



eCraft2Learn

Digital Fabrication and Maker Movement in Education
Making Computer – supported Artefacts from Scratch

Deliverable D6.1 (ver3)

Project Website and Social Media Channel



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PROJECT DESCRIPTION

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Program: HORIZON 2020
Theme: Technologies for Learning and Skills
Start: 01. January, 2017
Duration: 24 months
Website: <http://www.project.ecraft2learn.eu/>
E-Mail: office@ecraft2learn.eu

Consortium: **University of Eastern Finland**, Finland, (UEF), Coordinator
Edumotiva, Greece (EDUMOTIVA)
Mälardalen University of Sweden, Sweden (MDH)
Zentrum für Soziale Innovation, Austria, (ZSI)
The University of Oxford, United Kingdom, (UOXF)
Synyo GmbH, Austria, (SYNYO)
University of Dundee, Scotland, (UNIVDUN)
University of Padua, Italy, (UNIPD)
Technopolis City of Athens, Greece (TECHNOPOLIS)
Evothings, Sweden (EVOTHINGS)
Arduino, Sweden (ARD)
Ultimaker, United Kingdom (ULTIMAKER)

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1	22.02.2017	Edin Agbabić (SYNYO)	Draft Version	SYNYO
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3	27.02.2017	Edin Agbabić (SYNYO)	- Updated screenshots - Proof read	UEF

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EXECUTIVE SUMMARY

This report presents information on the main digital resources and channels that are implemented as part of the eCraft2Learn project. First, the structure of the project website and its content are explained. Illustrated by selected screenshots, the design, functions, and content of the website and each of its sections are highlighted. The report also includes information about social media channels and communication activities, which are set up as main tools for distribution and dissemination. The Twitter account is already launched and further social media channels (e.g. Facebook, YouTube, LinkedIn) may be set up later on, depending on emerging needs. The project website will be regularly updated and possibly include further sections at a later stage. Thus, it represents the first step of the project's communication and dissemination activities.

1 INTRODUCTION

This additional report provides information on the project website and further digital resources and channels, which were implemented as part of the eCraft2Learn project. First of all, the structure of the project website is explained and its content is highlighted. Some selected screenshots illustrate the design, the functions and the sections and subsections of the site. Furthermore, SEO (search engine optimiser) and Google Analytics information are briefly explained. Then, the report documents the social media channels, which were set up as central distribution and dissemination tool. After that, the main communication activities and channels are presented. Finally, we would like to remark that the website will be regularly updated. Thus, it represents the first step of our communication and dissemination activities. In the future, further social media channels (e.g. Facebook, YouTube, LinkedIn) may be set in case further needs and facilities by the stakeholders emerge. Details on the communication and dissemination strategy will be found in deliverable D6.2.

2 PROJECT WEBSITE

The project website can be accessed through <http://www.project.ecraft2learn.eu/>

2.1. STRUCTURE

The structure of the eCraft2Learn website is illustrated in the graph below. In the following, each subsection will be described with more details.

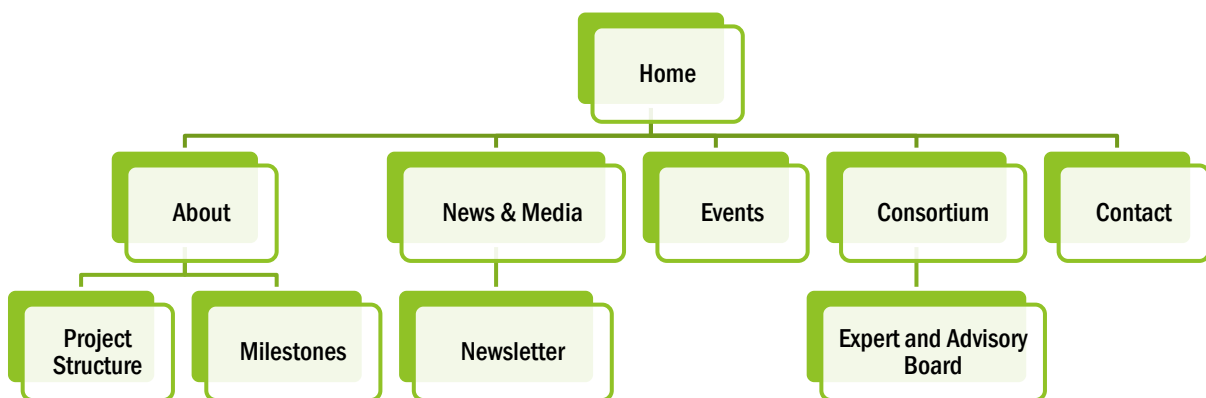


Figure 1: Structure of the eCraft2Learn website

Figure 1 shows the high-level sitemap of the website. The main menu includes the most frequently required links like shortcut to the Home page, About page with subpages such as: Project structure and Milestones, News & Media page with one subpage Newsletter, Events, Consortium page with subpage Expert and Advisory Board and last Contact page. The main menu items will be sublevelled into pages which give another context to these items.

The sitemap is also created as XML Sitemap and connected to SEO (Search Engine Optimizer) for better indexing and searching on search engines like Google, Bing, Yahoo and more.

2.2. OUTLINE OF THE CONTENT

The front page (“Home”) highlights the main facts in brief and provides information on the project as well as the project number and the coordinator. It also highlights the main targets and partners within the project.

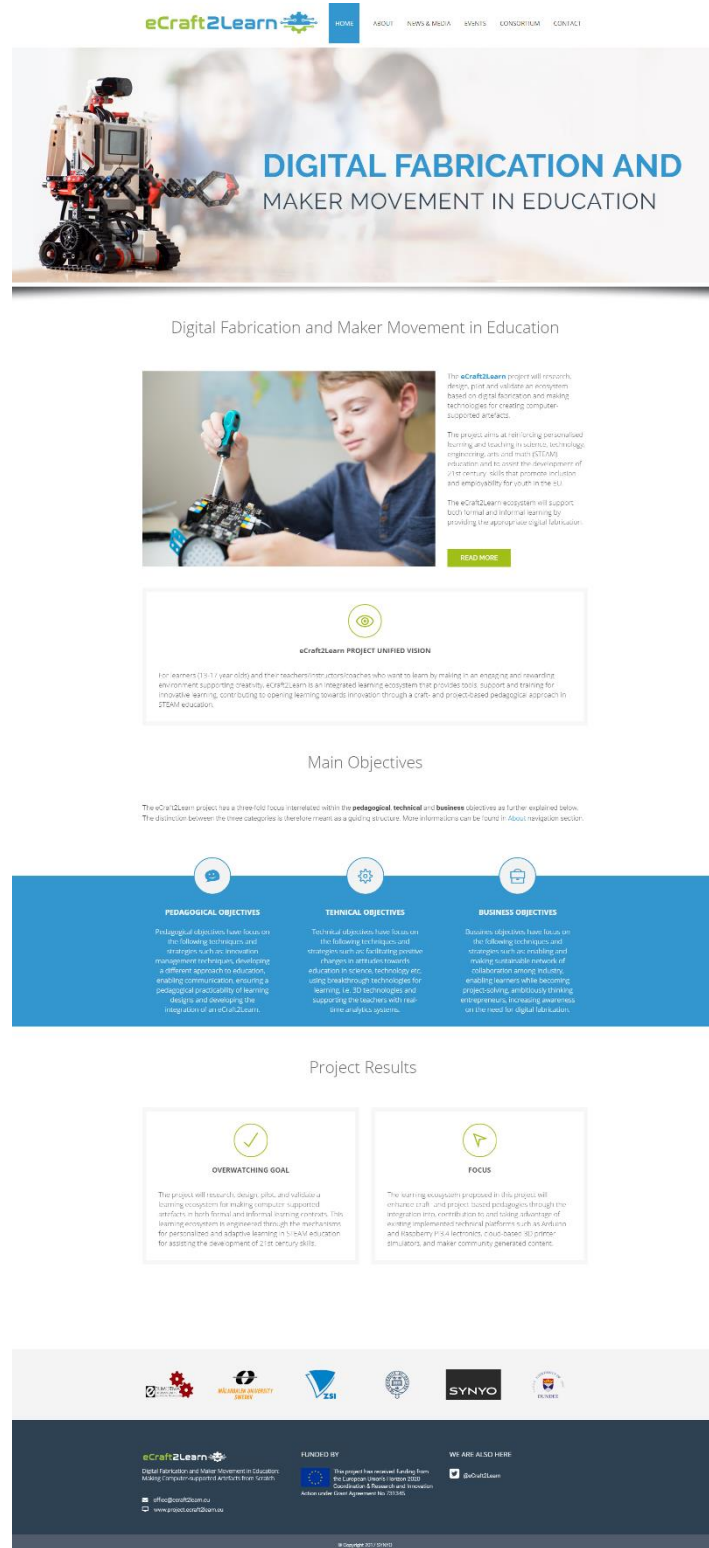


Figure 2: eCraft2Learn Home page

2.2.1 SECTION “ABOUT”

PROJECT OVERVIEW

The subsection provides a project overview and presents the main aims and facts. It includes a brief introduction in the background of the project. Then, the objectives of the project are highlighted, before presenting a detailed description of the eCraft2Learn ecosystem. To notice is that the robot image used in this particular page will be updated with images and pictures from the project pilots' outcome as to reflect the hands-on nature of the eCraft2Learn ecosystem.



Digital technology has radically changed the way people work in industry, finance, services, media and commerce and has urged necessary corresponding changes in educational systems. However there is a lack of progress in the education arena. Hence, recent studies show that high percentages of college graduates can't find work, the dropout rate is high and new generations are moving back into their parents' homes after school or college. Nevertheless, the digital trend indicates that today's grade-school children will end up at jobs that haven't been invented yet.

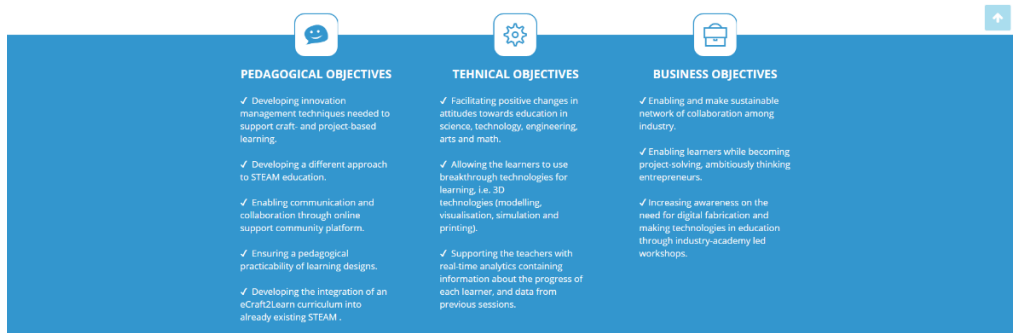
Nowadays, several studies assure that digital fabrication and making technologies, if coupled with proper learning methodologies such as Constructivism can provide learning experiences that promote young people's creativity, critical thinking, teamwork, and problem solving skills, which are essential and necessary in the workplace of the 21st century.

However, as early as 2008 a OECD report remarked that "technology is everywhere, except in schools". In addition to this, most uses of technologies in education and training today do not support 21st-century learning skills.

In many cases, new technologies are simply reinforcing old ways of training and learning in current school settings and very often they are introduced according to a narrow perception as being suitable only for talented youth or only for Science-, Maths- or Engineering-oriented majors.

Current developments call for a move from this elitism to the recognition that fluency with making technologies represents knowledge and skills valuable for every citizen.

Project Objectives



eCraft2Learn Concept

The main concept of eCraft2Learn is based on the premises of learning by making. Learning by making methodology applications have their roots on the Constructivist theory of knowledge and the educational theory. In our project, the Constructivist learning by making methodology is strongly related to the do-it-yourself (DIY) philosophy.

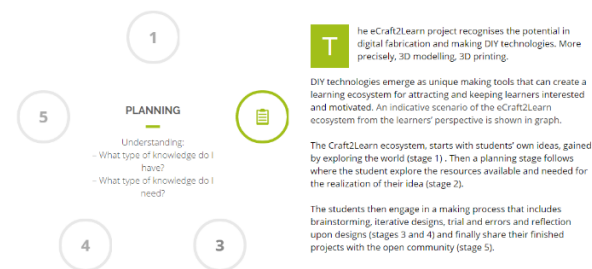


Figure 3: eCraft2Learn About page

PROJECT STRUCTURE

This page shows how the work is planned and divided into work packages. In addition, all deliverables for each work package are displayed. The public deliverables will be uploaded and linked at the end that related list item. The list items have an icon at the beginning which indicates the status of the deliverable (submitted or still pending).

The project structure for eCraft2Learn consists of five main working packages:

WP1 – Coordination management & quality assurance, WP2 – Managing open innovations & future use scenarios, WP3 – Craft and Project-based learning framework, WP4 – Technological environment implementation, WP5 – Pilots & evaluation, WP6 – Dissemination and exploitation.

Each working package is interconnected in structural way as it shown on right sided graph. Detailed structure of working packages with corresponded steps are visible in bottom list table.

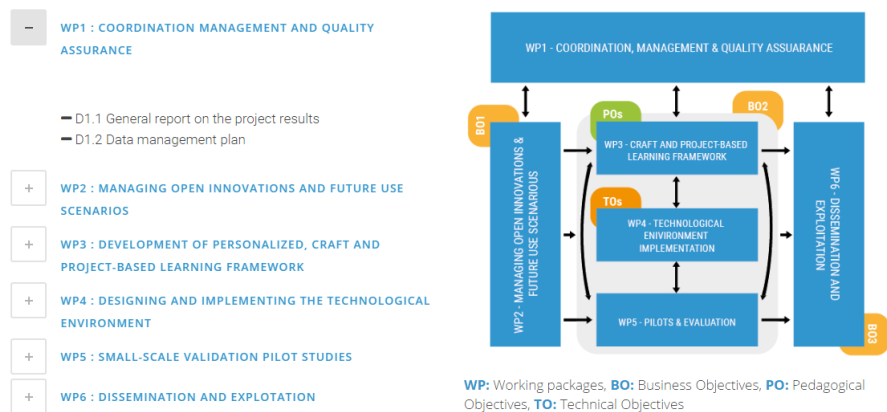


Figure 4: eCraft2Learn Project structure

MILESTONES

The section Milestones offers detailed overview on each Milestone. Milestones are structured, showing current and active Milestone, with corresponding title, number, date and description. The active Milestone is highlighted, indicating that this is the current and reached phase of project. Upcoming Milestones are marked with transparent effect, because they are not currently activated.

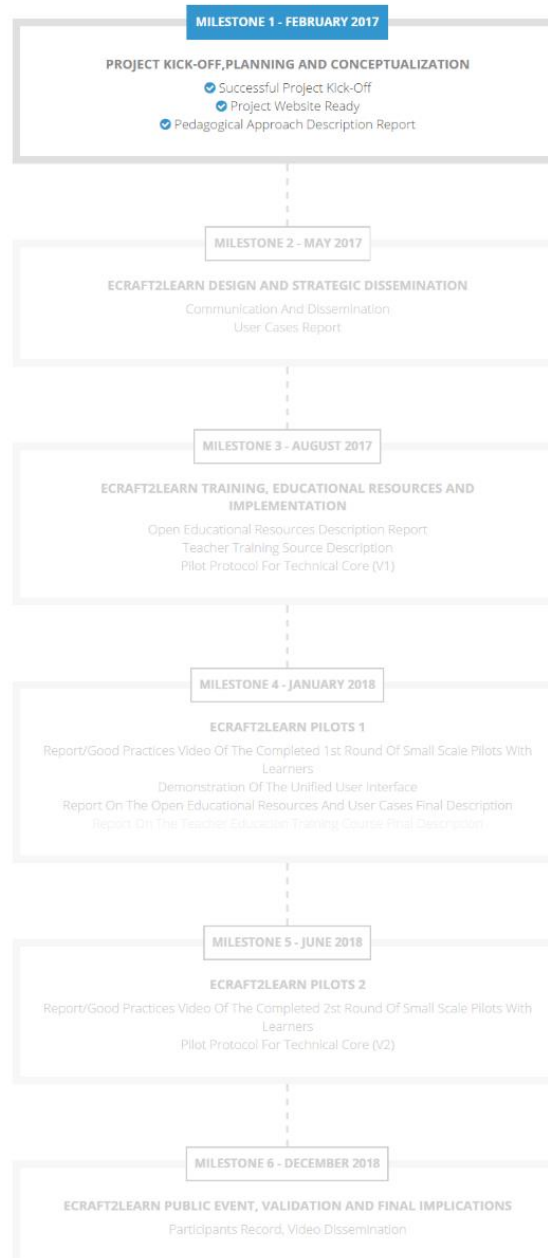


Figure 5: eCraft2Learn Milestones

2.2.2 SECTION “NEWS & MEDIA”

The section on News & Media offers space for listing of dissemination materials (flyers, factsheets etc.) and publications. It will be filled during the course of the project. Moreover, it contains downloadable versions of the project abstract, logo and the latest tweets posted by the official eCraft2Learn twitter account.

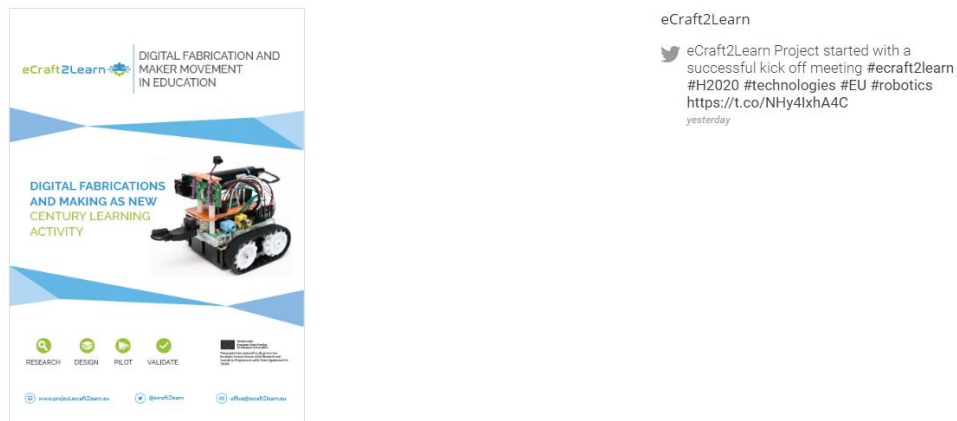


Figure 6: eCraft2Learn News & Media

NEWSLETTER

The Newsletter subpage provides frequent updates related to eCraft2Learn project, current developments, trends and productivity. Subscription is very important due to usable tips and valuable resources, and each user will get an email whenever there is a new post published.

You can subscribe to Newsletter below, frequent updates related to [eCraft2Learn](#) project, current development, trends, productivity. Please keep on mind that subscription is very important due to usable tips and valuable resources, sent out every second week. You will get an email whenever there is a new post published.

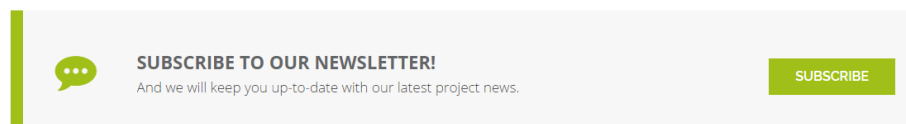


Figure 7: eCraft2Learn Newsletter

When user clicks on the “Subscribe” button, it will automatically redirect current user to the new page where is requested to enter contact data such as: Email Address, First Name, Last Name etc.

Project eCraft2Learn Newsletter

The eCraft2Learn newsletter provides occasional updates and event announcements for the eCraft2Learn project. Find out more at ecraft2learn.eu

Email Address *

First Name *

Last Name *

Organisation Name

Preferred format

HTML

Plain-text




Figure 8: eCraft2Learn Newsletter form

2.2.3 SECTION “EVENTS”

The Events page provides a list and overview of upcoming eCraft2Learn project meetings and seminars across Europe.





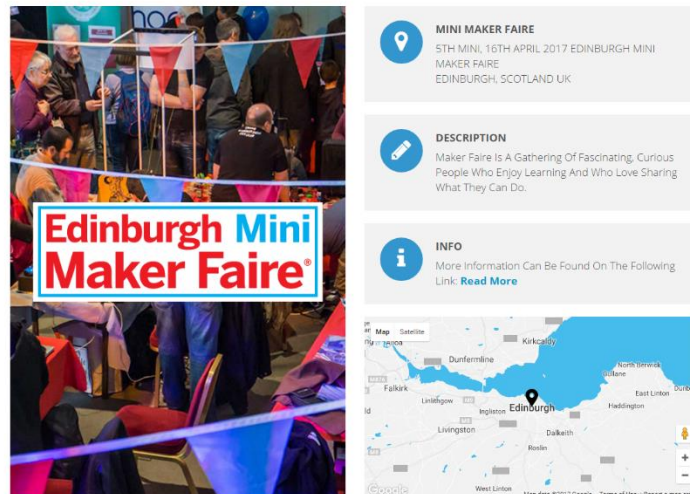
	<p>5th Mini, 16th April 2017 Edinburgh Mini Maker Faire ↕ Edinburgh, Scotland UK Maker Faire is a gathering of fascinating, curious people who enjoy learning and who love sharing what they can do.</p>	READ MORE
	<p>1st Featured, 22 - 23 April, 2017 Maker Faire Sachsen ↕ Chemnitz, Germany A festival for inspiration, creativity and innovation.</p>	READ MORE
	<p>2nd Featured, 20 - 21 May, 2017 Maker Fair ↕ Vienna, Austria The greatest show (and tell) on Earth!</p>	READ MORE
	<p>2nd Mini, 6 - 7 May, 2017 Athens Mini Maker Faire ↕ Athens, Greece Bringing together all the people involved in the making process.</p>	READ MORE

Figure 9: eCraft2Learn Events

Clicking on “Read more” link button will redirect user to new page for current event.

Mini Maker Faire – Edinburgh



MINI MAKER FAIRE
5TH MINI, 16TH APRIL 2017 EDINBURGH MINI MAKER FAIRE
EDINBURGH, SCOTLAND UK

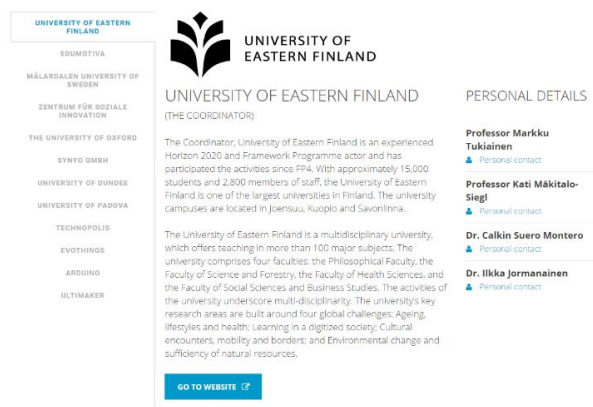
DESCRIPTION
Maker Faire Is A Gathering Of Fascinating, Curious People Who Enjoy Learning And Who Love Sharing What They Can Do.

INFO
More Information Can Be Found On The Following Link: [Read More](#)

Figure 10: eCraft2Learn Events - Mini Maker Faire Edinburgh

2.2.4 SECTION “CONSORTIUM”

This section provides information on the consortium partners of the project. It includes a description of the institutions and their role in the project. Additionally, a simple click on the specific link opens the webpage of the related institution in a new window.



UNIVERSITY OF EASTERN FINLAND
(THE COORDINATOR)

The Coordinator, University of Eastern Finland is an experienced Horizon 2020 and Framework Programme actor and has participated the activities since FP4. With approximately 15,000 students and 2,800 members of staff, the University of Eastern Finland is one of the largest universities in Finland. The university campuses are located in Joensuu, Kuopio and Savonlinna.

The University of Eastern Finland is a multidisciplinary university, which offers teaching in more than 100 major subjects. The university comprises four faculties: the Philosophical Faculty, the Faculty of Science and Forestry, the Faculty of Health Sciences and the Faculty of Social Sciences and Business Studies. The activities of the university underscore multi-disciplinarity. The university's key research areas are built around four global challenges: Ageing, lifestyles and health; Learning in a digitized society; Cultural encounters, mobility and borders; and Environmental change and sufficiency of natural resources.

[GO TO WEBSITE](#)

PERSONAL DETAILS

Professor Markku Tukainen
Personal contact

Professor Kati Mäkitalo-Siegl
Personal contact

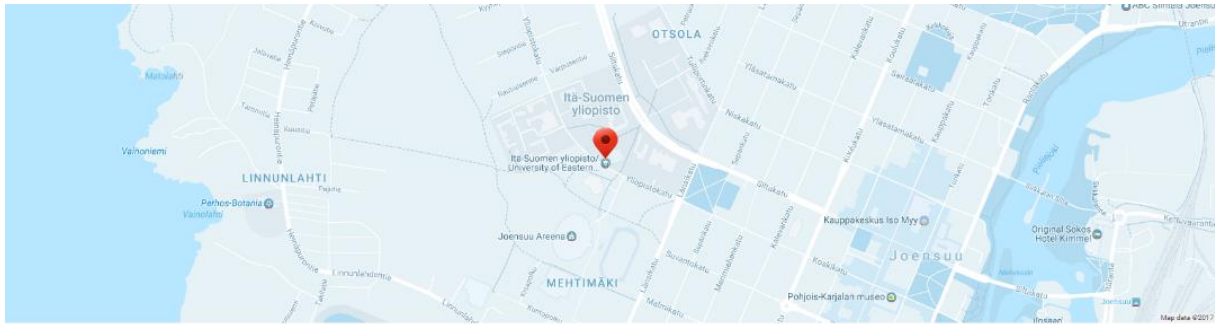
Dr. Calkin Suero Montero
Personal contact

Dr. Ilkka Jormanainen
Personal contact

Figure 11: eCraft2Learn Consortium

2.2.5 SECTION “CONTACT”

The section shows the contact details of the coordinator (University of Eastern Finland) of this project. In addition to a web form for getting in touch with the project team, it includes the mailing address of the coordinator. For more information about the project or specific enquiries a single point of access email is provided (office@craft2learn.eu).




Contact us

Your Name (required)

Your Email (required)

Subject

Your Message

I'm not a robot 

SEND

eCraft2Learn

If you have any questions about the project, please get in touch with the project office. We will do our best to get back to you as soon as possible.

Calkin Suero Montero
eCraft2Learn
Senior Researcher | Coordinator
School of Computing
University of Eastern Finland
Yliopistokatu 2, 80100 Joensuu, Finland
+358 50 442 3789

Figure 12: eCraft2Learn Contact

2.3. SEARCH ENGINE OPTIMISER

The website has installed a Search Engine Optimization (SEO), specifically it is the Yoast SEO plugin which will increase the visibility of the site. Yoast SEO (formerly known as WordPress SEO by Yoast) is the most complete WordPress SEO plugin that exists today for WordPress.org users. In addition, the website is connected with Google Webmaster Tools to increase the project index in search engines.

2.4. GOOGLE ANALYTICS

The project website is connected also with Google analytics which will help us survey the usage of the site from end users in different dimensions like location, language, device, technology, demographic, browser and more.

3 SOCIAL MEDIA CHANNELS AND COMMUNICATION ACTIVITIES

A Twitter account was already created: <https://twitter.com/eCraft2Learn>. It aims at increasing the presence and visibility of the project in Social Media Channels. Furthermore, it should serve as an important communication tool throughout the whole project duration and afterwards. Tweets about the project Kick-off and first presentations of eCraft2Learn were already posted.



Figure 13: eCraft2Learn Twitter

4 CONCLUSION

The project website will serve as a fundamental resource and dissemination tool, where researchers, experts, stakeholders, the interested public and potential participants can find the relevant information about the project. The website is object of change as new information will be published or content adapted.

In addition to the project website, further dissemination channels and activities are planned to be enrolled in the following months. More details on the communication and dissemination strategy will be provided in deliverable D6.2 (Communication and Dissemination Strategy Documentation).