

***SAFE***

***Streaming approaches for Europe***

***Reference Number:******2020-1-DE03-KA226-SCH-093590***

***Aktenzeichen der NA:
VG-226-IN-NW-20-24-093590***

**Dissemination Plan**

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University of Paderborn

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**Project Title:** Streaming Approaches for Europe

**Acronym:** SAFE

**Reference number:** 2020-1-DE03-KA226-SCH-093590

**Aktenzeichen der NA:**VG-226-IN-NW-20-24-093590

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## Introduction

The Dissemination Plan for the Erasmus+ project SAFE is designed on the basis of the five-stage model for dissemination and exploitation of the European Union.

The five strategic levels are described as follows:

1. A clear rationale for and objectives of dissemination and exploitation;

2. A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly;

3. Determining organisational approaches of the different stakeholders and allocating responsibilities and resources;

4. Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities;

5. Monitoring and evaluating the effects of the activity.

This document will be used by partners as a guide to their efforts to enhance the dissemination and exploitation action results within the framework of the SAFE project. Firstly, the Dissemination Plan defines the rationale of the SAFE project and provides an overview, identifies the Dissemination Objectives and the Target Groups which will be addressed during the dissemination process. Secondly, the Dissemination Plan identifies the Partner Dissemination Responsibilities, Dissemination Strategies and Means of Dissemination, which will be employed in order to reach the objectives of the SAFE project and address the target audiences effectively.

## Overview of the Erasmus+ project SAFE

The present Dissemination Plan for the Erasmus+ project SAFE- Streaming approaches for Europe, was developed and launched due to the current COVID- 19 pandemic and is settled in the programme field of school education. The international pandemic influences our daily life, even our daily work at school. The schools have to handle the strongly contact restrictions and this at all educational levels. At this point teaching and learning has to become more flexible and has to go the way of digitization and teaching as well as learning in online formats.

The Erasmus+ project SAFE addresses this new and innovative way of learning and teaching in the age of digitization and COVID-19. The partnership consortium create awareness concerning the needs to of a didactic approach to eLearning. The approach of SAFE focusses on the use of **streaming within school
education**. Therefore, the project works on a basic concept for the integration of elearning in daily teaching work. In this basic concept, teachers use tablets or laptops on which, for example, a blackboard application such as LiveBoard or Doceri is running. Everything is streamed, with the information on this board. Moreover, the teacher’s language being streamed directly to the learners. This enables the teachers to implement familiar forms of teaching, such as writing on the blackboard or on an overhead projector, in almost the same way and to provide explanations and explanations.

Participation can optionally take place online via a live stream or by creating a recording that is later available on a server as a preserve or film for
viewing at any time.

The SAFE-Streaming concept will be created on the basis of the DISK-Online model by Prof. Dr. Marc Beutner and Rasmus Pechuel, 2020. The acronym **DISK-Online** stands for **Didactic Interactive Streaming Know-how** and is designed for dealing with the challenges of COVID-19 and the technologic challenges at schools and education.[[1]](#footnote-1)

The DISK-Online approach comes in its basic setting with an increasing level of interaction.

Interaction is described from

* **DISK 1 (low teacher-centred interaction)**
* **to DISK4 (learner-centred interaction)**

and can be used at different schools to adjust the teaching to technical restrictions and digital teaching competences.

**The aims of the DISK- Online model**

One aim is to guide teachers to handle the situation and to give an approach which can be used in the classroom with learners who are

(a) all are not present in the classroom, or whose learners

(b) are only partially present in the classroom or

(c) who want to add eLearning elements to their lessons now and in the future.

Moreover, the international consortium of SAFE aims to

* create the streaming concept,
* to provide an implementation at various schools,
* to write a handbook for teachers as well as a
* SAFE-Streaming in School education book
	+ SAFE-Streaming in School education book will bel created in English language and provides information on the project, the implementation, a checklist for teachers, hints for teacher, the survey and the evaluation results and insights in the innovative SAFE concept.
* Provides an evaluation of the implementation
* Provides research results of an acceptance study in the partner countries
	+ to get a European view on acceptances, experiences, problems and chances in the fields of eLearning and streaming in school education.
* SAFE policy paper
* SAFE layman´s report to provide recommendations for further school education
* SAFE creates an approach using Streamlabs OBS and the streaming platform twitch
	+ to enable teacher to deal with the challenges of COVID-19 and to integrate eLearning in a sustainable and transferable way in school education and their lessons.

**How will be trained?**

The **teachers** will be trained on using Streamlabs OBS and the streaming platform within the SAFE project and also multipliers will be trained. This is a way to deal with elearning where learners only need to have a browser and no specific technical or eLearning knowledge and the teachers have a quite easy approach deal with new approaches.

**Target groups**:

Teachers, learners and educators.

**Project website:**

All information regarding the Erasmus+ project especially research results and outcomes as well as meetings information and meeting presentation and minutes are available at the SAFE project website:



https://safe.eduproject.eu/index.php/dissemination/

## SAFE project Outcomes

**Outcomes: Teachers/Trainers/Researchers/Youth workers**

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| --- |
| O1 SAFE – Acceptance of eLearning and streaming in school education in times of COVID-19 |
| O2 SAFE – The streaming concept for schools |
| O3 SAFE – Teacher training course on Streamlabs OBS and use of streaming platforms |
| O4 SAFE – Implementation and evaluation at schools |
| O5 SAFE – Creation of streaming videos, didactic materials |
| O6 SAFE – The teacher handbook on the eLearning approach and the SAFE-Streaming-in-School-Education-book |
| O7 SAFE – Policy Paper and Layman ́s report learning with streaming tools  |

**Outcomes: Technicians**

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| --- |
| O1 SAFE – Acceptance of eLearning and streaming in school education in times of COVID-19 |
| O2 SAFE – The streaming concept for schools |
| O3 SAFE – Teacher training course on Streamlabs OBS and use of streaming platforms |
| O4 SAFE – Implementation and evaluation at schools  |
| O5 SAFE – Creation of streaming videos, didactic materials |
| O6 SAFE – The teacher handbook on the eLearning approach and the SAFE-Streaming-in-School-Education-book |
| O7SAFE – Policy Paper and Layman ́s report learning with streaming tools |

**Multiplier Events**

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| E1 SAFE – Event for teachers and future teachers – GermanyIn the workshop the results of the research and ideas about how to address eLearning with streaming approaches and the teach handbook are well as the didactic material are in focus. The event consists of six parts:Part A: Insight into streaming and the acceptance of streaming in educationPart B: Presentation on of a life stream with involvement of the target groupPart C: Insights into the teacher training course with its modules and materialsPart D: Discussions on the teacher handbookPart E: Video presentationsPart F: Future perspectives and policy recommendationsIt is a one- day workshop and it is scheduled between October and December 2022 after the completion of most of the activities to provide detailed insights into the project result and the policy recommendations. **A minimum of 30 VET teachers or future VET teacher as well as stakeholders will attend this event.** |
| E2 SAFE – Event for teachers and future teachers – SpainIn the workshop the results of the research and ideas about how to address eLearning with streaming approaches and the teach handbook are well as the didactic material are in focus.The event consists of six parts:Part A: Insight into streaming and the acceptance of streaming in educationPart B: Presentataion of a life stream with involvement of the target groupPart C: Insights into the teacher training course with its modules and materialsPart D: Discussions on the teacher handbookPart E: Video presentations Part F: Future perspectives and policy recommendationsIt is a one-day workshop and it is scheduled between October and December 2022 after the completion of most of the activities to provide detailed insights into the project result and the policy recommendations.**A minimum of 25 VET teachers or future VET teacher as well as stakeholders will attend this event.** |
| E3 SAFE – Event for teachers and future teachers – Czech RepublicIn the workshop the results of the research and ideas about how to address eLearning with streaming approaches and the teach handbook are well as the didactic material are in focus.The event consists of six parts:Part A: Insight into streaming and the acceptance of streaming in educationPart B: Presentataion of a life stream with involvement of the target groupPart C: Insights into the teacher training course with its modules and materialsPart D: Discussions on the teacher handbookPart E: Video presentations Part F: Future perspectives and policy recommendationsIt is a one-day workshop and it is scheduled between October and December 2022 after the completion of most of the activities to provide detailed insights into the project result and the policy recommendations.**A minimum of 25 VET teachers or future VET teacher as well as stakeholders will attend this event.** |

**Transnational Project Meetings (TPM)**

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| TPM1: SAFE – Kick Off Meeting |
| TPM2: SAFE – Streaming Concept Meeting |
| TPM3: SAFE – Didactic Design and Implementation Meeting  |
| TPM 4: SAFE – Final Meeting  |

**Time line of the Erasmus+ project SAFE**



Figure 1 Screenshot Application SAFE, p. 15.

## Dissemination Objectives

**General objective**

The Core dissemination and exploitation objective of a project is to maximise the impact of project results by optimising their value: by strengthening their impact, transferring them to different and new contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national, European levels as well as international background. Well-planned, structures and well-executed dissemination and exploitation ensure that project results have a reach beyond those directly involved in the consortium and an impact that is sustained beyond the project's lifetime by fostering the needs to ensure this aim.

**Specific objectives of the Erasmus+ project SAFE**

The specific objectives of dissemination for the SAFE project are:

* Disseminate information on the project overview and findings as well as research results to the wider community, as well as to specific audiences, learners, teachers and trainers as well as students in VET.
* Raising attention and interest in the field of digitalization and online teaching and learning formats
* Contribute knowledge in the research and practitioners’ communities.
* Use the knowledge from this project to improve the quality of education offered.

## Target Groups of the Erasmus+ project SAFE

To achieve the interest of a wide and heterogenic audience each partner should spend considerable time on establishing “who” is expected to use the project's results in their country and taking account of their needs. This should include all potential users, not just those from the immediate consortium.

Partners’ plans should allow for consultation with, and the involvement of, users during the project's lifetime, as well as after the project’s completion.

To sum up the main target groups of the Erasmus+ project SAFE, the consortium addressed the following three categories of target groups by using different methods of dissemination strategies:

**Category learner, teacher and interested person:**

* Teachers in all educational fields
* Vocational trainers and HR developers in companies
* Vocational trainer in education administration
* Vocational training organizations and institutions
* Learners and students in all educational fields
* Interested person in teaching and learning online formats

**Category educational authorities, policy makers**

* Regional educational and VET authorities
* National authorities and policy makers
* European policy makers

**Researchers**

* Researchers at the international, European, national and regional level.

## Dissemination Strategies

The different categories of results may require different approaches for dissemination and exploitation. The plan will include 'scanning' activities that will help partners identify a broader range of groups, as well as means to capture and respond to the needs of these groups.

**Dissemination**

Dissemination can be defined as a planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives. It occurs as and when the results become available. To achieve this, all SAFE partners will employ all available means of communication to inform and convince all target groups about the quality, relevance and effectiveness of the SAFE project results, activities and educational material.

**Sustainability and Exploitation**

Sustainability and Exploitation are closely related, as sustainability is ensured by sustaining exploitation. Exploitation means *"making use of and deriving benefit from a result."* This means that sustainability is only guaranteed if the uses of, and benefits from, the project continue well beyond the project’s completion. This target will be pursued, from the beginning, by all partners.

In the context of project results Exploitation primarily involves the two processes of 'mainstreaming' and 'multiplication', where:

- ***mainstreaming*** is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems; and

- ***multiplication*** is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.

## Means of Dissemination

In previous sections the dissemination plan of the Erasmus+ project SAFE describes the target audience as follows:

* **Category learner, teacher and interested person**
* **Category educational authorities, policy makers**
* **Researchers**

Partners should employ all available means to reach these target groups. These means may be grouped into three main categories:

Online:

* The project website - will be used to disseminate the project activities and findings, as well as offer access to its final products.
* Distribution of digital newsletters, announcements and info via e-mail (mailing lists).
* Use of online social networks to disseminate SAFE info and encourage members to visit the project website.

Printed material:

* The production and targeted distribution of print material.
* (The SAFE handbook for teachers )
* SAFE-Streaming in School education book
* Publication of SAFE project information in newsletters, newspapers, magazines, etc.

Face-to-face:

* SAFE Multiplier Events in home countries of the SAFE project partners
* Meetings and Presentation in the University
* Communication and chat with interested learners and students after presentation in the University

## Partners’ Dissemination Responsibilities

Each partner, expect the technical partner Ingenious Knowledge form Cologne, Germany, will host a Multiplier Event in his home country and spread a wide varity of different dissemination materials to the interested audience – this will be even after the project lifetime in

Additionally, each partner will strive to:

* publicise the project website
* publish information on the Erasmus+ project SAFE and its results on websites
* distribute digital newsletters, announcements, and information via e-mail
* use online social networks to disseminate information on the SAFE project and its results
* distribute print material at conferences and meetings
* publish information on the SAFE project and its results in printed newsletters, newspapers, magazines, etc.
* publish articles in local and international journals
* post info letters and invitations via regular mail
* organise one Multiplier Event in his home country (expect the technical partner – Ingenious Knowledge)
* utilise project products in educational and training settings
* provide convincing examples and demonstrations to stakeholders
* engage users actively in the project

**In detail:**

1. A Facebook page will be established for the SAFE project and all partners and a broad audience will sign up.
* It will be used to spread news about the project, the partners and the fundingagency. This Facebook page will be maintained as a communication channel throughout the projectlife-cycle for sharing news about key developments, photographs of events, case studies, etc. Alsoother social media approaches will be set up. The use of Twitter and YouTube is in focus, too.
1. A first SAFE project website
* will be onine and alreay functioning by the end of month 1. This will be themain on-line communication portal for the project and will be provided in all partner languages. Thewebsite will introduce the project, the consortium and the funding agency.
1. A portal with videos from streaming activities
* will be developed as a micro- social network providing users with a wide range of networking, information sharing and collaboration opportunities.
1. A SAFE media strategy will be outlined and press releases, photographs, audio interviews, short videoclips will be produced at key stages to coincide with stakeholder events and partner meetings.
* **A minimum of 4 press releases** will be produced by each partner and distributed to relevant local media. The SAFE Partners will 'scrapbook' all media cuttings onto the project website and Facebook page.
1. An online newsletter will be distributed **in months 6, 12, 18 and 24.**
* Copies of all newsletters will be uploaded to the project website. It is expected that the newsletter will achieve a distribution level of at least >2.000 recipients during the project life-cycle.
1. Printed project information leaflets and invitations will be produced coinciding with the planned workshops, seminar and conferences.
2. A short video-documentary tracing the development of the project will be produced.
* The video will clearly articulate the need for innovative hybrid approaches in times of COVID-19 and the chances of streaming approaches in school education. It will be uploaded to all the SAFE web and social media platforms developed.
1. Specific networks will be targeted for dissemination actions.
	* For example, all online newsletters will be distributed through the E.N.T.E.R. - European Network for Transfer and Exploitation of EU Project Results which has over 750 members; IBN - Innovation and Business Network; UEAPME - EuropeanAssociation of Craft, Small and Medium-sized Enterprises; ETEN - European Teachers EducationNetwork; EUNET - European Network for Education & Training.

Finally, each partner will keep a Dissemination Log, continuously evaluate the results of dissemination activities, and plan the next steps accordingly. Dissemination actions and results will be discussed in all project transnational meetings.

## Annex 1: Dissemination Log Template of SAFE

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| **PARTNER:** xxx |
| **ONLINE** |
|  **Publishing info/news on project’s website**  |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU)** |
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| **Establishment of relevant links to the SAFE website from other sites** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU)** |
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| **Distribution of digital newsletters, announcements, and info via e-mail** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU)** |
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| **Use of online social networks to disseminate SAFE info** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Other types of online activities/actions:** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **PRINT** |
| **Distribution of print material and SAFE products at conferences, and meetings, events, etc.** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Publishing of SAFE info in newsletters, newspapers, magazines, etc.** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Publishing of articles in local and international journals** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Distribution of info letters and invitations via regular mail** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Other print activities/actions:** |
| **FACE-TO-FACE** |  |  |
| **Organised conferences** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Organised seminars, workshops, panels, symposia, etc.** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Presentations in local and international conferences** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Meetings with existing NGO leaders, potential new NGO leaders, local stakeholders, authorities, etc.** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Organised exhibitions of SAFEF material** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Utilisation of project products in relevant settings** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Demonstrations of project material to stakeholders** |
| **Titles, short description, names, web-addresses etc.** | **Date and Place:** | **Target Group(s):**  | **Numbers Reached:** | **Kind of documentation available** | **Level (L = local; R = regional; N = national; E = EU; O = Outside EU )** |
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| **Other face-to-face activities/actions:** |
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| **Other dissemination activities:** |  |  |

1. The DISK-Online model was already presented at the Ministry of Education (NRW) in October 2020 and at Deutscher Bundestag (Enquete Commission for Digitisation) in November 2020. The DISK-Online Approach was developped and tested in 2020 under the restrictions of COVID-19 and was also successfully presented at SITE Interactive Conference USA and Innovate Learning Conference USA in 2020. The feedback was excellent and first implementations at school came to excellent results and support on the sides of the teachers and learners. [↑](#footnote-ref-1)