



eCraft2Learn

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

Deliverable D6.7

Communication and dissemination activities report



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: <https://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 Padua, Italy, (UNIPD)
Technopolis City of Athens, Greece (TECHNOPOLIS)
Evothings, Sweden (EVOTHTINGS)
Arduino, Sweden (ARD)
Ultimaker, United Kingdom (ULTIMAKER)
Linnaeus University, Sweden, (LNU)

DELIVERABLE DESCRIPTION

Number:	D6.7
Title:	Communication and dissemination activities report
Lead beneficiary:	SYNYO
Work package:	WP6
Dissemination level:	Public (PU)
Type	Report (R)
Due date:	31.12.2018
Submission date:	31.12.2018
Authors:	Stela Shiroka, SYNYO
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Version Control

Version	Date	Person in charge (Organization)	Changes	Quality Assurance
1	20.12.2018	Stela Shiroka (SYNYO)	Draft	Bernhard Jäger (SYNYO)
2	22.12.20018	Bernhard Jäger	Review	
3	31.12.2018	Stela Shiroka	Final Version	Calkin Suero Montero (UEF)

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 covers the dissemination materials created and activities carried out during the overall project duration, mentioning how they were tailored in line with the Description of the Action and D6.2 Communication and Dissemination Strategy.

The document starts by presenting the Key Performance Indicators for dissemination materials and activities, describing how social media campaigns ran in the owned social media platforms, the communication through newsletters, the creation of an information-rich project website and additional visual materials, presented at various conferences, exhibitions and community gatherings all over Europe.

1 INTRODUCTION

This report covers the communication activities carried out throughout the overall project duration describing their implementation in accordance to the Communication and Dissemination Strategy. The fundamentals of the eCraft2Learn communication and dissemination strategy were set out in the Description of Action and include a dedicated work package for these purposes. Along with the creation of media channels and project identity materials, the first step in this work package included the drafting of a detailed Communication Plan and Dissemination Strategy to cover all project-relevant stakeholder groups. The Communication and Dissemination Strategy created as part of the D6.2 named first steps towards an effective dissemination, including guidelines for all the partners as well as Key Performance Indicators to measure the effectiveness of the overall activities. Since D6.2 described itself as a flexible document to be updated along the project for including external feedback of changes in the ecosystem, in line with the feedback from the first interim project review, a new set of KPIs was agreed upon by all partners.

This document starts by describing all set out communication activities, respective KPIs and their implementation, and further on describes the implementation each of the types of activities. The KPI overview presented at Table 1 names all the types of communication and dissemination activities carried out in the project, including: the project website, newsletter, social media channels (Facebook, Twitter, YouTube), scientific publications, project presentations in internally and externally organised events, and media presence in the form of blog posts, appearance in external channels, on air coverage etc. While the reporting on scientific publications has been covered by D6.3, this report describes the implementation of all other types of communication activities. The last section shows all materials created as part of WP6 for dissemination purposes.

2 KEY PERFORMANCE INDICATORS (KPIs)

The following table illustrates the Key Performance Indicators set-out for the second project period. The third column described the achieved results by the end of the project. The types of dissemination activities and outputs mentioned in the figure below and also described further on in this report, regard the social media activities and overall web presents together with the dissemination materials created to support the awareness raising on the web as well as in the physical events.

In maximise the outreach of the project results in the community, the KPI values were increased during the project, making the Dissemination Plan more ambitious and pushing the partners for more engagement in terms of dissemination of project results.

Table 1 provides an overview of all types of dissemination activities carried out throughout the overall project duration, the KPIs for each category, and how much was achieved by each type. As it can be observed, some types of activities resulted more successful than the others (e.g. Twitter over Facebook). For this reason, the main communication activities were than focused more on the channels that seemed to attract more interest and engagements. Of all the dissemination types/activities, the communication via newsletters is the only one meeting the set KPIs only on a very narrow margin. Since the number of newsletter subscribers failed to increase above 100, in spite of continuous advertisement through all other channels, the consortium did not put an emphasis on this communication way and instead tried to circulate project news more frequently via the other channels. The same is true to for the Facebook page, which was created a six months later than the Twitter page, and increased gradually in the number of followers until the end of the project, but not of the rhythm of Twitter. Taking account of all the differential patterns and characteristics of each of the dissemination channels/activities, the consortium tried to share abound project-related content online as well as on physical meetings all over the world, ensuring that all set KPIs are met and incentives of stakeholders to embrace eCraft2Learn are maximised.

The following sections describe how each type of these activities were carried out, illustrated by screenshots of example activities.

Table 1: Key Performance Indicators

Dissemination item		Description	Minimum	Target	Achieved
Project Website		No. of Website Visits	15,000	50,000	~35,000
Newsletter		No. of Newsletters	5	8	6
		No. of Newsletter Subscriptions	100	200	~100
Social Media	Twitter	No. of Followers	350	450	455
		No. of Tweets	1000	1500	~1000
	Facebook	No. of Likes	150	200	~138
		No. of Posts	250	350	~300
		No. of Shares	80	100	~150
	Youtube	No. of Visits/ Downloads	400	600	~600
Publications/Papers/Reports/Proceedings		No. of Publications	5	8	20
Project presentations / Attendees at events		No. of Project Presentations at Events	15	20	~60
		No. of Attendees at the Presentations (total)	500	>1000	~6000
Media Presence		No. of Media Mentions (including Blogs)	20	60	~30

3 PROJECT WEBSITE

The project website was the initially created media channel. Initially it contained information on the project objectives, structure, work packages, milestones, consortium, contact details, subscription to the newsletter and social media channels etc. As the project progressed producing outputs, the website was continuously updated with the newest reports, scientific publications, news and illustration from consortium events, and event participated by the consortium partners and so on. The following illustrations show the actual structure and content on the project website, in the last project month. As the project reaches an end, the aim of the project website is to provide a resource which can be as easy as possible to understand by the stakeholder groups and enable a smooth introduction and familiarisation with the eCraft2Learn environment for teachers, students, coaches etc. For this reason, next to the 'About' tab which lists a project overview, the milestones, reports, scientific publications, data and privacy principles of conducted research etc., a 'Getting Started with eCraft2Learn' section was created. This section shall provide user-friendly manuals on understanding what the ecosystem is about, what you can do through it, what are the learning outcomes, what types of tools and materials you need to get started, how you can still make use of some component of the ecosystem through different configurations of materials that a teacher/school might have in common, what is the step-by-step pedagogical methodology teacher/coaches have to follow, what are the learning outcomes, related recommendations for all stakeholder groups etc. The first two subsections under the 'Getting Started' tab, 'Who is it for?' and 'What can you do with it' list the Personas and the Use-Cases created to understand the ecosystem as part of WP3. Further manuals were created by reformulating the content from project reports, making it more user-friendly. The final version of all manual for the 'Getting started with eCraft2Learn' will be uploaded early January, to ensure that contents from the last project reports (WP4 and WP5) are integrated.



FIGURE 1: Project Website: Homepage

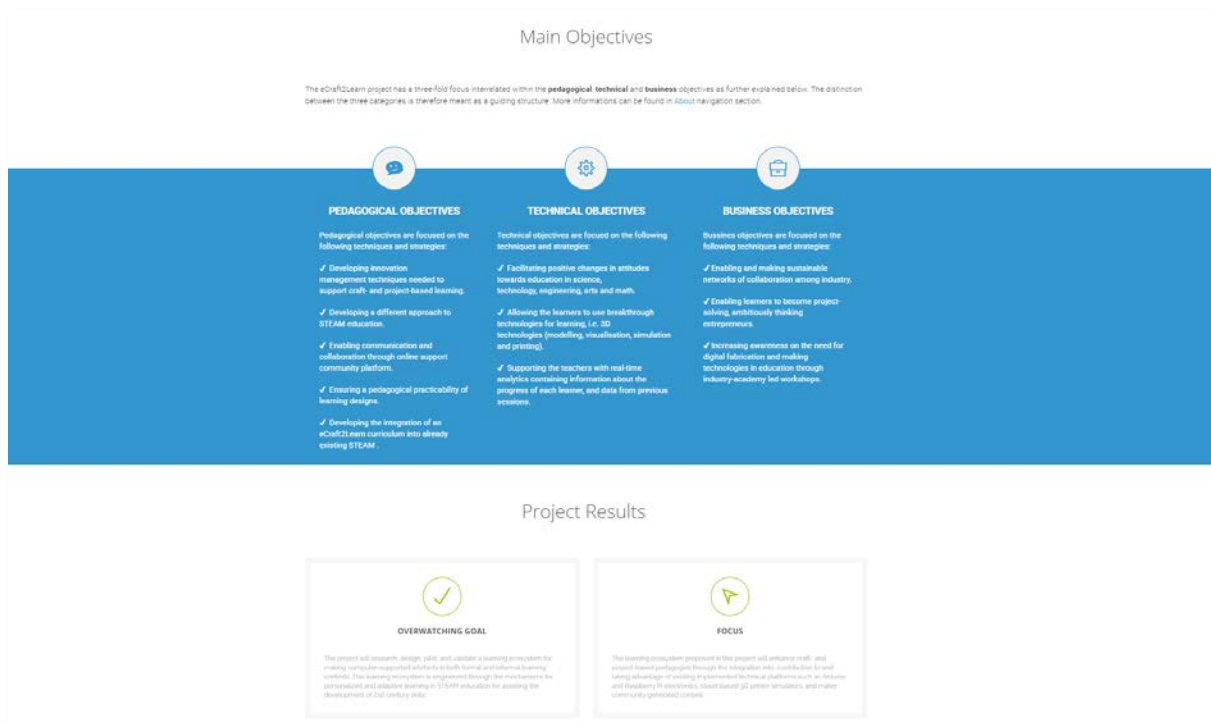


FIGURE 2: Project Website: Homepage

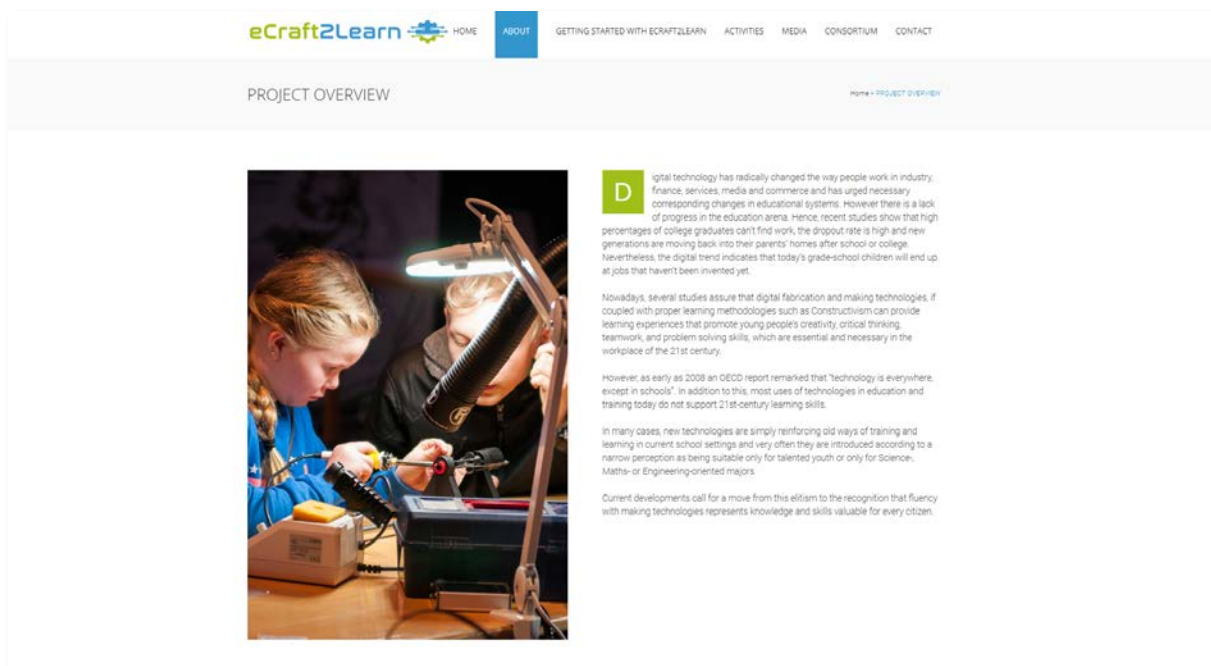


FIGURE 3: Project Website: About> Project Overview



FIGURE 4: Project Website: About> Project Overview



FIGURE 5: Project Website: About> Project Structure

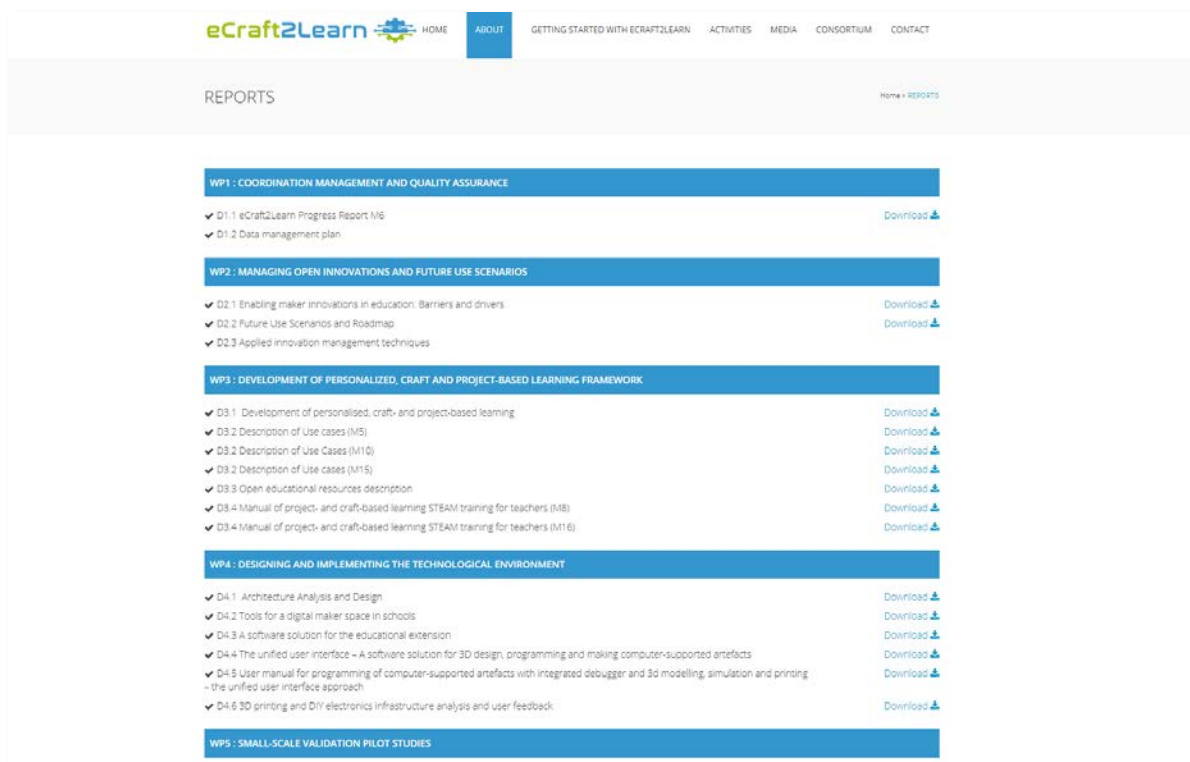


FIGURE 6: Project Website: About > Reports

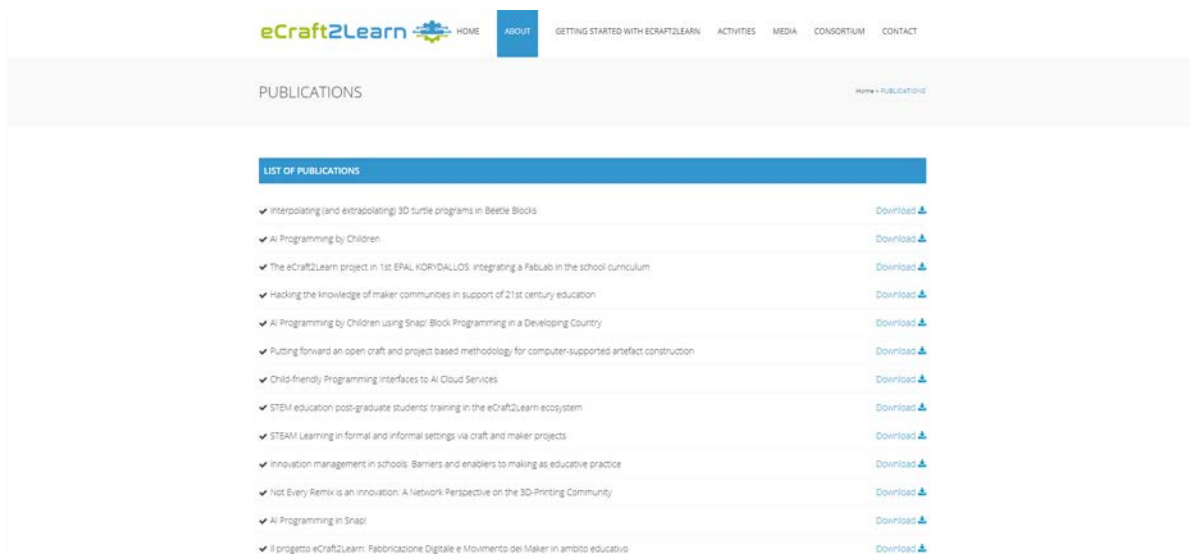


FIGURE 7: Project Website: About > Scientific Publications



FIGURE 8: Project Website: About > Data Management Plan

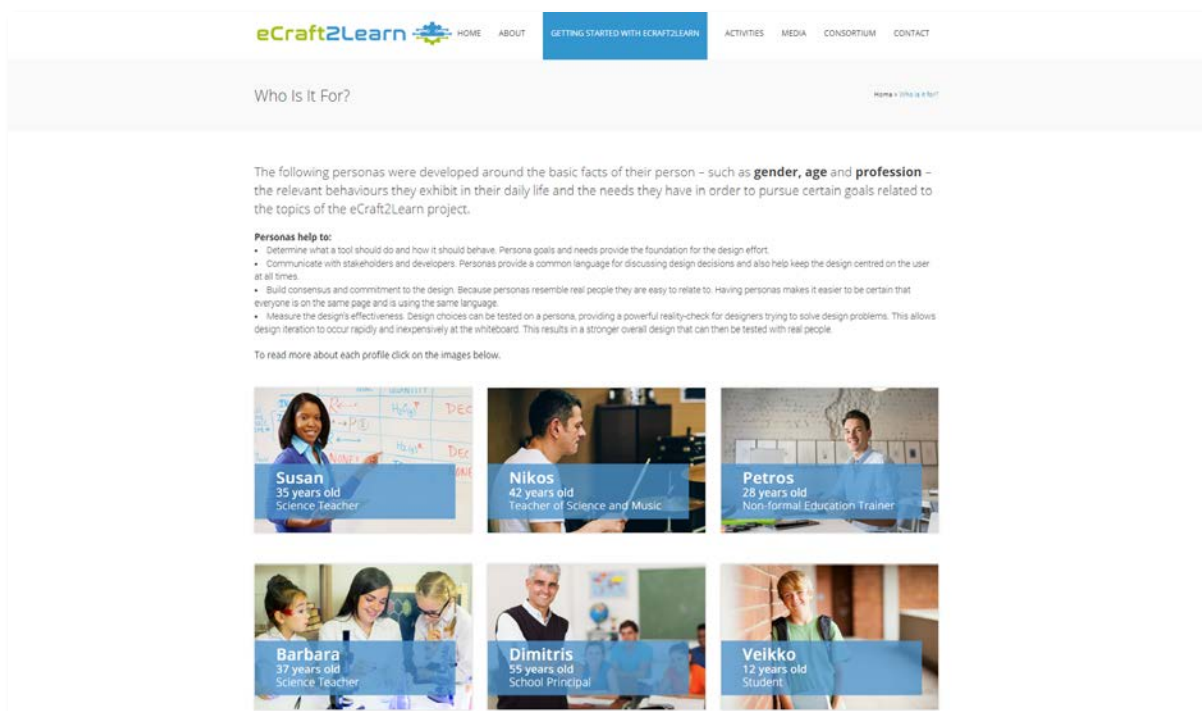


FIGURE 9: Project Website: Getting Started with eCraft2Learn

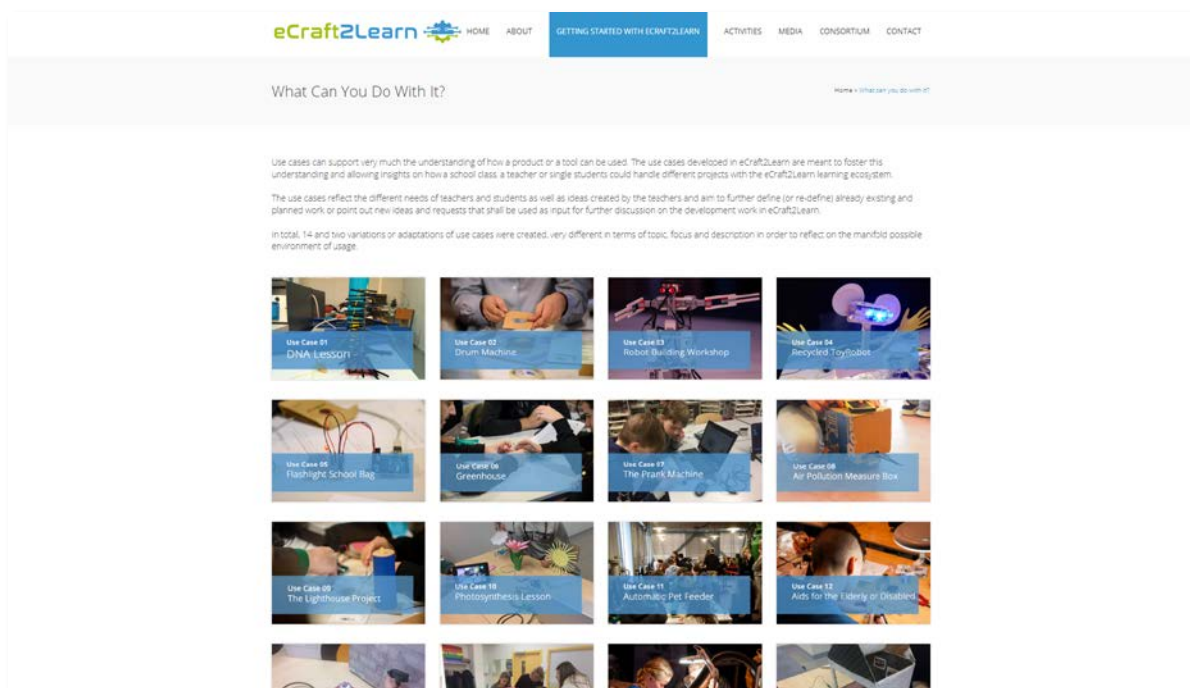


FIGURE 10: Project Website: Getting Started with eCraft2Learn

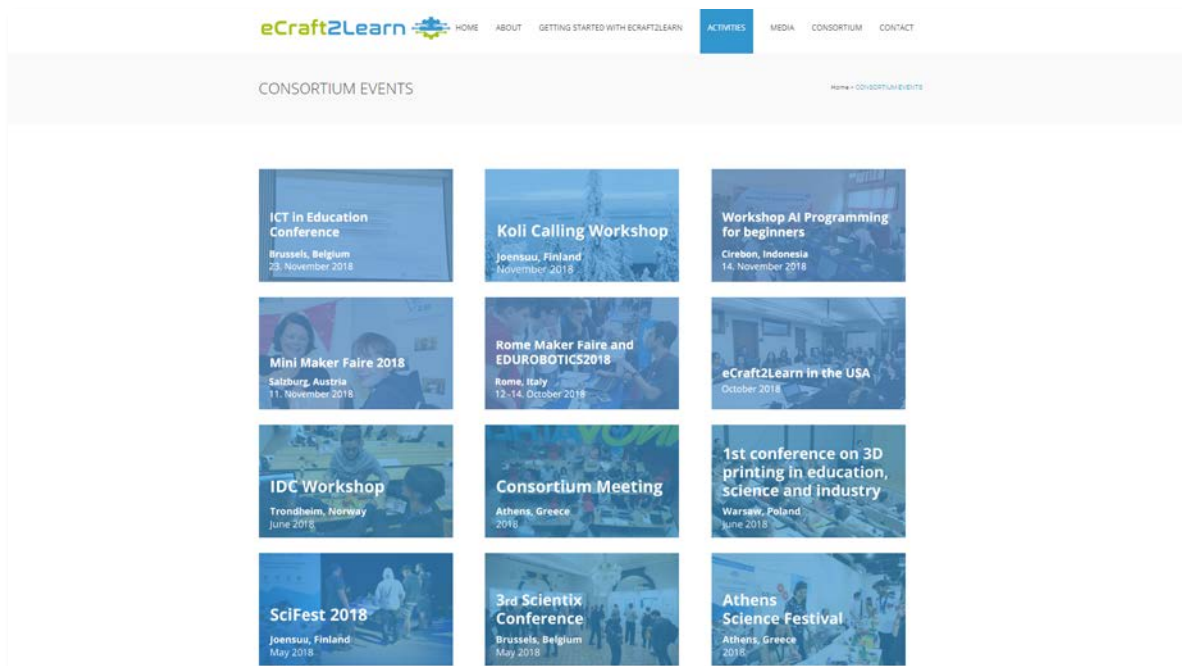


FIGURE 11: Project Website: Activities > Consortium Events

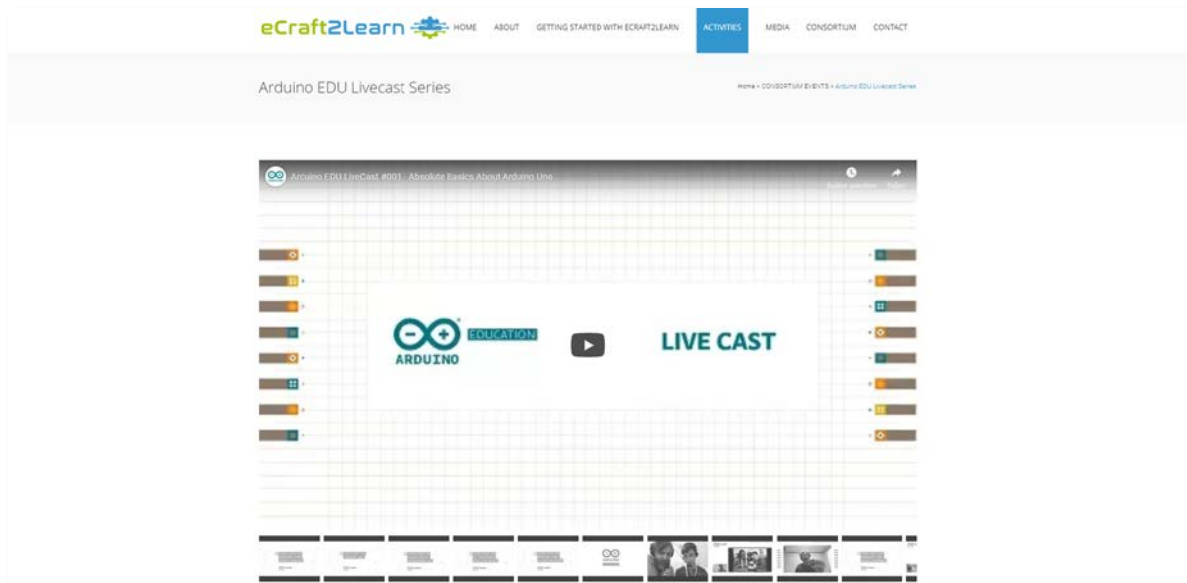


FIGURE 12: Project Website: Activities > Arduino Edu Livecasts

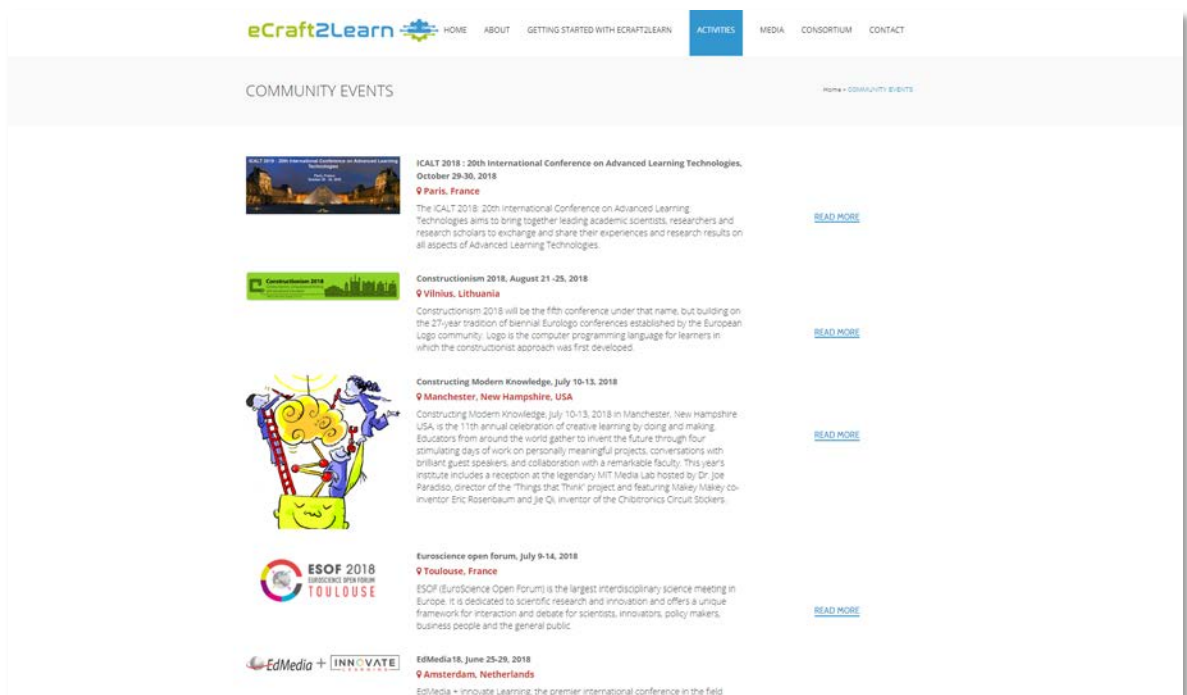


FIGURE 13: Project Website: Activities > Community Events

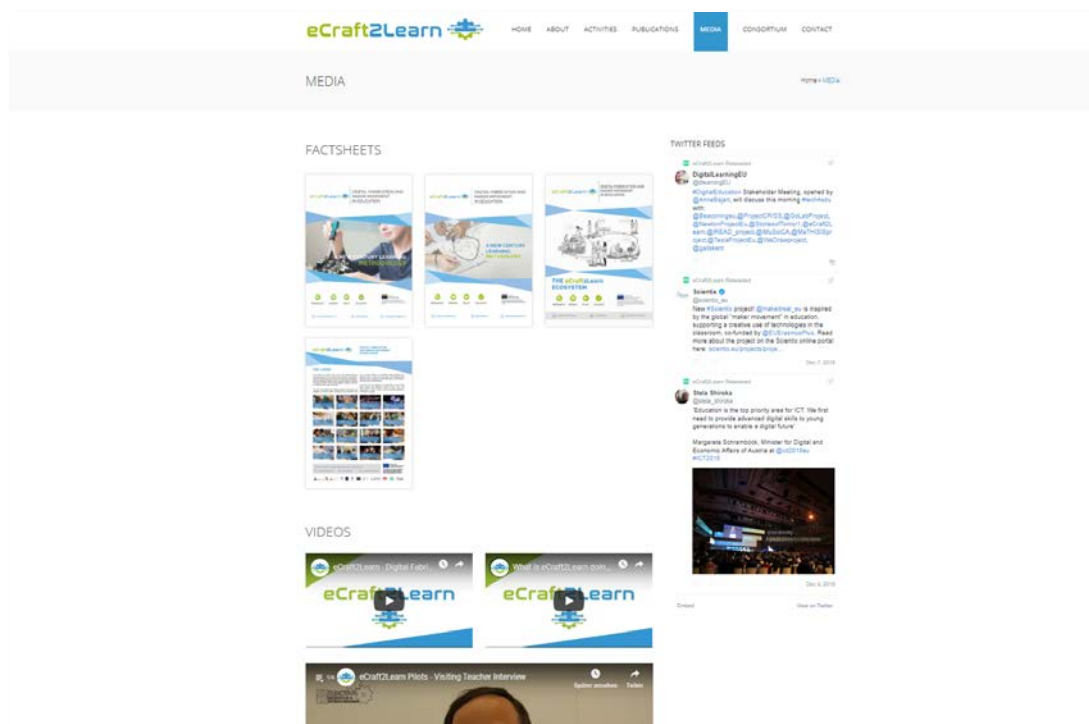


FIGURE 14: Project Website: Media

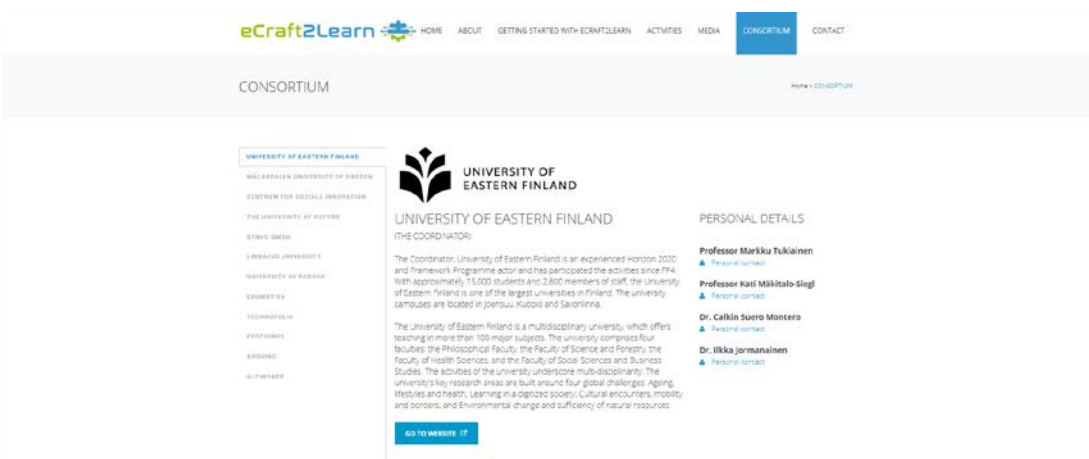


FIGURE 15: Project Website: Consortium

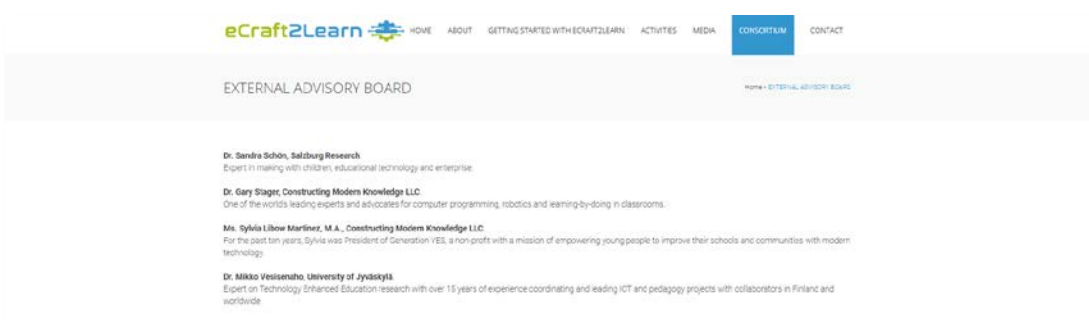


FIGURE 16: Project Website: Expert and Advisory Board

4 NEWSLETTER

As mentioned above, the newsletter seemed to be less popular in attracting a large audience. Other channels were however continuously used to promote it and rich contents of project outputs were circulated in regular quarters also via the newsletters. For an overall project duration of two years, 5 newsletters were set as an optimal number of communicating packages of information through the newsletters, and 8 would be an ideal number depending on the success of such materials. Since the audience of the newsletters however failed to increase very much beyond target numbers, we focused on distributing the content more frequently on other channels. Thus, by the end of the project five newsletters were sent out in total. A sixth one will be distributed after the final update of all user manual on the website, the creation of the online community group for the exploiting the ecosystem in a sustainable way in the future, and describing the next steps of 'eCraft2Learn 2.0'. The newsletters distributed during the project included information on the research reports, news and announcements regarding the project pilots, pilot outcomes and testimonials, news and announcements on project activities such as calls for proposals/registrations on our workshops, outcomes of such events, important community events etc.




DIGITAL FABRICATION AND MAKER MOVEMENT IN EDUCATION

PROJECT FACTS

The eCraft2Learn project will research, design, pilot and validate an ecosystem based on digital fabrication and making technologies for creating computer-supported artefacts. The project aims at reinforcing personalised learning and teaching in science, technology, engineering, arts and math (STEAM) education and to assist the development of 21st century skills that promote inclusion and employability for youth in the EU.

The eCraft2Learn consortium is glad to share with you the latest information on the project and introduce you to the benefits of getting involved in our activities.

Only a strong consortium can guarantee the success of such a project. Every partner brings in different strengths and will therefore contribute to different parts of the project. Learn more about our Team here: [Consortium Partners](#)

INSIGHT THAT WE ARE HAPPY TO SHARE

Our first reports are here and downloadable:
<http://project.ecraft2learn.eu/news-media/>

Deliverable 3.1 "Description of personalized and adaptive learning scenarios" presents the foundations for developing the craft- and project-based learning methodology for flexible and open learning scenarios. It includes a description of personalised and adaptive learning scenarios that serve the pedagogical development of craft- and project-based science, technology, engineering, arts, and mathematics (STEAM) education. The aim of the report is to develop the pedagogical framework for an appropriate craft- and project-based learning methodology to deploy our tech core. The framework is developed within five stages that take into account the features of personalised and adaptive learning within flexible and open learning scenarios: (1) Ideation – Exploring the world; (2) Planning a project; (3) Designing and building a computer-supported artefact; (4) Programming the built computer-supported artefact and (5) Showcasing.

It also deliberates with Deliverable 4.1 "Architecture Analysis and Specification" which presents information about the vision and early definition for the eCraft2Learn technological environment with a focus on the software

IMPRESSIONS FROM OUR EVENTS

The sunny Mario Robot Head" Workshops at the University of Eastern Finland



Several workshops with groups of 13-15-year-olds were run by the UEF during the international science event in Joensuu "SciFest 2017". Students were provided the Arduino electronics platform, Raspberry Pi software and several other materials like paper, plastic or glue for building a robot head.

In an interview about the experiences and observations during the workshops, Hanna Nygren – researcher of education science and PhD candidate at the UEF – described the workshops as a success. In her perception, the students seemed very excited and eager to learn new things. She however pointed out a significant knowledge gap on science basics which will need to be addressed by the future eCraft2Learn platform. She also recommends continuously sharing students' experiments and projects to the community to capture the interest of other students less interested with science and crafting.

Project presentations in Italy, Greece and Austria



University of Padova Professor Emanuele Menegatti presented the project to a wide network of robotics engineers at the biggest innovation event in northern Italy, the Galileo Festival of Innovation, which took place on 11-13 May 2017.

In Athens students, teachers and other groups of interest had the opportunity to get to know more of the project and test some basic hacks at two major events: the Athens Science Festival from 29. March to 2. April 2017 and the Athens Mini Maker Faire on 6-7 May 2017.



Viennese students, educators and makers could also have insights on the objectives, methodologies and current progress of the project by the presentation at the Vienna Maker Faire from the project partner ZSI from 20-21 May 2017.



Your engagement: If you are interested to get involved in our project, you are more than welcome to do so. The eCraft2Learn project offers you two different types of involvement. You may officially become a Project Supporter which means that you and your network deliver feedback on our reports, share and participate in our surveys and join our network.

EVENTS ON THE HORIZON

Are you looking for similar events in the maker movement and digital articrafting in education? Don't miss the opportunity and visit one of these events:



EDULEARN17 [EDULEARN17 3.07.2017](#)



CONSTRUIT 2017 [13.07.2017](#)

PROJECT PARTNERS













STAY CONNECTED





eCraft2Learn is funded by the European Commission's Horizon 2020 Research and Innovation Action under Grant Agreement No 731345.

FIGURE 17: Newsletter 1




DIGITAL FABRICATION AND MAKER MOVEMENT IN EDUCATION

Welcome to the November edition of the eCraft2Learn newsletter! These newsletters are being provided to inform you on recent project developments and outputs.

PROJECT FACTS

The eCraft2Learn project will research, design, pilot and validate an ecosystem based on digital fabrication and making technologies for creating computer-supported artefacts. The project aims at reinforcing personalised learning and teaching in science, technology, engineering, arts and math (STEAM) education and to assist the development of 21st century skills that promote inclusion and employability for youth in the EU.

Only a strong consortium can guarantee the success of such a project. Every partner brings in different strengths, and therefore contributes to different parts of the project. Learn more about our Team here: [Consortium Partners](#)

The eCraft2Learn consortium is glad to share with you the latest information on the project and introduce you to the benefits of getting involved in our activities.

INSIGHTS FROM OUR NEWEST REPORTS

Report on Innovation Management in Education

This report explores the management of open innovations in education. It discusses the role of appropriate funding, national regulations, curricular flexibility, technologies ready to use and adequate training opportunities for teachers, on the basis of 25 interviews from 9 European countries. See [here](#) for more information.

Manual of project- and crafts-based learning STEAM training for teachers

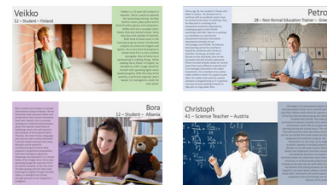
The manual provides the basic information about craft- and project-based learning and STEAM education for training teachers and opens the basic concepts of the technology to be used during training. It also includes the procedure of training by incorporating the 5-step pedagogy and the idea of giving a tool to teachers for teaching robotics and easing their path into it. See [here](#) for more information.

Description of the eCraft2Learn Open Educational Resources

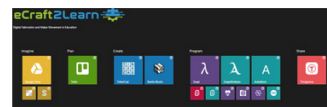
The development of Open Educational Resources guiding users through their first experiences in the eCraft2Learn ecosystem has started. Our report D3.3 provides an early description of the OERs that will be produced by the project. The OERs will be made available to the open community through appropriate creative common licenses. Follow the development of our OERs [here](#).

eCraft2Learn Ecosystem Use-Cases and Personas

Building on the work done in [Deliverable 3.2a](#) which sets up a methodology for the establishment of use-cases of the eCraft2Learn ecosystem and provides some initially identified scenarios, our second report enhances one scenario presented in the first one and describes further [Use-Cases](#). In order to increase the understanding of the end-users that will teach and learn within the eCraft2Learn environment, the second report presents a set of [Personas](#) as a method for enhancing engagement and reality. Both use-cases as well as personas were built on the basis of qualitative interviews and student questionnaires. See the detailed analysis of the datasets [here](#).



THE eCRAFT2LEARN UNIFIED USER INTERFACE (UI) DEVELOPMENT



The first version of the Unified User Interface (UI) that lies on the core of the eCraft2Learn ecosystem was recently released. The UI is based upon the five pedagogic stages underlying the eCraft2Learn project: ideation, planning, creation, programming, and sharing. A large number of tools that fit each of these stages was carefully evaluated for selecting a set of favoured and available tools. All of these tools are free, most of them are web-based and many are open source. We are also working on adding new functionalities to many of them. This includes generating event logs for providing user guidance based upon learning analytics. We have also enhanced some of the programming tools to support an easy-to-use interface to AI cloud services for image recognition and speech input and output. The Unified User Interface integrates launching, documentation, event logging, and an umbrella under which tools are run as sub-windows of the main interface window. The UI runs in any modern browser and is available at <https://afteenan.github.io/UI/>.

IMPRESSIONS FROM OUR ACTIVITIES

Capacity building workshops for teachers carried out in Athens and Joensuu



Project partners EDUMOTVA and UEF organized several rounds of teacher training workshops in Athens, Greece and Joensuu, Finland.

The aim of the workshops was to familiarize the participant teachers with the eCraft2Learn methodology and the selected technologies and tools.

Through the workshops the teachers were encouraged to reflect upon the eCraft2Learn methodology and to smoothly envision how/whether this can fit into their teaching practices. They were also introduced to the eCraft2Learn technologies and tools through hands-on tasks that were easy to start with but concurrently were offering opportunities for extension and engagement in more advanced and complex tasks. During the 5 sessions at EDUMOTVA, the trainees were engaged in tasks related to DIY electronics, visual programming, 3D modeling, 3D printing and remote interaction with their artefacts.

Preliminary feedback based on discussions in the end of the training sessions has provided encouraging evidence that teachers appreciated the technologies and pedagogies introduced in the course while some skepticism was expressed regarding the shift in their role as coach during the pilots. A structured analysis of the feedback from the teachers is in progress and will be presented in our upcoming newsletter.



UPCOMING ACTIVITIES

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Deployment of small-scale pilots with learners in Athens

Pilots with the students in Greece are going to start the 2nd week of November both in the formal education site and in the informal educational site of Athens Technopolis.

The pilots will be carried out by the teachers that participated as trainees in the eCraft2Learn teacher training, conducted in Athens. The 20 teachers will be now given the opportunity to work with the students on projects that focus on artefact making and build upon the eCraft2Learn methodology and to support the students in using creatively the selected technologies and tools.

The eCraft2Learn workshops in the school settings will be integrated into the school program/curriculum and will run for 10 weeks for 3hrs/week with the participation of 2 school classes (approximately) 25 students, 15-16 years old.

The teachers are encouraged to act as coaches assisting the students as they create their learning journey. They will need to scaffold the learning process but also to show readiness in participating in co-learning experiences.

We look forward to sharing more results soon!



Your engagement. The eCraft2Learn project offers you two different types of involvement. You may officially become a Project Supporter which means that you and your network deliver feedback on our reports, share and participate in our surveys and join our network.

Alternatively, you may become a Media Partner. This type of partner exchanges the institutional logo and shares our news in their network.

Your benefits in both cases, the logo and description of your institute will be posted and promoted on our website. For inquiries, please contact us at office@ecraft2learn.eu

EVENTS ON THE HORIZON

Are you looking for similar events in the maker movement and digital storytelling in education? Don't miss the opportunity and visit the upcoming one:



ICERI 2017 16-18 November 2017



DIGITAL FABRICATION AND MAKER MOVEMENT IN EDUCATION

Welcome to the March edition of the eCraft2Learn newsletter! These newsletters are being provided to inform you on recent project developments and outputs.

PROJECT FACTS

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Only a strong consortium can guarantee the success of such a project. Every partner brings in different strengths and therefore contributes to different parts of the project. Learn more about our team here: [Consortium Partners](#)

INSIGHTS WE ARE HAPPY TO SHARE

eCraft2Learn project pilots in Athens and Joensuu

The first round of piloting activities running from November 2017 to February 2018 was completed both in Athens, Greece and Joensuu, Finland with highly positive feedback from the teachers and the students. In Joensuu the pilots were hosted at the [Pietari School](#) and [Lyytikä School](#) with groups of 13-15 year olds from 7th-9th grade. In total 57 students and 5 teachers participated. In Athens the pilots took place at a formal and informal education setting, the 1st EPAL of Korydallos and Technopolis respectively. In total 51 students aged 13-17, and 15 teachers had the chance to test the eCraft2Learn pedagogical model.

In the context of the 1st pilot round the students were involved in ideating solutions, planning their strategies, creating (through 3D modelling, crafting, digital fabrication, 3D printing), programming (to make their creations interactive) and sharing their creations and knowledge gained with others. For more details on these activities click [here](#).

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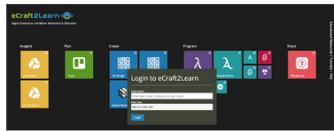


STUDENT TESTIMONIALS

"First I liked very much the collaboration with the trainers and my group members. I liked it that got familiar with programming. For example I learnt how to program in Snap4Arduino. I learnt about the sensors and their use. I also enjoyed the design and the construction phase, but mostly the group work!"

FIGURE 19: Newsletter 2 and 3

THE eCraft2Learn UNIFIED USER INTERFACE (UI) DEVELOPMENT



Our UII has been further developed to allow a login function for the learners. This function is also used for identifying the pilot site. These additions are also needed for customisation of the proposed solution. Open Educational Resources have also been integrated to guide learners. Users can access the OERs through the menu on the top-right corner. To access the UII follow [this link](#).

UPCOMING EVENTS

eCraft2Learn Workshop "STEAM Learning in formal and informal settings via craft and maker projects"
We are happy to announce the Call for Participation for our upcoming workshop taking place on 19 June as part of the IC Conference in Norway. Find more details on the workshop structure and participation [here](#).



New Conference Presentation by ZSI
Our project members at ZSI, Dr. Christian Voigt and Dr. Margit Hofer are presenting the paper "Innovation management in schools: Barriers and enablers to making as educative practice" at MKWI Conference in Lüneburg, Germany on 09. March 2018 in the session "E-Learning and Educational Service Engineering". More info about the conference can be found [here](#).

PAST EVENTS

Lecture and webinar in South Africa and Ecuador
Our Project Coordinator Dr. Calix Suero Montero held a webinar introducing the concepts of Project-based Learning and Maker Movement in the Classroom at elmerge Africa - an educational technology network comprised of researchers and practitioners in African higher education. The recording of the webinar is available [here](#). She also held a lecture on the application of STEAM and critical thinking in research and education at the Regional Amazonian University IKIAM in Ecuador in front of around 60 educational researchers.



EVENTS ON THE HORIZON

Are you looking for similar events in the maker movement and digital art/science in education? Don't miss the opportunity and visit the upcoming one:



Athens Science Festival
April 2018

STEM Discovery Week
April 2018

SciNext Conference
May 2018

SciNext Jobs
May 2018

PROJECT PARTNERS



STAY CONNECTED



Lecture on AI Programming by Children in Indonesia
Dr. Ken Kahn from the University of Oxford gave an invited talk to over 200 future science and computer science teachers in Indonesia. The talk, "AI Programming by Children: how children can learn about technology, computing, psychology, and perception while creating AI apps of their own design" presented and demonstrated the AI education extensions developed as part of eCraft2Learn. There are plans to try the software with students at an associated junior high school. Slides from the talk are available [here](#).



"School in Creative Moments" Exhibition in Greece
Our partner EDMOTIVA showcased the project in the exhibition "School in creative moments" in February at Syntagma, Athens. The exhibition was organized by the Greek Ministry of Education and targeted mainly the lower and upper secondary school community including parents. Representatives of the Ministry were also present. More than 2000 students and 60 schools visited the exhibition. The school team of ERAL Korydalos (eCraft2Learn formal pilot site) proudly demonstrated the eCraft2Learn robotic artefacts that have been implemented by the students during the 1st eCraft2Learn pilot round.



Project showcasing at BETT Show 2018 in UK
Our industry partner Ultimaker and its education partner the CREATE Education Project took eCraft2Learn to the annual BETT Show in London. This world leading exhibition showcases the very best of Education Technology and attracts huge numbers of education visitors from round the world. For more information on the event check [our website](#) and that of [SCATE Education](#).



FIGURE 20: Newsletter 3

MACHINE LEARNING AND AI PROGRAMMING FOR CHILDREN

What has eCraft2Learn been doing to enable children and beginner programmers to build AI programs through the Unified User Interface? New Dr. Ken Kahn explains more on adding machine learning blocks to Sing!

WEEKLY EDUCATIONAL LIVECASTS

Our partner ARDUINO has been organising weekly livecasts giving guidelines and recommendations for using Arduino and answering questions from the public. In case you missed some or all of them, check the playlist with all recordings below.

LIVE CAST

Welcome to the summer edition of the eCraft2Learn newsletter! These newsletters are being provided to inform you on recent project developments and outputs.

TESTING AND IMPROVING THE eCRAFT2LEARN ECOSYSTEM

In the process of testing the eCraft2Learn learning ecosystem with teachers, students and schools, we have been systematically collecting their feedback and refining our tools and methods. Our reports and video testimonials with the pilot community in Greece show how we have been implementing the pilot, what were the insights from the first pilot round, and how we are working toward an improved learning ecosystem using participatory design.

Feedback from pilot participants and visitors to the eCraft2Learn stand at Athens Science Festival

3D printing & DIY electronics infrastructure analysis & user feedback

Recommendations for Ecosystem Refinement and Improvement

Report on Capacity Building Workshops for Teachers

EXCITING CHALLENGES

ULTIMAKER and its CREATE Education project has launched the **#LASETHEDOBEE** competition challenging you to design a 3D printed 'thing' that can be used to help the bees. Deadline for applications is the 31st of August! Winners will receive an original Ultimaker 3D printer! Also, if you have a great idea for getting teachers on the use of 3D printing in the classroom, check the **#eCraft2Learn** challenge. Another 3D printer is waiting to be won!

ENGAGING WITH THE COMMUNITY

Spring/Summer 2018 has been a very busy and exciting time for all the team in organising and participating in many large scale events all over the world - disseminating eCraft2Learn to educational, scientific and industrial communities. Have a look at our collection of activities - including two recorded webinars and a series of publications to the scientific community - to learn more about eCraft2Learn taking the world! :-)

Project Facts

The eCraft2Learn project is researching, designing, piloting and validating an ecosystem based on digital fabrication and making technologies for creating computer-supported artefacts. The project aims at rethinking personalised learning and learning in science technology, engineering, arts and math (STEAM) education and to assist the development of 21st century skills that promote inclusion and employability for youth in the EU. Learn more about our team here: [Connection Partners](#)

Stay Connected

YouTube Twitter Facebook

eCraft2Learn is funded by the European Commission's Horizon 2020 Research and Innovation Action under Grant Agreement No. 731345

Spring/Summer 2018 has been a very busy and exciting time for all the team in organising and participating in many large scale events all over the world - disseminating eCraft2Learn to educational, scientific and industrial communities. Have a look at our collection of activities - including two recorded webinars and a series of publications to the scientific community - to learn more about eCraft2Learn taking the world! :-)

Future Activities

It doesn't end here! We are already very excited to meet a vast makers community in Rome in October. Join us at the EDUROBOTICS Conference on Oct. 11th and check our stand at the huge Rome Maker Faire on Oct. 12-14th.

Project Facts

The eCraft2Learn project is researching, designing, piloting and validating an ecosystem based on digital fabrication and making technologies for creating computer-supported artefacts. The project aims at rethinking personalised learning and learning in science technology, engineering, arts and math (STEAM) education and to assist the development of 21st century skills that promote inclusion and employability for youth in the EU. Learn more about our team here: [Connection Partners](#)

Stay Connected

YouTube Twitter Facebook

eCraft2Learn is funded by the European Commission's Horizon 2020 Research and Innovation Action under Grant Agreement No. 731345

FIGURE 21: Newsletter 4



FIGURE 22: Newsletter 5

5 SOCIAL MEDIA CHANNELS

Social media platforms represent an integral part of the dissemination activities carried out through the project. In accordance with the Communication and Dissemination Strategy, the communication through the social media channels was carried out throughout the entire project duration. The second project period, matching with the achievement of more objectives and release of more outputs, led to the expansion of the online audiences on all channels and an increase in the engagement of the users towards the content produced from the project results.

The type of content shared on all owned social media channels includes output of the project (reports and publication and extracts from them), awareness raising and recruitment of participants for the project activities (workshops, exhibitions etc.), and related content from external sources that is relevant for the maker community (e.g. knowledge articles and blog posts, research publications, policy papers, upcoming events and announcements, quotes, and generally important knowledge for the field).

The collection and posting of content for social media campaigns in the second half of the project, was mostly made in a collaborative manner by different consortium members ensuring that the continuous updates from the project activities and a broad variety of content is shared.

Besides the social media channels owned in the first project period, a YouTube channel was created during the project's first year. The YouTube channel hosts a big collection of visual contents such as

Open Educational Resources made available in the Unified User Interface, sample eCraft2Learn projects done during the pilots in Greece and Finland and other good practice videos and validation interviews from other events.

The following sections show some types of posts and campaigns on all owned social media channels, and related analytics if provided by the social media platform.

5.1. TWITTER

Twitter was one of the first platforms to have been created which had a steady increase in the number of followers and engagements, reaching around 900 followers by the end of the project. As Twitter has a wording limit, it was mainly used to share related content for the community (retweets from relevant stakeholder and knowledge providers e.g. Scientix, European Schoolnet, Arduino, CREATE Education Project, Makerspaces, Laura Fleming etc.), and post links to publications, reports, events, videos, and other pieces of knowledge acquired in the project. As it can be seen from the analytics, several Twitter posts were particularly successful and involved more than 3,000 engagements with the top one being above 30,000 engagements.



FIGURE 23: Twitter Channel

Tweet activity

Jan 27 – Mar 31, 2017

Export data

Your Tweets earned **5.4K impressions** over this **64 day** period

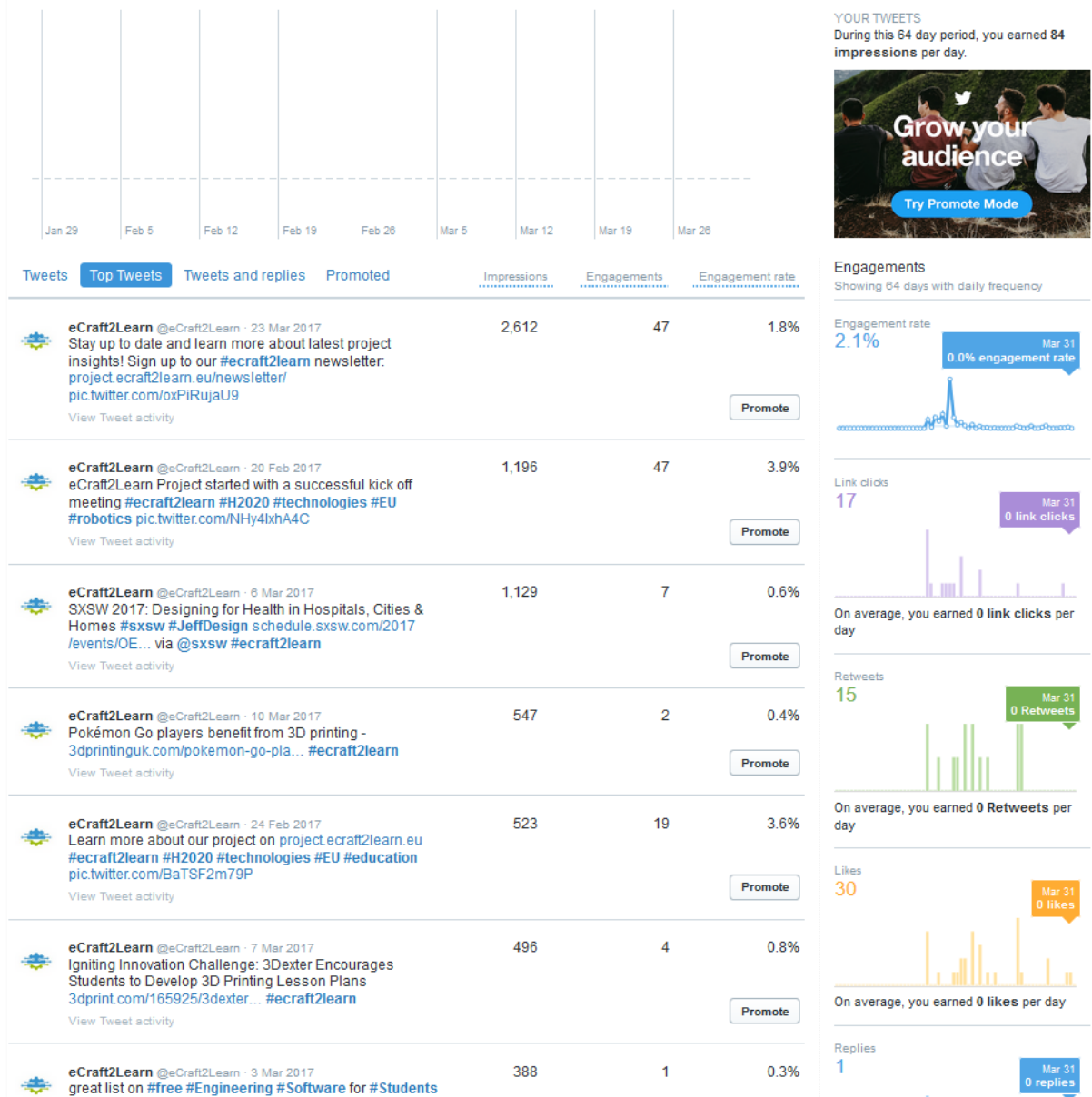


FIGURE 24: Twitter Analytics

Your Tweets earned **14.4K impressions** over this **91 day** period

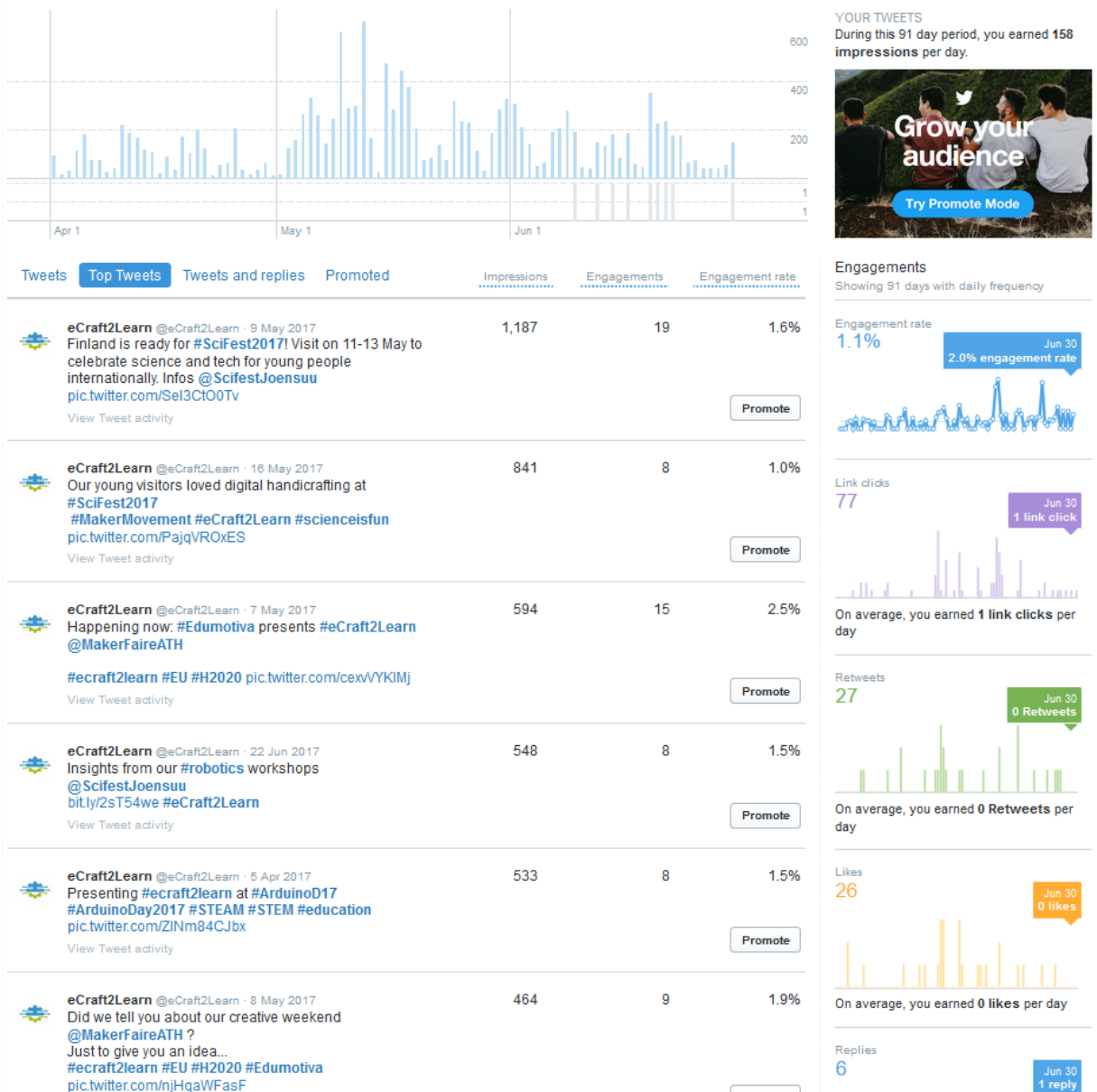


FIGURE 25: Twitter Analytics

Your Tweets earned **13.8K impressions** over this **91 day** period



FIGURE 26: Twitter Analytics

Your Tweets earned **12.9K impressions** over this 62 day period

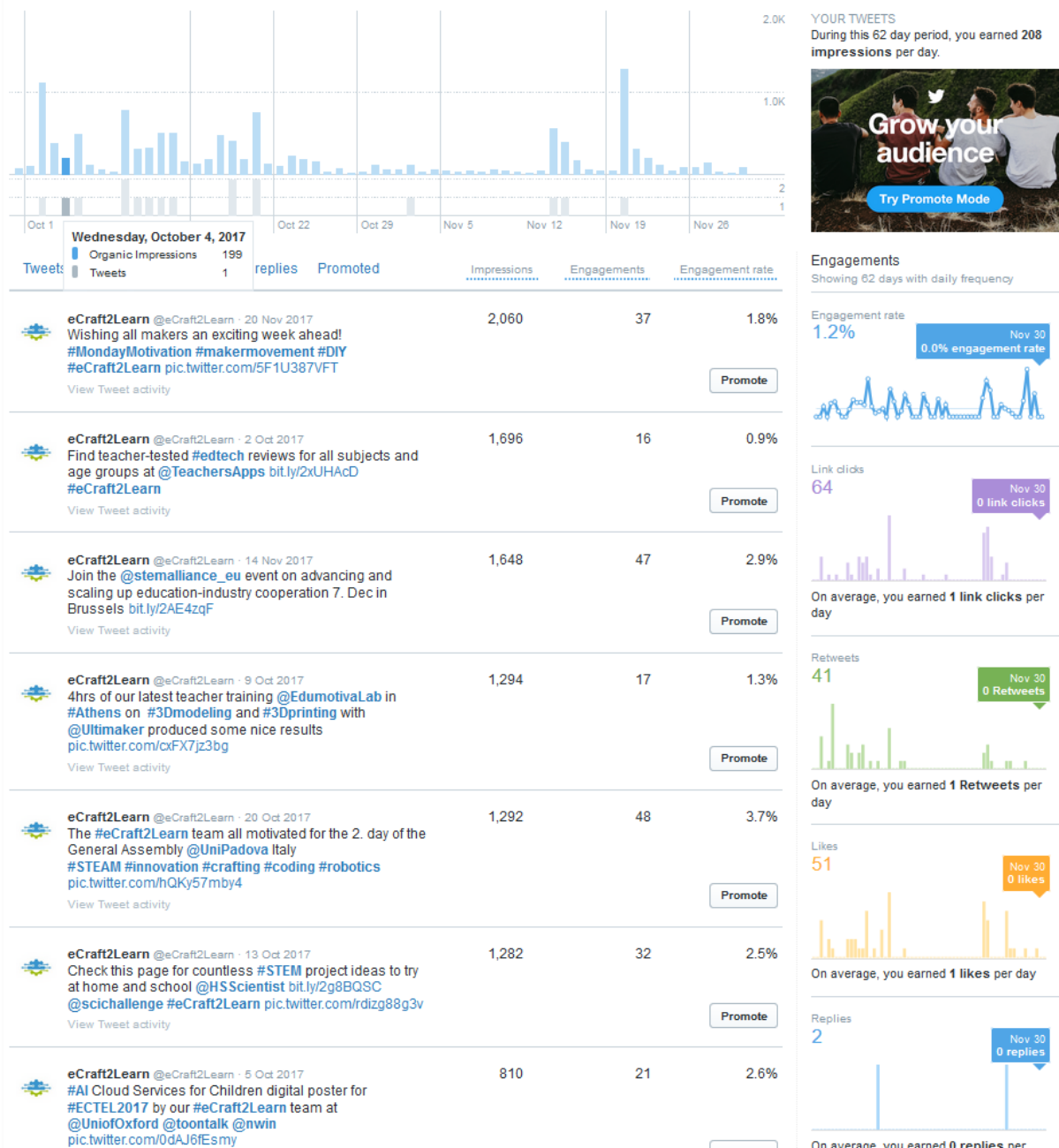


FIGURE 27: Twitter Analytics

Your Tweets earned **23.5K impressions** over this **91 day** period

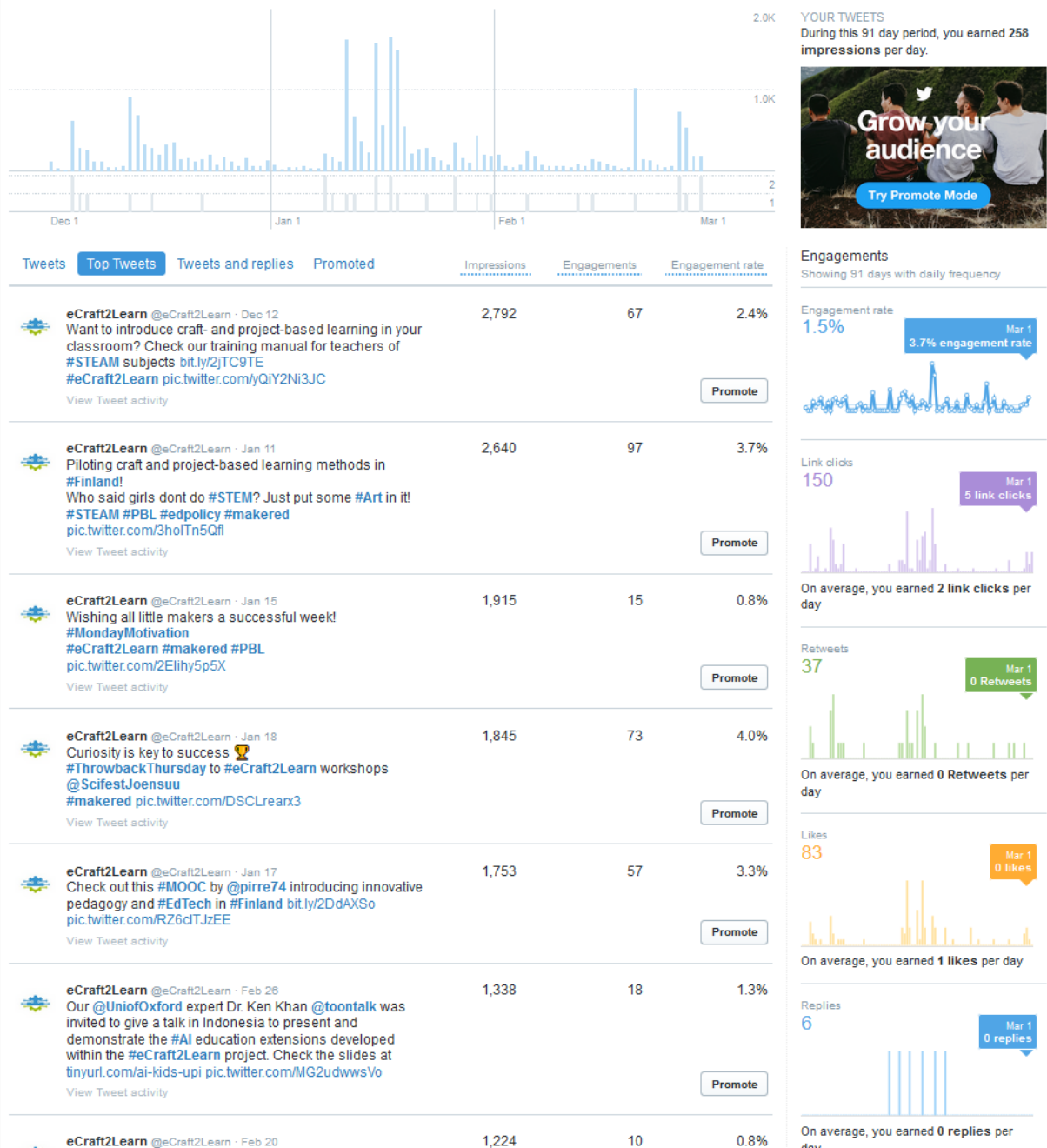


FIGURE 28: Twitter Analytics

Your Tweets earned **37.3K impressions** over this **91 day** period



FIGURE 29: Twitter Analytics

Your Tweets earned **10.2K impressions** over this **91 day** period

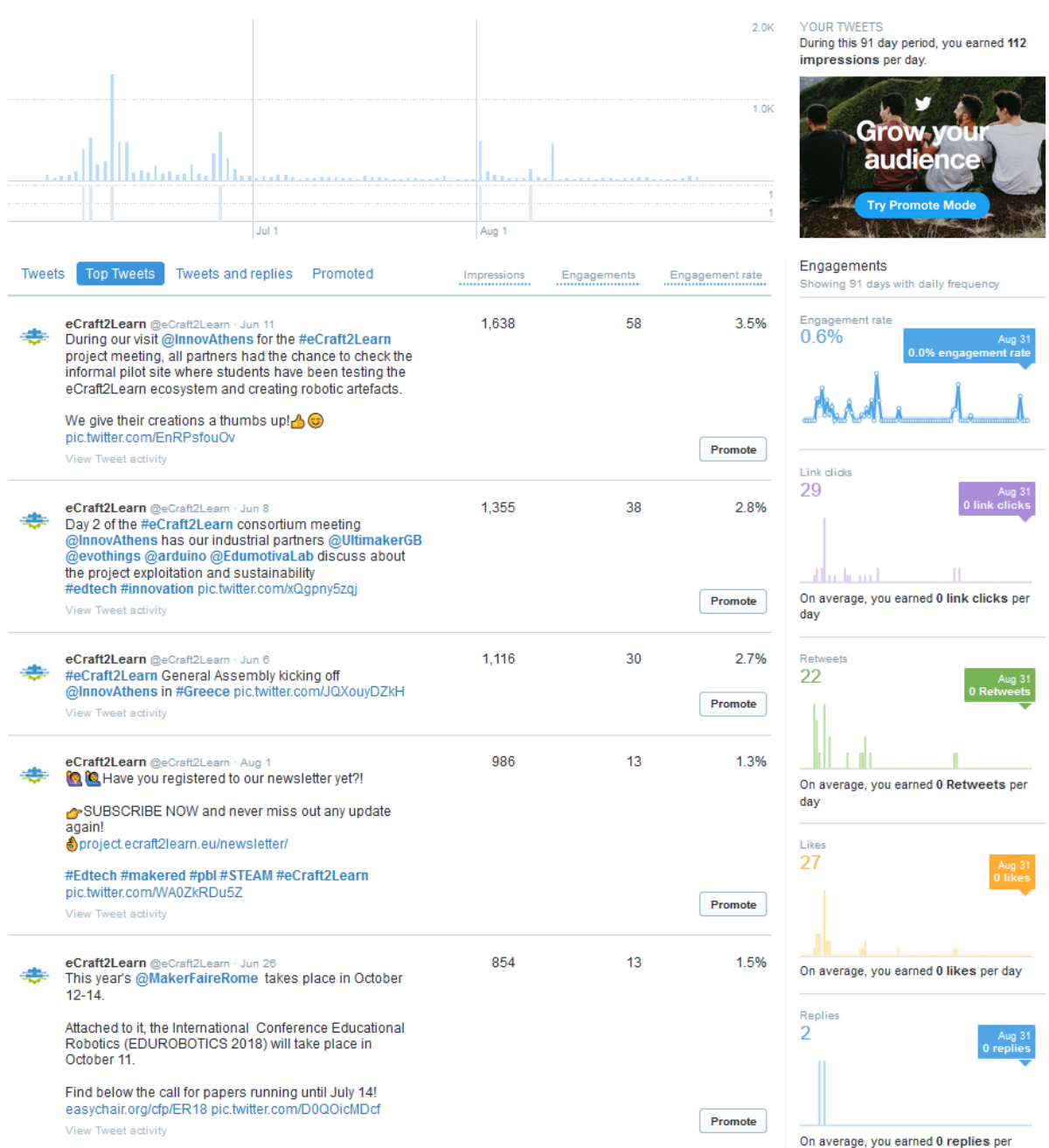


FIGURE 30: Twitter Analytics

Your Tweets earned **16.8K impressions** over this **91 day** period

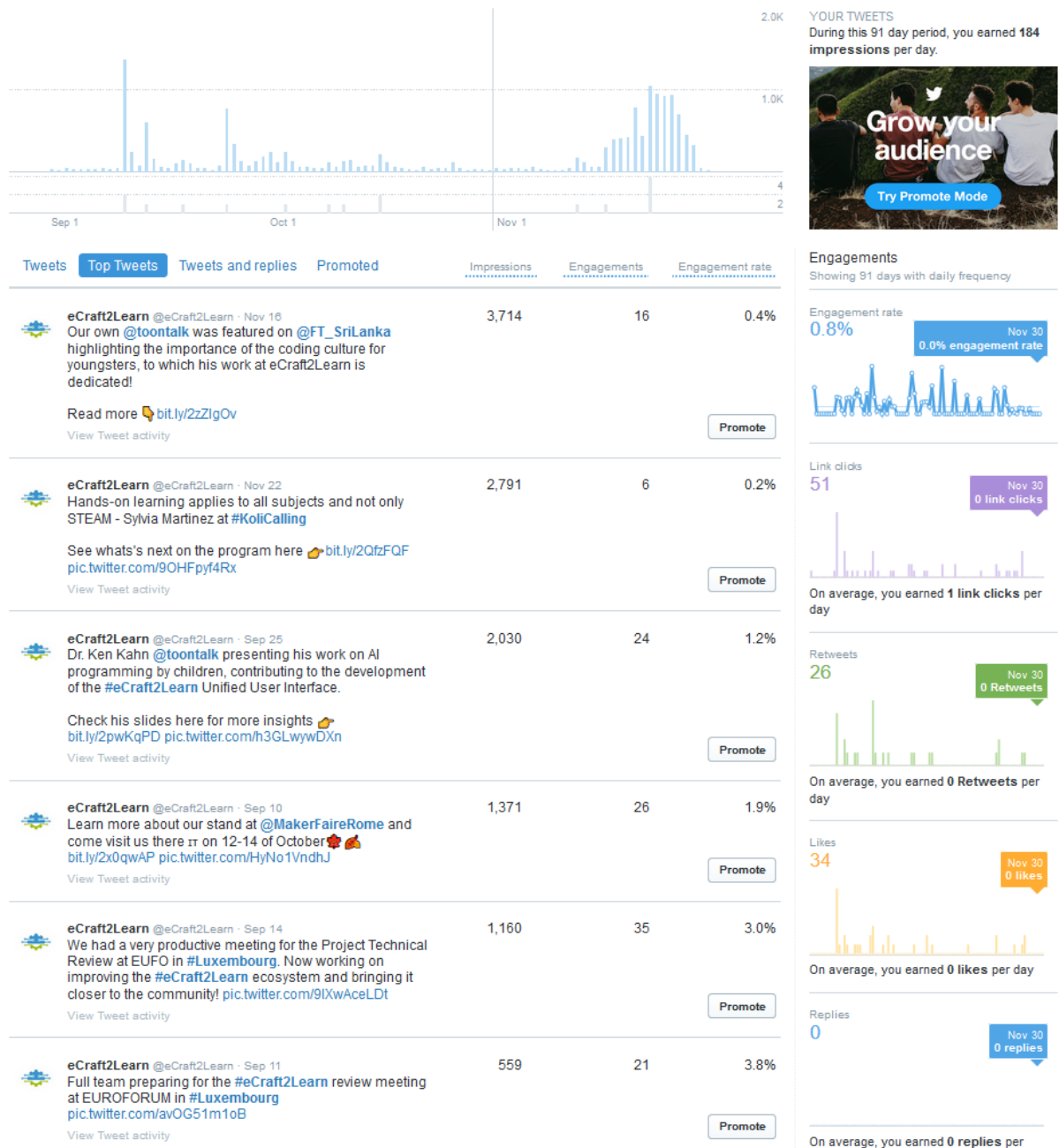


FIGURE 31: Twitter Analytics

5.2. FACEBOOK

Facebook is another social media platform successfully exploited for dissemination and communication activities. In comparison to Twitter, Facebook has no word limit to posts which allowed for broader messages to be shared and attract more audiences. The types of contents shared on Facebook were quite similar to the ones from Twitter, however in an extended and more informative format. While the Twitter channel was created immediately after the project start, the Facebook page was created after the first six months, following the delivery of the initial project outcomes. As per coincidence, the

number of followers on Facebook remained below that of Twitter, possibly due to a decrease in popularity of the platform itself and an increased embrace of Twitter.

The content shared on Facebook was mainly coming from the consortium, but it also included sharing of important knowledge from related pages. The following figures show some types of posts shared recently on Facebook, and content posted from external stakeholders. Unfortunately, Facebook does not offer detailed analytics such as Twitter, but an overview is presented below.

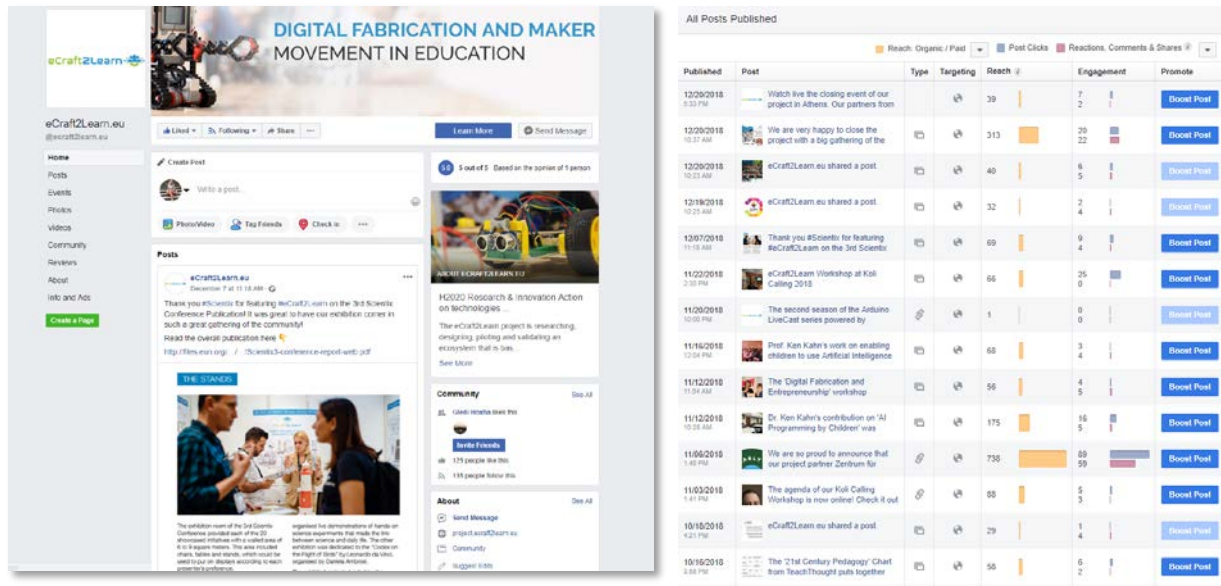


FIGURE 32: Facebook Page



FIGURE 33: Facebook Page

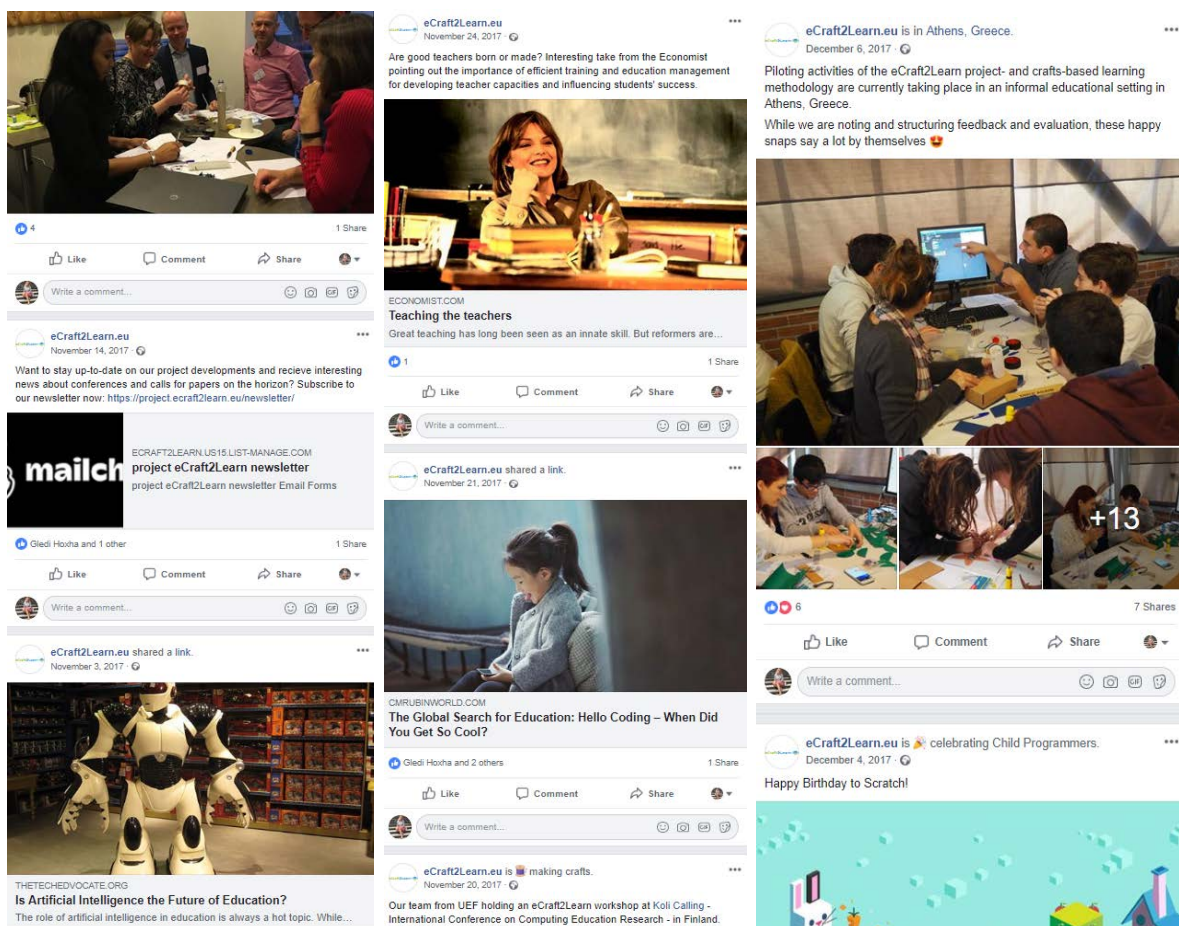


FIGURE 36: Facebook Page

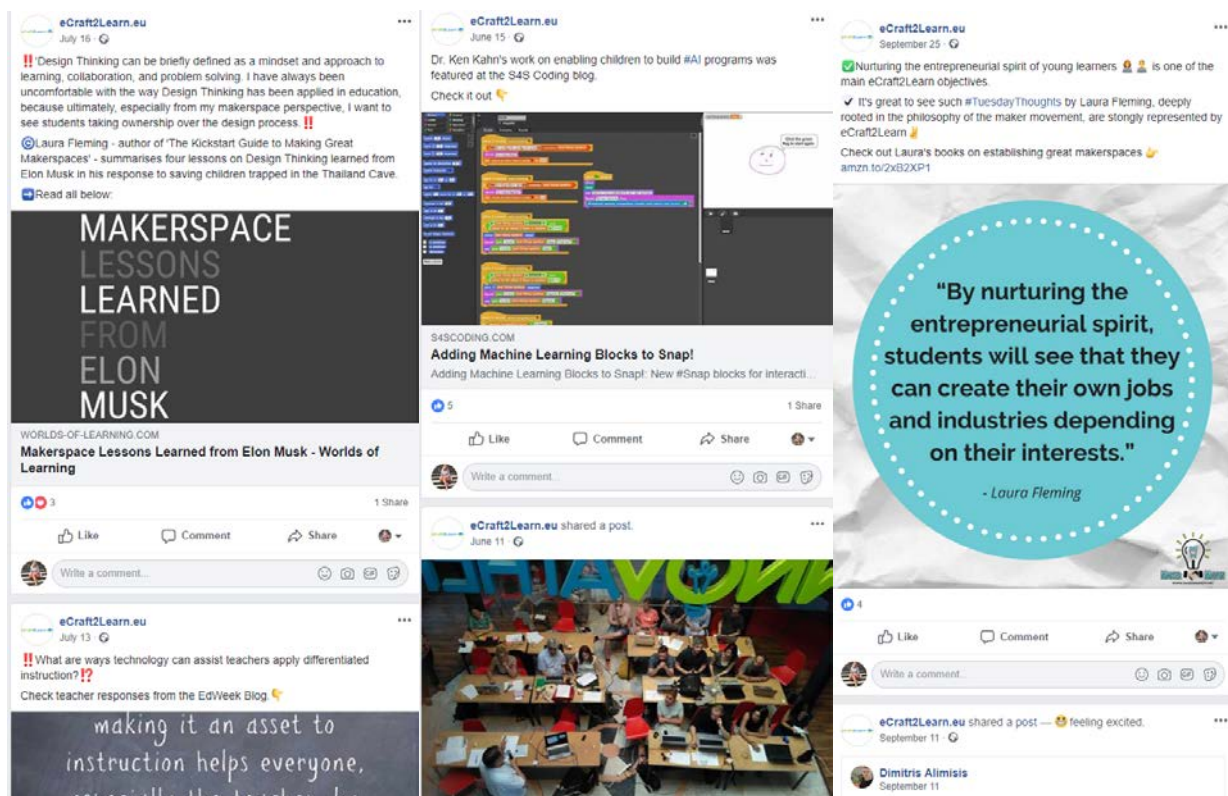


FIGURE 37: Facebook Page

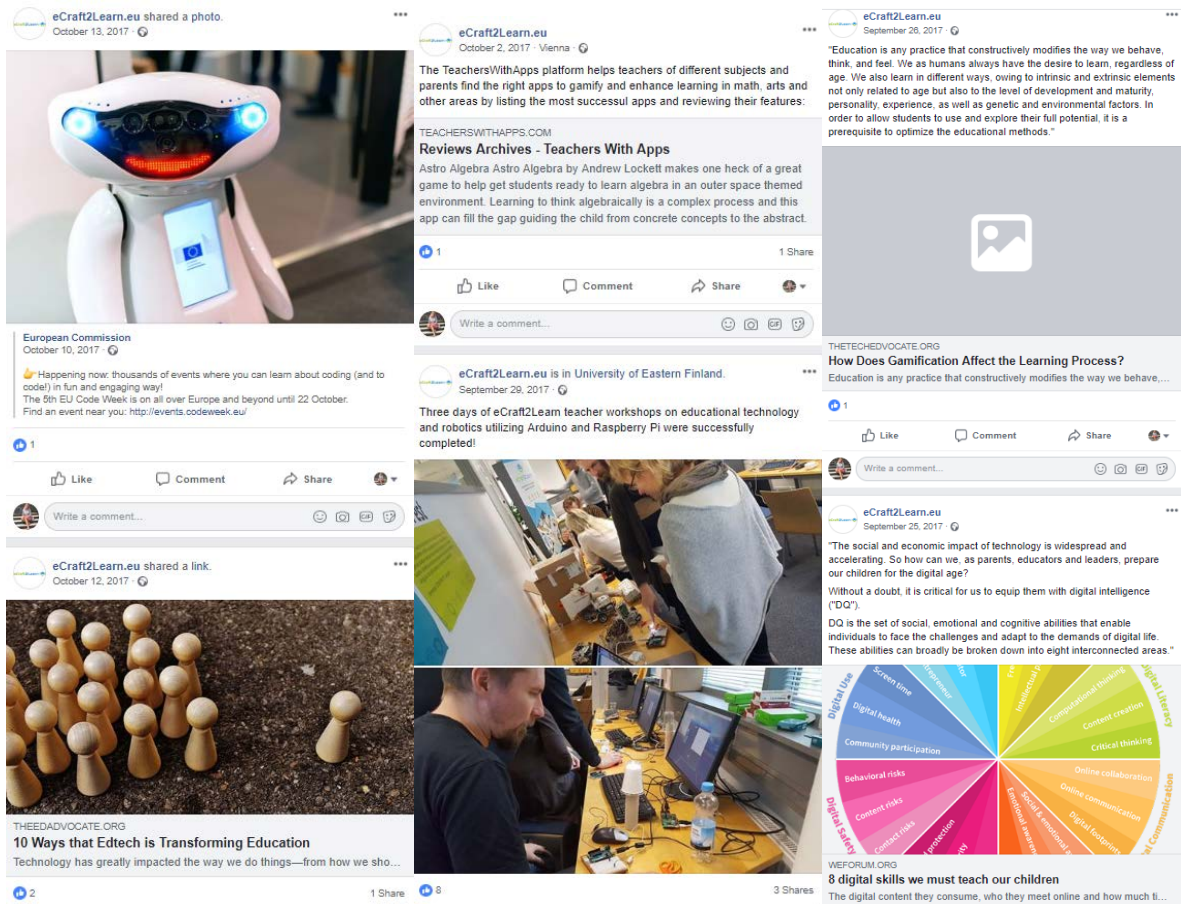


FIGURE 38: Facebook Page



FIGURE 39: Facebook Page

5.3. YOUTUBE

As mentioned, the YouTube Channel was created following the creation of the first visual materials and used to dissemination materials as well as supportive materials for running eCraft2Learn project on the UII. Currently the channels includes a rich collection of materials such as interview with teachers and students involved in the pilots providing feedback and validation of the ecosystem, showcases of projects run during the pilots in Greece and Athens and supportive materials of 'good practices' for running each of five stages, interviews of visitors at the eCraft2Learn public events in Athens and Joensuu while exhibiting the ecosystem in a hand-on approach, one video including some of the main researchers involved in the eCraft2Learn team and the project coordinators, as well as an official corporate video of the project that was included in the EU R&I project repository.

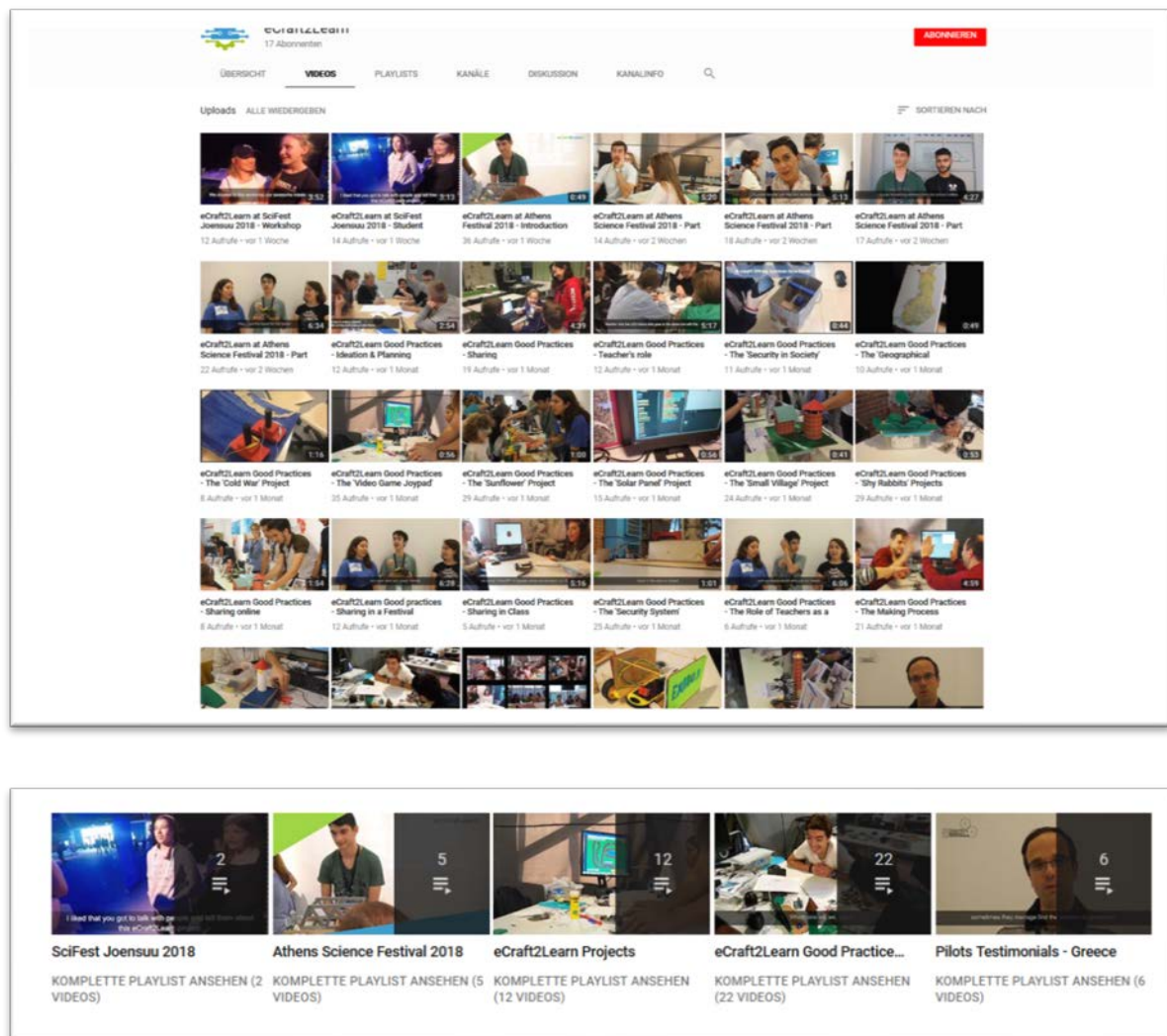


FIGURE 40: YouTube Channel



FIGURE 41: YouTube Channel



FIGURE 42: YouTube Channel

6 PROJECT PRESENTATIONS

Apart from the social media presence, and the communication to the scientific community via publications, another types of dissemination activities that was particularly important and impactful during the whole project was the participation in workshops and conferences either as an organizer or through holding a presentation, speech or simple networking in various event worldwide in front of vast audiences.

The very last event to conclude the series of eCraft2Learn engagement with the community was organized in Athens by EDUMOTVA and TECHNOLIS on 20th of December with the title "Students as makers of computer-supported artefacts: the eCraft2Learn project". The event started with an overview of project objectives and methodology and implemented activities by Dr Dimitris Alimisis (Edumotiva) and Mr. Antonis Economou (Technopolis). The floor was then given to Mr. Kostas Asimakopoulos (head of the 1st EPAL Korydallou -formal pilot site) who explained how the eCraft2Learn initiative was integrated in the school program; he further highlighted the impact perceived in the formal school settings; he then elaborated on the plans for "a new cycle of making sessions" in the eCraft2Learn lab in February 2019 with the engagement of more school classes. Then a "flash back" to the pilot period was made by Rene Alimisi with the demonstration of videos taken during the pilot implementation period. Then the floor was given to the students that participated in the pilots who freely talk about their experiences and contributed short pieces of their eCraft2Learn moments. It was interesting to see that the students had new ideas for projects and could recognize the impact of the eCraft2Learn on their cognitive and social skills. It was also interesting to see that some students had transferred the knowledge gained in new contexts (i.e. 2 students joined recently the CanSat initiative of the European Space Agency (ESA)) whereas others were spreading the "word" about the eCraft2Learn to their classmates (some of which joined the closing event). The event was attended by 35-40 people, it lasted almost 2 hours and was live streamed via Facebook.

Other major events organized and attended during the project can be found on the project website in the section Consortium Events. Table 2 lists all of main project organized and attended by partners in which eCraft2Learn was brought to the spotlight. In sum the followings can be concluded:

- More than 50 project presentations we done
- More than 20 countries covered (including Asia, South Africa, Latin America)
- More than 5000 overall audience members
- More than 10 Media Channels and more than 100 posts on other media

Table 2: Project Presentations and Workshops

Conference/Event Name	Location	Partners Involved
Athens Science Festival 17/18	Athens, Greece	EDUMOTIVA, TECHNOLIS
Arduino Day 17/18	Malmö, Sweden	ARDUINO, MDH
Edinburgh Mini Maker Faire	Edinburg, UK	Ultimaker, DUNDEE
EC-TEL	Tallin, Estonia	UOXF
SciChallenge Award Academy	Vienna, Austria	SYNYO
Athens Mini Maker Faire	Athens, Greece	EDUMOTIVA
Vienna Maker Faire	Vienna, Austria	ZSI
EDULEARN17	Barcelona, Spain	UOXF
CONSTRUIT 17/18	Warwick, UK	Several Partners
Galileo Festival 17/18	Padua, Italy	UNIPD
Giocare a pensare	Milan, Italy	UNIPD
Live Broadcast: Athina 9.84 radio	Athens, Greece	EDUMOTIVA
Tieteen päivät, Savonlinna	Savonlinna, Finland	UEF
RoboESL conference	Genoa, Italy	UNIPD
Innovation 2.0	Cluj-Napoca, Romania	Several Partners
Holomakers Kickoff Meeting	Athens, Greece	EDUMOTIVA
INBOTS Kickoff Meeting	Brussels, Belgium	EDUMOTIVA

e/Merge Africa	South Africa /Online	UEF
School in Creative Moments	Athens, Greece	EDUMOTIVA
1st pan-Cyprian Engino Conference	Limassol, Cyprus	EDUMOTIVA
Scientix Conference	Brussels, Belgium	SYNYO
IKIAM University Lecture	Napo, Ecuador	UEF
Bandung Polytechnic State University	Bandung, Indonesia	UOXF
University of Turku	Turku, Finland /Online	UEF
Robotica Educativa e Competizioni Robotiche Junior	Trento, Italy	UNIPD
Maker Days for Kids	Graz, Austria	ZSI
SciFest Joensuu 17/18	Joensuu, Finland	UEF
IDC Conference	Trondheim, Norway	Several Partners
1st conference on 3D printing in education, science and industry	Warsaw, Poland	EDUMOTIVA
2nd international conference on Innovating STEM Education	Athens, Greece	EDUMOTIVA
Maker Faire Rome 17/18	Rome, Italy	Several Partners
BETT Show 2018	Birmingham, UK	Ultimaker
Industria 4.0	Padua, Italy	UNIPD

FSI – Festival Smart Innovation	Silea, Italy	UNIPD
Robots and robotics at school for teaching science	Treviso, Italy	UNIPD
Creative learning: lab for exploring and making robotic artefacts	Athens, Greece	EDUMOTIVA
Koli Calling 17/18	Joensuu, Finland	UEF
Makernoise 2018	Ormskirk, UK	UOXF
Big Bang NorthWest	Liverpool, UK	UOXF
EDUROBOTICS18	Rome, Italy	Several Partners
AI Programming Workshop	Cirebon, Indonesia	UOXF
Adding AI Blocks to Snap!	USA, Several locations	UOXF
ICT in Education	Brussels, Belgium	SYNYO
RISE Kista, IOT and Sensors Day	Stockholm, Sweden	MDH
‘Students as makers of computer–supported artefacts: the eCraft2Learn project’	Athens, Greece	EDUMOTIVA, TECHNOLIS

7 MEDIA PRESENCE

Besides the presence on the owned media channels, the project and its outcomes were presented in all the partner websites and online communities as well as several outcomes were featured in important international media. A list of the types and channels of such media presence is summarised by Table 3 below. Links to the blogposts can be found on the project website.

Table 3: Media Presence

Medium	Title	Partners	Location
Innovathens website	Call for educators/Project Outcomes/Events etc.	Technopolis	Online
Athina 9,84 Radio	Media presence	EDUMOTIVA	Greece
Innovathens Facebook Page	Call for participants for the pilots	Technopolis	Online
BESA website - news	Website News Mention	Ultimaker	UK
CREATE Education Website and Newsletter	Website News Mention/ongoing	Ultimaker	UK
IKIAM Youtube channel	University News Channel	UEF	Ecuador
e/merge Africa	Webinar	UEF	South Africa
Blog channel of T&W	Online News	ZSI	AT, International
S4S Coding	Article	UOXF	Online
Computing at School	Article	UOXF	Online/Offline
The Island	Article	UOXF	Online
FT Daily	Article	UOXF	Online
I-LINC	eCraft2Learn Project	SYNYO	Online
SCIENTIX	eCraft2Learn Project	SYNYO	Online
Social Media Channels of partner organisations and personal accounts of team	Online Posts	All partners	Online

8 DISSEMINATION MATERIALS

This section presents the dissemination materials created to present the project at physical events as well as on the online channels. The initial step towards creating an identity of the project, which will live further as the eCraft2Learn learning environment, was to create a logo and respective color coding used in the upcoming materials. The created materials include factsheets to present the project, the UUI etc. The ultimate package of dissemination materials including user-friendly content will be uploaded as part of the 'getting Started with eCraft2Learn' package on the website and other media channels related to the project, and will be presented during the final project review in February 2019.



eCraft2Learn 

eCraft2Learn 



FIGURE 43: Logos and Banner



FIGURE 44: Factsheets

PROJECT BACKGROUND

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. 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 VISION

For learners (13-17 year olds) and their teachers/instructors/coaches who want to learn by making in an engaging and rewarding environment supporting creativity, eCraft2Learn is an integrated learning ecosystem that provides tools, support and training for innovative learning, contributing to opening learning towards innovation through a craft- and project-based pedagogical approach in STEAM education.

PROJECT OBJECTIVES

The eCraft2Learn project has a three-fold focus interrelated within the pedagogical, technical and business objectives.



Pedagogical objectives:

- innovation management techniques
- developing a different approach to education
- enabling communication



Technical objectives:

- facilitating positive changes in attitudes towards education in science, technology



Business objectives:

- enabling and making sustainable network of collaboration among industry

PROJECT FACTS

DURATION

01/01/2017 to 31/12/2018

PROGRAMME

Horizon 2020
Research & Innovation Action

REFERENCE

731345

COORDINATOR

University of Eastern Finland

FOLLOW US &
FIND OUT MORE
ABOUT OUR LATEST
DEVELOPMENTS



eCraft2Learn

CONTACT US

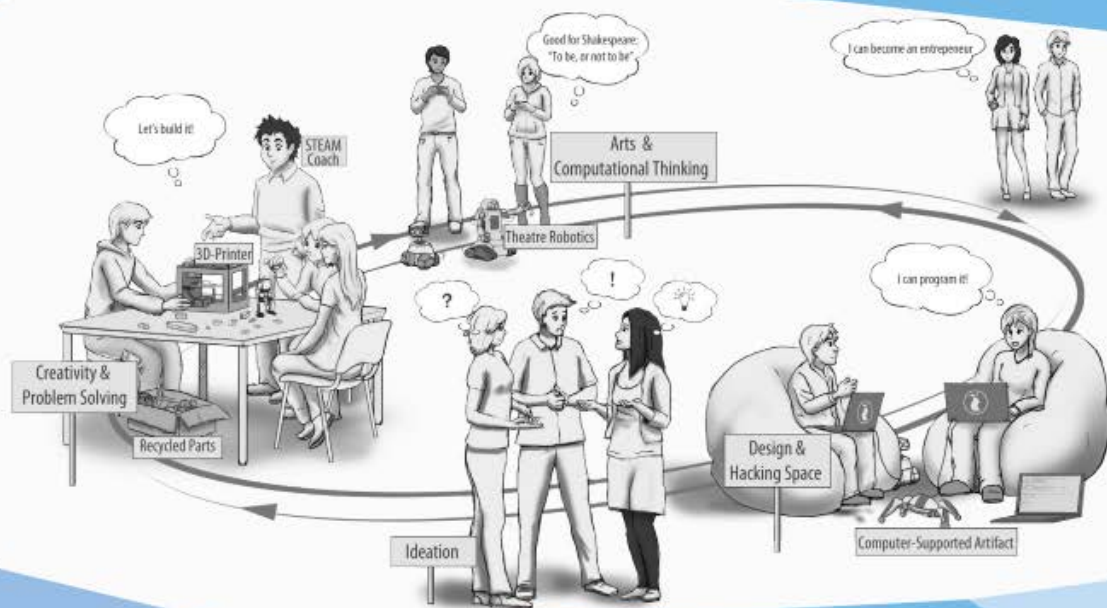
 project.ecraft2learn.eu

 office@ecraft2learn.eu

 [@ecraft2learn](https://twitter.com/ecraft2learn)



FIGURE 45: Factsheets



THE eCraft2Learn ECOSYSTEM



RESEARCH



DESIGN



PILOT



VALIDATE



Horizon 2020
European Union Funding for
Research & Innovation

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



project.ecraft2learn.eu



[@ecraft2learn](https://twitter.com/ecraft2learn)



office@ecraft2learn.eu

FIGURE 46: Factsheets

Project- and Crafts-based Learning

eCraft2Learn seeks to build an educational ecosystem which relies on project- and crafts-based teaching and learning methods. This methodology includes 5 stages, which together guide the learner from an idea to developing, showcasing and sharing the final solution.

- **IDEATION:** The learners explore the world to find challenges. This exploration can be in the physical or virtual world (i.e. online communities).
- **PLANNING:** The learners collect information and material and start making project plans.
- **CREATION:** Through a co-design and co-creation process, the learners start creating their solutions. This stage might involve many different technologies such as do-it-yourself (DIY) electronics, visualisation, simulation and 3D printing.
- **PROGRAMMING:** Learners add functionality to their crafted artefacts through high-level programming languages.
- **SHARING:** By sharing the solutions on online communities, the learners can learn from other projects, while receiving feedback from designers, engineers and programmers.

The Unified User Interface (UII)

Each of the aforementioned stages requires a different set of tools and materials. Developing a central place (software) for managing these stages is the aim of the eCraft2Learn educational extension – the Unified User Interface (UII). Such a solution will make it easier for the learners to manage their co-creation process and project work as well as provide additional tools to develop their projects and solutions further. The UII plays a central role in this context since its aim is to allow the users to navigate smoothly among different tools for making. The structure of the UII is built in groups of tiles, each of which representing one of the five stages of the pedagogical methodology. Each tile represents a technological tool which can be used to facilitate the five stages of co-creation. The larger tiles represent the tools that are directly integrated or will integrate into eCraft2Learn ecosystem, while the smaller tiles are not directly supported by eCraft2Learn. All of these tools are free, most of them are web-based and many are open source enabling their usage to wider groups of students. Another important feature of this interface is to collect information about the activities of the users. This information is used in the learning analytics part. Based on the learning analytics data, the solution provides additional help to the users and eases their project management cycle.



FIGURE 47: Factsheets

PERSONAS

Find out more on
project.ecraft2learn.eu



SUSAN, 35
Science Teacher, Finland



NIKOS, 42
Teacher of Science & Music, Greece



BARBARA, 37
Science Teacher, Austria



DIMITRIS, 55
School Principal, Greece



PETROS, 28
Non-formal Education Trainer, Greece



ELENA, 17
Student, Greece



NOAH, 12
Student, Austria



VEIKKO, 12
Student, Finland



BORA, 12
Student, Albania



CHRISTOPH, 41
Science Teacher, Austria



IVANA, 56
Teacher of Biology & Chemistry, Slovenia

FIGURE 48: Factsheets



FIGURE 50: Factsheets

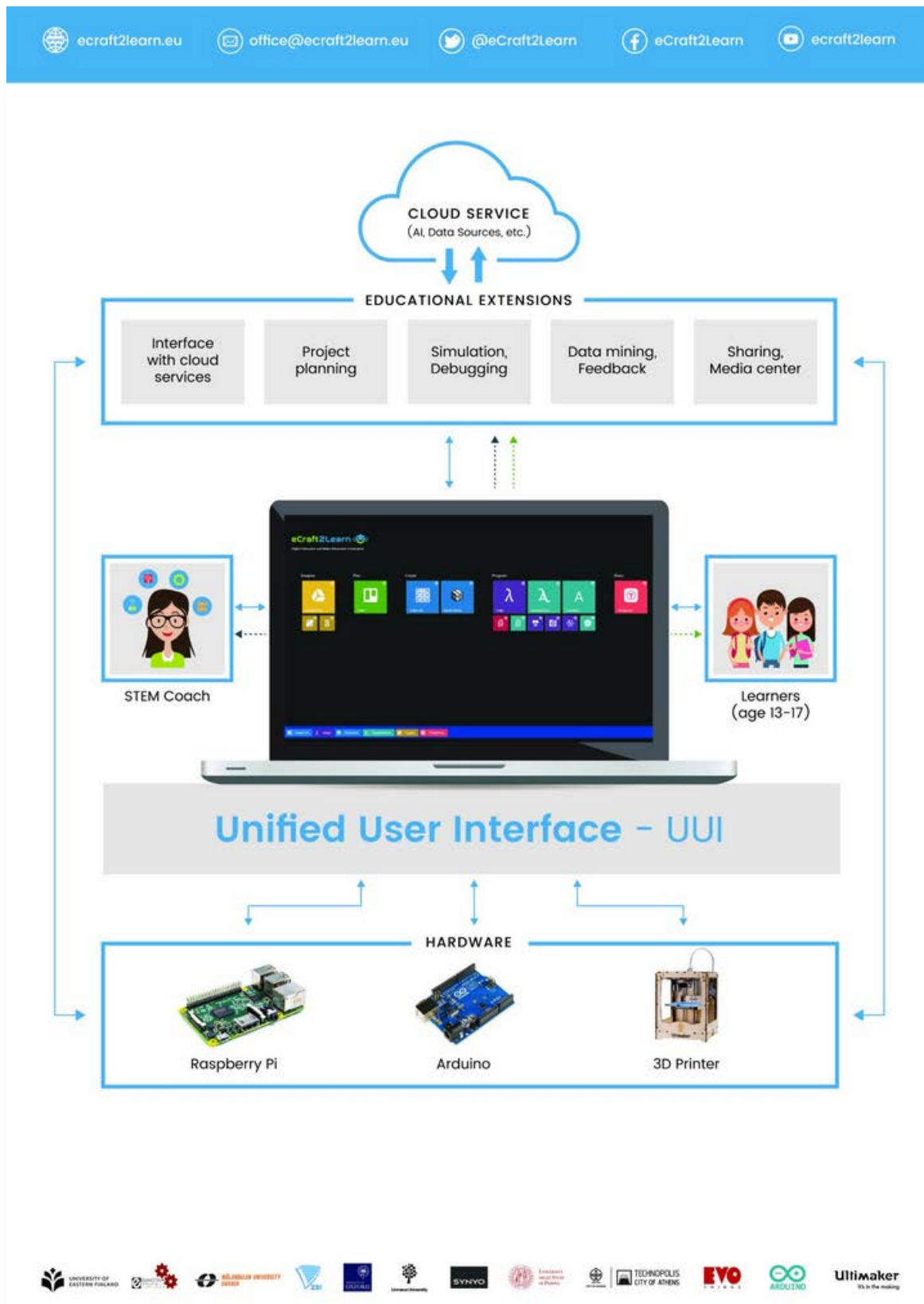


FIGURE 51: Factsheets

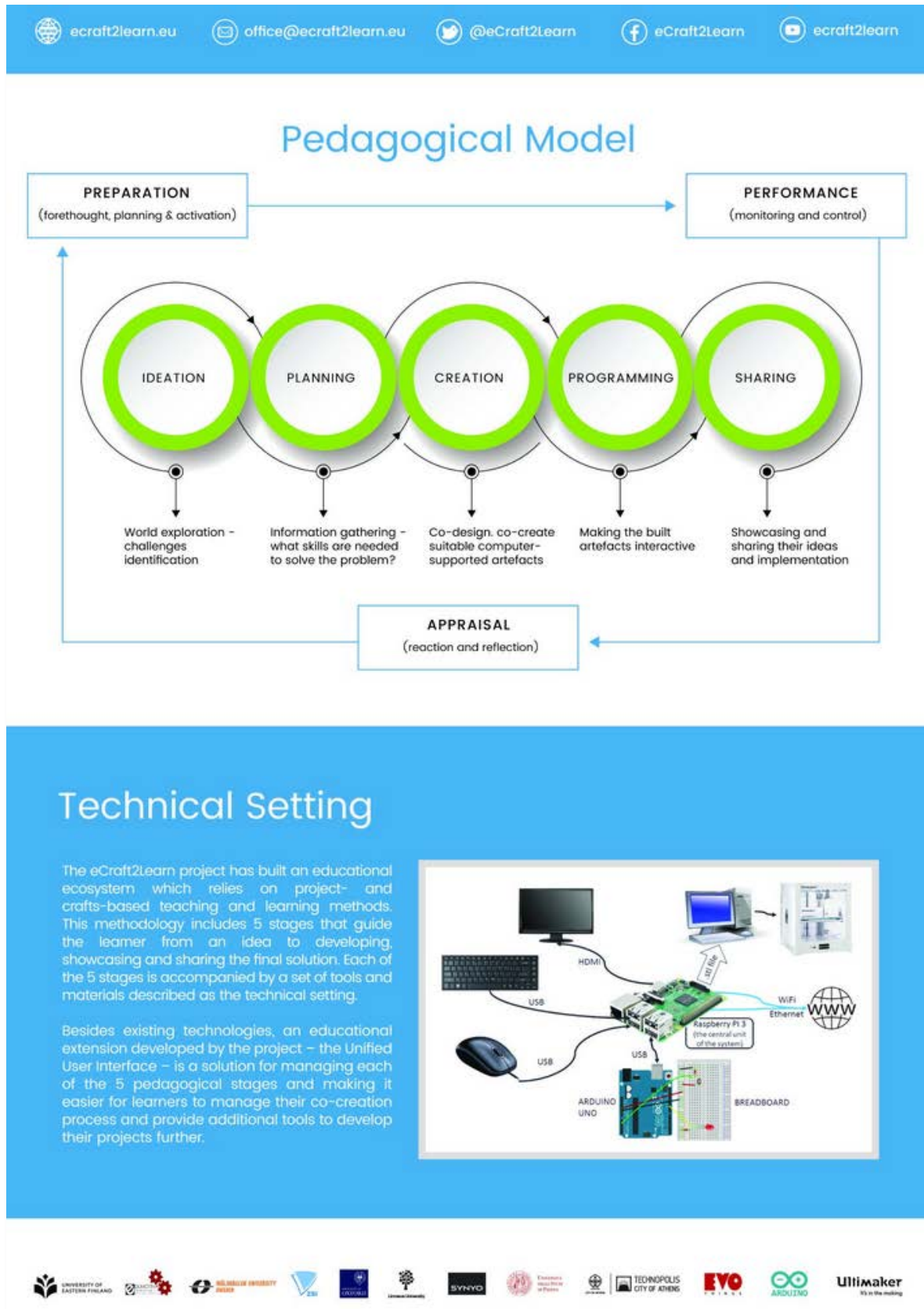


FIGURE 52: Factsheets

9 CONCLUSION

This report provided examples and illustrations of the dissemination activities carried out during the project. The activities carried out online and through physical events or publications were in line with the plan detailed in the Description of Action and the Dissemination and Communication Strategy designed upon the project start. The table of the KPIs shows that in spite of an engagement of the partners to use all available channels to disseminate the project outcomes, some activities and channels resulted more successful than others for attracting interest of the community. In sum, some KPIs were surpassed by far, were other are on the edge of their achievement of slightly below the desired goal. However, the overall dissemination and exploitation workpackage includes a wide spectrum of activities and rich supportive materials to create a considerable community of 'eCrafters' that will hopefully be sustained through the tools designed for future exploitation. A last package of dissemination materials that will enrich the project website and act as user manual for all stakeholders of the ecosystem, will be delivered in January 2019 and presented during the project review meeting and final reports.

10 REFERENCES

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http://www.island.lk/index.php?page_cat=article-details&page=article-details&code_title=188378

<https://community.computingschool.org.uk/resources/5678/single>

<https://community.computingschool.org.uk/resources/5678/single>

<https://www.createeducation.com/community/ecraft2learn/>

<http://www.scientix.eu/projects/project-detail?articleId=623603>

<https://www.i-linc.eu/web/portal/best-practice/archive/details?articleId=358890>