

ECP-2005-CULT-038137



**TOWARDS AN ACCESSIBLE SCIENCE: FACILITATING
ACCESS TO SCIENTIFIC
DIGITAL RESOURCES FOR VISUALLY IMPAIRED
STUDENTS**

D6.1 Dissemination Plan

Deliverable number	<i>D6.1</i>
Dissemination level	<i>Restricted</i>
Delivery date	<i>10th April 2007</i>
Status	<i>Final</i>
Author(s)	<i>Christian Bernareggi</i>



eContentplus

This project is funded under the eContentplus programme¹,
a multiannual Community programme to make digital content in Europe more accessible, usable
and exploitable.

¹ OJ L 79, 24.3.2005, p. 1.



© Copyright 2006 – 2008, The @Science Consortium, consisting of:

- Università degli Studi di Milano
- Universität Linz, Institut “integriert studieren”
- Katholieke Universiteit Leuven
- Faculty of Mathematics Physics and Informatics, Comenius University
- Unione Italiana Ciechi – sezione provinciale di Verona
- Université Pierre et Marie Curie, Paris

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the @Science Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.

This document may change without notice.

EXECUTIVE SUMMARY

This deliverable is aimed at describing the activities to be carried out by the @Science Consortium within the Work Package 6 “Awareness and dissemination” providing an overall plan, to be updated during the project lifetime according to the different operational phases, in order to set up a common strategy for dissemination activities.

The final goal of these activities is to favour the widest exchange of information, sharing experience and knowledge, creating linkages and cooperation with the stakeholders involved in science teaching and learning. In this light @Science will play a pivotal role contributing to identify the major challenges in science learning by visually impaired students and to define best practices and guidelines about accessibility of scientific documentation and lessons. The role of the dissemination and exploitation activities is not merely the one to promote project activities but is mainly devoted to involve stakeholders in science accessibility and to establish a common setting allowing to increase expertise and know-how in this sector.

Università degli Studi di Milano is the coordinator of this WP and is in charge of the related operations; it will benefit of the contribution of the partners as foreseen in the description of work. The Work package coordinator has driven the design of the dissemination methodological framework in order to provide a common set of criteria. The scope is to identify, monitor and select the suited dissemination channels to be used for implementing the activities.

The dissemination activities will be carried out by taking into account the different stages of the project, from the initial phase - aimed at promoting the project idea, to the final one when project results will be spread at European level.

The design of the methodological framework is described in the Chapter 2 of the deliverable.

Chapter 3 includes an overview on the dissemination activities that will be or directly carried out by the project consortium or jointly carried out by project partners, together with European and national institutions, universities, schools and associations, to be promoted within the context of events organised by external institutions-organisation. A tentative list of opportunities for dissemination has been drafted. Each partner in its own country has actually produced a plan for dissemination mentioning concrete events to be organised or to which attending is planned. The events to be exploited at European level have been identified. In order to constantly verify all the activities carried out by the consortium two different templates have been drawn.

Since at this point in time, the consortium partners have already started to carry out local dissemination activities.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
TABLE OF CONTENTS	4
1 INTRODUCTION	5
1.1 SCOPE OF THE DOCUMENT	5
1.2 PROJECT DESCRIPTION	5
2 METHODOLOGICAL FRAMEWORK	6
2.1 OVERALL STRATEGY	6
2.1.1 <i>Dissemination activities identification</i>	7
2.1.2 <i>Concertation activities identification</i>	7
2.2 IMPLEMENTATION STRATEGY	7
3 DISSEMINATION AND CONCERTATION ACTIVITIES PLAN AND FACTS SHEETS	10
3.1 DISSEMINATION	10
3.1.1 <i>Dissemination at multinational and international level</i>	10
3.1.2 <i>Dissemination at National levels</i>	15
3.2 CONCERTATION ACTIVITIES PLAN	17
3.3 MONITORING & REPORTING ON ACTIVITIES	17
3.3.1 <i>Concertation activities Report template</i>	18
3.3.2 <i>Dissemination activities Report template</i>	18

1 INTRODUCTION

1.1 Scope of the document

This document covers the plan for @Science dissemination activities. Dissemination is considered as a real success key factor of a project: it consists on a continuous activity which aims at increasing project awareness both in the scientific community and also in the stakeholders involved in science teaching, learning and communicating. For this reason the most appropriate channels to disseminate project results should be used to present the research work and to inform those active parties both during and after the project end.

This activity will be based on a precise strategy and articulated in a structured plan, providing a clear understanding both of target groups and related actions to approach them, both of tools, timing and measurable criteria to evaluate the success of the performed activities.

1.2 Project description

The aim of @Science project is to facilitate the enjoyment of digitally available scientific resources to visually impaired students and researchers.

The main barriers encountered by visually impaired students going through scientific materials are:

- poor accessibility in text books, mainly referring to mathematical expressions, and devoted educational materials (exercises, professor's notes);
- difficulties to get graphs, diagrams and technical drawings in tactile format or other alternative formats (i.e. haptic devices);
- lack of personal software and hardware tools to perform the main activities involved in scientific research.

These constraints can be overcome by a shared knowledge of previously and locally implemented solutions. Solutions exist but they are developed mainly on local bases. The same texts and instruments are newly adapted each time they are needed. This is an extremely expensive and time consuming process, and it is due to an almost complete missing communication among the different actors involved in the scholarly flow.

The main actors involved in this process are the scientific resources providers (digital resources providers, university libraries), the end users (students, tutors, teachers), the tools developers (educational software and hardware manufacturers, Assistive Technology -AT- companies), the support services for handicapped students within universities. A better integration and communication will lead to concrete results to support scientific studies approaching.

Our purpose is to support the creation of an information network among European scientific universities, visually impaired students, scientific content providers and hardware and software developers to empower fruition of scholarly material and courses by visually impaired students.

2 METHODOLOGICAL FRAMEWORK

2.1 Overall strategy

Dissemination and cooperation activities will be coordinated by Università degli Studi di Milano as WP leader with the contribution of partners involved according to the work description. Contributions by the participant partners will be adequate to their competencies and field of expertise; they will be coherent with the final goal of the work-package. The WP is starting at month 1 and it lasts for the whole project duration.

Nine deliverables are planned to be submitted in the frame of the WP6. Details including title and due date are reported in the following table:

Deliverable number	Title	Due date for submission
D6.1	Project Website	Month 2
D6.2	Dissemination plan	Month 2
D6.3	Brochure presenting @Science project aims	Month 3
D6.4	1 st international workshop proceedings	Month 12
D6.5	Brochure presenting @Science midterm results	Month 12
D6.6	Midterm assessment and evaluation	Month 12
D6.7	2 nd international workshop proceedings	Month 24
D6.8	Brochure presenting @Science project final results	Month 24
D6.9	Final assessment and evaluation report	Month 24

Activities foreseen within work-package 6 are grouped under the schema of 3 main tasks:

- T6.1 dissemination plan and implementation ;
- T6.2 @Science website setup and maintenance;
- T6.3 dissemination activities monitoring.

More specifically dissemination activities will be planned and carried out with the final goal to promote the project activities and results, in particular:

- to visually impaired students and researchers to promote the network and its use;
- to university professors and tutors to promote the preparation and spreading of accessible educational material through the network;
- to university and scientific libraries to promote the creation of accessible digital resources and their spreading;
- to scientific digital content providers to promote the implementation of accessibility in the development of new resources.

More specifically @Science website setup and maintenance aims at developing and enriching the @Science web portal. It is the access point to the thematic network @Science on Internet. It is hosted and maintained by the network co-ordinator. This website collects information concerning

the aims of the thematic network, the most relevant events about science accessibility by visually impaired people, how institutions can join the network, how to contact network members and how to subscribe to the services being delivered by the network (e.g. a newsletter). The main parts of the website are available in national languages in order to reach local communities. This website is also the portal to the repository of documents and tools. This repository will be enriched by members of the network during all the project lifetime. In order to support collaboration among universities about the problem of science accessibility, the website will provide access to distance collaboration tools (e.g. a mailing list) which will be available in the coming stages of the project. The website allows to monitor statistics so as to adapt dissemination actions during the project.

More specifically dissemination activities monitoring aims at assessing the results of the dissemination actions according to key performance indicators set up in paragraph 3.2 of the description of work.

2.1.1 Dissemination activities identification

The dissemination activities can be classified according to project time:

- Initiating activities, dealing with preparations at the project start
- Continuous activities. Along all the project duration, actions such as giving presentations of the project and/or of the results at general conferences and/or specific target groups
- Dissemination of the results and achievements in correspondence of the public deliverables releases.

Initiating activities lay the ground for further dissemination work. The activities include: design of the project logo, set up of the project website – in order to assure internal communication among the partners and also to represent the “first impact” and the main contact point for external public; project members web site, project presentation: Brochures both embossed in Braille and as large text.

Continuous activities include exchange of general information and communication with stakeholders, publications on scientific journals or in conference proceedings – both at local and European level, to provide news and to present results on project website.

Dissemination of the results and achievement activities will be concentrated around each intermediate results release, and particularly at the end of the first year and at the end of the second year when two international conferences will be organized by @Science thematic network.

2.1.2 Concertation activities identification

Concertation activities will be addressed to assure:

- Concertation among stakeholders working on scientific documentation production and accessible documentation;
- Participation in activities organized by the European Commission, in order to establish contacts and synergies with complementary European projects;
- participation to national and international scientific congresses;
- organization of “information days” and press conferences to rise awareness on project.

2.2 Implementation strategy

Having in mind all the previous points, in order to assure that actions and activities will be implemented correctly five topics/analytical steps will be taken systematically under consideration and answered by the consortium, before starting to act within this framework:

To whom?	Which are main beneficiaries and target groups of the dissemination and cooperation activities?
What?	What the consortium should disseminate and promote in order to maximise the impact of the project both within and beyond the participants and their countries?
How?	Which channels, instruments and tools should be designed and implemented to expand the project objectives and results, methods and practices at large?
When?	When should be better to deploy the dissemination and cooperation activities taking into account of the project progress and achievement?
By whom And with whom?	Who shall be in charge of specific dissemination and cooperation activities, having regard to the partners' competencies and expertise? And whit whom should be better to implement these activities?

To whom? In order to disseminate knowledge relating to @Science project, and to finalise the concertation actions it is very important first of all to individuate and categorise the target audience: the dissemination will be targeted and customised to fit the specific characteristics of the various actors belonging to two main categories - end users (those who should make direct use of project outputs) and stakeholders (who although not always directly involved in any project activity, share an interest in the success of the initiative). Stakeholders are particularly important in terms of sustainability because they can direct additional support towards the project.

What? Dissemination/ concertation activities will be planned and carried out with the final goal to promote the project activities and outputs, firstly to the university services for handicapped students, and then to associations, libraries for visually impaired, schools and assistive technology developers.

How? There are several possible channels for disseminating information and project image. The use of different modalities/channels will be operatively coordinated by the project co-ordinator, supporting on this specific duty the coordinating activity of the coordinator. The selection of modalities and ways of channelling information and project image may vary during project life. In relation to the communication targets. The different modalities used by @Science consortium include:

- 1) logo
- 2) project presentations
- 3) project promotion: by publishing, issuing media articles/papers and press conferences
- 4) web-site: news-letter and forum (*see chapter 3*)
- 5) realisation of workshops and conferences
- 6) active participation to regional and national events
- 7) participation to EU and international events/activities.

Logo – project - Consortium has already defined a logo (*see chapter 3*)

Project presentation - Project consortium will produce informative brochures to be distributed/shown at public events. The promotional materials must be user-friendly, easy to read, smart and clear. Big print brochures and Braille brochures will be prepared both to promote the objectives of the thematic network, midterm results and final results.

Publications - Partners are asked to publish @Science development in national, regional journals specialized papers and magazines, academic journals. Papers will be submitted at European and national key conferences.

The project web site is a key channel for dissemination and communication with specialized audience and the basis for internal communication among partners Through the site the scientific society can be continuously updated on the development of the projects, and discussions of problems and solutions can take place on the site's forum as part of a long term web conference

Newsletters and press releases A News service will present on the project's web site updated news. No regular printed newsletter is distributed but only published time to time on the web site. Conferences, workshops Both scientific conferences and dedicated workshops on science and accessibility, human computer interaction and education issues are considered relevant to the project development and promotion.

Each partner will identify their most relevant conferences, and participation will be coordinated as much as possible in order to cover the most proficuous target groups to the project. Two @Science international conferences are foreseen:

- a middle term international conference at the end of the first year which will present the first activities and the network set up;
- a final international conference at the end of the second year which presents the results achieved.

When? Three different periods of dissemination activities are established:

- Short term or start up: this phase refers to the period starting from the start of the project up to the end of the launch and its definitive sets up
- Intermediate term: this phase provides information about the progress of the project from the set up of it up to the early results;
- Long term: this last phase show up the outputs achieved and last after the natural project life, too.

During the intermediate and the long phases the consortium will take care of the involvement of other associations, institutions, universities, libraries or assistive technologies providers in the thematic network.

By whom/with whom? The main responsibility of the operational running of the production of brochures, releases of the proceedings of the conference organized by the network, preparation of the books about guidelines (see *Description of Work 7.6*), EU dissemination and the maintenance of website, lies on the coordinator partner with the assistance of the WP leader. Each member of the consortium (see next chapter) must assure the national interface of this policy by carrying out the project philosophy dissemination at national / international conferences, workshops and meetings, each one with respect to their technical expertise.

3 DISSEMINATION AND CONCERTATION ACTIVITIES PLAN AND FACTS SHEETS

Within the methodological framework previously described the *@Science* dissemination Plan must be considered as an ongoing plan that is implementing itself during all the project lifetime. Project partners, under the coordination of the WP leader, will plan and monitor all opportunities for cooperation and dissemination actions. The purpose of this kind of activities is to plan constantly and verify chances to promote the project objectives and achievements during its whole duration.

The concrete actions will be individuated, proposed and if considered coherent to project objectives deployed: partners in charge of the implementation will identify and schedule timing and expected outputs and results.

Consequently, *@Science* dissemination plan itself consists on a series of Tables to be updated with the participation of all consortium members by communicating to the coordinator.

3.1 Dissemination

3.1.1 Dissemination at multinational and international level

See in the following a detailed table, gathering all the envisaged international conferences all over project's life.

For each event it is reported its name or acronym its location, its date (announced or tentative), its reference website the nature of the event, a short description and the submission deadline for presentation.

Each partner will be invited to give preferences about participation to the selected conferences.

Participation to one or more conferences will be scheduled according to available fundings and personal preferences.

When possible, partners will be invited to participate to the events as speakers, to offer wider dissemination to *@Science* aims and results.

Name	Location	Date	Web site	Nature	Description	Submission Deadlines
AAATE	Spain	3-5 Oct 07	www.fatronik.com/aaate2007/english/index.php	Conference	<p>Advancement of Assistive Technology in Europe. The conference will combine the core scientific and technological activity with market and social activities, bringing Assistive Technology research applications near to industry and end users. In parallel to the scientific conference, an industrial exhibition with last innovations in Assistive Technology will be launched and special sessions for industry and end users will be organized, including demonstrations and participative experiments.</p>	28 Feb 07
CVHI	Spain	24-26 Oct 07	http://www.elec.gla.ac.uk/Events_page/CVHI/cvhi/	Conference and workshop	This is the fifth event in the CVHI international conference series on Assistive Technologies and Rehabilitation Engineering supported by the European Commission.	19 Mar 07
ECDL2007	Hungary	16-21 Sept 07	www.ecdl2007.org/index.php	Conference	<p>ECDL 2007 will be devoted to discussions about hot issues and applications and will primarily provide a forum to reinforce the collaboration of researchers towards the Ubiquitous Digital Libraries.</p>	15 Mar 07

Name	Location	Date	Web site	Nature	Description	Submission Deadlines
CSUN2007	United States	19-24 Mar 07	www.csun.edu/cod/conf	Conference and workshop	Technology & Persons with disabilities conference. It gathers contributions about assistive technologies by developers and institutions	
ICTA	Tunisia	12-14 Apr 07	www.esstt.rnu.tn/utic/tica2007	Conference	The first International Conference on ICT & Accessibility. It is organized by the Research Unit of Technologies of Information and Communication, higher school of sciences and techniques of university of Tunis.	15 Dec 06
HCI2007	P.R. China	22-27 July 07	www.hcii2007.org	Conference	Human Computer Interaction conference. It welcomes contributions for the international forum for the dissemination and exchange of up-to-date scientific information on theoretical, generic and applied areas of HCI.	12 Mar 07 for posters
ICALT2007	Japan	18-20 July 07	www.ask.itl.gr/icalt/2007/	Conference	The 7th IEEE International Conference on Advanced Learning Technologies. The conference will bring together people who are working on the design, development, use and evaluation of technologies that will be the foundation of the next generation of e-learning systems and technology-enhanced learning environments.	05 Feb 07
Sight village	UK	17-19 July 07	www.qac.ac.uk/sightvillage/6-1.html	Conference		

Name	Location	Date	Web site	Nature	Description	Submission Deadlines
ICCHP '08	Austria	9-11 July 08	www.icchp.org	Conference	International Conference on Computers Helping People with special needs. ICCHP is a unique platform for researchers, practitioners and experts to present and discuss their work on all aspects of information, communication and assistive technology for people with disabilities and elderly people.	01 Feb 2008

Dissemination through	Activities to be performed and expected output /results	Venue, data	Involved members
ORGANISATION OF @SCIENCE CONFERENCE AND WORKSHOP			
@Science mid term workshop	The workshop will be focused on main intermediate project findings and results.	to be defined	Università degli Studi di Milano will promote the workshop with the cooperation of consortium partners.
@Science Final conference	A final conference will be organized for disseminating project results and possible developments.	,	Organized by Università deli Studi di Milano.
PROVISION OF THE WEB-SITE, PAPERS, ARTICLES, LEAFLETS, BROCHURES, POSTER, DEMO			
@Science we-site (www. @Science.eu)	Promotional activities, networking, forum, news	Project duration	Università degli Studi di Milano
Project partners websites	Project promotion through consortium members web-sites linked to the @Science web site. WP leader will relate to the consortium members to build up linkages to @Science website.	Project duration	Università degli Studi di Milano and all other members
Booklet, Leaflets, brochures, poster	Promotional materials will be prepared for the dissemination events.	Project duration	Università degli Studi di Milano

3.1.2 Dissemination at National levels

Name	Location	Date	Web site	Nature	Description	Submission Deadlines
Handimatica	Italy	30 Oct 2006, 01 Dec 2006	www.handimatica.it	Conference and workshop	Handimatica gathers assistive technology producers and distributors. It also presents specific sessions on educational issues. conference on assistive technologies and new trends in	
Handited	Italy	2007		Conference	It gathers contributions about educational software for disabled students from primary school to university.	
Techshare	UK	4 Oct 2007, 5 Oct 2007	www.rnib.org.uk/xpedio/groups/public/documents/code/public_rnib004057.hcsp	Conference and workshop	This conference is aimed at professionals who work in the field of sight loss or have an interest in technology. Packed with presentations and workshops, Techshare is a fantastic opportunity to meet with experts and other professionals in this field	
W4A	Holland	7-8 May 07	www.w4a.info/2007	Conference	Particularly, it deals with design and best practice to support Web accessibility, technological advances to support Web accessibility	19 Feb 2007
EIPub	Austria	13-15 June 07	info.tuwien.ac.at/elpub2007/conference.html	Conference	11th International Conference on Electronic Publishing. It brings together researchers, lecturers, librarians, developers, businessmen, entrepreneurs, managers, users and all those interested on issues regarding electronic publishing in widely differing contexts.	10 Jan 2007
GES	Germany	2-4 May 2007	www.ges2007.de	Conference	Germany E-Science conference. The conference serves as the forum for developers and users of e-Science applications	22 Dec 2006



					<p>from international institutions and IT industry to present the results</p> <p>of the latest research and product/tool developments, and highlights related activities from around the world.</p>	
--	--	--	--	--	---	--

3.2 Concertation activities plan

The @Science consortium has identified already some cooperation activities to be undertaken during the project duration. The list will be completing on an ongoing basis

Cooperation Through	Activities to be performed and expected output /results	Involved members
European and national blind associations	Devoted meetings to present @Science aims and results	All partners
National and local authorities, Regional governments	Devoted meetings to raise awareness about visually impaired students insertion in scientific universities	All partners
Digital contents providers	Devoted meetings to present specific needs related to accessibility of scientific subjects	All partners
University disability offices and professors	Presentation to raise awareness about tools to teach scientific matters to visually impaired students	All partners
High schools	Presentations to students and professors to raise awareness about opportunities for scientific studies	All partners
AT Industries	Devoted meetings to present specific needs related to accessibility of scientific subjects	All partners

3.3 Monitoring & Reporting on activities

Monitoring will be a cross-activity dealing with all kind of instruments and tools designed for concertation and dissemination schema. Monitored activities will be assessed and evaluated according to the relevance respect to the project objectives, addressing target groups, regional, national and European impact, partners expertise, potential benefits for the project.

The goal of this activity is to provide other partners and EU with standardized reached results reports. Each partner responsible of the specific dissemination events will fill the template as reported below.

3.3.1 Concertation activities Report template

This template will be used by all the partners for reporting activities performed and results achieved under the cooperation activities.

Concertation reporting	Responsible partner
Institution/s Organisation/s the cooperation has been carried out with	Activities performed (date and description)
	<i>Report the activities carried out, to which extent the cooperation has been established (European, national, regional), involvement of further institution/s, organisation/s, date and venue of the meeting/s, working groups, events.</i>
	Target group/s
	<i>Report to which target group/s has been addressed, main beneficiaries</i>
	Main results
	<i>Report most relevant outputs and results achieved, progress and forthcoming actions</i>
	Proceedings, materials, evidences
<i>Attach any concrete result (report, statement, minutes, proceedings, materials,) showing the level of cooperation achieved</i>	

3.3.2 Dissemination activities Report template

Dissemination reporting	Responsible partner
Dissemination event carried out, venue, date	Activities performed
	<i>Report the activities carried out:</i>
	<ul style="list-style-type: none"> - Workshop, conferences, exhibitions, fairs - Article, papers - Web-site promotional activity
	Target group/s
	<i>Report to which target group/s has been addressed, main beneficiaries</i>
	Proceedings, materials, evidences
<i>Attach any concrete result (agendas, leaflets, brochure, proceedings, materials, slide presentation) showing the dissemination activities</i>	