

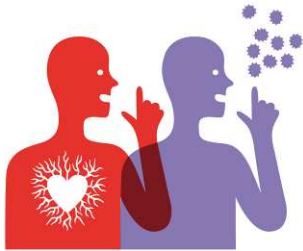


Education and Culture DG

Lifelong Learning Programme



Education, Audiovisual & Culture
Executive Agency



PILOTS

**Professionalisation for learning in technology and science
141872-LLP-1-2008-1-BE-GRUNDTVIG-GMP**

D8.1: Dissemination Plan

Workpackage 8: Dissemination

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www.thepilots.eu

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1 Executive Summary

This document details the Dissemination Plan for the Pilots project. It identifies the strategy employed, and the objectives within each category of dissemination. It then explains the target audience of Pilots dissemination and the channels which will be used to reach these targets. It elaborates on the specific dissemination activities to take place, and identifies a number of criteria for evaluation of the dissemination workpackage.

2 Objectives and Strategy

After an analysis of possible dissemination strategies, Ecsite concluded that the dissemination of the project can be separated into three broad categories: *Dissemination for Awareness, Dissemination for Action and Dissemination for Understanding*. These distinct stages correspond roughly to three goals of the project: to raise awareness on the role and needs of science museum explainers; to disseminate project results and findings as a groundwork towards a European definition of the science explainer's profile and training needs for adult engagement in science, and the running of training courses and a web platform for explainers.

Table: Overview of dissemination strategy

<i>Stage</i>	Awareness	Action	Understanding
<i>Month of project</i>	M1-M24	M4-24	M12-24
<i>Objectives</i> (Section 3)	To inform potential users and contributors	To explain the project to potential users and contributors	To encourage contributions from institutions and use of the portal
<i>Principal target audience</i> (Section 4)	Potential contributors, semantic web community	Potential contributors, potential users	Potential users, potential contributors

2.1 Dissemination for Awareness

The overall goal of this category is to raise awareness of the project within the target audience (see Section 3 of this document). This constitutes an important first stage of the early dissemination activities, while the project is still under development, in order to ensure that the target audience becomes interested and is more likely to react positively to subsequent dissemination.

This stage of dissemination allows the Pilots identity to become established and recognisable. The information disseminated should be detailed enough to draw attention to the profile and needs of science explainers, as well as to ensure that the target audience see the relevance and utility of the project.

This stage is operational throughout the project, but is particularly relevant in the first year of the project to ensure all the target audience is informed.

This stage's specific objectives are as follows:

2.1.1 Objective 1: To inform institutions about Pilots

Informing potential users of Pilots means defining a message, and ensuring the message is heard by the target audience. The message to be delivered to users was defined by Ecsite following the kick-off meeting.

The brand message for this stage of the project has been defined as follows: **“The Pilots project works towards the professionalisation of the role of explainers in science centres and museums both through developing European training courses and through research on the role of explainers.”**

This message aims to define the project and the way in which it will be useful to potential participants. The expected result is that users will be more receptive to the Dissemination for Action and Dissemination for Understanding and will therefore be more likely to take advantage of the Pilots training courses, make use of the web platform and incorporate the Pilots outputs into the daily workings of their institutions.

2.1.2 Objective 2: To raise awareness of the profile of science explainers

This stage of dissemination activities should also ensure that as many as possible of Pilots' target audience are made aware of the notion of a European profile for explainers, in order for them to understand the significance of the project and the group at which it is aimed. This should ensure that the audience will be more receptive to the output of the project in terms of research.

2.2 Dissemination for Action

This will be the second stage of dissemination to begin. Its goal is to ensure that explainers access and make use of the Pilots web platform and that institutions commit their explainers to attend the Pilots training workshops. This is necessarily a second stage of dissemination as the expected action can only take place once the website has been launched, or the registration for the events opened. It will be an important stage to ensure the success of the site and the events.

This type of dissemination therefore becomes particularly important between Month 5 and the end of the project, with various goals at each stage.

This stage of dissemination focuses on two specific objectives.

2.2.1 Objective 3: To encourage the development of a web community of science explainers

The dissemination for this stage should result in explainers joining the Pilots web platform, downloading material and uploading their own material. This is connected with Objective 4 since all participants in the training schemes are required to join the web community. The aim is to ensure a web community which will perpetuate the exchange of Pilots activities outside of the face-to-face activities in the project, and after the lifetime of the project. This should ensure a lasting impact, and develop a community which can be active in the future.

2.2.2 Objective 4: To encourage participation in the training courses

The aims in terms of attendance at the training workshops are clear: 30 for each of the Mechelen and Paris workshops and 60 for each of the Milan and Dortmund workshops. To achieve this, dissemination must target not only explainers but management staff in science centres and museums, who must give their approval for explainers to attend and to organise multiplying events.

2.3 Dissemination for Understanding

Unlike most dissemination strategies, the dissemination for understanding stage comes later in the project. This is because the research element to the project produces its results towards the end of the project, and the “action” of the project actually contributes to shaping these results.

2.3.1 Objective 5: To disseminate a new culture of interaction between explainers and adults

This is an objective of the Pilots project as a whole, but it is relevant to the Dissemination of the project in terms of how we communicate the results of the project. This will entail making sure that the outcomes of the project in terms of research reach and are read and understood by the target audience.

3 Target audience

To achieve the objectives of Pilots, we can classify our target audience within three broad categories: individuals within science centres and museums; network organisations and secondary targets of dissemination.

3.1 Individuals within science centres and museums

European science centres and museums are the primary institutions targeted, since the work focuses on the role of science explainers. In order to achieve the dissemination objectives of Pilots, individuals in a range of job positions must be singled out.

3.1.1 Explainers

Explainers are the people working in a science centre or museum who come into face-to-face contact with the public. They often have different names depending on their exact role in the institution – animators, guides, edutainers, facilitators or pilots, among others. Explainers are a target of dissemination in themselves, but also a potential channel, as they can spread information about the project through multiplying events, in person and online.

3.1.2 Heads of explainers

Some institutions have a specific head of explainers – sometimes this is a head of education or head of public engagement, other times this is someone who also works as an explainer but is also responsible for the team. Their involvement in the project is crucial in order to reach all the explainers of any one institution.

3.1.3 Directors and management staff

Although the project focuses on explainers, the directors and higher-level management staff are one of the key target groups. The raising of awareness of the role and needs of explainers are targeted more at the decisionmakers within the

institutions, who have the power to effectuate change. The agreement of directors and management staff is also necessary for explainers to participate in the training courses, in order for them to organise the multiplying event back at the institution. The success of the multiplying events will depend in part on the willingness of the directors.

3.2 Network organisations

Network organisations are multipliers – they allow an increased impact through the activation of their members, on a national, European or international level. Here we are interested in European networks whose members are likely to employ science explainers:

3.2.1 EAZA

EAZA has 300 members from 34 European countries. It publishes a quarterly magazine, sent to all EAZA members and to many zoos and aquaria in other parts of the world (USA, Australia, Japan and others) as well as to other people with a professional interest in zoos. The total number circulated currently stands at 900 copies and is increasing. Relations with this network will ensure dissemination is thorough in its coverage of European zoos and aquaria that employ explainers.

3.2.2 National networks of science centres and museums

ASDC represents over fifty Science & Discovery Centres and Museums throughout the UK, with 20 other organisations as affiliated members. ASDC encourages excellence and innovation in informal science learning by serving and linking our member centres, and advancing their common goal of inspiring, involving and engaging people of all ages and backgrounds with science.

The **Ciência Viva** Centres are part of a Portuguese network of interactive science and technology centres that promote science on a national level. They function as regional development platforms - scientific, cultural and economic - by supporting the regional agents that are most active in these fields.

AMCSTI is the French association of science centres and museums It represents its members on a national level and offers resources in terms of knowledge, exchange and services.

The **VSC** is the Dutch and Flemish association of science centres and museums, representing centres and museums in the Netherlands and Flanders of very different type and size. There are VSC members with a location or without its own location or even virtual organizations.

The Nordic Science Center Association (NSCF) is a cooperative organization of science centres in the Nordic countries, i.e. exhibition and activity centres whose goal are the popularization of science and whose aim are to teach through interactive objects and demonstrations. The association functions as a liaison between the members and strives towards developing cooperation between the science centers of the Nordic countries.

3.3 Secondary targets for dissemination

A number of target groups are reached by the project in other ways than direct dissemination, such as the stakeholders involved in the multiplying events. These groups are not specifically targeted by active dissemination but may also be reached by Pilots dissemination activities:

- Professionals in formal education
- Policymakers: local, national, European
- Stakeholders in civil society
- General public

4 Graphic identity

The following elements have been determined by Ecsite and should be maintained to ensure branding throughout the project's publications, both online and on paper, so the dissemination targets receive a consistent and coherent message about the project.

4.1 Text and graphic elements

The project is to be referred to as Pilots (with capital P and the other letters lowercase, except where the text is all caps). The full title is Professionalisation for Learning in Technology and Science.

All project material should include the following elements:

- Pilots logo
- European Commission logo 
- European Commission message: "With the support of the Lifelong Learning Programme of the European Union"
- European Commission disclaimer: "This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."
- Logos of partner institutions

4.2 Logo and graphic identity

The Pilots logo is striking and bold, in order to catch the attention of the reader.

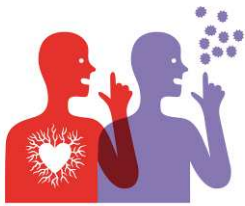


Pilots logo in red

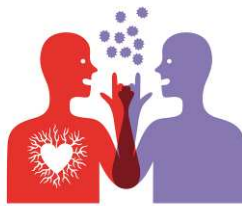
PILOTS

Pilots logo in black

The graphic identity also incorporates the graphic of the “explainer” figure, who is shown as a communicator but also a scientist, and a thinking, feeling individual.



Pilots graphic image 1



Pilots graphic image 2



Pilots graphic image 3

4.3 Project leaflet/poster

2000 project leaflets will be designed in order to promote the project, as a key publication for dissemination.

The specific design of this leaflet will aim to fulfil two dissemination objectives. It will be a leaflet explaining the project which unfolds into a large poster promoting the webplatform and training courses. This therefore aims to fulfil objectives of Dissemination for Awareness, in the form of the leaflet targeting management staff, directors and heads of explainers in order to make them aware of the project and why it is important; and Dissemination for Action, in that the leaflet will unfold into a poster, to be displayed within the institutions which incites explainers to login to the web platform and join the training courses.

The leaflets will be printed and distributed according to the following plan:

Who?	How many people?	How many leaflets each?	Total
<i>Mailout to Ecsite members</i>	340	1	340
<i>Distribution by Project partners according to events and activities specified in the Disemination plan</i>	7	100	700
<i>Participants at Ecsite Annual Conferences, Milan 2009 and Dortmund 2010</i>	All individuals attending sessions on education, human resources and theory of science communication.	400 per conference	800
<i>Selected Event 1: Museums, Science and Learning: How Can Our Educators Meet Today's Demands? Monday 16th March 2009, Natural History Museum, London, UK</i>	80	1	80
<i>Selected Event 2 (TBC)</i>	80	1	80

5 Dissemination activities

Dissemination activities are to take place through a number of specified channels which are best adapted to reach the target audiences specified in the previous section.

5.1 Ecsite channels

The Ecsite network brings together the largest number of Pilots targeted audience across Europe. Ecsite offers a wide range of ways of meeting the target groups.

5.1.1 *THE Group*

THE Group (Thematic Human Interface and Explainers group) is an Ecsite Thematic Group which aims at monitoring, promoting and where needed steering the evolving role of science explainers. The interest group acts for the benefit of the explainers, involving them as much as possible with an active role, but the group is open for the contribution from all Ecsite members. THE Group's members comprise a significant number of the Pilots' dissemination targets: science centre and museum explainers from across Europe.

THE Group has an active web community through a reference and interactive website (<http://medialab.sissa.it/THE>), where all relevant material is collected (bibliographies, case studies, relevant examples, and results from the interest group itself) but also where the group can discuss, exchange information, professional tools etc. This website will serve as a starting point for the Pilots webplatform.

THE Group's steering committee comprises a number of Pilots partners, ensuring coherence between its activities and those of the Pilots project: Antonio Gomes da Costa (Ciencia Viva, Lisbon), Miha Kos (The House of Experiment, Lubiana), Maria Xanthoudaki (Museo Nazionale della Scienza e della Tecnologia, Milano, Italy) Paola

Rodari (Sissa Medialab, Trieste, Italy), among others. It also benefits from a number of national representatives:

- Portugal: Maria Adelina Machado, Centro Ciência Viva da Amadora
- Netherlands: Renske de Jonge, Science LinX - University of Groningen
- Denmark: John Tønnersen, Experimentarium
- Austria: Sara Hossein, Science Center Netzwerk
- Poland: Marta Fikus-Krynska, Copernicus Science Centre
- Norway : Ødegård Ove Vilvite, Bergen Vitensenter AS
- Malaysia: Saiful Bahri Baharom, Petrosains - The Discovery Centre
- Belgium: Walter Ginckels, Technopolis, the Flemish Science Centre
- Italy : Massimo Abbamonte, Museo Nazionale della Scienza e della Tecnologia
- Slovenia: Luka Vidic, Hisa eksperimentov
- France: Franck Metayer, Le Vaisseau
- Israel: David Rosenberg, Bloomfield Science Museum

5.1.2 Ecsite.eu website

The Ecsite.eu website has a dedicated page for Pilots, updated regularly with news of the project. During the lifetime of the project, the Ecsite website will also undergo a redesign, thereby allowing the Pilots project to be more effectively promoted.

5.1.3 Mailings to members

Ecsite contacts its members regularly by email and by post. The 400 Ecsite member institutions comprise science centres, museums, natural history museums, aquariums and zoos from across Europe and worldwide. All Ecsite members will receive mailings on the following occasions:

- Pilots promotional material sent by post
- Pilots promotional material sent digitally
- Invitations to Pilots training courses sent digitally
- Announcement of Pilots webplatform sent digitally
- Announcement of project results online sent digitally

5.1.4 E-Newsletter

The Ecsite e-Newsletter is emailed every month, updating Ecsite members and key contacts in the field about Ecsite activities. 2000 contacts receive the e-Newsletter. Every month this contains an update on the Pilots projects, with links to more information.

5.1.5 Quarterly printed newsletter

Ecsite also publishes a quarterly newsletter with more in-depth articles. Miha Kos of Hisa Eksperimentov has agreed to submit a 1500 word article for the Winter 2009 edition entitled *Pilots: giving your explainers wings* which will explain the relevance of the Pilots project in the light of the 2008 Ecsite Directors' Forum, which highlighted the need for training and motivation of staff within science centres and museums. 1500 copies of the Newsletter are printed and circulated to Ecsite members and key contacts. The newsletter will contain listings of all Pilots training sessions.

5.1.6 Ecsite Annual Conference

The Ecsite Annual Conference is Europe's largest gathering for the field of science centres and museums. 1000 participants meet for two days of pre-conference meetings and workshops, 74 sessions over the three days of the conference. These conferences guarantee the involvement of key stakeholders and decision-makers so that Pilots ideas and materials can have a strong impact to ensure adults' lifelong learning in science and technology. In Milan will be 18 sessions on Education, 3 on Human Resources and 6 on Theory of Science Communication, all of which may be relevant dissemination opportunities for Pilots.

The two Ecsite Annual Conferences that fall within the project's timeline will be key events for dissemination, first in the Dissemination for Awareness and Action and in the second conference Dissemination for Understanding. 900 to 1000 participants are expected to attend both the Ecsite Annual Conferences in 2009 (Milan, Italy) and in 2010 (Dortmund, Germany).

On Wednesday 3rd June 2009, 14:15-15:45, Paola Rodari of Sissa Medialab, Trieste, Italy will participate in a Poster Session entitled “Face(s) to face diversities: THE group session” aimed at presenting and then discussing experiences and strategies to tackle issues of diversity in science centres and museums. It will draw on the results of the Pilots training session.

5.2 Project partner channels

5.2.1 Partner websites

All project partners will link to Pilots on their institutional website, with a project description and a text explaining their role in the project, in their native language.

5.2.2 Partner newsletters and e-newsletters

Project partners will disseminate the training courses, webplatform and research results regularly via their existing communication channels.

5.3 Professional meetings and conferences

The following meetings and conferences have been identified as key events in all stages of the dissemination in the project.

5.3.1 Conferences and events

The Ecsite network is developing its role of raising the profile of science centres and museums among the European institutions. In this context, Ecsite is organising an **event at the European Parliament** in Brussels, February 18th, 2009 to promote the importance of our field to officers of the European Commission and parliamentarians. Pilots will be disseminated at this event to the experts in the field of European science communication.

Michael Creek of Ecsite will disseminate the project at the **GRUNDTVIG PROJECTS' MEETING** 19-20 February 2009, where 180 project coordinators in lifelong learning will be gathered together to discuss key issues in running Grundtvig projects.

Museums, Science and Learning: How Can Our Educators Meet Today's Demands? is a one-day conference hosted jointly by the Natural History Museum, Science Museum and the MLA, Monday 16th March 2009, Natural History Museum, London, UK. Maria Xanthoudaki of the Museo della Scienza e della Tecnologia Leonardo da Vinci, Milan, will speak about Pilots at the conference and distribute 80 project leaflets/posters.

For its 20th Anniversary, Heureka, the Finnish Science centre (Vantaa, Helsinki / Finland) is organising **Science Engagement in Action**, an international expert seminar on March 20th, where the future of the field will be discussed. Catherine Franche of Ecsite will participate, and disseminate Pilots leaflets/posters at the event.

The Science Communication Unit at the University of the West of England, Bristol is holding the **Evolving Science Communication** symposium. This event is being held over 26 and 27 March, 2009 at the Watershed Media Centre, Bristol and is a meeting ground for academics and practitioners in the field of Public Engagement with Science and Technology. The symposium will explore key issues facing the sector including: transferability, sustainability, demonstrating impacts, sharing knowledge and collaborative working.

The Austrian Science Center Netzwerk will host a symposium **Research on interactive exhibits** in Vienna on May, 25th-26th 2009, in English. International experts will report about state-of-the-art visitor research in museums. The focus of the symposium will be on interactivity, learning, target groups, design and methods of conducting research on museum visitors. We address (inter)national museum staff, science and culture mediators, exhibition architects, designers, etc. The symposium will take place in the Technical Museum of Vienna.

The next **Euroscience Open Forum (ESOF2010)** will take place in Torino, Italy, on 2-7 July 2010, under the slogan Passion for Science. It will be a unique opportunity to meet and to discuss important issues in which science and technology play a central role. The Scientific Programme will be the core of ESOF2010, hosting round tables, workshops, debates and seminars, which will address the most topical issues in scientific research and explore the interactions between researchers, industry, policy, media, and the wider public. Ecsite is actively collaborating with ESOF on the organization of this event which should prove a valuable moment for dissemination.

5.3.2 Project meetings and project events

Ecsite is also involved in a number of European projects, where project meetings and events will prove valuable opportunities to disseminate Pilots to science centre and museum professionals, as part of the Dissemination for Awareness and later Dissemination for Understanding stages of the project:

- **FUND**, coordinated by Ecsite, which proposes to build a support system to combine the willingness of local actors to engage in dialogue activities with a training and best practice/knowledge transfer platform. The idea is to move from “flat” networks based on the cooperation of certain actors, to “power” networks, which are based on providing local actors with the necessary support to create their own connections.
- Ecsite is now working with the **Polka** project, which aims at ensuring the voices of patients with rare diseases reach the EU policymakers. The project facilitates the consultation of the European rare disease community at large, with the aim of building consensus on preferred public health policy scenarios for rare diseases, using a variety of methods such as the **Decide** game.
- The **ACCENT** (Action on Climate Change through Engagement, Networks and Tools) project, to be launched in 2009, is the result of European science centres and science museums’ decision to strengthen the efforts they make at the local level in a global European action by gathering their practices in

science communication and public engagement about climate change issues. ACCENT is coordinated by the Città della Scienza, Naples, Italy.

- NanoToTouch, coordinated by the Deutsches Museum, Munich, Germany, aims to create an innovative place for the broad public to learn about and to discuss nano research by directly involving the scientists and actors of research themselves. NanoToTouch proposes a straightforward way to do this by taking the laboratory environment and the research work out of enclosed academic campuses and relocating them right in the midst of the public scene – the Open Nano Lab.
- The TIME for Nano Project, coordinated by the Città della Scienza, Naples, Italy, aims at engaging the general public, with a special attention to young people, on benefits and risks related to nanoscale research, engineering and technology, through the development of a nano-kit and the organisation of a web contest each year, alongside organised events and debates for the public.

5.4 Journals and publications

The outputs of the project in terms of research will be submitted to journals and publications in the field of science communication and museology as a key means of Dissemination for Understanding. These include:

- JCOM (the Journal of Science Communication), an online journal on scientific communication, whose editorial board includes António Gomes da Costa, Ciência Viva, Lisbon, Portugal, and Maria Xanthoudaki, Museo della Scienza e della Tecnologia "Leonardo da Vinci", Milan, Italy. In JCOM, each article undergoes multidisciplinary peer-reviewing by experts belonging to different areas of competence such as science, communication and theory of communication. Comments are also to be found on JCOM, as well as letters and reviews on important occasions, figures, processes and key concepts concerning the communication of contemporary science. JCOM is indexed and abstracted in Qualis Capes, Open J-Gate, Wellcome Library, psci-com,

Directory of Open Access Journals and the Guide to successful communications of the European Commission (Science-society).

- Curator - Written by museum professionals for museum professionals, Curator provides a forum for exploration and debate of the latest issues, practices and policies in museum administration, research, exhibition development, visitor studies, conservation, education, collection management, curation and other subjects related to museum professional development.
- Museum Management and Curatorship (MMC) is a peer-reviewed, international journal for museum professionals, scholars, students, educators and consultants that examines current issues in depth, and provides up-to-date research, analysis and commentary on developments in museum practice. It is published quarterly and all submitted manuscripts will undergo double-blind review. The journal encourages a continuous reassessment of collections management, administration, archives, communications, conservation, diversity, ethics, globalization, governance, interpretation, leadership, management, purpose/mission, public service, new technology and social responsibility.
- Nuova Museologia is the official biannual journal of the Italian Committee of the International Council of Museums - ICOM and of the National Association of Local and Institutional Museums - ANMLI. This magazine is aimed at revitalizing the debate on museums in terms of museology as the study of museums, their history, philosophy that is behind them, their political and social significance, their educational and cultural purposes and the methods they use to reach the public.
- Other papers will be published in the native languages of each partner.

6 Assessment of Impact

Dissemination of the project will be assessed as part of the project impact evaluation in WP2.

The following elements are proposed to serve as indicators for this evaluation, to assess how effective the dissemination campaign has been:

- Web hits on www.thepilots.eu
- Number of individuals signed up to the web platform
- Level of activity on the web platform
- Number of participants in Pilots training courses
- Number of newsletter articles and enews mailings on Pilots