Dissemination and Exploitation Plan

WP4 D4.1 DELIVERABLE

MINISTRY OF EDUCATION, SLOVENIA

Work Package 4:

Dissemination & Upscaling

Deliverable D4.1

Dissemination and Communication Plan

Co-funded by the
Erasmus+ Programme
of the European Union

ABSTRACT	The dissemination and exploitation plan addresses several key aspects. Firstly, it outlines strategies for promoting the project's outcomes for teachers, teacher trainers, inspectors, and counsellors. This involves utilizing various communication channels, including social media, conferences, and workshops, to reach the target audience effectively. Additionally, the plan includes activities aimed at engaging policymakers at both local and national levels. By effectively disseminating project findings and engaging policymakers, the plan aims to maximize the impact of the project's outcomes and contribute to the advancement of AI integration in education policy and practice across Europe.
KEYWORDS	Artificial intelligence, teachers, training, education, digital, digital transformation

Dissemination level		
PU	Public	X
PP	Restricted to project partner (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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1. WP4: Members, Tasks & Deliverables

A **dissemination strategy** is developed to promote the project outside the partnership. This will be followed by a **sustainability strategy** to ensure that the project outcomes will last beyond the end of funding. Events such as networking events, training sessions, conferences, etc., will be held for policy makers and other stakeholders.

National dissemination events will be created during the project to meet the needs of the beneficiaries and the project itself. The consortium will try to adapt as much as possible to development of AI in education, creating spaces of information, debate, and training.

These will also facilitate the creation of a **platform for teachers**. Finally, **policy recommendations** will be developed for policy makers at all levels.

The final conference of the project, at the end of the third year, will be a major milestone in terms of dissemination. It aims to combine a diverse panel of stakeholders as policy makers and teachers, who are not regularly used to working together and debating topics in the same space. The policy recommendations of the project will be one of the focus points during this event.

1.1. Members[1]

Table 1: Identified members of the WP4 group.

Name & Surname	Organisation	CC	e-mail
Petra Bevek	MESS (lead partner)	SI	petra.bevek@gov.si
Borut Čampelj	MESS (lead partner)	SI	borut.campelj@gov.si
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Daniela Hau	Service de coordination de la Recherche et de l'Innovation pédagogique et technologique	LU	daniela.hau@men.lu
Aurelie Paris	Conservatoire national des Arts et Métiers	FR	aurelie.paris@lecnam.net
Axel Jean	French Ministry of national Education and Youth	FR	axel.jean@education.gouv.fr
Bénédicte Cardon	Inria Learning Lab	FR	benedicte.cardon@inria.fr
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Anthony Kilcoyne	Dublin West Education Centre	IE	anthonykilcoyne@pdst.ie

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[1] Basic information as presented in the final project proposal, page 140.

Camille Mallez	France Education International	FR	mallez@france-education-international.fr
Lina Rivera	France Education international	FR	rivera@france-education-international.fr
Evelyne Hure	France Education international	FR	hure@france-education-international.fr
generic	France Education international	FR	uecooperation@france-education-international.fr

1.2. Tasks & Deliverables

<u>Table 2</u>: Tasks & Deliverables as described in the final, submitted project proposal.

	Description	
Tasks	**A4.1**: Development of the Dissemination, Communication and Exploitation Plan	JUN-JULY '21
	A4.2: Set-up Dissemination Channels	JUN-JULY '21
	A4.3: Good practice/guidelines/events for policy makers and practitioners	2023
	A4.4: Monitor Dissemination activities and reports	2021-2024
Deliverables	D4.1. Dissemination and Communication Plan	JULY '21/JAN '24
	D4.2. Web page and other communication channels	SUMMER '21
	D4.3. Dissemination and promotional materials	AUTMN '21
	D4.4. Local dissemination events	AUTMN-23
	D4.5. Final Conference	WINTER '23
	D4.6. Exploitation and Sustainability Plan	SUMMER '21/FEB '24
	D4.7. Recommendations	DEC '23
	D4.8. Dissemination and Exploitation Report	2021-2024

WP4 members and colleagues from the consortium have defined levels of confidentiality for project deliverables. The level is (must be) specified in the introductory table of each project document/deliverable:

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CO	Confidential, only for members of the consortium (including the Commission)	

Template for project deliverables is available in Basecamp[2] – WP4 Folder (D4.3 Diss and Promo materials). Basecamp is an online project management tool that helps teams collaborate, communicate, and manage projects. It provides a centralized platform where teams can keep track of to-do lists, visualize project timelines, and exchange messages with team members, and partners.

1.3. Official short project description
(https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/626154-EPP-1-2020-2-FR-EPPKA3-PI-POLICY)

The **AI4T project –Artificial Intelligence for and by teachers**– is a three-year experimental endeavour which aims to explore and support the use of **AI in education**. The AI4T measure consists in **implementing innovative teacher training methods** specifically designed to meet the challenges of AI in education. Coordinated by France Education International, it gathers Ministries of Education as well as public bodies, research centres, private universities and consulting companies in **France, Luxembourg, Italy, Ireland, and Slovenia**. The partnership will design a **comprehensive training pathway**. The project will rely on a bottom-up approach with **teachers participating in the design and assessment of the training**. Peer-to-peer work will be encouraged between the participants. As a result, the training pathway will be highly compatible with commonly used **teaching practices**. The hypothesis behind AI4T is that a bespoke training can help teachers to deconstruct their preconceptions, develop their knowledge and encourage an **informed use of AI** in an educational setting. The project specifically targets teachers in charge of **15 to 17-year-old students** with expertise in **foreign languages**, **maths or sciences**, and to a lesser extent, principals, in a management capacity. An interdisciplinary team of researchers will analyse the data collected through quantitative and qualitative methods to assess the impact of the whole experimentation. The measure will be first tested at a small scale in each country, then implemented in **over 350 schools** divided between a control and a test group. At the end of the project, it is expected that teachers become more confident and conscious users of AI-based resources, that can help improving their practice. Furthermore, AI4T will contribute to the **implementation of new teaching methods in the classroom** and a well-informed use of **AI as support for decision-making**. A European network will be created to share experiences and best practices.

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[2] Shared online platform for internal management of the consortium. Access is granted on request to the project coordinator – FEI.

#AI4T_project #AI4Teachers #AI #ArtificialIntelligence #teachers #education #training #learning #TeachingPractices #school #classroom #ShareExperience #BestPractice

The official, online short project description will be corrected at the end of the project, when a coordinated text, confirmed by all the partners, shall be published.

1.4. Reporting

For dissemination reporting we use a MS Teams Forms – a predefined form to collect relevant data (who, what, when, why, to whom) from partners related to dissemination, promotion, and usage. Information is withdrawn from the form regularly so the WP4 coordinators can have a view on the dissemination activities, which allows the consortium to strengthen the dissemination strategy.

2. Communication Strategy

2.1. Internal Communication (project/partner level)

The AI4T project includes 17 partners from 5 countries, each with a different expertise and a different scope. The consortium is created by complementary roles to reach different target groups: researchers, policy makers, headmasters, teachers, and students.

Table 3: Partner organisation & Country of origin

France Education international	France
Ministère de l'Education nationale, de la Jeunesse et des Sports	France
Conservatoire national des Arts et Métiers, Cnesco "Centre national d'étude des systèmes scolaires	France
Institut national de Recherche en informatique et en automatique	France
Université de Nantes	France
Université de Lorraine	France
Dublin West Education Centre	Ireland
Dublin City University	Ireland
H2 Learning	Ireland
Ministero dell'Istruzione	Italy
Istituto Nazionale di Documentazione, per l'Innovazione e la Ricerca educativa	Italy
Consiglio Nazionale delle Ricerche	Italy
Service de coordination de la Recherche et de l'Innovation pédagogiques et technologiques	Luxembourg
Université de Luxembourg	Luxembourg
Ministrstvo za vzgojo in izobraževanje	Slovenia
Pedagoški Institut	Slovenia
Univerza v Mariboru	Slovenia

Internal communication is ensured by different means and from different angles: general coordination, specific working groups, work package coordinator and contributors. In this sense, to ensure a good and up-to-date flow of information:

- all project partners meet monthly for online meetings.
- the WP coordinators also hold monthly online meetings.
- all project-relevant changes (change of contact persons, information about the organisation, change of logos) will be published up to date on the project communication platform Basecamp.

- all activities related to the dissemination and promotion of the project are listed by the project partners in the dissemination and exploitation report (Deliverable N° D4.8).

Information regarding the implementation of the project (basic info, contacts, regular communication and work packages related information and documents) is on **Basecamp** (https://3.basecamp.com) platform. All project partners have access to and regularly monitor news, notifications and respond appropriately to current activities. All project deliverables working documents are to be uploaded into Basecamp.

Internal communication via e-correspondence (emails) must include AI4T at the beginning of the correspondence since all partners probably participate in various projects and thus ensuring the rapid visibility of the matter to which the communication relates. If necessary, the name of the subject of the communication shall also indicate the work package.

Example 1:

AI4T WP4 meeting – Monday June 28, 2021
Petra.Bevek za: petra.bevek, borut.campelj, urska.martinc1, dejan.zemljak1, muriel.tardibuono, manon.hubscher, axel.jean, plamen.mirazchiyski, benedicte.cardon...

Dear Colleagues,
We would like to organize a short meeting for the WP4 Dissemination and upscaling group, just to go over what we have prepared so far.
I have created a Doodle to see if we could meet next Monday. I would really appreciate your reply till this Thursday.
Thank you!

https://doodle.com/poll/txeag6998xeuf9u8?utm_source=poll&utm_medium=link

Lepo pozdravljeni/*Best regards*

Due to the confidentiality of some internal documents marked RE and CO, partners can also use **MS Teams** as a means of communication.

The Teams group was created by FEI and Teams is where our regular monthly meetings take place. These are recorded and the chat from each meeting is saved.

2.2. External Communication (project level/defined target groups)

In order to give the project its own visual identity and to better communicate the messages to the defined target groups, the external graphic design company Idearna was commissioned with the design in accordance with the WP4 activities and the available budget. The designers also created a short manual (AI4T visual identity) with guiding criteria for the use of the logo, font, colours, and other basic guidelines for the use of the project's visual identity.

In coherence with the project's Grant Agreement, article II.8, any communication or publication made by the beneficiaries must indicate that the action has received funding from the Union; and display the European Union emblem. The project has then added this logo into all document's templates.

Project number / AI4T code: 626154-EPP-1-2020-2-FR-EPPKA3-PI-POLICY

Project logo – refer to Manual in Basecamp (Annex I of the documents)

Partners logo – agreement on positioning the logos of the project partners in relation to the project logo and the Erasmus + logo. All partner logos must be uploaded to the Basecamp project platform, WP4 folder.

Erasmus+ programme logo:

- [Visual identity and logos – EACEA](#) (Basecamp, WP4 folder)
- [Disclaimer](#)

2.3. AI4T: Key words and Terms

The consortium's endeavour in the Erasmus+ European Policy Experimentation project was to address policy challenges like equity and digitalization, to facilitate policy learning and exchange and to promote European cooperation.

All key concepts and terms directly and indirectly related to the field of artificial intelligence in education are addressed in two project outputs: the [online course - MOOC](#) and [AI4T Textbook](#).

Key words:

#AI4T_project #AI4Teachers #AI #ArtificialIntelligence #teachers #education #training #learning #TeachingPractices #school #classroom #ShareExperience #BestPractice #AI4Tconference2024

2.4. Communication Channels

Dissemination tools include a **project website that was** set up in the first months of the project and serves to facilitate internal communication between project partners as well as the defined target groups. Social networks are another way of disseminating project results through organisational or individual's profiles on Twitter, YouTube, and LinkedIn, etc.

Website: www.ai4t.eu

Web content management system: WordPress

Programmer: Sašo Stanojev

Web address or domain leased until:

Admin/Editor:
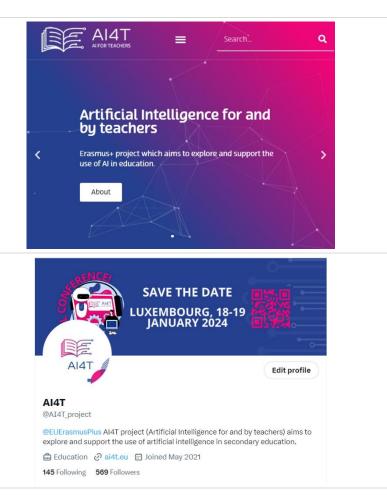
- Sašo Stanojev (saso.stanojev@gmail.com)
- Petra Bevek (petra.bevek@gov.si)
- Katja Kuščer (katja.kuscer@gov.si)

Twitter / X: https://twitter.com/AI4T_project

Admin: Petra Bevek

Basic profile info:

@EUErasmusPlus AI4T project (Artificial Intelligence for and by teachers) aims to explore and support the use of artificial intelligence in secondary education.

LinkedIN: https://www.linkedin.com/in/ai4tproject/

Admin: Petra Bevek

Basic profile info:

AI4T is a pilot project, co-funded by the Erasmus+ Programme of the European Union

Artificial Intelligence (AI4T) for and by teachers

⊘ Verify now

AI4T is a pilot project, co-funded by the Erasmus+ Programme of the European Union

Ljubljana, Ljubljana, Slovenia · Contact info

467 connections

Open to | Add profile section | More

France Éducation international

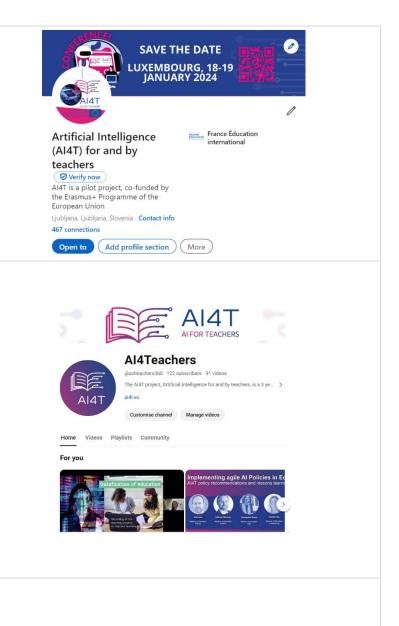**YouTube Channel:** https://www.youtube.com/@ai4teachers360

Admin: Petra Bevek

Co-creators: INRIA, Nantes University

Basic profile info:

The AI4T project, Artificial Intelligence for and by teachers, is a 3-year experimental European, Erasmus+ project which aims to explore and support the use of AI in education. The AI4T measure consists in implementing innovative teacher training methods specifically designed to meet the challenges of AI in education. The project specifically targets teachers in charge of 15 to 17-year-old students with expertise in foreign languages, maths, or sciences. At the end of the project, it is expected that teachers become more confident and conscious users of AI-based resources, that can help improving their practice. Project results will also contribute to the implementation of new teaching methods in the classroom and a well-informed use of AI as support for decision-making. A European network will be created to share experiences and best practices.

AI4Teachers

@ai4teachers360 · 122 subscribers · 91 videos

The AI4T project, Artificial Intelligence for and by teachers, is a 3 ye... ❯

ai4t.eu

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For you

Gmail Account: teachaintelligent@gmail.com

Admin: Petra Bevek

2.5. Target Groups

Table 5: Target Groups and Channels

Target Group	Channel_Type of Communication
Policy Makers: Ministries of Education, National/Regional Agencies, including neighbour countries or other existing connections, EU Commission etc.	~ (Internal) meetings at each department/unit ~ (Internal) newsletters ~ DELTA group meetings ~ Digital Education HUB, AI squad meetings ~ Participation in policy forums or conferences ~ Project website
Pilot Schools	~ Project website ~ Regional and local face to face or online meetings between the ministry's representatives and the schools' headmasters/ inspectors ~ Emailing strategy from each ministry (e. g. circulars) ~ Webinars ~ Training sessions ~ Online platforms ~ Regular newsletters or bulletins with tips, resources, and best practices
Teachers and practitioners	~ Project presentations at training sessions ~ Internal meetings at schools held by headmasters ~ National websites ~ National conferences ~ Social media - LinkedIn, Twitter
Headmasters/Principals	~ Project presentations in face to face or online meetings ~ Emailing strategy from each ministry (e. g. circulars) ~ Sharing case studies or success stories from other schools ~ Through other (national) projects
Teacher trainers, inspectors and researchers	~ Social media - LinkedIn, Twitter ~ National websites ~ National conferences ~ Teacher training sessions held by the ministries or the partners ~ Academic conferences or symposiums to share research findings ~ Collaborative research projects or partnerships ~ Workshops or seminars focused on pedagogical innovation and best practices ~ Opportunities for peer review or collaboration with other inspectors for professional development
Professional audience, media, and journalists	~ Emailing strategy ~ External newsletters ~ Press releases ~ Social media - LinkedIn, Twitter ~ Project website
Learners	Online learning platforms or resources accessible outside of regular class hours Surveys or feedback mechanisms to gather input and assess needs

Parents	~ Parent-teacher conferences or open houses to discuss student progress and concerns ~ Regular newsletters or communication channels to keep parents informed about school activities ~ Social media - LinkedIn, Twitter ~ Project website

3. Dissemination and Communication activities

3.1. Policy Level – ensuring national level achievement.

3.1.1. France

Overseeing the public educational digital services, Department of Digital Education (DNE) is responsible for innovation and strategic programming in educational digital and information systems. DNE is committed to promote AI4T training with the support of DGESCO, IGESR and academic intermediaries in the regions.

Thanks to the academic networks, it runs and its closes collaboration with the DGESCO and IGESR, DNE has capacity to use the results of the AI4T project to develop and promote training for all teachers and administrators on AI solutions in education. DNE can address all public sector schools at all levels, which is 54,800 schools employing 720,000 teachers and more than 10 million students, including 4 million at the secondary level.

The DNE is involved in several projects designed to support the development of educational resources including AI solutions aimed at providing intelligent assistants to teachers and academic authorities. The AI4T project represents an essential element in the construction of training for teachers and managers in AI. It is seen to go beyond the first awareness-raising projects, such as the MOOC IAI in France, created with the assistance of the DNE and operated by the Class'Code collective and the Inria Lab since March 2020.

3.1.2. Slovenia

AI4T will be disseminated in Slovenia as part of the implementation of the new Slovenian Digital Education Action Plan together with the National Framework for Quality Assessment and Assurance in Education. MESS will play a central role in translating the project results into actionable policies at national, EU and international level, including UNESCO.

At national level, the project results will feed into the policies of the Ministry and public education institutions and lead to the training of teachers and school leaders in the new development projects focussing on digital education, including the integration of AI (projects co-funded by the Resilience and Recovery Fund).

The project and project results will be presented on:

- the National Education Network (www.sio.si), which has around 10,000 daily users consisting mainly of teachers, students, school leaders, researchers, counsellors and policy makers.

- the ARNES (The Academic and Research Network of Slovenia) conference on digital education, an annual event for all school leaders, which takes place every autumn at the National School for Leadership in Education.
- there is also a teacher training seminar on digital education, which attracts at least 2,000 participants each year. These initiatives are organized by educational research institutes, including the University of Maribor, as well as other national educational institutions and universities.

In 2020, Slovenia founded the International Research Centre on Artificial Intelligence (IRCAI) under the auspices of UNESCO. The centre has several objectives, including providing policy support to help member states address the technical, legal, social and ethical challenges at the intersection of technology and policy. The results of AI4T will be further disseminated through the activities of this centre.

MESS will actively promote the dissemination of the project at European level by participating in meetings of experts and policy makers at both political and technical level, e.g. in the European Commission's working groups (DELTA) for schools and teachers, EU Digital Education Hub and EUN Schoolnet. This dissemination will take place through various channels, including conferences, workshops, and seminars.

3.1.3. Ireland

Oide Technology and Education (Oide TiE), formerly PDST, Technology and Education has a national remit to support primary and post-primary schools with the embedding of digital technologies in school and classroom practice. Their provision of professional learning, resources, guidance and advice is central to the implementation of the national digital strategy for schools, *the digital strategy for schools to 2027*. Across the two-phase implementation of the strategy. AI4T will be disseminated in Ireland as part of the implementation of this digital strategy. Specifically, AI4T will be disseminated under pillar three of this three-pillar strategy, which focuses on emerging technologies.

Oide Technology and Education will translate the outputs and findings of AI4T into professional learning activities and resources for the school sector. These activities will encompass both online and face-to-face activities. The project results will also directly feed into the policies of the Ministry, the Department of Education (DE) and support the overall strategic direction of the DE with regard to AI and digital transformation. The project results will continue to be presented on the website of Oide TiE, the key website platform on digital learning for the school sector. It is also a key resource for initial and further education students and providers. In the coming years, AI4T will be a key project identified in the innovation strand of Oide TiE's programme of work disseminated at all national and international conferences and symposia.

3.1.4. Italy

In 2015, the Italian Ministry of Education and Merit (MIM) launched the National Plan for Digital Education (PNSD) to guide the integration of digital innovations into the Italian education system. This was followed by the React EU programme (digitalisation in schools) and the National Plan for Recovery and Resilience (NPRR) - a comprehensive plan that is currently completing the digital transformation of Italian schools. The plan includes AI and innovative technologies with the aim of setting up a monitoring mechanism to ensure the application of the measures and help schools to effectively put the results of the AI4T experiments into practise. MIM oversees these efforts and coordinates with the regional offices the measures described in the NRPP for all schools in Italy. This approach ensures a bottom-up perspective in the testing and dissemination of the Ministry's measures resulting from the AI4T projects. Specifically, the Ministry plans to introduce measures to integrate AI and STEM into the curricula and to complement existing curricular reforms with digital and methodological innovations. Dissemination events will be organised to present the results of the calls for proposals and promote the use of AI in education. In addition, the Ministry will support teachers through training and weekend workshops on AI in education. These initiatives aim to equip educators with the knowledge and skills necessary to use AI effectively in the classroom.

3.1.5. Luxembourg

The projects' results will inform the Ministry's position on AI in education. In this respect, the results will be incorporated in the national coding and "computer science" strategies. Furthermore, the training materials will be spread via the national teacher training institute (IFEN). Moreover, communication and dissemination of the projects' results are assured by press conferences for the public and by trainings or conferences for teachers. Publications and internet sites (www.edumedia.lu, www.script.lu, www.educoding.u) ensure a quick and easy access to all relevant information.

3.2.   Overall

Creative Commons (CC) licences will be applied to all the project outcomes. Partners as the creators of the content, will retain the copyrights, while the wider public will be able to copy, distribute, and make use of the project outputs.

As described in the Communication and dissemination section, the researchers involved in the project will also widely disseminate the results of the evaluation of the experiments to the scientific community through articles and conferences in national, European and international publications and contexts. These scientific conclusions will enrich knowledge and reflection on AI in education and potentially contribute to future policy reforms.

Throughout the lifetime of the project the following networks and events will be used to achieve successful dissemination strategy (examples of target stakeholders as well as potential networks to most of which members of our consortium are directly linked or involved).

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