Project NEDIA

Project number: 2014-1-EE01-KA202-000490

O7 REPORT

PROJECT NEDIA DISSEMINATION PLAN

Project consortium: IMECC OÜ, Tallinna Tööstushariduskeskus, PIKC Liepajas Valsts Tehnikums, Koneteknologiakeskus Turku Oy, Raision seudon koulutuskuntayhtymä

2016

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Summary

The target of this report is to present the Dissemination Plan of the NEDIA project. It includes the provision of the activities and tools for the dissemination of the project aim and results to the widest possible audience, who are interested of vocational education development. The project results concern the main achievements which were achieved during the project period 01.09.2014 – 31.08.2016.

All the partners have been encouraged to be involved in the dissemination activities. In particular, the partners were prompted to: present the project results at seminars, meetings or other events; participate to events in order to allow more detailed discussions on the results and take possible feedback from other experts on the project area; actively participating in the project NEDIA environments – Google Drive, special Facebook group etc.

The project's web-site will provide new information on the project progress as it is one of the major tools for disseminating the project results.

Other promotion tools include the project logo, a template for powerpoint presentations in order to maintain a uniform appearance.

The project will also be promoted through the participation in national and international events, seminars and workshops, in different networks, also as publications and reports (for example Kutsekoda OSKA program). Emphasis is going to be given in press releases.

In this report overview of disseminating activities is given as well as activities planned to the future after the end of the project to expand and broaden the project's results.

1. Project main data

Project name: New didactical approach in mechatronics vocational education - NEDIA

Project start date: 1th September 2014

Project end date: 31th August 2016

Duration: 24 months

Project nr: 2014-1-EE01-KA202-000490

Leading partner organisation: IMECC OÜ (Estonia)

Project partners:

- Tallinna Tööstushariduskeskus (Tallinn Industrial Education Centre, TTHK) (Estonia),
- PIKC Liepajas Valsts Tehnikums (Liepaja State technical school, LVT) (Latvia),
- Koneteknologiakeskus Turku Oy (Machine Technology Centre Turku, KTK) (Finland),
- Raision seudon koulutuskuntayhtymä (Raisio Regional Education and Training Consortium, RASEKO) (Finland)

2. Dissemination activities

2.1. Target groups

The purposed target groups for dissemination are:

- **Target group 1**

  The main target group is vocational education schools in different levels (vocational educational institutions, professional schools, technical high schools), which have a curricula about the mechatronics as well as other educational institutions and research and development institutions. The subject is mechatronic, but the curricula could be different.

The closest target group is project partner schools who will pilot the new training methods and provide an assessment whether the new teaching methods might be useful in vocational education. After the end of the project, this target group could be broadened to other vocational educational institutions, too.

Developed new teaching methodology will enable to educate competitive specialists whom competences respond to industry's needs of today.

- **Target group 2**

The second target group is companies of the industry of machine-building, metalworking and mechatronics, which use mechatronics systems and therefore need the specialists with different knowledge and skills. The companies of the field are represented in the project by participating competence centres (IMECC, KTK). The needed competencies of today and in the nearest future (2020) in the mechatronics field are analysed in the framework of the project. This give an input for educational institutions to improve their training methods and curricula to respond to the companies' needs as well as for work groups elaborating occupational standards. In the project the structure and concept of the network of cooperation and competencies will be developed. Realization of this network in larger scale falls outside the scope of this project, but the idea is piloted on project partners.

- **Target group 3**

The third target group is Qualifications Authorities who organize elaboration, development and renewal process of occupational standards. Also wider public – experts or people, who are interested of innovative methods in vocational schools, who want to see developments in the studies.

These 3 are main parties who form the network of cooperation and competences.

- **Target group 4**

The fourth target group are students. Lectures using new teaching methods are directed to students to make difficult and complex subjects more easily understandable, interesting and available and therefore students obtain competences that make them competitive in labour market.

2.2. Description of activities and methods for dissemination

Dissemination activities could be divided into groups according the purpose of the activity:

- Activities for raising awareness – let others know what we are doing
- Activities for inform – educate the community
- Activities for engagement – get input/feedback from the community
- Activities for promotion – introduce the outputs and results.

The dissemination activities could be divided into groups also by time as described as following:

- Activities done during the project duration;
- Activities done after the project end.

Main part of the dissemination activities have taken part during the project, but some activities also continue after the end of the project to broaden the project impact and keep the project „alive“ also after the end of the project (e.g. project homepage, articles in newspapers or magazines, seminars in industry fairs).

In our project we have used all kind of abovementioned dissemination activity types.

In dissemination activities we have concentrated on our target groups. Important has also been internal audience – to spread the project information inside own partner organisations. Also other similar projects' key persons. In this field we have mainly connections with Erasmus+ project "Competitiveness through Engineering CNC EURO vocational certificate – CNCert" coordinator TTK University of Applied Sciences.

The dissemination of the aims and results of the project is a very important task and requires active participation of all partners. Target groups and key messages which will be disseminated are very important.

Key messages which will be delivered are:

1) Mechatronics is future area, we need to pay attention which are the best ways to teach and promote it.
2) There is so many different possibilities how to teach mechatronics. If we want better level in vocational schools, then new generation need using of different methods (like visual learning, problem solving etc).

Dissemination methods used in the project:

- For creating awareness of the project:
  - Project meetings,
  - participation of project partners in seminars,
  - lobby-work meetings,
  - new project ideas meetings,
  - workshops,
  - sharing project information inside partner-organisations during formal and informal meetings etc.
- For transmitting information about the project:
  - Publication of papers, articles,
  - project website,
  - homepages of partners and industry associations etc.
- Promoting project and its outcomes:
  - project NEDIA multiplier event,
  - webpages,
  - articles,
  - seminars, industry fairs etc.

The project multiplier event on 24th August 2016 is very important dissemination tool, where all partners and quests are expected to participate and contribute actively.

Each partner will organize specific promotional events or participate in other events in order to promote the project aims and results.

In addition, the partners have get in contact with other similar projects in order to exchange experiences and ideas and promote NEDIA to other people and organizations (for example active cooperation with project CNCert, new projects between partners etc.).

2.3. Dissemination activities by each partner

1) Estonia (IMECC; Tallinn Industrial Education Centre)

- To share project NEDIA intellectual outputs to other vocational schools, who are teaching mechatronics or metallic area and who are interested of using new materials in every day work via project homepage;
- To give information about the project to another organisations, who are connected this area (for example Kutsekoda, Innove, Rajaleidja, Väikelaeva Kompetentsikeskus etc) via project homepage, meetings, multiplier event;
- The most important is that project NEDIA results get more attention in target groups. We put the information in social media channels (Facebook groups „Federation of Estonian Engineering Industry and friends“ – ca 390 participants and „Federation of Estonian Engineering Industry present: Future Talents“ – ca 220 participants, August 2016);
- Writing article about the most important results to newspaper „Õpetajate Leht“;
- We used project NEDIA results in Kutsekoda's OSKA program research, that prognosed metallic and engineering industry future and labour market;
- We have used project NEDIA know-how if we mapped with INNOVE how to promote mechatronics vocational education;
- Project NEDIA participants have already start with new projects and network continue with new development ideas;
- Project NEDIA has given inspiration and ideas for future research projects (cooperation with Mr Varblane, Tartu University);
- Project NEDIA is holding good cooperation between Federation of Estonia Engineering Industry and vocational schools – promoting practitioners better using in studies (Planned AruCAD workshop in Tallinn Industrial Education Centre).
- Article about project NEDIA results was written in August and this will be published in “Tööstusuudised”.
- Special presentation about project NEDIA results in fair INSTRUTEC 2016.

2) Finland (Machine Technology Centre Turku, Raisio Regional Education and Training Consortium)

a) Internal use in RASEKO (Raision seudun koulutuskuntayhtymä)

- Use of novel teaching methodologies will be increased and methodology will be further developed in mechanical engineering department. In the methodology's further development and employment evaluators' comments and feedback will be considered. Teaching methodology was also be introduced to other departments' representatives and target is that they would also implement the new teaching methodologies in their departments;

- Videos created will be used in daily teaching work. RASEKO will glue QR codes next to exercise benches so that students can watch videos before they start to do the exercise. This releases teacher's time to support and guide students who need more guidance. Language of NEDIA project's videos is English and the videos have to be edited to Finnish so they will be more useful in RASEKO. Also videos in English will be available because they can be useful for foreign exchange students;

- NEDIA project's results will be presented RASEKO's annual Digi day and project fair. Target group for the project fair is RASEKO's personnel but it's also open for invited externals.

b) External use

- RASEKO's novel teaching methodology will be presented for representatives of Salon seudun koulutuskuntayhtymä (Salo Region Educational Federation of Municipalities) and Lounais-Suomen Ammattiopisto NOVIDA (Southwest Finland Vocational College NOVIDA);

- Teaching methodology and videos presented for RASEKO's mechanical engineering department's advisory board members. Advisory board members are local business representatives. The aim is that they would spread knowledge and information of the NEDIA project to local business people.

3) Latvia (Liepaja State Technical School)

- Project NEDIA results will be shared with network: vocational schools and different participants, which are connected with vocational education.

- All NEDIA project materials will be used in everyday teaching process.

- Planning already new projects with project partners;

- Video materials are available for everybody, also to companies, who want to train their workers.

3. Dissemination materials and tools

3.1. Overview

Number of dissemination tools and materials will be used for the dissemination of the project. It was discussed during the kick-off meeting that the partners will try to link the project with similar activities and promote its results within their community, the region and country. They will also try to participate in different events in order to make the project more visible.

The following table (Table 1) includes an overview of planned tools and materials.

Table 1: Project NEDIA main dissemination tools / dissemination plan

Item	Tool/material	Due-date	Responsible partner
1.	Project logo	M3	IMECC
2.	Project templates	M3	IMECC
3.	Presentation template	M3	IMECC
4.	Facebook secret group to share all materials and information between project partners	M3, later updated and used continually	IMECC
5.	Google Drive for sharing project materials between project partners	M3, later updated and used continually	IMECC
6.	Project NEDIA webpage	M3, later updated and used continually	IMECC
7.	Sharing project information and project results inside partner organisations as well as outside: Meetings inside partner organisations, with representatives of other vocational educations, similar projects, industry associations, supporting institutions (e.g. Kutsekoda, Innove etc.)	During whole project	All partners
8.	Sharing information to students about the project and its results	During whole project	RASEKO, LVT, TTHK
9.	Sharing project information in social media (e.g. Facebook groups „Federation of Estonian Engineering Industry and friends“ and „Federation of Estonian Engineering Industry present: Future Talents“)	Project 2nd year (M13-M24) (when we already have some results to present)	IMECC, all other partners
10.	Articles in media	Project 2nd year (M13-M24) and	IMECC and other

		after the end of the project (when we already have some results to present)	partners
11.	Seminars in industry fairs (e.g. INSTRUTEC in Tallinn) or other similar events (e.g. RASEKO's Digi Day and project fair)	Project's last quarter (M19-M24) and after the end of the project	IMECC, RASEKO, all others contribute
12.	Linkages between project NEDIA and other projects, new project initiations resulting from NEDIA	During whole project and after the end of the project	All partners
13.	Implementing the outputs of NEDIA to everyday teaching work	Project's last quarter (M19-M24) and after the end of the project	RASEKO, LVT, TTHK
14.	Project multiplier event to disseminate all results of the project to wider public	M24	IMECC

3.2. Graphical image of the Project

Project coordinator (leading partner) IMECC OÜ is responsible for composing common templates and common visualisation of the project. Project templates have been composed by project coordinator and used by project partners:

- Template of attendance certificate
- Template of minutes of the project transnational meeting
- Template of programme of the project transnational meeting and multiplier event
- Template of registration sheet (participants list) of the project transnational meeting
- Template of registration sheet (participants list) of the project multiplier event
- Template of project presentation in powerpoint
- Template of timesheet

- Template of trimestral cost report
- Template of trimestral progress report

Project coordinator IMECC is responsible of collecting all the contents and results of intellectual outputs (final text in English), common visualisation and including them to the dissemination tools and materials to be produced.

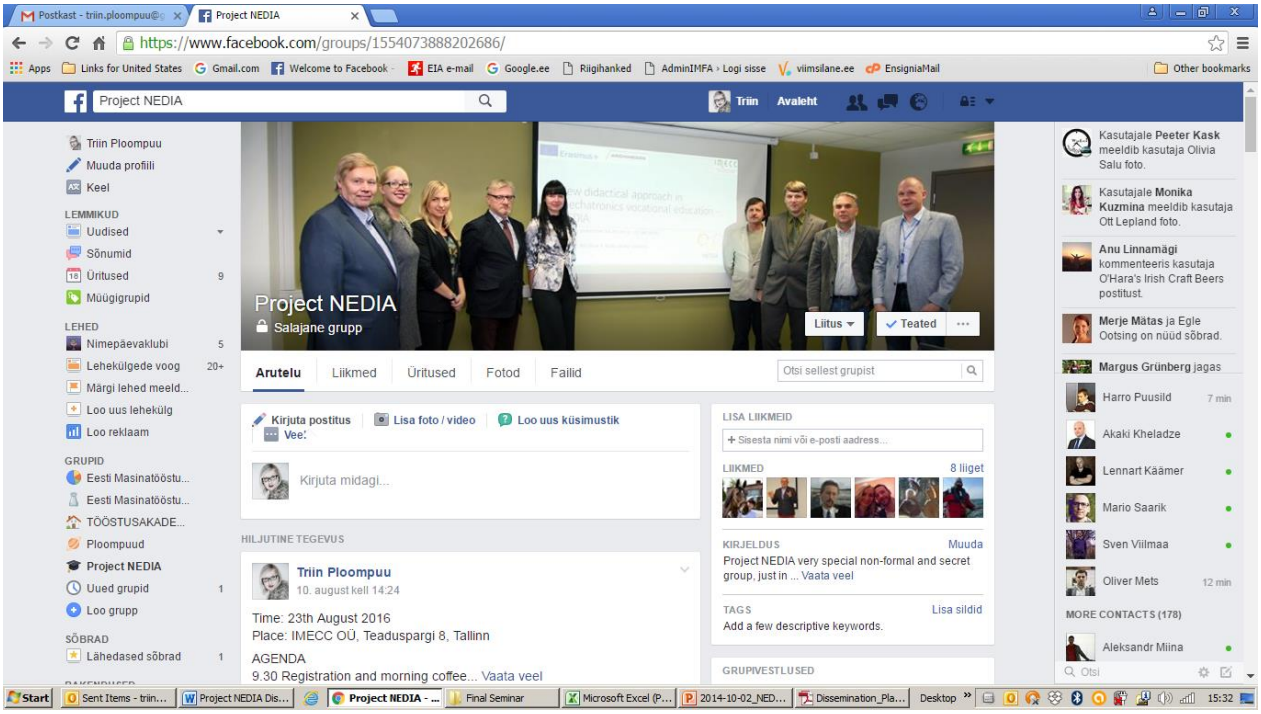
3.3. Project logo

Leading partner IMECC has elaborated and designed project NEDIA logo for better visualisation of the project. The logo has been proposed by the lead partner (IMECC OÜ) and has been approved during the kick-off meeting of the project in Tallinn, Estonia.

The project logo is the following:

3.4. Facebook groups

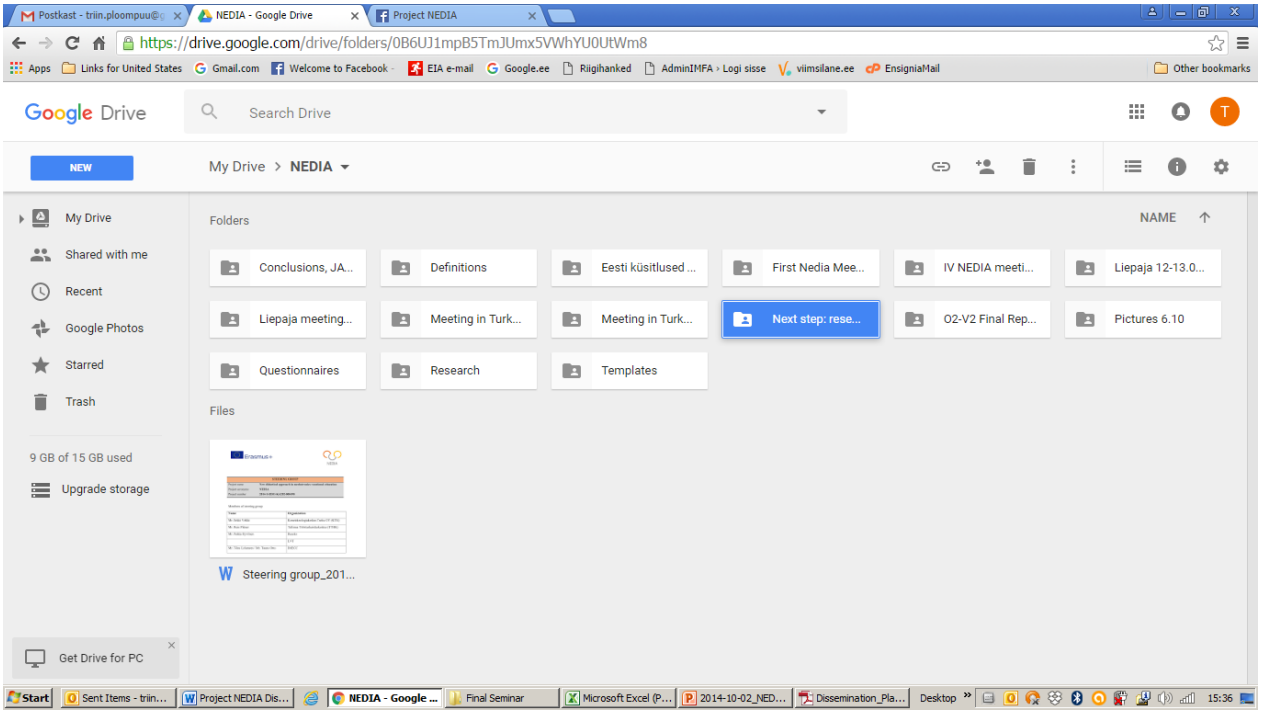
Project NEDIA secret Facebook group is used for sharing new information, materials, comments, pictures etc. between project partners, also to hold contact for future. Additionally, we informed other target groups about project NEDIA via different channels in Facebook (e.g. Liepaja State Technical School Facebook group, Facebook groups „Federation of Estonian Engineering Industry and friends“ and „Federation of Estonian Engineering Industry present: Future Talents“ etc.)



Picture 1. Project NEDIA special Facebook group

3.5. Google Drive environment

Google Drive environment is used to hold different kind of materials of the project (working documents, final reports, meeting information etc.) that is needed for participants of the project and to enable them access to all needed project documents easily. Some participants did not own special gmail.com account, but they specially needed to do it to get access to the project materials. Now everybody can read, share, edit etc. all materials, what is produced during the project. Google Drive was used as a platform because it is free of additional charge, easy to use and all partners can access it.



Picture 2. Project NEDIA materials in Google Drive environment.

3.6. Project webpage

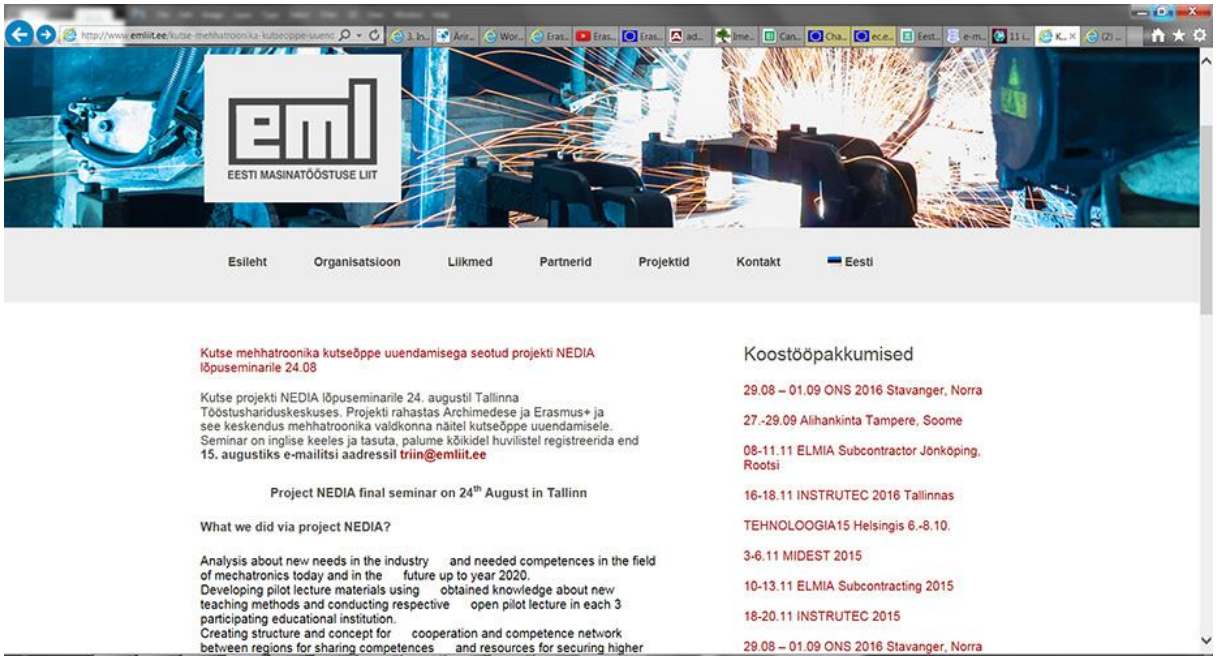
The website of NEDIA project has been created and is available on the following URL address: http://www.imecc.ee/en/projects/nedia/ The website provides public access to general information of the project such as the project objectives, publications etc. and is continually updated in English as well as in Estonian by project coordinator IMECC.

Picture 3. Project NEDIA webpage

In IMECC webpage news about NEDIA project have shared, too.

3.7. Project information in other webpages

Also other webpages (e.g. industry associations, other partners etc.) have been used to share information about project NEDIA, e.g. to inform about multiplier event etc. (Picture 4).



Picture 4. Project NEDIA information in webpage of Estonian Engineering Industry

3.8. Project NEDIA Multiplier event

Project NEDIA Multiplier Event took place on 24th August 2016 in Tallinn, where target groups were informed about the project purposes and results. We got 62 participants: project team, representatives of companies and industry associations, representatives and teachers from other vocational schools and universities, representatives of other projects, support organisations, journalists, stakeholders etc.

Feedback was surprisingly active. Participants asked specially presentations and wanted to read and use these ideas again in different reports and speeches. Also article was made about project NEDIA results as well as multiplier event to newspaper and special web Tööstusuudised (specialised to production topics; web link is: http://www.toostusuudised.ee/uudised/2016/10/03/kutseoppe-head-ja-vead)

Multiplier Event agenda:

Project NEDIA Multiplier Event on 24th August in Tallinn

What we did via project NEDIA?

- Analysis about new needs in the industry and needed competences in the field of mechatronics today and in the future up to year 2020.

- Developing pilot lecture materials using obtained knowledge about new teaching methods and conducting respective open pilot lecture in each 3 participating educational institution.
- Creating structure and concept for cooperation and competence network between regions for sharing competences and resources for securing higher efficiency and transparency.

Time: 24th August 2016

Place: Tallinna Tööstushariduskeskus, Sõpruse puiestee 182, Tallinn

Project leading partner: IMECC OÜ

Project partners: PIKC Liepajas Valsts Tehnikums, Tallinna Tööstushariduskeskus, Koneteknologiakeskus Turku OY, Raision seudon koulutuskuntayhtymä.

AGENDA

9.30 Registration and morning coffee
10.00 Opening ceremony
10.05 About project NEDIA philosophy, Jüri Riives, IMECC
10.35 Overview about NEDIA report „New needs in the industry and necessary competences in the field of mechatronics“, Triin Ploompuu, IMECC
11.05 Overview about NEDIA report „New training methods and their implementation in modern vocational education“, Harri Simola, RASEKO
11.30 Overview about NEDIA new materials, Eduard Brindfeldt, Virgo Rotenberg, TTHK
12.00 – 13.00 Lunch
13.00 Examples of using new teaching methods, Liga Jaunzeme, Madara Mago, LVT
13.30 Project NEDIA future cooperation, Liga Jaunzeme, LVT
14.00 Project conclusions
14.30 – 15.30 Tour in school

4. Conclusions

All described dissemination events of project NEDIA were carried out. Some of dissemination events continue after the end of the project (e.g. some articles were composed during the project, but they will be published after the end of the project as well as in INSTRUTEC 2016 fair special seminar will be held about the results of project NEDIA). Also partners of the project NEDIA will continue implementing the know-how and knowledge obtained during project NEDIA in their activities and teaching processes in the future. Some additional cooperation between NEDIA project partners have already taken place in form of other projects (e.g. between KTK and LVT), some new projects that will go further on the basis of NEDIA ideas are already in progress and some in application phase. All project partners got new ideas, new contacts, new knowledge that is useful to further activities.

Project NEDIA gave a new and fresh view and information about vocational education. If usually vocational education is not so popular or attractive, then we had luck to show this area as exciting and with huge potential for economy.