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## D2.2: COMMUNITY BUILDING AND COMMUNICATION STRATEGY

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Abstract	This document defines the community building and communication strategy and describes the activities DEL4ALL will pursue to guarantee broad visibility, promotion and up-take of the DEL4ALL driven activities, but also of digital enhanced learning projects and other relevant initiatives at European and international level.
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Keywords	Communication, community building, dissemination, online promotion, social media, events
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\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.





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## EXECUTIVE SUMMARY

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This deliverable describes the DEL4ALL's Community Building and Communication Strategy, as defined in Task 2.1 ("Dissemination and Communication") of Work Package 2 ("DEL4ALL Community"). It details the DEL4ALL's outreach strategy and framework and outlines the envisaged dissemination and communication activities, as well as the impact measures.

It is aimed to be a guiding document for the projects' partners to align on main objectives and planned communication and dissemination activities, but also to define a common framework for coordination with other main parties such as the EC (in particular our Project Officer and other representatives of the G2 Unit at DG CONNECT) and other related H2020 projects within the overall Next generation Internet (NGI) context.

Digital Enhanced Learning (DEL) is embracing a large set of initiatives that aim to promote the development and adoption of digital technologies and solutions as key enablers for education and learning. As highlighted by the recent COVID-19 emergency, DEL is not any longer an option, but a core necessity for our society. In this respect, the mission of the DEL4ALL project, and more specifically of the WP2 planned activities, is to contribute ensuring emerging and innovative solutions based on advanced technologies such as AI, VR/AR, etc., can be promoted as essential instruments at the core of the digital transformation of our society.

In this respect, the main objectives of the DEL4ALL's Community Building and Communication Strategy are to:

- Connect, stimulate and engage a critical mass of stakeholders involved in ongoing digital learning projects in the DEL ecosystem to make them aware of any relevant information and development, and encourage knowledge transfer, networking and collaborations.
- Promote DEL projects' outcomes, best practices, success stories and maximise the collective outreach power of the ongoing projects, acting as an amplifier across the community for broader impact.
- Develop DEL projects' outputs towards standardization, to support interoperability and wider adoption, leading to sustainable longer-term impact.
- Increase visibility and promote digital learning initiatives and DEL4ALL as a community and entry door beyond the specific NGI / DG CONNECT borders.
- Tackle unexpected global emergency situations, which are likely to have a long-lasting impact on the digital education sector, such as the COVID-19 outbreak, by providing support to the DEL community and beyond throughout our research activities.

Nine different groups have been identified as the main **target audiences** of DEL4ALL and its potential results. These are: (1) Educational institutions, teachers and educators; (2) Research institutes and individual researchers (academia and corporate); (3) Technology providers / innovators (including large market players, SMEs, Start-ups and Standardization Bodies); (4) Policy makers / regulators; (5) Students, learners, parents and society as a whole; (6) European and international





initiatives in the area of digital learning and education; (7) Social civic organisations and NGOs; (8) Research initiatives (FP7, H2020); and (9) Media.

Knowledge and results generated by DEL4ALL will be shared with the identified target groups through dedicated tools and channels operated by WP2. All key outcomes will be made accessible and understandable by all target audiences.





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## ABBREVIATIONS

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<b>DEL</b>	Digital Enhanced Learning
<b>WP</b>	Work Package
<b>KPI</b>	Key Performance Indicator
<b>DLI</b>	Digital Learning Incubator
<b>ODS</b>	Open Discovery Space







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## 1 INTRODUCTION

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### 1.1 PURPOSE OF THE DOCUMENT

The present deliverable is prepared in the context of **Work Package 2 (WP2) “DEL4ALL Community”** and aims to develop an overall community building and communication strategy for DEL4ALL for outreach and impact creation, taking into account the characteristics of the information that needs to be disseminated, the target audiences and groups and the impacts to achieve. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework within the different awareness-raising, and promotional and community building activities will be carried out during the course of the project.

In this context, WP2 focuses on identifying the relevant stakeholders that have to be contacted in order to reach the right supporters at the right time. It also involves preparation of the promotional materials and organising dissemination activities to create an open, secured, decentralised, user-oriented and highly engaged DEL4ALL community.

The purpose of this deliverable is therefore to outline an inclusive communication and community building plan for the realisation of the above stated goals and in particular to:

- Identify target audiences, including a broad range of stakeholders of the Digital Enhanced Learning (DEL) community
- Present the strategy put in place for the dissemination and communication of knowledge and results
- Depict the methods, tools and promotional materials that will be used in the project's dissemination and communication
- Provide a complete overview of the planned activities, as well as list potential opportunities to be exploited in the project
- Define the rules and procedures that will be applied to implement, monitor and evaluate all the communication and engagement activities.

This is a ‘living’ document, able to accommodate any required customisation. The dissemination planning will thus be constantly evaluated and revised in the course of the project. Major updates will be included in the Periodic Reports.

### 1.2 STRUCTURE OF THE DOCUMENT

The sections of the deliverable at hand are organised in the following manner.

After the introductory **Section 1**, **Section 2** depicts the mission of DEL4ALL and the fundamental aspects of the community building and communication strategy, including the main objectives, the description of the target audiences





and the strategic planning of the envisioned activities. **Section 3** presents the various types of dissemination activities and tools that will be used in order to support the project's dissemination and communication activities. **Section 4** depicts the metrics for the evaluation of the dissemination and communication activities. **Section 5** concludes the document.





## 2 COMMUNITY BUILDING AND COMMUNICATION STRATEGY

Efficient community building and communication actions during the DEL4ALL project ensure short and long-term success of the project. Therefore, promotion, dissemination, stakeholder engagement and impact creation activities are central to the whole DEL4ALL effort and will be closely coordinated among the various WPs to create a cohesive plan of action for the effective engagement of all target stakeholders in the digital learning ecosystem.

As acknowledged in the draft orientations of the Digital Europe Programme 2021-2022 [1] and as highlighted by the current COVID-19 crisis, digital education is not any more an option, it is a necessity. It has the potential to significantly improve learning outcomes, enhance equality and improve efficiency. Therefore, Digital Europe aims to ensure that labour markets as well as education and training systems are fit for the digital age by supporting the digital transformation of schools and improving learning modalities. For the years 2021-2022, the programme's activities will target educational institutions for wide scale take-up of effective digital content and platforms including personalised learning solutions (e.g. based on AI and data analytics) also in view of developing pedagogical approaches, learning environments and organisational developments, while ensuring the respect for fundamental rights, and notably the rights to privacy, data protection and the Rights of the Child.

The DEL4ALL communication and dissemination activities described in this deliverable, including the content developed, tools, actions and services, directly support the ambition of Digital Europe. All our activities are geared towards the creation of value out of the digital learning offering and accelerating the best use of digital technologies, for instance, by creating visibility for best practices and lessons learned related to education technology and promoting collaboration and synergies between DEL stakeholders. That way, DEL4ALL is creating direct socio-economic impact in a multi-stakeholder and multi-disciplinary digital education perspective.

The following sections describe DEL4ALL's mission, overall communication and dissemination objectives, key stakeholders, communication phases and communication channels that will guide and streamline DEL4ALL communication and community building activities.

### 2.1 DEL4ALL MISSION

The main goal of DEL4ALL is to transform the current European research and innovation initiatives in the area of digital enhanced learning into an increasingly cohesive, dynamic, participatory and sustainable ecosystem, capable of effectively stimulating collaboration among all key players in an inclusive and impactful way. While consolidating outcomes of ongoing DEL projects by analysing best-practice and success stories for the benefit of the whole community, dedicated dissemination and stakeholders' engagement activities will ensure impactful knowledge and value is injected into the broader NGI initiative.

To accomplish such ambition, DEL4ALL will guide the community and its efforts in a forward-looking perspective, analysing challenges and opportunities offered by the





increased adoption of emerging digital technologies, such as blockchain, artificial intelligence, augmented and virtual reality, internet of things, etc., for more inclusive and personalised learning solutions. DEL4ALL will be the hub for initiatives that embrace decentralised, resilient models for education. This will be achieved by engaging experts from a multidisciplinary perspective to understand all the legal, organisational and technological challenges to be overcome, especially those related to scaling up such solutions. This shall be the basis for providing guidelines on future research directions, as well as policy recommendations enabling an effective transition from Horizon 2020 to Horizon Europe.

## 2.2 DISSEMINATION AND COMMUNICATION OBJECTIVES

DEL4ALL's dissemination and communication activities are overarching throughout the whole duration of the project and aim to ensure the development of a vibrant and disruptive community as an open, inclusive, sustainable and dynamic forum that will lead to increased and durable impact within Horizon 2020 and beyond in Horizon Europe.

The main objectives of the DEL4ALL community building and communication strategy are to:

- ➔ Connect, stimulate and engage a critical mass of stakeholders involved in ongoing digital learning projects, including particularly the Impact EdTech project funded under the Digital Learning Incubator (DLI) call and 3rd party organisations (education technology providers) that will join via Open Calls by Impact EdTech, as well as NGI projects, among others in a dynamic, sustainable and active DEL ecosystem to make them aware of any relevant initiative / news / contents / policy/ standard / events, etc., and encourage knowledge transfer, networking and collaborations.
- ➔ Promote DEL projects' outcomes, best practices, and success stories, and maximise the collective outreach power of the ongoing projects, acting as an amplifier supporting and complementing communication and dissemination efforts across the community for broader impact. This aims to guarantee:
  - DEL efforts as uniquely identifiable initiatives sharing a common identity/brand that is the one DEL4ALL will develop.
  - Accessibility for DEL projects outputs to ensure broad reach and increased adoption of digital learning concepts and technologies in Europe.
- ➔ Promote the NGI initiative and activities and build strong collaborations with it.
- ➔ Increase visibility and promote digital learning initiatives and DEL4ALL as a community and point of entry for those beyond the specific NGI / DG CONNECT borders. DEL4ALL will promote strategic and operational coordination of the DEL community through dedicated efforts embracing initiatives such as SCIENTIX, eTwinning, Erasmus+, the Digital Competence Framework for Educators, the SELFIE (Self-reflection on Effective Learning by Fostering the use of Innovative





Educational Technologies) community etc. Liaisons both in terms of know-how exchange and networking will be pursued.

- Tackle unexpected global emergency situations, such as the COVID-19 outbreak, by providing recommendations to the DEL community and beyond throughout our research activities.

## 2.3 DEL4ALL STAKEHOLDERS

To ensure broad visibility and promotion of digital learning initiatives and of DEL4ALL as a community, our communication efforts will target the following stakeholders:

- **Educational institutions, teachers and educators** are the main interlocutors as first in line to adopt and deploy digital education frameworks and tools and thus, special focus will be given to their active and wide engagement in the project ecosystem.

**Outreach means:** expert workshops, webinars, exhibitions, online and offline promotional material, social media campaigns, project website, newsletters.

- **Research institutes and individual researchers (academia and corporate):** The activities of dissemination and communication for this group are focused on engagement in the definition and implementation of the research agenda and challenges and spread of the relevant results, active participation in the discussion and knowledge exchange processes and tools of the project, expansion of the experts group and relevant involvement in the project activities and surveys, and expansion of the project ecosystem.

**Outreach means:** participation and presentation at scientific events, publications in international conferences and magazines, webinars, online and offline presence and materials, project website, project conference, newsletters.

- **Technology providers / innovators, including large market players, SMEs, Startups and Standardization Bodies:** This target group includes the key stakeholders for collecting information related to the advanced and new digital technologies and solutions that are used in the domain of personalized and inclusive digital learning.

**Outreach means:** participation and presentation in targeted events, newsletter, project website, project conference, social media.

- **Policy makers / regulators:** Dissemination to this target group will be devoted to spreading the benefits of digital solutions towards personalized and inclusive education using advanced and recent technologies, to transferring the findings related to the existing policies and challenges and the new policy recommendations, but also to engaging this important target group in the entire process of analysing the trends from the strategic point of view and designing future plans.





**Outreach means:** presentations, participation in events, promo materials, participation at local / national events and exhibitions, but also to key policy making events at European level, project portal, project conference, newsletters.

- **Students, learners, parents and society as a whole:** Dissemination to these groups aims to promote the DEL4ALL concepts and outcomes for adoption of digital technologies.

**Outreach means:** Expert workshops, webinars, exhibitions, online and offline promotional material, social media campaigns, project website, newsletter.

- **European and International Initiatives in the area of digital learning and education:** Communication of the project aspects and results in this group aims for their widest possible engagement in the project ecosystem.

**Outreach means:** participation and presentation at domain experts events, publications in international conferences and magazines, webinars, online and offline presence and materials, project website, project conference, newsletter.

- **Social Civic Organisations and NGOs:** The main target for this group will be to disseminate the project findings and outcomes related to the adoption of personalized and inclusive educational tools and frameworks for further exploitation in the context of such Organisations' activities.

**Outreach means:** press and media communications, publications in magazines and dedicated press, organisation of and participation at domain-focused events, newsletter.

- **Research initiatives (FP7, H2020):** These Initiatives refer to the Research Innovation and Development projects that have been or are implemented in the domain of digital learning.

**Outreach means:** mailing lists, social media, project website, project conference, participation in events, promotional material, newsletter.

- **Media:** This includes specialised press and media agencies, online and offline channels in order to amplify the communication efforts of the project.

**Outreach means:** project website, media, videos, presentations, news articles, publications, event attendance, newsletter.

A detailed description of the methods of outreach can be found in Section 3.

## 2.4 COMMUNITY BUILDING AND COMMUNICATION PHASES

DEL4ALL will follow a phased approach to defining, planning, organising and exploiting a rich set of activities and instruments in the most effective way towards building a strong and vibrant DEL4ALL community in the EU that will make a difference in the future development of the field and DEL scene at large. Accordingly, the project will follow a 3-stage approach to outreach and impact creation, as follows:





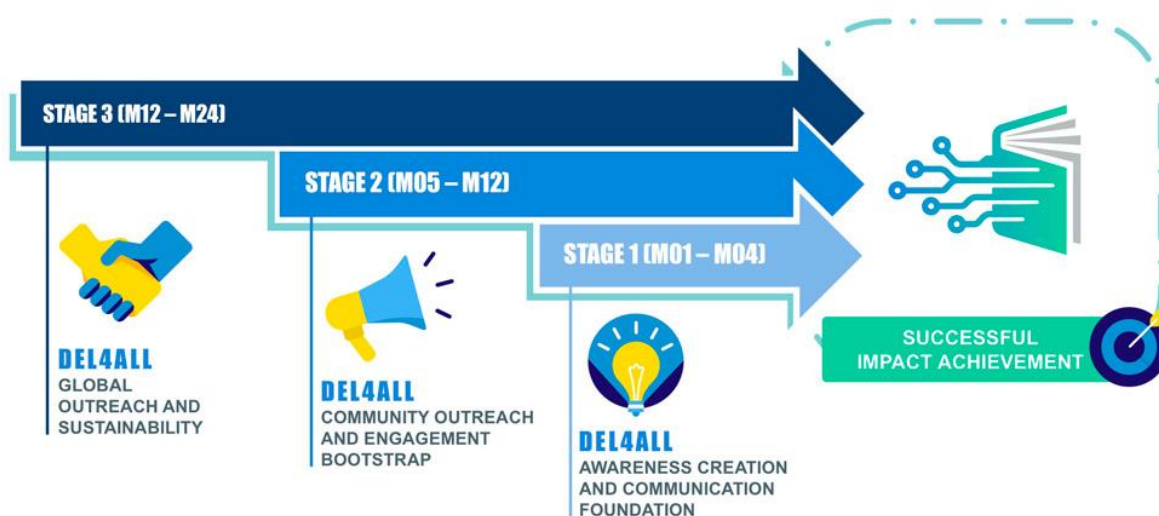


FIGURE 1. DEL4ALL IMPACT CREATION APPROACH

#### 2.4.1 Stage 1 - Awareness creation and communication foundation (M01-M04)

During this current phase, we have designed the community building and communication strategy, including target groups, planned activities and a selection of dedicated communication tools and community building activities. Moreover, we have started defining the liaisons and interaction mechanisms with the rest of the domain entities and players, including relevant research and innovation projects.

**Outcomes/measures:** DEL4ALL web portal ([www.del4all.eu](http://www.del4all.eu)) created and launched (D2.1), including a calendar of relevant events. The community building and communication strategy (D2.2). Dedicated social media channels animated – DEL4ALL on Twitter and YouTube. The first DEL4ALL newsletter will be distributed in May 2020. The design of a first flyer about the DEL4ALL initiative. Guidelines and strategies for video series and interview conduction realised. The first video in response to the COVID-19 emergency showing a discussion between two DEL4ALL consortium partners on how COVID-19 impacts our educational system.

#### 2.4.2 Stage 2 - Community outreach and engagement bootstrap (M05-M12)

Stage 2 of the DEL4ALL community building and communication strategy will actively reach out the main target stakeholders to generate interest in DEL4ALL activities and outcomes, and set a solid foundation for the planned dissemination, community building and consultation activities. Stakeholders will also be approached to provide support for the mapping activities, knowledge sharing, best-practices documentation, consultations and road mapping activities led by WP1 and WP3. In this phase, the planning for first events participation and organisation will commence, including the first experts' workshop in collaboration with WP3.

**Outcomes/ measures:** Publication of best-practices and success stories (curated contents from WP1), regular video interviews from selected experts in the domain to raise awareness, final version of the DEL4ALL web portal, animation of social media channels, a number of news items pushed out via the DEL4ALL web portal and media,





newsletters, webinars and participation in selected events to facilitate networking, reach out and community building, deliverable D2.3. Organisation of the first expert workshop. Continuously monitoring of COVID-19 and its impact on DEL communities and beyond, to ensure most efficient outreach impact and support provided

### 2.4.3 Stage 3 - Global outreach and sustainability (M12-M24)

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Stage 3 of the DEL4ALL community building and communication strategy will actively engage target stakeholders on a pan-European level, beyond the NGI and H2020 initiatives for the creation of a community of engaged communities and players as a solid basis to ensure a self-sustainable living “hub” to continue in Horizon Europe. The main idea is to ensure effective community building mechanisms to be strengthened by increased participation of active DEL projects and actors, but at the same time to ensure broad outreach of the DEL4ALL efforts so as to reach out to media and society overall.

**Outcomes/ measures:** Promotional material in various forms, presentation, publications, established liaisons with relevant research and innovation projects, a number of news items pushed out via the project’s web portal and media channels, additional editions of the e-newsletter, interviews, video series, dedicated webinars, participation in events, organisation of three additional expert workshops and a major community event (possible co-location with ICT 2020 & Didacta 2021), continuously monitoring of COVID-19 and its impact on DEL communities and beyond, to ensure most efficient outreach impact and support provided, consolidate the road mapping activities and finalise policy recommendations.

Figure 1 gives an overview of the three phases.

## 2.5 SUSTAINABLE OUTREACH APPROACH

The DEL4ALL Community Building and Communication Strategy takes into account the sustainability principles for the organization of events and the production of communication materials. For this purpose, we will:

- ➔ Organize virtual meetings and workshops instead of face to face events
- ➔ Avoid using material resources where possible (avoiding printing flyers when unnecessary and promote the online download, producing promotional materials using recycled materials and avoiding single-use products, for example)
- ➔ Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending bicycle use, public transport at DEL4ALL events and rewarding these actions)
- ➔ Work with suppliers (printers, caterers, etc.) that use sustainable products and materials
- ➔ Try to measure the carbon footprint and compensation of emissions of partners’ traveling to dissemination events.







### 3 MEANS AND ACTIVITIES

#### 3.1 PROJECT BRAND IDENTITY

As an EC co-funded Coordination and Support Action project, a clear project brand identity needs to be implemented in order to have an impact with the dissemination of respective work and achievements.

The recognition and perception of a brand is highly influenced by its visual presentation. A project's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements.

The visual identity and sets of guidelines have been finalised since the early stage of the project in order to secure a strong and unique brand. It will be incorporated in all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.



FIGURE 2. DEL4ALL LOGO

The composition of the **DEL4ALL logo** (see Figure 2) includes an artistic form of the project's acronym (DEL4ALL) and a “digitised”, open book. The book stands for education in general and the wires connected to the book symbolise the shift of our former educational system into the online world. The colour light blue was chosen because it is often used in the digital space and it inspires “trust”. The colour green is regularly associated with “knowledge”. Using a gradient of both colours gives the whole DEL4ALL design a fresh and dynamic look.

The guidelines of the identity are composed of visual elements such as the **fonts, colour palette and templates for documents and presentations**. All dissemination materials refer to the project name, the project's website and Horizon 2020 with associated graphic elements in line with the European Commission's guidelines.

A **PowerPoint presentation template** was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel. The annex gives an impression of the template.





## 3.2 ONLINE TOOLS AND CHANNELS

### 3.2.1 Project website

The DEL4ALL project web portal (see Figure 3) is a fully functional web portal that contains comprehensive information on the DEL4ALL aims and objectives with easy access and a friendly interface to retrieve information and any public material generated within the project, as well as materials gathered via the various work packages activities about ongoing projects and relevant initiatives. The DEL4ALL web portal is the entrance point for all the DEL community players / stakeholders (existing and newcomers) to the activities, services, material and information that DEL4ALL is planning to create, collect and share.

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. A first release of the web portal was publicly accessible since the first month of the project at <https://www.del4all.eu/>. The second and current release was created and deployed at the end of February 2020 (M2), ahead of the planned M8 milestone. Further updates will be promptly applied as necessary.

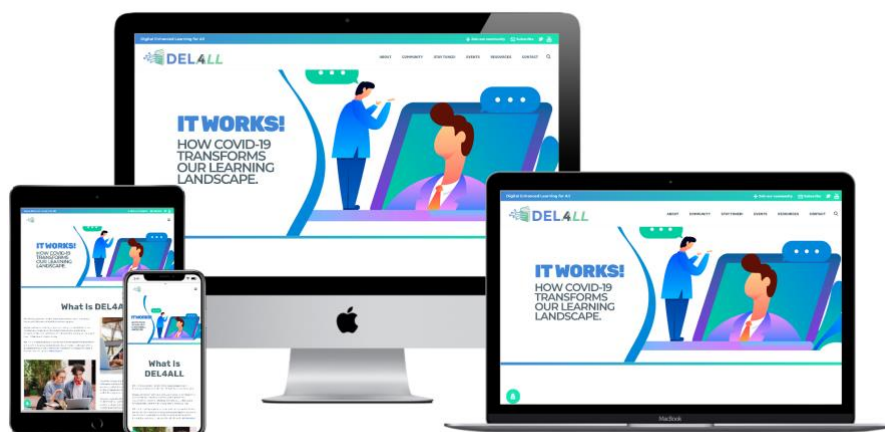


FIGURE 3. DEL4ALL WEB PORTAL RESPONSIVE VIEWS

As shown in Figure 4, the **project website's home page** has evolved into a clear and clean communication interface that is easily navigable, containing all relevant project related public information. The site includes the DEL4ALL logo and the EU flag with the respective message and is structured into the following sections:

- ➔ **About:** This section provides information on DEL4ALL's vision & strategy, the consortium members and the advisory board.
- ➔ **Community:** This page includes an overview of all the stakeholders DEL4ALL aims to engage in a unified ecosystem and gives page visitors the opportunity to join the DEL4ALL community by signing up for the newsletter, following DEL4ALL on social media or attending the first expert workshop to be held in September 2020 in Malta.





- **Stay tuned!:** This section includes DEL4ALL news items, press releases & media coverages and links to the DEL4ALL newsletter.
- **Events:** This page will include information on past events as well as forthcoming events, organised by the project or where project partners will have a relevant participation (e.g. keynote speech).
- **Resources:** Contains all DEL4ALL publications, deliverables, presentations, promotional materials and videos.
- **Contact:** This page allows visitors to directly contact the project through a dedicated form and it includes links to DEL4ALL's social media channels.

Messages sent via the contact form are forwarded to [info@del4all.eu](mailto:info@del4all.eu), which is forwarded to the concerned project partners, who will receive the message and respond to it. It should be noted that all information and e-mails collected are protected under GDPR. Contacts will only be made to those who have submitted their inquiries and newsletters will only be sent out to those who have explicitly requested to receive them. Any person who has subscribed will be allowed to remove their e-mail upon request.

As one of the main dissemination channels and dynamic tools, the website will undergo a major streamlining, and it will be continuously updated throughout the lifetime of the project. From 1 December 2019 (when the landing website was created, before the official start of the project), to 20 April 2020, the DEL4ALL website received 235 unique users and 858-page views. The increased generated web traffic shows a clear interest in the project's topics. Figure 5 provides an overview of the performance of the website in the period considered. The figure indicates that peaks of users and page views have been triggered by the project's kick-off meeting (end of January 2020) and the announcement of the first two videos about "Digital Enhanced Learning in times of COVID-19" (beginning of April 2020).



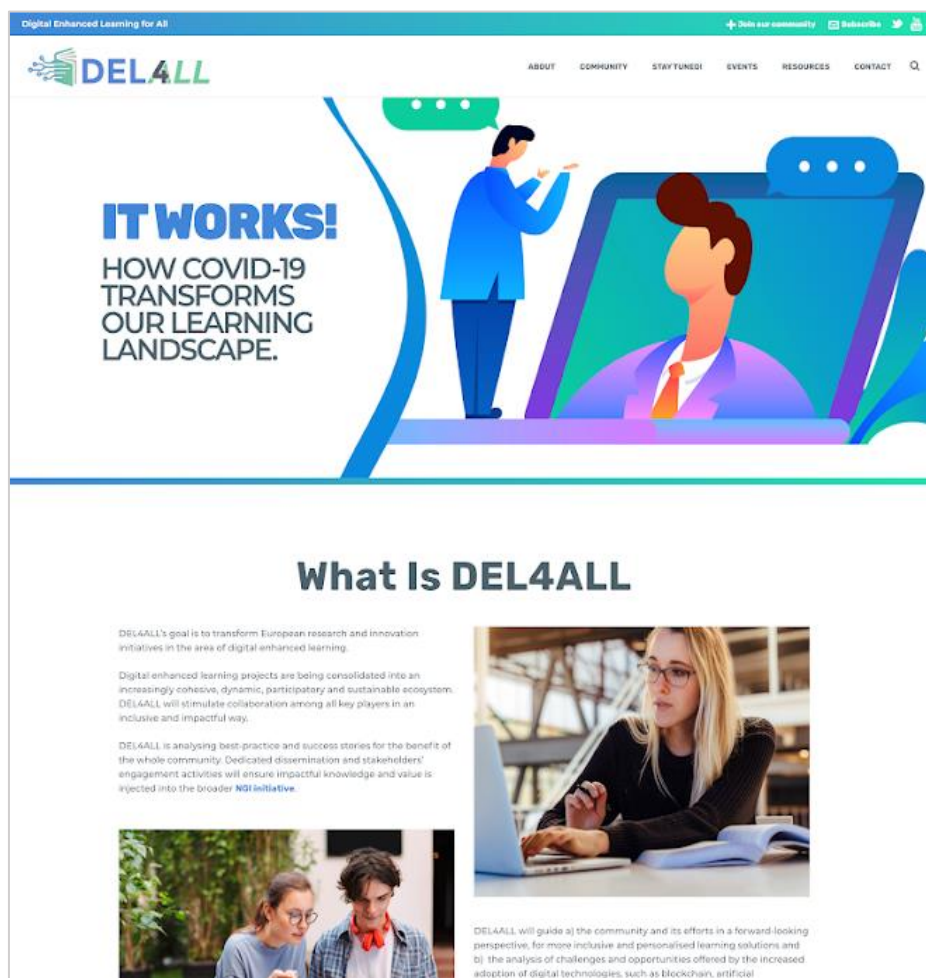


FIGURE 4. DEL4ALL PROJECT PORTAL HOMEPAGE

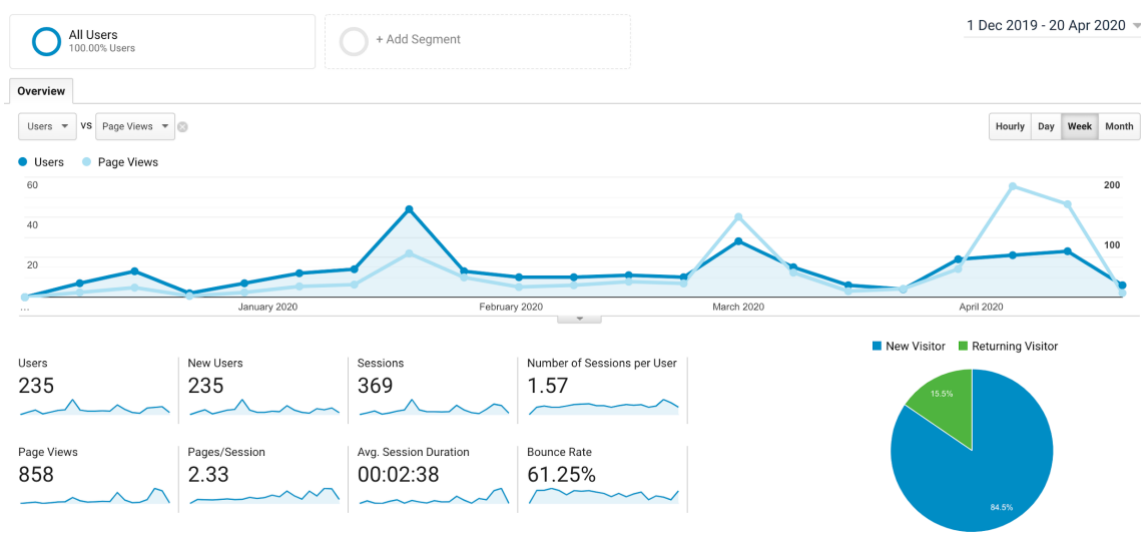


FIGURE 5. DEL4ALL WEBSITE ANALYTICS

### 3.2.2 DEL4ALL social media channels

Various social networks were established as **marketing tools** in order to promote activities and outputs of the project on a regular basis, while also encouraging a wider





discussion on the topics related to DEL activities. Thus, DEL4ALL created an active presence on the most popular social media channels, such as Twitter and YouTube, which are linked to the project's website.

Below we present a brief overview of the social media channels created for DEL4ALL.

### Twitter (<https://twitter.com/Del4ALL>)

Twitter is a very dynamic social network that covers the news in real-time at a global level. DEL4ALL already has an active Twitter account (*@DEL4ALL*) and has chosen the basic hashtags *#DigitalEducation* and *#DEL4ALL* for its tweets. The Twitter account will be used for promoting and disseminating the development of DEL4ALL, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, by following relevant users, DEL4ALL not only gains access to more relevant content and updates, but also acquires more followers.

As a Horizon 2020 project, DEL4ALL follows the official Twitter account of the Horizon 2020 programme *@EU\_H2020* thus becoming a part of the community of H2020 projects on social media. Following the guidelines received from the EC[2] we intend to use a hashtag *#ResearchImpactEU* and tag *@EU\_H2020* whenever announcing important news which clearly show the real impact of our research.

Also, in order to be added to Horizon2020's new Twitter list and thus making it possible to inform the EC (Horizon2020 account) about our activities we introduced our project via Twitter with a tag *@EU\_H2020*, following the above-mentioned EC guidelines. Other hashtags and accounts that are frequently used according to the content of the posts, are: *#digitalskills* *#distancelearning* *#H2020* *#EUfunding* *@DSMeu* *@NGI4eu* *@dlearningEU* *@DigitalSkillsEU* *@EU\_H2020* together with hashtags relevant to the project partners' organisations and representatives, hashtags of initiatives and events related to the project and the content, accounts of important participants of these events, accounts of the Project Officer of the EC, and more.

Figure 6 gives an overview of the DEL4ALL Twitter channel. After the first four months of the project, DEL4ALL has **119 followers** and **follows 198 accounts**.







FIGURE 6. DEL4ALL TWITTER CHANNEL

**YouTube** (<https://www.youtube.com/channel/UCE2r4Lika0oDVAO2qGVyeAA/>)

YouTube is one of the leading video-sharing platforms at a global level that allows to upload videos and create a community of subscribers. DEL4ALL maintains a YouTube





channel that is used to disseminate the DEL4ALL vision, concepts and objectives, but also to promote and ensure enhanced visibility of the experts and engaged stakeholders of the project that participate in the interviews and project events.

As shown in Figure 7, at M05, the DEL4ALL YouTube channel had 108 views and includes four videos. Videos one and two show a conversation between our digital education experts and consortium members Dr Alex Grech, Commonwealth Centre for Connected Learning, and Prof. John Domingue, The Open University, on the impact of COVID-19 on our educational system. One video shows the whole conversation and the other video entitled “Digital Enhanced Learning in times of COVID-19” summarizes the highlights of the long conversation (see Figure 8). The other two videos show an interview between our consortium member Sabine Klovenbach from FIT and digital enhanced learning expert Eva Poxleitner, in which they discuss the Common Learning Middleware, a learning management system that helps creating compelling digital learning experiences. Again, we published a short version of the video entitled “Edtech on the spot in times of COVID-19: The Common Learning Middleware” and a longer version showing the whole conversation.

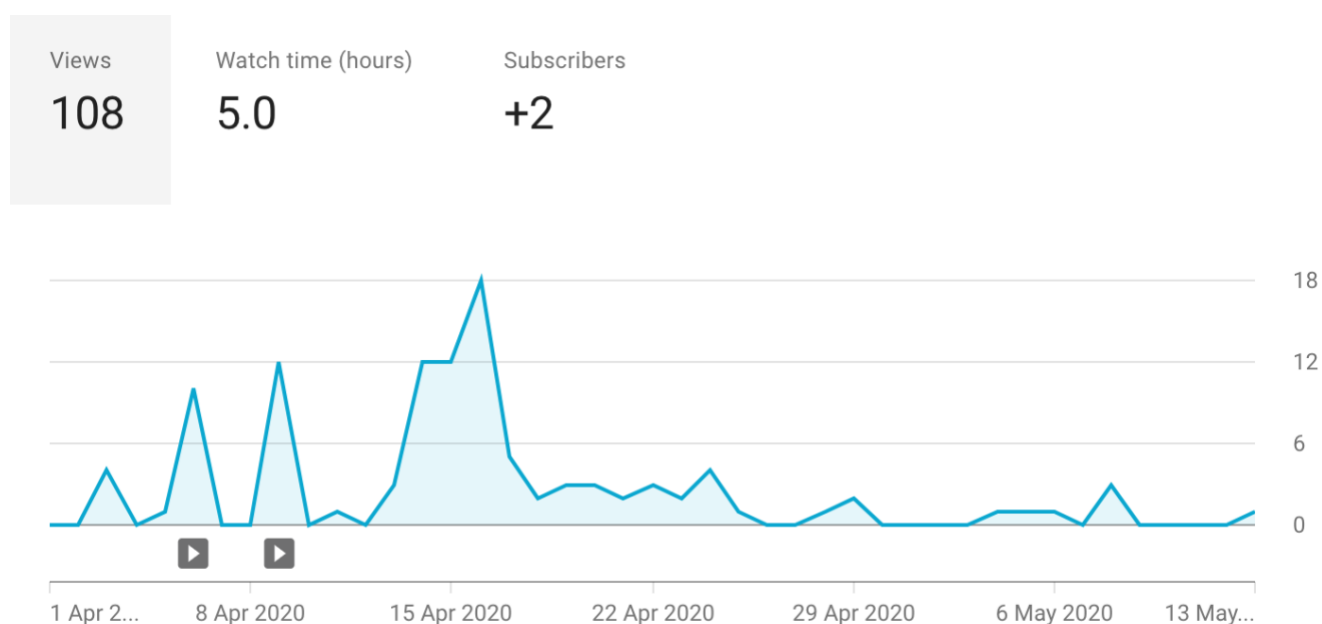


FIGURE 7. DEL4ALL YOUTUBE CHANNEL STATS



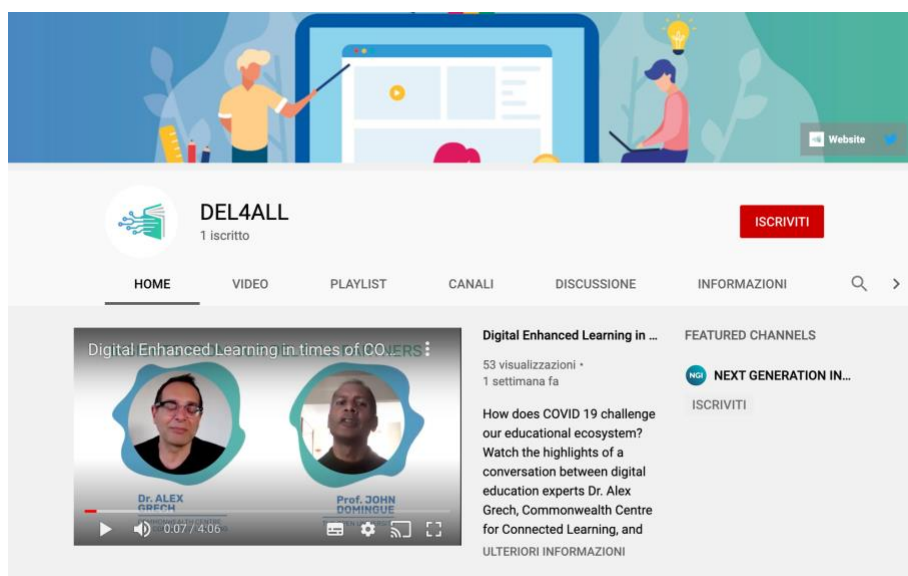


FIGURE 8. DEL4ALL YOUTUBE CHANNEL HOME

### 3.2.3 DEL4ALL e-newsletter

An e-Newsletter will be produced by the DEL4ALL consortium on a quarterly basis and will provide regular updates on trends of DEL research and innovation practices, project findings and results, news from industrial partners, among others. The newsletters will also contain information regarding the upcoming tasks and events in an attempt to inform the audience on how they can get in touch with the project and the connected initiatives. As such, a typical e-newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Project partners will provide information for the e-Newsletter and ensure that the content is accurate. The first issue of the newsletter will be published in May (M05). All the e-Newsletter issues will be uploaded on the project website.

A mailing list is being created at the moment, based on subscription, giving the possibility to share the e-newsletter via mass mailing as well to inform interested users about project news, achievements and planning of events. A registration functionality allowing the interested visitors to subscribe to the newsletter is already available on the DEL4ALL website.

### 3.2.4 e-Publications

Significant project developments, news and announcements, white papers, but also articles introducing DEL4ALL will be published on third-party portals, including professional and specialised platforms, Cordis, relevant thematic blogs and







collaboration platforms, partners' web portals, as well as through several freely accessible tools.

A preliminary list of the freely accessible portals includes:

- Cordis projects & results: <http://cordis.europa.eu/projects/homeen.html>
- ELTIS: <http://www.eltis.org/>
- Horizon Magazine <http://horizon-magazine.eu/>
- research\*eu results magazine <http://cordis.europa.eu/research-eu/homeen.html>
- Headlines on the Commission's Research & Innovation website [www.ec.europa.eu/research/infocentre/allheadlinesen.cfm](http://www.ec.europa.eu/research/infocentre/allheadlinesen.cfm)
- CORDIS Wire <http://cordis.europa.eu/wire/>

Beyond these, other documents produced by the project will be properly presented through the DEL4ALL website, including the Research and Innovation Strategy Roadmap.

### 3.2.5 Press releases

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Press releases will be developed on a regular basis (approximately every six months) and coincide with key project achievements (e.g. organisation of a large event, implementation of key activities within the project, etc.).

Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release. All press releases will be published on the project's website.

### 3.2.6 Video series

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Taking on the challenges and opportunities associated with the demand for DEL technologies urged by COVID-19, the consortium decided to produce a series of videos on a regular basis starting in May 2020 (M05) to better communicate the project's aims, concepts and results to the target groups. A thematic overview of potential topics and interview partners for the video series is currently being collected among consortium partners. The videos will highlight the key messages of online interviews conducted between digital education experts and consortium partners. The following guidelines for the video series have already been created and were approved by the project partners:

#### General interview structure video series:

##### Introduction (~ 1 min)

- What's your name?





- What's your professional background?
- What does digital enhanced learning mean to you?

#### Content (~ 12 mins)

- 3 – 4 topic-related questions

#### Conclusion (~ 2 mins)

- Ask interviewee to draw a general conclusion of the interview
- If he/she is familiar with DEL4ALL, ask interviewee to link conclusion to DEL4ALL

#### General video guidelines:

**Setting is key.** Choose a brightly lit setting for the video, avoid backlighting and direct overhead spotlighting, keep the camera steady and avoid using digital zoom.

**Keep it horizontal.** Try to record the video in landscape mode (horizontal). Laptops and stationary computers automatically record horizontally, if you use a smartphone you need to turn it manually into a horizontal position.

**Use an external microphone.** If possible, give preference to headphones, headsets, or other external microphones over the built-in microphone of your laptop or smartphone.

**Keep it short.** Try to speak in clear, short sentences. The whole interview should not be longer than 15 – 20 minutes.

Apart from these, additional ad hoc short videos and interviews will be produced addressing the rapid changes brought by COVID-19. They can be discussions among partners on certain DEL topics, short episodes where leading experts and policy makers explain the main challenges and policies. The videos will be published on the project website and on YouTube. The short videos and interviews will mostly take place during the events that the project partners will organise and participate in, engaging key stakeholders, policy makers and representatives from all the domains of the DEL ecosystems.

### 3.2.7 DEL4ALL webinars

A series of webinars (at least 6) will be organised for general audiences and will be available on the project website as well as on YouTube. After defining important DEL topics, selected experts (both internal and external) will prepare the material in the form of presentations.

The topics can include:

1. The challenges and opportunities COVID-19 brings about for higher education institutions





2. Other topics relevant for WP1 and WP3 to facilitate dialogue, involvement and the exchange of materials and experiences, for example:

- How can the DEL ecosystem profit from emerging technologies, such as VR/AR and gaming?
- Identifying main challenges and opportunities for DEL with regard to digital certification
- Identifying main challenges and opportunities for DEL with regard to blockchain
- Identifying main challenges and opportunities for DEL with regard to Artificial Intelligence
- Which DEL solutions work best for different educational target groups?
- How can we accelerate DEL adoption by educators?

### 3.2.8 Linked platforms / tools

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**Open Discovery Space (ODS)** (<http://portal.opendiscoveryspace.eu/>) is a community building platform for teachers, schools and experts that has been developed to facilitate the implementation of the Opening-Up Education Initiative<sup>1</sup>, focusing on “ICT and Innovation” in the domain of Education. The social services of this portal are used by more than 15K teachers, from 2.600 schools around Europe, that participating in 1500 live communities they are sharing, searching and re-using educational resources and scenarios, projects and best practices in STEM and more educational domains. This portal was built by the ODS project<sup>2</sup> and enhanced by several ones from 2012 up today.

**SlideWiki** (<https://slidewiki.org>) is an online community promoting open education via the sharing and collaborative authoring of open educational resources. The development of the online platform used by this community for content authoring and sharing has received funding from the H2020 SlideWiki project and is now counting more than 10,000 registered members and over 6 million content views per year. SlideWiki incorporates accessible and inclusive design from the outset and has been trialled with learners with a variety of disabilities. The Open University has been a partner in the SlideWiki project and is actively supporting this community in various ways, including by contributing and evaluating open educational content.

In the context of DEL4ALL, these platforms will be used to promote the project activities and results, to increase awareness around DEL concepts and inclusive values, to broaden the DEL ecosystem inviting teachers and school communities to participate

<sup>1</sup> <https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/opening-education-support-framework-higher-education-institutions>

<sup>2</sup> <https://cordis.europa.eu/project/rcn/191912/en>





and to actively involve more educators in the planned discussions, community building and communication activities. This will be done through:

- Creating and maintaining an online thematic DEL community in the ODS portal
- Inviting already registered members of the portal to join the DEL community and follow its activities
- Share with the visitors and members news related to the project and DEL community in general
- Use the social services offered by the platforms, following the rest of the project plans, to:
  - Raise discussions between the members of the community on specific topics
  - Create polls to collect members opinion on specific discussed issues
  - Create and share news
  - Share information, material and outcomes of the project
  - Share and collect information about events in DEL to and from the members of the online community





### 3.3 OFFLINE TOOLS AND CHANNELS

#### 3.3.1 DEL4ALL promotional materials

A first draft of a DEL4ALL **project flyer** has been created that will be used for informing interested people about the project's objectives and activities. Upon completion, the flyer will be uploaded to the DEL4ALL website and shared as printed versions during relevant events. Figure 9 shows the first draft of the flyer.



FIGURE 9. FRONT SIDE OF DEL4ALL FLYER

Moreover, **roll-ups** will be created, matching the look and feel of the website and the overall project design concept to meet the needs of the project.

**Posters** of a smaller size (A0) will be produced. DEL4ALL will also consider producing event focused posters of smaller size, if considered necessary, where the content of the poster will be replaced to fit the needs (theme) of the event.

Both the roll-up and the posters will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information.

Printable versions of the posters will also be created and provided to partners to be printed and used at the events they participate in.

The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific version is required.

The project logo, the EU flag & acknowledgement along with the DEL4ALL website and the social media links will be clearly displayed on all promotional materials.





### 3.3.2 Events

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Events-based dissemination is a critical part of the DEL4ALL strategy and activities. It targets liaison with DEL stakeholders via organisation of dedicated events, as well as coordinating participation in major EC/Non-EC conferences and events. These activities will contribute our goal to better utilise and reinforce the research and innovation excellence of Europe in the field of DEL, to advocate a strategy that focuses on a decentralized resilient education model, as well as to build and sustain a DEL network involving various stakeholders.

The following sections give an overview of the events the DEL4ALL consortium intends to organize and attend. Given the current COVID-19 containment measures, however, we expect that many of these events will be cancelled or turned into digital events.

#### Events organisation

Dedicated events, such as three expert workshops and the DEL4ALL conference, will be organised to help stimulate collaboration among key stakeholders, facilitating dialogues and consultations, increasing visibility and impact of DEL efforts.

The objective of the three **expert workshops** is to consult DEL stakeholders, collect needs and experience, validate the project results and encourage the exchange of views obtaining engagement in light of a future implementation. The workshops are foreseen at M09, M15 and M22. At the moment, DEL4ALL is preparing a first experts' workshop on "Digital Enhanced Learning" that will take place from 10-11 September 2020 in Malta. Due to the current COVID-19 containment measures, we expect that the workshop will take place digitally. The "save the date" has already been publicised on the project's website.

The second workshop will take place at M15 and will be co-located with Didacta, the world's largest education trade fair attracting teachers, educators and other relevant stakeholders. The first two workshops at M09 and M15 will mostly feed the work related to the implementation of the DEL4ALL Research Agenda.

The last expert workshop will take place towards the end of the two years and will support the implementation of the DEL4ALL Roadmap and Recommendations. This workshop will possibly be co-located with the **Digital Enhanced Learning for All Conference**, a major community event DEL4ALL will organise in the second year at the end of project runtime.

**This final community conference** aims to showcase the overall outcomes of the DEL4ALL project, gathering as many target stakeholders as possible. It will present the best practices of DEL related initiatives and discuss topics about and beyond the state-of-the-art on how technologies are integrated in education. In addition, the event will also have a forward-looking theme, debating the outlook of future opportunities and policies on DEL.







The two-day event, expecting at least 150 participants, will be held towards the end of the project between M22-M24, ideally co-located with an existing, highly reputed event in the same field to maximise its impact.

The following global conference concept for the DEL4ALL conference has already been defined:

- Opening Speech by DG CONNECT representative
- Keynote Session by selected experts in DEL fields, as well as collaborating initiatives
- Presentations / workshops from DEL4ALL consortium members on current challenges for education
- Exhibition area / pitch sessions from SMEs and start-ups to demonstrate their latest technologies related to education
- Panel Discussion with consortium members and DEL experts reflecting on DEL4ALL project achievements
- Panel Discussion with EC representatives on future of DEL and policy making

## Events participation

DEL4ALL will be presented at a number of events aiming to promote and communicate, by all relevant means and tools, all relevant information that will increase the project's visibility in terms of the DEL aspects. Participation in events is also an opportunity to increase and strengthen the network of relevant parties interested in becoming part of the DEL4ALL audience.

In particular, the flagship event and selected key events are planned, closely in line with the iterative process around the roadmap development and policy recommendation activities proposed by DEL4ALL.

The DEL4ALL representation at the events can take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes, workshop organisation or general support. Promotional materials such as brochures, a poster or a roll-up (where relevant) will be also used for dissemination purposes.

The consortium has identified a number of events highly relevant to DEL4ALL that will be the target for organising workshop sessions, presenting in, or participating in (see Table 1):





TABLE 1. RELEVANT EVENTS CONSIDERED FOR A WIDE DISSEMINATION

Title of event	Type	Date	Location
<b>LEARNTEC 2020</b>	Fraunhofer FIT disseminated DEL4ALL at the Fraunhofer booth and Wolfgang Prinz had a talk on the conference	28-30 January 2020	Karlsruhe
<b>European Conference on Technology Enhanced Learning</b>	To attend – key event	14-18 September 2020	Heidelberg, Germany
<b>Blockchain in Education Conference</b>	To attend – key event	24-24 November 2020	Amsterdam, Netherlands
<b>ICT 2020 &amp; NGI Forum</b>	To attend – key event	1-3 December 2020	Cologne, Germany
<b>Bett</b>	To attend – key event	20-22 January 2021	London, United Kingdom
<b>LEARNTEC</b>	To attend – key event	2-4 February 2021	Karlsruhe, Germany
<b>Didacta</b>	To attend – key event	23-27 March 2021	Stuttgart, Germany
<b>ICT 2021 &amp; NGI Forum</b>	To attend – key event	n/a	n/a

The level of involvement in the events will vary, according to the nature and scope of the event. A thorough procedure for deciding on our participation and dissemination activities will be followed to identify those events which are "tailored" to fit the project's dissemination goals with each specific group within the target audience, giving a clear priority to the events organised and suggested by the EC.

In addition, industrial and thematic workshops related to DEL will be utilised as dissemination channels to inform potential stakeholders and engage all relevant communities to the DEL technologies, initiatives and policy making activities. A few of these events are listed below:

After every event, the DEL4ALL partner(s) who joined the event will be requested to update the shared events list with all the relevant information to capture the experience and update the News section of the website with the relevant information and visual materials.

### 3.3.3 Liaising with other initiatives

DEL4ALL will benefit from its partners' and AB members' involvement in initiatives related to the DEL domain, building a strong collaboration with them. In addition, DEL4ALL has already been in touch, and will get in touch, with broader range of initiatives in the EU, to establish collaborations and synergies. A first list of initiatives is presented in Table 2.







TABLE 2. LIAISONS WITH OTHER INITIATIVES

<b>Initiatives where DEL4ALL partners are directly involved or will/have already established liaisons</b>
NGI
NGI Outreach Office
ImpactEdTech
EU Blockchain Observatory and Forum
GÉANT/NRENS
EUROPASS / EUROPASS 2
Working Group “International student mobility”, German Ministry for Research and Education
Blockcerts Project, Ministry for Education & Employment Malta
Learning Analytics Community Exchange Project
Supporting Higher Education to Integrate Learning Analytics (SHEILA) Project
Learning Technology Accelerator
CAPITAL
Open Schools for Open Societies
QualiChain
Learn STEM
European Schoolnet
Relevant initiatives and resources from EC’s “ <a href="#">Coronavirus learning resources: online platforms</a> ”
Relevant initiatives and contacts from EC’s “ <a href="#">Digital Skills and Jobs Coalition</a> ”

The collaboration with these initiatives will happen on several levels including, but not limited to:

- Co-organisation of events
- Exchange of information related to project achievements
- Mutual promotion: dissemination and communication using social media and online presence tools
- Interviews with key stakeholders





- Invitation for participation in DEL4ALL events, and vice versa
- Collaboration on other publications.

### 3.4 COMMUNICATION AND COMMUNITY BUILDING RECOVERY PLAN IN TIMES OF COVID-19

The current COVID-19 outbreak brings about opportunities and challenges for the community building and communication activities of DEL4ALL.

For DEL4ALL, the crisis has two-fold significance: on the one hand, the DEL technologies are currently high in demand due to the COVID-19 confinement measures, which contributes to a much greater amount of relevant information to curate and disseminate within a short period of time. This means the demands for and attention to our project is expected to increase.

On the other hand, DEL4ALL has rapidly taken up the challenges responding with the following approaches:

1. To inject new expert impulses related to COVID-19 and DEL into our DEL4ALL community and to raise awareness for the project itself, we will produce on a regular basis videos summarising expert interviews on current DEL topics and challenges. See section 3.2.6 for more details.
2. To regularly provide our audience with relevant DEL information in response to COVID-19, we generally increase our outreach activities on all channels, for instance, by producing more blogs (e.g., follow-up blog on EUvsVirus hackathon) and news items. In addition, we will organise two webinars, one at the end of May 2020 and one towards the end of June 2020, during which we discuss the DEL Technology vs. Education Matrix (WP1) focusing on COVID-19-related aspects (webinar in May) as well as best practices and lessons learned in times of COVID-19 (webinar in June).
3. To understand how COVID-19 has affected our DEL audience, we will conduct one survey among our advisory group members and the education experts already associated with DEL4ALL and another survey among higher education institutions. Initial survey results of the first survey will be available at the beginning of June. Results of the second survey will be published in a White Paper at the end of June.
4. To capture as much information as possible on COVID-19 related DEL initiatives, we are closely monitoring relevant information online using Google News Alerts. Taking an agenda surfing approach, we try to pick up relevant news and amplify them as fast as possible via our own social media channels.
5. To ensure that project outcomes will not be significantly affected by event cancellations due to COVID-19, we will carefully rethink our events. Face-to-face partners meetings and events, such as the first expert workshop in September





2020 in Malta, might have to be organized as a virtual event. The DEL4ALL consortium closely monitors the current COVID-19 situation, trying to anticipate early on the next steps that need to be taken.





## 4 DEL4ALL IMPACT ASSESSMENT

By implementing the DEL4ALL Community Building and Communication Strategy we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project. The complete set of communication and dissemination activities will be closely monitored and evaluated by the WP4 lead in order to keep track of all ongoing activities. The deliverable “Community Building and Communication Strategy Report” will document all the related conducted activities in two versions: D2.3 (M12 & M19).

The evaluation of the Communication Strategy concerns both qualitative and quantitative indicators. Once measurable objectives are defined, we will then evaluate to what degree the project has achieved the objectives set. Process evaluation will involve examining the progress of the strategy’s implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, quantity of material distributed, number of events participated in, the development and dissemination of messages and materials, media presence and traffic created in social media.

There are various key issues associated with measuring and controlling the outreach and impact creation strategy and plan. Achievement is often more difficult to measure and compare, and thus needs to be carefully quantified and measured according to the specific type of action involved. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified, and the measurement process must not involve significant levels of cost relative to the objectives themselves. The evaluation needs to be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally, the measurement of different actions must allow some degree of comparison with other actions and/or alternatives.

The proposed **analysis framework** will aim to measure various quantitative figures, as well as the impact of promotional efforts on the attitude of the receivers of the communications messages. This will be feasible through the combination of a set of measurement procedures, which will provide a clear view of the promotional activity outcomes in terms of behavioural trends.

In full accordance with the DEL4ALL needs, we take on a **five-step measurement cycle model**, spanning from objective identification to data driven optimisation:

- We identify our core objectives (e.g. raise awareness, increase engagement – i.e. acquire more contacts, acquire more participants to our events).
- We set goals for our promotional tactics. We concentrate on how to accomplish our objectives (e.g. inform visitors through the content of our website, intensify events promotion, etc.).
- We identify our Key Performance Indicators (KPIs) – the metrics that play a crucial role to the success of the aforementioned utilized tactics and set the expected achievable qualitative and quantitative targets.





- We measure the progress and impact of the conducted activities based on these metrics on a regular basis. Such metrics will allow us to have a constant view of the amount and the effectiveness of the dissemination activities conducted.
- We adjust and optimise the communication strategy towards achieving the expected outcomes and maximising visibility.

The tools, products and activities outlined in this strategy will be monitored, measured, evaluated and realigned on an ongoing basis.

Table 3 below presents the Key Performance Indicators (KPIs) and the achievable targets set for each type of the communication activities.

**NOTICE:** given the COVID-19 situation, after discussion with the Project Officer, some of the KPIs target values have been adapted, especially because some of the originally planned activities have been rescheduled or resized.

Also, among the various social media platforms, Twitter and YouTube are the most essential social media tools for DEL4ALL, because this is where the audience of the project is mainly active.

Furthermore, based on the newly planned video series (see section 3.2.6), we expect about 7 videos in 2020 and 12 videos in 2021, with an average of 50 views per video.

TABLE 3. DEL4ALL COMMUNICATION KPIS

Measure	Indicators	Target (M24)	Currently (M05)	Source and methodology
<b>Flyers Posters / Roll-ups</b>	N. of flyers N. of posters/roll-ups (by the end of the project)	> 3 > 3	1 -	Distribution via participation to and organisation of dedicated events. Electronic distribution via the project website
<b>Project Website</b>	N. of unique website visitors	> 2500	235	News, Publications, Videos, Newsletters, Deliverables
<b>Social Networks</b>	N. of followers Twitter N. of views on videos on YouTube (by the end of the project)	> 1000 > 250	119 Twitter followers 108 views in total	Keeping DEL4ALL profiles on such networks active via regular posting and monitoring
<b>e-Newsletter (published every 3 months)</b>	N. of subscribers (by the end of the project)	> 500	First e-newsletter to be published in M05	Recording of subscribers to the electronic newsletter





<b>Videos</b>	N. of videos published on the DEL4ALL YouTube channel and average number of views	4 videos per year and 200 views per video	4 videos, currently 108 views in total	Introduction, informative and educational videos to support awareness creation and stakeholders' engagement
<b>Final community event (one major event in year 2)</b>	Average number of participants	At least 150 participants	-	Attendance proof, presented material, photos, animation of social media channels, event's reports
<b>Participation in events and presentations</b>	Number of external events partners attended to present DEL4ALL, support the community and increase outreach	At least 5 events and presentations *including online events	1 (see Annex)	Attendance proof, presented material, photos, animation of social media channels, events' reports
<b>Webinars (at least 6 by the end of the project)</b>	Average number of participants	~ 35 participants per webinar	-	Attendance proof, video-streaming, presented material, animation of social media channels
<b>Expert consultation workshops</b>	Number of workshops* engaging experts on WP3 activities *Either online or offline	3 with at least 30 participants for each event	-	Presentations, informative and promotional material, reports





Table 4 gives an overview of the milestones and deliverables related to communication and dissemination:

TABLE 4. DEL4ALL COMMUNICATION DELIVERABLES AND MILESTONES

No.	Name	Lead	Type	Diss' level	Due
D2.1	Project Portal	Martel	OTHER	PU	M02
D2.2	Community Building and Communication Strategy	Martel	R	PU	M04
D2.3	Community Building and Communication Strategy Report	3CL	R	PU	M12 M19
MS3	DEL4ALL Portal	Martel	OTHER	PU	M08





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## CONCLUSIONS

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This deliverable presents the DEL4ALL Community Building and Communication Strategy providing guidelines and a consistent framework for all planned activities to disseminate and sustain the concepts, achievements, as well as knowledge results developed within the project.

Dissemination, communication and engagement activities are essential to the achievement of the DEL4ALL mission and objectives, having possibly an impact on DEL policy making as well as planned research and innovations priorities and investments. It will be a coordinated and cooperative effort throughout the project's lifetime and integrated within all its work packages. The present plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools necessary to communicate the core messages of the project in a very effective and comprehensive way.

Various activities will be realized throughout the project's lifetime in order to help DEL4ALL achieve its purpose. Promotion of the project online and via participation in events (possibly online), organisation of webinars, writing of news, producing high-quality promotional material as well as collaboration with other projects and relevant initiatives are essential planned activities.

The current report will act as a handbook for every project partner in order to perform their dissemination activities, as it lists all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses the European Commission that will be an essential partner in the realisation of this plan.

In order to measure the achieved progress and impacts of the proposed strategy and plan, a monitoring and evaluation framework has been defined and a number of indicators have been recognised and reported. Knowing that some activities might be impacted by the COVID-19 crisis even further, close coordination with the EC will be pursued so as any corrective measure might agilely be put in place.







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- [2] EC communication sent on 23/02/2017 by the Participant Portal Grant Management Service on behalf of Mr Robert-Jan Smits, Director-General at Research and Innovation Directorate-General of the European Commission, titled “Information letter on Horizon 2020 project communication and acknowledgement of EU funding”





## ANNEX

### DEL4ALL presentation @Stakeholder Workshop on Digital Education, 3-4 March 2020, Brussels



**DEL4ALL**

# DIGITAL ENHANCED LEARNING FOR ALL

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Dr. Lamprini Kolovou  
*Martel Innovate*

Stakeholders workshop on Digital Education  
*Brussels, 3-4 March 2020*

WWW.DEL4ALL.EU

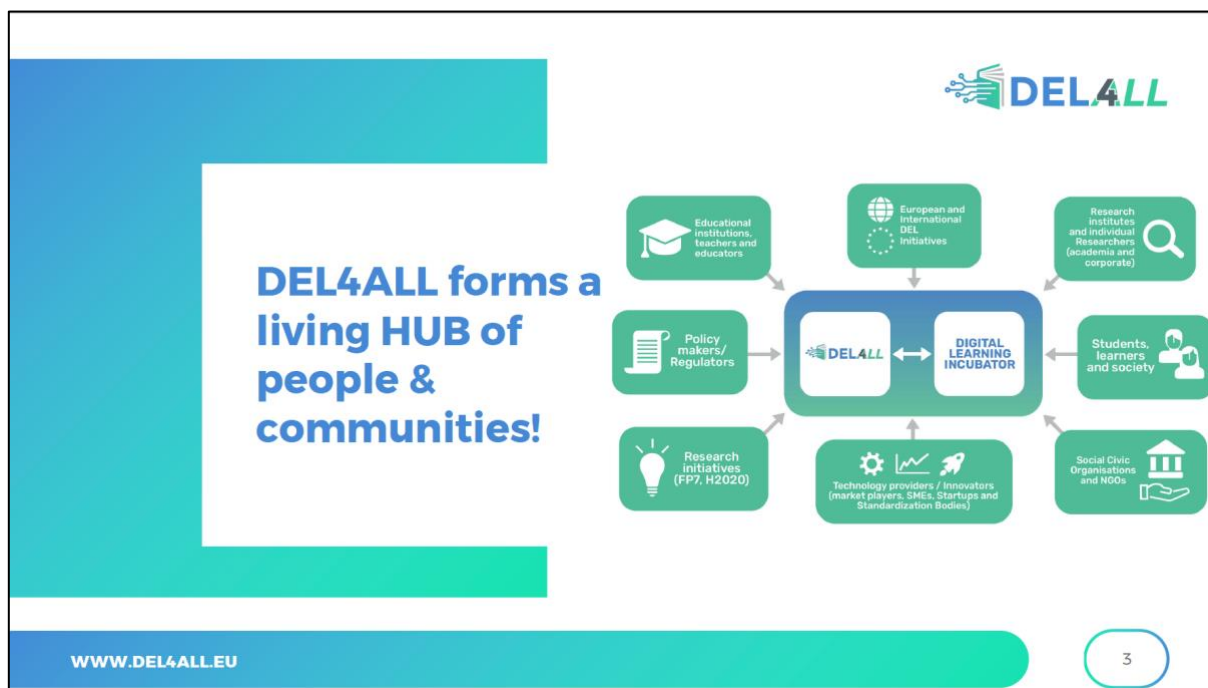


**DEL4ALL**

**DIGITAL ENHANCED  
LEARNING 4 ALL**

**A COMMUNITY OF  
COMMUNITIES**



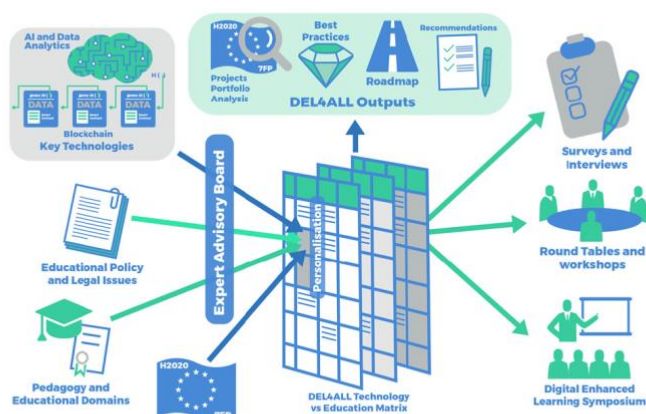


***DEL4ALL has the ambition to support the development of a unified strategy at the European Union level, while unleashing the power of digital transformation to offer many opportunities for education and the economy***





## OUR WORK



Artificial Intelligence, data analytics, AR/VR and blockchain can act as an intermediary between all the stakeholders involved in teaching and learning

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## DEL4ALL OBJECTIVES



### A COLLABORATIVE AND SUSTAINABLE ECOSYSTEM

1. To stimulate, coordinate and support the creation of a collaborative and **sustainable ecosystem**, of **linked communities, knowledge, tools** and **services**
2. To support the active participation of all DEL stakeholders, supporting relevant projects and activities across Europe, disseminating their results, while integrating efforts with **NGI initiative**

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## DEL4ALL OBJECTIVES



### CREATING A SOLID KNOWLEDGE BASE

2. To **gather, analyse and map** major scientific insights and technological outputs and solutions produced by EU-funded projects in digital learning and major related initiatives
3. To create **a solid basis of knowledge** from which to articulate lessons learnt, **exploitation opportunities, best practices** and **success stories**

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## DEL4ALL OBJECTIVES



### A STRATEGIC AND FORWARD LOOKING AGENDA

3. To define the **research and innovation strategy** for DEL efforts in Europe
4. To **provide critical guidance and recommendations on priorities and challenges** until 2030, indicating opportunities and challenges brought along by advanced technologies such as blockchains, AI, VR/AR and data analytics

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