Project Agreement Number: 519138-LLP-1-2011-1-UK-KA3-KA3MP

Project funded by the European Commission

Deliverable D5.2
Dissemination Report

Document information	
Due date of deliverable	June 2014
Actual submission date (final version)	30 June 2014
Name of lead contractor for this deliverable	EDEN Ltd.
Revision	Version 1.0
Dissemination Level	

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Table of Contents

Executive Summary

This report lists all the POERUP deliverables and outputs and attempts, where appropriate, to identify their impact. The key project presentations are described in another deliverable (D5.4 – Project Presentations); this report identifies the potential impact that the project deliverables have had to date.

1   The brief

The Dissemination Report will describe how commitments have been met related to the dissemination activities, materials, planning and the obtained results, including an impact evaluation of the activities (e.g. numbers of people reached and their reactions). The structure will be determined by Deliverable 4.1 but is expected to contain:

- *details of conference presentations, especially invited presentations*

- *reports written, especially papers for learned journals*

- *numbers of wiki pages, blog postings, tweets, Facebook postings, etc – with information on accesses, comments, followers, friends etc.*

It will also summarise dissemination routes that emerged but were not foreseen at project bid time or even project start. A possible example – based on thinking in VISCED – would be the use of POERUP project outputs in graduate courses in OER policy.

2   Introduction

This document consists of two parts, or can be considered to have two stages of completion:

The **confidential** section (or first stage), is based on questions / data copied from the official EU report template, intending to collect in-dept information from POERUP partners about their dissemination and exploitation activities and their circumstances. This part of the document only aims at providing a thorough overall picture of the dissemination palette and help EDEN compile the public deliverable. This intermediary document (part) will not be published with the final version of the "Dissemination Report".

The **public** part (or final stage) of the document contains information about the POERUP project, the progress of activities, production of results and services that are of public relevance. Based on partner input and the quantitative and qualitative indicators continuously and systematically collected in the POERUP Dissemination Graph, EDEN – together with the coordinators, University of Leicester and Sero Consulting Ltd – has finalised this part of the document.

2.1 Objectives

The overall dissemination objectives were to organise and present POERUP at events, initiate and participate in relevant discussions, subscribe to and utilise mailing lists to communicate the project outputs, write journal articles, use web 2.0 techniques to raise awareness and promote project work. The specific activities carried out during the lifespan of the project were:

- to design the project's unique visual identity (including a logo, website, and newsletter/leaflet templates);

- to create and follow a detailed dissemination plan;

- to collect and record quantitative and qualitative indicators of the dissemination activities' progress/success identified in the dissemination plan (http://tinyurl.com/POERUP-DG);

- to maintain the project website and update its content;

- to write and disseminate electronic newsletters (4 issues);

- to design and distribute printed promotional materials such as leaflets (2 rounds) and posters (2 versions);

- to synergise with similar initiatives identified (other EU funded projects, organizations, networks, etc.) and present the project at thematically relevant events – see detailed event list in Annex 1;

- to screen suitable online social media tools, set up a Twitter account, co-author the POERUP wiki content and follow/contribute to relevant external online communities' activities.

All partners participated in the initial exercise of identifying relevant regional, national and international conferences and seminars where participation would be beneficial for the project. It was also considered a shared responsibility to contact and collaborate with initiatives, networks and projects that were jointly identified to have potential for synergies.

2.2   Results

The contractual public deliverables identified to be widely disseminated were:

- D1.1 (Public Part of) Progress Report for the European Commission

- D1.2 (Public Part of) Final Report for the European Commission

- D2.1 Transversal and categorised Inventory of OER Programmes and Initiatives

- D2.2 Country OER Summary Reports (wiki - http://poerup.referata.com/wiki/Countries)

- D2.3 Report on Comparative analysis of transversal OER initiatives

- D3.1 Report on in-depth case studies

- D3.2 Recommendations from case studies

- D4.1 Overview of European and International policies relevant for the uptake of OER

- D4.2 Policy advice for universities (D4.2U), schools (D4.2S) and "colleges" (D4.2C)

- D4.3 Options Brief Pack (per key country) – D4.3.1E (England); D4.3.1S (Scotland); D4.3.1W (Wales); D4.3.2 (Ireland); D4.3.3 (Netherlands); D4.3.4 (Poland); D4.3.5 (France)

- D4.4 Options Brief Pack - Canada

- D5.2 Dissemination Report

- D5.3 Project Dissemination Materials: leaflet, logo, website

- D5.4 Project Presentations

- D5.5 Two Pre-conference Events

- D5.6 Two Virtual Conference Events

- D6.2 Exploitation Report

- D6.3 International Advisory Committee (list of experts in the network)

- D6.4 Three workshops with National OER initiatives

- D6.5 Three workshops with International Advisory Committee

- D6.6 Activities with decision makers

- D7.3 Final Evaluation report

Most of these deliverables are also accessible from the project website's Key Outputs menu. More details – as already pointed out above – are recorded in the online Dissemination Graph.

2.3   Dissemination actions' success indicators

The dissemination actions planned and then undertaken have been recorded and reported in an online collaborative Google Spread sheet, the Dissemination Graph. The Graph describes actions, deadlines, targeted audiences, communication/dissemination tools used to reach these audiences, links to resources and evidences and quantified success indicators such as number of attended participant, flyers distributed, newsletter recipients, etc.

3   Outcomes / Results / Products

The table below gives a full list of all POERUP deliverables and other outputs.

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D1.1	Progress Report for the European Commission	100%	May 2013	R	PU, CO	English	Approved by Commission
D1.1F	Progress Report for the European Commission (Financial)	100%	May 2013	R	CO	English	Approved by Commission
D1.2 Private	Final Report for the European Commission	100%	October 2014	R	CO	English	Submitted
D1.2 Public	Final Report for the European Commission	100%	October 2014	R	PU	English	Submitted
D1.2 EN	Final Report for the European Commission - executive summary of Public Report	100%	October 2014	R	PU	English	Submitted
D1.2 FR	Final Report for the European Commission - executive summary of Public Report	100%	October 2014	R	PU	French	Submitted

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[1]   Please note that some of the deliverables were amended (notably in WP4) following the withdrawal of Scienter and the consequent Project Amendment.

[2]   The **nature** of the deliverable is identified using one or more of the following codes:

   R – Report;   **S** – Service/Product;   **D** – Demonstrator/Prototype;   **E** – Event;   **O** – Other (e.g. methods, experiences, policy lessons, European cooperation, etc)

[3]   The **dissemination level** is identified using one of the following codes:

   PU   =   Public

   PP   =   Restricted to other programme participants (including Commission services and project reviewers).

   CO   = Confidential, only for members of the consortium (including Agency and Commission services and project reviewers).

[4]   Where possible the impact of each deliverable is quantified in terms of end users. (Website – overview of visitors; publications / leaflets, etc. – number of items; events – number of participants etc). Where it is not possible to quantify the impact, a qualitative appreciation is given where this adds value to the table.

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D1.2 DU	Final Report for the European Commission - executive summary of Public Report	100%	October 2014	R	PU	Dutch	Submitted
D1.2F	Final Report for the European Commission (Financial)	100%	October 2014	R	CO	English	Submitted
X	First Partner Meeting - November 2011, Leicester	100%	November 2011	E	PP	English	Partners responded to actions required
X	Second Partner Meeting - September 2012, Granada	100%	September 2012	E	PP	English	Partners responded to actions required
X	Third Partner Meeting - March 2013, Nottingham	100%	March 2013	E	PP	English	Partners responded to actions required
X	Fourth Partner Meeting - December 2013, Brussels	100%	December 2013	E	PP	English	Partners responded to actions required
X	Partner Online Meeting 1 - 26 June 2012	100%	June 2012	E	PP	English	Partners responded to actions required
X	Partner Online Meeting 2 - 26 July 2012	100%	July 2012	E	PP	English	Partners responded to actions required
X	Partner Online Meeting 3 - 17 September 2013	100%	September 2013	E	PP	English	Partners responded to actions required
X	Partner Online Meeting 4 - 11 November 2013	100%	November 2013	E	CO	English	Partners responded to actions required
X	Partner Online Meeting 5 - 31 January 2014	100%	January 2014	E	CO	English	Partners responded to actions required
X	Partner Online Meeting 6 - 14 February 2014	100%	February 2014	E	CO	English	Partners responded to actions required
X	Partner Online Meeting 7 - 2 May 2014	100%	May 2014	E	CO	English	Partners responded to actions required
X	Partner Online Meeting 8 - 6 June 2014	100%	June 2014	E	CO	English	Partners responded to actions required

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D2.1	Transversal and categorised Inventory of OER Programmes and Initiatives	100%	August 2013	R, S	PU	English	Cited in several Commission documents – e.g. https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/horizon-report-europe-2014-schools-edition
D2.2	Country OER Summary Reports	100%	June 2014	R, S	PU	English	See D1.2 Public for a summary of visits to the wiki. The total number of page views was 431,667. Data for individual country page views is given below.
D2.2.1	Argentina	100%	June 2014[5]	R, S	PU	English	1940 page views
D2.2.2	Australia	100%	June 2014	R, S	PU	English	5111 page views
D2.2.3	Bahrain	100%	June 2014	R, S	PU	English	871 page views
D2.2.4	Belgium	100%	June 2014	R, S	PU	English	4404 page views
D2.2.5	Denmark	100%	June 2014	R, S	PU	English	2215 page views
D2.2.6	Finland	100%	June 2014	R, S	PU	English	1730 page views
D2.2.7	France	100%	June 2014	R, S	PU	English	3578 page views

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[5] The delivery date for all the country reports reflects the updating process that took place between January and June 2014.

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D2.2.8	Germany	100%	June 2014	R, S	PU	English	1203 page views
D2.2.9	Greece	100%	June 2014	R, S	PU	English	3338 page views
D2.2.10	Hungary	100%	June 2014	R, S	PU	English	2513 page views
D2.2.11	Ireland	100%	June 2014	R, S	PU	English	560 page views
D2.2.32	Italy	100%	June 2014	R, S	PU	English	2239 page views
D2.2.12	Jordan	100%	June 2014	R, S	PU	English	233 page views
D2.2.13	Kuwait	100%	June 2014	R, S	PU	English	983 page views
D2.2.14	Mexico	100%	June 2014	R, S	PU	English	2195 page views
D2.2.15	Netherlands	100%	June 2014	R, S	PU	English	2499 page views
D2.2.16	New Zealand	100%	June 2014	R, S	PU	English	1656 page views
D2.2.17	Norway	100%	June 2014	R, S	PU	English	2281 page views
D2.2.18	Oman	100%	June 2014	R, S	PU	English	773 page views
D2.2.19	Poland	100%	June 2014	R, S	PU	English	3505 page views
D2.2.20	Portugal	100%	June 2014	R, S	PU	English	7421 page views – the most visited country report
D2.2.21	Qatar	100%	June 2014	R, S	PU	English	2053 page views
D2.2.22	Romania	100%	June 2014	R, S	PU	English	6346 page views – the second most visited country report
D2.2.23	Rwanda	100%	June 2014	R, S	PU	English	413 page views
D2.2.24	Saudi Arabia	100%	June 2014	R, S	PU	English	858 page views
D2.2.25	South Africa	100%	June 2014	R, S	PU	English	3161 page views
D2.2.26	Spain	100%	June 2014	R, S	PU	English	3855 page views

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D2.2.27	Sweden	100%	June 2014	R, S	PU	English	1467 page views
D2.2.28	Thailand	100%	June 2014	R, S	PU	English	1532 page views
D2.2.29	United Arab Emirates	100%	June 2014	R, S	PU	English	479 page views
D2.2.30	United Kingdom	100%	June 2014	R, S	PU	English	5733 page views
D2.2.31	USA	100%	June 2014	R, S	PU	English	1088 page views
D2.3.1	Report on Comparative analysis of transversal OER initiatives	100%	August 2013	R	PU	English	Cited in many presentations by project partners and external experts
D2.3.2b	Executive Summary of Report on comparative analysis of transversal OER initiatives	100%	January 2014	R	PU	French	
D2.3.2c	Executive Summary of Report on comparative analysis of transversal OER initiatives	100%	January 2014	R	PU	Hungarian	
D2.3.2d	Executive Summary of Report on comparative analysis of transversal OER initiatives	100%	January 2014	R	PU	Dutch	
D2.4	Canada Country Report	100%	December 2012	R, S	PU	English	4364 page views
D3.1	Report on in-depth case studies, including mini-case studies	100%	April 2014	R	PU	English	Requested by IPTS for further OER research
D3.1 EN	Executive Summary of D3.1 (English)	100%	April 2014	R	PU	English	
D3.1 FR	Executive Summary of D3.1 (French)	100%	April 2014	R	PU	French	
D3.1 DU	Executive Summary of D3.1 (Dutch)	100%	April 2014	R	PU	Dutch	

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D3.2	How to power-up and sustain networks behind the production of Open Educational Practices: Recommendations	100%	April 2014	R	PU	English	
D3.2.2b	Executive Summary of Recommendations (FR)	100%	April 2014	R	PU	French	
D3.2.2c	Executive Summary of Recommendations (HU)	100%	April 2014	R	PU	Hungarian	
D3.2.2d	Executive Summary of Recommendations (DU)	100%	April 2014	R	PU	Dutch	
D3.3	Report on in-depth case study - by Athabasca	100%	April 2014	R	PU	English	
D4.1	Overview of EU and International policies relevant for the uptake of OER	100%	June 2014	R	PU	English	Too early to assess
D4.1.a	Executive Summary of Overview of EU and International policies relevant for the uptake of OER	100%	May 2014	R	PU	English	
D4.1.b	Executive Summary of Overview of EU and International policies relevant for the uptake of OER	100%	May 2014	R	PU	French	
D4.1.c	Executive Summary of Overview of EU and International policies relevant for the uptake of OER	100%	May 2014	R	PU	Hungarian	
D4.1.d	Executive Summary of Overview of EU and International policies relevant for the uptake of OER	100%	May 2014	R	PU	Dutch	
D4.2.Cb	Executive Summary of Policy advice for colleges	100%	May 2014	R	PU	French	

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D4.2.Cc	Executive Summary of Policy advice for colleges	100%	May 2014	R	PU	Hungarian	
D4.2.Cd	Executive Summary of Policy advice for colleges	100%	May 2014	R	PU	Dutch	
D4.2C	Policy advice for colleges	100%	May 2014	R	PU	English	Too early to assess
D4.2S	Policy advice for schools	100%	May 2014	R	PU	English	
D4.2Sb	Executive Summary of Policy advice for schools	100%	May 2014	R	PU	French	
D4.2Sc	Executive Summary of Policy advice for schools	100%	May 2014	R	PU	Hungarian	
D4.2Sd	Executive Summary of Policy advice for schools	100%	May 2014	R	PU	Dutch	
D4.2U	Policy advice for universities	100%	May 2014	R	PU	English	Too early to assess
D4.2Ub	Executive Summary of Policy advice for universities	100%	May 2014	R	PU	French	
D4.2Uc	Executive Summary of Policy advice for universities	100%	May 2014	R	PU	Hungarian	
D4.2Ud	Executive Summary of Policy advice for universities	100%	May 2014	R	PU	Dutch	
D4.3.1E	Options Brief Pack (England)	100%	June 2014	R	PU	English	Too early to assess
D4.3.1S	Options Brief Pack (Scotland)	100%	June 2014	R	PU	English	Too early to assess
D4.3.1W	Options Brief Pack (Wales)	100%	June 2014	R	PU	English	Too early to assess
D4.3.2	Options Brief Pack (Ireland)	100%	June 2014	R	PU	English	Too early to assess
D4.3.3	Options Brief Pack (The Netherlands)	100%	June 2014	R	PU	English	Too early to assess
D4.3.4	Options Brief Pack (Poland)	100%	June 2014	R	PU	English	Too early to assess

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D4.3.5	Options Brief Pack (France)	100%	June 2014	R	PU	French	University of Lorraine in dialogue with French ministry
D4.4.EN	Options Brief Pack (Canada)	100%	June 2014	R	PU	English	Too early to assess
D4.4.FR	Executive Summary of Options Brief Pack (Canada)	100%	June 2014	R	PU	English	
D5.1	Dissemination plan	100%	March 2012	R	CO	English	
D5.2	Dissemination Report	100%	October 2014	R	PU	English	Too early to assess
D5.3	Project Dissemination Materials	100%	December 2013	D	PU	English	
D5.3.1	Logo design	100%	March 2012	D	PU	English	
D5.3.2	Website design, launch	100%	March 2012	D	PU	English	
D5.3.3a	Leaflet (Initial, low profile)	100%	January 2012	D	PU	English	100 pcs
D5.3.4a	Leaflet (professionally designed and printed)	100%	April 2012	D	PU	English	1000 pcs
D5.3.4b	Leaflet (professionally designed and printed)	100%	May 2013	D	PU	English	1000 pcs
D5.3.5	Additional materials (posters, roll-up)	100%	December 2013	D	PU	English	1-1 pcs
D5.4	Project presentations	100%	June 2014	E	PU	English	See Events page of DG
D5.5.1	Pre-Conference Event (OEB 2012)	100%	December 2012	E	PU	English	28 participants
D5.5.2	Pre-Conference Event (OEB 2013)	100%	December 2013	E	PU	English	80 participants
D5.6.1	Virtual Conference / Webinar 1 (EDEN Research Workshop 2012, Leuven)	100%	October 2012	E	PU	English	88 participants

Work package type and reference	Deliverable title[1]	% Achieved	Delivery date	Nature[2]	Dissemination level[3]	Language versions	Impact[4]
D5.6.2	Virtual Conference / Webinar 2 (Wales, May 2013)	100%	May 2013	E	PU	English	21 participants
D5.6.3	Virtual Conference / Webinar 3 (Wales 2014)	100%	April 2014	E	PU	English	25 participants
D6.1	Exploitation Planning	100%	April 2013	R	CO	English	
D6.2	Exploitation Report	100%	October 2014	R	PU	English	Too early to assess
D6.3	International Advisory Committee	100%	October 2012	E, O	PU	English	Influenced policy recommendations and country reports
D6.4	3 workshops with National OER initiatives	100%	March 2014	E	PU	English	Influenced policy recommendations and country reports
D6.5.1	IAC workshop 1 (OER13)	100%	March 2013	R, E	PU	English	Influenced policy recommendations and country reports
D6.5.2	IAC workshop 2 (EDEN 2013 Annual Conference)	100%	June 2013	R, E	PU	English	Influenced policy recommendations and country reports
D6.5.3	IAC workshop 3 (Media & Learning 2013)	100%	December 2013	R, E	PU	English	Influenced policy recommendations and country reports
D6.6	Activities with decision makers	100%	June 2014	R, E	PU	English	
D7.1	Evaluation Plan	100%	January 2012	R	CO	English	
D7.2.1	First Interim Evaluation report	100%	January 2013	R	CO	English	
D7.2.2	Second Interim Evaluation report	100%	January 2014	R	CO	English	
D7.3	Final Evaluation report	100%	October 2014	R	PU	English	Too early to assess

Please use the space below to identify any **deviations in outcomes** from the initial plans (the application form or subsequent amendment approved by the Agency) as well as the reasons for the change

Please use the space below to list all products and supporting documents attached and submitted with the Confidential Part of your report. Please divide **the electronic version of your products / outcomes and the supporting documents** into two different electronic folders and make sure the numbers attributed to your products/outputs and supporting documents match with the numbers of the items listed below.

4   Dissemination

Dissemination started early in the project's lifetime – in fact the POERUP wiki was running even before the POERUP bid was submitted and the first page with content on it appeared four days after bid submission. Two months after the project formally started there was a leaflet produced for the EU Coordinators meeting in mid February 2012, and by March 2012 a systematic process of presentations at conferences had started. Furthermore, by this time the project had consolidated the pre-bid research and other OER-related work in the interregnum (between bid submission and project start) so that non-trivial results could be disseminated, unusual for a project that early in its life. It also helped that there are several experts among POERUP partners who receive many invitations to conferences across the world. Notwithstanding, it was not until late 2012 that presentations began to take on a deeply researched aspect.

This 'more researched' series of presentations started with the OER13 conference in the UK in March 2013, the EDEN conference in June 2013 (Norway), the EIF (EFQUEL Innovation Forum) in September 2013 (Granada), the Online Educa Conference in Berlin and the Media & Learning conference in Brussels in December 2013; then in 2014 there were POERUP-related presentations at OCW14 (Slovenia, April), eLSE (Romania, April), Networked Learning (Scotland, April), OER14 (England, April), and LINQ/EFQUEL Innovation Forum (Crete, May) – culminating at EDEN (Croatia, June) with a workshop on policy issues and demonstrations of the POERUP OER databases and OER Maps. A particular feature of this set of presentations was the substantial involvement (four events including a panel on policy) at OCWC14, the annual conference of the US-based Open CourseWare Consortium (now called the Open Education Consortium).

5   Reporting single actions

There have been over 30 presentations at events, mainly international ones, where POERUP has been presented or featured in a significant way. The 22 presentations which featured *substantial analytical conclusions* from the project are detailed in D5.4 – Project Presentations. See also the detailed action list in Annex 1.

6   Some conclusions

The main thrust of the original Dissemination Plan (D5.1) has been adhered to, in spite of the many difficulties the project encountered through the enforced withdrawal of a key partner half way through. Although only five of the six remaining partners made presentations at national / international conferences, the sixth partner (University of Lorraine) was deeply involved with the French ministry throughout the policy development phase of POERUP and used project analysis and research in detailed discussions with them.

The planned total of presentations was comfortably exceeded and the project extension until June 2014 made it possible to include presentations at two important conferences which would otherwise have been out of scope for this report: the LINQ/EFQUEL Innovation Forum in Crete (May) and the EDEN conference in Zagreb (June). A search of presentations on Slideshare, using 'POERUP' as the search term reveals a total of 119 presentations including references to the project.

Impact is difficult to assess immediately after the end of such a project; the main purpose was to generate policy recommendations at national and EU levels which were firmly founded in research and analysis and such recommendations take time to deliver results. During the course of the project in 2013, at the time when the Commission was preparing its *Opening Up Education* initiative, we received anecdotal evidence that the POERUP research and draft recommendations had had some influence on the content of the initiative and its Key Transformative Actions.

The project extension also enabled us to undertake a more extensive revision of the main country reports and to develop interactive maps of OER initiatives. The development of maps enabled fruitful links with a number of other current EU projects – notably eMundus – see http://www.emundusatlas.org/world.