



Deliverable 6.2

Interim Dissemination Activities Report

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Disclaimer

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Deliverable factsheet

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Abstract:	This report will present all dissemination-relevant activities during the first half of the project. Furthermore, the report will fine-tune the project's dissemination plans for the upcoming period according also to new dissemination opportunities that have appear since the dissemination plan issue in M4.
Keyword List:	Dissemination, dissemination activities, dissemination events, paper dissemination

Consortium

	<i>Role</i>	<i>Name</i>	<i>Short Name</i>	<i>Country</i>
1.	Coordinator, PBL	Aalborg University	AAU	Denmark
2.	Games developer	Nurogames GmbH	Nurogames	Germany
3.	PBL, academic partner	University of Macedonia	UOM	Greece
4.	Data analytics	ARTIFICIAL INTELLIGENCE TECHNIQUES, SL	Artelnics	Spain
5.	Academic partner	Northumbria University	Northumbria	UK
6.	Flipped classrooms	EKPAIDEFTIRIA E. MANTOULIDI S.A.	Mantoulides	Greece
7.	Secondary education	Revheim skole, Stavanger Kommune	Revheim	Norway

Revision History

Version	Date	Revised by	Reason
v0.1	07/06/2020	AAU	First draft circulated for input from partners
V02	16/06/2020	AAU	Partners input and comments incorporated
V1	29/06/2020	Revheim	Final version after internal review

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

<i>Abbreviation</i>	<i>Description</i>
DoW	Description of Work
FP	Framework Programme
IPR	Intelligence Property Rights
M	Month
PBL	Problem Based Learning
TEL	Technology-Enhanced Learning
WP	Work Package

Executive Summary

The FLIP2G project aims to establish a Knowledge Alliance between higher education institutions, schools and private companies that will boost skills development and introduce novel, data-driven approaches to education and training. The consolidation of all efforts will provide a transnational set of results, as follows:

- a new pedagogical method that combines PBL and flipped classroom with game-based learning (FLIP2G educational approach)
- a simulation-based serious game that supports PBL-enhanced flipped classroom processes, adaptive pathways and educational data recording
- learning designs for higher education, schools and business that support the Flip2G paradigm
- learning analytics features that produce informative insights on learning process.

The aim of WP6 is twofold. Firstly, to create awareness on the project and disseminate its progress and results to the appropriate stakeholders including policy makers, market players and researchers/academics from the targeted sectors. Secondly, to prepare the ground for the result's exploitation after the project end, i.e. open and free distribution of project results to the market including the ICT industry, the public sector and the academic community.

This report describes the dissemination activities carried out during the project, including information on, amongst others the websites developed, the social networks accounts established and how they have been used. The FLIP2G consortium has been successful according to the dissemination plan for all the planned activities, and disseminated the project results at international conferences and symposia, organized workshops and webinars, and reached out to both the Educational games and the LA community. FLIP2G managed to establish a presence at important social networks, and after a social networks strategy was designed and implemented, the project became more active in these media and reached a wider public. The consortium has been attending events as put forward in our dissemination plan in order to establish contacts with the target groups defined initially. Finally, the consortium focused on reaching relevant projects and consortia, in order to establish collaboration networks with our target groups that will continue existing after the end of the project.

1 Introduction

The aim of this section is to introduce the background of the work pursued within Task 6.2 “Dissemination activities report”. The scope and the objective that the current document has set out to achieve are presented in sub-section 1.1. The intended audience for this document is described in sub-section 1.2 while sub-section 1.3 outlines the structure of the rest of the document.

1.1 Scope

The present document is the Deliverable 6.2 “Dissemination activities report” (henceforth referred to as D6.2) of the FLIP2G project. The main objective of D6.2 is to present all dissemination-relevant activities during the first half of the project. Furthermore, the report fine-tunes the project’s dissemination plans for the upcoming period according also to new dissemination opportunities that have appear since the dissemination plan issue in M4.

1.2 Audience

The intended audience for this document is the FLIP2G consortium, the European Commission, and the public interested in this project.

1.3 Structure

The structure of the document is as follows:

- Section 2 presents the dissemination activities, such as events, publications, posts on electronic media, which were carried out in the first eighteen months of the project. Moreover, it presents how the dissemination material was used in the first eighteen months of the project.
- Section 3 presents the social media content planner implemented from M17 in order to boost the presence of the project in social media.
- Section 4 concludes the document by suggesting ways to adjust the dissemination strategy in the second half of the project.

2 Dissemination Activities

At the start of the project, as no results were available, the communication strategy focused on raising project awareness among the stakeholders community. Then, as first project results became available, dissemination of project outputs started and will last until the end of the project period.

As part of the dissemination and exploitation strategy, the project consortium considered especially important to begin the information gathering process in the early stages of the project (from M1). This allowed time for actively engaging users and finding ways of generating a feeling of ownership amongst those people and groups to whom we wished to disseminate and make an impact.

As far as dissemination is concerned, the consortium performed the following dissemination activities:

- 11 presentations at international conferences/events and 1 invited talk
- 1 presentation in a webinar
- 1 presentation in a seminar
- Organization of one workshop during an international conference
- 1 presentation at relevant meetings
- 1 poster presentation at an international open day
- 1 presentation at an international education fair
- 3 exhibition booths at fairs/exhibitions
- 6 publications of scientific papers at an international conferences and journals
- 2 press releases, 1 news article, and 2 reportages

Moreover, the following dissemination channels were used:

- The project website
- A Twitter account
- A Facebook page
- A LinkedIn group
- The “E+ Knowledge Alliances” and “University-Business Cooperation in Europe: drivers, challenges and opportunities” Yammer groups
- Dissemination material (project logo, leaflet, poster)

In the following, we present more information on past and planned dissemination activities and use of other dissemination channels.

2.1 Events

The consortium of this project participated at several types of events organized by the project and/or third-parties in order to dialogue and network with potential users. Already regular and widely attended events are unique opportunities to reach and meet targeted communities. The partners used them to disseminate key results. A list of events, where the project has already been represented since its official launch on January 1st, 2019 is shown in Table 1. Table 2 presents dissemination activities in other channels, while Table 3 depicts the number of people targeted per dissemination event.

Table 1. List of events where the project was represented

Partner	Type (Conference, Workshop, ...)	Description of event	Contribution (e.g. Presentation)	Location	Start Date
Artelnics	Tech- entrepreneuria l Fair	https://startupole.eu/	Presentation	Salamanca, Spain	2019-03-26
Revheim	Workshop for school leaders in Stavanger	Internal workshop for school leaders in Stavanger. Focus at the workshop was ICT and Learning	Presentation	Stavanger, Norway	2019-05-07
Revheim	NKUL 2019	National conference ICT and learning, www.nkul.no	Presentation	Trondheim, Norway	2019-05-09
AAU	6th Erasmus Week, TEI of Crete	International event with more than 40 HE students, and about 60 HE teachers and personnel	Presentation	Chania, Greece	2019-05-20
Nurogames	Conference / Fair	Gamescom 2019 - Booth, Flyers & Meetings discussing Flip2G	Booth	Cologne, Germany	2019-08-20
UOM	International Exhibition	84th International Exhibition of Thessaloniki, Greece	Booth	Thessaloniki, Greece	2019-09-07
Nurogames	Conference	Dmexco 2019 Meetings and Workshops as well as Flyers	Meetings	Cologne, Germany	2019-11-09
AAU	Workshop	EC-TEL 2019: Workshop on Gaming Elements and Learning Design in the Flipped Classroom	Worskhop dedicated to the project + Presentation	Delft, The Netherlands	2019-09-16
AAU	Conference	Annual conference of the European Society of Engineering Educatoin (SEFI) 2019	Presentation	Budapest, Hungary	2019-09-19
AAU	Conference	International Conference on Web-Based	Presentation	Magdenburg,	2019-09-23

		Learning 2019 (ICWL2019): SpEL workshop		Germany	
Revheim	Conference	KnowHow Edtech, at the Nordic Edge (https://www.nordicedgeexpo.org/programs/program-expo-thursday?tab=tab-link-knowhow)	Presentation	Stavanger, Norway	2019-09-26
AAU	Conference	European Conference on Game-Based Learning (ECGBL) 2019	Presentation	Odense, Denmark	2019-10-03
AAU& Artelnic	Conference	University-Business Forum	Stand + presentation	Brussels, Belgium	2019-10-24
AAU	Conference	European Conference on E-Learning (ECEL) 2019	Presentation	Copenhagen, Denmark	2019-11-07
Mandoulides	Seminar	3rd Smart Education Seminar: Gamification and education (https://mandoulides.edu.gr/en/2019/12/03/3rd-smart-education-seminar/)	Presentation	Thessaloniki, Greece	2019-11-09
AAU	Open day to local and international external stakeholders	Come and visit the CREATE dept. at AAU	Poster	Copenhagen, Denmark	2019-12-02
AAU	Invited talk	Research visit at the Shanghai International Studies University	Invited talk for teachers and students	Shanghai, China	2019-12-10
Northumbria	Webinar	Education Matters: Sharing good practice-space/place for learning. Webinar organised by Newcastle Business School, Northumbria University	Presentation	Online via Blackboard Collaborate	2020-06-11

Table 2. List of other dissemination activities

Partner	Dissemination Channel	Description of event	Contribution (e.g. article)	Start Date
Revheim	TV2 - Norwegian tv channel	https://www.tv2.no/v/1423468/	Reportage	2019-02-22
Northumbria	Business and Law Faculty Newsletter	Internal Newsletter	Press Release	2019-03-18
Revheim	NRK - Norwegian national tv channel	https://www.nrk.no/rogaland/revheim-skule-far-gaming-pa-timeplanen-1.14415788	Article	2019-05-02

Revheim	NRK - Norwegian national tv channel	https://tv.nrk.no/serie/distriktsnyheter-rogaland/201902/DKRO98020519/avspiller#t=3m5s	Reportage	2019-05-02
Revheim	Stavanger Kommune	https://www.stavanger.kommune.no/barnehage-og-skole/skole/Kvalitet-skolen/revheim-skole-forst-i-landet-med-gamingrom/	Press Release	2019-12-02

Table 3. Number¹ of people targeted per dissemination event

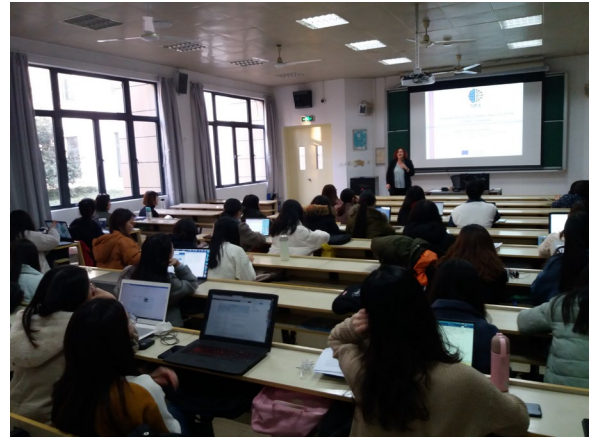
	Country code: DK	Country code: NO	Country code: GR	International
Workshop / Seminar	25	50	175	
Webinar				53
Thematic / Cluster conference		50		707
Fair / Exhibition				625
International event	38			3190
TOTAL NUMBER	63	100	175	4575

All partners will continue to evaluate periodically event participation based on interest and importance for the project, potential impact, audience and availability. The table below describes events identified by the consortium for the second half of the project. Due to the covid-19 situation, the list of events is tentative, since some of them maybe cancelled/moved online.

¹ These numbers report approximate numbers of participants that we reached directly during the events (e.g. people who visited the booths or attended the presentations)



UOM disseminating FLIP2G at the 84th International Exhibition of Thessaloniki, Greece



AAU presenting FLIP2G at the Shanghai International Studies University, China



The GALE workshop at the EC-TEL 2019 conference



FLIP2G at the University-Business Forum



Mantoulides Schools presenting FLIP2G during the 3rd "Smart Education" Seminar



Northumbria University presenting FLIP2G in the webinar "Education Matters"

Figure 1. Pictures from various dissemination activities

Table 4. A tentative list of relevant external events

Type (Conference, Workshop, etc)	Name	Contribution	Date and Place
Conference	EAI ArtsIT 2020 – 9th EAI International Conference: ArtsIT, Interactivity & Game Creation	Presentation	5-6 November 2020
Seminar	Smart Education : 4 th Seminar on the integration of technology and innovation into education	Presentation	November 2020, Thessaloniki, Greece
Conference	ICALT: International Conference on Advanced Learning Technologies	Presentation/Poster	2021
Conference	International Conference on Learning Analytics & Knowledge (LAK)	Poster/Paper	11-15 April, 2021
Conference	BAM2020: British Academy of Management Conference – Knowledge and Learning Special Interest Group	Presentation	2021
Conference	Advance HE's Annual Teaching and Learning Conference	Presentation	2021
Conference	LTSE2020: Learning, Teaching & Student Experience Conference by Chartered Association of Business Schools	Presentation	2021
Conference	BERA CONFERENCE 2019: British Educational Research Association annual conference	Presentation	2021
Meeting	The Danish Learning Analytics Network	Presentation	2020-21

2.2 Publications in scientific media

During the first half of the project, the consortium published four scientific papers in conference proceedings, one journal article, and the open-access proceedings of the GALE workshop, which was

dedicated on the theme of the project. Moreover, the conference papers were presented in the conferences they were accepted (see Table 1). The papers can be referenced as follows:

GALE Workshop Proceedings, which was organised in the context of the European Conference in Technology-Enhanced Learning 2019

1. Triantafyllou E, (ed.). Gaming Elements and Educational Data Analysis in the Learning Design of the Flipped Classroom. Open Access ed. Aalborg Universitetsforlag, 2019. 39 p.

Peer-reviewed Journal Articles

1. Algayres MG, Triantafyllou E. Learning Analytics in Flipped Classrooms: a Scoping Review. Electronic Journal of E-Learning. 2020. (accepted)
2. Lopez, R. Algayres MG, Triantafyllou E. A continuous learning predictive model: improving prediction of student dropout and performance score for Virtual Learning Environments, Computers & Education. (under preparation)

Peer-reviewed Conference Papers

1. Algayres MG, Triantafyllou E. An educational model for integrating game-based and problem-based learning in data-driven flipped classrooms. In Proceedings of the 12th International Workshop on Social and Personal Computing for Web-Supported Learning Communities. 2020
2. Algayres, M. G. & Triantafyllou, E. Combining game-based learning and the flipped classroom: a scoping review. Proceedings of the European Conference on Game-Based Learning 2019 (ECGBL 2019), Odense, Denmark, 2019.
3. Algayres MG, Triantafyllou E. Online environments for supporting learning analytics in the flipped classroom: a scoping review. In Ørngreen R, Buhl M, Meyer B, editors, Proceedings of the 18th European Conference on e-Learning (ECEL 2019). Academic Conferences and Publishing International. 2019. p. 16-23. (Proceedings of the European Conference on e-Learning). <https://doi.org/10.34190/EEL.19.063>
4. Algayres MG, Triantafyllou E. Combining the flipped classroom and simulation games in engineering education: a methodological survey. In Varietas delectat... Complexity is the new normality: Proceedings SEFI 2019 · SEFI 47th Annual Conference · Budapest, 16-20 September, 2019. SEFI: European Association for Engineering Education. 2019. p. 83-92.

One journal article that describes the learning analytics algorithms developed during the first half of the project is also under preparation. The consortium plans to continue publishing major project results in scientific conferences and journals until the completion of the project.

2.3 Project Website

The project website went online in M3, will be constantly updated, and it can be accessed through <http://flip2g-project.eu/>. The website statistics as collected by Google analytics are shown in Figure 2, Figure 3, and Figure 4.

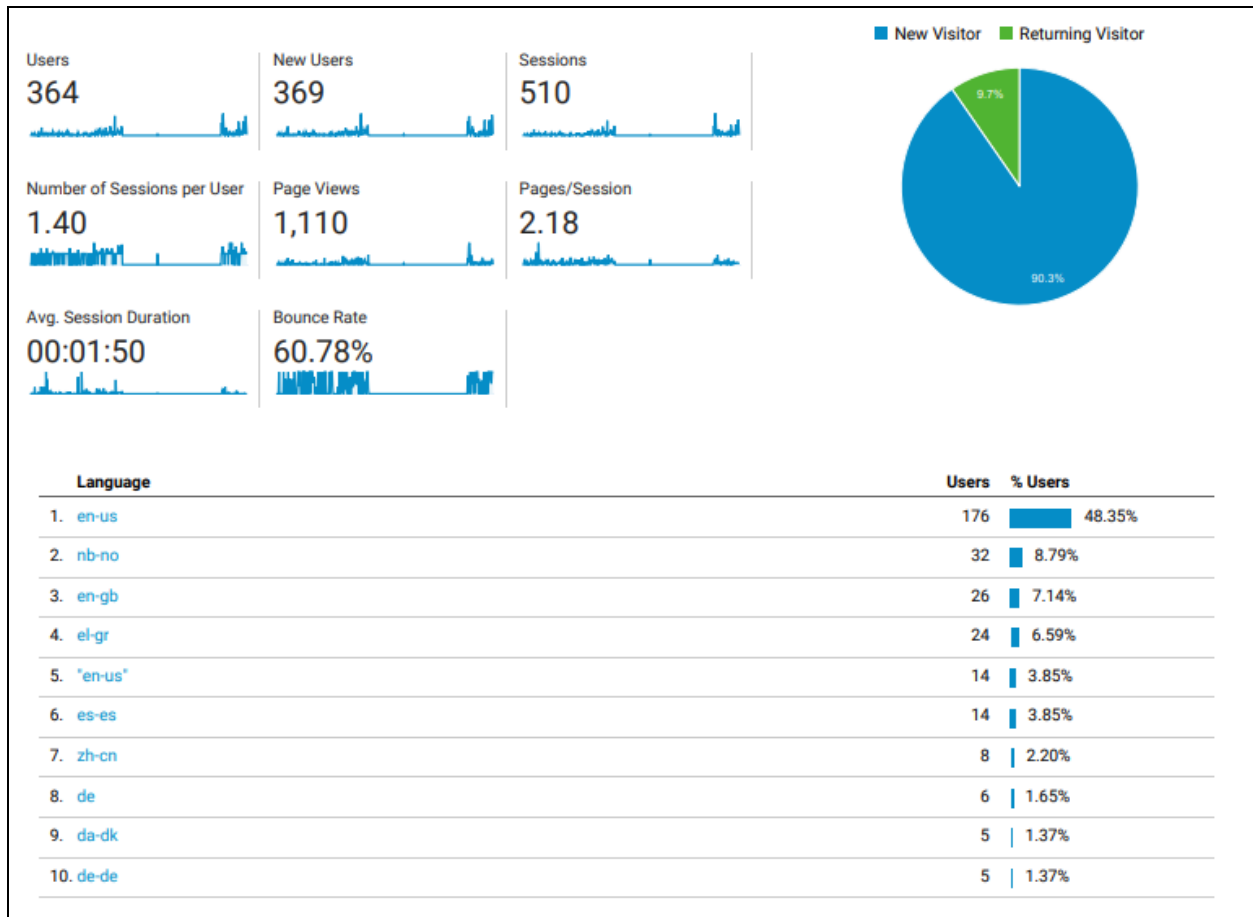


Figure 2. Audience overview of the project website

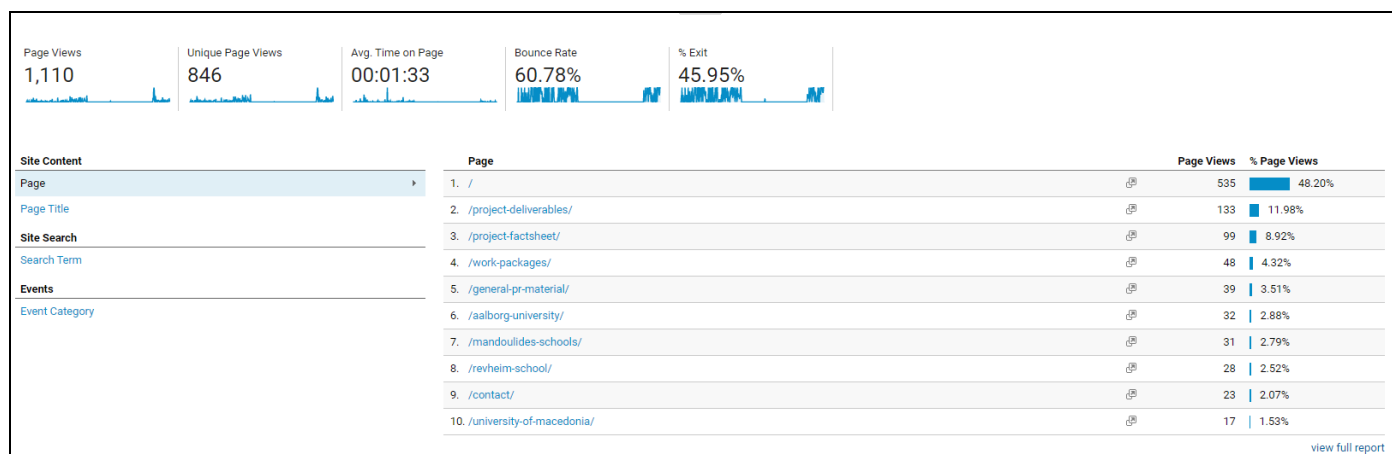


Figure 3. User behaviour on the project website

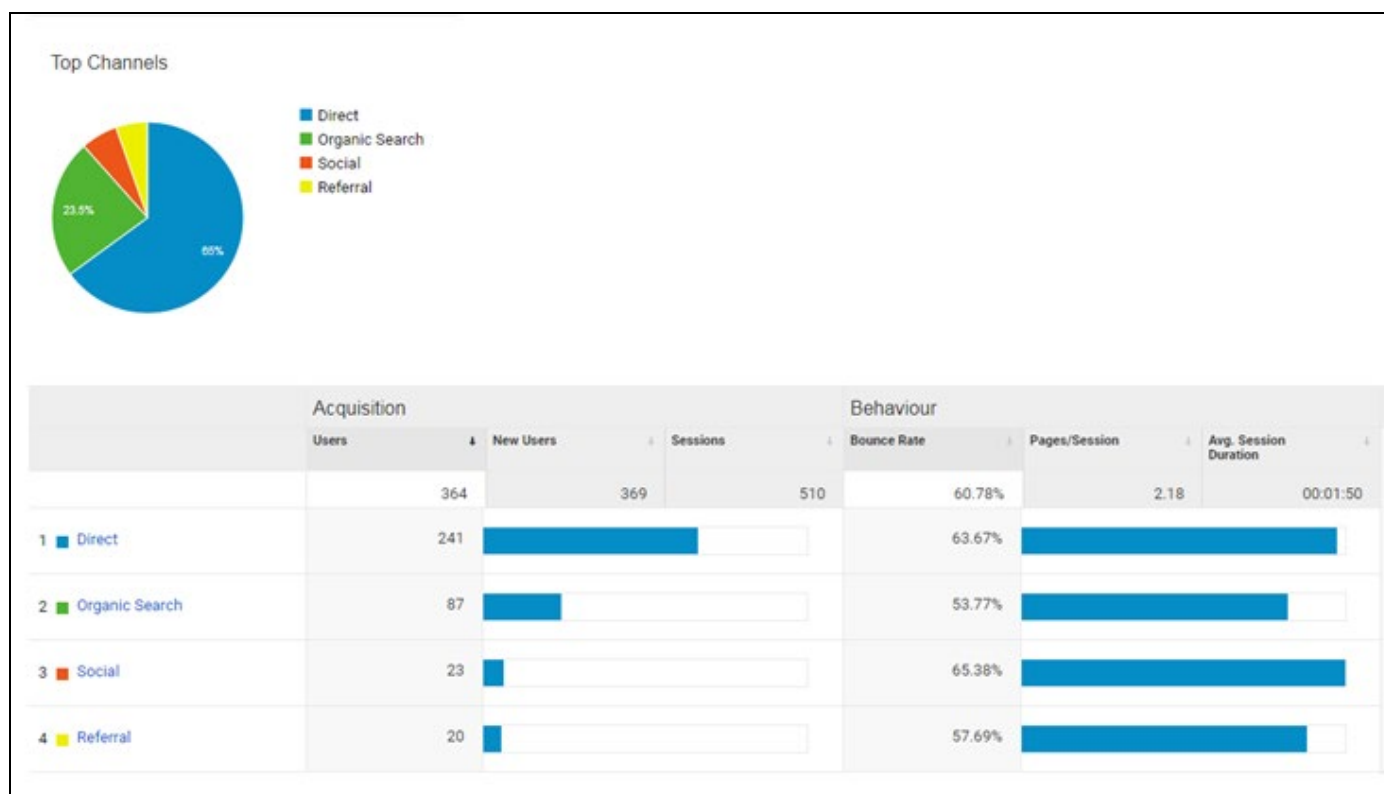


Figure 4. Top channels for project website acquisition

2.4 Social Networks

The project has at the moment a twitter account (@flip2g_project), following 229 users and having 51 followers (Figure 5). We have also decided to create a Facebook page for the project in order to reach a wider audience for the project. The Facebook page is shown in Figure 6. Figure 7-Figure 8

and Figure 9-Figure 10 show some analytics on the Twitter and Facebook page respectively, while Table 5 shows the social media coverage of the project.

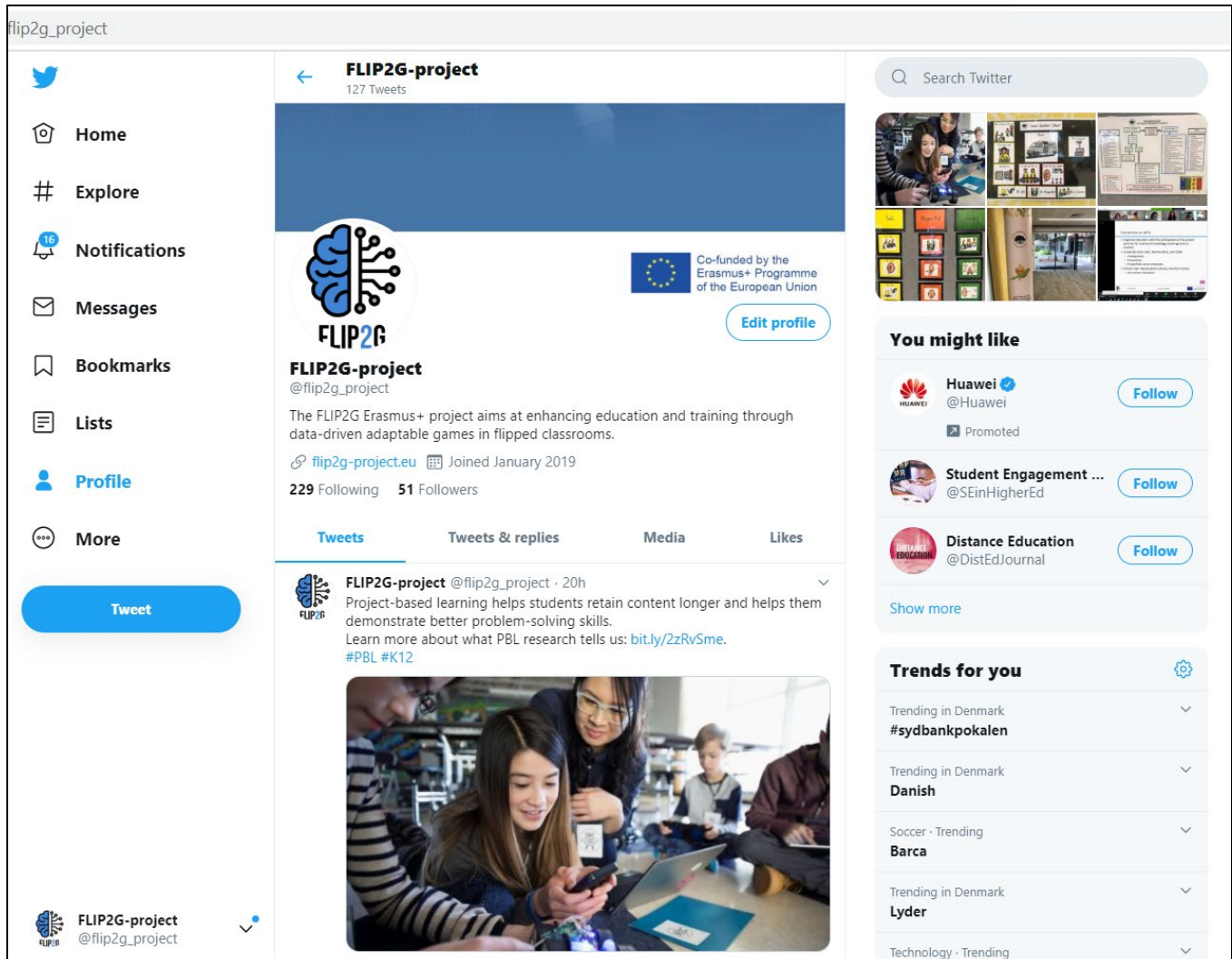
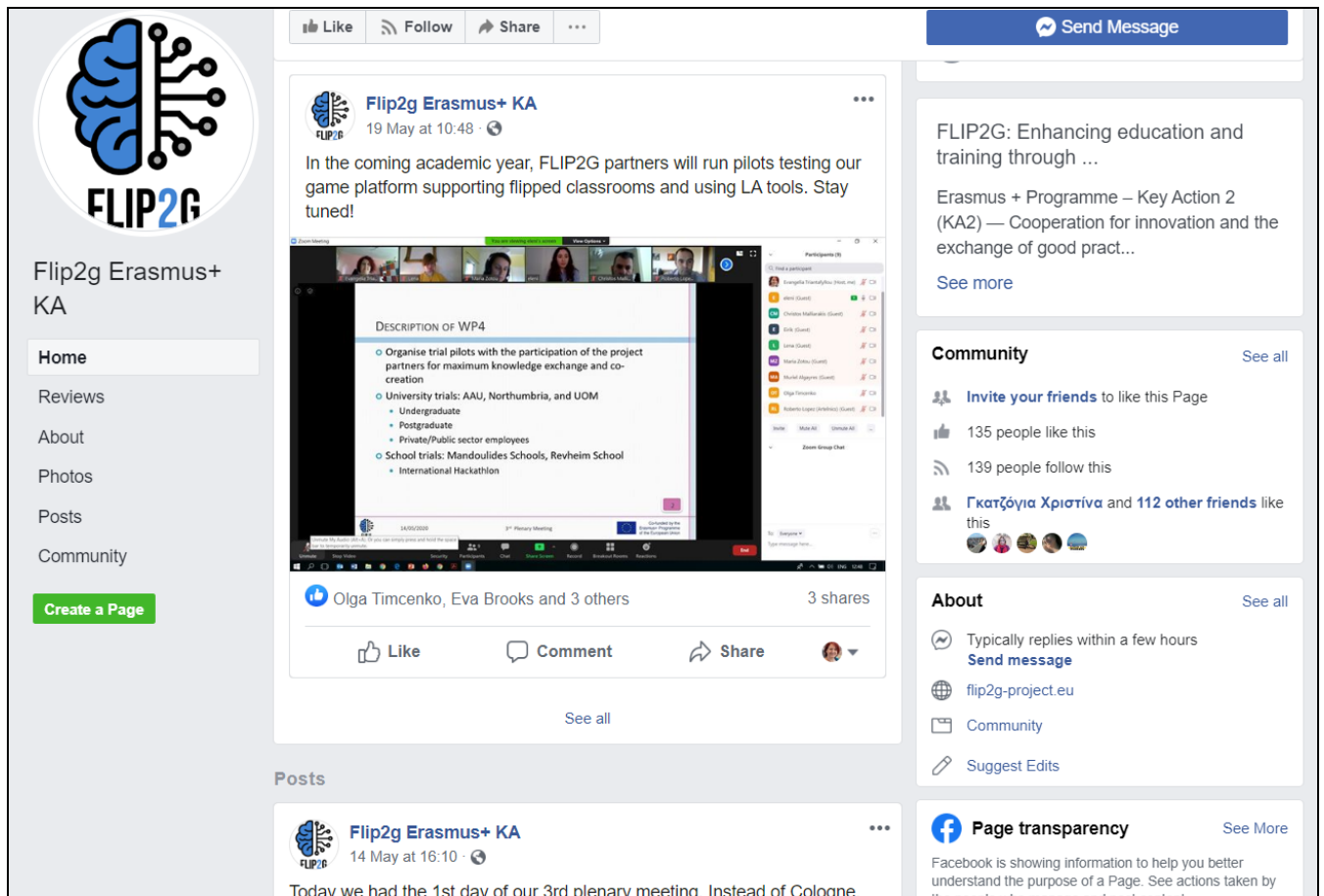


Figure 5. Project Twitter account



The screenshot shows the Facebook page for 'Flip2g Erasmus+ KA'. The page features a blue header with the project logo and navigation links: Home, Reviews, About, Photos, Posts, and Community. A green 'Create a Page' button is visible. The main content area displays a post from May 19 at 10:48, announcing pilot testing of a game platform. The post includes a screenshot of a Zoom meeting titled 'DESCRIPTION OF WP4' with a list of participants and activities. The post has 3 shares and is liked by Olga Timcenko, Eva Brooks, and 3 others. The right sidebar contains a 'Send Message' button, a description of the project as an Erasmus+ KA2 initiative, a 'Community' section with 135 likes and 139 followers, and an 'About' section with contact information and a 'Page transparency' link.

Figure 6. Project Facebook page

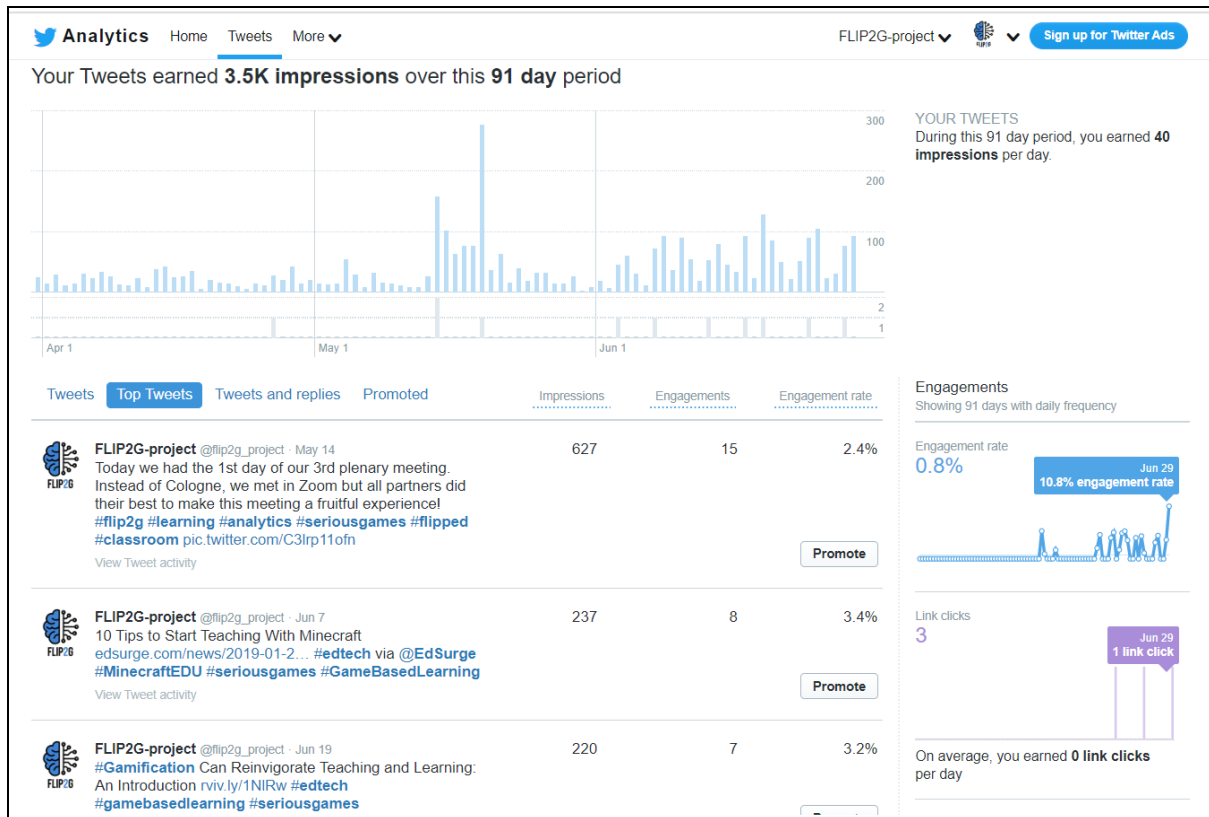


Figure 7. Top tweet in the period April-June 2020

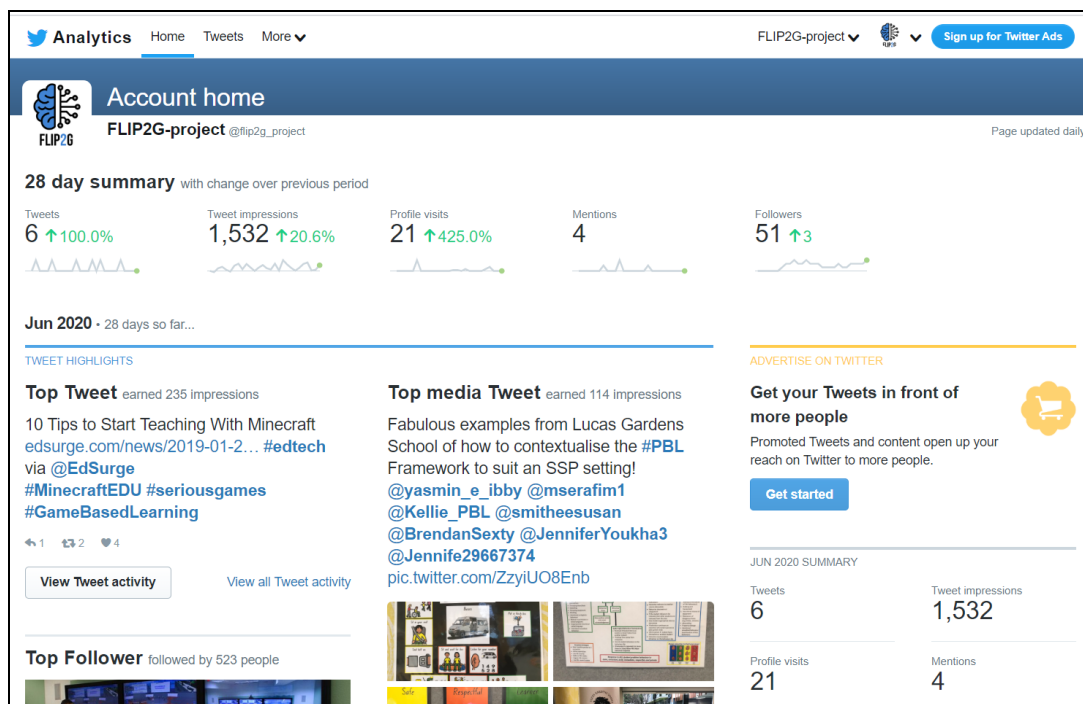


Figure 8. Twitter account analytics for June 2020

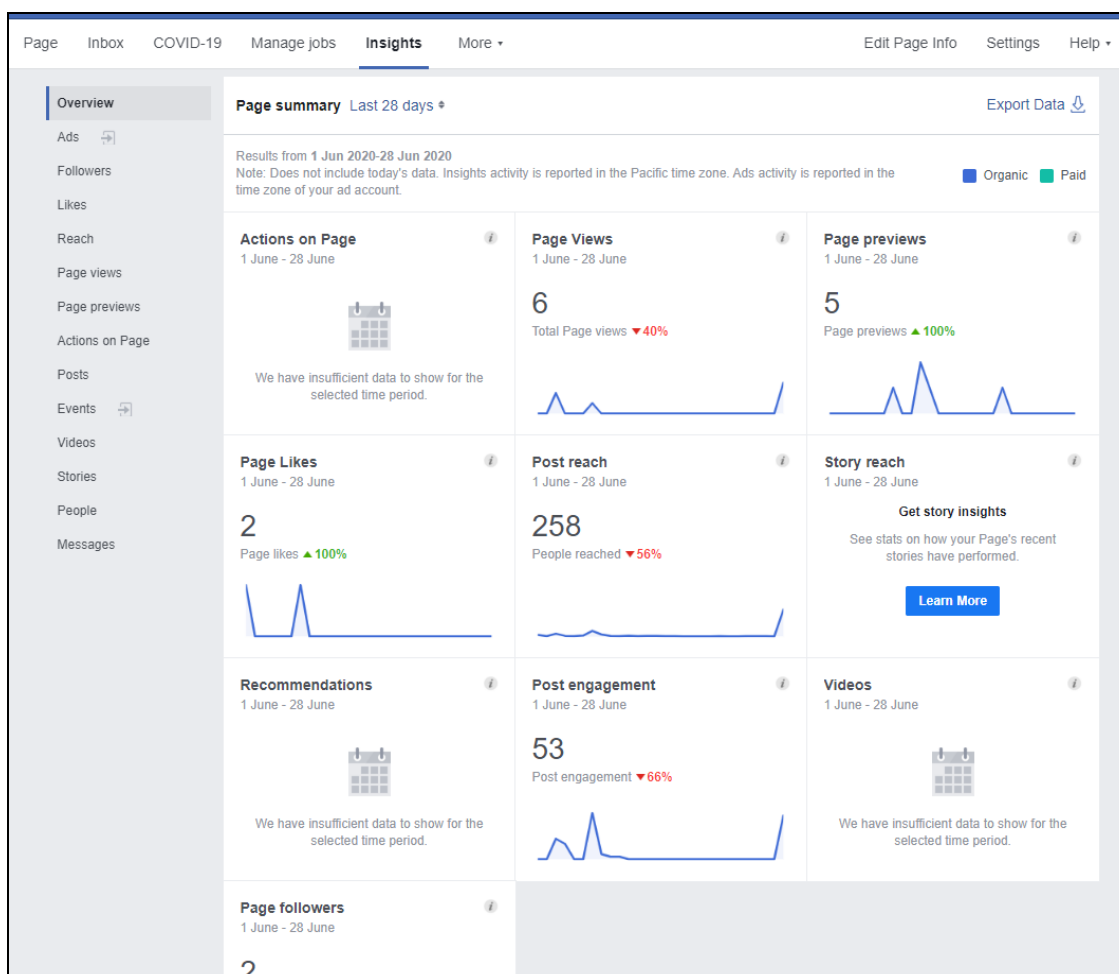


Figure 9. Facebook page analytics

Table 5. Social media coverage of the project

	Total number
Number of Facebook followers	139
Number of Tweets	44
Number of Tweet followers/users following	51/229

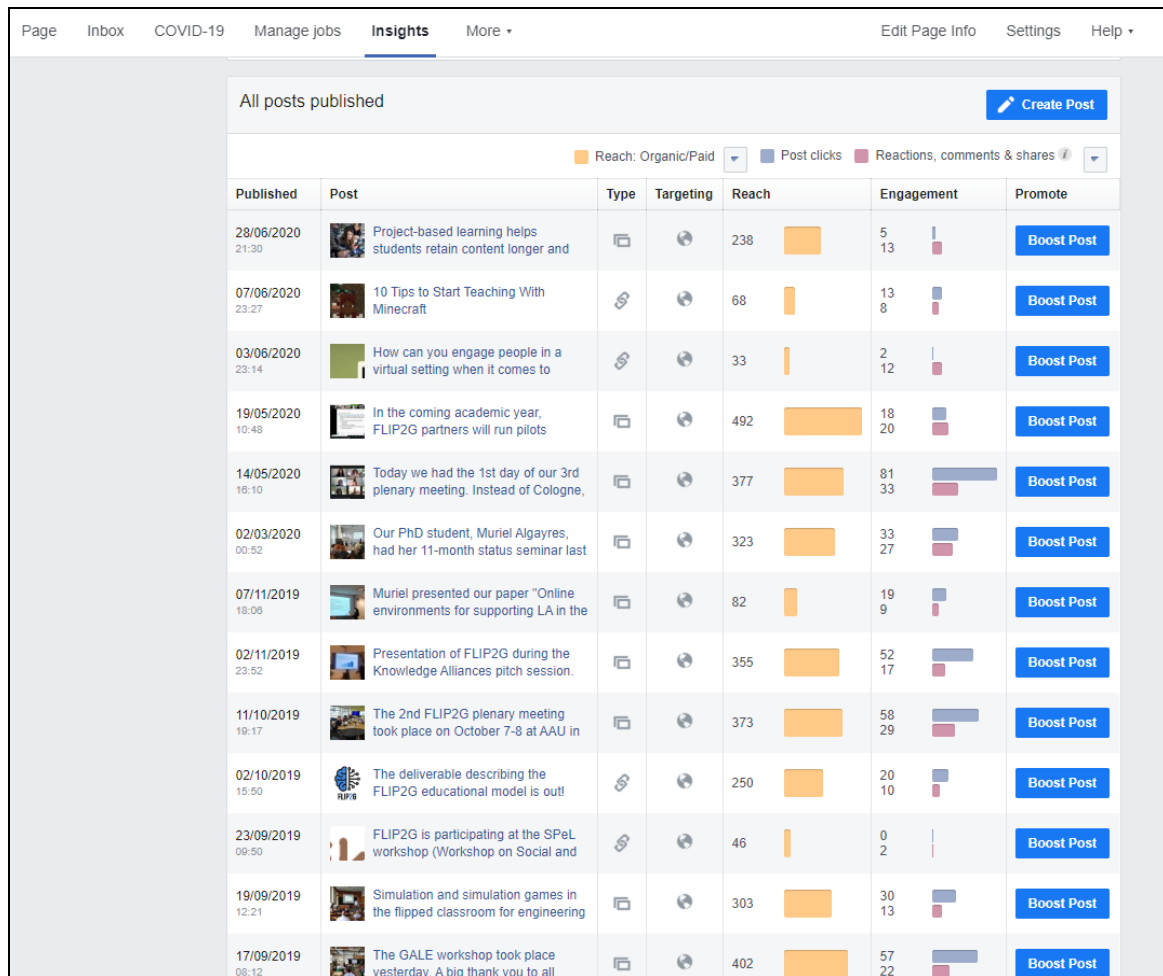


Figure 10. Engagement with posts on the project Facebook page

2.5 Partners' websites

In an effort to attract attention to the project, AAU (Figure 11 and Figure 12), Artelnic (Figure 13), Nurogames (Figure 14), Mantoulides Schools (Figure 15), and Revheim School (Figure 16) have announced the project on their posting channels.

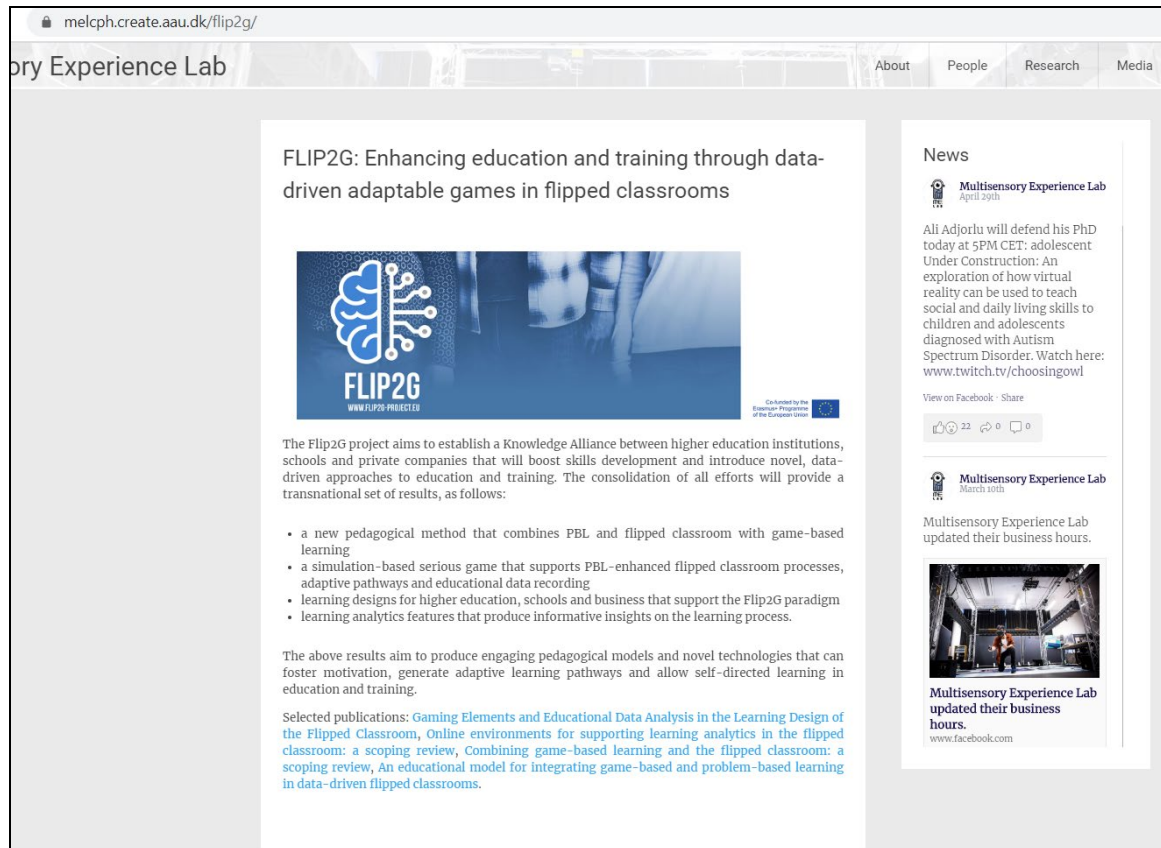
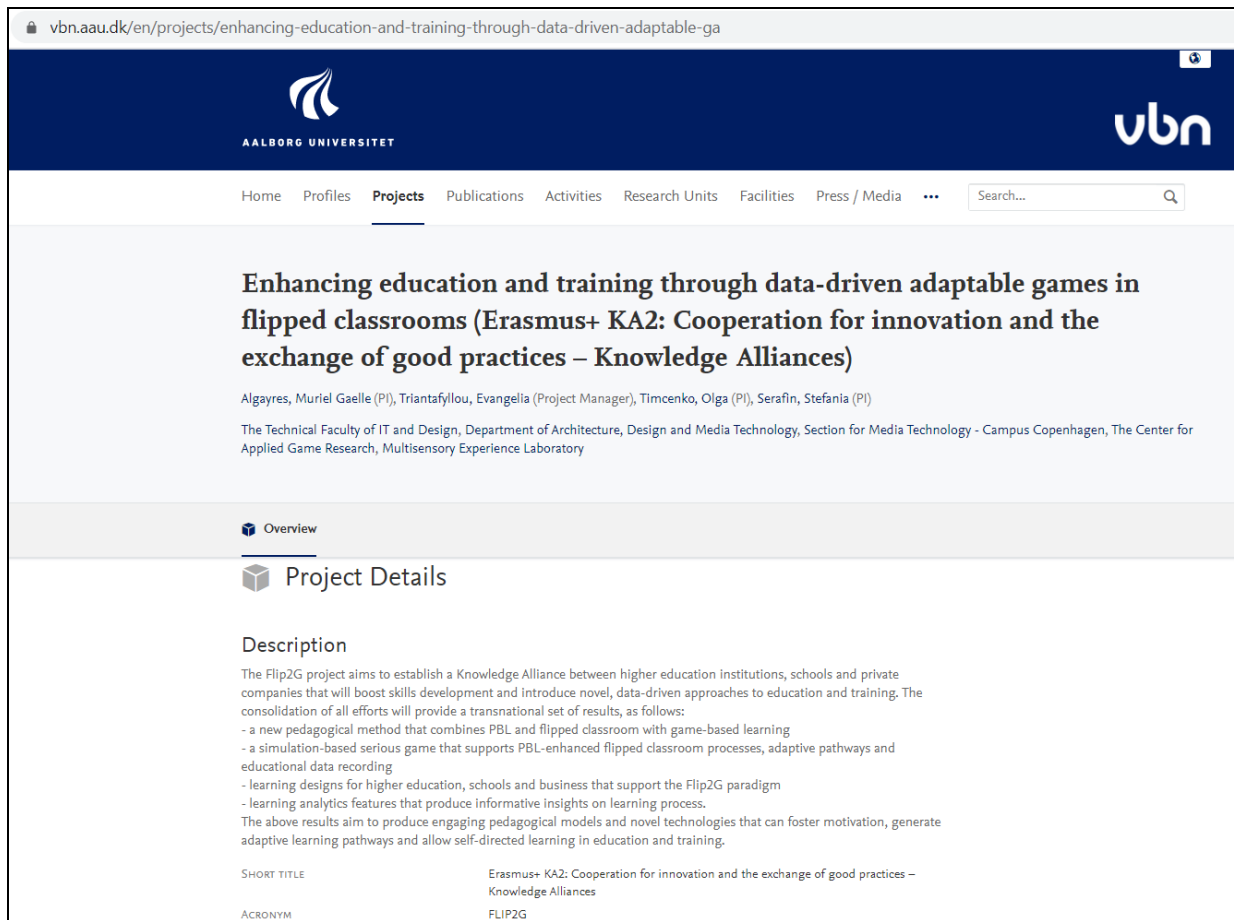


Figure 11. Project presentation on the website of the Multisensory Experience Lab, AAU



vbn.aau.dk/en/projects/enhancing-education-and-training-through-data-driven-adaptable-ga

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Enhancing education and training through data-driven adaptable games in flipped classrooms (Erasmus+ KA2: Cooperation for innovation and the exchange of good practices – Knowledge Alliances)

Algayres, Muriel Gaelle (PI), Triantafyllou, Evangelia (Project Manager), Timcenko, Olga (PI), Serafin, Stefania (PI)

The Technical Faculty of IT and Design, Department of Architecture, Design and Media Technology, Section for Media Technology - Campus Copenhagen, The Center for Applied Game Research, Multisensory Experience Laboratory

Overview

Project Details

Description

The Flip2G project aims to establish a Knowledge Alliance between higher education institutions, schools and private companies that will boost skills development and introduce novel, data-driven approaches to education and training. The consolidation of all efforts will provide a transnational set of results, as follows:

- a new pedagogical method that combines PBL and flipped classroom with game-based learning
- a simulation-based serious game that supports PBL-enhanced flipped classroom processes, adaptive pathways and educational data recording
- learning designs for higher education, schools and business that support the Flip2G paradigm
- learning analytics features that produce informative insights on learning process.

The above results aim to produce engaging pedagogical models and novel technologies that can foster motivation, generate adaptive learning pathways and allow self-directed learning in education and training.

SHORT TITLE	Erasmus+ KA2: Cooperation for innovation and the exchange of good practices – Knowledge Alliances
ACRONYM	FLIP2G

Figure 12. Project presentation on AAU's research portal

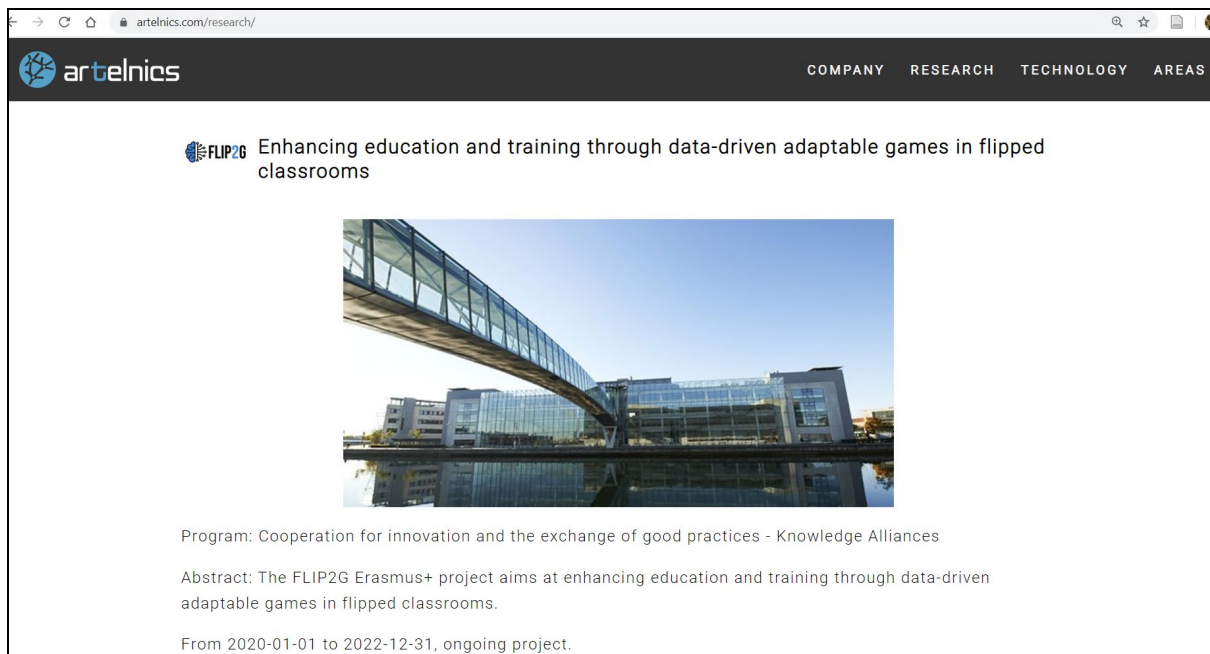


Figure 13. Project presentation on the website of Artelnics

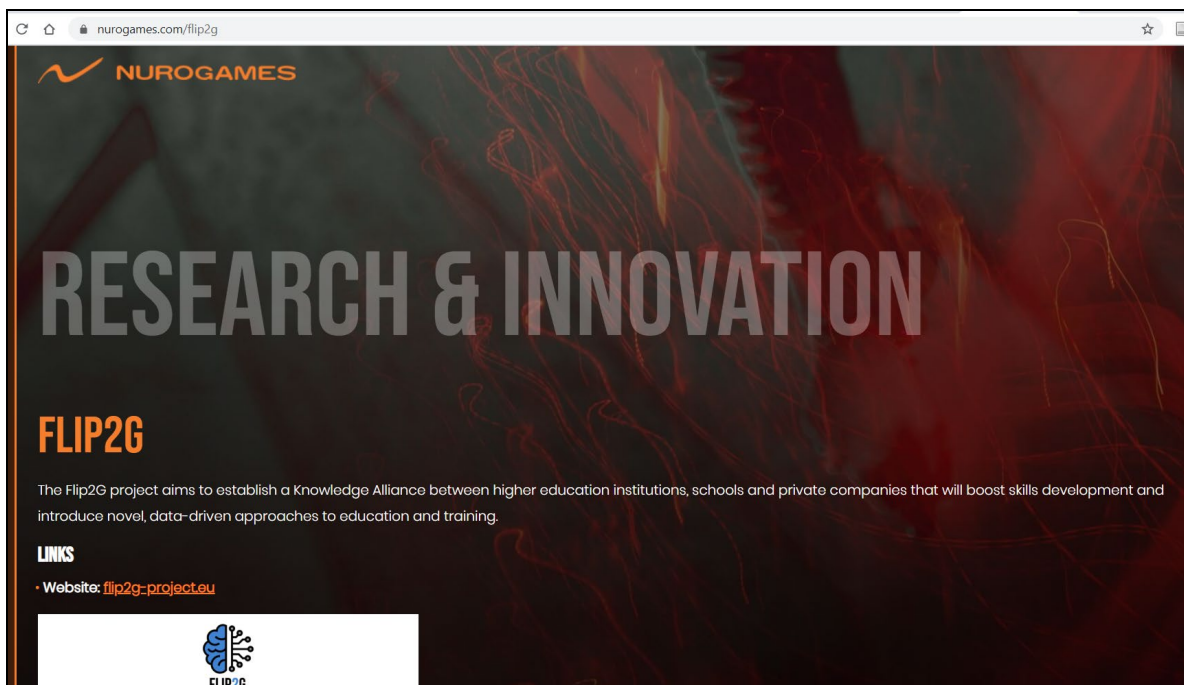


Figure 14. Project presentation on the website of Nurogames

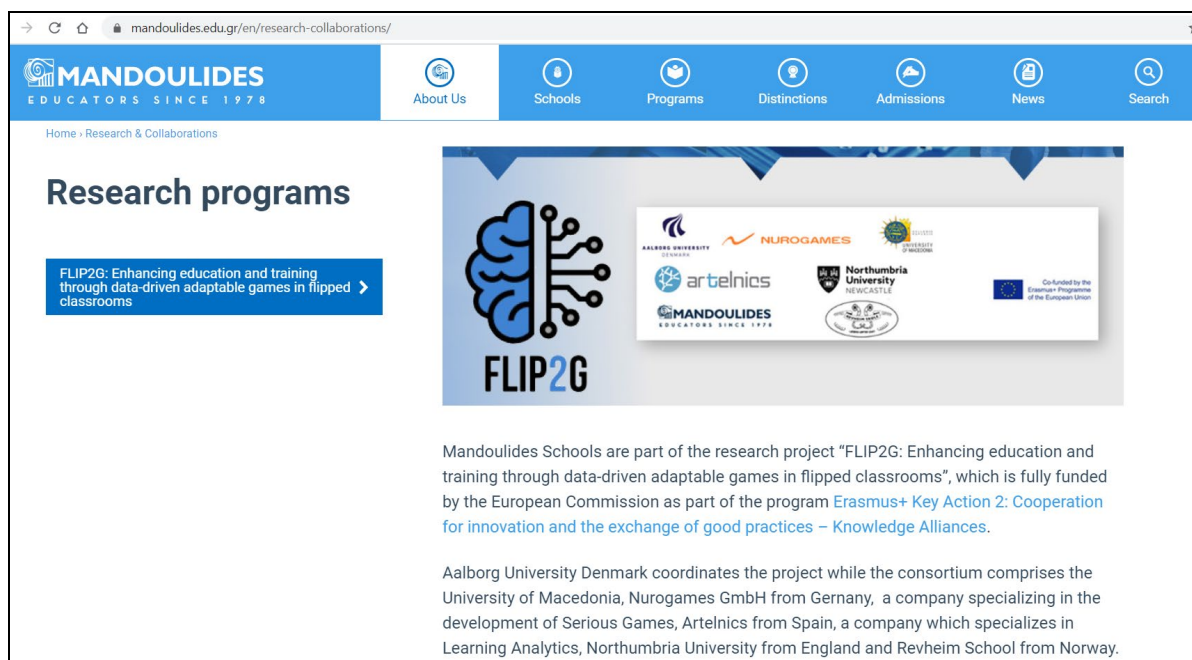


Figure 15. Project presentation on the website of Mantoulides Schools



Figure 16. Project presentation on the website of Revheim School

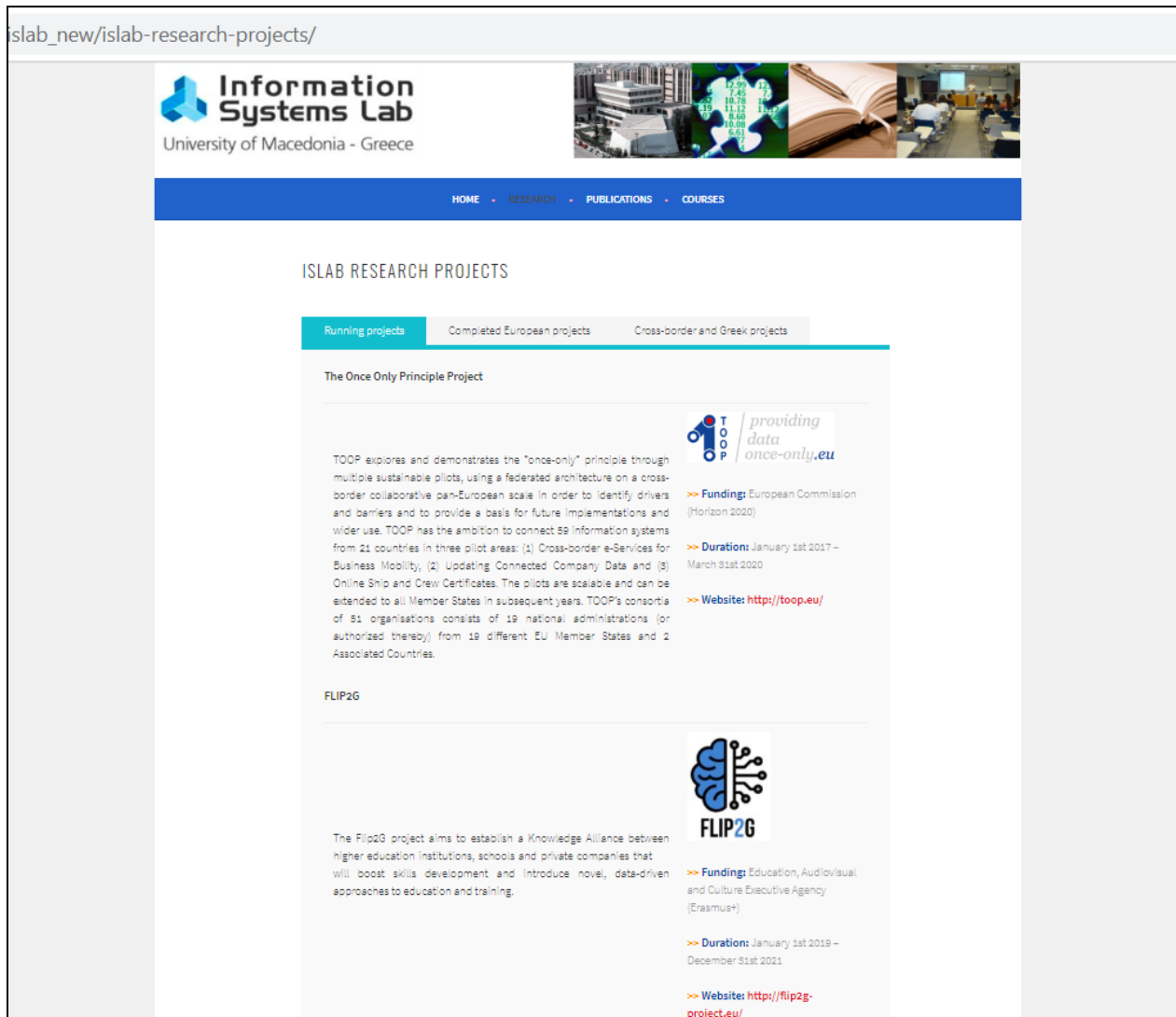


Figure 17. Project presentation on the website of UOM

2.6 Paper dissemination

During physical meetings and other dissemination events, the consortium has distributed project leaflets and used project posters. In order to calculate the number of people targeted in these events, we used rough numbers based on the participation information provided by the organizers of the events. Table 6 indicates the number of people targeted by the dissemination of the project results/products/outputs through paper dissemination. For the countries where numbers are missing, we could not estimate these numbers.

Table 6. Number of people targeted by paper dissemination

	Country code: GR	Country code: DK	International
Within the partnership			
Outside the partnership	500	50	180
TOTAL NUMBER	500	50	180

3 Social Media Content Planner

In order to increase the posting frequency on the project social media accounts, we have decided to implement a social media content planner since May 2020. The idea with the planner is that each partner takes over the planner for one month and proposes 5-10 posts for the project social media accounts. When all partners have contributed, the planner schedule starts again from the first partner (rotation schedule).

Having a social media content plan ahead of time will help the FLIP2G consortium to:

- maintain consistency
- map time-sensitive content ahead of time (events, registrations, etc.)
- maintain a healthy sharing ratio
- allow all the partners to be involved in the process
- create a “repository” of FLIP2G tweets and Facebook posts

A dedicated file has been created in the project GD, where partners will add the content to be posted. The following information shall be completed for every post:

1. **Type:** Identify the type of post. Is it News, Project Update, FLIP2G Event, Event, Blogpost, Other post, etc.?
2. **Post:** Add under *Twitter* the tweet and under *Facebook* the post that you would like to have published. The content can be identical, however, sometimes small adjustments are needed, e.g. tags, hashtags, names of people and organizations, etc.
3. **Link to media:** Upload accompanying images or videos in the “Media library” folder. Add the link to the media (image, video, etc.) you would like to post in the content planner. Please always try to add an image or a video that can go with the post.
4. **Date of posting:** Indicate the ideal date of posting the content. AAU will keep the schedule fairly flexible, but will make sure that time sensitive content is posted on the indicated date.
5. **Status:** Once the post has been published, AAU will put *posted* under *Status*. When entering the content, please select *planned*.
6. **Content provided by:** Indicate your organization so in case additional information is needed AAU can get in touch with you.

4 Conclusion

In this report, we gave an overview of the dissemination activities carried out during the first eighteen months of the project. FLIP2G managed to establish a presence at important social media but it has to become more active in these media for reaching a wider public. The consortium has been attending events as put forward in our dissemination plan in order to establish contacts with the target groups defined initially. This kind of action is considered adequate for the first half of the project and has to be continued until the end of the project.

The consortium's focus during the second half of the project will be to:

- being more active on Facebook, Twitter and the webpage
- delivering content on certain channels such as Vimeo, Slideshare, etc
- maintaining good relationships with the target groups