SENSE.

SENSE. The New European Roadmap to STEAM Education

D 2.1 – Online outreach tools and visual identity

January 2023

Project information

Project acronym:	SENSE.
Full title:	The New European Roadmap to STEAM Education
Grant agreement:	101058507
Programme and call:	Horizon Europe, HORIZON-WIDERA-2021-ERA-01
Project coordinator:	Lydia Schulze Heuling, Western Norway University of Applied Sciences
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Project duration:	36 months (1 September 2022 – 31 August 2025)
Project website:	www.sense-steam.eu

Deliverable information

Deliverable number	2.1
Deliverable title:	Online outreach tools and visual identity
Dissemination level:	PU
Deliverable type:	DEC
License:	CC BY-NC-SA 4.0
Status:	Submitted
Due date:	16/01/2023 – the initial due date was set on 30/11/2023 but was extended after approval from the European Research Executive Agency
Submission date:	16/01/2022
Work Package:	2
Lead Beneficiary:	VELVET

Disclaimer

Revision History

Date	Version	Author	Comment
29/11/2022	V0.01	Joseph Sturm, Velvet	First Draft of the visual identity
29/11/2022	V0.02	Raluca Dumitrescu, GEYC	First Draft of the outreach
04/01/2023	V0.03	Diana Ionita, GEYC	First Draft of the Social Media (3) and News and events (4.7)
10/01/2022	V0.03	Guillaume Lapeyre, HVL	Peer review
12/01/2022	V0.04	Joseph Sturm, Velvet	Final draft
14/01/2022	V1.0	Risk and Quality Manager, HVL	Final check and approval for submission
15/01/2023	V1.0	Coordinator, HVL	Final check and submission to the granting authority

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Abbreviations and acronyms

Abbreviation or acronym used in this document	Explanation
STEAM	Science, Technology, Engineering, Arts and Mathematics
CVI	Corporate Visual Identity
UI/UX	User interface and user experience – referring to web design
CMS	Content Management System – an interface for adding and updating website content without the need for programming skills

Glossary

Term	Definition used or meaning in the SENSE. project	Reference or source for the definition if applicable
SENSE	Your senses are the physical abilities of sight, smell, hearing, touch, and taste. If you sense something, you become aware of it or you realize it, although it is not very obvious. If you say that there is no sense or little sense in doing something, you mean that it is not a sensible thing to do because nothing useful would be gained by doing it.	(Collins dictionary)

STEAM	For Science Technology Engineering Arts and Mathematics. Understanding of the underlying concept behind this acronym is still in progress. During the STEAM DNA workshop held in Bergen in November 2022, questions emerged such as: "What does S of STEAM mean? Is it natural science? Which science? And for the A: is it just Art? Suggestions for the A of STEAM as Attentiveness, Act of translating, Artistic inquiries are insights which need further deepening.	STEAM DNA Workshop results (SENSE. deliverable D3.1)
SENSE.STEAM	The SENSE.STEAM methodology, comprising a dedicated educational model and its pedagogy, with i) STEAM inquiry, ii) citizen science and art practices, iii) learner centredness and iv) reflective feedback as its building blocks.	SENSE. Description of Action
STEAM Beneficiaries	Stakeholders that should benefit from the new approach to STEAM education and the SENSE. Roadmap	SENSE. Description of Action
STEAM Labs	The project's implementation activities will take place as part of a set of STEAM Labs, set out to reach potential change agents and enable them to become advocates for STEAM.	SENSE. Description of Action

The SENSE. project

There is a widespread understanding that the future of a prosperous and sustainable Europe depends to a large extent on the quality of science education of its citizens. A science-literate society and a skilled workforce are essential for successfully tackling global environmental challenges, making informed use of digital technologies, counteracting disinformation, and critically debunking fake news campaigns. A future-proof Europe needs more young people to take up careers in science related sectors.

Research shows that interest in STEM subjects declines with increasing age. This effect is particularly pronounced among girls and young women; even those of them who take up science studies gradually forfeit their motivation. But despite all image campaigns and efforts to remove the awe of science only "one in five young people graduates from STEM in tertiary education" and only half as many women as men, according to the European Skills Agenda.

The disinterest in science is striking and evokes the question of its causes. Stereotypes and lack of female role models seem to be only a part of the explanation. Nor is there a lack of career prospects that could explain a reorientation despite initial interest.

SENSE. has identified two major problems in current science education that need to be addressed: a) A distorted teaching logic that progresses from abstract models to procedural applications ("reverse ontology") and b) The inability to implement a learner-centred pedagogy linking students' everyday knowledge to science-based knowledge, thus promoting motivation, self-directed and life-long learning.

SENSE. advocates for the development of a high-quality future-making education that is equally accessible to all learners and promotes socially conscious and scientifically literate citizens and professionals. SENSE. aims at radically reshaping science education for a future-making society. By promoting the integration of all human senses into exploring and making sense of the world around us we will challenge conventional ideas of science and science education. Considering the pitfalls of current science education practices and the advantages of artistic and aesthetic activity, this innovative approach also considers social inclusion and spatial design as core components for a new STEAM education paradigm. With 'SENSE.STEAM' future science learning will be moving away from the standardised classroom shapes and furniture layout entering new learning landscapes.

The project seeks to develop an accessible educational roadmap promoting socially conscious and scientifically literate citizens and professionals. It addresses outdated perceptions of current science education as well as gender stereotypes by integrating the arts, social inclusion and spatial design as its core components. SENSE. will establish 13 'STEAM Labs' across Europe to develop and evaluate the 'SENSE. approach' to STEAM subjects alongside students, educators, teachers, businesses and other stakeholders.

The 'New European Roadmap to STEAM Education' will take the shape of a STEAM learning companion to support tomorrow's educators and learners – be it in the classroom, in a museum or on a drilling rig. A digital hub will be established, where practitioners from all ages and backgrounds across Europe will be able to access tried and tested educational practices to increase engagement within these subjects.

The SENSE. consortium

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The SENSE. Associated Partners

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Executive Summary

Building on the preliminary visual profile from the proposal phase, the project has further developed its visual identity declined on a number for online and offline outreach and communication. The online outreach tools and visual identity provides a foundation and common understanding about the project, participants, progress, while supporting the project's communication, dissemination and exploitation goals. In particular they will enable the preparation and distribution of tailored information packages and materials for our target groups (or STEAM beneficiaries) at key milestones.

Launched mid-January 2023, the project website will gradually evolve from its current design and functionalities towards the SENSE. Digital Hub, a key output that will include the New European Roadmap to STEAM education, a repository of tools and reports, a STEAM Wiki, interactive spaces to connect the STEAM Labs and other stakeholders. The hub will remain in use at least five years after the project ends.

In addition, three social media accounts dedicated to the project have been set up, on Twitter, LinkedIn and Instagram, complementing each other to reach our target groups through different means and channels.

The Dissemination, Exploitation and Communication plan to be delivered end of February will provide a framework for the entire consortium on how to use these online outreach tools in a strategic manner in order to meet our project objectives and Key Performance Indicators.

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1. Introduction

The Deliverable D2.1 Online outreach tools and visual identity corresponds to the project website and the three social media accounts dedicated to the project, as well as the visual identity profile and its declination on various supports and templates. While the actual deliverable consists of the actual online tools and various materials prepared, the present report documents the rationale and process for developing these online communication tools

1.1. Purpose of the document

The purpose of the document is to outline the full suite of online outreach tools and visual identity to be used for the duration and following conclusion of the SENSE. project. While the visual identity and its supporting materials should be able to be applied independently and intuitively, the underlying rationale, justification and overarching principles are documented here to ensure its widespread and consistent use by all consortium members for any project related activities.

1.2. Intended readership

The document is aimed at all beneficiaries of the SENSE. consortium, in particular the members and their teams that will be directly involved in communication and dissemination activities.

1.3. Structure of the document

Section 2 covers the project's visual identity by describing the completed concept and the package of brand carriers developed to support its practical application across the project.

Section 3 describes online outreach tools, outlining the social media strategy and their application in conjunction with the relevant brand carriers.

Section 4 describes the structure and functionalities of the project website along with their relationship to overall project goals and other deliverables.

Annex 1 presents the presentation templated developed as part of the project's Visual Identity as an example of a key tool for disseminating information about SENSE.

Annex 2 presents an example of a social media post to show one way the project will be communicated.

1.4. Relationship with other deliverables

The strategic and consistent use of the online outreach tools and visual identity will be fully operationalised in Deliverable D2.2 Revised dissemination, exploitation, and communication plan due in February 2023 and subject to further periodic updates throughout the project.

The project website and connecting tools will further form the foundation of the SENSE. Digital hub (D2.6 STEAM Academy Digital hub), and will host and facilitate the use of the different digital tools developed by the project (D7.2 First version of the SENSE.STEAM.Wiki, D7.3 First version of the digitized educational materials and toolkits).

More broadly the online outreach tools are linked to all deliverables by providing platforms for sharing, publishing, and disseminating the work of the project.

2. Project Visual Identity and Brand Carriers

The following section gives an overview of the project's visual identity and the underlying design rationale used to arrive at the chosen solution. The brand carriers developed to use the visual identity in practice will be elaborated with a focus on how they are to be used by their target audience – the STEAM beneficiaries.

The appropriate files and materials have been distributed to the beneficiaries by email on 24.11.2022 and remain available in the project's shared MS Teams environment. Additionally, the source files in adobe InDesign and Illustrator made freely available to all beneficiaries for further adaptation and application.

2.1. Visual Identity

The pdf document Steam SENSE. CVI gives an overview of the SENSE. Consortium's *Corporate Visual Identity* and includes the concept for:
-   Logo and its correct use
-   Colour palette with HEX, RGB, CYMK and Pantone codes
-   Typography

- Graphic Elements
- Icons
- Poster layout examples with and without photos
- Social media applications (posts, profile pictures, cover photos)
- Document templates
- Infographics
- Presentation template

This is intended as a handbook for use and application of the materials described within this section.

2.2. Logo

2.2.1. Concept

The logo serves as the official emblem of the project. It makes use of circles in four colours to represent the four building blocks of the SENSE.STEAM methodology outlined in Objective 1 of the project proposal:

1. SENSE.STEAM inquiry
2. Learner-centered pedagogy
3. Citizen Science and Art Practices
4. Reflective Feedback

Figure 1: SENSE Logo

The circles overlap to show the interdisciplinary nature of the project and strong desire to share knowledge, work collaboratively and make use of all human senses.

2.2.2. Application and Use

Use across the project
The logo is incorporated in all templates (see Subsection 2.9) to be used in the project and the four overlapping circles serve as the basis for the colour palette (see Subsection 2.4) and other brand carriers (see subsection 2.5 - 2.10).

The logo is available for use and dissemination in in ai, png, svg format.

Use in conjunction with the Funded by EU logo

The EU funding statement is to be used in accordance with official guidelines[1]. Among these is the following two requirements have been applied across templates and stressed to project participants:

1. The *EU funding statement* must be of equal size and significance to the project logo
2. The *EU funding statement* must not be situated immediately adjacent to the project or any partner organisation logos, or in any way that implies the EU is a project participant.

2.3. Typography

2.3.1. Criteria for choosing primary typography

When choosing a font, the guiding concept was to choose a readable, contemporary, and distinct font. Additionally, a key criterion in choosing a typeface was to ensure it is free to use, open source and readily available to ensure its wide and effective use across the project.

2.3.2. Main and alternative fonts

The primary font for use across the project is Sora. The font was chosen as a modern and readable sans-serif font distinct enough to contribute to the project's overall identity.

The alternative font is Tahoma. This was chosen as relatively similar font which is preinstalled on most devices and software. The purpose of providing an alternative font is to keep as close as possible to the project's visual identity even in cases where factors such as technical limitations of hardware and software as well as organisational IT policies that block installation of font files, preventing the use of Sora.

2.3.3. Typography Colour

Body typography makes use of the same dark blue colour as the SENSE. logo. This is intended to be more readable and less monotonous and dominating than solid black when used in large volumes for body text. At the same time the tone is sufficiently strong to remain knowledgeable and authoritative.

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[1] Full guidelines available at https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

2.3.4. Distribution and application

Sora font files as well as instructions on their installation and appropriate situations for using the alternative font were distributed across project together with the completed visual identity by email on 24.11.2023.

2.4. Colours

2.4.1. Choice of colours

Five primary colours were chosen – one for each of the building blocks of the SENSE STEAM methodology as well as one for the project name. The four main colours were chosen to reflect the diverse ideas, principles and participants covered by the project. Brighter tones were selected to add an element of playfulness in challenge to the idea that STEM subjects are too dull or serious, while the darker blue of the project name adds a touch of authority and knowledgeability.

For each of the five main colours, a secondary darker version is included to maximise the possible use and application, while each in turn has a range of accents.

Additionally, the use of five colours can be said to reflect the idea of the five senses.

Colours have deliberately not been attributed to particular building blocks or concepts to allow project members freedom in application, and to reflect that meaning must be created throughout the duration of the project.

Figure 2: Colour Pallet

2.4.2. Distribution and application

HEX, RGB, CMYK and Pantone codes available to allow project participants maximum flexibility in use and application

Figure 3: HEX, RGB, CMYK and Pantone Codes

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2.5. Graphical Elements

Three main graphical elements were designed:
- Bubbles
- Map
- Photo mask

2.5.1. Bubbles

The 'bubbles' consist of colourful radiating circles which can be used to add visual interest to other brand carriers such as posters, templates and the website. They were chosen to represent the spread and radiating out of knowledge as well as the potential for a large ripple effect generated by small actions.
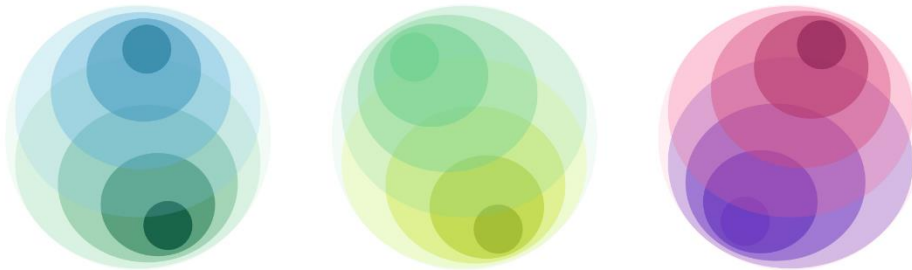
Figure 4: "Bubbles"

2.5.2. Photo mask

Building on the 'bubbles' the photo mask adds a frame that can easily be applied to images used across the project. This quickly links any material to the visual identity of the project.

Figure 5: Photo mask

2.5.3. Map of Europe

A map of Europe was completed to allow project participants to quickly show the reach of the project with its large range of European countries covered by consortium members and associated partners.

Considering early feedback, borders are not too strongly marked, nor are countries not represented left out. This reflects the intent that knowledge and benefit from the project will not be contained by borders and will spread beyond the participants' home countries.

Figure 6: Partner Map

2.6. Icons

A basic set of icons were created to give some additional flexibility in creating visual materials such as posters and presentations. As the precise direction and outcomes of the project are still unknown, these were kept abstract and could be further supplemented at a later date.

Figure 7: Icons

2.7. Posters

Three poster templates were created based on the bubble graphic elements. These give beneficiaries a quick solution for advertising the project and events in a way that is consistent with the project's visual identity.

Figure 8: Posters

2.8. Social Media

Considering the project's chosen platforms of Facebook, Instagram and LinkedIn, a set of mock-ups were created to allow for a wide range of post types including:
- Key word text or slogan
- Introduction of consortium members
- Sentence or quote
- Image

Figure 9: Mock-ups for social media

In addition, a profile photo, and an image in the appropriate proportions for Facebook and LinkedIn cover photos was designed.

Figure 10: Cover photo for Facebook and LinkedIn

Together these will support use of the social media and online outreach tools in a way that is visually consistent across the project and helps to create attention-grabbing content. In addition, it will help to create a shared feeling of identity, ownership and belonging across the consortium.

2.9. Templates

Word, Excel, and PowerPoint templates were created for a range of uses across the project aimed at both internal and external audiences.

At the time of submission of the deliverable templates include:
- Financial reporting (xls)
- General deliverables (doc)
- Meeting invitation and agenda (doc)
- Meeting minutes (doc)
- Partner profile (doc)
- Quality assurance checklist for deliverables (doc)
- PowerPoint presentation (ppt)
- Timesheet (xls)
- Work Package delivery plan (doc)
- Work Package monthly progress report (doc)

These will be revised and updated as necessary throughout the course of the project.

3. Social Media

The objectives of using social media as online outreach tools in this particular context are:
- To establish a network, by growing followers across platforms and reaching larger target audiences.

- To increase awareness of the target audiences on the topic, by explaining and exploring various related concepts (e.g.: STEAM, scientific learning, equity, participation, gender justice, science inclusion, art-intervention pedagogies, etc.);
- To inform the target audiences on happenings, events, outputs, etc., by keeping them updated on the project's milestones, activities and results;
- To increase engagement of the target audiences in the related activities, by calling to various actions (e.g.: participate in an event, read an article, share information, ask questions, provide feedback, etc.)
- To promote and facilitate the use and re-use of the project outputs (e.g.: the Roadmap and its enabling digital tools)

SENSE.' official social media pages have already been created. They include Twitter, Instagram and LinkedIn accounts.
- Twitter: As of December 2022, this 'micro-blogging and social networking' platform has over 368 million monthly active users worldwide and over 500 million tweets sent daily. It is preferred by users for quick interactions with an entity – in this case, our consortium – and latest news, as the limit of characters (280 characters as of January 2023) brings an appealing, succinct and straightforward communication.

In the early stages of the communication process, Twitter could be a useful tool in reaching out to and raising awareness of the project among its main target audiences and connecting with relevant influencers and experts. Later, the focus could lean more towards informing and increasing engagement.

The most effective content types to use on Twitter would be links to various outputs (e.g.: guides, news updates, images, videos, etc.), re-tweeting (sharing content produced by other Twitter users), asking questions to or inviting key actors to state their opinion on various matters.
- Instagram: As per December 2022, this online photo and video sharing social networking platform ranks fourth among the most popular social media networks with over 2 billion users worldwide and half a billion people reached by Instagram stories daily.

This site is unique in that users are unable to publish text-only messages because it is entirely focused on images and videos.

While using Instagram to inspire and engage the key target audiences, significant results could be reached through: sharing constantly high quality, inspiring and engaging photos and videos, streaming live or posting stories with relevant hashtags. In this way, the content could reach a wider key public. Resharing follower's stories could also improve the engagement with the audiences.

The more engagement the content gets, the more likely it will be featured within the 'explore' tab (a collection of popular content based on a user's individual interests, based on similar accounts or content interacted with, including photos, videos, Reels and Stories).
- LinkedIn: As per December 2022, this online business and employment-focused social media platform has over 875 million members worldwide.

The potential of LinkedIn is to connect with key professional stakeholders, share informative content (e.g.: articles, research, news, etc.) to become a trusted source and cultivate an actively participating network.

Resharing other credible user's articles from LinkedIn Pulse (an internal blog, gathering a collection of content - posts, news stories and insights - from people in relevant networks on LinkedIn) could also enrich the resources offered to the target audiences and increase connections with relevant key actors.

This platform also allows users to select filters for sharing content with specific target audiences (e.g.: by industry, location, demographics).

In order to effectively manage the communication on the social media channels of choice, a calendar will be set (within WP2, Deliverable D2.2). This will guarantee that the material is coherent, ready for publication on time, and planned to coincide with major project events and other significant global, European, and national dates.

Therefore, starting on M6, all social media pages will be updated on a bi-weekly basis with posts that cover the project's latest updates, related events, activities or materials, as well as other relevant news or articles that are of interest to the project.

50% of the monthly posts will serve to promote the project itself and redirect the audience to the website and the roadmap of STEAM Education. The other 50% will be dedicated to sharing relevant content regarding the STEAM labs, or other related projects and activities.

It will be important to tailor the different messages and use the relevant visual and graphical means for a more effective and impactful communication, thanks to the different supporting materials presented in Section 2, in line with the specificities and formats of the three social media channels. This will be detailed in Deliverable D2.2.

3.1. Partners' Contribution

To successfully disseminate and communicate the project, partners' contribution is key. Therefore, they are encouraged to share information on the SENSE. project, its activities and results, through their professional social media accounts. They can do so by sharing the project's website, social media pages and posts, but also by adapting or posting on their own, when it can be relevant to highlight through the partners' institutional accounts information on events or results in the language of their target audiences. In doing so, partners' communication teams must use the visual identity presented in this deliverable and always include the EU acknowledgement of funding.

Below we have the social media accounts of the partners:

Høgskulen på Vestlandet	https://www.instagram.com/hvl.no/ https://www.facebook.com/hvl.no https://twitter.com/hvl_no https://www.linkedin.com/school/hogskulen-pa-vestlandet/
odyssea	https://www.facebook.com/OdysseaGreece/ https://www.instagram.com/odyssea_athens/ https://www.linkedin.com/company/odyssea-ngo https://twitter.com/odyssea_athens
Pädagogische Hochschule Weingarten	www.ph-weingarten.de
CREDA ONLUS	https://www.facebook.com/CREDAonlus/
wecf	https://twitter.com/wecf_int/ https://www.facebook.com/WECF.INTERNATIONAL https://www.instagram.com/wecf_international/ https://www.linkedin.com/company/wecf/
geyc	https://twitter.com/GEYCRomania https://www.facebook.com/GEYCRomania https://www.linkedin.com/company/geyc https://www.instagram.com/geyc.ro/
MUSÉE DU LOUVRE	https://www.facebook.com/museedulouvre https://www.instagram.com/museelouvre/ https://twitter.com/museelouvre https://www.linkedin.com/company/musee-du-louvre

Logo	Links
Hawkins\Brown	https://www.linkedin.com/company/hawkins-brown-architects-llp/ https://www.instagram.com/hawkins_brown/ https://twitter.com/hawkins_brown
VELVET	https://www.linkedin.com/company/velvet-we-make-sense/ https://www.instagram.com/velvet.we.make.sense/ https://www.facebook.com/velvet.we.make.sense/
UNIVERSITAT DE BARCELONA	https://www.facebook.com/UniversitatdeBarcelona https://twitter.com/UniBarcelona https://www.linkedin.com/school/university-of-barcelona/ https://www.instagram.com/UniBarcelona/ https://www.tiktok.com/@unibarcelona
EFEE THE EUROPEAN FEDERATION OF EDUCATION EMPLOYERS	https://www.linkedin.com/company/european-federation-of-education-employers/ https://twitter.com/EFEE_EU

SENSE Associated Partners

Logo	Links
VILVITE	https://www.facebook.com/vilvite/ https://www.instagram.com/vilvite/ https://www.tiktok.com/@vilvite
TRELLEBORG	https://twitter.com/trelleborggroup https://www.facebook.com/Trelleborggroup https://www.linkedin.com/company/trelleborggroup/
FUNDACIÓ BOFILL Educació per canviar-ho tot	https://www.facebook.com/FundacioBofill https://twitter.com/FundacioBofill https://www.instagram.com/fundaciobofill/

	http://www.schools-for-health.eu/she-network
Primăria Municipiului Câmpina	https://www.facebook.com/profile.php?id=100069249374327
THE UNIVERSITY of EDINBURGH	https://www.facebook.com/UniversityOfEdinburgh

Monthly, all the consortium partners will complete the communication and dissemination report that is found in TEAMS in the WP2, in the Deliverable 2.2. The report includes newsletters, press releases, news on the organization website, internal communication, promotion on social media channels, conferences, interviews, etc.

The communication and dissemination strategy and the reporting procedure will be fully described in the Deliverable D2.2.

Organisation & country:	GEYC, RO
Period covered:	

Dissemination Activities Report

Activity	Date	Dissemination Level	Brief Description of the Activity	Target Group	Number of people reached	Evidence Report
		International or EU or national or regional level?		educators, adult users, clients, partners, students...	add at least approximate number	
Newsletters						
Press Release						
Leaflet						
News on organisation website						
Internal Communication						
Promotion on social channels of the organisation						
Conference						
Meeting						
Multiplier Event						
Interviews						

Figure 11: Communication and Dissemination report Template

3.2. Social Media Visuals

As outlined in section 2.8, tailored banners, illustrations, graphics (etc.) for posts, social media profile and cover images have been developed in order for the social media visuals to be cohesive and showcase the project's identity.
If for a specific content, the same copy and image fit all social media channels, only the size of the image will be adapted. For everything else, tailored copy and images will be created for each channel.

3.3. Social Media Campaign

Social media campaigns will be developed for Instagram, Twitter and LinkedIn whenever there is an important milestone/deliverable/achievement/event (the launch of the Roadmap, the implementation of a STEAM Lab) to announce. The main objective of the campaigns is to increase the number of followers, increase the number of contacts, as well as increase website traffic. Social Media statistics will be closely and regularly monitored and analysed, to identify the needs of our target audience and to adjust the strategy of implementation.
The campaigns will have different objectives, depending on the event and the phase of the project around which they are tailored.
Thus, in the beginning, the focus of the campaigns will be:

- to increase the number of followers and/ or contacts
- to increase website traffic
- to raise awareness on the project and the related topics

As the Social Media channels of the project start building an audience, the campaigns will concentrate:
- to increase the engagement of the audiences
- to call to action
- to continue raising awareness on relevant topics

As the project will start developing, the social media campaigns will be built:
- to raise awareness on the results obtained and the impact achieved

When designing the Social Media Campaigns, specific attention should be paid on the visual and graphical elements, to support best the messages and tailored to the specific target groups.

4. Project Website

4.1. UI/UX design principles and process

The following section describes the main principles and process used for producing the website's UI/UX design from creating the brief, the design process and finally web development and testing prior to launch of the website.

4.1.1. Design process

Design team
The design team comprised of three members:
- UI/UX designer, Helena Hass, responsible for the overall user interface (UI) and user experience (UX)
- Web developer, Vahur Vogt, responsible for carrying out the necessary coding to publish the completed design to the web and create a supporting content management system (CMS)
- Project manager, Joseph Sturm, responsible for preparing the brief, liaising with other consortium members and the overall scope, budget and timeline

Process and timeline
The process had five main steps leading up to launch of the website:

Table 1: Process and timeline

Task	Completion date
Brief + structure (1 wk)	26 October
Design (2 wk)	9 November

Development (2 wk)	23 November
Finalisation (1 wk)	30 November
Adding content and preparing for launch	13 January
Soft launch	16 January

4.1.2. Website design brief

Writing the brief was led by Velvet and completed in collaboration with HVL and GEYC as part of task 2.1.

The website's structure was chosen by gathering inspiration from earlier Horizon 2020 projects as well as the SENSE. project's Description of Action (DoA), submitted proposal and the needs of the seven Work Packages and their associated tasks and deliverables.

The website's visual language was built on the project's visual identity, making use of the colour, typography, iconography, and overall visual language.

The website structure is discussed further in section 4.2 Sitemap_and_Structure

4.1.3. Design phase

Web design was carried out using the cloud-based design software Figma. This program is widely used in web design and has the benefit of allowing the designer to quickly share high fidelity clickable prototypes with non-experts as well as providing necessary information to web developers regarding dimensions and styles.

After an initial kick-off meeting with key staff members from HVL and GEYC, the brief was confirmed, and design works began. Internally Velvet's UI/UX designer consulted with the graphic designers responsible for the project's visual identity to ensure a comprehensive understanding of the underlying design rationale.

An advanced Figma prototype was sent ahead of a follow up meeting. Here Velvet presented the design and gave the opportunity for feedback. Following implementation of the feedback, updated versions of the prototype were shared for further input via email.

The completed design together with a style guide was then handed over for web development. The style guide built on the project's visual identity, defining additional elements needed for application of the CVI in a web context. This includes elements such as buttons, hover states and underline effects.

4.1.4. Web development and testing

The Web Developer used the Figma prototype as the basis for programming the homepage for publishing on the web. Regular ad hoc communication between the designer and developer, as well as the developer being included in all meetings from kickoff and weekly internal status meetings ensured the design was implemented as intended.

The web developer created a staging environment to assist with quality control. A staging environment is a 1-1 clone of the final website hosted at a separate URL known only to the relevant parties. Access to the stating environment was given to the website project stakeholders along with regular updates and specific clarifying questions to particular sections.

4.1.5. Adding content and preparing for a soft launch

To facilitate feedback the staging environment was first populated with placeholder content such as *lorem ipsum* texts, stock images and example pdfs. Prior to launching on the web these needed to be replaced with real content.

4.1.6. Wider dissemination

The wider dissemination and future upgrades of the website will be further described in the deliverable D2.2, the *Revised dissemination, exploitation, and communication plan*.

4.2. Sitemap and Structure

The following section outlines the main pages and subpages of the project website. It is arranged in the order sub-pages are arranged on the website's main menu.

4.2.1. Landing page

The landing page is the starting point for visitors to the website and includes:
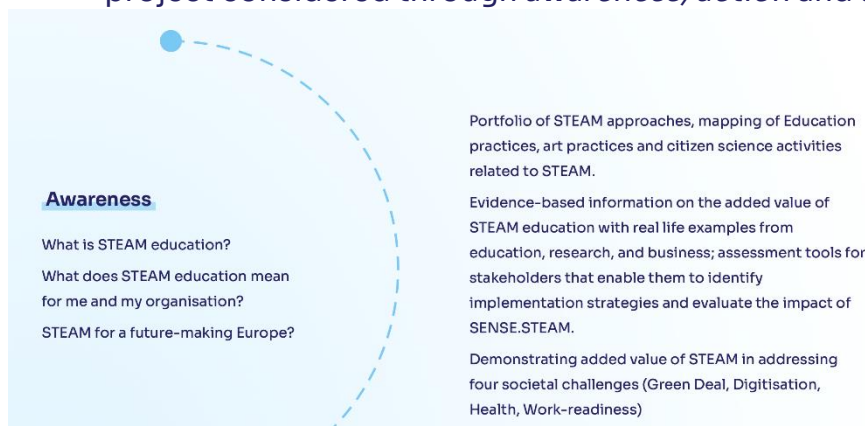1.   A hero element – a strong attention grabbing visual

The New European Roadmap to STEAM Education

Science Technology Engineering Arts Mathematics

Figure 12: The SENSE landing page

2. A short description of the project with a call to action to get involved with the project
3. An introduction the *Roadmap* as the core of the aim and final output of the project considered through *awareness, action* and *advocacy*

Awareness

What is STEAM education?

What does STEAM education mean for me and my organisation?

STEAM for a future-making Europe?

Portfolio of STEAM approaches, mapping of Education practices, art practices and citizen science activities related to STEAM.

Evidence-based information on the added value of STEAM education with real life examples from education, research, and business; assessment tools for stakeholders that enable them to identify implementation strategies and evaluate the impact of SENSE.STEAM.

Demonstrating added value of STEAM in addressing four societal challenges (Green Deal, Digitisation, Health, Work-readiness)

Figure 13: The SENSE landing page (2)

4.2.2. About

Building on the general description provided on the landing page, the *About* page is intended to give the visitor some basic background information on the intent of the project and who is behind it. The page is made up of three sections:

1. Objectives – this lists the project's stated aims as per the Description of Action

Objectives ●

SENSE. puts forward an art-integrative science education, grounded into a sensory and participatory approach to STEAM education. This ambition will sustain the development of our New European Roadmap for STEAM Education building awareness, action, and advocacy through our four overarching objectives:

To create the praxis informed SENSE.STEAM Educational model and pedagogy.

To establish the requirements for practical implementation of the SENSE.STEAM Educational model across Europe.

Figure 14: Objectives

2. Project timeline – this brings out key events and milestones

Timeline ●

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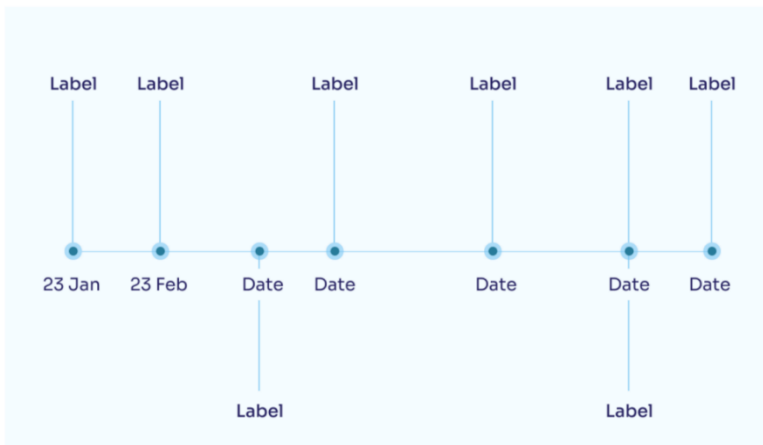

Figure 15: Timeline

3. Consortium members – this lists consortium members and associate partners with logos providing links to each organisation's website

Consortium ●

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Figure 16: Consortium

4.2.3. Results

The *Results* menu item is the largest of the website and opens to reveal seven pages. These will be further built out throughout the course of the project as material becomes available.

Glossary
The *Glossary* is intended as a curated collection of terms specific to the project with accompanying definitions that will grow over the course of the project. The list is arranged alphabetically and is searchable.
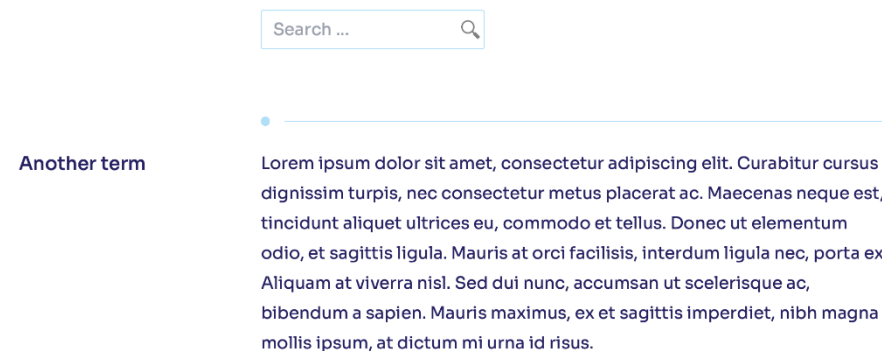

Another term

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Figure 17: Glossary

Practices
The *Practices* page will allow short jargon-free descriptions of STEAM practices developed over the course of the project. The final format and layout will be chosen as findings become available.

Roadmap
The *Roadmap* page will be finalised on completion of the project and will be linked to from the shorter description on the landing page.

Publications

The *Publications* page is intended to catalogue and aid the dissemination of all works published in connection to the SENSE. project. The page is arranged as a list with the title, a short description and date of publication for each entry. A read more button allows links and/or pdfs to be added to give access to the full publication. The list is searchable as well as sortable by year of publication. Other important information and links will be included, such as digital object identifier.
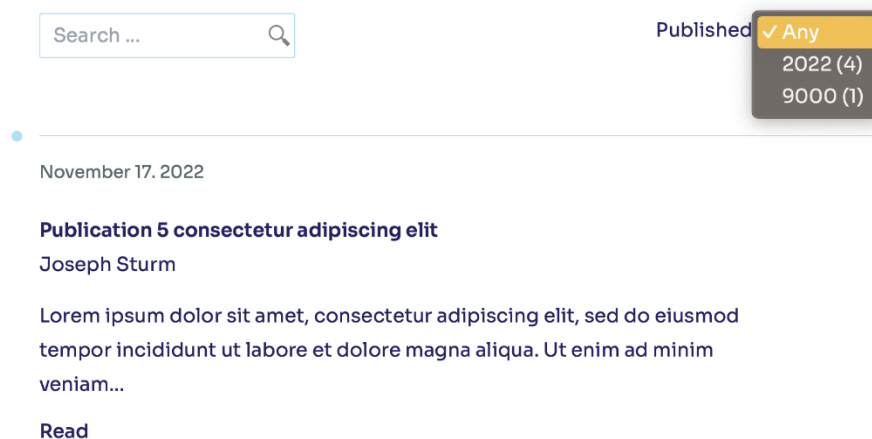
Search ...

Published ✓ Any
2022 (4)
9000 (1)

November 17. 2022

Publication 5 consectetur adipiscing elit
Joseph Sturm

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Read

Figure 18: The Publications page

Policy Recommendations

The *Policy Recommendations* page will allow short jargon-free descriptions of policy recommendations developed over the course of the project. The final format and layout will be chosen as findings become available.

Deliverables

The *Deliverables* page gives a place for short descriptions of each deliverable. On completion of the deliverable, pdfs can be added to give further information. Deliverables are grouped by work package with a sticky navigation bar on the left to move easily between work packages.

Figure 19: Deliverables page

4.2.4. STEAM Labs

The STEAM Labs page gives a short introduction into the purpose and practice of the labs. The titles and location of each Lab are arranged in a table grouped by the thematic areas of *The European Greed Deal, Digitisation, Work Readiness* and *Health.*

Figure 20: SENSE.STEAM Labs page

Clicking each Lab opens a new page.
STEAM Lab pages
The *STEAM Lab* pages are a standardised template allowing for the overall aim, general and logistical information about each lab to be presented. On completion of the lab a summary of the results can be added.

Velvet •

Aim of the lab

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Summary of results

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Date

23 November, 2022

Location

Estonia

Category

Digitisation

Velvet homepage

Figure 21: SENSE.STEAM Labs page (2)

4.2.5. News and Events

The *News and Events* page gives space to post regular updates about the project as well as the opportunity to provide content to link to including from social media. News and event articles are gathered on the page, with the featured image, date of publication and introductory text. Clicking opens the full article.

Figure 22: News & Events

4.3. Content Management System

Development of the content management system (CMS) considred three main principles

1. Great publishing experience
2. Proven tools and services
3. Reusability

4.3.1. Great publishing experience

The tools for administrators, editors, and everyone else who will interact with the workflow of creating and editing the content for the website should be user friendly. Editors should have visual and drag-and-drop tools for building interesting and diverse editorial content for the end user without involvement from developers or writing code. Everything that can be easily automated should be automated to decrease the manual work of editors.

4.3.2. Proven tools and services

Modern web development consists of integrating a wide range of separate services, software libraries, etc. All of them should be carefully considered and vetted against requirements. For example, using widely used and proven open-source CMS (content management system) which has scrutiny of the public eye and good track record of security fixes versus using custom made solution for such core functionality.

Where needed and is practical the development team should also consider using third-party high-quality service providers.

4.3.3. Reusability

Development sought to set the foundations for building out a design system which is a collection of reusable components and patterns for designers and developers. The goal was to build out a practical reference and source of truth to make future projects less time consuming though inherited reusability of the system.

This will support development of the digital hub later in the project as part of Work Package 7.

4.3.4. Chosen CMS – WordPress

Considering the above criteria, WordPress was chosen as the CMS platform for the website. The CMS is widely used for creating websites, easily accessible and learned by laypeople and includes the ability to create easily reusable content blocks

4.4. Content plan

A content plan was developed to fill out the web pages developed in line with aims of the website brief. As a first step the plan considered content that would be required for launching the website. Following this, the content plan can be built upon as part the activities of implementing the Dissemination, Exploitation and Communication Plan.

4.4.1. Content plan for launch

The content plan for launch was compiled in two steps. Firstly, building on the confirmed brief, an outline was compiled and shared with GEYC and HVL for feedback. Once confirmed, the plan was filled out in greater detail and a project partner allocated responsibility for providing the necessary content. GEYC was responsible for liaising with partners to ensure the necessary content was provided while Velvet entered the necessary content into the CMS.

4.4.2. Ongoing updating of content

News and events
Starting with M5, one (1) article will be posted monthly. The news and events section will start with already four articles. In order to keep the coherence and relevance, as well as to offer time for preparation and connection with any important dates at international, European and/ or national level, a calendar with the topic(s) for each month will be created (within WP2, the Deliverable 2.2).
Each partner will contribute, following the calendar topic and the deadline for submission. Each partner has the responsibility to check the calendar and respect the time frame, keeping a constant communication with the partner collecting and posting the articles. Each partner will receive a reminder 10 days prior to the deadline. The procedure is described in WP2, within the Deliverable 2.2.

5. Conclusions

This deliverable was focused on creating the tools necessary for the SENSE. consortium to have a strong online presence and provide the beneficiaries with a common visual identity. The CVI is applied through the brand carriers highlighted in Section 2, which includes many tools and templates for beneficiaries to make use of throughout the course of the project. In particular, social media is a key part of the project's online outreach, and Section 3 sets the foundations for combining the CVI's templates with the content and contributions of the STEAM Beneficiaries. Section 4 set out the structure, functionality, and underlying rationale of the project website. This gives a platform for online outreach with more detailed content as well as being a rich source of content for the project's social media platforms.

Now that the foundation has been laid and the necessary tools have been developed, next steps will focus on implementation. In collaboration with all beneficiaries, and using the Dissemination, Exploitation and Communication Plan, sharing of the project's work will begin and its impact start to be sensed.

6. Annex 1

6.1. SENSE. Project Presentation Template

Sense.Steam.pptx

Cover page:

SENSE.

The new European Roadmap to STEAM Education

11.03.2021

Heading slide

SENSE.

Big heading

Slide with heading and blocks of copy text

Heading with two blocks of copy text

SENSE.

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Heading with text and infographic

Heading with copy text and infographics

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SENSE.
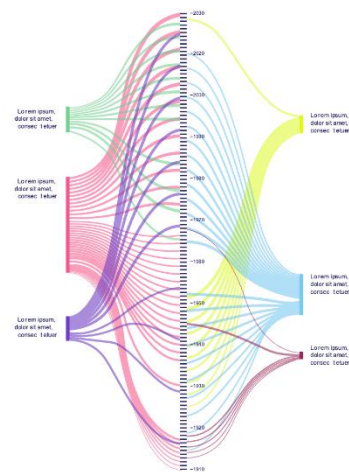
Heading with text and image

Heading with copy text and an image

- Resize picture, copy and use as "picture or texture fill"

SENSE.

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- Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat vomee.

Project participants with logos

Project participants

SENSE.

TRELLEBORG

UNIVERSITAT DE BARCELONA

MUSÉE DU LOUVRE

THE UNIVERSITY of EDINBURGH

wecf international

S·H·E Schools for Health in Europe

geyc
A way for a better you!

O Odyssea

VELVET

Høgskulen på Vestlandet

FUNDACIÓ BOFILL

CREDA ONLUS

EFEE European Federation of Education Employers

Pädagogische Hochschule Weingarten

VILVITE

Hawkins\Brown

EFEE THE EUROPEAN FEDERATION OF EDUCATION EMPLOYERS

Funded by the European Union

Background/final slide

SENSE.

Information on graphic elements, colours and typography to give participants additional freedom in adding extra elements.

Graphic elements
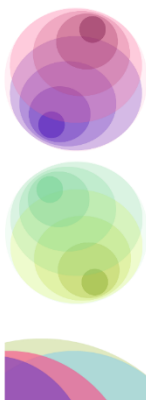
Image clipping mask
Resize picture, copy and use as "picture or texture fill"

Colors

⬤	HEX 262262 RGB 38 / 34 / 98	⬤	HEX 6f40c2 RGB 111 / 64 / 194
⬤	HEX 972c5e RGB 151 / 44 / 94	⬤	HEX f35a8e RGB 243 / 90 / 142
⬤	HEX e0f810 RGB 224 / 248 / 16	⬤	HEX 9cb92f RGB 156 / 185 / 47
⬤	HEX 73d192 RGB 115 / 209 / 146	⬤	HEX 02563c RGB 2 / 86 / 60
⬤	HEX 7ac8f3 RGB 122 / 200 / 243	⬤	HEX 3187a7 RGB 49 / 135 / 167

Main font: Sora
Asendusfont: Tahoma

7. Annex 2

7.1. SENSE. Social media mockup

08_Social media

Example of post