MAKE IT OPEN

Deliverable 6.1
Communication, dissemination and sustainability plan

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1.0				

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1.   Introduction

Make it Open is an EU-funded project answering to the call of the European Commission to explore Open Schooling and Collaboration on Science Education. The project is led by Bloomfield Science Museum Jerusalem (BSMJ) and will be carried out for a three-year period (October 2020-September 2023) by a network of 7 partners and 6 Third Parties from 12 countries.

Make it Open is part of a growing number of EU-funded projects that have already started to implement an open schooling concept, including the flagship 'Open Schools for Open Societies' (OSOS), or more recent ones such as Open Schooling Hubs, Phereclos or SALL. Make It Open is built on the expansive philosophy and creative classroom approaches of the maker movement. The project will support teachers, schools, educators and students to make connections between, science entrepreneurship creativity and innovation. And to do so, the consortium will develop an accessible and actionable framework. Teachers will be invited to set their own open schooling vision and to tailor it to their needs and contexts.

The project is built around open schooling hubs in 10 European countries where more than 150 schools will collaborate with enterprises and civil society organisations to run activities where children will solve local societal challenges with their communities using approaches and tools from the maker education.

A note should be made on the impact of the COVID 19 crisis on the project and on its communications plan. As this deliverable is prepared, the COVID 19 pandemic is hitting hard and although vaccination is currently starting in most countries, a situation where face to face events and interactions are possible is far from being reached. Therefore, EUN as the WP leader together with Bloomfield, Ecsite and all of the consortium partners will closely monitor the situation to adapt the communication tools and activities to the pandemic status. Where necessary face to face communication activities will be rethought and re-developed to fit the local and general situation at any given moment.

2.   Situation analysis

2.1. Background

In order to understand how the communication strategy has been articulated it is worth highlighting that the project will last three years and that this document covers its lifespan, mapping a number of events and content to be delivered during this period. As described in the introduction, Make It Open

is a European wide project and therefore the communication will have to work at two levels: on the one hand the communication and dissemination will reach a number of stakeholders that interact at the European level; and on the other hand, it will be articulated at the local level reaching out to the local communities that are implementing the Make it Open approach in 10 different countries.

2.2.   Internal and external landscape

The project will be led by a consortium of 7 organisations based in 4 European countries with two of them based in the United States and Israel. Despite the consortium being rather small this represents a wide diversity of regions and cultures. In addition to the 7 main consortium members, ECSITE also brings into the consortium six Linked Third Parties, which extend the geographical and cultural coverage of Make It Open to include 6 other European Countries. The consortium partners' highly reputed status in their fields, and the strong relevant expertise and the very rich previous experiences they bring to Make it Open make them a unique asset to the project. Individually, and especially as an international team, they will ensure the fulfilment of the project objectives and ideal conditions for the generation of very significant impact in the world of science education and Europe's communities and societies.

This is also one of the strengths of the project communication strategy, as it brings in a pool of different competences with contacts in different fields/areas. Besides, the project has also two networks representing both the formal and non-formal education sector which adds to the outreach capacity of the consortium. The communication strategy will leverage the partners and Third Parties networks' contacts to raise awareness about the possibilities offered by the maker education and more specifically by the Make It Open Framework.

The project will also rely on the 10 open schooling hubs across Europe and Israel, coordinated at the national level by:

- Bloomfield Science Museum, Israel (BSMJ)
- Waag Society, The Netherlands (Waag)
- Copernicus Science Centre, Poland (CSC)
- FixEd, United Kingdom (FixEd)
- Mobilis Science Centre, Hungary, (Mobilis)
- Tom Tits Experiment, Sweden (TTE)
- Centro Ciência Viva de Lagos, Portugal (CCVL)
- Science Communication, Greece (SciCo)

- Museos Cientificos Coruñeses, Spain (mc2)
- Asociatia Secular-Umanistã din România, Romania, (ASUR)

Each of the national hubs will use its own local communication channels, in compliance with the general project communication and dissemination strategy. At the local level, the open schooling hubs will make use of their local networks and contacts in order to engage relevant stakeholders with the project and build further to reach out to new communities.

The concept of open schooling, maker education and citizen science has been gaining traction over the past few years. With these topics being high in the national and European agendas, the project will be able to benefit from it as it will help raise awareness about these concepts among different publics on the ground and around Europe. However, as stated in our introduction, Make it Open is one of many past and existing projects in this field, which can challenge its visibility. In this perspective, Make It Open is working with other European projects, both from the Open schooling funding stream but also around the topic of science learning outside the classroom to build synergies and underline their complementarity within the big picture of open schooling.

Make It Open is part of a collaborative endeavour in this area, OS Together, that has started to develop a shared communication campaign, newsletter and common social media channels to reach out to a common audience, helping them to get a good overview of different possible approaches in Open Schooling and enhance the envisaged societal impact. Projects which have already started the cooperation include SALL, OSHub, ComNPlay, SySTEM 2020, PULCHRA, Phereclos and CONNECT. Once funded, the next cohort of projects will be invited to join this collective effort.

Make It Open will combine individual communication tools and activities with the OS together campaign as it follows:

Table 1. OStogether campaign with Sister projects

Make It Open	- The project has its own website. - Make it Open has its own visual identity which is visible on all their deliverables and posts published on the shared channels (Twitter, Facebook); - The project will have its individual hashtag #MakeItOpen that will accompany each of the posts directly related to the project

	• Individual and collective statistics (making sure every project meets their individual target and beyond).
Joint communication activities	• The collective effort has its own visual identity which is visible in the twitter and facebook channels. • Sharing a Twitter handle for the communication on open schooling to the broad European audience (@OStogether) • Sharing a Facebook page and/or group for open schooling projects; • Producing together an e-newsletter with news from all projects.

3. Communication strategy

3.1. Objectives of the communication

- To ensure the visibility of the project's actions, activities and events;
- To disseminate extensively the results of the project to educators (from the formal, non-formal and informal sector), policy makers at different levels, the research and scientific community, citizens (learners and their families) and businesses;
- To disseminate to a wide range of stakeholders the learnings and materials produced by the project;
- To leverage the international networks of science museums, ministries of education, makers through the involved partners (EUN, Ecsite, FabLearn/TLTL); and
- To leverage partner networks' and the local networks formed around the 10 open schooling hubs and their communities.

3.2. Visual identity

The visual identity of the project has been developed to provide partners and Third Parties with an attractive logo, fonts and guidelines to be used to develop all necessary communication products. The aim is to provide them with options and tools, instead of imposing restrictions. The guidelines will provide examples and serve as an inspiration for each of the consortium members to take ownership of the visual elements and use them for their own purposes. Besides a logo, font and a number of colour combinations, Waag (in charge of the visual identity development) has also created a number of playful icons and illustrations to complete it. Below are some of the options. A special website was created by Waag for the partners to be able to experiment with the colours and download all

materials with the desired colour combination: http://mio-vi.ao.waag.org/ (the website is a work and progress and is currently being updated with more materials – templates, icons and a restricted number of colour combinations). Here we show a few available options:

3.3. Key messages

A series of messages[1] have been developed to guide the communication strategy.

Main messages:

- Hands on, heads in, hearts on
- Hands on, heads in
- Learning happens everywhere
- Learning never stops

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[1] Most of the messages derive from the online consultations with the project consortium that took place during the kick off meeting.

- Open classrooms to the world, bring the world into the classrooms
- Open schools and the community work together for innovation and change
- Schools can create solutions and develop services for the societal good
- Every child is welcome and will have a fair and equal chance to learn

Other messages:

- What we learn and how we do it is relevant to our lives
- Give students space (and time) to explore
- Learning is everywhere
- make it open engage learners from all ages in science via Make approach – from make to learn
- A new school is possible
- Bring down the school fences
- Learning for all in multiple classrooms
- Open Schooling can work together with Maker ED and citizen science
- Learning can be triggered by community collaborations

3.4. Scope of communication: target audiences and communication tools

3.4.1. Target groups

The project has established the following target groups (see list below). These audiences will be addressed at the European level (by the project corporate communications) and at the local and national level (by the open schooling hubs). For most of them we will use both levels depending on the activity or objective.

The project will work at the European and local level with:

- Formal science education providers (e.g. primary and secondary teachers, headteachers, teacher networks, teacher training institutes for in-service or pre-service teachers etc.)
- Non-formal and informal science learning sector (e.g. science engagement organisations, museums, science centres, clubs, after-school programmes, science camps, festivals, etc.) and their publics;

- Industry and civil society (FabLabs, makerspaces, tech&IT companies, activist organisations, environmental NGO's)
- Policy-makers and administrations (local administrations, ministries of education, EU policy-makers)
- Researchers (from industry and academia and from the education sector);

There are two specific target group that will be addressed exclusively at the **local level**, by The Open schooling hubs:

- Students and their families (mainly participants 9-15 years old, and other age groups as participants in some activities including final fairs and presentations
- Broad public/citizens

3.4.2. Communication tools

Introduction

Make it Open will use a range of tools to ensure effective communication actions, leveraging the tools available online and offline to project partners to go further in terms of reach and impact:

a) Communication and dissemination branded materials;
b) Website;
c) Press releases;
d) Project open and closed events;
e) External workshops, conferences and events;
f) Scientific and non-scientific publications.

The project will use the OS together following tools:

a) Newsletters;E-newsletters;
b) Social media accounts (Facebook and Twitter);

Description of the communication tools[2]

i. Communication and dissemination materials

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[2] In paragraph 3.3.3 it is precised which tools will be used for which target group

Objectives: To disseminate information about the project on European, national and local level and promote the results on various internal and external events in the form of a project factsheet, PowerPoint presentation and a flyer.

Design: Printed and digital materials in line with the project's visual identity, delivered in and editable format to enable translation to local languages.

Website

Objectives: The website will be the central entry point to the project. It will inform about the project's aims and activities and host project outcomes, learnings, deliverables, outcomes and publications. The website will also be the "home" of the Open school navigator that will feature prominently in it. The navigator is a key element of the project as it will be the guide for schools and teachers in the process of creating their own learning scenarios.

Design: The website will use a commonly used Content Management System (WordPress) that can be easily used by consortium partners. The website will be available in English with parts of it will also available in the different partners language (the sections where teachers are expected to navigate will be translated to the local languages).

ii.   Press releases

Objectives: Press releases will be used mostly at the local level to inform of the project's milestones and main results and to get press coverage of the project activities happening on the ground.

Features: The press releases will be made available to partners both in .pdf (English) and in a Word format to allow adaptations and translations.

The list of the milestones that will be the subject of Press releases:

- Launch of the hubs and Open Schooling Camps (M19-M21)
- Launch of the Open Schooling Navigator (M19)
- MOOC on Open Schooling (M24-M31)
- Launch of the Maker Education Toolkit (M34)
- 10 national stakeholder events on Open schooling (M28-36)
- Online competition for teachers (M29-M31)

- And more generally national events

iii. Project events

Objectives: Make it Open plans an extensive range of project events, including trainings and workshops to engage with its target audiences both at the European and local level. There will service design workshops (M3-M5), Open schooling camps (M19-M21), National stakeholder events (M28-M36) as well as training for teachers and meet-ups. [3]

iv. External workshops, conferences and events

Objectives: The presentations of Make it Open at external events will contribute to raise the profile of the project. Each partner will be encouraged to present the project as much as possible in conferences and workshops and the partners commit to give at least 25 presentations over the course of the project. A preliminary mapping of opportunities includes Ecsite conferences, EUSEA conferences, Scientix conferences, Eminent and FabLearn. See table 4 for other examples of conferences.

v. Scientific and non-scientific publications

Objectives: To publish findings and insights in scientific and non-scientific publications.

This will include encouraging participating schools to publish their experiences in the peer-reviewed Open Schools Journal for Open Science[4].

Table 2: Preliminary list of external events and publications as future opportunities for dissemination

Event or publication	Target group and envisaged contribution
European Science Education Research Association conference	Oral or poster presentation on subject
European Association for Research on Learning and Instruction (EARLI)	Oral or poster presentation on subject

[3] As stated in the introduction to this document, the COVID 19 pandemic is having and will probably have impact in the way these project events will be run. The consortium will do its best to make sure that they remain impactful and contribute to the project overall communication campaign.
[4] https://ejournals.epublishing.ekt.gr/index.php/openschoolsjournal/index

Ecsite Annual Conference	1,100+ science engagement professionals; conference session around living lab methodologies adapted for formal and nonformal education organisations
EUSEA Annual conference	
ASTC confefence	
Spokes, Ecsite's online science engagement magazine	2,200+ subscribers from the science engagement community as well as recipients from academia, business and policy making with an interest in science engagement; In-depth article
EuroScience Open Forum (ESOF) 2021, 2022	Session or poster presentation, especially on issues: Science and Society and Science in Education
European Children's Universities Network (EUCU) events	Science communicators, educators
Science & You conference (bi-annual)	Approx. 400 science communicators, educators, researchers
Open Schools Journal for Open Science	1000 schools, >2000 teachers, >10000 students in different EU countries
Annual Project Conferences of the European Education Policy Network (EEPN)	100 education policy makers, school heads and innovative teachers
Journal of Science Communication JCOM (e.g.mid-term and an end-of the project action-research paper; "commentary" (special issue) on living-lab approaches applied to open schooling)	Science communicators, educators, researchers
Eminent Conference 2021	EUN's Network of Ministries of Education, the European Commission, educational stakeholders, industry partners
Scientix Conference 2022	Educators, policymakers, researchers and project managers

As part of the joint venture with other open schooling and science learning outside the classroom, Make it Open will also develop newsletters and contribute to the social media accounts

vi.   Newsletter

<u>Objectives:</u> To raise awareness on the opportunities of open schooling and different methodologies to implement this concept (e.g. maker education and citizen science). It will be a shared newsletter with different EU-funded open schooling projects (SALL, OShub, CONNECT, ComNPlay, Systems 2020 and others if interested). Make it Open will share project news and resources, and put an emphasis on illustrating Living Lab projects.

<u>Structure:</u> The structure and topics of the newsletters are presented below, but will be updated after discussion within consortium and with other participating projects. The newsletter will be shared digitally using Mailchimp.

A newsletter template for the project will be created it will contain the following elements:

- Logos of all contributing projects;
- Calendar of next events;
- Interview/in depth text about open schooling;
- A tool and/or methodology for helping educators create open schooling environments open schooling in action;

Partners drafting the newsletters (or sections of it) will be asked to send 2/3 high resolution pictures to illustrate the newsletter.

<u>Dates:</u> The newsletter will be published quarterly and each of them will be coordinated by one of the Work Package or Task Leader leader (from Make it Open project's side).

Taking into consideration the rhythm of the newsletters and the outcomes of the project, Make it Open will contribute the following elements to the shared newsletter (tentative):

Table 3: List of newsletters, authors and topics

Newsletter	Date	Coordinator	Topic

#1	January 2021 (M4)	Make it Open: Ecsite & BSMJ Other OS projects (TBC)	Presentation of the projects
#2	March 2021 (M6)	Make it Open: Ecsite & TP Other OS projects (TBC)	The 10 Make it Open Hubs
#3	June 2021 (M9)	Make it Open: Ecsite & FixEd Other OS projects (TBC)	Engagement with stakeholders /building blocks of the MiO model: Interesting outcomes from the service design process
#4	September 2021 (M12)	Make it Open: Ecsite & BSMJ Other OS projects (TBC)	Presentation of the Open Schooling Committee
#5	December 2021 (M15)	Make it Open: Ecsite & TP Other OS projects (TBC)	The Open schooling hubs in Operation: tools and methodologies
#6	March 2022 (M18)	Make it Open: Ecsite & BSMJ Other OS projects (TBC)	The learning scenarios
#7	June 2022 (M21)	Make it Open: Ecsite & Waag Other OS projects (TBC)	The Open Schooling Navigator
#8	September 2022 (M25)	Make it Open: Ecsite & Other OS projects (TBC)	Insights from the local community work
#9	December 2022 (M27)	Make it Open: Ecsite & Other OS projects (TBC)	Co-creation / public engagement processes
#10	March 2023 (M30)	Make it Open: Ecsite & Other OS projects (TBC)	Insights from the local community work
#11	June 2023 (M33)	Make it Open: Ecsite & CPC Other OS projects (TBC)	Toolkit for maker education
#12	September 2023 (M36)	Make it Open: Ecsite & Other OS projects (TBC)	End of the projects. Final announcements, thank you and goodbye message

vii.   Social media accounts

<u>Objectives:</u> Social media accounts will be shared with current open schooling projects in order to reach our common target and enhance the possible impact. The handle agreed by the projects is OStogether

Since we only target the professional audience on the European level we will mainly use [Twitter](), which is broadly used by these target groups and we are going to build up on the consortium partners' existing networks, which exceeds 60 000 followers.

The other channel, which is appreciated by school communities and in which as a group (OS together) we have an important number of followers will be [Facebook]().

The project will use these two social media channels to narrate the life of the project in real time. Landmarks of the project will be the main anchors used to communicate. These social media accounts will also help engage the audience with the topic of open schooling and will raise awareness of best practices, good readings, showcases and interesting resources.

Social media will be active all along the project and remain accessible for any other future open schooling initiatives.

Ecsite is responsible to set up and manage these social media accounts. For the communication of the activities at the local level, partners will be encouraged to work with schools to produce material for the project's social media channels and use their own local channels, empower teachers and other stakeholders to tell about their project and its impact on the local challenge selected.

3.4.3 Use of the communication tools per target group

The following table shows the different target groups, the results expected from the communication strategy and the channels we will be using to interact with them.

Table 4: Use of the communication tools per target group

Target group	Scope	Key messages	Com materials	Website	Newsletter	Social media	Pres release	Project events	External events	Publications

Formal science education providers and students	• To diffuse the concept of open schooling as part of formal and non-formal and informal education and to work together with schools and other stakeholders on local challenges using make education & citizen science • To disseminate make education methodologies and approaches • To empower students and educators and make them proud of their achievements, connect them the broader OS community	• Hands on, heads in, hearts on • Hands on, heads in • Open classrooms to the world, bring the world into the classrooms • Learning happens everywhere • Schools can create solutions and develop services for the societal good • Give students space (and time) to explore • Learning is everywhere • make it open engage learners from all ages in science via Make approach – from make to learn • Learning for all in multiple classrooms • Maker ED and citizen science are good fits for open schooling • Learning can be triggered by community collaborations • What we learn and how we do it is relevant to our lives • Bring down the school fences	×	×	×	×	×	×	×	×

Non-formal and informal science education providers	• To diffuse the concept of open schooling as part of formal and non-formal-informal education and to promote ways of working together with schools and other stakeholders on local challenges • To promote the use of make education and citizen science to work with learners, local communities and the formal education sector	• Learning never stops • Open schools and the community work together for innovation and change • What we learn and how we do it is relevant to our lives • Learning can be triggered by community collaborations • Maker ED and citizen science are good fits for open schooling	×	×	×	×	×	×	×	×

Policy-makers and administrations (local administrations, ministries of education, EU policy-makers)	• To diffuse the concept of open schooling among policy makers and influence school system reform (i.e. the curricula) • To promote the potential of make education and citizen science to advance the field of science education	• A new school is possible • Open schools and the community work together for innovation and change • Learning can be triggered by community collaborations	×	×	×	×	×	×	×	×
Researchers (from industry and academia and from the education sector);	• To diffuse the concept of open schooling and engage private sector to co-create solutions to local challenges with schools and other stakeholders • To diffuse the concept of open schooling and engage CSOs and other third sector actors to co-create solutions to local challenges with	• Hands on, heads in, hearts on • Hands on, heads in • What we learn and how we do it is relevant to our lives • Learning can be triggered by community collaborations • make it open engage learners from all ages in science via Make approach – from make to learn	×	×	×	×	×	×	×	×

	Objectives	Principles								
		schools and other stakeholders								
Industries and civil society organisations	• To diffuse the concept of open schooling and engage private sector to co-create solutions to local challenges with schools and other stakeholders • To diffuse the concept of open schooling and engage CSOs and other third sector actors to co-create solutions to local challenges with schools and other stakeholders	• Hands on, heads in, hearts on • Hands on, heads in • What we learn and how we do it is relevant to our lives • Learning can be triggered by community collaboration • Make it open engage learners from all ages in science via Make approach – from make to learn	×	×		×	×	×		
Students and their families	• To diffuse the concept of open schooling and engage them in the process	• Every child is welcome and will have a fair and equal chance to learn • Schools can create solutions and develop services for the societal good • Give students space (and time) to explore • Learning is everywhere	×	×			×	×		

Broad public	• To diffuse the concept of open schooling and engage local communities in collaboration with schools to address local challenges	• What we learn and how we do it is relevant to our lives • Learning can be triggered by community collaboration • Open schools and the community work together for innovation and change • Schools can create solutions and develop services for the societal good	×	×			×	×	

4.   Action plan

The action plan will revolve around the project's key activities and outputs:

i.   Implementation of the Make it Open approach in 10 countries in five phases:
- Map and Define
- Ideate and Develop
- Pilot and Test
- Iterate and Repeat
- Scale
- The Open schooling navigator
- Open Schooling toolkit including the main learnings of the project.

ii.   Major project events and their outcomes (training, camps, national stakeholder events …).

iii.   The Open Schooling Committee

The project has a number of milestones that the communication strategy will use as anchor points; we have included the following events and outputs:

Events

- 10 National Stakeholder events (M28-36)
- Open Schooling camps (M19-M21)
- Open Schooling Committee meetings (10-?)
- An Ecsite preconference workshop (M32)
- An Open Schooling competition for teachers (M29-M31?)

Outputs

- 16 Learning scenarios (M18)
- Open Schooling Navigator (M19)
- MOOC on Open Schooling (M24-M31)
- Launch of the Maker Education Toolkit (M34)

ACTION PLAN

The table below summarises the objective the communication strategy pursues together with the links to barriers, stakeholders targeted and actions. Moreover, it establishes a timeframe for the actions to be deployed.

Objective	Link to responses /barriers	Stakeholder group/ target audience	Action	Time frame
Provide an integrated, solid and common external image of the project, facilitating its recognition, raising awareness about it and attracting the relevant target groups	Create a contact list building up on partners ecosystems Involve key opinion leaders. Use the OS together campaign to support this work	All	- Share partners knowledge, encourage them to promote the project newsletter, social media and website - Build an audience on social media - Advocate for the project in different events, meetings and conferences	M1-36

			- Co-operate with other EU projects especially in the field of science education outside the classroom, maker movement and open schooling	
Ensure the visibility of the project's actions, activities and events	Building on the partners' contacts, networks and dissemination capacities Building interest using social media	All	-Disseminate information about Make it Open's objectives, activities, outputs and results via the website, social media and other communication channels - Issue press releases on project landmarks - Collaborate with other EU projects	M4-36
Disseminate extensively the results of the project to target audiences using channels and messages appropriate to their needs	Clear communication on objectives, governance and deliverables	All	Develop a communications guide to disseminate the outputs effectively and create a lasting impact.	M6-36
Disseminate to a wide range of stakeholders the learnings and	Building on the partners' contacts, networks and	All	Disseminate the outputs and learnings effectively and in engaging,	M4-36

material produced by the project	dissemination capacities Building interest using social media		interesting way (using different formats)	
Leverage the networks to which partners are connected (e.g.formal education through EUN,Make edu via FabLearn and TLTL, European science centres/museums through ECSITE, etc.);	Use partners' links to key stakeholders and opinion leaders Build upon communities of stakeholders that are already part of the network Build on other EU initiatives	-Policy makers - Industries - research community -Formal and non-formal and informal education community -Hub local communities	-Disseminate knowledge and best practices through the website, newsletter and social media accounts as well as the Open schooling committee -Share experiences and best practices, inspiring stories at workshops, webinars and conferences	M4-36
Leverage partner networks and the local networks formed around the 10 organisations working directly with schools make and citizen science projects (4 partners, 6 ECSITE Linked Third Parties)	Provide a solid and common brand for the project facilitating its recognition Clear guidelines are provided to the partners There is room for adapting the messages and the visual identity in the different languages The website key elements are available in local languages	All	-Share the logo and key messages with partners together with guidelines on how to use them. -Create the communication guide to disseminate the outputs. -Have regular calls with the communications team for alignment.	M6-M36

Table 5. Description of the action plan

5. Local communication actions

Each partner will utilise its existing networks and communication channels to maximise communication around local activities (trainings, camps, events, and school projects).

The processes for exploiting at project-level information about local activities:

<u>Make It Open website</u> will include a space dedicated to sharing experiences of schools, teachers and students engaged in the project which will allow interested users to follow the schools and project journey through an interplay of articles, social media posts and feeds. Besides the Open schooling navigator will also be developed in the local languages to offer better access to the local communities.

<u>Process</u>: National hub coordinators are responsible for gathering materials from the local communities at least quarterly

<u>Social media:</u> National hub coordinators are encouraged to work with schools to produce materials for the local partners' social media channels, empower teachers and other stakeholders to tell their story and describe their impact on local challenges. Inspiring stories and learnings will be shared at the European level when relevant.

<u>Process</u>: The partners should communicate interesting parts via social media and if possible also use their own channels to share information on the local activities tagging #MakeItOpen and keeping track of the posts to feed in the communication reports.

<u>Press release:</u> Local partners are expected to send out press releases coinciding with the main milestones of the project linked to their local activities. These press releases will be written in English and contain the main elements that need to be included. It will be in editable format in order to allow the translation to other languages.

<u>Process</u>: Each national coordinator will need to release a press release in their national language and through the local and/or national channels prior to their local events. The communication officers of each institution will be responsible to adapt it to their local context.

<u>Community building technologies:</u> The hub coordinators and local stakeholders are encouraged to use the internal communication means that suit best their context and needs.

6. Sustainability Strategy

This version of the communication and sustainability plan is mostly focused on its communication part. This plan will be updated in Month 26 will develop a more substantial sustainability strategy for the final 10 months of the project. In order to develop a feasible and realistic plan, the consortium will run an internal workshop to focus specifically in the Open Schooling Navigator as well as identify projects outcomes that present exploitability and sustainability potential.

The structure of the project has been devised in a way that should support the use of its resources after the funding ends: the main target audiences have been involved in service design processes to devise the learning scenarios and develop a user centered open schooling navigator.

7. Potential risks or barriers and responses

Make it Open faces certain risks or barriers from a communication perspective. The main possible risks/barriers, together with effective responses, are listed in the following table:

Table 5: Risks, barriers and responses

Risk/ Barriers	Responses
Building and managing a contact list is hindered by compliance with GDPR.	- The connection between the data management and the communication plan will be carefully studied and tightened to ensure smooth procedures in data management that allow for effective outreach activities. - The database is a joint undertaking of OS together thus helping to get more exposure for the newsletter and helping develop the list faster
Lack of willingness of certain external stakeholders to engage with Make It Open activities.	- Leverage links between the partners and the stakeholders. - Building on the stakeholders' base already involved in the consortium and maker ed, fab labs and citizen science.
Ensuring the effective coordination of	- Intensive dialogue with the hubs and communication teams of the institutions.

communication activities across the large and diverse consortium.	- Clear communication and transparency on the tasks and internal management of expectations. - Regular feedback among the partners to create positive dynamics. - Rely on the Communication Team to align communication activities. - Involve the Ecsite linked third parties since the beginning of the process.
Eventual insufficient input from certain Make It Open schools and partners	- Intensive dialogue with the schools and the hubs. - Proactive request of input from the hubs and partners to the schools. - Clear communication on objectives, governance and deliverables. - Detailed plans from partners about delivery dates and contents.
Branding and messages not coherently adopted across the consortium	- Clear guidelines are shared with partners. - Files are shared in various formats and are accessible to all on the Google Drive. - The project branding and key messages are flexible and allow room for adaptation in the different languages and contexts.
The local hub communities don't provide the input for the newsletter and the project website because of lack of resources	- Clear guidance/support and reminders are sent to the national coordinators to ask for their input and inspiring stories - Local communities are proud of their achievements and are offered possibility to tell their stories in an interesting format.
The dissemination events are being cancelled due to the COVID19	- Where possible the events are moved online. - Alternative online communication is enhanced.

8.   Monitoring and evaluation

The following project indicators are directly linked to the communication activities and will be monitored to make sure that the project reaches its expected impact:

- 10 national stakeholder events with at least 20 participants each.

- 25 presentations at conferences;
- 10 publications in journals and sector specific magazines
- One MOOC with 400 users
- One Open schooling competition with about 30 entries from 5 countries
- One Open schooling committee with at least 10 open schooling projects participating to it.

To ensure reaching the desired impact, all communication tools described in Part 3.3.2 of this document will be applied and the potential of all consortium partners will be exploited.

All partners will have to report twice a year on their dissemination activities. A template, following the European Commission's requirements, will be produced and shared with the partners (Annex 2).

Ecsite will set up a system of reminders for the national coordinators to share information about their events on time as shown below:

Event Report	Deadline 14 days after the event
Early warning	7 days before the event
Reminder 1	7 days after the end of the event
Reminder 2	10 days after the end of the event

Table 6. List of reminders

Besides, Ecsite will also send a reminder every second month to partners for them to inform about upcoming events and to fill in a report with details of the events including number of people reached, target groups reached etc.

9. Management of the communication and dissemination plan

EUN is the leader of WP6 Scaling and Communicating, and as such responsible for the overall coordination and management of the work package. Ecsite is responsible for the design and implementation of the communication plan as well as the creation and development of the communication tools.

To ensure coordination and to make sure that all relevant partners are kept informed and can contribute in a timely manner, Ecsite has set up a communication team to allow connecting with the different organisations.

Communication Team members:

Institution	Representative
EUN	Giuseppe Mossuti
Ecsite	Carmen Fenollosa Alix Thuillier
BSMJ	Maria Zolotonosa

Table 7. Communication Team members

The communication team will act as the main information relay for the activities of the partners and will meet online regularly.

The EU has a specific set of rules that all partners need to follow when communicating. The funding needs to be clearly indicated and the emblem and flag of the EU included. Annex 2 provides a list of the compulsory elements for all communications.

The project follows a diversity and gender sensitive approach, and this has to be reflected in its communication. The project will make sure that it uses an inclusive language and that communication materials do not exclude any group inadvertently (Annex 3).

10.   Annexes

Annex 1: Template for reporting

The template for reporting aims to homogenise and facilitate the dissemination reporting among all consortium members. Access to the reporting template is available via link to the google document shared with the consortium partners. Below is the screenshot of the document.

Organisation	Start date	End date	Type of activity	Short description (e.g	Size and target group							Link
					Formal eductors	Non formal informal educators	Policy makers	Researchers (from industry and academia and from the education sector);	Industries and civil society organisations	Students and their families	Broad public	

Annex 2: Checklist of Compulsory elements in all of the communication materials

The checklist of compulsory elements aims to remind all partners of the mandatory elements that must be present in dissemination materials. The following elements must be included:

- **Acknowledgement phrase:** The Make It Open project has received funding from the European Union´s Horizon 2020 Framework Programme for Research and Innovation under grant agreement No. 872106
- **EU emblem:** Do not forget to include the EU flag in all of your communications
- **Link to the website:** Please include the link to the website in your communications wherever possible
- **Link to social media:** As much as possible refer to our social media accounts (OS together) in your communications and add the hashtag #MakeItOpen

Annex 3: Inclusive communication

The attached documents function as reference for all patterns when producing disseminations materials with the aim of assure inclusiveness in the dissemination efforts of Make It Open

- Inclusive communication module
- You can download an interesting resource from UNICEF using [this link](#)

Principles of Inclusive communication

- The deaf sector partnership has produced an interesting report on the principles of inclusive communication. You can download it [here](#)

Guidelines for using gender sensitive language in communication, research and administration

- Reutlingen University has produced a set of guidelines for using gender sensitive language. You can check them [here](#).