Dissemination in the C²Learn project is targeted towards educational, scientific and industrial communities, as well as more widely to everyone who might be interested in the concepts and outcomes of the project among policy makers, the media, and the general public. All the above are described in this Plan as the 'stakeholder communities' of the project, and are defined in detail further below. They have been selected on the basis of their potential interest in the research carried out in the project and its intended final products (e.g. because they could be affected directly by the outcomes of C²Learn, or because they could find use in these outcomes), as well as on the basis of the potential support and contributions they can offer to the project (e.g. because they could be directly involved in the research during the project as members of the co-designing user community, or because they, although not directly involved, could have influence or act as intermediaries to reach more people.

More specifically, the project defines the stakeholder communities which dissemination of the C²Learn project aims to address, as follows:

- **School communities**, including teachers, students, and parents, and the **world of education** more widely, including teacher trainers and curriculum designers
- The **academic communities** working on:
    - education and pedagogy
    - cognitive science and philosophy
    - technology-enhanced learning
    - game design and game-based learning
    - knowledge representation
- The **industries** of:
    - gaming and edutainment
    - educational technologies
- **Policy makers** in the fields of:
    - education
    - research and innovation
- The **media** and **general public** with an interest in educational and technological innovation.

The above stakeholder communities may be addressed by the project at various levels:

- At the **individual and institutional level**, through the contacts, links and networks of the project partners
- At the **local, regional and/or national level**, in the countries represented in the consortium
- At the **European level**, in European countries not represented in the consortium and through institutions, organisations and initiatives encompassing several European countries (including the European Commission, as well as other international organisations and associations)

- **Beyond Europe**, through the contacts, links and networks of the project partners in countries outside Europe, and through international institutions, organisations and initiatives.

When and as appropriate, the stakeholder communities will be addressed as distinct audiences through distinct strategies using targeted messages, means and language.

3   General principles

In the dissemination and exploitation activities of the C²Learn project, the consortium will apply a number of general principles, which are presented in this section. In short, these refer to dissemination and exploitation as careful application of a comprehensive strategy, the formulation of appropriate messages and the use of the appropriate means in the materialization of this strategy, the active involvement of all consortium partners in this, the active pursuit of EU's support in the dissemination and exploitation effort, and the foregrounding of the European identity of the project.

3.1   STRATEGICALLY PLANNED COMMUNICATION

All dissemination and exploitation activities of the C²Learn project will be carefully approached by the consortium partners as a matter of strategic project planning and continuous good quality communication during the project and beyond, avoiding random ad hoc efforts. In the wider scope, all dissemination and exploitation work within the project will aim at ensuring continuity so that the effort invested and the results achieved will not be lost once the project comes to an end.

Dissemination and exploitation efforts will be continually monitored and evaluated in relation to the set goals and objectives (more details on monitoring in sections 4.6 and 5.5). Accordingly, the communication strategy of the project will be reviewed and adjusted as necessary in all plenary project meetings foreseen to take place every 6 months. At the meetings and continually between them, particular attention will be paid to effectively responding to all important dissemination and publicity opportunities that may arise at any time during the project (e.g. new events related to the themes of the project, publicity of project highlights such as an award or a publication in a high-ranking journal, etc). All partners will look out for such opportunities and will inform EA, as the Leader of WP6, and the consortium about these without delay, so that the necessary action can be decided, planned and taken.

As a principle, in planning the dissemination and exploitation activities consortium partners will define clear objectives and in particular the targets, audience and message of their interventions. In addition, in all publicizing of the work of the project, the consortium partners will pay attention to the following strategic priorities:

- Drawing the attention of national governments, regional authorities and other public and private funding sources to the needs leading to, and eventual benefits from, the research carried out in the project

- Helping the search for financial backers or industrial implementers to exploit the results of the project after its EU-funded research period
- Attracting the interest of potential partners, with a special emphasis on widening the user communities forming around the C^{2}Learn group of researchers
- Generating 'market demand' for the tangible outcomes of the project
- More generally, enhancing the reputation and visibility of the project and the consortium at local, national and international level.

3.2　APPROPRIATE MESSAGES AND MEANS

In all dissemination and exploitation activities, attention will be paid to formulating the messages of the project appropriately for each occasion. Important first decisions to be made are between a focus on information and/or a focus on persuasion, as well as between interpersonal communication and mass media communication. The message will also need to be adjusted to what each audience wants to know, what they already know, and what they think about the topic. Other possibilities include showing how work in the project relates to everyday life, as well as stirring the audiences' imagination and emotions. For instance, rather than focusing only on the provision of factual information, it may be appropriate in many cases to position the C^{2}Learn project within its broader societal context of education, creativity and games in learning, so that it will be easier to explain the results of the research and their relevance to policymakers and citizens. Storytelling can also be used as an alternative to listing facts and an effective way to make people remember the messages of the project. A good story consists of a succession of events with a beginning, a middle and an end, a scene setter and a plot, a climax and a conclusion, all of this in a rich context. A good story is one with which others can identify, with the project content as a basis, and focused on a person (for example: the researcher, or the gameplayer). Such stories allow the messages of the project to be conveyed through shared values that will touch people's hearts and provoke emotion, and the promise of a better future.

3.3　ACTIVE PARTNER INVOLVEMENT

All consortium partners and their respective staff, including researchers, will be actively engaged in the dissemination and exploitation efforts of the project, within the provisions and resource allocation of WP6. Their more specific roles as dissemination partners and multipliers are defined in section 6 of this document. While they will make use of the relevant expertise and capacity that may be available within their institutions, where and when necessary they may seek external professional assistance by outsourcing important communication tasks such as, for example, the graphic design of public promotional materials. When working with external professionals, the costs of hiring them will be justifiable economically and in terms of effectiveness.

3.4　SEEKING EU'S SUPPORT FOR DISSEMINATION

The consortium, through the coordinator, will actively seek EC's practical support for the dissemination of all important project outcomes, making use of relevant opportunities offered by EC's or other European initiatives. In addition, the coordinator will keep the

Project Officer (PO) informed about important developments in the project, e.g. by notifying them about events, press releases or other publicity, and asking for any possible dissemination of the relevant information by the EC.

In addition, during the project, in its periodic reports and in the final report, the consortium will pay attention to providing appropriate publishable summaries, understandable for a lay audience, so that the EC can publish them right away in their public websites and more generally in the public domain. These will include information on the expected final results of the project and their wider societal implications.

3.5   EUROPEAN IDENTITY OF THE PROJECT

3.5.1   ACKNOWLEDGEMENT OF EU AND COPYRIGHT STATEMENT

According to Annex II to the Grant Agreement (II.12):

> *'Unless the Commission requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), must specify that the project has received research funding from the European Union and display the European emblem. When displayed in association with a logo, the European emblem should be given appropriate prominence. […] Any publicity made by the beneficiaries in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.'*

Therefore, in all dissemination and exploitation activities it will be clearly mentioned that the C²Learn project is supported by the European Commission (EC) through the Seventh Framework Programme (FP7), grant agreement no 318480, and the relevant EU logos will be used. It will also be stated that the contents of the relevant product or activity do not represent the views of the European Commission and that responsibility for the information and views set out in the relevant product or activity lies entirely with the creators, organisers or authors[5].

Project products will carry the following copyright statement: *© C²Learn Consortium, [year].* If not otherwise decided by the consortium, reproduction of public project material will be allowed provided the source is acknowledged.

A proposed wording and presentation for use in documents and websites is the following:

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[5]   High-resolution emblems are available at http://europa.eu/about-eu/basic-information/symbols/flag/. Logos of the FP7 programme are available at http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos. More information, including specific examples, can be found at the following link (notably p.3): http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf.

The C²Learn project has been supported by the European Commission through the Seventh Framework Programme (FP7), under grant agreement no 318480 (November 2012 – October 2015). The contents of this [document/website] do not represent the views of the European Commission and the Commission cannot be held responsible for any use which may be made of the information contained therein. Responsibility for the information and views set out in this [document/website] lies entirely with the authors. © C²Learn Consortium, [year]. Reproduction is authorised provided the source is acknowledged.

Specifically in the case of publications or any other dissemination relating to the foreground of the project, these will include at least the following statement to indicate that the foreground was generated with the assistance of financial support from the European Union:

The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 318480.

In addition, any patent applications relating to the foreground of the C²Learn project, which may be filed by or on behalf of the project consortium or one or more project partners, must include at least the following statement to indicate that the foreground was generated with the assistance of financial support from the European Union:

The work leading to this invention has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 318480.

3.5.2   PLACING C²LEARN IN THE WIDER EUROPEAN PERSPECTIVE

Where and as appropriate, the dissemination and exploitation activities of the project will seek to promote the wider European perspective which leads to the decision of the European Commission to support research conducted in the C²Learn project and more widely in FP7 projects, along the following lines: Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European research projects should aim to demonstrate the ways in which research is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways
- Making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

4   Dissemination activities

In line with the above objectives and principles, the dissemination strategy of the C²Learn project foresees a wide range of dissemination activities, which are presented in this section. These are grouped below into five subsections: scientific publications and events; presence in the media; community building; materials; and exploiting the internet.

4.1   SCIENTIFIC PUBLICATIONS AND EVENTS

The project will communicate its messages to the scientific and academic world through publications and events. These will include both publications and events initiated by the consortium, and participation in publications and events organised by others.

Progress in scientific and professional communication will be monitored, and relevant success indicators, such as references in scientific publications or awards received, will be brought to the knowledge of the scientific community and to the EC (more on monitoring of the dissemination activities can be found in section 4.6).

The Scientific Committee of the project will be responsible for the overview and orchestration of the scientific communication of the project.

4.1.1   PEER REVIEWED SCIENTIFIC PUBLICATIONS

Consortium partners will produce peer reviewed scientific publications relating to the foreground of the project. These publications will be pursued broadly in the following scientific areas and their intersections: education and pedagogy; cognitive science and philosophy; technology-enhanced learning; game design and game-based learning; knowledge representation. The aim is to have achieved at least four major scientific publications in academic journals and/or books, corresponding to the project foreground produced through the core research parts of the project, i.e. WPs2-5.

4.1.2   EDITED BOOK OR SPECIAL ISSUE

The consortium will consider the possibility of initiating the publication of an edited book or special issue on the theme of fostering creativity in learning through ICT, which will bring together and present the various strands of innovation achieved in the project, and possibly other relevant work from other projects and initiatives. Decisions about this possibility will be made in the last project year, with relevant discussions held in the plenary project meetings in M24, M30 and M36.

4.1.3   CONFERENCES, WORKSHOPS, EXHIBITIONS

Consortium partners will present the research carried out in the project to the scientific and stakeholder communities through their participation in national and international scientific conferences, with papers and/or posters. Such conferences and papers will largely fall under the thematic areas listed above. As an indication at this early project stage, it is foreseen

that work in each of the core research WPs (WPs2-5) will be presented twice in major conferences, leading to an overall number of at least eight papers/posters. The organization of workshops, demonstrations, round table discussions, etc., in the framework of conferences will also be considered, as both a means of academic dissemination as well as facilitating the community-building activities around the project, as discussed in section 4.3 below.

The consortium will also seek opportunities to present its work and mainly the tangible outcomes of the project to scientists, the educational technology and gaming industries, and the public following developments in these fields, through participation in exhibitions and demonstration of prototypes. The aim is that the project will be represented in at least one exhibition of this kind.

Towards the final stages of the project, the consortium will also organise the final C²Learn project workshop or conference. This is further discussed in the section on exploitation activities (section 5).

4.2   PRESENCE IN THE MEDIA

The project will use any opportunities that may arise to be presented through mass media, including references on the radio or television, articles in the popular press (newspapers and magazines), and the internet (e.g. references in educational and technological news services), so as to reach large audiences of the stakeholder communities and the general public with an interest in educational and technological innovation. Partners will make use of any such opportunities arising in their national contexts or elsewhere. Presence in the media will be dealt with carefully, with attention to good quality, targeted communication, so that the project can make the best use of the credibility of the mass media.

Attention of the media will be sought through issuing press releases at critical points in the project, especially when they can inform of success stories from your project or interesting news and events. At least one such press release will be issued towards the end of the project.

4.3   DISSEMINATION AIMING AT COMMUNITY BUILDING

In addition to informing about the project results, dissemination activities of the project also aim at carefully targeting in particular school communities and other stakeholder groups and individuals in order to attract their interest and establish their involvement in the various stages of the participatory field research.

To this end, the consortium will organise meetings, workshops, training or demonstration events specifically designed as activities promoting stakeholders' involvement in the field work. These will be closely coordinated with the provisions about the organisation of workshops in WP5 and WP4. Such activities are already being carried out in the first year, so as to contribute to the first phase of the field research, and will be continued throughout the project. The aim will be to maintain the necessary level of involvement of the groups and individuals that will at each stage be necessary for the effective implementation of the

research. The wide spectrum of networks and collaborations of all partners will be mobilised to achieve this.

These community building activities will usually have smaller audiences, and will be participant-centred, strongly interactive, flexible, oriented to acquiring input from stakeholders.

4.4   DISSEMINATION MATERIALS

All above activities will be supported trough the production and wide circulation of various printed and electronic dissemination materials, including leaflets, brochures, booklets, posters, banners, videos, newsletters.

Such materials will be of particular use in the effort to inform schools and other stakeholders about the project and gain their interest and involvement in the field research.

The project dissemination materials will be regularly updated to reflect the current state of the project, so that eventually they will disseminate the final project outcomes.

All project partners will produce their own materials, according to their local needs and circumstances, following the principles and provisions of the present plan. These local materials will be carefully documented and reported at the central project level. In addition, the project will develop at least one project-level leaflet and one poster in English, which will be available through the website in electronic form, and printed to be used in various circumstances for general project promotion (e.g. in conferences, exhibitions, other public events, etc). These will be designed by EA and printed by EA and other partners, who may decide to translate the materials into their local language.

4.5   EXPLOITING THE INTERNET

The internet will provide the project with its major dissemination platform. The project will establish its presence in the internet through its dedicated project website, through references to it in other websites, as well as through the exploitation of popular social networks, as presented in the following sections.

4.5.1   THE WEBSITE OF THE PROJECT

The central node of the internet presence of the project is its website, available at www.c2learn.eu (deliverable D6.1 'Project Website'). It will disseminate the project, its messages and outcomes to the wider public, as well as dynamically supporting project work, and especially the more social aspects of it involving the stakeholder communities, at all stages. EA is responsible for setting up and maintaining the project website. In this, EA will be supported with content by all project partners, as required for an effective presentation of the project activities and achievements.

The project website in its first form was delivered in November 2012, as the very first project deliverable, a few days after the beginning of the project. Since then it has been in a process of continuous development, closely reflecting progress in the project.

The website has been developed according to the current technical state-of-the-art. It features a user-friendly, attractive design. It has been developed so that it can be easily traced by search engines. The domain c2learn.eu has been registered for a period considerably beyond the end date of the project.

On the one hand, the website provides factual information about the project and the consortium, and a channel for everyone interested to get in contact with the consortium. In this, the language of the texts has been taken particular care of. EU project contract jargon has been avoided. Using real world language the website 'tells the story' of the project.

On the other hand, it has been designed to gradually develop into a platform supporting all stages of the research as it will be unfolding in the three-year project period and beyond. To this end, it will include links to digital tools such as document repositories facilitating the organisation of the content and processes of the research at various stages (including a restricted area for easy communication and exchange of info within the consortium); online communities with communication and discussion tools to support the organisation of online exchanges and discussions, workshops, internet debates, etc. (the 'project forum'); blogs facilitating the sharing of project-internal discussions of concepts and options with a wider audience of stakeholders, thus keeping both the members of the consortium and all other interest groups on the map of what is going on in the project. The project website will also be linked to existing online communities and portals as well as the popular social media which will be exploited as discussed further below in section 4.5.3.

Overall, the project website will be updated regularly, containing complete information about the project, events, public deliverables, etc. All publishable material and reports of the project will be put online as they are produced. The website will also include updated information about the project workshops and meetings, project resources (learning resources, software & demos), project publications and conferences, links, news, and dissemination materials. In all provided information, a clear distinction will be made between that which is truly a result of the project and that which is relevant for the project.

The full version of the website is available in the project consortium's working language, i.e. English. Aspects of the website specifically addressing the local communities of stakeholders who will be involved in the project processes will also become available in German and Greek, according to need.

The structure of the website is the following:

- Home page
- The Project
    - Partners
    - Deliverables
- Activities

- - Workshops
  - Meetings
  - Gallery
- Resources
  - Learning Resources
  - Software & Demos
  - Links
- Publications
  - Conferences
  - Books & Journals
- News & Press
- Contact
- Forum
- Blogs
- Search

4.5.2 OTHER WEBSITES

Websites of all project partners link to the project's website and vice-versa, as well as to EC's relevant websites.

Special care should be taken by consortium partners, so that reference made to the C²Learn project in their websites is compatible in content and tone with the project website, which is considered as the official and central internet presence of the project.

The consortium will make their best to keep links and references to the project in their and others' websites updated.

4.5.3 SOCIAL NETWORKING

Interactive communication with the audiences of the project, and especially the stakeholder communities involved in or supporting the research, will be actively pursued via the popular social media. The project will develop its own group and/or page in Facebook, and its own Twitter account, which all consortium partners will support with content and dissemination. Links to these will be available through the project website.

Through its social media presence, the project will follow other relevant projects, initiatives and the EC, and will promote itself to them.

4.6 MONITORING AND REPORTING THE DISSEMINATION ACTIVITIES

All dissemination activities will be monitored and coordinated by EA, who is the project coordinator and the leader of WP6 'Dissemination and Exploitation'. All consortium partners will keep the coordinator informed about their dissemination plans and activities. All partners will report to the consortium on their performed and planned dissemination

activities in each of the plenary project meetings taking place every six months. This will constitute a distinct agenda item for each of the project meetings.

The dissemination activities carried out are formally reported in the annual 'Dissemination and Awareness Reports' at the end of each project year. These are deliverables D6.3.1 'Annual Dissemination and Awareness Report' (M12), D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36). In M12 and M24 the activity recorded will be compared to the provisions of the DAP so that any necessary adjustments can be planned and implemented in order to meet the overall dissemination and awareness-raising objectives of the project.

In addition, the consortium will support the coordinator to report on all dissemination activities in the foreseen annual and final reports to the EC.

5   Exploitation activities

The exploitation of the project results will be pursued mainly from the second project year onwards. The first year largely constitutes a preparatory phase with results which are important to the project but not necessarily immediately exploitable outside its context.

In order to facilitate exploitation of the project results, the consortium will constantly aim to make these results and outcomes readily available and easily accessible to stakeholders and all interested parties.

Exploitation activities will aim at informing and encouraging all stakeholder communities defined in the present DAP to get to know and use the results of the project, thus maximising exploitation chances at the European, national and/or institutional level.

The first decisions on specific exploitation activities will be made in the fourth project meeting in M18, in the light of progress of project work and dissemination and exploitation opportunities available by then. Review of progress and decisions for further exploitation work will subsequently be made in all other project meetings up to the end of the project.

5.1   THE KNOWLEDGE KIT

The main tool for exploitation during the project and after its end will be the synthesis of all findings and outputs into an accessible Knowledge Kit, which will be produced in two iterations:

- Deliverable D6.4.1 'Knowledge Kit', in M24, including the achievements of the project by the end of the second project year
- D6.4.2 'Knowledge Kit', in M36, including the final outcomes of the project.

The 'Knowledge Kit' will consist of all produced software components and other project outcomes, accompanied by brief descriptions addressed to the non-expert, as well methodological and practical guidance for their use. A special part of the 'Knowledge Kit' will be dedicated to providing concrete recommendations for further practice and action grounded on the research outcomes, addressing stakeholders at the decision-making and

design levels (especially educational policy makers and curriculum designers, teacher trainers, teachers, technology-enhanced learning and game-based learning designers and industries).

All project partners will actively support the process of synthesising the outcomes into an easy-to-read, yet highly informative, thought- and action-provoking 'Knowledge Kit'. The partner responsible for each outcome will also have the responsibility to deliver it appropriately for the 'Knowledge Kit'.

The 'Knowledge Kit' will be composed in English, the working language of the project. Its executive summary will become available in Danish, German, and Greek, too.

5.2   STANDARDS AND SPECIFICATIONS

Part of the exploitation effort will consist in liaising with specification and standardisation bodies and contributing to standards relevant to the work of the project. To this end, the consortium will report C²Learn results to, and receive feedback from, relevant standardization bodies and initiatives, such as the European Committee for Standardization - Information Society Standardization System (CEN/ISSS) and the IMS Global Learning Consortium.

Towards the end of the project, the consortium will explore the potential for transference of research into practice and market exploitation of the project results. As part of this, the consortium will consider options for formalising and protecting the exploitable project foreground, e.g. by issuing licences of use or applying for patents, trademarks, registered designs, or similar. More details on this phase of the project are provided in the next section.

5.3   SUSTAINABILITY, UPTAKE AND INTELLECTUAL PROPERTY RIGHTS (IPR)

In the second and third project year the consortium will actively explore sustainability, uptake and Intellectual Property Rights (IPR) issues, so as to facilitate exploitation. The consortium will identify the exploitable C²Learn project results, and investigate their appropriate positioning, by tracking important technical and commercial developments in the relevant areas, analysing the market sectors where the results can be applied, and defining ways to license and exploit them commercially. The outcome of this process will be the Sustainability, Uptake and Market Positioning Plan (SUMPP), which will be that will be delivered in two iterations, namely at the end of the second year and at the end of project. The SUMPP will constitute part of deliverables D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36). The SUMPP will be developed by EA, based on input from all consortium partners, who will identify the project results that they wish to sustain and initially elaborate on ways to achieve this.

5.4   ORGANISATION OF EXPLOITATION MEETINGS AND WORKSHOPS

Exploitation activities will typically include meetings and workshops with the participation of stakeholder communities' representatives with decision making capacities in their contexts,

and especially policy makers, who could contribute to the uptake of the project results. In these meetings and workshops the consortium will present the exploitable project outcomes and explain the benefits of their use for education and society more generally, as well as the opportunities opening up for the audiences through the continuation of support to the C^{2}Learn initiative and the uptake of project results.

This process will culminate into the organization of a final project workshop at the end of the project (M36). In this event the final version of the Knowledge Kit (deliverable D6.5) will be formally presented, summarising the new knowledge generated through the project. The final project workshop will round up the academic discussion and the discussion of the practical considerations of the project in a public round table, and, most importantly, present and explain the research findings to an audience consisting of selected key players who can mobilise their organisations and professional networks to get to know and exploit the project results. The audience will consist of representatives of collective bodies as well as individuals, covering all stakeholder groups. The option of hosting the final project workshop within the structure of a major international specialist conference will be considered and refined in the course of the project, so as to exploit the extensive dissemination and impact potential of such events.

5.5 MONITORING AND REPORTING THE EXPLOITATION ACTIVITIES

A distinct part of the monitoring and reporting of all dissemination activities will be the monitoring and reporting of exploitation activities. Among all dissemination activities, EA will monitor and coordinate partner and consortium activities specifically aiming at exploitation. All consortium partners will keep the coordinator continuously informed about their exploitation plans and activities, and will report to the consortium on them in each of the project meetings.

The exploitation activities carried out will be formally reported in the two annual reports at the end of the second and third project year, namely deliverables D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36). In M24 the activity recorded will be compared to the relevant provisions of the DoW, of the DAP, and the relevant decisions of the third project meeting, so that any necessary adjustments can be planned and implemented in order to meet the overall exploitation objectives in the third project year. In M36 the relevant report will include specific provisions for the facilitation of the exploitation of project results beyond the end of the funded project.

6 Roles and responsibilities

All consortium partners actively participate in dissemination and exploitation activities, as defined in the DoW. EA, who is the project coordinator and the leader of WP6 'Dissemination and Exploitation', will monitor and coordinate all dissemination and exploitation activities, encouraging and facilitating contributions and the active involvement of all partners. NSCR-D, as the Scientific Manager of the project, will actively support the project coordinator in this.

Each partner will make use of its links, networks and collaborations for the purposes of dissemination and exploitation, focusing more on addressing those stakeholder communities to which they have better access. Annex 1 includes an indicative list of the networks and collaborations that consortium partners may exploit. More specifically, OU, UEDIN, NCSR-D, and UoM, as actors in their academic fields, will mainly focus their dissemination and exploitation efforts on their respective academic communities. NSCR-D will particularly focus on the organization of scientific workshops and the liaisons with standardization bodies. EA and BMUKK will use their extensive networks of collaborations in school communities and various groups of educational stakeholders, while BMUKK will particularly use its access to and influence on educational policy makers across Europe. SGI, as a company in the field of digital games, will disseminate the results of the project in its sector and contribute to initial plans about the potential of market exploitation of the project results in the future. EA and BMUKK, as providers of school education, will also explore this potential.

The initiative and responsibility for the active dissemination of project aspects and outcomes falling within certain Tasks and WPs lies with the corresponding Task and WP leaders, who ought to inform all contributing partners about, and actively involve them in, the relevant dissemination activities.

In addition, EA will initiate wider dissemination and exploitation activities, above the level of specific Tasks, WPs, and/or Deliverables, to promote the project as a whole, and will actively encourage and facilitate all consortium partners to do the same.

All consortium partners will keep the coordinator continuously informed about their dissemination plans and activities. All partners will report to the consortium on their performed and planned dissemination activities in each of the project meetings, which are planned to take place every six months. This will constitute a distinct agenda item for each of the project meetings.

All consortium partners will actively contribute to the preparation of the annual dissemination and exploitation reports, namely deliverables D6.3.1 'Annual Dissemination and Awareness Report' (M12), D6.3.2 'Report on Dissemination and Exploitation Activities Year 2' (M24), and D6.3.3 'Report on Dissemination and Exploitation Activities Year 3' (M36).

7   Management of knowledge and intellectual property

In all dissemination and exploitation work the consortium will carefully apply the rules set in the C²Learn project for the management of knowledge and Intellectual Property Rights (IPR), as specified in deliverable D1.1 'Project Management Quality Assurance and Risk Assessment Plan'.

Annex 1: Indicative list of networks and collaborations that may be used for dissemination and exploitation

UoM and SGI are core partners of the on-going SIREN project (www.sirenproject.eu) which involves the development of serious games for conflict resolution.

The IEEE Task Force on Player Satisfaction Modelling and the IEEE Task Force on Procedural Content Generation chaired by members of UoM.

The IEEE Computational Intelligence Society (CIS) Games Committee which is chaired by members of UoM.

The GALA Network of Excellence (NoE); UoM has received an invitation to join the NoE as an Associate Partner.

The HUMAINE Special Interest Group on Emotion and Games, co-chaired by UoM members

The coordinator (EA) as well as the OU are core partners in the on-going Creative Little Scientists FP7-SiS project (www.creative-little-scientists.eu), which is investigating creative learning and teaching in early years science and mathematics education.

The coordinator (EA) is a key partner in the large-scale EU initiative Open Discovery Space (ODS; www.opendiscoveryspace.eu), which aims to support the wider uptake of digital resources and digital culture in education in Europe, and through its network of school communities provides access to 2,000 schools, 10,000 teachers and 30,000 students in 19 European countries.

UEDIN disseminates in Philosophers List, the most comprehensive electronic dissemination network of thousands of philosophers worldwide

Additionally, project partners are active world-class researchers in their fields and thus participating in a multitude of associations and conferences, in which they will disseminate the project and its outcomes through presentations, symposia, workshops, and papers as appropriate. Such associations and networks include:

The World Congress of Philosophy which will be held in Athens, Greece, 4-10 August, 2013. The project and its progress will be announced there.

UoM members are in the Editorial Boards of the IEEE Transactions on Computational Intelligence and AI in Games and the IEEE Transactions on Affective Computing journals – Results of the project are expected to be disseminated via special issues in those journals.

Members of UoM have been (and are expected to be) in the organizing committee of top-class conferences in the fields of game artificial intelligence and serious games (IEEE Computational Intelligence and Games, ACM Foundations of Digital Games) and affective computing (Affective Computing and Intelligent Interaction) – Special sessions, tutorials and

workshops, organised by C²Learn partners, are expected to disseminate findings of the project.

BMUKK organises many conferences regularly in different provinces of Austria, e.g. BildungOnline, eLearning Conference, FutureLearning, Conference of the Subject Oriented Portals. These networking activities enable dissemination, focus groups for evaluation and validation and synergies to other projects. Results of former and existing ICT-projects will be a main focus for future recommendations.