# EDU MAKE

# D2.10 Dissemination and ecosystem engagement report Y1

Co-funded by
the European Union

| Title of project | EDUmake |
|---|---|
| Full title of project | EDUmake your own media-supported educational material on societal themes out of the box |
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| Executive summary | This Year 1 Dissemination and Ecosystem Engagement Report provides an overview of the accomplishments achieved during the initial 12 months of the project's life cycle. The document details the progress made with regard to attainment of key performance indicators (KPIs) initially outlined in *D2.3 the Dissemination and Communication Strategy and Implementation Plan.* |

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# Introduction

EDUmake is a 2-year project funded under the Creative Europe Programme (CREA). It began in October 2022 and brings together 5 partners from 3 countries in an effort to internationalise the concept of EDUbox as developed by VRT (targeting 12–18-year-olds) and create an easy-to-use format for translating and contextualising EDUbox packages across the EU (and potentially even worldwide). The project's dissemination plan *D2.3 of the Dissemination and Communication Strategy and Implementation Plan* outlined the channels and methods for distributing project outcomes and includes a timeline, resources, and key performance indicators (KPIs) for assessing impact. The plan emphasised collaboration among partners, open access to project materials, responsiveness, clarity in communication, quality-driven content, responsible data collection, and inclusivity. Key target groups for dissemination include secondary school teachers, continuing professional development (CPD) networks, colleges providing teacher training, media literacy/educator networks, and European counterparts.

The *D2.10 Dissemination and Ecosystem Engagement Report Y1* provides an overview of the accomplishments achieved in the project's first 12 months and primarily focuses on Key Performance Indicators (KPIs) as originally featured in *D2.3 of the Dissemination and Communication Strategy and Implementation Plan*. It covers the progress made in various KPIs, including workshops targeting local audiences, presentations at conferences/events, project pages, website updates, and social media announcements. All KPIs are logged by project partners in a shared excel file.

Additionally, this report highlights ecosystem engagement efforts that were dedicated to expanding the ecosystem by attracting content creation and distribution partners in various countries through pitching events aimed at the [VoteMatch](#) and [EBU](#) networks. Notably, the EBU event in September drew representatives from multiple broadcasters in different countries. Further outreach efforts involved an information session on adapting educational resources to local contexts, which attracted significant attendance. The consortium remains committed to amplifying their efforts to promote project outputs in the remaining 12 months.

# KPIs

Evaluation and Performance KPIs

The "Key Performance Indicators" (KPIs) table, originally featured in *D2.3 of the Dissemination and Communication Strategy and Implementation Plan*, includes a timeline for dissemination and communication efforts aligned with the production and distribution plan, jointly established with all project partners. This table below includes a description of each communication channel to be utilised, along with a straightforward set of KPIs that can assess reach and impact at key moments throughout the project's lifespan.

| No. | Title | Description | Year 1 (plan) | Year 2 |
|---|---|---|---|---|
| KPI.01 | Workshops targeting local audiences | Online and/or offline events, 2 per each partner | n/a | 10 at the end of Y2 |
| KPI.02 | Presentations at relevant external conferences/events | Online and/or offline events | n/a | At least 2 at the end of Y2 |
| KPI.03 | Final event | An open event aimed at a wide variety of stakeholders | n/a | 1 at the end of Y2 |
| KPI.04 | Promotional campaigns | Promotional campaigns available in English and carried out locally in Dutch and Croatian | n/a | 4 by the end of Y2 |
| KPI.05 | EDUmake project pages | Dedicated page to promote the EDUMAKE project on all partner websites | n/a | 5 web pages by end of Y2 |
| KPI.06 | Project results' storage | EDUmake localised EDUboxes and templates stored on open-access platforms | n/a | All items stored on at least 1 open access platform |

| KPI.07 | Regular website updates including news items | This KPI is measured by a simple review of the relevant sections of the website | 5 by the end of Y1 | 10 by the end of Y2 |
|--------|-----------------------------------------------|--------------------------------------------------------------------------------|--------------------|---------------------|
| KPI.08 | Regular announcements on social media | These can be filtered by entering the EDUmake project's hashtag #EDUmake on each social media platform | At least 10 by each partner | At least 20 by each partner |

All KPIs are logged in a shared excel file.

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# Achievements in the first 12 months of the project

## KPI.01 Workshops targeting local audiences

By the end of M12 of the project cycle, the project consortium partners have organised an event.



| Date | Location | Title | Partner involved |
|---|---|---|---|
| 10 May 2023 | Mechelen | Workshop Europe Elections | Mediawijs |

## KPI.02 Presentations at relevant conferences/events

By the end of M12 of the project cycle, the project consortium partners have presented the project on several different occasions including the event for the EBU members on 6 September, the wider community on 20 September and the Belgian local audience on 27 September.

| Date | Location | Title | Partner involved |
|---|---|---|---|
| 12 June 2023 | online | VoteMatch network | VRT |
| 6 September 2023 | online | EDUmake/VRT European elections pitching session | MLA/VRT |
| 20 September 2023 | online | How to adapt educational resources to local contexts | MLA/VRT |
| 27 September 2023 | Mechelen, Belgium | Event Nieuws in de Klas | Mediawijs |

More information about sessions on 6 September and 20 September will be provided in the "Ecosystem Engagement" section.

## KPI.03 Final event (Y2)

## KPI.04 Promotional campaigns (Y2)

## KPI.05 EDUmake project pages

The project consortium has decided to use already established partner websites to share information about the EDUmake project instead of creating a separate project website.

**MLA** manages the central EDUmake project page which is located on the media-and-learning.eu website. This site will link to different resources when they are available, such as EU EDUbox, DIY toolkit, etc…, host deliverables, information about events, workshops activities etc. that are available in international (EN) versions (see picture on the right). It is regularly updated with news about how the project is advancing and the different activities underway.
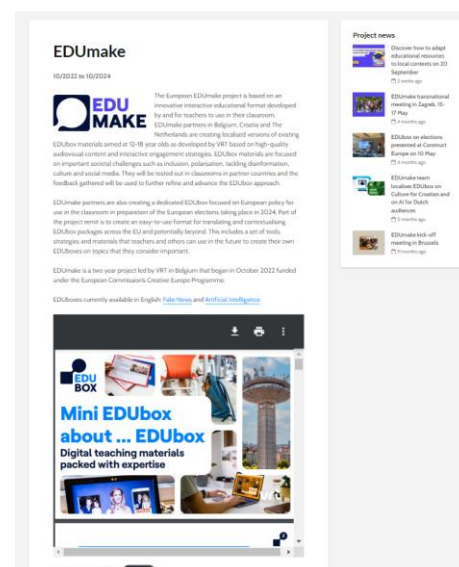
The EDUmake project partners **VRT, NTR, Mediawijs & FPZG** each host a project page on their websites and will make localized and translated resources available on their sites when they are available. VRT will also host EDUmake's EDUbox, DIY toolkit and templates on their platform.

**Below you will find links to the project pages on different websites:**

- **VRT** – https://www.vrtinternational.com/innovation/projects/EDUmake

- **NTR** – https://ntr.nl/serie/538/tekst/EDUmake/592

- **FPZG** – https://www.fpzg.unizg.hr/znanost_i_istrazivanja/projekti/medunarodni_projekti/EDUmake

- **Mediawijs** – https://www.mediawijs.be/nl/europese-projecten/EDUmake

## KPI.06 Project results' storage (Y2)

## KPI.07 Regular website updates including news items

To date the Media & Learning Association has published 5 news items on the website to keep the community updated on the progress of the project. This KPI was reached and exceeded.

Here's the list of news items published on the MLA website:
- [EDUmake kick-off meeting in Brussels](#)
- [EDUmake team localises EDUbox on Culture for Croatian and on AI for Dutch audiences](#)
- [EDUbox on elections presented at Construct Europe on 10 May](#)
- [EDUmake transnational meeting in Zagreb, 15-17 May](#)
- [Discover how to adapt educational resources to local contexts on 20 September](#)

### KPI.08 Regular announcements on social media

In the first year, we logged 18 social media posts which is less than the planned 50 or 10 social media posts per partner. However, as the project outputs are just beginning to be finalised, and with campaigns scheduled for year 2, we anticipate a significant increase in these numbers. We are confident that we can reach the planned 30 posts per partner (10 in year 1 and 20 in year 2) by the end of the project.

# Ecosystem Engagement

For the ecosystem building activities, EDUmake maximally leverages the networks through which partners are already engaged, such as the European Digital Media Observatory (EDMO), VoteMatch, the EPRA media literacy group, the Future Media Hubs network, the EBU, and the European Schoolnet, which had signed a letter of support for EDUmake.

The consortium put significant effort into extending the ecosystem by attracting additional content creation and distribution partners in other countries. This was done by organising pitching events to the VoteMatch and EBU networks. The event on 6 September for the EBU network attracted representatives from Rai (Italy), RTV Slovenia, NPO (Netherlands), RTP (Portugal), Radio Bremen (Germany) and TRM (Moldova).

During the pitching session, we provided an overview of the EDUmake project and its objectives, explained the EDUbox on European elections and its significance, discussed the scope and requirements for adaptation and localisation, shared details about the guidance and support available during the process, and outlined the timeline along with key dates. Throughout the session, there were opportunities for discussion and questions. After the event an additional meeting was organised with the RTV representatives regarding the possibility of adapting the EDUbox on politics in Slovenia.



*Invitation to the pitch session for the EBU members*

Furthermore, we have taken steps to further extend the ecosystem by proactively engaging additional stakeholders interested in creating, distributing, or disseminating the EDUboxes and the concept. An information session titled "How to adapt educational resources to local contexts" held on 20 September attracted 68 registrations and 35 attendees. Participants stayed for 85% of the event. The event highlighted the importance of adapting educational content to local

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contexts in order to engage and empower learners. The event featured presentations by **Igor Kanižaj & Stela Lechpammer** from the University of Zagreb, Croatia, who discussed the adaptation of the EDUbox on Culture for the Croatian audience. **Annique Reinink** from Schooltv.nl in the Netherlands presented how their team adapted EDUboxes for Dutch learners using an innovative chat format for enhanced engagement. **Ella Airola** from KAVI, Finland, introduced the Inclusive and Creative Media Education (ICME) project, which aims to develop innovative media literacy activities adaptable across various cultural, national, and linguistic contexts, with an inclusive and creative approach.

The consortium members are committed to continuing and intensifying their efforts to promote the project outputs during the remaining 12 months of the project.

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