

# SENSE. The New European Roadmap to STEAM Education

# D4.1 - Report on the Launch of the Steam Labs

August 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	
Contact:	HVL-SENSE@hvl.no	
Project duration:	36 months (1 September 2022 - 31 August 2025)	
Project website:	www.sense-steam.eu	

#### Deliverable information

Deliverable number	D4.1
Deliverable title:	Report on the Launch of the STEAM Labs
Dissemination level:	PU
Deliverable type:	Report
License:	CC BY-NC-SA 4.0
Status:	Submitted
Due date:	31/08/2023
Submission date:	31/08/2023
Work Package:	WP4
Lead Beneficiary:	WECF

#### Disclaimer

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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



All SENSE. consortium members are also committed to publish accurate and up to date information and take the greatest care to do so. However, the SENSE. consortium members do not accept liability for any inaccuracies or omissions, nor do they accept liability for any direct, indirect, special, consequential or other losses or damages of any kind arising out of the use of this information.

#### Copyright information

All intellectual property rights are owned by the SENSE. consortium members and are protected by the applicable laws. Unless otherwise indicated, all materials created by the SENSE. consortium members are licenced under Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0).



#### **Revision History**

Date	Version	Author	Comment
21/08/2023	VO.01	Anna Samwel WECF	Creation of outline, and final draft
25/08/2023	V0.02	Katerina Palaiologou, Odyessea	Peer review
31/08/2023	V1.0	Nickolai Birkeland, HVL	Final check and submission to the granting authority

#### **Author List**

Institution	First name and Name	Contactinformation
WECF	Anna Samwel Ana Muradashvili	Anna.samwel@wecf.org Ana.muradashvili@wecf.org
HVL	Sasha Brown	Sasha.brown@hvl.nl
PHW	David Bockstahler	david.bockstahler@ph- weingarten.de
HVL	Laura Colucci- Grey	laura.colucci-gray@ed.ac.uk



# Abbreviations and acronyms

Abbreviation or acronym used in this document	Explanation
NGO	Non-Governmental Organization
SM	Social Media
STEAM	Science, Technology, Engineering, Arts and Mathematics
STEM	Science, Technology, Engineering, Mathematics
TG	Target Group
VET	Vocational Education and Training



#### 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

Høgskulen på Vestlandet	Inndalsveien 28 P.O Box 7030 5020 Bergen, Norway	https://www.hvl.no/en/
odyssea	Nikiforou Mandilara 17, Renti Athina 182 33, Greece	https://odyssea.com
Pädagogische Hochschule Weingarten	Kirchplatz 2, 88250 Weingarten, Germany	www.ph-weingarten.de
CREDA	Via Mulini Asciutti 2, Parco Monza 20900, Monza, Italy	www.creda.it
wecf	Kote Elisabethstraat 6, Utrecht 3511 JG, Netherlands	www.wecf.org
geyc	Strada SF Elefterie 31 Corp a et 2 AP 3, Bucuresti 050524, Romania	http://www.geyc.ro
Louvre	Quai Francois Mitterand 34/36, Paris 75001, France,	www.louvre.fr
Hawkins\ Brown	22 Elyplace, Dublin D02 AH73, Ireland	www.hawkinsbrown.com



▼ VELVET		Telliskivi 60a/5, Tallinn 10412, Estonia	www.velvet.ee
	VERSITAT DE RCELONA	Gran Via De Lescorts Catalanes 585, Barcelona 08007, Spain	www.ub.edu
EFEE	THE EUROPEAN FEDERATION OF EDUCATION EMPLOYERS	Rue Des Deux Eglises 26, Bruxelles 1000, Belgium	www.educationemployers.eu

### The SENSE. Associated Partners

VILVITE	Thormøhlensgate 51 5006 Bergen, Norway	www.vilvite.no
TRELLEBORG	Johan Kocksgatan 10 P.O. Box 153 231 22 Skåne län, Trelleborg, Sweden	www.trelleborg.com
FUNDACIÓ BOFILL  Educació per canviar-ho tot	Provenca 324 08037, Barcelona, Spain	www.fbofill.cat
S·H·E	Irisvej 36 Anette Schulz P.O. Box 000 7100, Velje, Denmark	http://www.schools-for- health.eu/she-network



Primăria Municipiului Câmpina	Bulevardul Culturii Nr 18 105600 Sud - Muntenia, Campina, Romania	www.primariacampina.ro
THE UNIVERSITY of EDINBURGH	Old College, South Bridge EH8 9YL, Edinburgh, United Kingdom	www.ed.ac.uk



#### **Executive Summary**

Deliverable 4.1 Report on the Launch of the STEAM Labs is the first deliverable within WP 4 on Steam Labs and serves as an overview for the SENSE STEAM partners and STEAM LABs as it is documenting the preparation process for the launch events. Partners requested to fill out a form that described the target group(s) they intended to reach with the Launch, how they planned to invite them and meet the needs of this target group (s). The Consortium provided guidance and support to Labs to prepare, and clusters around the four main topics have been set up (European Green Deal, Health, Digitalization and Work Readiness)

The report includes a thorough summary of the launch event's dates, types of activities, invited stakeholders, and communication plan. The Launch events will take place from August to November 2023 and include a range of formats (workshops, roundtable discussions, experiments, online or live presentations) and are chosen by partners based on their context. Pupils, students, teachers, educators, businesses, museums, non-governmental organizations, social workers, and others will attend the events.

According to the specificity of each partner, information about the launch events will be disseminated via social media platforms, websites, and newsletters.



# **Table of Contents**

D4.1 - Report on the Launch of the Steam Labs	1
Project information	2
Deliverable information	2
Disclaimer	2
Copyright information	3
Revision History	3
Author List	3
Abbreviations and acronyms	4
The SENSE. project	5
The SENSE. consortium	7
The SENSE. Associated Partners	8
Executive Summary	10
Table of Contents	11
List of Figures	12
List of Tables	
1. Introduction	13
1.1. Intended readership	13
1.2. Structure of the document	13
1.3. Relationship with other deliverables	13
2. Description of preparation the LABs Launch Events	14
2.1. Partner support	14
2.2. Cluster meetings	14
2.3 Collecting outcomes, feedback and initial impact of Launch Events	16
3. Overview of Launch Events	17
3.1. List of Launch Events	17
3. Analysis of Launch Events	22
3.1. Stakeholders	22
3.2. Stakeholder Needs	22
3.3 Number of Events	23
3.4 Media and Communication	24
3. Conclusions and results	25



3.1. Conclusions	25
3.2. Caveats and Limitations	25
3.3. Further work	25
Annex 1. Launch Event description template	27
Annex 2. Calendar of STEAM LAB Launch Events	29
List of Figures	
Figure 1: Distribution of stakeholders involved in LABs	22
Figure 2: How Stakeholder Needs are addressed	23
Figure 3 :Number of Launch events per LAB	
Figure 4: Channels used for communication on Launch Events	24
List of Tables	
Table 1: List of Launch Events	17



# 1. Introduction

The main goal of the document is twofold: firstly, to offer guidance for the SENSE.STEAM partners and STEAM LABs on practical aspects of the Launching events, and secondly to create a comprehensive record of the process of planning the launch events. The data can be used for evaluation and future replication.

# 1.1. Intended readership

The document and its annexes are designed for SENSE.STEAM partners and stakeholders that are involved in the STEAM Labs, and for the European Commission as a preliminary overview of the STEAM Labs launch event and their audiences.

#### 1.2. Structure of the document

The aim of the deliverable allows it to be shorter and less complex than previously submitted deliverables. The document starts off with an introduction of the deliverable. The second chapter provides a detailed description on how the Lab Launches were prepared by the consortium partners including follow-up support. The third chapter provides an overview of the launch events in the form of a table with information derived from each Lab, followed by an analysis of the gathered data on stakeholders, communication, and number of events. The last chapter draws conclusions and an outlook.

# 1.3. Relationship with other deliverables

The deliverable 4.1 is the first deliverable within WP4 on Steam Labs. It sets out intentions and plans for the Launch events. It builds upon deliverables 3.4 and 3.5 on the SENSE.STEAM methodology. D4.1 is about planning and the data might be subject to change. D4.2 and D4.3 will be reporting about the actual implementation and evaluate the effectiveness of the implemented LAB activities. They will also assess how far the Launch Events reported on in D4.1 have been implemented.



# 2. Description of preparation the LABs Launch Events

### 2.1. Partner support

The project proposal leaves the nature of the Launch Event very open with room to adapt to each partner's need and circumstances. While this approach is sensitive to different contexts and different ways of designing the local implementation, the openness caused some uncertainty about expectations, upon which was decided to provide more guidance to those who needed it. The following documents were made available to the partners to prepare their launch events in June and July:

- A <u>guidance document</u> for Launch events has been set up with practical information. It provides a checklist of practical issues to organize and helps to streamline the events and avoid double work.
- It is highly recommended to conduct a <u>Needs Assessment</u> before, during or after the Launch event in order to ensure that the LAB activities are relevant for your target group. The needs assessment is an integral part of the SENSE method and can be regarded as a cross-lab activity.
- A draft invitation letter is available here.
- A general power point <u>presentation</u> has been prepared that LABs can adapt and build upon during their launch events. It contains a general presentation of the project in simple language targeted at a wide range of stakeholders that are not familiar with the topic. Partners are invited to add slides about their specific LABs.

Besides the documents, monthly meetings were organized from March by the workpackage leader HVL/UEdin to explain the process and the idea of the LABs and provide guidance and support. The partners were encouraged to present their preliminary ideas and ask questions that they had.

### 2.2. Cluster meetings

Each lab is assigned to a cluster associated with an EU thematic area:

Table 1: Thematic Clusters

European Green Deal:	CREDA (Lab#1), VilVite (Lab#3)
Digitization:	Velvet (Lab#4), PHW (Lab#5), GEYC (Lab#6)
Health:	UEdin (Lab#7), WECF (Lab#8), UB (Lab#9)



Work Readiness:	Odyssea (Lab#2), H\B (Lab#11), HVL & Trelleborg
	(Lab#12), Louvre (Lab#13)

Table 2

Chapter 6 from D3.5 outlines the common ground on how the cluster topics are understood and going to be addressed in SENSE.

The Green Deal cluster aims to educate learners with the knowledge, skills and attitudes to take action for more sustainability and to understand and participate in the decision-making processes to enact structural change. It's also stated that SENSE.'s objectives (improving science education through new practices that promote enquiry and problem-solving in a complex reality we live in) fit into this frame. The pedagogies and learning experiences we design are supposed to be inclusive, fitting all learners' strengths and needs, and useful to take responsible action for the future (system thinking, problem-solving, innovation, critical thinking etc.).

The Health Cluster is interpreted not only by the absence of disease and not only includes the physical state of the body, but also mental wellbeing etc. At current stages Health is mainly implicitly and democratically addressed. It might also be understood as "wellbeing" (physical and psychological way) and thus involves considerations about space-based relations and inclusivity. It will (hopefully) be talked about again in later stages of the cluster partners' progresses.

The Work Readiness Cluster refers to the skills and attitudes expected from future employers. These can be trained through education, vocational training, work-based learning, and other activities. These include general soft skills and attributes that are positively involved in achieving work, e.g., punctuality, communication, critical thinking etc., that all tend to be helpful for any job. Furthermore, WR stands for certain attitudes and abilities, for example team spirit and adaptability. In STE(A)M contexts, connecting executive and cognitive functions is important, as in planning and (self-) regulating work processes.

Digitization Cluster aims at a process of transforming analogue realities into digital format with potential influence on target audiences, especially young people, involves integrating technology & digital tools in their education and lives. They need to be empowered to use their opportunities (in learning, communication, participation, innovation & creativity ...), face challenges (privacy, cybersecurity, accessibility...) and improve skills to do so.

The cluster topics act as general thematic areas for the various lab activities. The labs are encouraged to work together and share practices – to profit from ideas, networks, strategies, within and along the multiplicity of lab activities and their evaluation. In order to get these collaborative actions started, each cluster was advised and supported to meet at least once during the planning phase of the launch events.

These meetings served three different aims:

- 1) Attendees could informally support each other's launch event planning by discussing issues and working out open questions.
- 2) The start of the communication within each cluster and with the task leaders and coordinators of the STEAM labs within the project could be ensured –



- which will be even more relevant in the future of the STEAM labs in terms of implementation and evaluation activities.
- 3) Each cluster's initial thoughts on how the cluster topic can or at least could-initially be addressed within the launch event and in early stages of the respective lab's implementation activities.

# 2.3 Collecting outcomes, feedback and initial impact of Launch Events

The Launch event template form included questions to each STEAM Lab on how their launch was designed and planned to further the goals of the STEAM Lab and the SENSE. project, and how they would collect feedback and see the impact of the Launch Events.

These questions were included in the section "Event Planning 'hard facts". This section title reflected that designing and planning of STEAM Lab Launch Events are left open to partners, who know best how to adapt the implementation of the SENSE. project to their context. Only the 'hard facts' of the events are needed for the coordination of the STEAM Labs within the SENSE. project Work Package 4.

In the Launch event form, STEAM Labs were requested to address the target group(s) they aimed to reach in the Launch, how they planned to invite and address the needs of this target group, and the ways their event connects with their Cluster theme. Labs were also requested to include how they will increase the attention during and after the event, including reporting social media posts, website posts, etc. and what data about the event will be shared with the SENSE. project and Work Package coordinators/Task leaders, including number of attendees and recording of echoes of the event in social media, traditional media, and community reactions (the full form can be found in Annex 1). A breakdown of the STEAM Lab plans can be found in section 4.

After each STEAM Lab Launch Event, the Work Package 4 coordinators and relevant Task Leaders will compile the received records of the Event, including the data the STEAM Lab has stated that they will share with the SENSE. Project. This coordinating compiling will allow for an overview of outcomes, feedback, and initial impacts of STEAM Lab Launch Events.

One Launch Event (Louvre, Paris) is planned for November 2023, and all other Launch Events will be completed by the end of October 2023. This will allow for the coordinated collection of assessed outcomes, feedback, and initial impacts of the Launch Events to begin by this time. Synthesised feedback will be shared initially within the Consortium and will also be included in Deliverable 4.2 "Report on the implementation activities of the STEAM Labs".

# 3. Overview of Launch Events

#### 3.1. List of Launch Events

Each partner has filled out a Launch Event <u>Template</u> that gathered basic information about the events, and created an overview of who is doing what, with whom, when and where. The completed forms can be found <u>here.</u> The results are summarized in the following table.

Table 3: List of Launch Events

LAB	What is planned?	Target Groups	Addressing the needs	Connection to Cluster	Communication	When
			and challenges of the	Theme		and
			target groups			where?
			The European Green Dea	al Cluster		
Creda;	3 workshops with	1. Students	TG1: Give a voice	- Environment as	Invitations: through	14-18
Monza,	TG1, 5 workshops	(14-18)	(photovoice) to their	collective issue	paper, website,	Septemb
Italy (Lab	with TG 2 and 3 during	2. School	needs, concerns and	fostered by	newsletter	er 2023,
#1)	the "Park of Monza	teachers,	hopes for the future.	inclusive strategies	Post Coms: The festival	Monza,
	Festival". The	3. Citizen	TG2: facilitate	- Activities related to	gives access to	Italy
	activities focus on		connection to youth	environment,	communication	
	experiencing			climate change	including radio-	
	sustainability topics				television -and press	
					conference.	
Vilvite,	1. Event at Vilvite for	1. Students	With the event we	- Activities developed	Invitation: we will invite	19
Bergen,	teachers& students to	(gr. 8-10)	show how STEM	for Green Deal.	schools, school owners,	October
Norway	get involved in		education can be more		media and others.	2023,

# SENSE.

(HVL) (Lab #3)	SENSE.STEAM activities 2. Pannel discussion and Bergen's first PowerPoint Karaoke for students and employers	<ul><li>2. School teachers</li><li>3. employers</li></ul>	inclusive and relevant for young people.		JEINGE	Post coms: Invite media to launch to create coverage and make news article on VilVite website.	Bergen, Norway
		•	Digitalization Clust	ter			
Velvet; Tallin, Estonia (LAB# 4)	The event will bring together stakeholders to discuss independent self-learning activities for STEAM through digital platforms	1. Students (12 - 19)	The launch event will focus on questions like: What is needed in Estonia to develop necessary resources and skills for STEAM self-learning? Who needs to do what? How to make resources available and accessible for all youth?	-	The LAB will explore the SENSE activities that support independent learning in digital environments	Invitations: Stakeholders will be invited personally through network. Kids via SM. Post comms: the event will be reported in all SM and send out as press release. Blog posts will share the outcomes.	10 / 11 <sup>th</sup> October 2023
PHW, Weingart en, Germany (LAB #5)	Event 1: Hybrid SENSE Presentation for wider audience Event 2: Round Table with PHW's stakeholders	1. Students (18 – 25) 2. University teachers/staff	The LAB will conduct a Needs Assessment. Teachers will gain new methodologies for STEAM education. Students will get orientation	-	Hybrid events Using digital character to enable younger students to engage more	Invitations: 1st event: Posters, SM, email list 2nd event: Personal invitations Post comms: SM, posters, articles on website and probably podcast	12 <sup>th</sup> of October 2023
Primaria Campina and GEYC, Campina,	Event in Campina in partnership with local authorities	1. students (15-18) 2. Students (19-25)	During the event, we will explain thoroughly the concept of the project and the methods that will be	1 1	A mix of live and digital presentations SENSE methods and content digital showcase	Invite: Social media posts announcing the event, Press release, blogs, newsletters	October 2023

C	ΛI	S	
	V	J	

		- 1.	1 1 1 1				
Romania		3.policymaker	used in the national			Post coms: The event is	
(LAB #6)		S	labs.			a mix of life and digital	
		4. press				presentations. Article	
						on website, SM.	
	Health Cluster						
University	Event 1. With teacher	1. Teacher	It addresses a clearly	-	STEAM education	Invites: The first event	18 <sup>th</sup>
Edinburgh	educators and	2. Policy	identified professional		experiment on	is organised by	August,
,	stakeholders on the	makers	development need of		environmental crisis	invitation; The second	from
Edinburgh	core idea of		STEAM education and		and reconnecting	event involves a group	9:30 to
, UK	curriculum-making in		the need to build a		with Nature	of teachers who will	18.00
(LAB#7)	STEAM.		community of practice	-	The approach will be	sign up voluntarily for	
	Event 2: with policy		that includes teachers		adapted as part of a	the course.	
	makers and teachers		and researchers and		professional	Post coms: They will	
	during 5 sessions to		policy-makers.		development	be advertised via SM,	
	experiment with				course.	on the websites	
	STEAM education						
	practices.						
WECF,	A workshop with	1.Teenage girls	The launch event will	-	The Lab will address	Invites: The host	19 <sup>th</sup> of
Akhmeta,	community	(age 14 -18),	introduce the project		health topics such as	organization, Akhmeta	Septemb
Georgia	stakeholders	Teachers.	and highlight its needs-		a healthy lifestyle, a	Innovation Center, is	er 2023
(LAB#8)	(teachers/schools,	2. Local policy	based and open		healthy	well connected and will	
	local municipality,	makers	character. Multiple		environment, and	support in inviting	
	museums, art school	3. Museum	stakeholders will		menstrual health	stakeholders and local	
	representatives, and	representative	participate in the event			media with WECF.	
	NGOs) and the girls	s, Art school	to identify what they			Postcom WECF will	
	who will be the main	members,	can do to meet the			advertise the event on	
	beneficiaries of the	4. Press	needs of girls and			SM and in local groups.	
	LAB		improve their				
			community.				
University	No formal launch	1. Vulnerable	The target groups are	-	Groups in a	No data	
of	event, but two series	youth (age 15-	exploring an issue that		vulnerable position		
Barcelona	of activities:	18)	directly relates to their		will learn about how		
,		2. teachers,	needs for a healthy		heat behaves, and		
Barcelona		NGOs	living environment.		impacts their lives.		

SENSE	
<b>SEIVSE</b>	

					JEIUJE.		
, Spain (LAB #9)	<ol> <li>exploring the temperature in the city</li> <li>Citizen science training</li> </ol>			-	citizen science techniques will be used to address health.		
	training		Work Readiness Clu	ıster	,		
Odyssea, Athens, Greece (LAB#2)	The Launch event, brings together students 19-25, businesses, and other VET organizations. The workshop will contain icebreaker project presentation, and discuss work	<ol> <li>Students (age 19-25),</li> <li>Businesses,</li> <li>VET schools</li> </ol>	Students need skills to connect their talents and soft skills with the needs of labor market. Employers need help finding work-ready and creative students matching new job profiles. VET schools	-	Increasing work readiness through workshops Providing the skills associated with STE(A)M for obtaining success in the job market	Invites: SM, newsletters, personal invites. Post coms: To create attention, an extensive sm strategy is in place	13 October 2023
Hawkins Brown, London, UK (LAB#11)	readiness.  HB holds a workshop on the opportunities and challenges of STEAM education for young people, and the impact of spatial design on the learning experience.  Participants will also engage in a STEAM workshop with light and shadow.	1. Students (15-18) 2. Teachers & educators	need new educational approaches  The attendees were asked about the current challenges of science/art education, areas for improvement of STEM education and how STEAM can improve this.	-	Raising awareness of young people on their career options Showing variety of disciplines working together and STEAM activities that relate to future careers	Invites: Personal invites via email to event, Post coms: Website news piece post. Social media linked in post for information.	London: 16th of July, Dublin: Septemb er, tbc.
Louvre, Paris, France (LAB#13)	Announcement of the project, analyzing opportunities and challenges with selected stakeholders	1. Cultural professionals and teachers / educators / Social workers	Collective improvement of the traditional arts/sciences structure in terms of projects	-	Touches on many areas and a plurality of aspects: definition, structure, objectives,	Invites: Personal invitation to selected professionals based on their involvement and interest in the subject,	Novemb er 2023

			SEIVSE.		
	development	and	pragmatic	dissemination to	
	implementation.		implementation,	stakeholders	
			evaluation	Post coms: No SM or	
				other communication	
				possible for Louvre	

She (Lab#10) and Trelleborg (Lab #11) are hosted by associate partners. They are still in the process of planning their launch event at the time of writing this report so their data has not been collected.



# 3. Analysis of Launch Events

#### 3.1. Stakeholders

The 11 Launch events involve a variety of stakeholders. All of them work with teachers, and most (9 out of 11) invite youth to their launch events. 6 Labs involve employers and 4 involve policy makers.

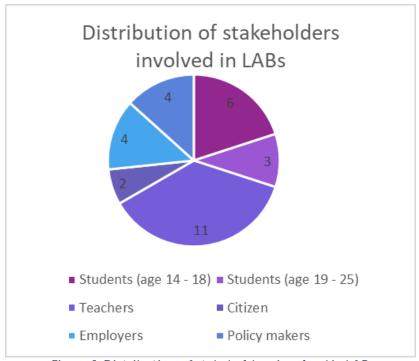


Figure 1: Distribution of stakeholders involved in LABs

#### 3.2. Stakeholder Needs

Five of the Launch events involve an exploration of the needs of the stakeholders. The Georgian Lab has conducted a Needs assessment before the Launch event. Other Launch events will incorporate elements of the Needs assessment during the event in one or more meetings with target groups.

Many hosting institutions have established practices that will be enhanced with STEAM.SENSE. They will address known needs of their target group in a bottom up and participatory manner and identify various solutions to be implemented in the LABs during the Launch event. Some Labs choose a round table or discussion format while others address needs during the implementation of practices, or a combination of both. For example, Creda asks participants to speak through a 'Photo Voice', taking



pictures of challenges and solutions. The University of Barcelona will explore the topic of 'Heat' with a vulnerable group, using citizen science methodologies.

2 LABs are not incorporating elements of Needs assessment or discuss solutions, and will present the project and LABs. Vilvite has their existing practices which will be presented and is based on the known needs of their target groups, while GEYC aims to reach policy makers and media to communicate about the need to integrate SENSE approaches in society.



Figure 2: How Stakeholder Needs are addressed

#### 3.3 Number of Events

The launches of six labs consist of two (4 Labs) or more (2 Labs) events. Mostly, a smaller event for teachers and selected participants is organized in the form of a workshop or round table discussion to discuss and experience specific questions or methodologies. The second event is in most cases for a wider audience including students, media and policy makers and often publicly announced. The project is presented there to a broader audience. In many cases SENSE practices will be implemented to experience a taste of the Labs.

The Labs launches that consist of one event are diverse. These events are public, semi public or private. All these labs use personal invites to attract at least a part of the participants. Two labs of the digitalization cluster organize hybrid events with the possibility to participate online.



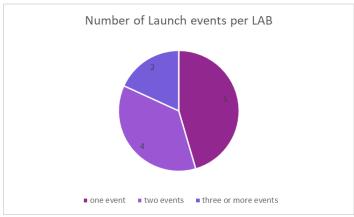


Figure 3: Number of Launch events per LAB

#### 3.4 Media and Communication

Most Lab Events invite participants with personal invitations in combination with public announcements through social media, newsletters and/or websites, except for Louvre who only will use personal invitations. Two Labs will print out posters to announce the Lab. After the events, communication mostly takes place through social media, websites, etc. 4 Labs will involve press to achieve media coverage.

The lab launches will generate press coverage and attention for the project. The information will be shared with partners and the SENSE.STEAM website and social media, generating more followers and website visitors, thereby contributing to the communication KPIs.



Figure 4: Channels used for communication on Launch Events



# 3. Conclusions and results

#### 3.1. Conclusions

The nature of the Lab Launch events is as diverse as the implementing partners. All events address the needs of the target groups and are related to their cluster. They are well integrated in the ongoing work of the hosting institutions to ensure sustainability. The decision was made to leave the implementation of the Launch events in accordance with the partners' and stakeholders' needs. The Launch events are diverse, reach a wide range of stakeholders and will engage key participants of the project. They will contribute greatly to the projects' communication KPIs in terms of followers and website visitors due to the increased activity among all partners.

#### 3.2. Caveats and Limitations

The partner initially responsible for the Deliverable froze their participation in the project because they had difficulties prioritizing the ongoing tasks and limited capacities. The work was taken over by WECF from July, while some work had already been done. Due to this change, it was necessary to revise the initial documentation to capture sufficient details and data for analysis and comparison, e.g. number of participants, structure of the events, nature of the venue, etc.

Another challenge was that partners work with different work-cycles, driven by the necessity to reach audiences at particular times and/or by the need to be responsive to and maximize existing opportunities in their local contexts. This meant that some partners opted out of a formal 'launch' to prevent potential disruptions when working with particular communities. We have considered these ongoing activities as part of the launch events, but we do not have information on communication.

It is also important to note that the report is about our partners' preliminary plans which may be subject to change. The forms were to be delivered on 12<sup>th</sup> of July to allow sufficient time to finalize the delivery, while the launch events are due to take place in August – October 2023. Labs # 10 and #11 are run by associate partners are still in the planning process during the writing of the report.

#### 3.3. Further work

The launch events remain to be implemented and monitored, followed by the implementation of the LABs themselves. The calendar and a summary of this report will be published on the SENSE.STEAM website, in addition to short information sections on all Labs that will be updated regularly.



The launch events for the base of further LAB activities, which will be described in D4.2 and D4.3. and will eventually lead to recommendations for the road map. The launch events built upon the needs of stakeholders as identified in D3.3. They are an important step to engage stakeholders in a meaningful way in the implementation of the LABs, leading to further uptake and sustainability.



# Annex 1. Launch Event description template

# STEAM Lab Implementation &

Partner name	
Contact person	
Data manager in your	
organization Cluster theme	
Plan for La	
the partners' site challenges in term	h Event: In each country involved, an opening event will take place in e bringing together key stakeholders sharing their needs and ns of science education and uptake of science careers. As audiences differ each partner can adjust the framing of the event to suit the
the partners' site challenges in tern across sites may local context. For	e bringing together key stakeholders sharing their needs and
the partners' site challenges in tern across sites may local context. For	e bringing together key stakeholders sharing their needs and as of science education and uptake of science careers. As audiences differ, each partner can adjust the framing of the event to suit the example, a wider theme here is how stakeholders may engage with
the partners' site challenges in tern across sites may local context. For science and make	e bringing together key stakeholders sharing their needs and as of science education and uptake of science careers. As audiences differ, each partner can adjust the framing of the event to suit the example, a wider theme here is how stakeholders may engage with
the partners' site challenges in tern across sites may local context. For science and make 8-9am	e bringing together key stakeholders sharing their needs and as of science education and uptake of science careers. As audiences differ, each partner can adjust the framing of the event to suit the example, a wider theme here is how stakeholders may engage with
the partners' site challenges in term across sites may local context. For science and make 8-9am 9 - 10	e bringing together key stakeholders sharing their needs and as of science education and uptake of science careers. As audiences differ, each partner can adjust the framing of the event to suit the example, a wider theme here is how stakeholders may engage with
the partners' site challenges in term across sites may local context. For science and make 8-9am 9-10	e bringing together key stakeholders sharing their needs and as of science education and uptake of science careers. As audiences differ, each partner can adjust the framing of the event to suit the example, a wider theme here is how stakeholders may engage with

Event Planning 'hard facts'

What is your main target group?	
In what way is your launch event addressing needs and challenges of your target group?	
In what way does the event connect with the cluster theme?	
Are you planning a Needs Assessment? If not, why not? If yes, with whom, and what are your main aims?	



How will you invite people to attend and participate?	
How will you create attention during and after the event? Including social media posts and website posts, inviting press and having a newsworthy launch, etc.	
What data will you share or can be used by the SENSE. project? E.g. in publications, website. We will need:  • Number of attendees and how many people came to launch. If possible, to eventually be broken down by target groups.  • (Echo) A record of SENSE. posts, press clippings, social media and community	

Beside the Launch Event a calendar of events has to be set up, at least for the period until December 2023.



# Annex 2. Calendar of STEAM LAB Launch Events

2023						
August	September	October	November	December		
1 Tu	1 Fr	1 Su	1 We	1 Fr		
2 We	2 Sa	2 Mo	2 Th	2 Sa		
3 Th	3 Su	3 Tu	3 Fr	3 Su		
4 Fr	4 Mo	4 We	4 Sa	4 Mo		
5 Sa	5 Tu	5 Th	5 Su	5 Tu		
6 Su	6 We	6 Fr	6 Mo	6 We		
7 Mo	7 Th	7 Sa	7 Tu	7 Th		
8 Tu	8 Fr	8 Su	8 We	8 Fr		
9 We	9 Sa	9 Mo	9 Th	9 Sa		
10 Th	10 Su	10 Tu Velvet (Discussion)	10 Fr	10 Su		
11 Fr	11 Mo	11 We Velvet (Discussion)	11 Sa	11 Mo		
12 Sa	12 Tu	12 Th Ph Weingarten (workshop)	12 Su	12 Tu		
13 Su	13 We	13 Fr Odyssea(Workshop)	13 Mo	13 We		
14 Mo	14Th CREDA (Workshops)	14 Sa	14 Tu	14 Th		
15 Tu	15 Fr CREDA (Workshops)	15 Su	15 We	15 Fr		
16 We	16 Sa CREDA (Workshops)	16 Mo	16 Th	16 Sa		
17 Th	17 Su CREDA (Workshops)	17 Tu	17 Fr	17 Su		
18 Fr University of Edinburg (Event 1: with teachers; Event 2: with policy makers)	18 Mo	18 We	18 Sa	18 Mo		
19 Sa	19 Tu WECF (Workshop)	19 Th HVL(Event + Panel Discussion	19 Su	19 Tu		
20 Su	20 We	20 Fr	20 Mo	20 We		
21 Mo	21 Th	21 Sa	21 Tu	21 Th		
22 Tu	22 Fr	22 Su	22 We	22 Fr		
23 We	23 Sa	23 Mo	23 Th	23 Sa		
24 Th	24 Su	24 Tu	24 Fr	24 Su		
25 Fr	25 Mo	25 We	25 Sa	25 Mo		



26 Sa	26 Tu	26 Th	26 Su	26 Tu
27 Su	27 We	27 Fr	27 Mo	27 We
28 Mo	28 Th	28 Sa	28 Tu	28 Th
29 Tu	29 Fr	29 Su	29 We	29 Fr
30 We	30 Sa	30 Mo	30 Th	30 Sa
21 Th		31 Tu		31 Su