



# **WP1 – D1.1**

## **Communication and Dissemination Plan**

**January 2020**



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<sup>1</sup> 1 Confidentiality level:

PU = Public

PP = Restricted to other programme participants (including the EC services);

RE = Restricted to a group specified by the Consortium (including the EC services);

CO = Confidential, only for members of the Consortium (including the EC services).

INN - Internal only, only the members of the consortium (excluding the EC services)

## GLOSSARY OF TERMS

<b>DoA</b>	Description of Action
<b>DLSG</b>	Digital Learning Stakeholders Group
<b>DSM</b>	Digital Single Market
<b>EdTech</b>	Educational Technology
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>EUN</b>	European Schoolnet
<b>FBA</b>	FUNDINGBOX ACCELERATOR SP ZOO
<b>FSTP</b>	Financial Support to Third Parties
<b>GA</b>	Grant Agreement
<b>ISDI</b>	INTERNETSIA, S.L.
<b>MoE</b>	Ministry of Education
<b>SME</b>	Small and Medium Enterprise
<b>WP</b>	Work Package

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## Executive Summary

This document represents the deliverable D1.1 Communication & Dissemination Plan of the European Commission funded project IMPACT EdTech - Incubating High-Impact New Generation EdTech Disruptors for Inclusive & Personalised Learning (project reference: 871275).

The IMPACT EdTech Communication & Dissemination Plan provides the overall project communication strategy, ensuring that the dissemination activities of the IMPACT EdTech project remain consistent across the consortium and reinforce the project's objectives and key messages.

The main objective of this document is to establish and define a common plan for all project partners, with the aim of ensuring that the external communication and dissemination of IMPACT EdTech activities and achievements is done in an effective manner and in accordance with the goals of the project. Specifically, the document looks to:

- Define an effective communication of the project goals and activities
- Define and agree, at the consortium level, a comprehensive dissemination strategy and plan with measurable goals.

Based on the information included in the Description of Work, the general structure of this document follows the typical communications workflow: from setting up objectives and defining target audiences, key messages, to presenting the projects' visual identity elements, defining the external communication strategy and tools and proposing a communications action plan, whose success can be measured against a number of success indicators.

The Impact EdTech internal communication strategy is laid out in *D6.1 Project Management plan*, submitted in January 2020.

# Introduction and project objectives

IMPACT EdTech will establish a start-up incubator-accelerator helping European digital education innovators to bring their digital learning solutions into the market, focusing on those solutions that can contribute to extending personalised and inclusive educational models that support the development of the skills relevant in today's world. IMPACT EdTech will address:

- (A)** school (K12) EdTech solutions;
- (B)** Business to Consumer (B2C) content-based solutions open to any age group and/or level of education.

The project will support 42 promising EdTech prototypes from digital learning disruptors in the process of validating and testing their educational solutions in close collaboration with business and education mentorship and expertise with the aim of preparing promising solutions to reach the market. The EdTech prototypes will be selected via 2 Open Calls and supported during two 9-months incubation cycles, including 4-months minimum viable product (MVP) development and 5-months short incubation cycles.

This Communication and Dissemination Plan aims to support the effective dissemination of information about the project activities and to communicate its outcomes to multiple audiences, with special attention to start-ups and the education sector stakeholders. An update of the plan will be carried out in February 2021 (and submitted to the European Commission as deliverable *D1.2 Communication and Dissemination Plan - update*) to assess the communication and dissemination activities elaborated at the beginning of the project and recommend corrective measures.

The main objectives of the Impact EdTech communication strategy are:

- to generate awareness on entrepreneurs, start-ups and SMEs developing EdTech solutions about the support offered by IMPACT EdTech
- to widely disseminate IMPACT EdTech benefits among SMEs Intermediaries as well as innovative SMEs directly
- to engage EdTech experts & solutions providers from all around Europe with the project
- to showcase most promising IMPACT EdTech disruptors in an ecosystem of market players relevant within the value chain of Education & Training Markets
- to foster the uptake of inclusive and personalised EdTech companies

# Communication elements

## Target audiences

EdTech innovators are the main target audience of IMPACT EdTech. They represent those who will disrupt the present and the future by developing personalised and interactive solutions contributing to extending new education models, in line with current socio-economic transformations and suitable for the challenges ahead.

This target population addresses, as specific target segments the following ones across Europe:

- (1) Education & Digital Learning Experts
- (2) National and regional educational authorities in charge of innovation and ICT in education
- (3) SMEs Intermediaries
- (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs)
- (5) Investors & Corporates
- (6) Early Adopters - Education & Training Markets

The primary audience of the IMPACT EdTech project are EdTech disruptors (4) – entrepreneurs, start-ups, SMEs – developing promising and innovative personalised digital learning solutions aiming to shape the education of the future. In addition to addressing them, the IMPACT EdTech communications will also target the stakeholders defined above in points (1), (2), (3), (5), (6) which will provide essential contributions to the project's ecosystem and support it in reaching its objectives.

To address each of the audience groups above, different messages, communication channels and tools will be used in relation to the specific activities and services offered by IMPACT EdTech. Additionally, each partner will use their established communications channels in order to address different groups of the targeted audience as stated below:

- **European Schoolnet:**

- (1) Education & Digital Learning Experts, including digital learning practitioners, researchers, other EU-funded projects and initiatives
- (2) National and regional educational authorities in charge of innovation and ICT in education
- (6) Early Adopters - Education & Training Markets

- **ISDI:**

- (3) SMEs Intermediaries



- (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs)
- (5) Investors & Corporates
- **FBA:**
  - (2) National and regional educational authorities in charge of innovation and ICT in education
  - (3) SMEs Intermediaries
  - (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs)
  - (5) Investors & Corporates
  - (6) Early Adopters - Education & Training Markets.

## Visual identity

The IMPACT EdTech visual identity represents the focus of the project, starting from the main key words: *ICT in education and learning* and *technology-enhanced learning*. To support the dissemination to target audiences, ISDI elaborated, with the support of EUN, the IMPACT EdTech visual identity at the beginning of the project comprising logo and style in different formats that should be applied to all communication materials. To ensure the correct and consistent use of the visual identity elements across the consortium, an IMPACT EdTech identity manual was created by ISDI (see Annex 1).

The visual identity of IMPACT EdTech builds on the already established and recognisable branding of the Impact Accelerator<sup>2</sup> led by ISDI since 2014, incorporating the following elements:

- IMPACT EdTech logo (with a variety of backgrounds) – see Figure 1
- Choice of colour palette, including hexadecimal and Pantone colour codes
- Other branding elements as needed (e.g. the European Commission logo)



Figure 1: IMPACT EdTech logo - CMYK (left) and RGB (right) versions

The visual identity will be represented across all information and communication materials and channels, namely on:

- the IMPACT EdTech website

<sup>2</sup> <https://www.impact-accelerator.com/>

- the projects' social media channels
- printed publications and other promotional materials
- available templates for slideshow presentations and documents

## Visibility of EU funding

Whenever the IMPACT EdTech logo is used on any dissemination material, it will be accompanied by the European Union (EU) emblem (see hereunder, available online in different formats [here](#)), along with the following project disclaimer:



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the views of the EC.

In addition, all communication related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant must display the EU emblem and the disclaimer indicated above, in accordance with the provisions specified in the *Social media guide for EU funded R&I projects*.<sup>3</sup>

## Key messages

The vision of the project has been laid out in the description of work:

*IMPACT EdTech aims to contribute to the digital transformation of education by creating a vehicle for disruptive education technology, a catalyst designed to help usher in a new era of human-centred digital education. From a business perspective, the IMPACT EdTech intends to create an opportunity for European start-ups to step up and play a bigger role in the future of EdTech.*

This vision remains central to the IMPACT EdTech communications activities and will be conveyed to multiple audiences since the project onset.

Alongside informing the general public about the overarching goals of IMPACT EdTech, strategic communication to relevant audiences will be carried out in accordance to main project milestones. Figure 2 illustrates the main IMPACT EdTech communications milestones, key topics to be addressed in relation to each milestone, what are the main

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<sup>3</sup> European Commission (2020). *Social media guide for EU funded R&I projects*, January 2020. Available here: [https://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

target audiences of each message type and provides an indicative list of messages to be adapted during communication.

When Launching the Project	IMPACT EdTech Values	> (1) (2) (3) (4) (5) (6) All audiences	<b>Impact EdTech leads the digital transformation of education by supporting cutting edge Technology-Enhanced Education solutions</b> <ul style="list-style-type: none"> <li>Impact EdTech supports the digital transformation of Education</li> <li>Impact EdTech facilitates inclusive education via pervasive and/or personalised learning</li> <li>Impact EdTech supports the needs-driven digital innovation of education</li> <li>Impact EdTech supports disruptors who help vulnerable or underserved groups, including children with special needs</li> <li>Impact EdTech is committed to gender equality</li> <li>Impact EdTech looks to support EdTech solutions promoting user interaction and engagement</li> </ul>
When Launching Open Calls	Benefits for EdTech disruptors	> (4) EdTech disruptors (entrepreneurs, startups, innovative SMEs); > (2) National Authorities > (3) SME Intermediaries	<b>Impact EdTech provides SMEs with a 'Pedagogy-first' market-oriented package for MVP validation, including:</b> <ul style="list-style-type: none"> <li>Guided tailor-made pathway from prototype to market</li> <li>Up to €195 K funding for development, testing and piloting your EdTech solutions</li> <li>Access via Vouchers to world class business mentoring</li> <li>Access via Vouchers to high-profile educational experts</li> <li>Access via Vouchers to short-cycle piloting in classrooms, cocreation with teachers and educators.</li> <li>Direct access to top digital learning stakeholders</li> <li>Connection with seed investors and accelerators</li> </ul> <b>Be an actor of digital transformation of education!</b>
When validating MVPs	Benefits for Early Adopters	> (6) Early Adopters - Education & Training Markets > (1) Education and Digital Learning Experts	<b>Impact EdTech provides a catalogue of personalised &amp; inclusive EdTech solutions:</b> <ul style="list-style-type: none"> <li>Validation with end-users and education experts</li> <li>Impact results from short-cycle piloting</li> <li>Positive disruption of learning methods</li> </ul> <b>Be a pioneer, be the 1st in the market!</b>
When Finishing the Project	Success Stories & Project Results investors and corporates, education authorities, general public	> (1) (2) (3) (4) (5) (6) All audiences	<b>Inclusive &amp; personalised EdTech Success Stories</b> Testimonials from our start-ups, researchers, education community members and stakeholders <b>IMPACT Incubator-Accelerator Method for EdTechs</b>
Milestone	Focus	Audience	Key messages

Figure 2: Key Impact EdTech Milestones & Messages

As the communication and dissemination plan is to be continuously updated and improved according to the project needs, the key messages presented in Figure 2 are to be considered a non-exhaustive list, serving as an illustration of the different communication angles which can be taken by partners in their communication and dissemination activities.

# Communication strategy and tools

## Communications strategy

To achieve its objectives, IMPACT EdTech will benefit from a 360 degrees communication strategy that combines online (lead by ISDI) and offline (involving the contribution of all project partners) channels, content marketing strategies, online marketing tools, services, growth hacking<sup>4</sup> techniques, analytics tools, media relations, advertising campaigns, PR 2.0, agreements with top events and SMEs institutions and work with stakeholders and influencers among others efforts. Key stakeholders from the networks of all project partners will be engaged, with the stakeholder engagement strategy lead by EUN. The Impact EdTech 360 degrees communication approach can be visualised in Figure 3.

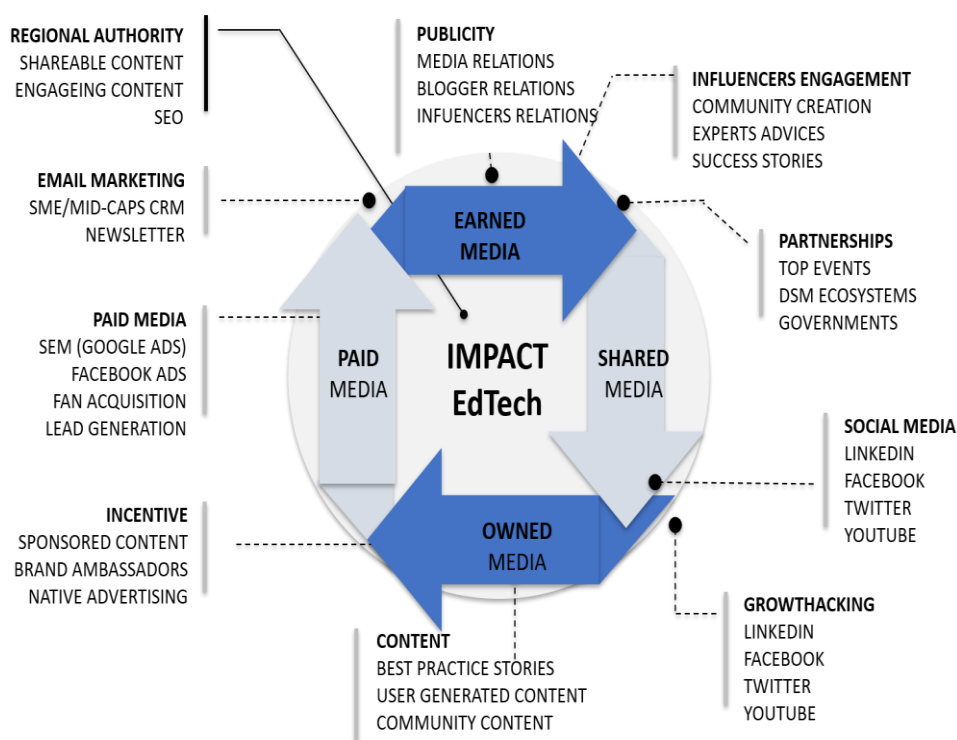


Figure 3: IMPACT EdTech Communication strategy

<sup>4</sup> "Growth hacking" can be defined as a process of rapid experimentation across promotion channels and product development to identify the most effective, efficient ways to grow a business or community. Growth hackers often focus on low-cost alternatives to traditional marketing, e.g. using social media, viral marketing or targeted advertising instead of buying advertising through more traditional media.

An overview of the main communications channels and tools employed is provided in the following section.

## Communication tools

Table 1 outlines the main communication tools to be used in IMPACT EdTech; each tool is described in detail later in the section.

Table 1: Communication channels

Lead partner	Channel type	Channel	Characteristics
<b>EUN, ISDI, FBA</b>	Engaging Supportive Partners	Partners' Networks and Communities: SMEs Intermediaries, EU-funded projects and initiatives The Digital Learning Stakeholders' Group	Official Informative Engaging Appealing
<b>ISDI</b>	Online communication channels (website and social media)	Impact EdTech website Dedicated Facebook page: <a href="https://www.facebook.com/IMPACTEdTech/">https://www.facebook.com/IMPACTEdTech/</a> Dedicated Twitter account: <a href="https://twitter.com/IMPACTEdTechEU">https://twitter.com/IMPACTEdTechEU</a> LinkedIn: <a href="https://www.linkedin.com/showcase/impactedtech">https://www.linkedin.com/showcase/impactedtech</a> YouTube: <a href="https://www.youtube.com/channel/UCIOQoA-ZfMxthBICl1hIDww">https://www.youtube.com/channel/UCIOQoA-ZfMxthBICl1hIDww</a>	Official Informative Visual Appealing Interactive Engaging
<b>ISDI</b>	Promotional materials	Flyers Brochures Posters Newsletters Testimonials Press releases	Official Informative Promotional Visual Appealing
<b>ISDI, FBA, EUN</b>	Events	InfoDays InfoCorners in world-class events Webinars/Live Q&A Related Events	Informative Interactive and engaging Visual Appealing

## Engaging Supportive Partners

IMPACT EdTech will engage supportive partners in two main ways: through the three project partners' already established networks and communities and via the Digital Learning Stakeholders Group. We detail both approaches in the following.

## Partners' networks and communities

SME's intermediaries, EU-funded projects and initiatives and partners' communities will be informed about the project and invited to act as "Supportive partners" for the project dissemination in a win-win cooperation mode. To secure their engagement, IMPACT EdTech will offer them:

- the possibility to share their activities with relevant stakeholders,
- visibility (including logo and link to site)
- and exclusivity (invitations to participate in special activities for the community members).

In return, the Supportive Partners will commit to communicate (to spread the word about the activities of the project), give visibility (including the IMPACT EdTech logo in their portal) and engagement (promoting the project community in their ecosystem). For each relevant communication milestone in the project (i.e. launching the community, Open Call, Bootcamps, MVP Live Testing, Success Stories, etc.), indications and materials needed (emails from the corresponding consortium partners, social media messages, etc.) will be given to these 'intermediaries' to communicate it within their own ecosystems.

From the beginning of the project, IMPACT EdTech will leverage FBA's strong connections with the Digital Single Market (DSM) ecosystem, the Digital Innovation Hubs (DIH) Network and the European Collaboration Cluster (ECC) Platform, particularly in the dissemination of the Open Calls. Regional structures (DIHs and Clusters) are particularly relevant as they will be encouraged to disseminate the Open Calls to a large number of SMEs. By involving them in the community, they will become aware of the potential of EdTech solutions and the need to provide support to SMEs in this area.

The initiatives under the [DSM](#) ecosystem provide access to a large number of innovative SMEs and start-ups. FBA is the Coordinator of the Support Action '[I4MS Going-To-Market Alliance](#)', aimed to create a vibrant Online Community for all the stakeholders related to the [I4MS initiative](#), which cluster **15 Innovation Actions**, all including financial support to third parties (FSTP) type funding for innovative SMEs. Moreover, FBA is leading the Open Calls and the Sustainability Strategy in [TETRAMAX](#), an innovation action (IA) in the [SAE ecosystem](#) that aggregates **10 IAs** offering FSTP. FBA also participates in [Robotics PPP](#) as partner in [DIH](#), the Pan-European Network of Robotics DIHs for Agile Production, [RIMA](#), the DIH Network for Robotics for Infrastructure Inspection and Maintenance, and [AI4EU](#), the European AI On Demand Platform and Ecosystem, all of them providing FSTP. FBA has a strong presence in the DIH ecosystem, as Supporting partner of the EC through two dedicated CSAs ('[I4MS Going-To-Market Alliance](#)' aimed to create a vibrant Online



Community for all the stakeholders related to [I4MS initiative](#) and [DIHNET](#), aiming to build a pan-European network of networks that ensures collaboration and quality among hubs, competence centres, and regional and national programmes and infrastructures at EU Level). Additionally, FundingBox Group participates in three Networks of DIHs in Manufacturing Domain ([TETRAMAX](#), [I4MS](#) and [DIH](#)), one in Robotics for Inspection and Maintenance ([RIMA](#)), and another one in AI ([AI4EU](#)). The DIHs will be used by FBA as a gateway to access the most innovative companies in each region/field. FBA has direct connections with more than 50 DIHs, which actively participate in some of their projects, and participates as partner in 5 DIHs around Europe.

FBA is involved in the European Cluster Collaboration Platform (ECCP) through the INNOSUP projects, namely [Connected Car](#) and [C-Voucher](#), the first one being awarded as the best INNOSUP Cluster Project in 2019. The platform will be used by FBA to disseminate the Open Calls to relevant SMEs. In addition, FBA has several connections in the Next Generation Internet initiatives like being the coordinator of [LEDGER](#), NGI Pointer, NGI4ALL and Essif-lab, and is therefore well-connected with the 8 Projects funded under this initiative.

FBA has created a close relationship with all these intermediary entities, which act as “Supportive partners” in the projects where FBA is involved, following a win-win cooperation mode: FBA offers them visibility in its Community, and, in return, the Supportive partners commit to communicate and spread the word about the FBA Open Calls. This mechanism will allow the IMPACT EdTech consortium to reach more than 614,000 SMEs directly through its ecosystem.

Finally, established networks reaching out to SMEs, like the *Enterprise Europe Network* and the *NCP network*, will be also involved in the Open Call dissemination to make sure that it reaches all SMEs around Europe. Dissemination materials will be shared with EU projects related to Technology-Enhanced Learning, already funded by the EU research programmes, in order to reach a wider community of digital learning and education experts. IMPACT EdTech will also participate in the communication channels set up by [Next Generation Internet initiative](#), whose purpose is to promote human-centred innovation in all possible domains, including education. The main communication milestones of the project will be also shared via European Commission’s social platform [Futurium](#).

## **The Digital Learning Stakeholders Group and Community**

### **The Digital Learning Stakeholders Group**

A closer engagement of key project stakeholders will be pursued via the Digital Learning Stakeholders Group (DLSG), coordinated by EUN and established at the beginning of the project (by the end of February 2020), following invitations launched by the project

partners to specific contacts in their networks. The DLSG engagement strategy and engagement targets for the first half of the project can be consulted in Annex 2. The strategy will be re-evaluated mid-project in order to take corrective actions in preparation for the Cycle 2 incubation.

The aim of this group is to enable dialogue between key stakeholders and ensure that IMPACT EdTech fosters the expertise of relevant groups at key timings in the project. Through the DLSG, IMPACT EdTech will actively seek to mobilise a wide range of entities belonging to each partner's ecosystem, including Investors, Corporates and Early Adopters active and/or interested in Education & Training Markets, educational policy makers, digital learning experts, and other stakeholders who will collectively work to provide feedback and support to:

- the funded project partners,
- the SME companies whose new solutions will be incubated and developed during the project
- and the end users who will be involved in validating these new solutions.

The normal work of DLSG members will involve mainly online exchanges (members will be invited to join the [FundingBox Spaces](#) community management tool) and occasional online meetings. During the project, when relevant, a limited number of places will be reserved for DLSG members to participate in key IMPACT EdTech technical events. The DLSG members will play an active role in the following areas:

- 1. Dissemination.** The DLSG will support the dissemination of IMPACT EdTech activities (such as consultation processes launched by the IMPACT EdTech consortium in providing the criteria for the selection of the participating SMEs), and in particular the dissemination of the IMPACT EdTech Open Calls.
- 2. Consultation:** The DLSG members will be consulted at various stages of the project and according to their expertise in areas such as: the definition of evaluation criteria for SMEs, validation of actions, SME progress through the various stages of the incubation cycles or as advisors in the selection of successful candidates, or on facilitating their success past the incubation cycles.
- 3. Support EdTech trials with specific resources and expertise**

All DLSG members will be invited to contribute with recommendations on specific resources to be included in the IMPACT EdTech 'Catalogue of DLSG resources' to support the EdTech trials' progression through the incubation cycle. This catalogue of resources will include studies, statistics, educational resources, recommendations and guidelines and will be enriched and made available to all parties involved in the project.



## The Digital Learning Stakeholders Community

Over the duration of the project, other stakeholder groups, including those directly involved in the project activities may be invited to participate in an extended community, associated with the DLSG. The DLSG Community will act as the overarching space for interaction and exchange between the DLSG members and other key stakeholders that are taking part in the activities of the project or have a keen interest in following closely the progress and results of the project. Even though the members of the community will not take part in regular discussions in the same way as the DLSG members, they will be among the first to be informed on the latest project activities and updates and might also be called upon to consult on specific subjects or questions.

The aim of the community will be to keep all actors of the project regularly and equally informed, without compromising the effectiveness of the smaller DLSG. It will also provide all participants with the chance to get to know other integral members of the project's network and learn from each other. A dedicated space in the FundingBox Spaces (<https://fundingbox.com/products/spaces>) community management tool will be created where all stakeholders of the community will be able to exchange in a protected environment.

## Online communication channels

### The Impact EdTech Website

The website of the project will be launched by the end of M4 and hosted at the following domain: [www.impactedtech.eu](http://www.impactedtech.eu)

ISDI will design and set up the EdTech website in English, which will become the main information hub for the project activities. The IMPACT EdTech website will be linked with the EUN-lead [European Schoolnet website](#) and [Future Classroom Lab \(FCL\) platform](#), as well as the FBA Platform used for communication amongst the DLSG members and management of Open Calls. The website will consist of three main parts:

- Project information, consortium and blog zone to update relevant activities
  - General information about upcoming project activities (open calls, etc.)
  - Event Participation Information, etc.
  - The Impact EdTech Communications Toolkit
- Open Call
  - Challenges
  - Eligibility of the applicants and any other information related with the open call
- Community
- Contact Us

- Social Media connection

The launch of the website will be promoted through partners' social media channels and their relevant networks. In addition, all partners will publish relevant content in their respective websites, include the website URL in presentations about the project and in articles presenting project updates. Whenever possible, partners will have a dedicated page about IMPACT EdTech or a blurb about the project on the webpages of their organisations.

## Social media

A strong Social Media campaign, managed by ISDI, will be designed to integrate Owned Media (Facebook, Twitter, LinkedIn and YouTube), Paid Media (the vision will be led internally but paid services will be used for marketing automation, among others) and Shared Media (disposing of Partners' social media channels). A "highly effective impressions" strategy will be adopted, by using the different channels for specific targets/objectives (Growth Hacking strategies). IMPACT EdTech will apply this strategy by following the "growth hacking funnel", illustrated in Figure 4, which will guide users towards a particular goal (signup, checkout, etc.) and to set priorities (conversion rates from one level of the funnel to the next).

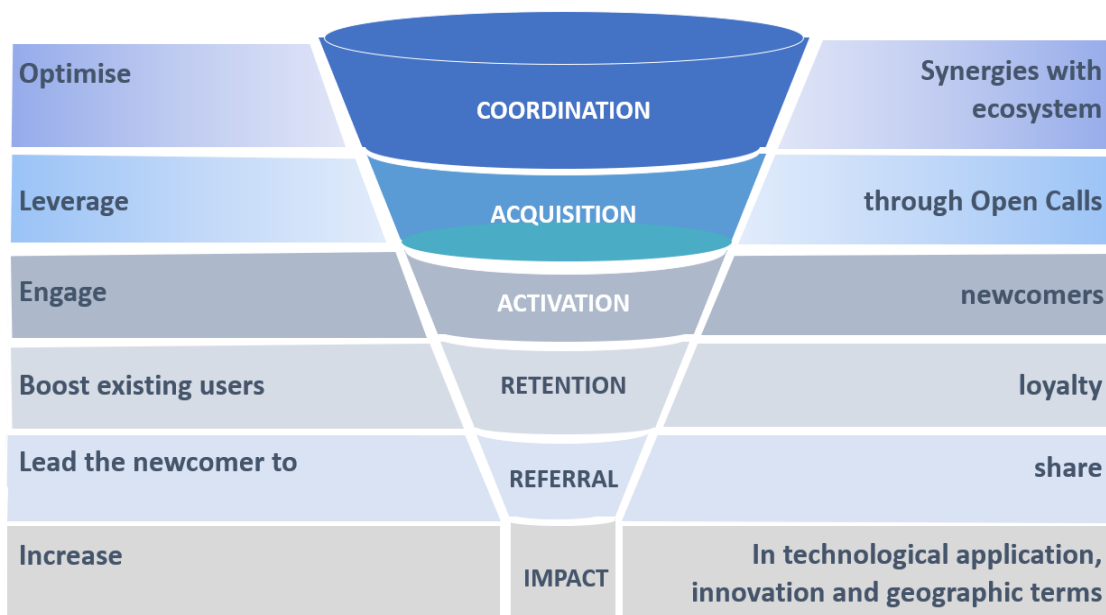


Figure 4: IMPACT EdTech Growth Hacking Strategy

Led by ISDI, the social media strategy will focus on the most effective and current trends. Moreover, the project's social network will not disseminate content, but will also be used to listen to the audience and adapt to their feedback. Another strategy to be implemented by IMPACT EdTech is working with social media influencers. Social media influencers are social media users who have established credibility in a particular

category, who create content on a daily basis and build large communities with thousands of loyal followers.

Dedicated Facebook, Twitter and LinkedIn accounts have been created for the project. For the dissemination of YouTube content, ISDI will use the already established IMPACT Accelerator YouTube channel. The main uses for each channel are outlined in Table 2.

*Table 2: IMPACT EdTech social media channels*

Channel	URL	Strategic use
Impact EdTech Facebook page	<a href="https://www.facebook.com/IMPACTEdTech">https://www.facebook.com/IMPACTEdTech</a>	Gain main traffic stream to the Community.
Impact EdTech Twitter page	<a href="https://twitter.com/IMPACTEdTechEU">https://twitter.com/IMPACTEdTechEU</a>	Establishing IMPACT EdTech as experts in CE arena. Increase online visibility. Reach out innovative SMEs and communicating with them 1:1.
Impact EdTech LinkedIn page	<a href="https://www.linkedin.com/showcase/impactedtech">https://www.linkedin.com/showcase/impactedtech</a>	Influence whole market; Attract decision makers.
Impact Accelerator YouTube account	<a href="https://www.youtube.com/channel/UCIOQoA-ZfMxthBICl1hIDww">https://www.youtube.com/channel/UCIOQoA-ZfMxthBICl1hIDww</a>	Create, maintain and share a library of videos produced during IMPACT EdTech.

## Promotional materials

### Communication Toolkit

The project communication team (ISDI, with support from EUN) will gradually develop a communication toolkit available to the consortium to ensure that the look and feel of IMPACT EdTech is consistent and impactful. The toolkit will be used consistently across the project to boost the project's visibility to EdTech entrepreneurs and start-ups, education experts, investors, educational authorities and other stakeholders. The Communication Toolkit will be available on the project website and shared on social media.

The toolkit will include the following items:

- Branding style guidelines (included in Annex 1)
- Roll-up design, flyers, banners and other communication design items.

- A value proposition targeting national and regional educational authorities to describe briefly and clearly the benefits of engaging with the project and how they can contribute to its success.
- Templates for slideshow presentations and documents' production

## Newsletter and success stories

ISDI will coordinate the production of the IMPACT EdTech newsletter, announcing key project activities to relevant audiences. 10 newsletters will be produced over the course of the project, one after each project milestone, to raise awareness on the results and the opportunities that IMPACT EdTech offers, summarising project activities, disseminating the open call results, sharing the EdTech start-ups success stories, etc.

Relevant and enticing success stories about the project's SME beneficiaries will be created, with great potential for media publication. Establishing relationships with the media and publishing success stories through trustable and credible channels are essential in reaching out to a more diverse audience, past the direct target groups described in the first sections of this document.

In addition, press releases announcing key project milestones or success stories from project events will be distributed to national and regional media linked to the project partners, as well as to specialised e-journals such as [EdSurge](#).. A total of 5 press releases at EU level and a total of 8 local press releases (1 per country & batch) are expected over the lifetime of the project.

## Events

### Targeted dissemination in milestone-related events

As indicated in the DoA, a number of events will be organised by project partners to support the dissemination of the two Impact EdTech Open Calls.

- **InfoDays.** To inform SMEs in prioritised verticals about the open calls, IMPACT EdTech will organise 8 Info Days. 1 InfoDay per Open Call will be organised in all countries where the consortium has local presence: ISDI (Spain), EUN (Belgium), FBA (Poland, Denmark). For the sake of effectiveness, Info days could be organised in the framework of bigger events which already cover the main target audiences for the Open Calls: EdTech disruptors (entrepreneurs, start-ups, innovative SMEs); National and regional educational authorities in charge of innovation and ICT in education and SMEs Intermediaries.
- **InfoCorners** will be organised in world-class events to promote the Open Calls on the occasion of relevant Top EU Events for EdTechs, such as EdTechxEurope, BETT show or IATED International Conferences, where ISDI will participate to

pitch the project and distribute information about the Open Call. IMPACT EdTech will cover 4 Top-events (2 per Open Call). A comprehensive list of EdTech events happening over Europe during 2020, including relevant events from the project partners which could be exploited for the Open Call 1 is included in Annex 3.

- **Webinars/Live Q&A.** For each Open Call, FBA will organise 3 web-based info sessions to disseminate the open call (Total: 6). The agenda will include a brief presentation of the project, the open call requirements and a slot for Proposers' time, where potential applicants can present their project ideas and look for partners. The sessions will be recorded for participants to be able to play the web-stream video recording at any time, and at least one of them will be made available on the website. ISDI will also consider holding up to 2 webinars per each Open Call.

In addition to the events aiming to disseminate the Open Calls, EUN will organise two **'best-in-class gatherings'**, bringing together 'Best-in-Class' EdTech Trials from each incubation cycle, Ministry of Education (MoE) representatives and other relevant stakeholders to explore eventual cooperation opportunities. These two meetings, that may happen in conjunction with major partners' events, will be an opportunity for the most promising solutions to be properly appreciated by MoEs, who may be interested in exploring further partnership or endorsing promising EdTech start-ups.

### Dissemination in other related events

In addition to the events already included in the DoA, the IMPACT EdTech partners will take opportunities to pitch or spread information about the project in relevant events which they usually attend or organise. These 'unplanned' dissemination opportunities will be coordinated and monitored at the consortium level, in order to ensure the best possible use of available opportunities.

## Promotion through other existing channels

The Impact EdTech project partners will use their own corporate communication channels to boost the project's communication efforts at national and local level. An overview of the main corporate communications channels can be found in Table 3 and further detailed in this section.

Table 3: Partners' communications channels

Name	Website	Newsletter	Twitter	Facebook	LinkedIn
EUN	<a href="http://www.eun.org">http://www.eun.org</a> <a href="http://fcl.eu.n.org/">http://fcl.eu.n.org/</a>	<a href="#">Policy newsletter</a> <a href="#">Teachers newsletter</a> <a href="#">FCL newsletter</a>	<a href="#">@eu_scho</a> <a href="#">olnet</a> <a href="#">@fcl_eusc</a> <a href="#">hoolnet</a>	<a href="#">@european.scho</a> <a href="#">olnet</a> <a href="#">@futureclassroo</a> <a href="#">mlab</a>	<a href="https://www.linkedin.com/company/29661/">https://www.linkedin.com/company/29661/</a>
ISDI	<a href="https://www.isdi.education/en#">https://www.isdi.education/en#</a>	7,000+ subscribers	<a href="#">@ISDI_edu</a>	<a href="#">@isdi.education</a>	<a href="https://www.linkedin.com/school/isdi/?originalSubdomain=en">https://www.linkedin.com/school/isdi/?originalSubdomain=en</a>
FBA	<a href="https://fundingbox.com/">https://fundingbox.com/</a>	15,000 registered users	<a href="#">@FundingBox</a>	<a href="#">@FundingBoxAccelerator</a>	<a href="https://www.linkedin.com/company/the-funding-box-group-s-l-/?originalSubdomain=en">https://www.linkedin.com/company/the-funding-box-group-s-l-/?originalSubdomain=en</a>

## The use of EUN's corporate channels

Information about IMPACT EdTech will be published on [European Schoolnet's main website](#), featuring the project logo on the homepage, providing a dedicated project description page, and promoting the project's major developments as they occur through the website's news section (e.g. concerning project milestones). In 2019, the European Schoolnet website attracted 128,768 unique visitors and had 405,071 page views.

Other EUN communication channels including **two monthly newsletters** (one targeting policy makers, and one targeting teachers) and the organisation's **social media channels** (Facebook, Twitter, YouTube, and LinkedIn) will also be used to promote IMPACT EdTech activities and news.

As of January 2020, the EUN Facebook had 22,516 likes, Twitter: 22,700 followers, YouTube: 2,095 subscribers, LinkedIn: 4,085 followers, EUN Teachers' Newsletter: 6,887 subscribers and Policy Newsletter: 1,283 subscribers.

Finally, European Schoolnet will promote the resources and milestones of the project through **on-going initiatives** such as the Future Classroom Lab or through relevant Ministries of Education working groups the organisation is coordinating.

## The use of ISDI's corporate channels

IMPACT EdTech will be broadcasted in the following channels owned by ISDI:

- ISDI Accelerator website
- ISDI Accelerator weekly newsletter with 7,000+ subscribers
- IMPACT Accelerator Twitter 4,732 followers
- IMPACT Accelerator LinkedIn page 2,920 members
- ISDI Accelerator Twitter 235 followers
- ISDI Accelerator LinkedIn page 476 members

Apart from the ISDI Accelerator channels, main breakthroughs will also be broadcasted via ISDI's corporate channels:

- ISDI Twitter of 10k followers
- ISDI Website
- ISDI LinkedIn of 26,433 members

## The use of FBA corporate channels

IMPACT EdTech will be also featured on the FundingBox main website and FundingBox Community, where information about the project's major developments and funding and acceleration opportunities will be included. The community currently amounts to 24,000 members.

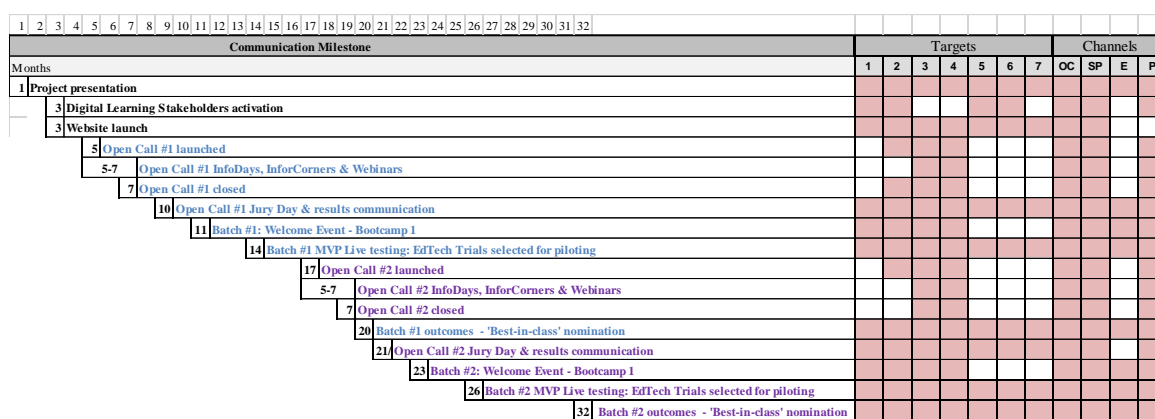
FBA publishes two monthly newsletters targeting start-ups and tech SMEs, reaching out to 15,000 subscribers, focusing on corporate overview with featured success stories and funding opportunities and highlighted events. As of January 2020, FBA Facebook had 4,400 likes, Twitter: 3,100 followers, and LinkedIn: 2,800 followers.

Finally, FBA will promote the resources and milestones of the project through its tech communities of its on-going projects.

# Communications Action Plan

## Action Plan

In order to translate the IMPACT EdTech overall communications approach into an implementable schedule, the IMPACT EdTech consortium will implement a step-by-step action plan, defining the key communications milestones, actions, channels and target audiences, while allocating responsibilities. A schematic representation of the main project communication milestones was put forward at the project proposal stage. The reviewed planning is included in Figure 5 below:



**Targets:** (1) Education & Digital Learning Experts; (2) National and regional authorities in charge of innovation and ICT ;(3) SMEs Intermediaries; (4) EdTech disruptors (entrepreneurs, startups, innovative SMEs); (5) Investors & Corporates; (6) Early Adopters, Education & Training Markets; (7) General Public  
**Channels:** (OC) Online Channels (including mainstream and social media, website); (SP) Supporting Partners; (E) Events; (P) Promotional Materials

Figure 5: The IMPACT EdTech communication and dissemination timeline

Based on the timeline illustrated in Figure 5, Table 4 details the action plan for the IMPACT EdTech communication and dissemination activities. This action plan will be reviewed by M15 and corrective actions will be applied as necessary.

Table 4: IMPACT EdTech - Communications Action Plan

Date	Milestone	Leader	Part.	Actions	Channel <sup>5</sup>	Audience <sup>6</sup>
<b>M3: February 2020</b>	DLSG group setup	EUN	Consortium partners	To be publicised regularly until the end of the project through EUN and partners' channels	OC, SP, P	(1), (2), (5), (6)
<b>M3: February</b>	Release of the IMPACT	ISDI	Consortium partners	Website: - Links to the partners'	OC, SP	(1), (2), (3), (4), (5), (6),

<sup>5</sup>**Channels:** (OC) Online Channels (including mainstream and social media, website); (SP) Supporting Partners; (E) Events; (P) Promotional Materials

<sup>6</sup> **Target audience:** (1) Education & Digital Learning Experts; (2) National and regional authorities in charge of innovation and ICT ;(3) SMEs Intermediaries; (4) EdTech disruptors (entrepreneurs, startups, innovative SMEs); (5) Investors & Corporates; (6) Early Adopters, Education & Training Markets; (7) General Public



Date	Milestone	Leader	Part.	Actions	Channel <sup>5</sup>	Audience <sup>6</sup>
2020	EdTech website and social media channels			relevant websites (page/blurb); articles on partners' channels; - Information through existing partner networks Social media (Facebook, Twitter, LinkedIn, YouTube channels set up): Like, share, add them to partner's channels		(7)
M5: April 2020	Release of the first IMPACT EdTech newsletter	ISDI	Consortium partners	Information through existing partner networks and publicised regularly	OC, SP	(1), (2), (3), (4), (5), (6), (7)
M5: April 2020	Launch of Open Call #1	ISDI	Consortium partners	Announcement on the H2020 participants portal (FBA) News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All) Targeted information to DLSG members and existing networks (All)	OC, SP, P	(2), (3), (4)
M5-M7: April-June 2020	Open Call #1 live	ISDI	Consortium partners	1 InfoDay per Open Call in all countries where the consortium has local presence: ISDI (ES), EUN (BE), FBA (PL, DK) 2 InfoCorners in world-class events (ISDI) 3 Webinars/Live Q&A organised before the Open Calls deadline (FBA) Associated	OC, SP, E, P	(3), (4)

Date	Milestone	Leader	Part.	Actions	Channel <sup>5</sup>	Audience <sup>6</sup>
				dissemination to target audiences of the Info Days, Info Corners and Live webinars (All)		
<b>M8: July 2020</b>	Open Call #1 closed	ISDI	Consortium partners	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, P	(2), (3), (4)
<b>M10: September 2020</b>	Jury Day #1 and communication of results	ISDI	Consortium partners, SME beneficiaries in the Jury day	Event-related communication during the Jury Day and communication of results (ISDI, All)	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
<b>M11: October 2020</b>	Cycle #1: Bootcamp 1 (Idea validation & mentoring unveiling)	ISDI	Consortium partners, SME beneficiaries, mentors	News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All) Interview of mentors and disruptors	OC, SP, E, P	(1), (2), (3), (4)
<b>M14: January 2021</b>	Cycle #1: MVP Live Testing	ISDI	Consortium partners, SME beneficiaries, mentors	News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All)	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
<b>M15: February 2021</b>	Cycle #1: Bootcamp 2 (Testing, marketing and partnership s)	ISDI	Consortium partners, SME beneficiaries, mentors	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, E, P	(1), (2), (3), (4)
<b>M17:</b>	Launch of	ISDI	Consortium	Announcement on the	OC, SP, P	(2), (3), (4)

Date	Milestone	Leader	Part.	Actions	Channel <sup>5</sup>	Audience <sup>6</sup>
<b>April 2021</b>	Open Call #2		partners	H2020 participants portal (FBA) News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All) Targeted information to DLSG members and existing networks (All)		
<b>M17-19: April-June 2021</b>	Open Call #2 live	ISDI	Consortium partners	1 InfoDay per Open Call in all countries where the consortium has local presence: ISDI (ES), EUN (BE), FBA (PL, DK) 2 InfoCorners in world-class events (ISDI)	OC, SP, E, P	(3), (4)
<b>M19: June 2021</b>	Open Call #2 closed	ISDI	Consortium partners	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, P	(2), (3), (4)
<b>M20: July 2021</b>	Batch #1: Best-in-class nomination	ISDI	Consortium partners	Growth hacking, articles on IMPACT EdTech and partners' websites and social media channels to disseminate 'Best-in-Class' EdTech Trials success stories to media and different target audiences	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
<b>M21: August 2021</b>	Open call #2: Jury day and results communication	ISDI	Consortium partners, SME beneficiaries	Event-related communication during the Jury Day and communication of results (ISDI, All)	OC, SP, P	(1), (2), (3), (4), (5), (6), (7)
<b>M23: October 2021</b>	Batch #2: Bootcamp 1	ISDI	Consortium partners, SME beneficiaries	News item on the IMPACT EdTech website and dissemination through	OC, SP, E, P	(1), (2), (3), (4)

Date	Milestone	Leader	Part.	Actions	Channel <sup>5</sup>	Audience <sup>6</sup>
			s, mentors	official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All) Interview of mentors and disruptors		
<b>M26: January 2022</b>	Batch #2 MVP Live testing: EdTech Trials selected for piloting	ISDI	Consortium partners, SME beneficiaries, mentors	News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All)	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
<b>M27: February 2022</b>	Cycle #2: Bootcamp 2 (Testing, marketing and partnership s)	ISDI	Consortium partners, SME beneficiaries, mentors	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, E, P	(1), (2), (3), (4)
<b>M32: July 2022</b>	Batch #2 outcomes: Best-in-class nomination	ISDI	Consortium partners	Growth hacking, articles on IMPACT EdTech and partners' websites and social media channels to disseminate 'Best-in-Class' EdTech Trials success stories to media and different target audiences	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)

## Success indicators

The evaluation of the IMPACT EdTech communications plan will be carried out on a monthly basis by the EUN Communication team, with the support of the project partners. Evaluation efforts will summarise and analyse the impact of each communication action carried out in a given reporting period and – if necessary – propose adjustments to the communication strategy and the specific actions planned. The measures to evaluate the

effectiveness of the IMPACT EdTech communications include:

### Regularly monitored indicators:

- Web traffic metrics/Google analytics (number of sessions, number of visitors, average session duration)
- Number of articles published about the project in newsletters, number of subscribers to the newsletters
- Number of outreach and dissemination activities carried out by project partners
- Social media monitoring
- Number of communication toolkit downloads
- Number of articles/mentions of the project on third-party websites

The impact of each communications activity will be determined by the level of increase (or decrease) of particular metrics: the higher and steeper the increase, the greater impact of the particular activity.

To measure communication and dissemination progress and impact at the project level, a number of quantifiable KPIs have been established as per the description of work. The values in Table 5 below state the expected number of new visitors, subscribers, visualisations, etc. for each activity over the course of the project:

Table 5: Expected KPIs

Communication activities	Partner	Timing	Expected KPIs at the end of the project
Website	ISDI	M2 onwards	Over 15,000 visitors
Communication materials (Communication templates, logo, flyers, brochure & poster)	ISDI	M2 onwards	~ 3,000 brochures/ flyers/ posters distributed / downloaded from website
Facebook, Twitter, LinkedIn, YouTube & Open Call Spaces Group	ISDI/FBA	Continuously	Over 2,000 Twitter followers; over 500 on the others
Newsletters	ISDI	After each milestone	10 Newsletters; one after each milestone
Growth Hacking Strategies	ISDI	Continuously	+75,000 impacts within EdTech, Digital Learning & NGI communities
Press releases	ISDI/ Event owners	After key milestones & national/ international events	5 Press Releases at EU level and 8 Local Press Releases (1 per country & batch)
Media appearances	All	Continuously	Over 12 media appearances (6 at EU level and 2 per partner)

Communication activities	Partner	Timing	Expected KPIs at the end of the project
IMPACT EdTech InfoDays	All	During the 3 months each call is open	8 events (1 per country and batch) ~ 250 attendees
IMPACT EdTech Webinars	FBA	During the 3 months each call is open	6 live Webinars; + 600 YouTube Views

The quality of the communication and dissemination activities carried out in the first half of the project will be assessed by M15 by EUN, with the contribution of all partners. Project partners will be provided with reporting templates and instructions on how to report on their outreach and dissemination activities.

This reporting procedure shall inform the project reach and feedback and will include:

- **Actions and reach:** Partners report back a list of all the actions and reached target.
- **Press coverage:** Partners report back on local press coverage to indicate the effect of communication and dissemination, measuring the relation between the messages and their perceptions. The result will indicate the interest demonstrated and can be used to adjust the strategy if needed.
- **Feedback:** Feedback from events and meetings will be registered by the partners, and any adjustments that need to be made will be considered. Feedback can help to evaluate the quality of the project outcomes, reveal or confirm stakeholder's needs, visions and understandings of any given matter, measure the impact and indicate whenever a change need to me made.

All partners will be required to report regularly on the communication and dissemination actions taken and numbers reached, in order to coordinate communications efforts across the consortium and create synergies among the partners' communication actions.

## Potential risks/barriers and solutions/approaches

IMPACT EdTech may face certain risks or barriers from a communication point of view. Major foreseen risks/barriers, together with effective responses have been identified since the beginning of the project (listed in Table 6). These risks, together with others identified over the duration of the project, will be consistently monitored by the Impact EdTech Communications Manager, who will put forward corrective actions and mitigation measures at the consortium level.

Table 6: IMPACT EdTech risks/barriers and solutions/approaches

Internal Risks/ barriers	Solutions / approaches
<i>Number of eligible applicants to the open calls is too low.</i>	If the reception of proposals is lower than expected, the dissemination activities will be increased (increased online dissemination, active involvement of Digital Learning Stakeholders, new InfoDays and Webinars...).
<i>Very few eligible projects proposing solutions for children and K12 education.</i>	In case a low proportion of K12 are selected in Open Call 1, the dissemination strategy and open call requirements for Open Call 2 will be revised, in order to reach more high-quality disruptors having prototypes directed to K12 Education Level. Call requirements that might have affected the results of first call will be revised too.
<i>Ensuring effective coordination of communication activities across the diverse consortium.</i>	Intensive dialogue with the communication teams. Clear communication and transparency on the tasks and internal management of expectations. Regular feedback among the partners to create positive dynamics. Rely on the communication group to align communication activities.
<i>Branding and messages not coherently adopted across the consortium.</i>	Clear guidelines are shared with partners. Files are shared in various formats and are accessible to all. The project branding and key messages give room for adaptation in the different languages.
<i>Difficulties in reaching people for the local events and activities of the project.</i>	Each partner should create content on social media related to the event or activity when they are implemented in their country.

## Conclusion

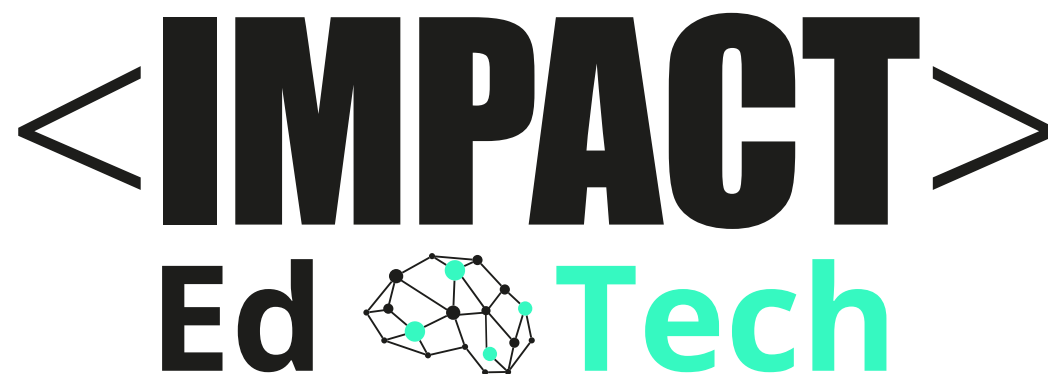
Effective, well-managed and organised communication is essential to the success of IMPACT EdTech. This document addresses the key aspects of dissemination and communication activities, specifies target audiences and messages, describes tools and channels and defines key performance indicators for its evaluation.

D1.1 puts describes the main communication strategy which will be used in the IMPACT EdTech project and puts forward a clear communication and dissemination plan which carefully lays out the main dissemination activities undertaken by the project, while remaining flexible enough to be able to adapt as necessary in accordance with how the project evolves. To this end, this plan will be updated in M15 and submitted as D1.2, benefitting from one year of experience in the project, to ensure that the activities and measures planned remain relevant and appropriate in content and timing, and that the key messages are updated as necessary.

## List of Annexes

<b>Annex 1:</b> The Impact EdTech Identity Manual
<b>Annex 2:</b> The DLSG Engagement Strategy
<b>Annex 3:</b> List of relevant events





# CORPORATE IDENTITY MANUAL



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871275. Neither the European Commission (EC) nor any person acting on behalf of the Commission is responsible for how the following information is used. The views expressed in this document are the sole responsibility of the authors and do not necessarily reflect the views of the EC.



# ● INTRODUCTION

Below, the **EdTech brand** is standardised and the common elements that constitute its new visual identity are established.

It is important to underscore the need to correctly and meticulously apply these basic design norms to ensure that the identity prevails.

The users of this manual are invited to become the main promoters of EdTech's new image, assimilating the values presented here and applying their own criteria with the necessary discipline to build a solid, consistent global image.

A decorative graphic on the left side of the slide, consisting of a network of black dots connected by thin black lines, forming a complex, web-like structure. One dot is highlighted with a solid teal circle.

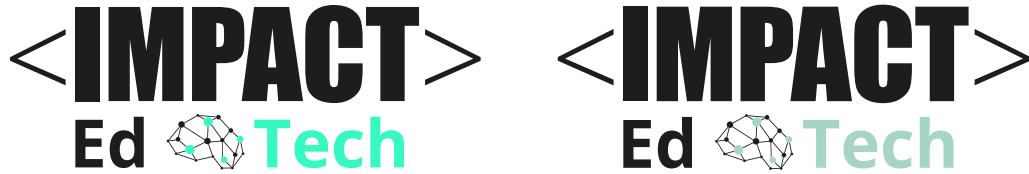
## LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



RGB

CMYK



### Primary Logo

This is the positive version which we will use as the principal logo

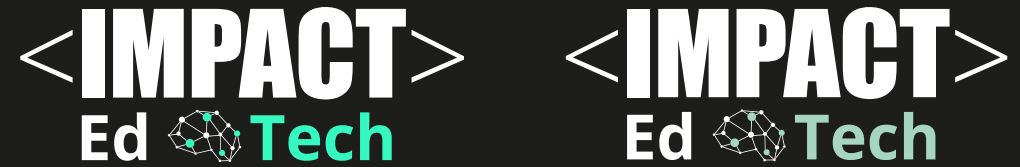


### Exceptional Version

We can use a full black/white logo version with exceptional backgrounds like colorful images which complicate the visibility of the logo

RGB

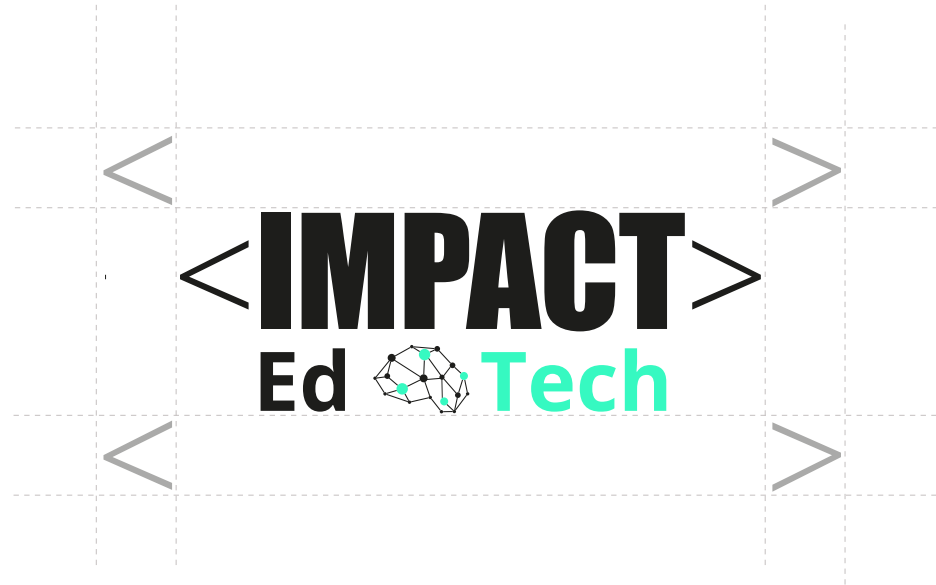
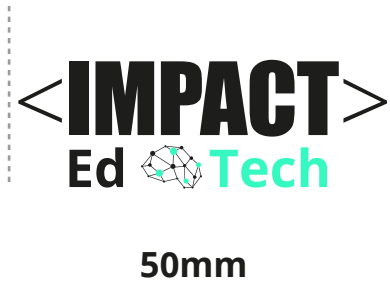
CMYK



### Secondary Logo

This is the negative version which we will use with black background





### Brand Visibility

The IMPACT EdTech logo can be reproduced at any size bigger than 50mm wide, without losing its image quality, as long as it is in vector format. Note that the logo must always be scaled proportionally to its height and width.

A decorative graphic on the left side of the page consisting of a network of black dots connected by thin black lines, forming a complex web-like structure.

# ● THE EC BRANDING

The European Union emblem (flag) and the correct disclaimer must be used in conjunction with the IMPACT EdTech logo.



## **Disclaimer excluding the Commission responsibility:**

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## **More information:**

[https://ec.europa.eu/info/resources-partners/european-commission-visual-identity\\_en](https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en)



## COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.



## BLACK

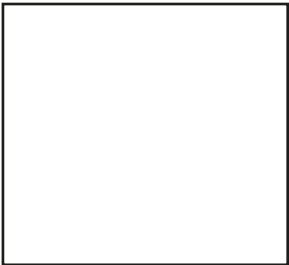
The corporate colours are black and white. Their exact use depends on the media in question.

**RGB:** 0/0/0

**CMYK:** 0/0/0/100

**HEX:** #000000

---



## WHITE

The corporate colours are black and white. Their exact use depends on the media in question.

**RGB:** 255/255/255

**CMYK:** 0/0/0/0

**HEX:** #FFFFFF

---



## GREEN

The secondary colour is green, which is applied to complement the main colours.

**RGB:** 54/249/193

**CMYK:** 40/0/29/0

**HEX:** #36F9C1





## TYPOGRAPHY

The primary typeface is **Open Sans** with a secondary **Impact** to complement the primary and use it for titles.

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Open Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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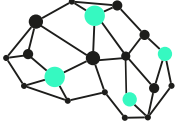
**IMPACT**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

# <IMPACT>

Ed  Tech



# The Digital Learning Stakeholders Group

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## About Impact EdTech

The IMPACT EdTech project (December 2019 - July 2022), will establish a start-up incubator-accelerator helping European SME digital education innovators to bring innovative digital learning solutions into the market. With funding from the H2020 programme of the European Commission, the project will particularly focus on developing new solutions that can contribute to extending personalised and inclusive educational models that support the development of the skills relevant in today's world. IMPACT EdTech will address: (A) school (K12) EdTech solutions; (B) Business to Consumer (B2C) content-based solutions open to any age group and/or level of education.

IMPACT EdTech is coordinated by European Schoolnet. The backbone of the project is a small-sized consortium of 3 experienced partners, with complementary expertise:

- High Open Call Management expertise by [FundingBox](#)
- Proven Business Acceleration methodology by [ISDI](#)
- Future Classroom Lab validation methodology for new K12 ICT solutions and wide network of education stakeholders by [EUN](#)

## About the Digital Learning Stakeholders Group

In order to assist the project, IMPACT EdTech will establish a **Digital Learning Stakeholder Group** (DLSG) early in 2020, to include educational policy makers, digital learning experts, and other stakeholders who will collectively work to provide feedback and support to: the funded project partners; the SME companies whose new solutions will be incubated and developed during the project; and the end users who will be involved in validating these new solutions.

By participating in the DLSG, members will have an **opportunity** to:

- support the development of cutting-edge digital learning solutions with a significant potential to impact education in areas of need
- be among the first to learn about new tools, platforms and solutions developed by SMEs in different countries which can contribute to solving the most relevant educational challenges for today's society
- contribute to shaping the digital education agenda at the European level

## Level of commitment

The DLSG membership is voluntary. DLSG members will be engaged from their selection until the end of the project (July 2022), with the expected estimated involvement of approximately 3 days per year.

The normal work of DLSG members will involve mainly online exchanges and occasional online meetings. During the project, when relevant, a limited number of places will be reserved for DLSG members to participate in key technical events.

## Composition

The **DLSG** will **begin in February 2020 with a restricted number of participants** of each Impact EdTech stakeholder group from the three project partners. Table 1 below illustrates the DLSG membership targets during the first half of the project. Mid-project, the DLSG strategy and engagement targets will be re-evaluated in order to take corrective actions in preparation for the Cycle 2 incubation.

*Table 1: DLSG targets during the first half of Impact EdTech*

Impact EdTech stakeholder group	DLSG	Responsible
Ministry of Education representatives	4	EUN
Industry partners	4	EUN
Technology-enhanced learning research actors (Higher Education Institutions, Research and Technology Organisations, Digital Innovation Hubs, etc.)	3	ISDI
Representatives of users of online learning solutions belonging to the target groups most directly affected by inclusive quality education for all strategies (i.e. people with disabilities, children with special needs)	3	EUN/ISDI
Publishers	2	EUN/ISDI
Educational institutions, both K12 establishments and other establishment such as HEIs (especially those offering online learning).	4	EUN
Providers of online training and/or digital content for education and learning.	2	ALL
Mid-Caps and Corporates active in education markets keen to close deals with and/or invest in EdTechs	4	ISDI, FBA
Other potential EdTech investors	4	ALL
<b>Total number</b>	<b>30</b>	

## Role

The aim of this group is to enable dialogue between key stakeholders and ensure that Impact EdTech fosters the expertise of relevant groups at key timings in the project.

Specifically, the DLSG members will play an active role in the following areas:

- 1. Dissemination.** The DLSG will support the dissemination of Impact EdTech activities (such as consultation processes launched by the Impact EdTech consortium in providing the criteria for the selection of the participating SMEs), and in particular the dissemination of the Impact EdTech Open Calls.

- 2. Consultation:** The DLSG

members will be consulted at various stages of the project and according to their expertise in areas such as: the definition of evaluation criteria for SMEs, validation of actions, SME progress through the various stages of the incubation cycles or as advisors in the selection of successful candidates, or on facilitating their success past the incubation cycles.

### 3. Support EdTech trials with specific resources and expertise

All DLSG members will be invited to contribute with recommendations on specific resources to be included in the Impact EdTech 'Catalogue of DLSG resources' to support the EdTech trials' progression through the incubation cycle. This catalogue of resources will include studies, statistics, educational resources, recommendations and guidelines and will be enriched and made available to all parties involved in the project.

## Organisation

EUN will animate the DLSG with the support of an advisor. Members will be invited to join the FundingBox Spaces (<https://fundingbox.com/products/spaces>) community management tool, where they will engage in regular online exchanges.

The FundingBox Spaces allows both **private discussions** (for example, to get feedback on priorities for the future calls, to collect information on the EdTech start-up sector in different countries, etc.) and **more open interactions**, facilitating the dialogue among key project stakeholders.

Regular project updates will be shared with the DLSG group to ensure they are kept informed on the latest developments and milestones of the project. Whenever needed, targeted discussions will be initiated by EUN and its partners within **private discussion groups**. Participating in those thematic discussions may require DLSG members to respect project confidentiality procedures in order not to distort any selection for the future EdTech start up submissions.

## The Digital Learning Stakeholders Community

Over the duration of the project, other stakeholder groups, included those directly involved in the project activities, such as the educational and business mentors of the pilots, participating institutions (e.g. schools taking part in the pilots), teachers, and ethics experts, etc. may be invited to participate in an extended community, associated with the DLSG as illustrated in Figure 1.

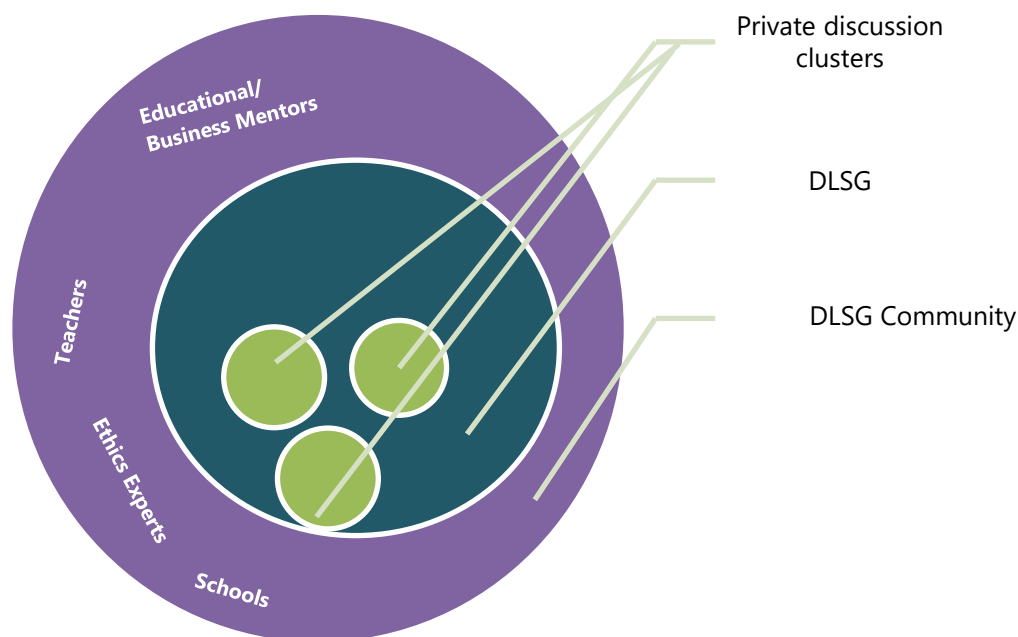


Figure 1: The DLSG community structure

The DLSG Community will act as the overarching space for interaction and exchange between the DLSG members and other key stakeholders that are taking part in the activities of the project or have a keen interest in following closely the progress and results of the project. Even though the members of the community will not take part in regular discussions in the same way as the DLSG members, they will be among the first to be informed on the latest project activities and updates and might also be called upon to consult on specific subjects or questions.

The aim of the community will be to keep all actors of the project regularly and equally informed, without compromising the effectiveness of the smaller DLSG. It will also provide all participants with the chance to get to know other integral members of the project's network and learn from each other. A dedicated space in the FundingBox Spaces (<https://fundingbox.com/products/spaces>) community management tool will be created where all stakeholders of the community will be able to exchange in a protected environment.

## The DLSG membership

### The DLSG

The DLSG will be formed **by the end of February 2020**, following invitations launched by the Impact EdTech partners to specific contacts in their networks.

### The DLSG Community

Relevant stakeholders will be invited by the members of the Impact EdTech consortium to join the DLSG community, which will be expanded progressively, depending on those stakeholders' involvement in the project activities.



## Annex 3: List of relevant events

Event Name	Start Date	End Date	Organizer	Website	Location
<b>BETT</b>	22-01-2020	25-01-2020	Third Party	<a href="https://www.bettshow.com/">https://www.bettshow.com/</a>	London, UK
<b>Mindtrek</b>	28-01-2020	30-01-2020	Third Party	<a href="https://www.mindtrek.org/2020/">https://www.mindtrek.org/2020/</a>	Tampere, Finland
<b>The Future of Higher Education – Bologna Process Researchers' Conference (FOHE-BPRC4)</b>	29-01-2020	31-01-2020	Third Party	<a href="http://fohe-bprc.forhe.ro/">http://fohe-bprc.forhe.ro/</a>	Bucarest, Romania
<b>Learning Technologies</b>	12-02-2020	13-02-2020	Third Party	<a href="https://www.learningtechnologies.co.uk/">https://www.learningtechnologies.co.uk/</a>	London, UK
<b>YOMO</b>	25-02-2020	29-02-2020	Third Party	<a href="https://www.mwcyomo.com/en/">https://www.mwcyomo.com/en/</a>	Barcelona, Spain
<b>INTED2020</b>	02-03-2020	04-03-2020	Third Party	<a href="https://iated.org/inted/">https://iated.org/inted/</a>	Valencia, Spain
<b>Expo Learning</b>	05-03-2020	06-03-2020	Third Party	<a href="https://www.expoelearning.com/">https://www.expoelearning.com/</a>	Madrid, Spain
<b>e-learning expo</b>	17-03-2020	19-03-2020	Third Party	<a href="http://www.e-learning-expo.com/">http://www.e-learning-expo.com/</a>	Paris, France
<b>European Education Festival</b>	19-03-2020	20-03-2020	Third Party	<a href="https://www.ibo.org/europe/an-education-festival-warsaw-2020/">https://www.ibo.org/europe/an-education-festival-warsaw-2020/</a>	Warsaw, Poland
<b>Learning 2 Europe</b>	19-03-2020	21-03-2020	Third Party	<a href="https://www.learning2europe.org/">https://www.learning2europe.org/</a>	Munich, Germany
<b>EUN Innovation Forum</b>			IEdTech Partner		
<b>ICBDE20</b>	01-04-2020	03-04-2020	Third Party	<a href="http://www.icbde.org/">http://www.icbde.org/</a>	London, UK
<b>2020 EUA Annual Conference</b>	16-04-2020	17-04-2020	Third Party	<a href="https://www.eua.eu/events/94-2020-eua-annual-conference.html">https://www.eua.eu/events/94-2020-eua-annual-conference.html</a>	Gdansk, Poland

Event Name	Start Date	End Date	Organizer	Website	Location
<b>THE Innovation and Impact Summit</b>	22-04-2020	24-04-2020	Third Party	<a href="https://www.kth.se/en/aktuellt/the/the-innovation-and-impact-summit-2020-1.934401">https://www.kth.se/en/aktuellt/the/the-innovation-and-impact-summit-2020-1.934401</a>	Stockholm, Sweden
<b>CSEDU 2020</b>	02-05-2020	04-05-2020	Third Party	<a href="http://www.csedu.org/">http://www.csedu.org/</a>	Prague, Chzech Republic
<b>ICE20 VIENNA</b>	22-05-2020	24-05-2020	Third Party	<a href="http://globalbizresearch.org/Vienna_Conference_2020_May1/">http://globalbizresearch.org/Vienna_Conference_2020_May1/</a>	Vienna, Austria
<b>ICE20 VENICE</b>	25-05-2020	27-05-2020	Third Party	<a href="http://globalbizresearch.org/Venice_Conference_2020_May1/">http://globalbizresearch.org/Venice_Conference_2020_May1/</a>	Venice, Italy
<b>Eu Startups Summit</b>	28-05-2020	29-05-2020	Third Party	<a href="https://www.eu-startups.com/eu-startups-summit-2020/">https://www.eu-startups.com/eu-startups-summit-2020/</a>	Barcelona, Spain
<b>IES Summit</b>	02-06-2020	03-06-2020	Third Party	<a href="https://www.ies-summit.org/">https://www.ies-summit.org/</a>	Tel Aviv, Israel
<b>EDULEARN20</b>	06-06-2020	08-06-2020	Third Party	<a href="https://iased.org/edulearn/">https://iased.org/edulearn/</a>	Palma de Mallorca, Spain
<b>CogX</b>	08-06-2020	11-06-2020	Third Party	<a href="https://cogx.co/">https://cogx.co/</a>	London, UK
<b>ITS 2020</b>	08-06-2020	12-06-2020	Third Party	<a href="http://its2020.iis-international.org/">http://its2020.iis-international.org/</a>	Greece, Athens
<b>EARLI SIG11 Conference 2020</b>	10-06-2020	12-06-2020	Third Party	<a href="https://uol.de/en/earli2020-sig11/">https://uol.de/en/earli2020-sig11/</a>	Oldenburg, Germany
<b>Academic Network on Global Education &amp; Learning (ANGEL) Conference</b>	11-06-2020	12-06-2020	Third Party	<a href="https://angel-network.net/news/conference-2">https://angel-network.net/news/conference-2</a>	Oulu, Finland
<b>London Tech Week</b>	15-06-2020	22-06-2020	Third Party	<a href="https://londonedtechweek.com/">https://londonedtechweek.com/</a>	London, UK
<b>IMX 2020</b>	17-06-2020	19-06-2020	Third Party	<a href="https://imx.acm.org/2020/">https://imx.acm.org/2020/</a>	Barcelona, Spain

Event Name	Start Date	End Date	Organizer	Website	Location
<b>Media &amp; Learning</b>	17-06-2020	18-06-2020	Third Party	<a href="https://www.media-and-learning.eu/">https://www.media-and-learning.eu/</a>	Leuven, Belgium
<b>EdTechXEurope</b>	18-06-2020	-	Third Party	<a href="https://edtechxeurope.com/">https://edtechxeurope.com/</a>	London, UK
<b>Going Global 2020</b>	29-06-2020	30-06-2020	Third Party	<a href="https://www.britishcouncil.org/going-global">https://www.britishcouncil.org/going-global</a>	London, UK
<b>EdTech Germany</b>	01-07-2020	02-07-2020	Third Party	<a href="https://edtech-germany.de/start-2020/">https://edtech-germany.de/start-2020/</a>	Stuttgart, Germany
<b>Jure2020</b>	13-07-2020	15-07-2020	Third Party	<a href="https://www.earli.org/JURE2020">https://www.earli.org/JURE2020</a>	Porto, Portugal
<b>ICLEL 2020</b>	30-07-2020	31-07-2020	Third Party	<a href="https://waset.org/lifelong-education-and-learning-conference-in-july-2020-in-vienna">https://waset.org/lifelong-education-and-learning-conference-in-july-2020-in-vienna</a>	Vienna, Austria
<b>IMPACT EdTech JURY DAY</b>	02-09-2020	03-09-2020	IEdTech Partner		Madrid, Spain
<b>INTERNATIONAL VIRTUAL EXCHANGE CONFERENCE (IVEC)</b>	14-09-2020	16-09-2020	Third Party	<a href="https://iveconference.org/">https://iveconference.org/</a>	New Castle, UK
<b>AEAIE</b>	15-09-2020	18-09-2020	Third Party	<a href="https://www.eaie.org/barcelona.html">https://www.eaie.org/barcelona.html</a>	Barcelona, Spain
<b>Web Summit</b>	02-11-2020	05-11-2020	Third Party	<a href="https://websummit.com/">https://websummit.com/</a>	Lisbon, Portugal
<b>EUA</b>	12-11-2020	14-11-2020	Third Party	<a href="https://www.eua.eu/events/72-2020-european-quality-assurance-forum.html">https://www.eua.eu/events/72-2020-european-quality-assurance-forum.html</a>	Espoo, Finland
<b>Slush</b>	19-11-2020	20-11-2020	Third Party	<a href="https://www.slush.org/event/s/helsinki/">https://www.slush.org/event/s/helsinki/</a>	Helsinki, Finland
<b>OEB</b>	02-12-2020	03-12-2020	Third Party	<a href="https://oeb.global/">https://oeb.global/</a>	Berlin, Germany