AI4ED

TOWARDS AN AI DRIVEN EDUCATIONAL PROCESS INTEGRATING MODERN CAREERS IN THE EDUCATIONAL SYSTEM

Deliverable

D7.3 - Report on the planned and implemented dissemination and communication activities

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EXECUTIVE SUMMARY / ABSTRACT

Abstract	This report is part of the deliverables of Work Package 7 (Impact, Dissemination, Communication and EDEHub) D7.3 PUDF .
Keywords	Communication, Dissemination, Event, News

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1   Introduction

Essentially, this plan provides a comprehensive overview of the expected results, their intended exploitation, dissemination and use by the consortium and/or the individual participants. It will help the consortium to establish a basis for the dissemination and use of foreground, as well as prepare to implement their strategy and conclude any necessary agreements.

The results of the AI4ED as individual partner needs and expectations will be described here and the best mechanisms for further developing the results at different levels (local, regional, national).

The design of a long-term action plan for the progressive roll-out of project results after the project has finished and their incorporation into the mainstream will be prepared. This task will be devising a plan for the use of AI4Ed results.

The fact that the project is in its first year of development has not stimulated a strong dissemination and communication base, as most of the materials and methodologies are only beginning to take shape and content. It is estimated that by 2024 they will effectively exist relevant and wide-ranging materials and results to support and stimulate dissemination activities as intended.

2   Dissemination, Communication and Events activities

A strategy, plan and tools for recording dissemination activities were established, in a global and local context (PDUF), agreed upon between all partners at the 2nd meeting, in Bremen.

All the partners should upload their activities to the platform Airtable, so there is a compilation and pieces of evidence of the activities.

Table 3 - Outline plan for the communication of AI4Ed results to the different target audiences

Activities / Tools	Target Group	Responsible	Monitoring	Evaluation Methods
Project website (and web2 tools-blogs, wikis, apps, virals, etc.)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Monthly	No of stakeholder consultations during the project lifetime
	3 - General public and users	IMH		No. of hits on the project website
Project website (and web2 tools tailored for young people—AI4Ed young bloggers, AI4Ed apps, e-videos, virals, etc.)	4 - Young people, early stage researchers	IMH		No. of followers on social media
Leaflets | Posters	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Quarterly	No. of articles published
	2 - Policy Makers, Standards Bodies	IMH		No. face to face meetings
	3 - General public and users	IMH		No of leaflets delivered
Mailings and e-mailings	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	CENFIM	Biannual	No sent/delivered and frequency (PHP list)
	2 - Policy Makers, Standards Bodies	CENFIM		No. of policy makers reached
Exhibition stands and display materials (Educational Trade Shows)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Biannual	No of events and no of persons attended
	3 - General public and users	IMH		No. of hits on the project website
	4 - Young people, early stage researchers	IMH		Speaker/exhibitor opportunities at events
Project logo and branding tools	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Quarterly	
	3 - General public and users	IMH		
	4 - Young people, early stage researchers	IMH		No. of users of AI4Ed blogs (specifically targeted at young people)
Social Media (twitter, facebook, etc.) - Videos and CDs -	3 - General public and users	CENFIM	Quarterly	Following on social media networks
	4 - Young people, early stage researchers	CENFIM		No. of users of AI4Ed blogs (specifically targeted at young people)
Articles (open access)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HVET institutions); SMEs; Other sectors where AI4Ed material could be applied	CENFIM	Quarterly	No. of papers
Press Releases and Articles Press (TV and radio)	3 - General public and users	IMH	Biannual	No. of press releases, articles published and TV and radio interviews
User groups and other networks, NGOs, etc. (such as AI associations, etc.)	3 - General public and users	IMH	Biannual	
Events (Young Scientist, etc.)	4 - Young people, early stage researchers	IMH	Biannual	No. of engagements with teachers/ curricula builders and impacts for enriching curricula
Competitions (e.g. to design a Project poster)	4 - Young people, early stage researchers	IMH	Biannual	No of competions and how many young people reached

This first year of the project, due to its development (fundamentals basis of the project), did not promote many dissemination activities (these are reproduced in the table below), with a greater impact of this activity being expected in 2024, with the growth of materials, methodologies and results, with ongoing activities.

The dissemination and communication effort that was recorded in 2023 is summarized below:

2.1. Dissemination

1. **Website of the project** was created on 31/01/2023 - https://www.ai4ed-project.eu/ - by IMH, aimed to the General public and users, it has been disseminated by all the partners through the usual channels, partners own websites, social media, any dissemination event concerning Education and IA https://www.itb.uni-bremen.de/ccm/projects/projekte/ai4ed.de

2. **Leaflets and Posters Portuguese** on the 06/3/2023, these were to present the project in 2 youth fairs, aimed to the Young people, early stage researchers, https://odoo.elesarinnovation.com/web#id=262&action=543&active_id=20&model=project.task&view_type=form&cids=1&menu_id=384

3. **Articles concerning the main themes of the project and dissemination of activities** aimed to the General public and users https://www.itb.uni-bremen.de/ccm/projects/projekte/ai4ed.de

https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2023/ai4ed-metals.de
AI4ED project: Kick-off meeting — IMH Campus
AI4ED Project: Second meeting in Bremen (Germany) — IMH Campus

SCSZ

Šolski center Slovenske Konjice - Zreče (sc-konjice-zrece.si)
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 "AI4ED project meeting at CENFIM headquarters in Lisbon (November 2023).

The main topics discussed were the training program of the project with detailed specifications of cases that are interesting for training in youth programs.

Demonstration of training, which combines theoretical knowledge, laboratory work and practical use of hardware. In this concept, all stages are set interactively, guided using information and communication technology, specialized applications for work and continuous monitoring of progress in the learning process. This holistic approach to education emphasizes the synergy between theoretical understanding of concepts, practical implementation in a laboratory environment, and actual use of hardware in real-world situations. The interactivity enabled by ICT complements and enriches the learning process, enables individual adaptation, and provides participants with an insight into their own progress throughout the entire educational cycle.

UNIZAR

"Warsaw University – May 2023

Signature of education agreement with responsible of University of Warsaw. In this meeting we presented AI4Ed project.
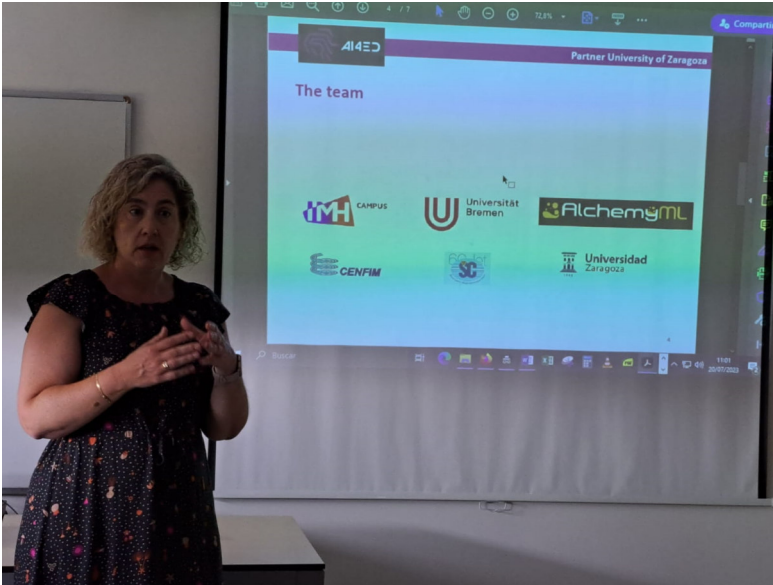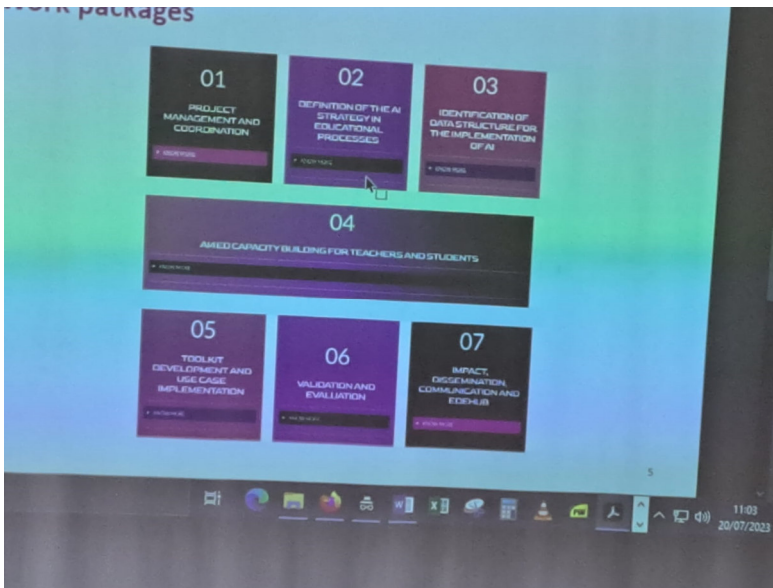
"University of Zaragoza – July 2023
Meeting with teachers and researchers of Technion – Technologic institute located in Israel. They are involved in many technical researches with AI and we presented the goals and objectives of AI4Ed. Session was held at University of Zaragoza, 20th July 2023.

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Ubremen
[News Entry | Data Science Center (DSC)"EU Projekt AI4Ed erforscht die Zukunft der Bildung in Lissabon – DSC unterstützt drittes gemeinsames Projekttreffen" at 09.11.2023 (dsc-ub.de)](#)

2.2. Conferences

"Presentation of the activities and expert debate on the AI4ED project, conference at the Slovenske Konjice-Zreče University of Applied Sciences.

As part of the conference, we presented and discussed in more detail various aspects of the integration of artificial intelligence (AI) into the educational process. The discussion covered the use of AI in the context of pedagogical approaches, adapting learning content to individual needs, with an emphasis on the development and implementation of innovative technological solutions to improve learning experiences in the school environment. Through the interactive exchange of opinions and experiences, we want to create a space for professional discussions that contribute to a better understanding of the challenges and opportunities brought by the integration of AI into modern education.

2.2. Events

Partner	Name of the Event/Training (link)	Type	Area	City	Country	Duration (days)	Date
1 - IMH	https://www.aiet.org/index.html	Conference	AI	Barcelon	Spain	3	29/07/2024

3   Social Media

3.1. The social media to promote and disseminate the project are:

Facebook
https://www.facebook.com/projai4ed

Instagram
https://www.instagram.com/ai.4edu/

Youtube

https://www.youtube.com/channel/UCzGAMP7HNMnUvjEvU2jCscw

Website
https://www.ai4ed-project.eu/

4   2024 Activities

The plan is for the site https://www.ai4ed-project.eu/ to have a section mentioning deliverables, where all the results should be placed and published. This section will be public, to achieve as much as target public as possible.

The plan for 2024 is:

WHAT	WHEN	WHOM	DESCRIPTION
Project video	1st Quarter 2024	CENFIM	Project Branding tool, later will be the basis for the videos to be developed by each partner
Partner's video - each partner	1st Quarter 2024	CENFIM; SCSKZ Ubremen; Unizar	Description of the role of the partner on the Project See IMH and Almechy video on the Youtube channel, as example
Articles	2nd Quarter 2024	All partners	2 articles for technical magazines
Exhibition stands and display materials (Educational Trade Shows) Updated flyers and posters	1st Quarter 2024	CENFIM	2 Exhibitions aimed to young public in Porto and Lisbon
Social Media	2024 - Monthly	All partners	Each partners should post in the social media at least once every 3 months
Conferences realted with Education and IA	2nd Semester	CENFIM	Integrated in a National Seminar target to industrial entrepreneus and general public (mainly education and training staff)
Project presentation	2024	CENFIM	Presentation of the project in 10 CENFIM Training Centers targeted to 500 trainees and trainers
Project Site update	2024	WP Leaders	Upload contents developed on the project based on the deliverables, contents and resources of each WP
Conference-/teachers/SME	1st/2nd Quarter 2024	SCSKZ	Presentation of the project, educational programe, deliverables
Articles	2nd Quarter 2024	SCSKZ	1 article for school newslette/ yearbook and 1 in local media (after project meeting in SI)
Social Media	Monthly/or at lease once every 3months	SCSKZ	Post in the social media; meetings, deliverables..
Web site (SCKSKZ)	2nd Quarter 2024	SCSKZ	Informatin after project meeting in may

Blog about AI4Ed project in AlchemyML web site	2024	AlchemyML	News about the project will be published in our web page quarterly
Articles	2nd Quarter 2024	AlchemyML	Publication in online Newsletter of Basque Business Development Agency (SPRI)
Conferences related with IA	2024	AlchemyML	Integrated in some talks about IA targeted to industrial entrepreneurs and general public
Project presentation	2024	AlchemyML	Presentation of the project to other enterprises in BIC
Conferences related with IA	2024	UBremen	ECER Nicosia - https://eera-ecer.de/conferences/ecer-2024-nicosia

5   Conclusions

As already mentioned, the fact that we are facing the first year of project development, where the project's strategies, resources and methodologies only began to take shape and content at the end, did not favor dissemination and communication activities, due to lack of validatable content.

With ongoing activities and the development and testing of results expected in 2024, next year will be a year of great reinforcement and impact in terms of dissemination and communication activities, at local, regional and transnational levels.