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

Deliverable D6.1 (ver3)
Project Website and Social Media Channel

This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 731345.
PROJECT DESCRIPTION

Acronym: eCraft2Learn
Title: Digital Fabrication and Maker Movement in Education: Making Computer-supported Artefacts from Scratch
Coordinator: University of Eastern Finland
Reference: 731345
Type: RIA
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)
DELIVERABLE DESCRIPTION

Number: D6.1
Title: Project Website and Social Media Channel
Lead beneficiary: SYNYO GmbH
Work package: WP6
Dissemination level: Public (PU)
Type: Other (O)
Due date: 28.02.2017
Submission date: 28.02.2017
Authors: Edin Agbabić, SYNYO
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Reviewers: Margit Hofer, ZSI
Calkin Suero Montero, UEF

Version Control

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<th>Person in charge (Organization)</th>
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<td>Edin Agbabić (SYNYO)</td>
<td>Draft Version</td>
<td>SYNYO</td>
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<tr>
<td>2</td>
<td>23.02.2017</td>
<td>Edin Agbabić (SYNYO)</td>
<td>- Updates based on partner comments - Proof read</td>
<td>ZSI, UEF, TECHNOPOLIS, UO XF</td>
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<td>3</td>
<td>27.02.2017</td>
<td>Edin Agbabić (SYNYO)</td>
<td>- Updated screenshots - Proof read</td>
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Acknowledgement: This project has received funding from the European Union’s Horizon 2020 Research and Innovation Action under Grant Agreement No 731345.

Disclaimer: The content of this publication is the sole responsibility of the authors, and does not in any way represent the view of the European Commission or its services.
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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.
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.

![Figure 3: eCraft2Learn About page](image-url)
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:


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](image)

**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.

![Figure 7: eCraft2Learn Newsletter](image)

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.
2.2.3 SECTION “EVENTS”

The Events page provides a list and overview of upcoming eCraft2Learn project meetings and seminars across Europe.
Clicking on “Read more” link button will redirect user to new page for current event.

Mini Maker Faire – Edinburgh

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.

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).
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).