



## Dissemination Strategy Report

Virtual Campus Hub D6.1. Preliminary version

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# D6.1 Dissemination Strategy Report

## Preliminary version

Merete Badger, Jørgen Kjems, Torsten Fransson, Laura Farinetti, Frank Vercoulen

March 2012



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## Preface

This report describes the dissemination and exploitation strategy for project Virtual Campus Hub (EU FP7 contract RI-283746). The project duration is October 2011-13 and the dissemination and exploitation plan will be revised continuously during the project's lifecycle.

In summary, the Virtual Campus Hub project will develop and implement the tools and e-learning platforms needed to establish a European and potential world-wide Virtual Campus network primarily for technical universities and business schools. The Virtual Campus network will use the European e-infrastructure network incl. Géant as the communication backbone. The project will formulate end-user demands for high-quality services in support of a global virtual campus network based on a Virtual Campus Hub concept. The Virtual Campus Hub will be developed through pilot use of the hub elements with special emphasis on the integration of research, innovation and education in sustainable energy. The Virtual Campus Hub consists of the following components:

- (1) A technical platform that can deliver virtual meeting spaces for lectures, conferences, laboratory and numerical exercises, as well as innovation tools, executive learning modules, self-study, etc.
- (2) A set of documented best practices for the use of the platform for courses, teaching & learning methods, innovation processes, networking and joint programs, developed through continued complementary on-site activities.
- (3) A growing inventory of staff competence and experience gained from using the Virtual Campus Hub for enhancing quality and scaling-up innovation, education and training activities primarily related to sustainable energy, combined with dissemination and communication of the resulting best practices

DTU Risø Campus, March 2012

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# 1. Objectives for dissemination and exploitation

The terms dissemination and exploitation are closely related. According to [guidelines](#) from the European Commission, the distinction between the two is made as follows:

“...dissemination can take place from the beginning of a project and intensify as results are becoming available, but full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices. Furthermore, the project manager and all the key actors need to view exploitation as a process that reaches beyond the life of the project so that its results are sustained”.

## 1.1 EU’s five-stage model for dissemination and exploitation

EU’s five-stage model describes the actions required in the lifetime of a project to achieve successful dissemination and exploitation:

1. A clear rationale for and objectives of dissemination and exploitation
2. A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly
3. Determining organisational approaches of the different stakeholders and allocating responsibilities and resources
4. Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities
5. Monitoring and evaluating the effects of the activity.

## 1.2 Rationale and objectives

In project Virtual Campus Hub the rationale of dissemination activities is first and foremost to establish contacts to potential end-users of the different elements, which are developed in the project. These elements include technical solutions as well as virtual laboratory exercises, examination tools, courses, and incubator processes and best practices for using these elements. Secondly, it is important to make connections to other projects, funded by the European Commission or other sources, to ensure that synergies are exploited and overlaps avoided. In this way, the funding bodies and society as a whole will get the most out of the projects.

The rationale of exploitation activities in project Virtual Campus Hub is to ensure that end users choose to use the different elements, which are delivered in the project. The Virtual Campus Hub elements described above are developed with the aim of up-scaling, or multiplication. This means they can be applied straight away by a much larger community; once the added value has been demonstrated successfully.

## 1.3 Strategy and target group

This report addresses stage 2 in the five-stage model for dissemination and exploitation. The target group, or audience, for dissemination and exploitation of project Virtual Campus Hub embraces students, lecturers, entrepreneurs and others who share an interest in renewable energy. Building a community around this common interest using e-

Learning tools and processes is in itself an important aspect of the project. Another important aspect is the up-scaling of results, which will focus on technical universities in Europe or worldwide. In principle, it is possible to apply the Virtual Campus Hub technology and concept to any field of research and thereby to a much broader group of end-users.

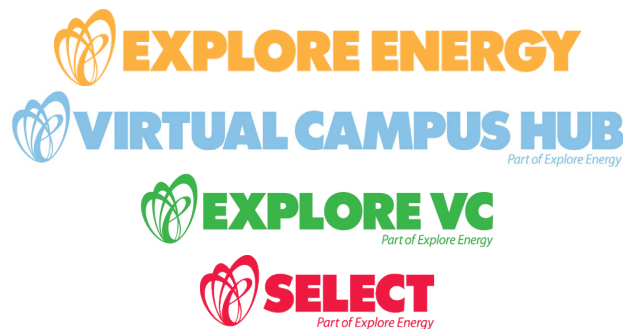
## 2. Dissemination activities

Dissemination of project Virtual Campus Hub started immediately after the project kick-off and will continue throughout the project period. As results are gradually delivered during the two-year project period, the dissemination activities will focus more and more on the project outcome rather than the project itself. As part of this process, the involvement of stakeholders such as students, lecturers, and entrepreneurs is expected to increase over time.

### 2.1 Project logo and web sites

#### Explore Energy Gateway

Virtual Campus Hub is part of a larger family of EU projects called Explore Energy. The main vision of this network is to establish a “Virtual World Energy University” using a wide range of virtual elements developed in different projects as stepping stones. The project logo for Virtual Campus Hub follows the design template of Explore Energy projects as illustrated by the following examples:



The Explore Energy Gateway is already known to a large worldwide community with interests in renewable energy research. Therefore the platform has been chosen as an access point for information about project Virtual Campus Hub. There are two ways to access:

1. Directly through the URL [www.virtualcampushub.eu](http://www.virtualcampushub.eu)
2. Via [www.exploreenergy.eu](http://www.exploreenergy.eu) where Virtual Campus Hub is found under “Partners/Projects”

Presently, the web site contains a project description. It will be updated continuously with the latest information about the project, which will be accessible to registered users (anyone can register). For example, reports delivered under the project, will be published here.

### EU's CORDIS site

A brief project description is given at EU's Community Research and Development Information Service (CORDIS). Per default, this description is extracted from the Description of Work. The EU project office encourages that the project web site at CORDIS is customised by the project team e.g. through upload of the project logo, team photo, and a popular description of the project. This will be done as part of the project dissemination activities.

### 2.2 Slides and project fact sheet

A Power Point presentation and a 2-page fact sheet, which present project Virtual Campus Hub in brief terms, have been prepared and delivered to the EU project officer. These presentations are also available to the partners for their dissemination activities.

### 2.3 Project reports

This report is the first in a series of reports, which will be delivered throughout the project period. In addition to the formal project reports (i.e. the mid-term and final reports) there will be detailed reports on the technical concept of the Virtual Campus Hub as well as the pedagogical learning points of the different elements in the project. The majority of the reports (9 of 13) will be publicly available through the project web sites. The project partners will also distribute reports within their networks and via their own web sites and library systems.

*Table 1. List of reports to be published in project Virtual Campus Hub.*

Title	Work package	Dissemination lev.	Due Date
D5.1 Preliminary technology survey report	WP5	PP	31-Dec-2011
D5.2 Technical concept and recommendations	WP5	PP	31-Mar-2012
D2.1 Interim report on pedagogical improvement	WP2	PP	30-Sep-2012
D4.1 Interim e-Link evaluation report	WP4	PP	30-Sep-2012
D6.1 Dissemination strategy paper	WP6	PU	31-Mar-2012
D1.1 Mid-term report	WP1	PU	31-Aug-2012
D2.3 Report on pedagogical improvement	WP2	PU	31-Mar-2013
D5.4 Virtual Campus Hub technology evaluation report	WP5	PU	31-Mar-2013
D3.4 e-Learning programs and courses evaluation report	WP3	PU	31-Jul-2013
D1.2 Final report	WP1	PU	30-Sep-2013
D4.3 e-Link evaluation report	WP4	PU	30-Sep-2013
D6.6 Strategy paper	WP6	PU	30-Sep-2013
D6.7 Final report on the Virtual Campus Hub concept	WP6	PU	30-Sep-2013



## 2.4 Virtual Campus Hub virtual events

A series of virtual events will take place where the different elements in the Virtual Campus Hub, including both the technical and the pedagogical aspects, are demonstrated. These virtual events are inspired by events in other Explore Energy projects and they will build upon experiences gained in these projects. Examples of virtual events carried out in project Explore Energy VC include virtual lectures and guest lectures, virtual poster sessions, and a virtual coffee house.

In Virtual Campus Hub the lab exercises, examination tools, courses, and incubator processes developed under the project will form the basis of the virtual events. The virtual events will be open for a broad audience with an interest in either renewable energy or the individual e-Learning tools and processes. Participants for the virtual events will be recruited through the community of stakeholders in project Virtual Campus Hub, which is expected to grow as the project progresses and dissemination activities are carried out.

## 2.5 Building a Virtual Campus Hub community

The objective of project Virtual Campus Hub is to gradually build a community around the activities and elements developed in the project. The Explore Energy Gateway and the underlying family of projects are central for this community building. Another way to reach a large number of potential community members is to strengthen or establish contacts to the Erasmus Mundus mobility program where students from all over the EU combine courses from different universities to a masters or a Ph.d. degree. The following partners are directly involved in the Erasmus Mundus program: DTU, KTHturbo, TU/e. In the private sector, KIC InnoEnergy offers scholarships and other educational opportunities for students interested in all types of energy related research. This network can also be approached as part of the dissemination of Virtual Campus Hub.

## 2.6 Conferences and workshops

The project team will participate in e-Learning conferences and workshops throughout the project period. Here the findings of the project will be presented in the form of oral or poster presentations and conference papers. Examples of relevant conferences and workshops are:

1. e-Infrastructure Concertation Meeting (and other meetings arranged by the European Commission)
2. IEEE EDUCON (<http://www.educon-conference.org/educon2012/>)
3. itslearning annual user conference ([www.itslearning.no/brukerkonferanse](http://www.itslearning.no/brukerkonferanse))

### Virtual Campus Hub conference

A conference is to be arranged by the project team before the 18<sup>th</sup> project month in order to disseminate the project results and findings. The detailed planning of this conference and its venue (real or virtual) will take place at the project's mid-term meeting when the project results are known in more detail. It might be advantageous to arrange the conference in connection with a larger event or conference where either renewable energy or e-Learning tools and processes are addressed. Different possibilities are currently under investigation.

## **2.7 Publication in international journals**

At least one publication on e-Learning pedagogy will be prepared for an international peer-reviewed journal. Additional publications will be prepared by the partners to present the specific e-Learning tools or processes and the best practises established in the project. These publications include popular science communications.

# **3. Exploitation of project results**

The exploitation of project results will mainly take place in the second project year, as it is necessary to first develop the technical concept and the different elements of the Virtual Campus Hub. In the following, ideas for exploitation of the different hub elements are outlined. A thorough discussion of these and other ideas will be incorporated in the mid-term meeting of the project and this dissemination plan will be updated accordingly after the first year.

## **3.1 Virtual laboratory exercises**

Virtual laboratory exercises developed by KTH include a remote cascade lab, a pressure measurement lab, and a flutter lab. Students can take control over the laboratory experiments as if they were inside the laboratory room. The virtual laboratory exercises will be promoted through KTH's large existing network of students and lecturers; especially in the field of thermal turbomachinery. The main advantage of the remote laboratories, which will be highlighted in the dissemination of the tools, is that students all over the world can access equipment which would be too costly to have at their local university.

## **3.2 Examination tool**

The online examination tool developed by KTH will first be demonstrated to lecturers at KTH and later to lecturers at the partner institutes and other members of the Virtual Campus Hub community. The objective is to show that online tools for correction of exams can be as objective as human correction. There is a significant potential for large-scale implementation of the online examination tool as the dependence of the examination topic is small. The tool will thus be promoted as one of the most scalable outcomes of project Virtual Campus Hub.

## **3.3 Online courses**

DTU is responsible for the development of an e-Learning course in Virtual Campus Hub. An existing course in the Wind Atlas Analysis and Application Program (WAsP) has been chosen as a test case. This course, which is for continued education of experts from the wind energy industry, has been given for more than 20 years by DTU's department of Wind Energy. Over the years, a community has developed around the software WAsP. This global community of WAsP users is an excellent target group for dissemination of the online WAsP course.

A team of teachers and sales assistants is already established around WAsP activities at DTU. This team holds a vast experience in dissemination and has an extensive global network within the wind energy industry, which will be utilized for dissemination of

WAsP online courses. The WAsP team is represented with a stand at all major wind energy conferences and exhibitions (e.g. meetings of the European Wind Energy Association, EWEA and the American Wind Energy Association, AWEA). Posters and video clips are displayed and information leaflets are distributed from this stand and it is natural to also use this channel for dissemination of the new online version of DTU's WAsP courses. The staff resources necessary for this task have been allocated.

A survey of existing courses in renewable energy at the partner institutes has been carried out as part of work package 3: e-Learning Programs and Courses. This survey resulted in a comprehensive list of courses and revealed a very large potential for up-scaling of the online programs and courses developed in project Virtual Campus Hub.

### **3.4 Virtual incubator processes**

The development of virtual incubator processes in project Virtual Campus Hub lies with Politecnico di Torino in Italy. Here a real incubator called I3P has existed since year 2000. Politecnico di Torino has established a very successful collaboration with entrepreneurs and managers via this incubator, which consist of a number of self-contained offices inside the "Cittadella Politecnica" – the university campus. The outcome of the real incubator is 100 new businesses over the last 11 years. This network of entrepreneurs and SMEs will be used for dissemination of virtual incubator processes developed in the Virtual Campus Hub project.

### **3.5 The Virtual Campus Hub technology**

TU/e is responsible for designing the technical concept for the Virtual Campus Hub. Two reports are dedicated to the description of the technology and this is in itself a dissemination and exploitation activity. TU/e is in close contact with the national Géant partner of the Netherlands and contacts to other Géant partners in the EU are likely to be established through the project work. For the dissemination and exploitation TU/e will also draw on other European and global networks in connection with e-Infrastructures.

## **4. The next steps**

The next step in the dissemination and exploitation of project Virtual Campus Hub is a stakeholder analysis which first identifies project stakeholders more precisely for each of the Virtual Campus Hub elements described in Section 3. Decisions can then be made about how each stakeholder should be approached and responsibilities and resources can be allocated – see also step 3 in EU's five-stage model. These activities will take place in connection with the project's mid-term meeting in September 2012.

The strategy for dissemination and exploitation will be updated every 6 months. The next version, to be published at the mid-term, is expected to include a Gantt chart or similar which shows a detailed time plan for the exploitation of project results in the second project year.