



**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

Deliverable Lead: CENFIM  
Deliverable due date: 30/11/23  
Actual submission date: 31/01/24  
Dissemination level: PU  
Version: FINAL



Co-funded by  
the European Union

This project has received funding from the European Union's Erasmus + programme under grant agreement No 101087543

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

The information contained in this report is subject to change without notice and should not be construed as a commitment by any members of the AI4ED Consortium. The information is provided without any warranty of any kind.

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the AI4ED Consortium. In addition to such written permission to copy, acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

© COPYRIGHT 2023 AI4ED Consortium.

All rights reserved.

<b>Document Control Page</b>	
<b>Title</b>	Report on the planned and implemented dissemination and communication activities
<b>Creator</b>	CENFIM
<b>Description</b>	The report intends to be the report of the plan for the use and dissemination of the foreground (PUDF).
<b>Contributors</b>	All partners
<b>Creation date</b>	30/11/2023
<b>Type</b>	Report
<b>Language</b>	English
<b>Audience</b>	<input checked="" type="checkbox"/> public <input type="checkbox"/> confidential
<b>Review status</b>	<input checked="" type="checkbox"/> Draft <input type="checkbox"/> Assigned Reviewer accepted <input type="checkbox"/> Coordinator accepted
<b>Action requested</b>	<input type="checkbox"/> to be revised by the Assigned Reviewer <input checked="" type="checkbox"/> for approval by the Project Coordinator <input type="checkbox"/> for acknowledgement by Partners

## Revision history

Version	Author(s)	Changes	Date
V0	CENFIM	Document creation	30/11/2023
V1	IMH	Revision	15/12/2023
V2	UBREMEN	Revision	08/01/2024
V3	SCSKZ	Revision	15/01/2024
V4	ALCHEMY	Revision	22/01/2024
V5	UNIZAR	Revision	29/01/2024
V6	CENFIM	Final version	31/01/2024

## Table of Contents

1	Introduction.....	5
2	Dissemination, Communication and Events activities .....	6
3	Social Media .....	11
4	2024 Activities .....	12
5	Conclusions.....	14

## List of figures

Figure 1 - M12 meeting at Lisbon.....	7
Figure 2 - AI4Ed being presented at University of Warsaw.....	8
Figure 3 - AI4Ed presentation to Technion.....	9
Figure 4 - Close up of AI4Ed presentation to Technion.....	9
Figure 5 - Overview of the meeting with Technion.....	10
Figure 6 - Presentatio9n of AI4Ed at conference at the Slovenske Konjice-Zreče University of Applied Sciences.....	10

## List of tables

Table 1 - Outline of the plan for the communication of AI4Ed results to the different target audience .....	6
Table 2 - Dissemination and Communication plan for 2024 .....	12

## EXECUTIVE SUMMARY / ABSTRACT

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

## I 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 2<sup>nd</sup> 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 1 - Outline of the plan for the communication of AI4Ed results to the different target audience**

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/webinar 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 competitions 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](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 \(sc-konjice-zrece.si\)](https://sc-konjice-zrece.si)

[Šolski center Slovenske Konjice - Zreče \(sc-konjice-zrece.si\)](https://sc-konjice-zrece.si)

“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.



Figure 1 - M12 meeting at Lisbon

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.



Figure 2 - AI4Ed being presented at University of Warsaw

### “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, 20<sup>th</sup> July 2023.



Figure 3 - AI4Ed presentation to Technion

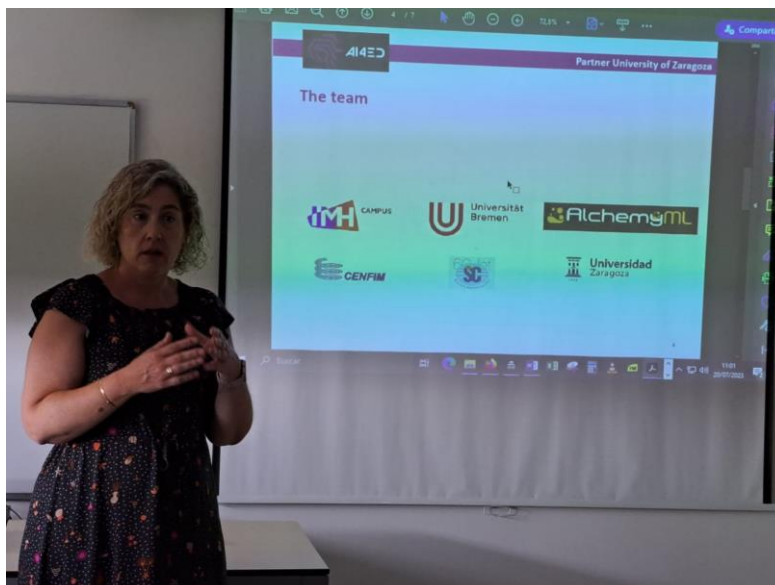


Figure 4 - Close up of AI4Ed presentation to Technion



Figure 5 - Overview of the meeting with Technion

## 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.

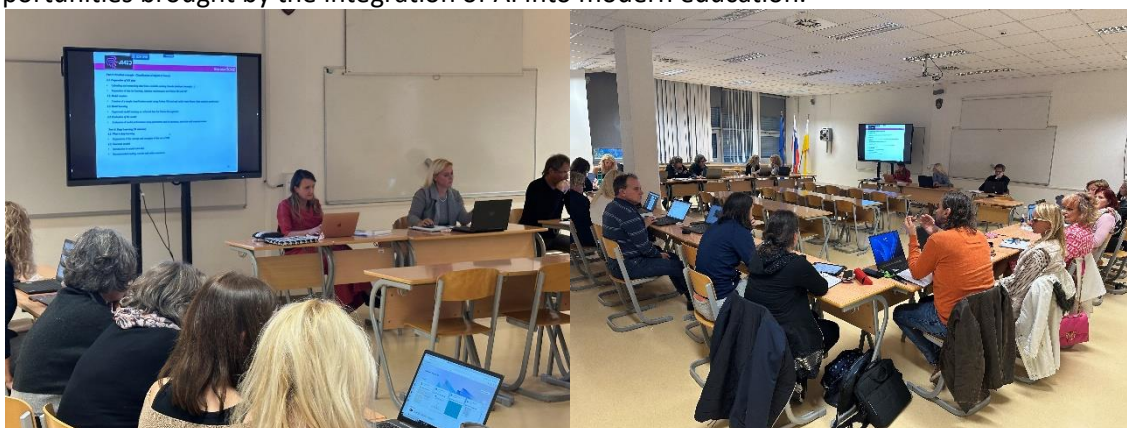


Figure 6 - Presentation of AI4Ed at conference at the Slovenske Konjice-Zreče University of Applied Sciences

## 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:

**Table 2 - Dissemination and Communication plan for 2024**

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 entrepreneurs 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)

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

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 - <a href="https://eera-ecer.de/conferences/ecer-2024-nicosia">https://eera-ecer.de/conferences/ecer-2024-nicosia</a>
5th Int. Conf. on Artificial Intelligence in Education Technology	2024	IMH	<a href="https://www.aiet.org/index.html">https://www.aiet.org/index.html</a>

## 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.