D6.4 – Dissemination Plan V3

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EXECUTIVE SUMMARY

The Dissemination and Communication Plan V3 continues to be built upon the strategy identified in previous versions and is updated with dissemination activities focused on the promotion of Create@School, the new generation of Pocket Code adapted to education and curriculum in school. This updated version also includes success stories and its corresponding online campaign, with the objective to support the accomplishment of the key project objectives and the expected impacts during and beyond the project lifetime.

The core No One Left Behind communication and dissemination strategy leverages a wide array of dissemination channels. Among these, the website is set as the centre for disseminating project information, whilst linked up and synchronised with project social media accounts for higher visibility and more traffic. A social media strategy is highlighted, considering the significance of the social media networks to reach a broader target audience. The impact of all channels is amplified with the effect of network multipliers such as partners' networks and third party events. In this way, the strategy makes sure that right messages are sent to the right target groups through the most effective channels, thus helping to increase the impact of the project.

The specific dissemination and communication plan for No One Left Behind success stories focuses on how to leverage the impact from those stories to generate more engagement with target audience. News, videos, articles and tweets have been created to support the success story campaign, highlighting the twitter campaign with #NOLBstories hashtag and the Galaxy game jams.

Metrics for dissemination actions have been set up to monitor the progress of this plan. These metrics include KPIs and online metrics.

The communication efforts for the last period of the project are dedicated to increase the visibility of Create@School, reinforce the credibility of the application and lay the groundwork to exploit future results and ultimately, helping to make the results of the project sustainable.

1. INTRODUCTION

The overall aim of the No One Left Behind project is to take advantage of the opportunities and the potential of digital games to tackle key challenges in the education sector. To achieve this objective, the project created Create@School, a new generation of Pocket Code that presents a mobile media-rich programming environment for children. Create@School is adapted to academic curriculum and integrates game mechanics, dynamics, assets and in-game analytics from applied games SMEs.

Create@School allows total game design as well as editing already created games. With this application, young game designers and players can create whatever game they want with a robust platform based on Pocket Code. All produced games are free games and users can play, explore previously uploaded games or disassemble them to figure out how they work or to create new challenges. Moreover, with Create@School young users can also design experiences or lessons as digital books, interactive stories, music or animations to be shared with your buds.

The focus of the dissemination and communication plan in the last period of the period is dedicated to generating awareness and promote understanding of Create@School with relevant dissemination activities generating engagement with target groups for future adoption of Create@School.

This Dissemination Plan defines the objectives and vision to be followed (why), identifies relevant target groups to be reached (whom) and describes the dissemination approach (which purpose) in order to select the right messages (what) and channels (how) to reach the target groups in the proper time (when), as shown in the figure below. Finally, to achieve No One Left Behind aims, key performance indicators are defined and are periodically monitored in order to measure the project's impact during its lifecycle.

WHO does WHAT WHEN HOW for WHICH PURPOSE to WHOM and WHY
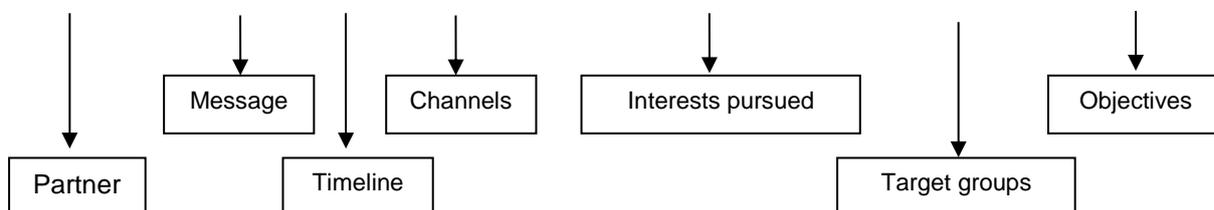
Figure 1: Dissemination and Communication Plan

The updated dissemination activities presented in V3 have featured how to maximise the impact of the project. The updated plan is based on the strategy put in place at the beginning of the project with special focuses on the following actions:
- Success stories from the pilot schools that show strong engagement and communication from students that played Create@School.
- Dedicated communication and dissemination plan for Create@School.
- Social media strategy has been reinforced to create stronger dissemination synergy within the community.
- Corresponding online metrics and KPIs have been updated accordingly.

2. DISSEMINATION AND COMMUNICATION STRATEGY

The No One Left Behind dissemination and communication strategy has been designed to capitalise on the project activities, which generate synergy through both online and offline dissemination actions targeted at defined audiences through communication channels, social media and network multipliers, so as to achieve the expected impact.

Figure 2: The Pillars of the Dissemination and Communication Strategy

2.1 Objectives

The main objectives of No One Left Behind's Dissemination for the last period of the project are:

- **To maximise No One Left Behind impact through success stories campaign**
  The strategy taps into the potentials of the impact generated by sharing success stories in students using Create@School and Pocket Code in pilot schools in Spain, Austria and UK. The real life success stories intend to bring readers to the environment as if they lived the experience by themselves, thus generating emotions and engagement. Pictures, videos and stories are created to achieve this purpose.

- **To promote the main project outcome, Create@School**
  Create@School features one of the most important achievement from the project. Therefore, the dissemination strategy emphasizes on promoting the launch, adoption in pilot schools and updates for Create@School. A banner, dedicated webpages for the application and related training materials and download page for create@school have been created to achieve this purpose.

- **To generate engagement with target groups**
  The ultimate purpose of all communication activities have been to incite engagement with target groups. This is the highest level of dissemination. It refers to proactive actions, which is also associated to elicit a desired action among target groups. It aims at moving from user awareness to user acceptance and promotes the willingness to make use of project's outputs.

No One Left Behind stimulates willingness and engagement with the respective target groups through the organization of project events and game jams as well as demos and training events on how to use the Create@School application.

2.2 Dissemination activities

During the second period of the project, the project has been promoting Create@School in the pilot sites. In addition, the partners have participated in a number of significant workshops and international conferences, which provide one of the most valuable platforms for target audiences to see and try the application, therefore, providing maximised visibility and impact Pocket Code and Create@School.

2.2.1 Dissemination through pilot schools

Training sessions about Create@School have been organised in pilot schools in Spain, UK and Austria. In those sessions, teachers have been informed of the functionality of the application, and their students have several informative classes to try the application out. This activity creates one of the most direct and effective channel for the target audiences, i.e. teachers and students, to get to know the app and get interested.

2.2.2 Events

There are several types of scientific and business events that are relevant to No One Left Behind such as events that may be organized by the project (e.g. jams, workshops, demo events) and relevant third-party events. The project partners attended relevant events addressed to the education sector, the scientific community as well as the gaming industry to contact potential adopters of Create@School.

The table below shows an array of activities participated by the Consortium.

Table 1: Third-party events attended by No One Left Behind in 2016

Title	Date	Location	URL
Edulearn	4-6 Jul, 2016	Barcelona, Spain	http://www.wikicfp.com/cfp/servlet/event.showcfp?eventid=51183
Net Futures 2016	19 Apr, 2016	Brussels, Belgium	http://netfutures2016.eu/
Reimagine Education Conference	5-6 Dec, 2016	Philadelphia, the US	http://www.reimagine-education.com/conference/
Mla: Connect	5 Nov, 2016	Wien, Austria	N/A
The Irish Conference on Game Based Learning	22-23 Jun, 2016	Dublin, Irland	http://www.igbl-conference.com/igbl2016-trinity-college-dublin/
Scratch@MIT	4-6 Aug, 2016	Boston, the US	http://scratched.gse.harvard.edu/discussions/news-and-announcements/scratchmit-2016-conference-august-4-6
Bettshow 2017	24-27 Jan 2017	London, UK	http://www.bettshow.com/
Digital Learning Participatory Meeting	27 March 2017	Luxembourg	https://ec.europa.eu/digital-single-market/en/news/digital-learning-participatory-meeting-h2020-projects-luxembourg-27-march-2017

2.2.3 Game Jams

Game Jams are an innovative action in the dissemination of No One Left Behind and have been developed into one of the main channels for the dissemination of the project. Since the beginning of the project, the partners have been involved in five game jams:

- Jam Today Barcelona, 1st December 2015
- Alice Game Jam, 7th December 2015 (online)
- Alice Game Jam, 13th December 2015 (online)
- Game Jam at Net Futures, Brussels, 20th April 2016
- Galaxy Game Jam, last quarter of 2016 (online)

It worth to highlight the Galaxy Jam sponsored by Samsung that was dedicated to promoting inclusive game coding among children and schools, especially at No One Left Behind pilot schools in Austria. The jam session was supported by Pocket Code. The game session was designed to inspire kids, teenagers and young adults to code their very own games and interactive stories using Pocket Code. The intuitive "Lego" style interface doesn´t require any former programming experience. By the end of the session in Austria, there were 462 submissions, 9,839 sessions and 7,231 for Galaxy Game Jam landing page with 1,36 minutes of visit duration. Bounce rate is 64.2%. The jam session has achieved an impressive 82% of direct acquisition rate among which 8% from organic search, 6% from referral and 4% from social media.

2.2.4 Dedicated Promotion of Create@School

The project has created a dedicated webpage (http://no1leftbehind.eu/createschool/) with the tab of Create@School explaining the concept of Create@School, its target audience, the Project Management Dashboard, its analytics functions, and benefits of the mobile application. Furthermore, related training tutorials for teachers are published in the training page (http://no1leftbehind.eu/training/). These two pages serve as the main information channels for Create@School updates, as well as a portal to the Project Management Dashboard and analytics.

The download link to the Create@School app is highlighted in the project homepage banner. A news titled "Create@School showcased at Bett Show 2017" was published in the website to inform the public about the funcionality of Create@School. Furthermore, the timely update versions of Create@School are also publihsed in the news section of the website.

In addition, communication materials have been produced to support the popularisation of Create@school, including but not limited to flyers (Annex 3) distributed in events participated by the partners.

Figure 3 Web banner of Create@School

2.2.5 Success stories

We built success stories based on the students who have demonstrated exceptionally strong initiative and engagement in pilot schools, so as to help understanding, generate empathy and add credibility to Create@school. These stories help create sticky memories by making them specific to target audience, at the same time also tailored to the appeal of more general public.

Success stories are associated to game genres based on the learning – mechanics, dynamics and aesthetics(L-MDA) modules of the learning scenarios - adventure, action, puzzle and quiz - which are implemented in pilot countries (Austria, UK and Spain).

- **Adventure game**

The success story of adventure game will focus on illustrating how this scenario has helped students to understand their curriculum and classes with this type of game module. We will have students telling how they have designed and controlled the figure to overcome obstacles. How they explored the environment in the game and interacted and had dialogues with other players. Some featured conversations created by students will be exemplified in the story. The essence is how this gaming process has inspired the student, and stimulated some potential that he/she hasn´t have realised before.

- **Action game**

This game will be boiled down to explain how it can improve eye-hand coordination, and ability to utilize patterns, templates as well as visual performance easily. This will comprise stories about how students design themselves as and finally become a "fighter" or "shooter", etc., depending on the sub-genre of the action game. Challenges to eye-hand coordination and reaction time will be highlighted to trigger readers´ interests.

- **Puzzle game**

Success stories in puzzle game will be surrounding the positive effects towards reasoning, concentration, creativity, spelling, language as well as logic development. The story will be oriented towards intelligence challenge. For example, in the UK pilot case, this type is about Space. The story will be about how a 5th grade student has used appropriate language to discuss about the solar system, and the extent that he/she has been enthralled and willing to know more about science.

- **Quiz game**

This will be a story about how a student has retrieved his/her knowledge by answering questions to obtain certain rewards. This showcases how students perform in quick assessment of knowledge. Stories under this scenario will be focusing on the experiences and mind struggle that a student has been undergoing during in the run-time of the game.

In addition, the general experiences, such as sensations, self-expression, fulfilment of fantasy, fellowship, confronting challenges, the journey of discovery and others will also be addressed in the stories to create sticky emotions among general readers. A dedicated online campaign is explained in the chapter 3.

2.2.6 Publications in scientific and industry media channels

Media channels such as scientific and academic journals, applied games online magazines, newsletters and blogs are relevant to disseminate research findings across scientific, academic and gaming communities due to its multiplier effect.

Since the beginning of the project, the following research papers have been published:

- [Game Design with Pocket Code: Providing a Constructionist Environment for Girls in the School Context, Constructionism in Action, February 2016, Bangkok, Tailand](#)

- [Pocket Code: A mobile App for Game Jams To Facilitate Classroom Learning through Game Creation, the 6th Irish Conference on Gamebased Learning, August, 2016](#), Dublin, Ireland.

- [Pocket Game Jams: a Constructionist Approach at Schools, 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct, August 2015, Copenhagen Denmark](#).

- The role of game jams in developing informal learning of computational thinking: a cross-European case study. Paper presented at Edulearn 2016, Barcelona, Spain.

The project is planning to publish papers about the main findings from the pilots, including survey analytical results, in influential education journals, especially in the field of computing education. The journals considered for future submissions are: Information and Management (TMC), International Journal of Mobile Communications (IJMC), and IEEE Transactions on Mobile Computing.

2.3 Engagement with target groups

Relevant target groups for No One Left Behind (**who**) have been identified for different dissemination activities. These activities are tailored to their special interests and aim to keep them engaged and informed about the project development and outcomes.

The following groups are the main dissemination targets:

- **Education professionals**. These are decision makers within their organisations such as directors and managers of schools in the countries we are piloting No One Left Behind (Austria, UK and Spain). Dissemination efforts aims to engage with this target group since it is a potential adopter of No One Left Behind results.
- **Education networks**. These are schools' associations, schools' networks, teachers' networks, government teachers' training agencies, among others. It is important to engage with education networks to achieve a multiplier effect among potential adopters of the project results.

- **Gaming industry networks and service providers**. These are gaming networks and associations at local and European level as well as software developers and consultants within the gaming industry. Dissemination efforts aims to generate understanding among this target in order to disseminate research results achieved during the project.
- **Scientific community and standardization bodies**. These are research and academic organizations, associations, universities, online communities as well as international standardization bodies such as ISO, especially its group 36 working on accessibility. It is important to promote understanding of research results among this target to support knowledge and technology transfer.
- **Policy makers**. These are government bodies, especially at Member State and regional level, in charge of modernisation of education and social development policies. Dissemination efforts aim to raise awareness and promote understanding with this target group to stimulate the uptake of No One Left Behind results.
- **Students and parents**. This group include students and parents from European schools who are interested in adopting gaming technologies within learning courses. It is important to engage with this target group since these are final users of No One Left Behind results.

All these groups are approached to make them aware of Create@School and to make them understand its concept, benefits and usage. Additionally, it is important that No One Left Behind engages with the target groups that potentially will adopt its results. Therefore, the engagement accomplished with education professionals, education networks and the students and parents is relevant to stimulate the uptake of No One Left Behind results.

Create@School communication messages are drafted according to each target group's interest as well as taking into account the following benefits, but not limited to:
- Easy coding: while coding and playing games concepts and computing practices are applied, math, physics, arts or languages learning in school can be fun;
- Motivating achievement: Young people can easily create games where the goal of the game corresponds to the foundation of learning;
- Learn anywhere and anytime: the learning process with mobile extends beyong the school walls and classrooms;
- Foster peer collaboration: pick up the game initially coded by your peers, increase the potential for learning and teaching through collaboration;
- Interact with robots: Lego Mindstorms, Phiro and other educational electronics such as Raspberry Pi and Arduino are all connected with Create@School;
- Full inclusion: students with special needs such as dyslexia and cognitive or visual impairments can choose their customised profiles as Create@School complies to GPII standards;
- Students learning process can be tracked: with Project Management Dashboard and analytics, teachers are empowered to track the behaviours and achievements of learning goals and discover key learning experiences and best practices

Following these criteria, the type of content to be communicated to each target group is detailed in the table below:

Table 2: Message's content per target groups

Target Groups	Message's content
Education professionals	- A detailed description of the Create@School mobile application features and benefits - Training on how to use Create@School and apply it in class courses - Create@School is supported by a Project Management Dashboard that can track students' performance - Description on how using Create@School stimulates inclusion in classrooms (Global Public Inclusive Infrastructure approach – GPII) - Results and experiences from students and teachers of schools participating in No One Left Behind's small scale pilots performed in Austria, Spain and UK

Target Groups	Message's content
Education networks	• Open a world of innovative learning opportunities by teaching through beloved games, like the ones used in leisure environments • Putting students in the centre of the class lessions and technologcy • Description on how using Create@School stimulates inclusion in classrooms (Global Public Inclusive Infrastructure approach - GPII) • Results and experiences from schools participating in No One Left Behind's small scale pilots performed in Austria, Spain and UK
Gaming industry networks and service provides	• Process, conclusions and results of transferring gaming technologies (game mechanics, game dynamics, game assets) to Create@School • Process, conclusions and results of matching the gaming technologies transferred with academic curricula taught in schools • Proposals on new business concepts, models and processes related to the deployment of the methodologies and tools arising from No One Left Behind
Scientific community and standardization bodies	• Process, conclusions and results of transferring gaming technologies (game mechanics, game dynamics, game assets) to Create@School • Process, conclusions and results of matching the gaming technologies transferred with academic curricula taught in schools: game teaching framework • Description on how using Pocket Code stimulates inclusion in classrooms (Global Public Inclusive Infrastructure approach - GPII)
Policy makers	• Description on how using Create@School supports the development of skills valued in the modern European workplace: participatory culture, computational thinking, creativity, empowerment; • Value how Create@School will help Europe cultivate more computer scientists, engineers, data scientists, the kind of talents that is in high demand digital age; • Description on how using Create@School stimulates inclusion in classrooms (Global Public Inclusive Infrastructure approach – GPII)
Students and parents	• A detailed description of the Create@School mobile application features and benefits • Tutorials on how to use Create@School • Testimonials from students and teachers of schools participating in No One Left Behind's small scale pilots performed in Austria, Spain and UK • Videos and news about success stories in pilot schools

2.4 Communication channels

A broad array of dissemination channels are used to effectively reach the targets and to maximize the project's awareness. Besides the public website, other channels are press releases, brochures, leaflets, scientific papers/articles, events and presentations. Additionally, social media networks such as Twitter and Facebook are being used to disseminate information about the project. In the updated dissemination and communication plan, we have reinforced the use of Facebook, as our target audience such as industry, educational networks, and in particular students and parents have proved more active over Facebook.

The most appropriate channels are selected to reach each target group according to: their profile such as school director, researcher, game developer, the message we want to convey, and the level of interaction we would like to obtain.

To create a multiplier effect, No One Left Behind partners have distributed relevant information about the project and the pilots through institutional blog, website, institutional magazines, social networks and public relations/advertising department of agencies when possible.

3. SOCIAL MEDIA STRATEGY

In order to improve the social media performance and follower engagement, the project revised and implemented an integrated social media strategy regarding the project, where Twitter and Facebook have been linked to the website. The strategy is to create a social media synergy in the dissemination of No One Left Behind project to maximize its impact.

3.1 Social Media Networks

No One Left Behind presence in social networks aims to support overall dissemination and communication objectives, as described below:

- **Generate awareness**. Multiply the communication efforts done by all consortium partners by enhancing the project's online visibility and Search Engine Optimization (SEO) through social networks.

- **Promote understanding.** Synthetize and distribute the knowledge, activities, benefits and outcomes generated through the project lifecycle through social networks to promote interaction with target groups.

- **Rich media**. Convert static content generated by the project (e.g. papers, public deliverables, presentations) into dynamic content using social platform that supports rich media sharing:
    - Flickr: https://www.flickr.com/photos/no1leftbehindeu/
    - Youtube for videos:
      https://www.youtube.com/channel/UCL5nObG86Ax5kLmbZJPGANg

To convey a coherent message through social networks it is necessary to define the target groups that each social network aims to reach and the actions to be taken as detailed in the table below.

The monitoring of No One Left Behind social networks will be based on community management tools such as Hootsuite[1] and Google Analytics[2] so we can measure user's reaction to our content, reply to user's comments and interact with them.

No One Left Behind presence in social networks can be accessed from:

- Twitter: https://twitter.com/no1leftbehindeu
- Facebook Page: https://www.facebook.com/no1leftbehindproject/
- Blog: http://www.no1leftbehind.eu/

No One Left Behind twitter account has been active every day, having gathered 236 followers, 569 tweets, 1244 likes, and 245 retweets, on average 1% engagement rate. Moreover, since the launch of No One Left Behind Facebook page in May 2016, it has gathered 41 likes, 46 posts, 439 reaches and 57 engagements.

Table 3: No One Left Behind social media networks (April 2017)

Platform	Likes	Followers	Tweets
Twitter	1244	236	569
Facebook	41	41	26

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[1] https://hootsuite.com/company
[2] http://www.google.com/analytics/

3.2 The essential of social media synergies

The essential of social media synergies is to bridge the gaps of communication as to connect the values of the project and related stakeholders on line with the values of target audience to generate real passion, authentic exchange and what matters most, meaningful relationship. The three elements that could generate an active online community. Under this objective, Twitter and Facebook are mainly utilised to maximize the impact of the project.

3.2.1 The Pillars of a synergised social media strategy

The pillars of No One Left Behind social media strategy are the ground lines to be followed in the activities of dissemination. It involves the road map, drumbeat content, curated content with a focus on gamification and monitoring. The more detailed elaborations are as follows:

- **Define the drumbeat content** of No One Left Behind: unlocking student's full potential through video game development.

- **Content planning and calendaring:** organize sources of news and event, and set every Monday as the day to map-out informative articles about gamification and education in Twitter and Facebook through Hootsuite; keep the flow of daily tweets, and use the hottest hashtags in the field of technology and gamification.

- **Constant monitoring:** make use of tweets analysis, Facebook insight and Google analytics to diagnose and describe what is working or what is not working to drive engagement content wise, to the purpose of the optimization of messages delivered to target audiences.

- **Recalibrate existing social media activities:** keep update to the latest hashtags, news, events of partners and collaborators, important conferences, and keep adjusting according to the analysis and result showed in the monitoring report.

Figure 6 illustrates the pillars that should be stick to in the process of content creation, calendaring and social media optimization.

- **Topic:** what are the popular gaming topics in a certain period of time, shifting according to the most influential conferences and events at the same time

- **Type:** pictures, videos or text?

- **Timing:** the ideal time to maximize impressions, depend on which social media platform to post

- **Threshold:** the frequency to post, using Hootsuite to schedule post

- **Text length:** how long should the post be, what should be the tag line to attract attention from target audience
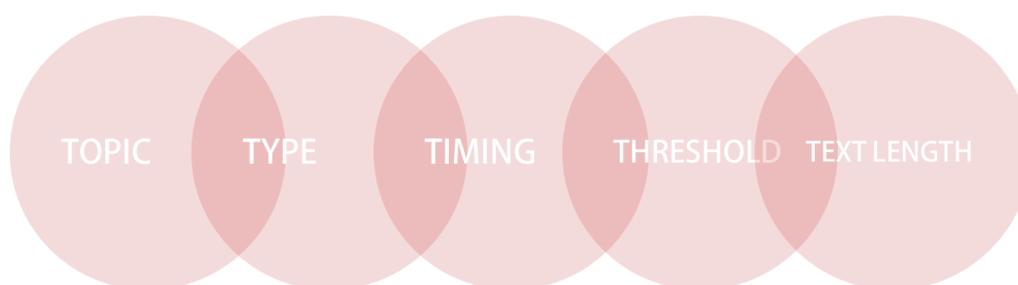
Figure 4: The elements of content optimisation

The content to be disseminated should stick to these 5 elements to make sure the right topic is disseminated in the right media at the right time and in a right frequency and composed in the right length, which all serve to maximize the impact of the project.

3.2.2 Social media network content optimisation

All the posts in social media are linked back to our self-owned website: http://no1leftbehind.eu/ to boost website traffic and project recognition.

We explore science behind the art of social content creation and curation so as to optimize engagement with constant monitoring, human insights and the help of online analysis tool such as Hootsuite, tweeter analytics and Google analytics. This process of analysis will improve interactions, share volume and thus instigating more interactions. The range of data for analysis is 6 months. Consistent analysis structure is used to keep coherence and make it easier to compare.

3.2.3 Public Oriented Tone of Voice

To disseminate the benefits of the project and Create@School for teachers, students as well as parents, all relevant messages have chosen a public oriented tone of voice taking into consideration societal dynamics. Therefore, the seemingly hard-core technological terms will be easily understood by young people, teachers without computing science background and parents.

3.2.4 Social Media Content Strategy

The following table presents the details about No One Left Behind online communication channels and its online content strategy.

Table 4 Content Strategy for No One Left Behind Social Media Networks

Social Media	Content Strategy	Target Audience	Update Frequency
Twitter	- Timely updates, forecast and reports of events - Frequent update of daily activities related with the brand - Interesting facts in the industry	Parents Students Teachers	2 -3 times per week Real time updates in events
Facebook	- Introduction of the update trend in the industry - Registration and promotion of events - Conversational topics to gather feedback and comments - Systematic timeline to register milestones of the project to gain public credibility	Students Parents People interested in Education, computer supported learning, etc.	1 -2 times per week Real time updates in events

4. SUCCESS STORIES CAMPAIGN TO MAXIMISE IMPACT

The project website acts as the information hub for updated information and activities. To maximise impact, the project links up and synchronise the content in the website corresponding social media channels, as the stakeholders in gamification and e-learning seek information from digital channels before anything else. Therefore, besides building up content in the project website, an all-encompassing social media strategy is very much needed to help maximise the project impact.

We are undertaking the success stories campaign through the project website and social media channels. No One Left Behind success stories focus on sharing about experiences in using Create@ School to learn curriculums in class. Students and teachers at the project pilot schools in Spain, UK and Austria have been interviewed to talk about their takeaways, learnings, insights, experiences while applying Create@School in their learning or teaching.

The followings are actions for success stories dissemination:

- ***A dedicated webpage in No One Left Behind website***

  A new webpage is created under the project website with the webpage address as http://no1leftbehind.eu/success-story/. The page is updated regularly as the rolling out of each success story with interviews carried out in different pilot schools, such as SAFA in el Puerto de Santa Maria, SAFA Úbeda and pilot schools in UK and Austria. There is a tab named "Success Stories" in the homepage that can be redirected to the dedicated webpage to facilitate the process of navigation.

  Within the website, a photo gallery from interviews conducted in respective pilot schools are also presented. These attractive live pictures have perfectly captured the dynamics and energy brought to the class through Create@School.

- ***A coherent and compelling visual identity***

  Having published the real interviews and success stories in No One Left Behind website, the links have been sent to the project social media channels, Twitter and Facebook. Besides generating impact through social media channels, this campaign is also supposed to drive traffic to the website, which will boost exposure of other website-oriented communication efforts such as the "PocketCode" and "Teachers Training Guide".

  The main visual identities are coherent with the poster bellow:

Figure 5 Key success stories campaign visual

The background picture will be changed according to the real situation of the interview and highlighted moments in each pilot class. For instance, the success story on SAFA Úbeda about applying Pocket Code in one of their projects to compete in LEGO First League competition. The team finally won the first place in the junior team. This relevance will add credibility and attractiveness to the campaign, as well as the compelling effect of this impact per se.

- *#NOLBstories Twitter campaign*

Dedicated Twitter posts with hashtag #NOLBstories to generate topic and discussion. All the impact posted will be centred on gamification and e-learning. The campaign actively engages with Horizon 2020 social media networks. One of the tweet example is showed in the picture bellow.

Figure 6 NOLB Twitter Campaign Example

So far, the project has published five success stories in its website produced by each pilot school in Spain, Austria and UK:

- How do we rescue sharks in the sea? (Video, also available in Youtube)
- Úbeda: One Class More! Please!
- Austria: Shooter Game vs Science Concepts
- UK Pilot: Adventures in Space!
- NTU Nature Walk Program Success Story

5. METRICS

By implementing the updated No One Left Behind's Dissemination Plan we expect to continue communicating relevant outcomes to each of the target groups, as well as to attract their interest in Create@School, which will facilitate the identification of potential users for future exploitation.

No One Left Behind's Dissemination Plan includes appropriate impact assessment metrics that can be categorised in KPIs and online metrics. These two types of indicators are detailed in the following sections.

5.1 Key Performance Indicators

The Dissemination and Communication Plan includes relevant Key Performance Indicators (KPIs), as described in the DoA, geared to measure its progress as detailed in the table below.

Table 5: Dissemination and Communication Plan's KPIs

KPI	Y1	Y2	Y3
Number of participants at project events	20-50 external participants	30-70 external participants	40-100 external participants
Number of third party events attended by No One Left Behind partners	At least 10 events	At least 15 events	At least 15 events
Web site visits	At least 200 visits per month	At least 250 visits per month	At least 350 visits per month
News on the No One Left Behind platform	At least 25 News	At least 80 News	At least 150 News
Number of presentations about the project in third party events	5-8 presentations	8-10 presentations	12-20 presentations
News in partners Newsletters/Website/Publications	5-10 News	8-15 News	10-20 News
Twitter Followers	50	150	250
Facebook page like	20	35	45
Flickr photo	50	100	150
Level of adoption of project results			At least two new cases in Europe interested in implementing project results

5.2 Online Metrics

No One Left Behind website and social networks are monitored monthly using Google Analytics and Hootsuite Intelligence to identify website's visits, unique visitors, time per visit, traffic source and other key metrics that will enhance visitors' experience and engagement. Online metrics are detailed in the table below.

Table 6: Description of online metrics per platform

Platform	KPI	Description
Website	Visits	Total number of visitors in a period of time defined
Website	Unique visits	Total number of visitors who access the website for the first time in a period defined
Website	Page views	Total number of impressions request to load a single HTML file (web page) of an Internet site

Platform	KPI	Description
Website	Time on page	Total seconds spent by users per page in a period defined
Website	Bounce rate (%)	The percentage of visitors who enter the site and left the site without viewing other pages within the same site
Blog	News	Total number of posts (news) published in a period defined
Blog	Page views	Total number of pages printed/views in a period defined
Blog	Unique page views	Total number of pages printed/view by visitors the first time in a period defined
Twitter	Tweets	Total number of tweets (publications) published in a period defined
Twitter	Engagement rate	The percentage of total number of engagements (clicks, retweets, favourites, etc.) divided by total impressions
Twitter	Retweets	Total number of users who have Re-tweeted (RT) No One Left Behind tweet in a period defined. A Retweet is a re-posting of someone else's Tweet.
Twitter	Followers	Total number of users who have clicked the "follow" button on No One Left Behind's twitter page
Facebook	Page likes	Total number of likes received by audience through NOLB Facebook page
Facebook	Post reach	The number of people who have seen the post from NOLB Facebook page.
Flickr	Number of photos	The number of pictures posted in the Flickr platform

6. ANNEX 1 – PUBLICATIONS REPORTING TEMPLATE

Dissemination &Communication Activities												
Please complete the table with dissemination activities carried out since the beginnning of the project												
Nº	Type of scientific publications (1)	Title of the scientific publication	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Relevant pages	Public & private participation	Peer-review	Is/will open access provided to this publication
1	Article in journal													
	(1) Type of scientific publication					**2 Is/will OA provided to this publication**								
	Article in journal					Yes-Green OA								
	Publication in conference proceeding/workshop					Yes-Gold OA								
	Books/monographs					No								

7. ANNEX 2 – DISSEMINATION ACTIVITIES REPORTING TEMPLATE

Dissemination &Communication Activities								
Please complete the table with dissemination activities carried out since the beginnning of the project								
Nº	**Type of activities (1)**	**Partners**	**Title (include URL if available)**	**Date**	**Place**	**Type of audience (2)**	**Estimated Number of persons reached**	**Comments**
	(1) List the type of activity by using the drop-down list in the cell				**(2) List the type of audience by using the drop-down list in the cell**			
	Organisation of a Conference				Companies, researchers, policy makers			
	Organisation of a workshop				Scientific community: higher education, research			
	Press release				Industry			
	Non-scientific and non-peer reviewed publications (popularised publications)				Civil society			
	Exhibition				General Public			
	Flyers training				Policy makers			
	Social media				Medias			
	Web-site				Investors			
	Communication campaign (e.g radio, TV)				Customers			
	Participation to a conference				Other			
	Participation to a workshop							
	Participation to an event other than a conference or workshop							
	Video/film							
	Brokerage event							
	Pitch event							
	Trade fair							
	Participation in activities organised jointly with other H2020 project(s)							
	Other							

8. ANNEX 3 – COMMUNICATION MATERIALS FOR CREATE@SCHOOL

Create@School

Create@School allows kids to learn coding in a fun way!

Create@School is an **Android+iOS app** and a **learning analytics Web** platform for teachers that allows pupils from **10 – 18 years** to visually create their own games and other Android+iOS apps, without any intermediate steps, directly on tablets provided by schools as well as their private Android+iOS phones for homework. Create@School is **optimized for the classroom** and allows to project the screens of pupils and teachers from their tablet or phone to the room's walls. Create@School uses a simple **visual interface** as in Scratch, where pupils use their fingers to pull together the building blocks to create programs, animations, digital books and games. **Collaboration** among students is supported in a simple and intuitive way, allowing, e.g., to easily organise game jams in one's class. Create@School offers hundreds of functionalities and ready-to-use blocks, and also allows to program **Raspberry Pi, Arduino, micro:bit**, as well as **Lego Mindstorms** robots in an intuitive way. Our approach surpasses all previous ones by orders of magnitude, by allowing to **code visually rich animated mobile multi-media** interfaces and integrate all **tablet+phone sensors**, the device's **camera, spoken input and output** and **computer vision**. Create@School has won many **prizes and awards** in Europe and the US, e.g., in December 2016 the **Re-Imagine Education Gold Award** from QS Stars and Wharton School of Business in the US for the best European learning App (over all fields!), the **Young Minds Award** of the European Commission, as well as the **Internet for Refugees Award** 2016. Create@School is available in more than **30 languages**, comes with a set of **educational classroom materials** for teachers, and has already been **installed** more than **500.000 times** all over the world. And Create@School in particular focuses on **both** genders as well as **kids with special needs**.

We welcome partners and commercial resellers

Are you interested in selling (or, for governmental institution, provide for free) Create@School to schools and/or private and public secondary education institutions? We **optionally** also offer **rebranding** and/or **transfer of source code**. And you can rest assured: We *guarantee* the **long-term support**, **development** and **availability** of Create@School to you and your customers!

Mobile device and education solution vendors

As a mobile device and education solution vendor, you can offer Create@School as part of **your product portfolio** as well as develop your own customised resources.

Governments, schools and public institutions

Do you want to provide **computational thinking skills** and encourage students to **express themselves creatively** with modern digital technologies needed for the future economies? Create@School particularly **supports inexperienced teachers** who are new to programming and allows them to integrate highly innovative approaches in their classrooms.

Please contact me for a free quote

Wolfgang Slany – CEO
wolfgang.slany@createatschool.com
Skype: wolfgang.slany
Phone: +1 (650) 427-9594