



innovative, inclusive, interactive & intercultural
learning campus

Dissemination Plan

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List of Acronyms

Acronym	Description
AC	Accession Countries
EC	European Commission
HEI	Higher Education Institution
IT	Information Technology
NMS	New Member States
RSS	Rich Site Summary (RSS 0.91) / RDF Site Summary (0.9, 1.0, 1.1) / Real Simple Syndication (2.0)
TEL	Technology Enhanced Learning
W3C	World Wide Web Consortium

Table of Contents

Executive summary	6
1. Introduction	7
2. Dissemination Principles	9
3. General Dissemination Strategy	10
3.1. Overall Approach	10
3.2. Exploitable Knowledge	11
4. Sustainability	13
5. Target Groups and Scope	15
6. Dissemination Media	18
6.1. iCamp Logo and Key Visual	18
6.2. iCamp Portal	18
6.3. iCamp Leaflets and Brochures	19
6.4. iCamp Newsletter	19
6.5. Workshops, Conferences, Presentations, and Fairs	20
6.6. iCamp Poster	21
6.7. Deliverables	21
6.8. Publications	22
6.9. Press Releases	23
6.10. Internal Dissemination	23
7. Partner Roles	24
8. Dissemination Summary	28
9. Evaluation and Metrics	29
10. References	30
Appendix A – The iCamp Logo	31
Appendix B – iCamp Portal Design Template	32
Appendix C – iCamp Leaflet Design	33

Executive summary

This document is the dissemination plan of the iCamp project. The dissemination plan lays out the foundations for future dissemination activities executed within the context of the project.

Dissemination is an ongoing activity that is carried out with the participation of all project partners, and thus it is essential that all partners have a shared vision of these activities. This document is a formal description of this vision.

In this plan we touch the following issues for dissemination:

- We define the term dissemination within the project context, and stress out that dissemination activities are of significant importance particularly for the iCamp project to reach its aims.
- We identify the project outcomes that are elements of dissemination in order for all partners to have a clear vision of what to disseminate.
- We define the stakeholders of the project in terms of scope and target groups. This definition gives a clear vision of the audience for dissemination activities.
- We identify the most effective tools and media for dissemination activities that are best suited for our goals, target groups and deliverables. These tools and media come in various electronic and printed forms.
- We identify the communities or bodies that will aid us in dissemination activities.
- We create an overall schedule for dissemination.
- We lay metrics for evaluating the dissemination activities.

The dissemination plan document addresses all these issues with regards to the established principles for dissemination activities.

1. Introduction

The iCamp project has the vision to become THE Educational Web for higher education in the enlarged Europe of 25+. It will provide an infrastructure - the iCamp Space - for collaboration and social networking across systems, countries and disciplines. The iCamp space is the idea of gathering people into one common virtual learning environment. This virtual environment does not consist of a single software system, but is composed of various interoperable tools and platforms. Each element of this patchwork of open-source solutions and the entire space are compliant with a certain pedagogical model built upon a social-constructivist approach. This pedagogical model encompasses social networking, scaffolding for self-directed learning, incentives, and cross-cultural collaboration aspects. Users have seamless access through their own learning platforms or tools to services and artefacts offered by remote systems. The network comprises pan-European higher education organisations from the NMS and the AC (such as institutions, departments, units, institutes, and single chairs), enabling their members (students and staff, organised in communities) to collaborate on a group or individual level.

According to prevailing viewpoints, dissemination is one of the necessary conditions to assure sustainability of a project and of related outputs. In fact, dissemination ensures the visibility needed to reach large audiences not directly involved in the project itself. Dissemination makes the project visible, enables the consolidation of networks of “real” and potential users, allows a possible official recognition on the topic, as well as a continuous users’ feedback. When these conditions are in place (but the list may be longer), then dissemination can really be a prologue for project and outputs sustainability.

The results and impact of the project efforts rest also in the effectiveness of dissemination activities. These activities are essential for the project to attain its objectives. Reaching out to bigger portions of the target groups are keys to project success. Ergo, the iCamp project has specifically designed dissemination work package (WP5). iCamp WP5 consists of activities devoted to promote the outcomes of the project. The ultimate objective of dissemination is to assuring the utilization of project’s various kinds of results. More specifically, the main objectives of this work package are:

- To establish information channels to HEI in Europe and especially in the NMS and AC for raising awareness, making transparent the gains, and sharing lessons learned from the iCamp experience
- To establish an iCamp community of affiliates, key promoters and beneficiaries across Europe for sharing knowledge
- To develop an exploitation model and ensure sustainability of project results

- To secure a multi-channel integrated and focused awareness raising campaign aiming to multiply the societal and economic benefits of iCamp for an Enlarged Europe
- To capitalize on existing collaborations and liaisons with established networks of higher education institutions as well as online libraries and any other source of relevant content
- To provide easy access to iCamp constructivist learning tools and easy connection to the iCamp Space
- To secure extensibility options to Open Source communities through open source licenses of all the iCamp tools

The iCamp dissemination plan (Deliverable 5.1) will provide the main concepts, principles and strategy for the whole dissemination activities throughout the project, emphasizing on the sustainability of the project outcomes. The document specifically describes the tools and media for dissemination, naming and scheduling each element. The plan also includes dissemination statements from each project partners.

2. Dissemination Principles

As stated before, the ultimate goal of all dissemination activities is to maximize the utilization of project outcomes within target groups. The principles of these activities rely on this goal.

The dissemination activities aim to ensure the maximization of the reach, effectiveness, extensibility, and sustainability of the project outcomes. The activities should provide a high visibility of the project in an enlarged Europe, and also support the establishment of the iCamp community.

The main issues considered by the dissemination objectives are:

- Reach; reaching the target groups in an enlarged Europe.
- Effectiveness; the dissemination infrastructure provides effective tool and methods for communication
- Extensibility; extent of dissemination continues to grow during and after the completion of the project in terms of both geographical area coverage and the size of the community involved
- Sustainability; making the dissemination infrastructure to function long after the completion of the project with an effective combination technical and social infrastructures.

In support for these issues there are three important principles to seek for in dissemination activities:

- Dissemination is an ongoing activity for the entire duration project.
- All project partners are involved and all take part in various dissemination activities.
- All of the project outcomes are elements for dissemination.

3. General Dissemination Strategy

3.1. Overall Approach

The iCamp dissemination activities will be executed with respect to a dissemination strategy that complies with the project's goals.

To form a strategy for dissemination, we should first define it; dissemination refers to a special communication process which transfers information to the members of a community. Dissemination concerns those messages that contain new ideas, for the purposes of promoting scientific and technical progress.

In our strategy, we define three levels for dissemination: Awareness, understanding and action. First, we need our target groups to be aware of the project's objectives and its outcomes, then raising their interest to form a need of understanding so that they can benefit from the project's offerings. Involvement in these two steps will provide the basis for action, where target groups actually use the deliverables offered by the project.

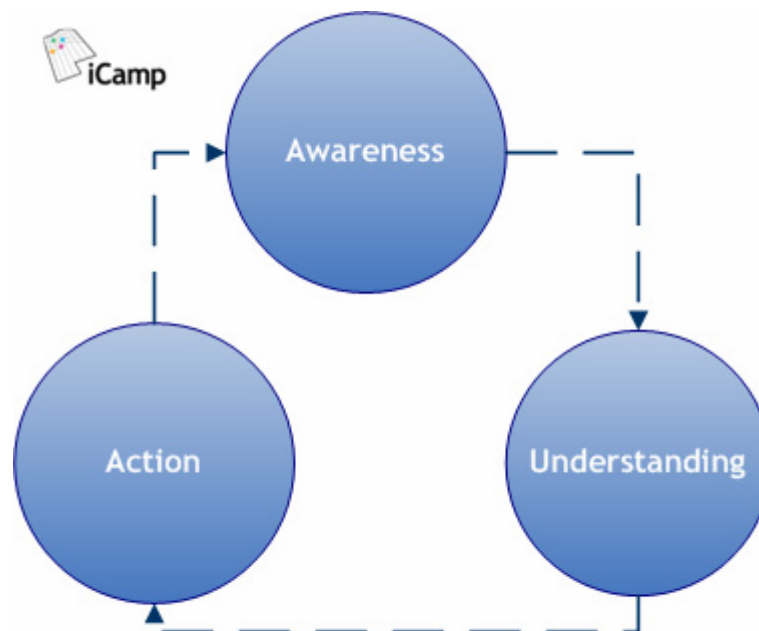


Figure 1. iCamp General Dissemination Strategy

3.2. Exploitable Knowledge

The first issue in this dissemination strategy is defining what is to disseminate. The iCamp project participants have a clear and shared understanding for the identification of the project outputs for dissemination. The nature of the project outputs to be developed represents a crucial element to take into account when conceiving dissemination actions. Project outputs may be classified as follows:

- *Know-how and Experience*; publication of project's results in scientific research community through papers, conferences, etc. The outcomes that fall into this category are the "iCamp Building Blocks" (a portfolio of constructivist learning tools), the "iCamp Models" (validated models for scaffolding, social instruction, cross-cultural collaboration, and learning incentives), the best practices gathered from the trials executed within the project. Also, all the project management and communication solutions are fit for this category.
- *Hard Outputs*; exploiting the products developed within the context of the project for wider utilization. The outcomes that fall into this category are the "iCamp Space" (a composition of tool, platforms and repositories that form an open virtual learning environment), and "iCamp Interoperability & Collaboration Patterns" (description and Open Source code for connecting to the iCamp Space).

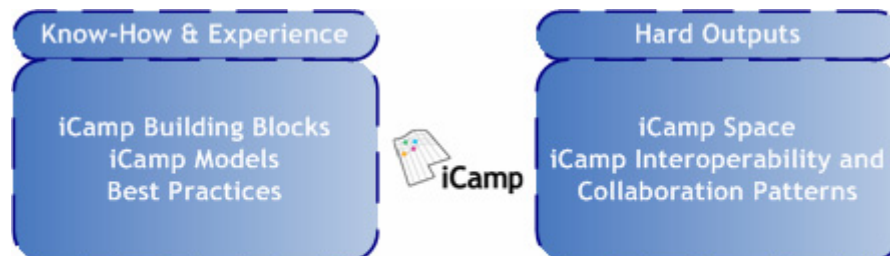


Figure 2. iCamp Outputs

A common mistake is to assume that the only outputs which may have a potential for dissemination are final outputs. In fact, during the project life-cycle several products are developed as intermediate or supporting outputs. These have functions in relation to the project and its product development but may also have a potential for dissemination independently from the final outputs. Obviously some outputs may not be suitable for dissemination, either because they are intended for partners' use only or because their quality or content makes them inappropriate for dissemination.

The second issue with the strategy, is that it is very important to have a clear definition of target groups for dissemination. The stakeholders, who can affect or can be affected by the achievements of the iCamp project have been defined and presented in the coming sections of this document.

The third issue is establishing an effective schedule for dissemination activities is an important section of the plan. The dissemination activities will run continuously throughout the project, and the defined outputs of the project will be disseminated as the outcomes realize. A detailed schedule has been given in the following sections.

Another part of the strategy is to get connected with other HEIs, other European research projects of similar goals and activities, and national political offices for a real European deployment.

4. Sustainability

Dissemination is essential for take-up, and take-up is crucial to the success of the project and sustainability of outputs in the long term. Dissemination informs the different target communities about what you have developed and the benefits of using it.

Sustainability can be envisaged as being composed of various elements or “ingredients”. They comprise visibility, networking, policy consensus, users’ feedback, funding (public or external), official recognition, competent staff, human resources commitment, and achieved sustainability of related output. These elements are not independent from each other and are difficult to measure in precise terms. In fact the sustainability of a specific output may depend, to a large extent, on the achieved sustainability of a more general output such as a new institution; but a number of elements will need to be present if a given output is to be defined as sustainable. The type of necessary elements very much depends on the type of outcome. We define some the foreseen issues in establishing the sustainability of the project as follows:

- *Exploitation Plan:* The exploitation plan will play a crucial role in sustainability beyond the project partners by defining Public Private Partnerships, elaborating Revenue Models, creating a supporting infrastructure, and investigating existing open-source and standardization initiatives. Within this context, linking with related communities also take part in the exploitation plan.
- *Interoperability:* The iCamp outcomes need to interoperate with existing system in order to ensure sustainability. Enhancing existing open source tools with interoperability capabilities based on re-usable integration patterns is a tool for achieving this goal.
- *Best Practices:* The experience gathered from the validation trials will be documented as iCamp Best Practices which will be key elements for sustainable implementation.
- *Observation of the Market:* For sustainable results, a continuous and through observation of the learning market will be executed.
- *Linking with the Education Community:* An effective networking with the education community is crucial as these groups are primary target groups of the project. They are major users of the project outcomes and thus key player in establishing sustainability.
- *Responsibility for Sustainability Actions:* From a project management perspective, the role for planning the sustainability beyond the project’s run-time and its partners is assigned to the Relations Board. This aids the manageability of these actions.

The most important tools for sustainability for the project outcomes are the iCamp space and the iCamp community.

The iCamp space, which is deliverable of WP3, will provide collaboration and social networking of across systems, countries and disciplines, building itself on existing interfaces. Interoperability amongst different open source learning systems and tools is the key to successful sustainability of iCamp.

The iCamp Community, consists of project partners, iCamp national networks and the iCamp network of an enlarged Europe. iCamp national networks include organizations and individuals on a national basis with special interest in iCamp activities and results. iCamp network includes organizations and individuals with a special interest in iCamp activities and results.

5. Target Groups and Scope

The dissemination activities of the iCamp project are analyzed in two main categories. The first category, scope, defines logistic extend of the dissemination activities to be performed. The second category, target groups, defines the targets which should be made aware of and understand the project outcomes and on a third level, should be encouraged to act with respect to these outcomes. Also, for these two categories we prioritize their contents in terms of their significance and importance to reach the project goals. We specify these categories as below:

- **Scope:** We define three levels for the scope of the dissemination activities, the primary levels of the project scope are:
 - *Pan-European:* The iCamp project aims its outcomes to reach the EU25+ with an emphasis on NMS and AC. Thus, institutions within this geographical area are iCamp's target groups.
 - *National (and Regional) Level:* It is essential that project partners carry out dissemination activities in their own countries and within their reach of their influence in order to secure national support on different levels for the long term perspective of implementing the iCamp results.

As a secondary level of the project scope we define:

- *Personal Level:* All the key personnel who are directly affiliated with the iCamp in the partner institutions are encouraged and expected to personal effort to promote awareness, understanding and utilization of the project outcomes through individual social networking resources.

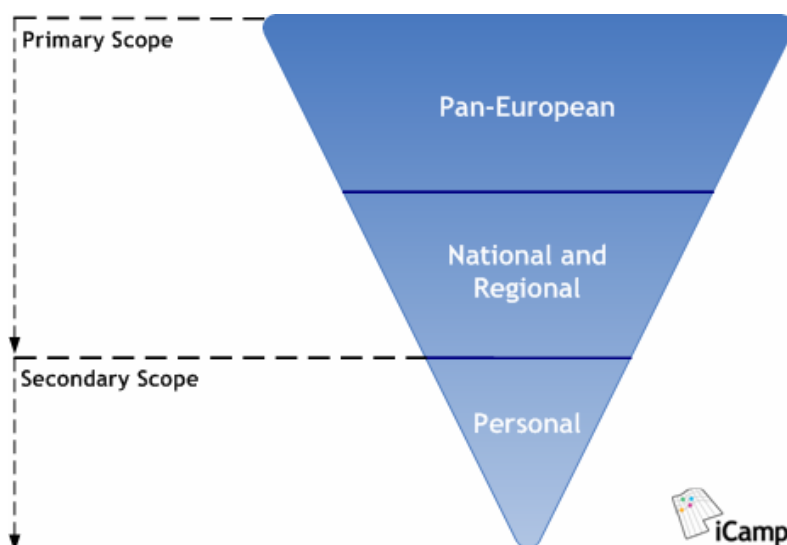


Figure 3. Scope of iCamp Dissemination Activities

- *Target Groups:* We define two sub categories for the target groups of the dissemination activities:
 - *Organizational:* In this sub-category we distinguish the following organizations as the primary target groups:
 - *Educational Institutions:* HEIs (both from an educational point of view), institutes, research centres and laboratories specializing in TEL are targets for dissemination.
 - *Corporations:* These are identified as target groups as they are significantly large resources for professional learning. This target group are potential users of the iCamp outcomes.

As a secondary level of target organization groups, we define;

- *Government:* Policy makers of educational and learning issues are targets for dissemination for wider adoption of the project outcomes.
- *Businesses:* Businesses are targeted for dissemination to provide products and solutions that support or are built upon the outcomes of the iCamp project. Specifically, the emphasis is on software developers and ISPs. This target group is the service provider of iCamp outcomes
- *Communities:* The iCamp project targets various communities. The primary level of target communities are;
 - *Research:* The researchers in the areas of learning and TEL in HEIs, research centres, and laboratories are target groups for dissemination.
 - *Facilitators:* The facilitators include teachers, instructors in HEIs, K12, and professional learning institutions.
 - *IT Community:* IT specialists especially in the areas of software engineering, eLearning, and database systems are target groups for dissemination; the open source communities in these areas are of main interest for the iCamp dissemination

The secondary level of target communities is defined as;

- *Standardization Bodies:* The outcomes of the iCamp project contribute to the many standards in learning, software engineering, and DRM. Ergo, the standardization bodies in these areas are target groups for dissemination activities.

- *Policy Makers:* The policy makers within the geographical scope of the project are subject to different levels dissemination activities.

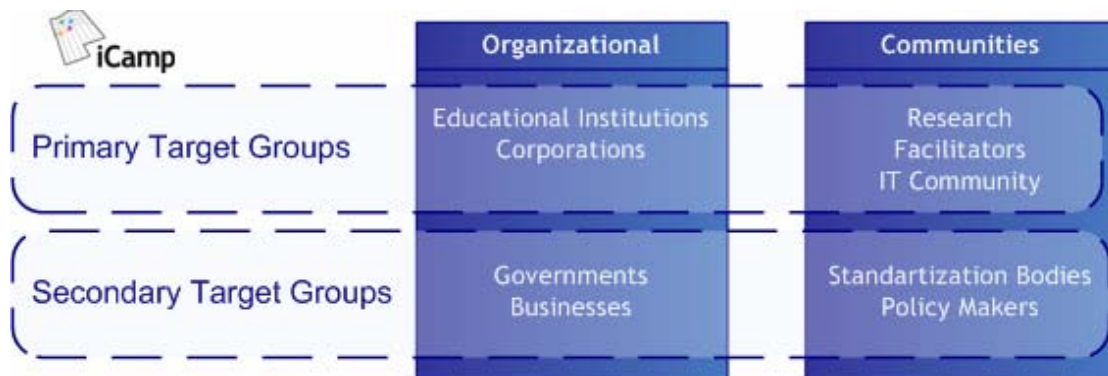


Figure 4. iCamp Target Groups

All partners of the iCamp consortium have a shared agreement on the identification of these target groups and will execute various dissemination activities within the scope defined in this section.

6. Dissemination Media

The dissemination media for iCamp have been carefully identified for the most effective execution of the dissemination plan.

6.1. iCamp Logo and Key Visual

The project logo is an important factor in creating the project identity. The designed logo reflects the main objectives of the project. The logo will be used in all dissemination materials from the portal to the newsletters.

The logo itself can be found in Appendix A.

6.2. iCamp Portal

The portal is an essential resource for dissemination. It will be used as the most updated and the most detailed source of information. The portal will be promoted in all other dissemination material. The basic site map for the portal is given below:

Home Page: This is the start point for the portal navigation. All of the below links site map components will be places on this page. In addition, the home page will display the project news, a project events calendar, and an introductory note.

- Project overview: This part gives general information about the project. Following sections are included in this part:
 - iCamp Vision: A statement and a clear definition of iCamp vision.
 - Objectives: List and definitions of iCamp objectives.
 - Partners: List of iCamp partners along with their simple contact information which includes role(s) in project web site URL, e-mail, telephone, fax and address.
 - Methodology: This section briefly gives the methodology of the iCamp project.
- Publications: Publications part will provide a list and downloadable copies of these publications, which are all in pdf format.
 - Papers: Material published at journals, conferences, etc.
 - Deliverables: Public project deliverables.

- Whitepapers: Whitepapers about the progress and products of iCamp.
- iCamp Space: This part introduces the main product of the project, iCamp Space. This part will be designed to be interactive in order get information from visitors (like comments, opinions, feedback, etc.).
 - Interoperability: This section provides information on how to gain interoperability with the iCamp Space.
 - iCamp Models and Tools: This section provides information on iCamp models and tools.
- Links: This part provides links to related programmes, projects, and initiatives.
- Contact Us: This part provides contact information for the coordinator of the project.

The portal will have public parts available to everyone and private parts only serving the consortium members, thus it will incorporate a user management system. The platform for building this web site has already been chosen; the open source Plone platform provides content management and user management features required for the portal.

The design templates for the website are located in Appendix B.

6.3. iCamp Leaflets and Brochures

Leaflets and brochures are important support materials for dissemination. As printed materials, they will be used for visibility in conferences, workshops and fairs. The flyer will give general information about the project aims and vision. An electronic version of these leaflets and brochures will be distributed via the web portal and e-mails.

The design for these materials is given in Appendix C.

6.4. iCamp Newsletter

A periodic electronic newsletter will be produced and distributed to the target groups via mailing lists every three months. The newsletter will provide information on the progress of the project with news and events information. The newsletter will also have information related to the project's area of interest, TEL. The ingredients of the newsletter are; news from the project, news from areas within the project's interest, events from the projects, events that the project takes part in, project status, partner information.

6.5. Workshops, Conferences, Presentations, and Fairs

The project envisages participation to conferences and workshops related to the project's theme. A common presentation template reflecting the project identity will be used in presentation conducted in such events.

List of currently participated events:

- World Summit on the Information Society, November 2005, Tunisia
- WebDosBeta, October, 2005, Madrid, Spain
- JIE 2005, December, 2005, Madrid, Spain

List of potential events that are planned to take participation in (this list will be updated during the course of the project and can give only a first idea of what we are targeting at):

- WEBIST-2006, April 2006, Portugal
- I-KNOW 2006, September 2006, Graz, Austria
- EDEN 2006 Annual Conference, June 2006, Vienna Austria
- LEARNTEC 2006, February 2006, Karlsruhe, Germany
- EC Technology Enhanced Learning Coordination Meeting, February 2006, Luxembourg
- EC-TEL 2006, October, 2006, Crete, Greece
- ECER 2006, September 2006, Geneva, Switzerland
- BlogTalk Reloaded, October 2006, Vienna, Austria
- CSCW 2006, November 2006, Banff, Alberta, Canada
- Interoperable E-Learning Systems In Action Workshop, April, 2006, Valkenburg aan de Geul, Netherlands
- WWW 2006, May, 2006, Edinburgh, UK
- ICALT 2006, July, 2006, Kerkrade, Netherlands
- Networked Learning 2006, April, 2006, Lancaster University, UK
- IETC2006, April, 2006, Famagusta, North Cyprus
- eLearnExpo 2006, May, 2006, Moscow, Russia
- MoodleMoot 2006, July 2006, The Open University, UK

- ALT-C 2006, September 2006, Edinburgh, UK
- ICL 2006, September 2006, Graz, Austria
- CSCL 2007, 2007, Rutgers University, NJ, USA

The iCamp project is also a member of the PRO-LC (The Professional Learning Cluster) which is a cluster of major research project in Europe in the area of Technology Enhanced Learning. The main goals of the professional learning cluster are the provision of a forum for communication within the projects, joint forces in dissemination and standardization, and sharing research results.

6.6. iCamp Poster

A poster for the project will be produced giving brief information about the project's vision. The design of the poster will be in line with the project's identity and will be used in conferences, workshops, and etc for enhancing the visibility and reach of the project.

6.7. Deliverables

All public deliverable are subject to direct dissemination. The deliverables are the most concrete results of the project and will be used to show the iCamp progress (Table 1.1).

Table 1. Public Deliverable List

Del. no.	Deliverable name	Delivery date (project month)
D6.0	Project Presentation	M3
D5.1	Dissemination plan	M3
D5.2	iCamp portal (software)	M4
D5.3	iCamp dissemination material	M4
D1.1	iCamp draft models for social instruction and scaffolding	M6
D2.1	iCamp Space specification	M6

Del. no.	Deliverable name	Delivery date (project month)
D3.1	Interoperability Framework Draft for the Distributed Open Virtual Learning Environment	M6
D3.2	Prototype of Repository Network	M8
D4.1	iCamp Evaluation Framework	M8
D2.2	iCamp Building Blocks, Version 1	M10
D5.4	Draft exploitation model	M10
D4.2	First Trials Evaluation Report	M16
D3.3	Specification of API for Distributed Collaboration and Social Instruction & Prototype of Collaboration Network	M17
D1.2	iCamp models for cross-cultural collaboration and learning incentives	M18
D2.3	iCamp Building Blocks, Version 2	M18
D4.3	Second Trials Evaluation Report	M28
D1.3	iCamp revised models	M30
D2.4	Trust management, privacy and IPR framework	M30
D3.4	Report on Collaboration and Integration Patterns and Technical Tests	M30
D1.4	iCamp integrated models for social instruction, scaffolding, cross-cultural collaboration and learning incentives	M34
D2.5	Final portfolio of iCamp Building Blocks	M34
D3.5	Interoperability Framework and Description of iCamp Space	M34
D4.4	Trials Evaluation Report	M34
D6.2	Final Project Report	M36

6.8. Publications

Publications are important tools for disseminating the research outcomes of the project. The members of the consortium have strong commitment in

publishing their work in relation to the iCamp project's theme and research topics in high quality conferences, journals, etc.

6.9. Press Releases

Press releases will be published occasionally and will be circulated beyond the TEL community. Usual dissemination channels for these are publications of professional bodies and scientific communities.

6.10. Internal Dissemination

Internal dissemination is a driving force for the general dissemination strategy as it boosts the communication within the partners. Internal dissemination includes sharing of discussions for the project progress, sharing of deliverables, sharing of performed external dissemination activities, and various kinds of resources that aid the progress of the tasks within the project.

The tools for internal dissemination are:

iCamp Nextspace: The Nextspace is an advanced software tool for knowledge management that vastly aids communication between parties. Nextspace is an integration of blog, wiki, bookmarking, tagging, and file management facilities that supports RSS subscriptions and syndication. Most of the knowledge sharing within the project is performed in this solution.

Mailing lists: Mailing lists are convenient and casuals tools for communication. There are mailing lists for each work packages where only the individuals working on a specific work package have access; and an overall list where all individuals in the consortium partners can post and receive messages

7. Partner Roles

Table 2 gives a brief explanation of each partner's expectation to and contribution from the dissemination activities.

Table 2. Partner Dissemination Statements

Partner	Expectations	Contribution
CSI	<p>As the coordinating institution the CSI has a strong interest in providing high quality work throughout the project in order to maintain and further gain its reputation in the international research community.</p> <p>Influence and shape the future of higher education towards more self-directed learning approaches in Austria and Europe.</p> <p>Raise awareness about the demands in terms of self-organisation that LLL implies and what that means for the institutions preparing citizens for LLL.</p> <p>Gain more visibility in the research community on TEL.</p> <p>Disseminate the results internally and make colleges who are teaching at HEI aware of the advantages of iCamp.</p>	<ul style="list-style-type: none"> - Represent the project at any relevant event from a coordinators perspective and promote its achievements - Maintain contact with the EC and provide them with relevant information from the project achievements - Promote the project on national and regional level in Austria with a focus on governmental bodies in higher education (ministry of education) and HEI themselves - Scientific contribution via publications - Support the expanding of the iCamp network by making use of the organisational networks, especially in South Eastern Europe - Contribute to the development of a sustainable exploitation model for the project - Support the production of dissemination material by providing relevant content, feedback and design support - Maintain contact with the press and provide them with promotion material

JSI	<p>Jožef Stefan Institute will disseminate iCamp results to Slovenian higher educational institutions and relevant public bodies. JSI will also act as a national relay point in Slovenia for all parties that are interested to join their educational systems into a network of educational nodes developed in the iCamp project.</p>	<p>Integration of the research results into an educational process: iCamp research results will be integrated into several courses on topics of e-learning, security and privacy on graduate and post-graduate level in Slovenia, in particular at University of Ljubljana, Faculty of Economics, Jožef Stefan Institute international postgraduate school, and at University of Maribor, Faculty of Criminal Justice.</p>
ULE	<p>iCamp suite will be disseminated to the e-learning research communities at the University of Leicester and its vicinity (including universities in Nottingham, Birmingham, Warwick, and London). Contacts with the respective institutions will be initiated. We hope that these institutions will be involved in trialling the iCamp suite and even become active users of the iCamp suite.</p> <p>Prof. Gilly Salmon (Professor of E-learning and Learning Technologies; Director of the group „Beyond Distance Research Alliance“ BDRA) at the University of Leicester is organizing a series of events related to the future research trends in e-learning. The upcoming ones will be on 10th Jan 06 „Pushing the boundaries: Setting the E-learning Research Agenda“ and 11th January 2006 „ Developing your research idea“ (http://www.le.ac.uk/beyonddistance).</p> <p>Effie Law will take part in these events to disseminate iCamp as well as explore the possibility of establishing longer-term collaboration with the people at the BDRA, for instance, active participation in future events to be organized by this group. This collaborative relationship may enhance the expansion of the iCamp network.</p> <p>Further, we will soon publish a short article about iCamp for our local e-Bulletin, which will be accessible under the heading „News“ in our departmental homepage. Besides, we plan to design a local website for iCamp at ULE.</p>	<p>We aim to produce scientific publications in international conferences and refereed journals. Several relevant conferences and journals are identified:</p> <p>International Conferences:</p> <ul style="list-style-type: none"> - CSCW 2006 (http://www.cscw2006.org/) - CSCL 2007 (it will be hosted by Rutgers University in New Jersey) <p>Refereed Journals:</p> <ul style="list-style-type: none"> - CSCW (Springer Verlag) - Journal of Computer Assisted Learning (Blackwell publishing) - Computers & Education (Elsvier)

UPM	<p>To achieve a paradigm shift in the way HEIs approach TEL, using iCamp as such a paradigmatic case study.</p> <p>To raise the awareness and interest of HEIs on Social Software as an educational reengineering technology.</p>	<p>An active attitude for an effective local dissemination at all - institutional, organizational and individual - levels.</p> <p>Signalling potential partners at a country-level.</p>
VUE	<p>VUE is a leading adaptor of knowledge sharing technologies in Austria, running academic portals such as EducaNext or Learn@WU which connect more than 20.000 users. Their research concentrates on three different aspects of New media: security aspects, software and knowledge engineering aspects and educational aspects. The research areas can be summarised under the headings eLearning and change management in higher education and vocational training, IT security and security management and high level application development.</p>	<p>As the leader of the WP3: iCamp Interoperability, VUE plays a crucial role for dissemination. The main activities will be: publications, participation in conferences, workshops and fairs.</p>
AGH	<p>Raising awareness of TEL possibilities among educational, government and business institutions as well as individuals;</p> <p>Incorporating new partners into the framework;</p>	<p>Promoting iCamp space at the AGH University as well as other educational, government and business institutions;</p> <p>Trying to introduce iCamp to our partners from other projects – both in Poland and abroad;</p> <p>Writing articles and preparing presentations on iCamp project;</p>
KTU	<p>KTU conducts research on delivery methods, ICT tools serving educational objectives, as well as on the methods suitable for activating learners and reaching their learning objectives (active learning methods) and means to implement them. KTU is the co-ordinator of LieDM (a national programme on distance learning) and involved in ITMis (Information Technologies for Science and Education 2001-2006) and member of a large number of national international associations and networks with regard to technology enhanced learning. Distance Education is really among strategic priorities in Lithuania with significant financial resources allocated by the government.</p>	<p>KTU will contribute to dissemination activities with publications, participation in conferences, workshops and fairs as well as intensive national and regional dissemination of the project idea and results</p>

ISIK	<p>On a first level, ISIK expects to use iCamp results on a national level within the regional HEIs.</p> <p>Also, ISIK expects to integrate its currently available learning products and F/OSS products within the iCamp Space.</p>	<p>As the WP5 leader, ISIK will contribute to all dissemination activities including printed and digital media produced for dissemination.</p> <p>Also, ISIK researchers will participate in national and international events including workshops, conferences and fairs. ISIK has strong ties with the F/OSS community on national and an European level, outcomes of the project will disseminated in F/OSS communities.</p> <p>ISIK aims to produce publications and theses within the context of iCamp.</p>
TLU	<p>iCamp Space will be implemented by Estonian e-university consortium</p> <p>iCamp Space will be impemented by EUDORA consortium (European Doctorate in Teaching and Teacher Education)</p> <p>iCamp Space will be used by several ERASMUS Intensive Programmes</p> <p>iCamp Space will be used and promoted by Comenius teacher training network COMP@CT</p> <p>iCamp suite will be promoted by Finnish Virtual University, Latvian E-university, Swedish Netuniversity.</p>	<p>Workshops for introducing the prototypes of iCamp Space (annual conferences of Estonian E-university)</p> <p>Publication in the bi-monthly journal A&A (in Estonian)</p> <p>Papers presented in the ECER and EDEN conferences 2006-2008</p> <p>Papers presented in BITT 2007-2008</p>
TBU	<p>TBU deploys and actively develops open-source web-based eLearning systems. The current research and development in this area concentrates on automatic evaluation and anti-plagiarism systems that can be used to make the learning process more effective and transparent. In addition, the integration of eLearning systems with study agenda systems, online libraries etc. are a major area of research at TBU.</p>	<p>TBU will contribute to dissemination activities with publications, participation in conferences, workshops and fairs</p>

8. Dissemination Summary

Scope	Target Group	Method	Media	Timing
Pan-European National	Organizations Communities	Website	WWW	M3
Pan-European National Personal	Organizations Communities	Newsletter	Printed and Electronic	M(3n)
Pan-European National	Organizations Communities	Leaflet	Printed and Electronic	M4
Pan-European National	Organizations Communities	Poster	Printed and Electronic	M4
Pan-European National Personal	Organizations Communities	Presentations	Electronic	Continuous
Pan-European National Personal	Communities	Publications	Printed and Electronic	Continuous
Pan-European National	Organizations Communities	Deliverables	Printed and Electronic	Continuous
Pan-European National	Organizations	Press Releases	Printed	Continuous

9. Evaluation and Metrics

Evaluation	Metric
How many copies of the iCamp brochure have been distributed?	<ul style="list-style-type: none"> • 100 copies per each partner
How many unique visitors does the iCamp portal have on a monthly basis?	<ul style="list-style-type: none"> • 1000 unique hits per month on average
How many copies of the newsletter have been distributed?	<ul style="list-style-type: none"> • At least 50 electronic copies per each partner
Have many events are participated in?	<ul style="list-style-type: none"> • At least 2 events per each partner
How many copies of the iCamp poster have been distributed?	<ul style="list-style-type: none"> • 10 sets per each partner
How many publications have been made on international level?	<ul style="list-style-type: none"> • At least 1 publication per each partner
How many publications have been made on national level?	<ul style="list-style-type: none"> • At least 2 publications per each partner
<p>How many Higher Education Institutions (HEIs) outside the project consortium participate in validation trials on a voluntary basis?</p> <p>How many HEI from the NMS not in the consortium will join the iCamp network?</p>	<ul style="list-style-type: none"> • Altogether at least 5 external HEIs take part in the three validation trials as test cases for exploitation • At least 1 HEI in each NMS (Latvia, Malta, Cyprus, Hungary, Slovakia) that are currently not part of the consortium will join the iCamp network

10. References

S. Harmsworth, S. Turpin, "Creating an Effective Dissemination Strategy", July 2002

Kieslinger, B. et al: Elena Dissemination and Use Plan. Vienna 2003.

iCamp Technical Annex, 2005

Margit Hofer, et al., Prolearn Dissemination Plan, 2004

Appendix A – The iCamp Logo



Appendix B – iCamp Portal Design Template



The image shows a mockup of the iCamp portal design template. At the top left is the iCamp logo, which consists of a stylized 'i' with a colorful dot and the text 'iCamp' followed by the tagline 'Innovative Inclusive Interactive intercultural learning campus'. To the right of the logo is a banner with the word 'space' in a large, light blue font, set against a background of silhouettes of people in a meeting. Below the banner is a horizontal bar with a rainbow gradient.

The main content area is divided into three columns:

- Left Column (Navigation):**
 - HOME**
 - Project Overview**
 - [iCamp Vision](#)
 - [Objectives](#)
 - [Partners](#)
 - [Methodology](#)
 - Publications**
 - [Papers](#)
 - [Deliverables](#)
 - iCamp Space**
 - [Interoperability](#)
 - [Methods and Tools](#)
 - Links**
 - Contact Us**
- Middle Column (Welcome and News):**
 - Welcome to the iCamp Project's official web site.**
 - iCamp is a research and development project funded by the European Commission under the **IST (Information Society Technology)** programme of **FP6**. The project aims at creating an infrastructure for collaboration and networking across systems, countries, and disciplines in Higher Education. Pedagogically based on constructivist learning theories that puts more emphasis on self-organised learning, social networking, and the changing roles of educators.
 - NEWS**
 - iCamp has joined The Professional Learning Cluster (PRO-LC).**
 - NEWS**
- Right Column (Upcoming Events):**
 - Upcoming Events**
 - 30. - 31.01.2006**
 - [iCamp project meeting and workshop.](#)
 - Ljubljana, Slovenia**

At the bottom left, there is a link for [iCamp News RSS Feed](#). At the bottom center, there is a footer: "This is the official website of the iCamp project funded by the European Commission under the IST programme of FP6" with a link to [IMPRINT](#).

Appendix C – iCamp Leaflet Design

