



iTEC

Designing the future
classroom

iTEC project

Communications plan v2

June 2012

<http://itec.eun.org>

Credits

Authors	Christel Vacelet, Jim Ayre, Will Ellis, Elina Jokisalo (in earlier versions also: Alexa Joyce, Christina Crawley)
Publisher	European Schoolnet (EUN Partnership AISBL)
Images	European Schoolnet (EUN Partnership AISBL)

<http://itec.eun.org>

Coordinated by European Schoolnet (EUN Partnership AISBL)

The work presented in this document is partially supported by the European Commission's FP7 programme – project iTEC: Innovative Technologies for an Engaging Classroom (Grant agreement N° 257566). The content of this document is the sole responsibility of the consortium members and it does not represent the opinion of the European Commission and the Commission is not responsible for any use that might be made of information contained herein.



Table of contents

INTRODUCTION	4
VISION.....	4
OBJECTIVES	6
TARGET GROUPS AND KEY MESSAGES.....	6
TOOLS AND ACTIONS	9
BRANDING AND MATERIALS.....	9
ITEC WEBSITE	11
ONLINE COMMUNITIES.....	12
SOCIAL MEDIA AND CAMPAIGN	12
SYNERGIES WITH OTHER PROJECTS	14
PARTNER INVOLVEMENT	15
EVENTS.....	17
HIGH LEVEL GROUP.....	18
SUCCESS INDICATORS.....	20
ANNEXES	21
ANNEX 1: GUIDELINES FOR ITEC VISUAL IDENTITY	21
ANNEX 2: MATERIAL	24
ANNEX 3: ITEC WEBSITE	25
ANNEX 4: ITEC VIDEOS	28
ANNEX 5: SOCIAL MEDIA AND ADVERTISING.....	32

INTRODUCTION

The following Communications plan outlines the ITEC roadmap for dissemination and promotion of results over the four years of the project. The strategy for the exploitation and sustainability of ITEC results is included in the project Exploitation Plan, deliverable D11.5.1-11.5.4.

The Communications plan provides a basis for materials to be produced, events and campaigns to take place, strategies and tools to implement, and audiences to be addressed by all project partners. It includes synergies with other initiatives and projects including the European Schoolnet Future Classroom Lab.

Following the first project review in September 2011, particular attention has been dedicated to:

- Improving the content and structure of the website and more generally the editorial planning to favour the partners engagement in contributing to and disseminating news
- Identifying project outputs to be better disseminated and exploited such as the knowledge map produced by WP5, videos based on learning stories from project partners as well as academic articles and papers.
- Supporting the emergence of an online teacher community.
- Connecting iTEC to other networks and initiatives such as the European Network of Living Labs and other European projects, including disseminating information to the eTwinning initiative
- Developing vehicles (seminars, workshops and more formal training and CPD courses) whereby iTEC can be presented to policy makers, ICT vendors and education practitioners within the European Schoolnet Future Classroom Lab.

It also presents the High level group created for iTEC and its role.

A yearly review of the plan ensures that this is a living document that allows for refocusing as the most effective approaches to target groups are identified throughout the life and impact of the project.

Vision

The simplest way to communicate the project rationale and objectives is to say that iTEC:

- Recognises that earlier, 'top-down' visions for the future classroom have not been realised or mainstreamed because of a failure to acknowledge that the educational reform process cannot move at the same rapid pace as technological developments; and,
- Addresses this issue by enabling policy makers, researchers, technology suppliers and innovative teachers to **jointly** develop ambitious scenarios for

the future classroom that have the capacity to influence educational reform processes at both national and European level.

A key element of this vision is that iTEC can act as a 'living lab' or '**ideas lab**' where all the relevant actors in the technology-enhanced learning value chain can work together to produce designs for the future classroom that can be taken to scale: policy makers, ICT suppliers, stakeholders providing informal learning opportunities, parents, teachers and school heads, teacher trainers and, of course, learners in both primary and secondary schools.

In terms of communicating the scale, strategic nature and impact of the project, it is important to repeatedly emphasise the following:

- **EUROPEAN SCHOOLNET:** iTEC is the largest and possibly the most strategic project yet undertaken by European Schoolnet and its supporting 30 Ministries of Education (MoE).
- **SCALE AND RANGE OF PARTNERSHIP:** iTEC is a four-year, large-scale integrating project involving 14 MoE that has received funding of €9.45 million from the European Commission. It is the largest and possibly the most strategic project yet undertaken by European Schoolnet and its supporting 30 Ministries of Education (MoE). iTEC is also open to working with regional educational authorities and ICT vendors and suppliers who can participate as Associate Partners.
- **TECHNOLOGY:** iTEC is launched at a time when teachers and learners will have access to a loose collection of tools that are increasingly seen and used as an alternative to a conventional learning platform and as a 'gateway' to enable many teachers to start integrating ICT in their classrooms. iTEC will impact on the design of the future classroom by allowing teachers to more easily select from among this growing collection of tools and services in order to support learners by using a wide range of pedagogical methods, particularly those that are based on collaborative learning and constructivist approaches. iTEC, therefore, will make it easier for teachers to know what technology to use and when and how to use it.
- **POLICY IMPACT:** The direct involvement of 14 MoE in scenario development, school piloting and mainstreaming/dissemination, will ensure that the project produces results that can be adopted by policy makers in different countries and in schools that have reached different levels of eMaturity. iTEC includes a high-level group of decision shapers (including senior advisers on ICT in Ministries) which will act as a gate-keeper and information broker in relation to the MoE in Europe. This body will gather, sift and shape information from the evaluation of iTEC scenarios and produce a set of recommendations for policy makers in Europe.

- **DELIVERY VALUES:** iTEC will focus not only on ICT but will be founded on a wider educational vision with an emotive and ‘human’ flavour to communications’ materials. We strive to stimulate conversation and debate among stakeholders rather than use a “one-way” communications approach by putting in place a dedicated community. Also, iTEC will seek to avoid “EU-speak” and too great an “EU project style” so that messages and issues are clearly understandable to those who will use and benefit from the scenarios.

Objectives

iTEC’s objectives are ambitious: the project is not only about testing pedagogical scenarios and creating new tools with a variety of stakeholders, but is also concerned with anticipating and mainstreaming changes in education practices at a large scale.

Therefore, the communications strategy aims at disseminating results to the various key audiences involved but also at encouraging stakeholders to act upon them so that results impact on policy development and the educational reform process.

Target groups and key messages

iTEC focuses on three target groups:

Education policy makers

- In 2012, emphasis is placed on the 30 Ministries of Education involved in European Schoolnet and on understanding national mechanisms to mainstream innovative learning activities.
- Regional authorities, which are essential in implementing education reforms, will be targeted later in the project when more output will be showcased. In addition, European stakeholders active in education (education practitioner associations, industry, specialist press, European Commission) are being continuously informed throughout the project.

ICT vendors and suppliers

- ICT vendors and suppliers are an essential group for mainstreaming innovation. iTEC benefits from a direct involvement of ICT companies in the project itself (Promethean and SMART) as well as from the involvement of vendors as Associate Partners. Around 40 Industry partners in other EUN projects will also be key targets for iTEC dissemination activities. iTEC positions itself, therefore, as a unique forum where all actors can work in partnership on the long term.

Education practitioners

- Teachers, head teachers, ICT advisers and other practitioners, are targeted by this communication strategy, especially the teachers involved in the successive pilot exercises and other teachers already involved in European

Schoolnet projects with the aim of creating a stable and useful community of practice as well as a small iTEC ambassador network.

Based on the project’s vision, the following key messages are defined:

- **Top-down vision of future classrooms is not effective:** there is a need for a joint approach in order (MoE, innovative teachers, researchers, ICT vendors) to address the issue.
- **iTEC is a Living Lab offered by European Schoolnet and its supporting 30 Ministries of Education:** it aims to bring together key stakeholders to provide models for the design of the future classroom along with teaching and learning activities that will be tested and used by them.

Targeted messages, in order of priority target group are shown in the following table.

KEY MESSAGES	TARGET GROUP(S)
<ul style="list-style-type: none"> • Discover inspiring ways to teach and support children’s development of 21st century skills. • Explore different future scenarios for classroom design to exploit the full potential of ICT in schools. • Access up-to-date research evidence about how ICT can engage teachers and learners, building on the work of a new body at European level consisting of key decision shapers in charge of ICT in Education from 14 MoE. • Learn how successful approaches can be scaled up and integrated into national policy planning. • Foster more effective collaboration amongst key stakeholders. 	<p>1. Decision shapers and policy makers (regional, national and European levels)</p>
<ul style="list-style-type: none"> • Help shape future ICT policy and practice. Be part of a network of innovative teachers co-designing and testing the classroom of the future. • Work with ICT vendors & policy makers, sharing expertise in developing and testing classroom scenarios. • Access new opportunities to integrate innovative ICT into the classroom and across education systems. • Support your own pedagogical skills development through new teaching and learning strategies. 	<p>2. Education practitioners (involved in the pilot phases)</p>
<ul style="list-style-type: none"> • Engage with ministries and teachers to ensure that your technologies educational value is understood and exploited. • Develop new markets and new partnerships. • Participate in shaping the policy agenda for ICT in school education at national and EU level. • Use iTEC as a “Living Lab” to understand and influence educational strategies and test new ICT solutions in 	<p>3. ICT vendors</p>

schools. <ul style="list-style-type: none"> Engage with iTEC and MoE in European Schoolnet to help your company generate and test new pedagogical scenarios. 	
--	--

Mechanisms by which the above key messages are communicated to the target groups appear below with key mechanisms identified for each audience. The principal vehicle(s) for each audience is marked in red:

Mechanisms	Events, workshops	Brochures	Trade fairs	Website	Social media (Facebook, Twitter)	Research publications	High-level Policy Group	Future Classroom Lab demos	Pilot schools campaign	Associate Partner Charter opportunities	Press campaign in specialist Press	Education-industry partnership meetings
Target audience												
Decision shapers and policy makers												
Education practitioners												
ICT vendors												

In 2012, communications effort will specifically focus on:

- Briefing fully the policy makers on iTEC first results;
- Analysing successful mainstreaming national strategies to identify best practices iTEC could use;
- Creating a sense of community for teachers;
- Creating videos of how schools in the pilots are implementing iTEC Learning Stories;
- Supporting and coordinating the partners' communications efforts.

From 2013 onwards, communications activities will increasingly focus on sustainability and the dissemination of all iTEC output - political, technical and pedagogical.

Actions to take:

- Holding regular discussions with the partners on the progress of their communications plans (at least every 6 months)
- Suggesting activities and encouraging partners to present their best practices to each other through their online community and face to face meetings.
- Asking Ministries of Education for successful cases of mainstreaming changes and work with the European Schoolnet Knowledge Building team to produce an internal paper for use in the next communications' plan
- See also Events and Materials sections for other detailed actions

TOOLS AND ACTIONS

Branding and materials

The branding for iTEC stems from its logo and its strapline: “Designing the future classroom”. This branding implies the following characteristics:

- education and innovation
- 21st century classroom
- education and research
- think tank for innovation in education

There are several levels of branding:

- **iTEC branded materials:** this includes all promotional material (e.g., brochures, stand-up banners, promotional gadgets), and online content (e.g., website, buttons) produced by the project.
- **Co-branded materials:** this includes materials produced in collaboration with project partners (e.g., scenario reports, promotional material for specific events to be used by partners).

A separate note in Annex 1 describes in details the principles defining the iTEC project branding and the templates to be used by the partners as defined in the first year of the project.

iTEC branded materials

In order to have a coherent communication strategy, core materials produced at European level include:

- **Project website:** where all information, news, updates and promotional material are available. The site operates in English with some ad hoc multilingual content: <http://itec.eun.org>
- **Promotional brochures:** The first general brochure, printed initially in 15,000 copies, is used at all events and workshops to be distributed to all target audiences. It is to be used by EUN and partners. The brochure will be updated to follow the progress of the project in 2013. A second brochure will target practitioners specifically. To be produced in 2012 once scenarios are ready for public use/testing by teachers. A third brochure towards the end of the project will target policy makers and promote the project output while suggesting actions to take.
- **Newsletter:** Initially planned every 6 months, a newsletter is now being sent out more frequently (every three months) in order to allow stakeholders that register through the web site to more easily follow progress as the project

evolves over the five cycles. This frequency will be maintained for the rest of the project and the newsletter will aim to focus on the concrete results as they emerge from each of the five cycles.

- A short **promotional video** is planned for year 2 with the aim of providing a concise and effective tool to allow partners to introduce iTEC in a coherent way at both European and national events. Other videos from partners and pilot schools will be made available in order to showcase the project's concrete results.
- **Additional promotional material:** depending on the needs of partners, these could include online buttons for partner websites, stand-up banners for face-to-face meetings and workshops as well as promotional 'gadgets' to distribute at events and fairs (e.g., USB drives/hubs, iPod covers, etc.)

At the beginning of year 3, an analysis will be done to assess the effectiveness of the project's communications strategy and the tools mentioned above by:

- collecting **feedback** from the policy makers as well as ICT vendors involved, either through face to face discussions or brainstorming sessions (iTEC partners and non-partners)
- a small **teachers' survey** to evaluate more closely their communications needs and promote the iTEC newsletter and EUN social media

More details on general project material to be produced are in Annex 2.

National partner materials

While EUN does not directly produce dissemination materials to meet specific needs of partners at national level, WP11 provides them with support in the following ways:

- Offers guidance on what could be produced (i.e., good examples to follow) and helps coordinate the translation of iTEC materials when needed.
- Provides print files for printed material produced at central level. In some cases, a small number of printed copies can be given to partners for dissemination at events.
- Asks partners to propose material accordingly to fit the needs of the project in their view and via their own channels.
- Discusses co-branding as a possibility, i.e., if partners have a channel/event that could be appropriate for the target group, then materials could be co-branded.

Any material used for iTEC is reported by partners to the iTEC project coordinator, who maps out the activities/events where iTEC material has been used by partners. Information is submitted by partners through the iTEC online community space.

Material actions to take:

- Discuss iTEC general and partner specific material at every general assembly
- Provide guidelines for video production by National coordinators, partners and schools
- See material deliverable grid (in annex) for production of all materials.

iTEC website

The iTEC website – <http://itec.eun.org> - is the main public communications hub for the entire project. All steps taken and results published throughout the project are documented and promoted via the iTEC website for all key audiences mentioned above.

Main elements regularly added to in order to make it a living space for new information on the future classroom include:

- News items
- Newsletters (quarterly)
- Scenarios, Learning Stories and Learning Activities
- Press releases (ad hoc)
- Videos (ad hoc)
- Events – including partners' events and external ones related to iTEC objectives
- Resources for inspiration (could be links to other sites, videos, etc.)

An editorial plan of updates and items to be published will be set by WP11 members in order to maintain a consistent and up-to-date set of information for all target groups to access. More importantly, it will also help partners to engage in communications activities by relaying information in a coordinated way.

The website is primarily maintained and updated by European Schoolnet; however, partners can also contribute to the website's content and news by submitting suggestions/items.

The website's structure will be reviewed on a yearly basis, alongside the communications plan, aiming to adapt the website to the changing communication needs that evolve during the project. To this end, WP11 will organise formal opportunities to enable partners to give inputs to the website development and content at General Assemblies. For example, new target groups can be identified; new content or tools created by other work packages, project results (e.g. videoing the scenario implementation in schools) can be identified. During Y2, the following changes/updates are currently foreseen:

- Creation of a scenario / learning story library
- Publication of the first learning stories
- Publication of school videos
- Giving visibility to the results of different workpackages
- Improved dissemination through social media

- Promotion of the iTEC co-branded events and iTEC webinars
- Analysing the feasibility of an online interactive Knowledge Map.

More details are provided in Annex 3 with the latest structure implemented.

Online communities

Two online communities have been set up in year 1. One aims to become a Community of practice for teachers involved in the pilot testing, while the second is for all partners involved in the project.

Feedback of users has been analysed and contributes to the general review of communities created through the tool used by European Schoolnet in order to improve user-friendliness. Collaboration with WP4 is increasing to make the community a real community of practice for teachers involved in the project.

The teachers' online community will mainly evolve around a discussion forum where teachers involve in pilots, training sessions and generally interested in implementing learning activities and using iTEC technologies will be able to exchange and receive guidance. This aims at establishing a network of "iTEC ambassadors" whose role will be to talk to other teachers, speak at events, reporting on the iTEC project through their social media accounts and create a video on the implementation of a learning activity in the classroom. All teachers involved in iTEC pilots will be required to register for the forum, and encouraged to participate. Participating teachers will be encouraged to take part in webinars. Whilst the forum is aimed at teachers', it will be open to other interested partners, including associated partners from industry or other related projects.

It is also foreseen to establish a working group, involving teachers directly in the development of scenarios, Learning Stories and Activities, which will be managed through WP2 and 3. More details are included in the deliverable D4.7.

Social media and campaign

The use of social media for the promotion of educational activities is imperative. The iTEC project makes use of social media tools to demonstrate innovative and up-to-date use of technology.

Main iTEC news items are included in the following EUN social media accounts:

- **Twitter:** early tech adopters and increasingly includes a large teaching community.
- **Facebook:** community and sub-communities of education-related material and activities.

- **LinkedIn**: community for professional contacts that includes a great number of education-related clusters.
- **YouTube** for disseminating project videos
- **Slideshare** for presentations

As the project develops and social media mature, other tools might be considered to reach our main target audiences as defined above (Google+ for the technological development, Tumblr and Pinterest for teachers)

To increase the effectiveness of the above-mentioned tools with common/consistent messages, the use of simultaneous update tools across the platform will be used from spring 2012.

Partners are being made aware of any information they can relay through a general editorial plan that includes all relevant updates planned for the website, the newsletter and EUN social media outlets.

A general campaign across social media outlets to promote the results of the project will be devised for implementation in year 3 and 4.

A Customer relations management tool will be implemented by EUN in 2012 that will also benefit iTEC. This includes an extensive press database which will support the promotion of the project to the specialist press to reach education practitioners and the industry.

More detailed activities are in annex 5.

Advertising actions to take:

- Google adwords and Facebook campaigns to be considered in 2012 and 2013.
- Communications toolkit for teachers to be produced in 2012.
- To transfer data and templates into the new CRM system by the end of 2012.
- Defining the press timeline

Pilot school campaign

All iTEC national coordinators and pilot schools will receive a communications' toolkit (both digital – distributed via the pilot schools workspace tool - and print) for their use including:

- Materials for teachers in their national language (e.g. brochure, poster).
- Badge for pilot school to put on school website linking to main iTEC website.
- Examples of good practice (1-2 page document describing approaches that can be used, e.g., organising local teacher training/outreach, getting local press involved, etc.).

The pilot schools' communication efforts should be monitored regularly – national partners managing their national network should be responsible for feeding consolidated results back to EUN.

Good examples of school communications' activities should be shared at national level to demonstrate to pilot schools what is expected.

Synergies with other projects

Future Classroom Lab

A key part of the dissemination of iTEC is to leverage the independent work that European Schoolnet has been doing related to the setting up of a Future Classroom Lab, a reconfigurable learning space that is part of the EUN Office in Brussels. Opened in November 2011, this facility is used to demonstrate and showcase iTEC scenarios as part of a programme of workshops and courses that are being developed by European Schoolnet within the CPD Lab project. iTEC is prominently displayed at the Lab through banner/signage, availability of iTEC materials on display, mention of iTEC in event programmes, news on website, iTEC appropriate and EUN newsletters, social media announcements and press releases as.

A number of Ministries in the iTEC project, including Austria and Norway are also looking to set up similar Labs at national level. Norway, for example, has already set up a facility in Tromsø and is looking to open a second in Oslo. iTEC will explore opportunities for dissemination of iTEC learning activities and training courses with these initiatives along with possibilities for co-branding.

In May 2012, the Future Classroom Lab also became a member of the European Network of Living Labs in order to benefit from the network experience and gain visibility among other Living Labs.

Actions to take:

- Design banner for the Future Classroom Lab.
- Design and/or conduct courses for teachers specifically related to iTEC that can be delivered within the Lab (approx. six courses, 2012-2014).
- Using a regularly updated editorial plan including FCL and iTEC events and products to ensure consistency and optimising dissemination.
- Consulting FCL trainer teachers on reaching out to teachers and maximising the effect of the iTEC training sessions in the Future Classroom Lab.

eTwinning

As one of the main communities of education practitioners, eTwinning is an effective tool to engage with the teachers across Europe. eTwinning has shown interest in iTEC and a more comprehensive partnership will be sought through:

- Providing speakers at eTwinning events in order to present iTEC results at annual conferences, contribute to workshops and webinars.
- Writing articles for the eTwinning website and newsletter.
- Being included as a “Friend of eTwinning” on the website.
- Having polls on eTwinning about some iTEC findings.
- Providing training courses and workshops on iTEC for eTwinning teachers and staff from National Support Services.

Actions to take:

- Propose an action plan for eTwinning.

Partner involvement

Active involvement of all project Partners and Associate Partners is key to developing a successful iTEC dissemination strategy and laying the foundations for effective exploitation of results.

Partners

As iTEC involves 27 partners from 18 countries, including 14 MoEs, their contribution towards dissemination iTEC activities to their own networks is essential. Their support can be seen more in the following ways:

- presenting iTEC at events/fairs
- distributing iTEC material to internal and national networks (press releases, announcements, invitations, etc.)
- creating material for distribution (brochures, newsletters, posters, etc.)
- providing communications strategy support
- contacting relevant stakeholders to join the project as Associate Partners.
- animating a teacher network and providing feedback on scenarios.
- running specific workshops and small events on iTEC activities or incorporating iTEC results within their own continuing professional development programmes.
- moderating online discussions with target audiences.
- supporting the Future Classroom Lab at EUN.
- supporting annual iTEC conferences (e.g. EMINENT)

Internal partner relations

In addition to supporting iTEC from an external point of view, partners also have the opportunity to discuss and share relevant material between themselves. For this reason, a restricted iTEC Partners’ Community (moderated by the iTEC project coordinator), is a password-protected area for partners to run their own activities which can later contribute to external events. For example:

- internal webinars on a set topic
- creation of guidelines for dissemination at events

While the iTEC project coordinator can support such discussions, the partners themselves will be free and responsible to build on these internal discussions.

Community Members and Associate Partners

As outlined in the Vision, iTEC is open to working with regional educational authorities and ICT vendors and suppliers who can participate either as a Community Member or as an Associate Partner.

iTEC offers a possibility to Ministries of Education, ICT vendors, other organisations and individuals to participate in the project using their own resources.

- Becoming a Community Member is open to all those interested and can be done by filling an online form.
- Based on the project planning, all Community Members will be invited to:
 - Provide feedback on iTEC scenarios and teaching and learning activities for the future classroom.
 - Propose their own scenarios and designs for the future classroom for consideration by the project team.
 - Participate in workshops for Associate Partners that will be organised at the European Schoolnet EMINENT conferences in 2011, 2012, and 2013.

The status of Associate Partners was created for members who wish to help the project to "extend its reach" and be more active by:

- **Participating in the iTEC validation in schools:** An iTEC Associate Partner may wish to provide a group of innovative schools that it is currently working with, in order to test some of the iTEC scenarios and benefit from the results of the project.
- **Testing hardware, software, content or services that support iTEC scenarios:** It is anticipated that some iTEC scenarios will provide ICT vendors with opportunities to demonstrate and test existing (or about to be released) hardware, software, content or services that support designs for the future classroom.

To participate as an Associate Partner, a ***Charter for iTEC Associate Partners*** has been developed (<http://itec.eun.org/web/guest/join>).

Partner involvement actions to take:

- Maintain communication with Partners and Associate Partners. Create synergies and partnership for events (e.g., joint stands/events at large trade shows and conferences).
- Produce an action plan for communications national activities and partners activities.

Internal associate partner relations

Associate Partners have access to a restricted, password-protected community where they can conduct their own discussions/webinars/ common positions within their roles. The community was set up with the support of WP11 members at European Schoolnet.

Events

A key mark of success for iTEC is to promote and disseminate its activities at centralised and decentralised events over the course of the project. Activities in this area should focus on all target groups identified.

iTEC events

Presenting iTEC and its results to the various key audiences is essential to raise the profile of the project. iTEC events are the following:

- **Events at EUN:** Using the Future Classroom Lab at European Schoolnet, iTEC will provide a venue for a number of meetings in Brussels:
 - EUN project meetings
 - Teacher/student visits
 - Ministry and international relations visits
 - iTEC information sessions
 - Workshops and courses that demonstrate iTEC Learning Stories and Learning Activities.
- **EMINENT conferences:** iTEC will have a strong presence at the 2011, 2012 and 2013 EMINENT conferences through workshops and plenary sessions.
- **Closing conference:** To mark the end of the four years of the project, iTEC will host its own conference in 2014. Participants should come from the main target areas: policy makers, ministry representatives, teachers and learners.

Actions to take:

- Contributing to the programme and the format of EMINENT 2012 which will have iTEC as a major focus.

External events

Depending on budgetary limits, iTEC can be present in the following ways at large-scale events:

- **workshops:** sessions for various target groups (such events can also be online).
- **stand:** to give more information to key target groups
- **promotional material:** making material available (e.g., brochures)

Large events where iTEC will be present, in a number of ways:

- annual BETT Show in London: to join up with partner stands and provide for speakers as needed. We will consider running a demonstration/event/workshop in parallel (2013 and 2014)
- annual Online Educa Berlin conference and EDUCATEC/EDUCATICE in Paris: to join up with partner stands and provide for speakers as needed (2012 and 2013).
- national fairs/conferences as identified by partners
- international fairs/conferences (notably Media and Learning in Brussels 2012 and 2013)
- European Teachers association events

Events actions to take:

- Involvement in BETT in the form of a session and presence at Partner and Associate Partners' stands.
- Analysing the opportunity to attend and contribute to European events targeted at teachers, such as events from teachers' associations and industry partners (Microsoft, ACER, Promethean, SMART...)
- Make a yearly list of external events attended by iTEC (national level).
- Organise a large closing conference, with the support of Partners in 2014. Venue to be agreed upon with iTEC Steering Committee.

High Level Group

A **High Level Group (HLG)** of decision shapers has been created in order to focus on the mainstreaming of iTEC results. The work of this group is detailed in the project Exploitation Plan.

The intention is for this group to become a permanent body within the framework of European Schoolnet after the end of iTEC to sustain the positive achievements of the project and act as an important source of knowledge and information on educational reform.

Communication activities of the HLG

The second meeting of the HLG took place on 8-9 May 2012. The meeting reviewed the revised project evaluation plan and the conclusions drawn from the evaluation of the first school pilots. The discussion on taking iTEC results to scale was informed by a number of discussion papers on mainstreaming strategies developed and circulated by some HLG members prior to the meeting.

Following this meeting, a first set of recommendations from the High Level Group will be distributed to relevant stakeholders in July 2012.

A specific session between HLG members, Ministry representatives and industry partners and Associate Partners (Acer, Microsoft, Promethean, RM, SMART) will be organised after the conference in order to discuss mainstreaming challenges.

A peer-learning workshop will take place in September or October 2012 where the group will explore how iTEC can support MoE in delivering reform in the field of ICT in education. Planning for this event started at the HLG meeting in May.

In February 2014, an evaluation conference will take place bringing together evaluators, practitioners and other relevant parties to identify interim conclusions on key factors for implementing the classroom of the future.

A final conference at the end of the project in July 2014 is proposed to bring together members of the High Level Group with policy makers and industry partners in order to move forward with work beyond project closure, ensuring investment made so far leads to improvement in the deployment and adoption of technology in education. The conference will consider project findings and report on a final set of recommendations related to up-scaling and mainstreaming project results.

Between the above meetings, European Schoolnet will facilitate discussion between members through a mailing list and regular updates on project progress. It will also arrange interim meetings of the group between the four formal meetings where opportunities arise, such as during the annual EUN EMINENT conference. A schedule for these meetings will be agreed and approved by members of the Group.

HLG actions to take:

- HLG members to meet regularly.
- Jim Ayre, from European Schoolnet, to act as liaison person between HLG and WP11 on dissemination and sustainability.

SUCCESS INDICATORS

Indicators of success will be gauged by the following means:

- **Google Analytics:** Using snippets, a major indicator of online activity can be determined, i.e., number of visits to site, visits to specific pages such as scenarios, number of downloads, etc. The main indicators to follow are:
 - **Number of visitors per month** (at least 5000 visitors/month by the end of the project which represents an increase of 100% comparing to year 1)
 - **Period of time spent on the website** (at least 5 minutes per visit, an increase of 50% comparing to year 1)
 - **Number of registered users:** signed up to receive the newsletter (at least 2000 subscribers which is a 100% increase over 3 years).
- **Take-up in schools:** include the possibility for teachers to report how they are using the scenarios in school. The indicators could then be the number of schools using scenarios, number of pupils involved, etc. through a yearly survey at the beginning of year 3 and 4 as well as before the end of the project.
- **Successful scenarios** are translated and available on iTEC website and National portals. The objectives is to reach 1000 downloads of learning activities per cycle and invite people downloading these to join the community and sign up to the newsletter.
- **Endorsement of iTEC** by 3-5 European Education associations.
- **Impact at policy level:** Involvement of Ministries to promote and to make iTEC results part of their national strategy. All promotional actions are recorded every three months and evaluated every 6 months.

Success indicators action to take:

- Integrate those indicators into the internal annual review and report.

ANNEXES

Annex 1: Guidelines for iTEC visual identity

iTEC is the largest and possibly the most strategic project yet undertaken by European Schoolnet and its supporting 30 Ministries of Education (MoE). As numerous partners are involved, it is important to agree and follow common guidelines when presenting the results of the project in order to make it visible and recognisable by an external audience.

Therefore all partners are expected to use common visual elements and tools in their communications activities online and offline.

Logo

The logo is the main visual identity/marker for the iTEC project and is used in all material (website, brochure, press releases, etc.) throughout the project duration. As iTEC is an acronym used for various products and projects, a tag line is added to make it more explicit (“Designing the Future Classroom”).

The logo is used to generate image files (in print and web resolutions/formats - .ai, .jpg, .gif), i.e., a graphical charter including the following elements:



- **Logo design**, including declinations for different formats (full colour, black and white) and guidance on spacing and layout of the logo
- **Fonts**, including the sizes to be used in different documents
- **Details on other logos**, and related elements that should be included on all documents (e.g., EU flag) and how these logos should be integrated with logos of stakeholders, national contact points, etc.

Branding

The branding as such for iTEC stems from its logo and its strapline: “Designing the future classroom”. This branding implies the following characteristics:

- education and innovation
- 21st century classroom
- education and research
- think tank for innovation in education

There are several levels of branding:

- **iTEC branded materials:** this includes all promotional material (e.g., brochures, stand-up banners, promotional gadgets), and online content (e.g., website, buttons) produced by the project.
- **Co-branded materials:** this includes materials produced in collaboration with project partners (e.g., scenario reports, promotional material for specific events to be used by partners).

iTEC branded materials

In order to have a coherent communication strategy, core materials produced at European level include:

- **Project website**
- **Promotional brochures**
- **Newsletter:** sent out every three months to subscribers that register through the website, teachers, researchers, vendors and policy makers.
- **Additional promotional material:** includes online buttons for partner websites, stand-up banners for face-to-face meetings and workshops as well as promotional 'gadgets' to distribute at events and fairs (e.g., USB drives/hubs, iPod covers, etc.) by EUN and Partners.

Co-branded materials

Existing brands: adding iTEC labelling

In some cases, partners have existing activities where the branding is already well-recognised at national level. In order not to lose the benefit of such recognition and lose credibility, such activities are co-branded.

Following the iTEC Graphical Charter, the iTEC logo can be incorporated in partner material (e.g., PPT templates, posters, leaflets).

Templates

Beyond the use of the iTEC logo, associated templates to be used by iTEC and its partners include:

- Report template (.doc and .dot)
- PowerPoint template (.ppt)
- Press release template (html and .doc)
- Video opening and closing slides

Templates are being used throughout the project by all consortium members, consortium subcontractors and associated partners.

The logo and templates are available for download on the iTEC website's Press corner, <http://itec.eun.org/web/guest/press>.

Graphic charter

The Graphic charter outlines the terms and use of the iTEC logo for use by partners, press and other actors, such as teacher associations, school websites, etc.

The full “visual identity” graphic charter can be found in the Press corner on the iTEC website: <http://itec.eun.org/web/guest/press>

Annex 2: Material

Material produced at European level by the consortium

Material	Target group	Languages	Details
Online intro-promotional video clip (2012)	All	Easily understandable in any language without subtitling	Short, for viral distribution and event presentation support, in both HD and web resolutions for use online and in events / You Tube HD platform. Produced by video/animation expert.
Web banners and buttons (2012)	Teachers	In English to start. As language versions for website increase, so too will banners/buttons (up to 22 languages)	Web resolution, in popular web formats (.gif, .jpg, swf). Users will be encouraged to use the hosted versions on the iTEC server, to enable monitoring of their use.
Brochures (2010-2013)	All	In English. Partners and MoE to produce language mutations (optional)	Paper-based brochures, also available in online in .pdf for download. General brochure to be updated over time based on project development and additional brochures produced specifically for practitioners and potential APs.
Stand-up banners	All	In English	Stand up banner to be displayed in Future Classroom Lab and used at larger external events where iTEC has a strong presence.
Research findings	Policy makers, researchers	English for full findings. Executive summary in English, French and German.	Need for two versions: <ul style="list-style-type: none"> • Interim findings • Final findings In two formats each time: synthesis and full report.
Website	All	In English, and then to see how many can be added (up to 22 languages)	The website performs several functions: <ul style="list-style-type: none"> • Project website meeting contract requirements • Future classroom website • Pilot schools workspace
Video from pilot schools and interviews	Teachers	Ideally in English / other source language + subtitles in 3 main EU languages	Videos of teachers in innovative scenarios, experts and political figures discussing a concept/initiative, etc. To use jingle as intro.
Goodies	All	Language agnostic (logo and URL only)	e.g., USB keys/hubs, Spy pens, iPad/iPod cases

Annex 3: iTEC website

The public website was integrated into the Liferay platform in December 2010. The website is the project's main public dissemination channel in terms of general information, dissemination of results, contact details and news, updated on a regular basis. The public website is in English and all information on the website is readily available to all readers (no login required). The enhanced version of the website will be launched in September 2012.

The iTEC website will be redeveloped with a strong emphasis on providing teachers with access to iTEC Learning Stories and Learning Activities. These are the key outputs for achieving increased levels of innovation in classrooms across Europe. Learning Stories and Activities piloted at each cycle will be made available for use by all teachers either involved in pilots or not. To encourage and support adoption of the Learning Stories and Activities, the iTEC website will provide underpinning information on:

- The iTEC evaluation results – providing evidence for the adoption.
- Case studies and films demonstrating how Learning Stories and Activities have been effectively used in practice
- Guidance on the use of technology to support iTEC Learning Stories and Activities, including iTEC technology
- Details of training events and webinars
- Guidance on the relevance of iTEC Learning Stories and Activities in relating to teacher competencies and 21st Century skills, etc.
- Links to the partner portals where information can be found on individual partners piloting activities can be found, including national forums.
- Background details of the iTEC project, and links to related projects such as CPDLab, and the iTEC knowledge map.

Website structure

The main navigation would include:

Home	Resources	Community	School pilots	News	Project
-------------	------------------	------------------	----------------------	-------------	----------------

Home

Resources

- Resources landing page (incl. LS)
- Technologies*
- Competences*

Community

- Community landing page

- Forum*
- Members*
- Polls*
- Training opportunities*

School pilots

- School pilots landing page

News

- News section landing page
- Calendar*
- Knowledge map*
- Videos*

Project

- About iTEC (landing page)
- iTEC scenarios*
- Results*
- Partners*
- Related projects*
- Press corner*
- Join*
- Contact*

Footer

Links to:

- About iTEC
- Help: FAQ / Site map / Glossary
- Policies: Copyright / Disclaimer / Privacy policy
- Contact us
- RSS
- Coordinators' area / Partners' community

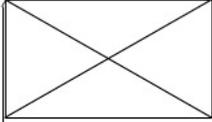
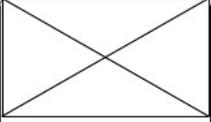
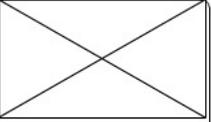
Home page mock-up

HEADER AND NAVIGATION

Home	Resources	Community	School pilots	News	Project
----------------------	---------------------------	---------------------------	-------------------------------	----------------------	-------------------------

Designing the future classroom

The website provides you with innovative lesson plans, practical tips on how to use technology effectively for teaching and learning, training opportunities and exchange and collaboration occasions. The resources are provided by the iTEC project. [Read more here](#)

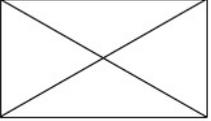
 <p>RESOURCES Learning stories, technologies and information on teacher competences.</p>	 <p>COMMUNITY Participate by discussing, exchanging and voting.</p>	 <p>SCHOOL PILOTS iTEC learning stories are being piloted in over 1.000 classrooms across Europe.</p>
--	---	---

Discover learning activities

[Lorem ipsum dolor consectetur ast amet](#)

[Ast amet consect adipiscing elit. sed do eiusmod](#)

[Dolor consectetur adipiscing elit. sed do eiusmod tempor](#)



Calendar

September, 2012 ◀ ▶

SEP 02	SEP 07	International Conference on Science Communication "Les Journées Hubert Curien" / 2012 FRANCE
SEP 03	SEP 07	Teacher training: Nanotechnology in an Open Lab PORTUGAL
SEP 10	SEP 15	NUCLIO & GTP Training Course: Astronomy@MyBackPack PORTUGAL

1 2 3 [View all](#)

Highlighted video

▶
◀ ▶
⏮ ⏭ ⏪ ⏩ ⏭ ⏮

[View more videos](#)

Login / Register

See what iTEC has to offer for....

- [Teachers](#)
- [Policy-makers/school authorities](#)
- [ICT providers](#)

Get inspired

[Link to Future Classroom Lab website for inspirational resources]

Knowledge map

[Link to the Knowledge Map] Future Classroom Lab website for

Project news

[Lorem ipsum dolor consectetur ast amet](#)

[Ast amet consect adipiscing elit. sed do eiusmod](#)

[Dolor consectetur adipiscing elit. sed do eiusmod tempor](#)

Twitter tweets

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

<div style="display: flex; justify-content: space-between; align-items: center; margin-bottom: 5px;">     </div> <p style="font-size: x-small; margin: 0;"> Help: FAQ Site map Glossary Policies: Copyright Disclaimer Privacy policy Access: Coordinators' area Partners' Community (restricted access) </p> <p style="font-size: x-small; margin: 0;">About Contact us RSS </p>		
<p style="margin: 0;">Disclaimer: orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi dolore magna aliqua.</p>		

Annex 4: iTEC videos

Definition of concepts and formats

General iTEC videos (1)

iTEC corporate video

- Aim: introducing ITEC in a quick and clear manner to a variety of education stakeholders.
- Audience: education stakeholders
- Channels: website, Youtube, conferences
- Languages: EN, with subtitles in other languages as appropriate Length: 2 minutes
- Realisation: script EUN; footage from schools (EUN, National coordinators); editing from a sub-contractor
- Completed by: September 2012

- Main messages:
 - Discover inspiring ways to teach and support children's development of 21st century skills
 - Help shape future ICT policy and pedagogical practices. Be part of a network of innovative teachers co-designing and testing the classroom of the future

- Content: illustrations, animation and testimonials from ministries: DGE (PT); National coordinators: CNP(FR); One or two teachers (SK, BE, PT); Promothean; Smart; EUN & High level group.

iTEC High Level group video

- Aim: Introducing the work of the HLG and the notion of upscaling
- Audience: education stakeholders, especially the ministries
- Channels: website, Youtube
- Languages: EN
- Length: 2 minutes
- Realisation: Filmed and edited by EUN
- Completed by: July 2012

- Main messages:
 - Help shape future ICT policy and pedagogical practices.
 - Upscaling of good practices is key to make a difference in Europe's education system

- Content: Interviews with several HLG members on the basis of their papers or role in the group with some illustrations (pictures or cutaways).

Cycle results

- Aim: Presenting the main results of each cycle's evaluation organized in the framework of the project
- Audience: education stakeholders
- Channels: website, Slideshare
- Languages: EN
- Length: 5 minutes
- Realisation: in Powerpoint, edited by EUN
- Completed by: July 2012 for the first cycle

- Main messages:
 - Depending on the results of each cycle
 - Generally: ITEC produces results of interests which contributes to the discussions about the education of the future and help education stakeholders to be updated on the latest trends.

- Content: Powerpoint text from the evaluators and the project manager, pictures

National videos (2)

- Aim: Promoting ITEC to potential schools, giving visibility to the participants
- Audience: teachers, headmasters, local and national authorities
- Channels: ITEC and national initiatives websites, Youtube, local conferences and events
- Languages: EN if possible, national language with EN subtitles if more appropriate
- Length: 2-3 minutes
- Realisation: By the national coordinators and partners, EUN can provide support for editing (depending on the language)
- Completed by: Ongoing. The aim is to have one to two videos by country by the end of year 3 (August 2013).

- Main messages:
 - Help shape future ICT policy and practice. Be part of a network of innovative teachers co-designing and testing the classroom of the future
 - Access new opportunities to integrate innovative ICT into the classroom and across education systems
 - Support your own pedagogical skills development through new teaching and learning strategies
 - It is easier than you think
 - It is effective

- Content: This series will have the same look and feel. EUN will provide for opening and closing credits (intro/outro). Based around the use of one scenario in the classroom, it will includes testimonials from the headmaster, teacher(s) involved, pupils and potentially local authority or ministry

representative (see full briefing in the video note published in the Partners' community).

Practices in the classroom (3)

- Aim: Making iTEC concrete and actionable, giving visibility to the participants
- Audience: teachers, headmasters, local and national authorities
- Channels: ITEC and national initiatives websites, Youtube, local conferences and events
- Languages: EN if possible, national language with EN subtitles if more appropriate
- Length: 3-5 minutes
- Realisation: By the national coordinators and partners
- Completed by: Ongoing. The aim is to have at least one video per scenario in cycle 3, 4 and 5.
- Main messages:
 - Use the iTEC scenario and get inspired
 - Try it in your classroom
 - It is easier than you think
 - It is effective
- Content: Those hands on videos can define terms such as scenario, learning activities, learning stories, widget but also be very practical about the use of new technology or pedagogy in the classroom linked with the ITEC scenario applied (ex. Use of video in science lab to record experiments). This is also linked with the teacher training programme to be set up: teachers will deliver a video after the training and become ITEC ambassadors. Those videos mostly show pupils and students in action (see full briefing in the video note in the partners' community).

“Illustrative videos” (4)

We are considering a last category, a possibility for discussion at the General Assembly of September 2012. It would :

- Be created by teachers and/or students in the framework of an ITEC competition
- In less than 2 minutes describe a day in your school in 2025
- OR illustrate how you put the chosen scenario in practice
- Those are more a testimonial to make ITEC lively and inspiring
- With the aim to produce a ITEC viral video series year 4 about the topic “Our schools in 2025”

Note

- For all videos, the copyright of the interviews will belong to the iTEC project.

- Any partner making the interviews must make sure they have the needed permissions to film the children. Pupils and/or parents should sign a written agreement to avoid any problems about this. As attached you have a standard template which can be translated into your language.

More important information are included in the Video note in the partners' community

Annex 5: Social media and advertising

Twitter

Twitter strategy to include:

- Collective agreement among partners to all “tweet” about iTEC (especially where they have existing Twitter accounts).
- Partner tweets to include “central” tweets pushed out by European Schoolnet every month.
- Additional tweets also can be put out using hashtag.
- EUN will create list of all iTEC partner Twitter accounts @eu_schoolnet/itec
- Twitter hashtag: #itec_eu
- Basic tweet text for use by all partners in box below. Could be translated as appropriate:
 - “Designing the future classroom – largest ever R&D effort with schools, teachers & tech <http://bit.ly/dechtI#iTEC>”
- New tweets should be issued on weekly basis by European Schoolnet.

Facebook

- Primarily use of European Schoolnet’s established identity on Facebook to transmit messages (based on integrating Facebook and Twitter tools – messages thus automatically displayed).

LinkedIn

- Desk research to identify all relevant groups on LinkedIn, use European Schoolnet ID to join all groups.
- Integrate iTEC website RSS into European Schoolnet RSS so automatically available on LinkedIn homepage.
- Set up Future Classroom group on LinkedIn moderated by European Schoolnet.

Customer relationship management system

European Schoolnet has implemented a pilot customer relationship management (CRM) tool to monitor, manage and contact relevant people and organisations as part of its communications activities. SugarCRM¹ has been used in the context of the iTEC pilot. However, the tool has not been evaluated very positively and a new CRM system will be available in 2012 to support all iTEC dissemination activities. All points defined at the beginning of the project were nevertheless implemented and data collected so far will be transferred to the new system. Therefore the following tasks will continue for the remaining of the project including:

¹ SugarCRM is an open source software, with professional options which allow customisation and upgrading.

- To tag contacts interested in iTEC as such
- To use standard mail formats for iTEC email communications
- To update custom mail out lists for iTEC communications such as newsletters, events, etc.
- To import other relevant contacts from EUN based on keyword tags to invite them to be contacted in future about iTEC.

Instant polls

Using a simple online poll tool (e.g., easypoll.net), the general opinions of practitioners or persons interesting in future scenarios for the future classroom will be asked. Polls are to be posted in English on the iTEC website and, when possible, on partner websites.

Examples of poll questions:

- Do you think that interactive whiteboards are useful educational tool? (yes/no)
- Should mobile phones be turned off during class time? (yes/no)

Such polls can also be easily embedded in:

- partner websites
- EUN.org and/or other EUN project websites
- Newsletters

Actions to take:

- Regular publishing and updating of social media accounts on the basis of the editorial plan. Research on LinkedIn to be done in 2012.
- Discussing the possibility of producing instant polls every 3-6 months. To be included in iTEC bi-annual newsletters.

Advertising

Google adwords

- Purchase relevant keywords, e.g.:
 - Future classroom
 - ICT innovation pedagogy
 - ICT education
 - IT education
- Increase budget commitment at peaks of calendar, e.g. when publishing research results, conference registrations, etc.

Facebook advertising

- Set up targeted campaign, focus on fans of European Schoolnet (i.e., we know that European Schoolnet's Facebook fans are mostly teachers interested in educational innovation).
- Need for small button graphic to use for the campaign.

- The button to link to appropriate places throughout the campaign, including:
 - European Schoolnet Facebook page
 - iTEC website
 - Event websites for registering for specific teacher events
 - Future Classroom group page

European press

EUN specialised press list targeted at education media and European ones is used for press release dissemination.

Also, a coordinated PR approach including national partners should be ensured. Partners have the choice of simply issuing the EU press release or producing their own complementary localised version, with the same or close issue date.