DELIVERABLE 7.9
Updated dissemination plan

This project has received funding
from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No 872500.

“ParCos – Participatory Communication of Science”
A HORIZON 2020 RESEARCH AND INNOVATION ACTION
Consortium: Lappeenrannan-Lahden teknillinen yliopisto (FI, coordinator), Katholieke Universiteit Leuven (BE), Vlaamse Radio- en Televisieomroeporganisatie (BE), and Knowle West Media Centre LBG (UK).
Webpage: https://parcos-project.eu
Duration: 1/2020 – 12/2022
Grant: H2020-872500 (Call H2020-SwafS-2019-1)
Contact (coordinator):
Asst. Professor Antti Knutas & Dr. Annika Wolff
LUT University
e-mail: parcos.project@lut.fi

DESCRIPTION OF THE DELIVERABLE

Overview	Details
Authors	Antti Knutas, LUT University (Finland) Rachel Clarke, KWMC (UK) Nikki Peeters, VRT (Belgium)
Reviewers	Annika Wolff, LUT University (Finland) Sandy Claes, LUCA (Belgium) Bieke Zaman, KUL (Belgium) Lorraine Hudson, KWMC (UK)
Number of Deliverable	D7.9
Title of Deliverable	Updated dissemination plan
License	CC BY 4.0, see https://creativecommons.org/licenses/by/4.0/
Attribution	CC BY 4.0 ParCos, http://parcos-project.eu H2020-872500
Dissemination Level	Public
Contractual delivery date	2021-03-31
To be cited as	Knutas A., Clarke R., Peeters, N. (2021). Dissemination plan, deliverable 7.9 of the Horizon 2020 project ParCos, EC grant agreement no 872500, Lappeenranta, Finland.

SUMMARY

This deliverable, D7.9 updated dissemination plan, reports on the realized dissemination activities and outlines the dissemination plans in more detail for the second period of activities. Beyond listing activities, it also describes the forthcoming evolution of the dissemination approach and various interactions with the stakeholders of the ParCos community.

As part of dissemination, in the second period ParCos will engage the community to exchange learnings and results directly via email, social media and workshops. We will take steps to engage the public and co-create science stories as part of the case studies and exploitation strategy. Lastly, we also aim to engage stakeholders to validate outcomes by demonstrating our tools and methodology at events. This will help grow the support base for the ParCos approach and uptake.

The dissemination plan identifies multiple potential venues of dissemination and provides a list of key project outcomes to utilize as the core of the dissemination messages. The ongoing dissemination planning process will support structuring and managing the increasing intensity of efforts in the upcoming period of dissemination.

TABLE OF CONTENTS

1 INTRODUCTION

This deliverable outlines the realized ParCos dissemination activities for the first period of the project and its dissemination plans for the second reporting period. Beyond listing realized activities, it also describes the evolutionary process of the ParCos dissemination approach and highlights the expected interactions with the ParCos community and beyond.

1.1 ABOUT PARCOS

Participatory science and engaging activities are key to ensuring science communication increases public engagement in science. This can be achieved through collaborations between scientists and the non-scientist public. However, concerns about public science literacy are on the rise. The EU-funded ParCos project will work to create participatory science stories that link to source material that the public can interpret for themselves. The project will explore ways to ensure diversity and inclusion in science participation and communication. It will also discuss the creation of engaging stories for the public that include the public in science activities and the interpretation of the outcomes. By disseminating stories alongside evidence shows, the audience will be invited to tell their own stories using the ParCos tools.

1.2 PURPOSE AND ROLE OF THIS DELIVERABLE

The D7.9 updated dissemination plan and ‘database of dissemination activities’ is a periodically updated report with two main objectives. Firstly, it formally outlines and reports on the dissemination activities performed during the project and secondly it details the dissemination plans for the second reporting period. It is by its nature an evolving document with both a reporting and a planning function. The presented plan does not present a commitment to undertake all the foreseen activities, but rather a guiding description of identified dissemination options for the project. It is based on a set of assumptions regarding the project’s progress, developments, and forecasts on project messages across multiple stakeholder groups and communication channels. Therefore, the plan and the communication priorities are subject to change.

This report is the second report of its kind and will be followed by the final dissemination report (D7.6) that will report on the dissemination progress and the evolution of the project communication and outreach at M36, respectively.

2 UPDATED PARCOS DISSEMINATION STRATEGY

The objective of the PARCOS dissemination strategy is to deliver outreach activities that aim to i) support in reaching expected impacts, ii) communicate project messages and results to the broadest possible range of interested stakeholders, iii) facilitate successful exploitation of the results, and iv) sustain external parties’ commitment to and interest in ParCos’, objectives and results, by providing constant and regular contacts throughout the project. In line with the project’s progress and related outcomes, the dissemination strategy reflects an adaptive approach. This document gives an overview of the updated communication strategy and related activities.

2.1 PARCOS DISSEMINATION APPROACH

As part of the updated communication strategy, we differentiate between outreach activities such as dissemination, communication, and exploitation, in line with the European Commission’s definitions. For each of these, we have outlined a phased approach to ensure ParCos reaches its intended audiences, objectives, and related impact. The figure below outlines the different steps. In the first year, our focus lied on building our expertise as a consortium, initiating awareness-building via partner efforts, and connecting with key stakeholders to inform our actions and establish a support base.

Phase 1 (M0-12)	Phase 2 (M12-24)	Phase 3 (M24-36)
•Establish thought leadership •Initiate awareness-building •Connect with key stakeholders & networks	•Engage community to exchange insights & results •Engage public to co-create science stories •Engage stakeholders to validate outcomes	•Increase uptake of ParCos tools •Stimulate discussion & dialogue about citizen science •Outreach with tools & methodology

2.1.1 ESTABLISHING THOUGHT LEADERSHIP

As part of dissemination, we focused on engaging with peers both directly and indirectly. Via our partner networks and project communication channels, we followed up and shared relevant resources and insights. Here, we have taken the following steps:

- Monitoring and sharing (internally and externally) science communication updates on social media
- Sharing news content and outcomes on the ParCos website to provide updates
- Exchanging insights and inspiration during workshops with stakeholders
- Presenting the scope and intent of the project at relevant events

2.1.2 CONNECTING WITH KEY STAKEHOLDERS AND NETWORKS

To build our exploitation capabilities, we have established connections with key stakeholders and networks. To ensure that project results are used outside of the project, we identified relevant user groups, specified ParCos’s offering to these users, and outlined the necessary communication activities to engage these users and validate our outcomes. In the first year, we contacted end users within the scope of the case studies. In the table below, we have included an updated list of stakeholders and related activities.

Table 1. Identified stakeholder types

STAKEHOLDER TYPE	IDENTIFIED STAKEHOLDERS	REALIZED ACTIVITIES DURING THE FIRST PERIOD	EXAMPLES OF UPCOMING ACTIVITIES (used in reaching the stakeholders)
Media companies	Rai, YLE, Watershed, Pervasive media studio, BBC (Digital Cities initiative), VR lab in Bristol, Channel 4	Presentation of the project to EBU’s AI and Data Initiative (VRT – February 2021)	Expert interviews on science communication from a broadcaster’s perspective at VRT, demonstration of tools/methodology at conferences, outreach via networks eg. EBU and Future Media Hubs
Arts organizations	Arts Council England, Co-creating Change Network (facilitated by Battersea Arts Centre), Theatrum Olga (Lahti, Finland), Royal Court Theater Liverpool, TOO network Finland	Presentation at STEAMhouse Maker Monday event, sharing the Bristol pilot activities (KWMC – March 2021)	Co-creation workshops, exhibits, showcase events, online presence with diverse media
Teachers	Finnish LUMA network, VRT Edubox network	Outreach activities to local representatives, such as LUMA Saimaa in Finland (LUT – March 2021)	Stakeholder events, popular media publications, social media, and web presence
Community organizations	Knowle West Alliance, Community anchor organizations in Bristol,	Outreach and co-creation	One-to-one engagement, public

	ME-talo in Lappeenranta, Global Shakers in Helsinki, KU[N]ST Leuven	activities, such as creating the To-Fro app[1] for coordinating community support (KWMC & LUT – March 2020)	events, co-creation workshops
Civil society	Direct outreach through pilots and events in Lappeenranta-Lahti region, Belgium, and Bristol	Online workshops gathering data about household waste and devising creative alternatives (KWMC, ReThink ReMake ReCycle – Nov / Dec 2020) Publication and promotion of a digital magazine sharing participants’ stories and data from the Bristol pilot waste workshops (KWMC – March 2021) Co-design workshops with children at the Kinderuniversiteit event in Leuven (KUL - October 2020) Design explorations by students for ParCos case studies	Events (taster workshops, stakeholder engagement events, stalls), popular media publications, social media and web presence

[1] https://devpost.com/software/enable-effective-community-emergency-response-teams

		(VRT/LUCA School of Arts (October – December 2020)	
Academia	University of Flanders, Smart Cities conference, ACM CHI conference, TOCHI journal, Urban Studies Conference, ENoLL	Masterclass for Schools as a Living Lab (SALL), featuring a case study on ParCos and the Bristol pilot ReThink ReMake ReCycle waste workshops (KWMC – Jan 2021) Doctoral seminar on public engagement with science based on Deliverable 3.3 (KUL, September 2020) Guest lecture for the course media research and innovation on creative and interactive science dissemination that is based on Deliverable 3.3 and 4.1 (KUL-March 2021) Smart City Day, participation in Citizen Engagement session (VRT - March 2021) Article on KU Leuven’s website	Journal publications, conferences, academic workshops arranged

		on concept of Case Study (VRT, January 2021)	
Policy makers and networks	Bristol City Council, Finnish SYKE, West of England Combined Authority, ENoLL (European Network of Living Labs) and NESTA	Presentation about diversity and inclusion featuring information about ParCos and the Bristol pilot at the European Network of Living Labs Digital Living Lab Days (KWMC, Sept 2020)	Conferences, workshops, policy briefs, showcase events

During the first reporting period, connections were established to other projects in the SWAFS community. In particular, with fellow SWAFS-19 and other relevant projects, as listed in Table 2. Due to the ongoing Covid-19 crisis, liaison meeting have been arranged online, during monthly SWAFS cooperation calls. Shared events for the future are under discussion and ParCos is participating to the joint workshop on Good quality science communication in digital world, arranged by RETHINK on May 10th 2021.

Table 2. Relevant SWAFS projects for dissemination

ACRONYM	WEB LINKS CREATED (at PARCOS website)	CONTACT PERSON
TRESCA; SWAFS-19-2019	Yes	Project coordinator, contacting in progress
NEWSERA; SWAFS-19-2019	Yes	Oriol Agulló from Science for Change (NEWSERA project manager)
CONCISE; SWAFS-19-2019	Yes	Project coordinator, contacting in progress
QUEST; SWAFS-19-2018	Yes	Mr. Stephen Fozard from Wan-IFRA (QUEST dissemination lead)
RETHINK; SWAFS-19-2018	Yes	Dorina Stanculescu, Sissa Medialab

2.1.3 INITIATING AWARENESS-BUILDING

To amplify the reach of the project, we focused on initiating awareness-building in the first year of the project. For this, we have taken up a broadcasting approach that leverages partner networks, such as including ParCos project on their respective websites and introducing the

project and pilot activities to partners’ existing networks and audiences. To ensure consistency in our messaging across channels, we have discussed terminology used within the ParCos project during a workshop with the consortium. In the next year, we will strengthen these communication efforts with concrete insights from case studies and preparations and seek to reach new audiences and networks.

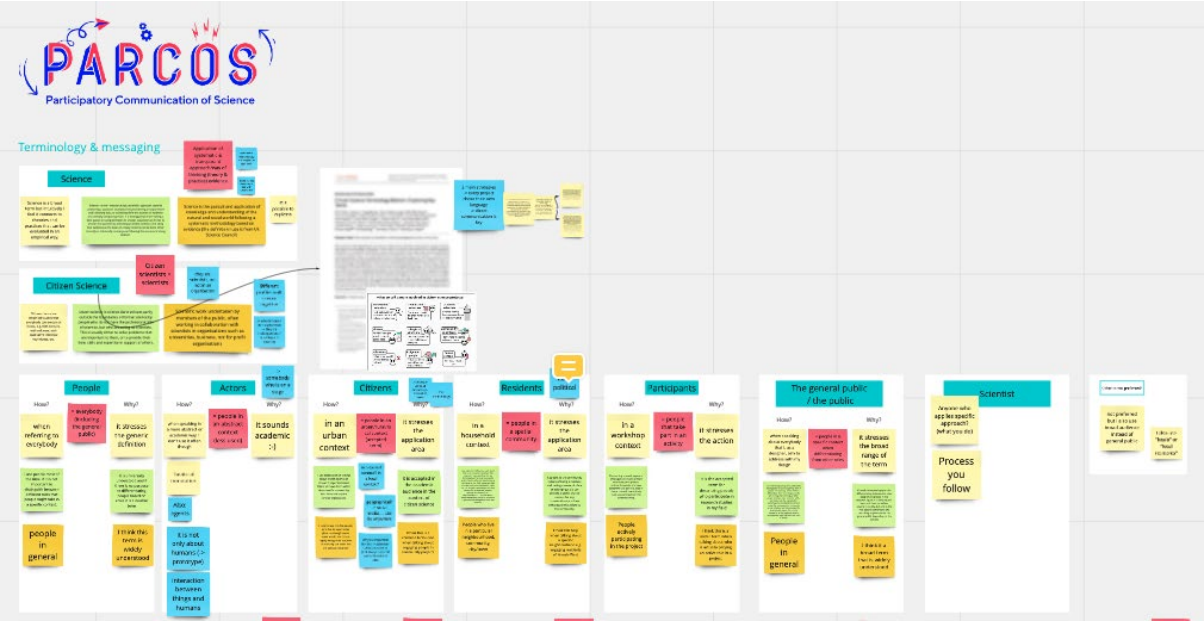


Figure: workshop on ParCos terminology during consortium meeting

2.2 DISSEMINATION OUTLOOK FOR THE SECOND PERIOD

In this section, we outline our outreach activities and strategy for the second year. As part of dissemination, we will engage the community to exchange learnings and results directly via email, social media and workshops. We will take steps to engage the public and co-create science stories as part of the case studies and exploitation strategy. Lastly, we also aim to engage stakeholders to validate outcomes by demonstrating our tools and methodology at events. This will help grow our support base for the ParCos approach and uptake.

2.2.1 DISSEMINATING MILESTONES AT THE SECOND PERIOD

There is one milestone during the second period, i.e. the MS2: the launch of the story creation stage. Here, we will focus on disseminating a series of data storytelling techniques.

2.3 ADAPTING TO THE DISRUPTIONS CAUSED BY THE COVID-19 CRISIS

Dissemination activities have been disrupted due to the COVID-19 crisis and several activities have been canceled, replaced, or transferred online. The WP leads, led by the dissemination lead, monitor, and adapt to the evolving situation during the monthly WP leads’ calls. Below we summarize how each partner has adjusted their activities to meet the ongoing challenges.

LUT University: To cope with Covid-19 issues, LUT has emphasized online activities and preparing digital tools. LUT has participated in online dissemination events, arranged 1:1 online calls with partners, and considered how case studies can be arranged virtually. LUT is arranging an online workshop in the Communities & Technologies conference in 2021, has participated as a presenter in an online expo (Science is Wonderful), and has participated in several online talks as a presenter, including the DE Seminar on empowering learners through working on scientific data.

To address the challenges caused by the Covid-19 crisis, a small online case study will be arranged to meet project deadlines and the main case study that will be arranged in the city of Lahti as a participatory story has been postponed until fall 2021. The main focus has been in online activities during first reporting period, and it is hoped that main in-person activities and live engagement of stakeholders can be arranged in 2022.

KU Leuven: To cope with the Covid-19 disruptions, the KU Leuven has taken a more digital and ethnographical approach towards the involving of science storytelling stakeholders in the further development of the framework for meaningful science dissemination.

Knowle West Media Centre: Due to COVID-19 restrictions in the UK, Knowle West Media Centre organised three workshops with citizens (the ReThink ReMake ReCycle sessions) to take place on online. This involved creating online tutorials, running workshops via video conferencing software and sending activity packs of materials to people’s homes. We worked with an intern (a graduate from a local university) to create a digital magazine to showcase workshop activity, residents’ stories about reducing household ways in creative ways, and the data they gathered through a waste audit process. People can print the magazine at home or engage with it online via interactive elements that are built into the document. Dissemination of the magazine took place mainly online – via social media, articles in the local press and via websites with an interest in sustainability. We are mindful of the issues of digital exclusion and a lack of access to technology, so have also promoted the existence of the magazine via the local printed newsletter The Knowledge, which is delivered to every home in the Knowle West community.

Several conferences and large events that KWMC had planned to attend were modified and moved online. Instead of in-person presentations, KWMC disseminated information about the activities of the Bristol pilot and ParCos via online sessions and pre-recorded video. We have made further use of a video recorded for one event (the European Network of Living Labs’ Digital Living Lab Days) by including it in our annual showcase event in December 2020 – which was itself changed from an in-person event to be an online live stream of film content and an online meeting.

Widespread use of digital meeting platforms due to COVID-19 has enabled KWMC to access and address networks in other UK cities that may not have been possible before COVID, when meet-ups took place in person and with no online element. For example: acting as guest speaker at Birmingham-based STEAMhouse UK’s Maker Monday event in March 2021.

VRT: The activities initially planned by VRT were also impacted by the restrictions taken in Belgium to prevent the COVID-19 virus from spreading. Next to the collaboration between the colleagues of VRT that had to take place online, there was also a strong impact on the workshops and interviews that were organized to collect input from different project partners and stakeholders. For these, online meetings were set up and tools such as Miro were explored and used.

One of the workshops with the project partners was about immersive technologies. In this workshop, special attention was paid to the impact of COVID-19 on experiences, for example, when sharing headsets in virtual and augmented reality installations. Here, alternatives such as projection mapping were discussed.

The restrictions also had an impact on the design process of the different case studies. The lessons and workshops organized for students at LUCA School of Arts took place as online classes. In addition, it was not possible to hire one of the students as an intern and further collaborate on the topic, since the possibilities for guidance were too limited.

Some events listed on our calendar took place in a different form in 2020, which resulted in us reviewing our attendance. Examples of these are the IBC and the Media Fast Forward festival that took place online, limiting the possibility of interactive installations. The events at which the results of the case studies will be presented (Meer Weer Expo and Knal Festival) are scheduled for the summer and autumn of 2021. Up to now, no extra measures needed to be taken, since exhibitions are still allowed in Belgium and the pandemic is expected to be in a more favorable phase thanks to the vaccination strategy.

3 DATABASE OF ACCOMPLISHED DISSEMINATION ACTIVITIES

The PARCOS project utilizes the Microsoft Teams online collaboration platform to manage all dissemination activities. The platform will track all PARCOS’ activities, relevant events and results, displayed in Table 3. EC guidelines on dissemination planning[2] have been used to analyze and frame the activities. The dissemination plan is evaluated and updated as needed in regular online meetings. This section also collects online dissemination statistics in detail.

Table 3. PARCOS dissemination database (1.1.2020 - 31.3.2021)

Event name and location	Audience for event (e.g. potential participants, stakeholders, policy-makers)	Communication, dissemination, or exploitation?	Short description of event: what happened? Why was it useful for ParCos?	Number of people engaged with ParCos during event	ParCos partners involved	Date of event	Type
ENoLL General Assembly - Bristol Approach Workshop + Information Share Session with European Commission Directors/Policy advisors. Brussels, Belgium.	European Network of Living Lab (ENoLL) Members, policy makers, European Commission Directors / policy advisors.	Communication	Workshop - introduction to The Bristol Approach including information about ParCos & how we are developing The Bristol Approach for Citizen Science. Information Share Session - we shared ParCos as an example a projects where we are working with communities using a participatory approach.	15	KWMC	18/02/2020	Attended third party event
SWAFS-19 collaboration teleconference	Funded SWAFS projects 2018-2019	Dissemination	6 SWAFS projects introduced themselves to each other. Three were funded earlier and already regularly collaborate; 6 SWAFS	12	LUT, VRT	16/06/2020	Attended third

[2] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

			projects represented: CONCISE, TRESCA, NEWSERA, RETHINK, QUEST, PARCOS				party event
Webinar: Energy citizenship in the digital era	24th August 2020	dissemination	Parcos (Annika Wolff, LUT) participated by a presentation on the parCos project approaches and how they could be utilised to explore energy poverty and foster energy citizenship. Lorraine Hudson from KWMC participated as a panel member discussing energy citisenship from the viewpoint of commuities and inclusion: (link valid for one year: https://event.prospectumlive.com/digi-user-webinar-on-energy-citizenship)	60	LUT, KWMC	24/8/2020	Hosted
KWMC AGM 2020 & Livestream of projects	local people, general public, funders, policy makers, commmunity organisations, arts and cultural organisations, researchers, business	dissemination	Showcased Bristol Living Lab - Diversity & Inclusion talk (Video) which included ParCos in the Livestream. ParCos also featured as a case study in Annual Report.	N/A	KWMC	08/12/20	Attended third party event
Digital Living Lab Days 2020 Conference	Living Labs, university researchers, companies, community organisations, not for profit organisations, local government, policy makers, European Commission.	dissemination	Online conference. Practitioner Presentation (video) - Bristol Living Lab: Diversity & Inclusion in the Top Contributions Sessions. This featured the ParCos work on developing Principles for Diversity & Inclusion.	334	KWMC	03/09/2020 talk but conference ran 02.09.2020 to 04.09.2020 with videos available for 1 month after to watch	Attended third party event

Virtual Learning Lab (ENoLL)	University researchers, companies, community organisations, local government, not for profit organisations.	communication	Ran co-creation in living labs online course in which we mentioned ParCos and the development of The Bristol Approach for Citizen Science. We pointed participants to the project website as well.	54	KWMC	15/09/2020	Attended third party event
Science is Wonderful virtual expo (European Commission event)	citizens, companies, researchers, children	communication	We were selected to have a 'walk up and visit' virtual stand as well as hold activity sessions for our chosen audience (public >14 and >14)	approximately 100 over the three days, although many more may have visited the stand without speaking directly to us. Event had over 6000 visitors	LUT	22-24th, September 2020	Attended third party event
Kinderuniversiteit KU Leuven (Child University)	citizens (chiildren)	citizen science (communication) and dissemination	children have a city in how they envision a child-friendly city; during workshops at the event they will be engaged by means of arts-based methods (participatory design) to gather ideas. After the event, these ideas will be projected on public screens in the city of Leuven so that other citizens will be able to give feedback. Finally, outcomes will be disseminated at a broader scale (e.g. through collaboration with VRT).	For each workshop, about 11 children will participate. there will be a total of 2 workshops. As for the public screens, we expect about 60 citizens to engage with it.	KUL (VRT)	3.10.2020 + follow up activities	Attended third party event
Meer Weer Expo (tentative) (exhibition about	children (and their families)	communication	An exhibition about the weather, organised by VRT where we can present an interactive installation about the weather (data	Difficult to estimate, depends on the	VRT	Preparation first months of 2021+	Attended third

the weather, organised by VRT Brand Extensions)			visualisation). The development of the installation can take place in a participatory way.	number of visitors		exibition Summer 2021	party event
Sustainability Meet-Up: KWMC The Factory (Online - Bristol UK)	Participants in the ReThink ReMake ReCycle pilot, makers, creatives, Knowle West residents, South Bristol residents	Dissemination	An opportunity to share the outcomes of the ReThink ReMake ReCycle pilot, including the digital zine of participants' stories and pilot findings.	14	KWMC	17/03/21	Hosted
National Contact Point meeting for Horizon Europe (SWAFS program)	Civil servants and funding body representatives	Communication	Getting word out to the funding body that exciting things are happening also within the ParCos project	12	LUT	20th of January 2021	Attended third party event
Schools as a Living Lab (SALL) MasterClass - Bristol Living Lab	Partners in EU funded project - SALL - research organisations, companies, charities, education institutions	Dissemination	Masterclass on Bristol Living Lab and featured a case study on ParCos about Bristol pilot waste workshops	33	KWMC	18/01/21	Attended third party event
Presentation on ParCos and art-based research method at Lahti Yliopistokesku	“Different ways/methods to deal responsible relationship of world” (arts-based research methods)	Dissemination	On-line presentation today about “Different ways/methods to deal responsible relationship of world” (arts-based research methods) and ParCos as well as Mukkula projects were mentioned.	60	LUT	20th of February 2021	Attended third party event
Summer school training videos for Lahti Yliopistokesku	Lahti & HELSUS Summer School 2021	Exploitation	producing teaching videos to Sustainable Science on-line courses which are supposed to be used in Summer School 2021 - ParCos approach and art-based methods are mentioned	TBA	LUT	01/07/21	Attended third party event

Maker Monday online meet-up organised by SteamhouseUK	Makers, artists and creatives	Dissemination	KWMC The Factory presented the process and outcomes of the ReThink ReMake ReCycle workshops (exploring creative solutions to household waste and gathering waste data) and shared a preview of the digital zine that communicates project activities and participants' stories	31	KWMC	01/03/21	Attended third party event
The AI and Data Initiative (EBU)	Broadcasters	Dissemination	Exchanging examples with EBU members working on similar audience-facing forms of data visualization and literacy.	9	VRT	22/02/21	Attended third party event
Smart City Day (ITEA)	Research institutes, universities, city representatives and technology organizations	Communication	Mentioning in presentation of VRT on citizen engagement projects	100	VRT	16/03/21	Attended third party event
DE Seminar on Empowering Learners through Working on Scientific Data	Researchers, teachers, public engagement specialists, and students	Communication	Mentioning the ParCos approach in the presentation	50	LUT	24/03/21	Attended third party event

SOCIAL MEDIA Followers			
Social platform	Account handle / URL	Total Followers at start of period	Total Followers at end of period
Twitter	https://twitter.com/ParcosProject	0	68
Facebook	https://www.facebook.com/ParCosProject	0	22
Twitter	twitter.com/knowlewestmedia	6438	
Twitter	twitter.com/kwmcthefactory	1132	
Instagram	instagram.com/knowlewestmedia	1562	
Instagram	instagram.com/kwmcthefactory	1098	

Facebook	https://www.facebook.com/VRTInnovatie	1.508	

WEBSITE Traffic & Engagement					
Web page	Description, if media publication or some specific event	Communication, dissemination, or exploitation?	ParCos lead partner	Unique visitors per month	Total Tracked 'Events' (if tracked)
https://kwmc.org.uk/projects/parcos/		Communication	KWMC		
https://innovation.vrt.be		Communication	VRT	1000-2000	
https://youtu.be/xk9tyXulyPo	Online Showcase of KWMC's work in 2020, including information about ParCos and diversity and inclusion principles	Communication	KWMC		96 watches of live stream + 107 video views after the live event
https://parcos-project.eu/	Project website	Communication & Dissemination	LUT	626	20181

EMAIL ADVERTISING				
Description of advertising campaign: what was it promoting?	**Communication, dissemination, or exploitation?**	**ParCos lead partner**	**Date**	**Number of Recipients**
KWMC The Factory Monthly Newsletter (Feb-March 2021) including profile of ReThink ReMake ReCycle workshops and digital zine	Communication	KWMC	19/02/2021	128
KWMC The Factory Monthly Newsletter (December 2020 - January 2021) including info about ReThink ReMake ReCycle workshops	Communication	KWMC	12/04/21	157

4 DISSEMINATION OUTCOMES FOR M1 TO M15

In this section, we report how the quantitative dissemination goals set in the first dissemination plan were realized.

4.1 TARGETS AND OUTCOMES FOR THE PERIOD

Table 4. Dissemination targets and channels (1.1.2020 - 31.3.2021)

Dissemination channel	Message	Objective	Target group	Realized measure
Events - stakeholder identification events (e.g. taster workshops, stalls)	Invite citizens to explore questions surrounding science communication, such as: Are there any scientific topics you want to know more about? What does ‘science’ mean to you? Does any data/ information already exist to help us understand this topic? If not, how could we gather it? How could we change the way we tell stories about science to make the topics and data more easily understandable and relevant to our lives? Is there anything that would help you feel more confident when you evaluate scientific data and stories to decide how much weight to give them?	To begin conversation with potential stakeholders about the topic and gather their thoughts and ideas about science To raise awareness of the project and the opportunity to gather data and tell stories about scientific topics of interest to them	Citizens	Invitations created and issued; events attended or created **Goal**: 5 **Achieved** Total: 12 (energy citizenship webinar, science is wonderful digital expo, science communication webinar, kinderuniversitet diversity workshop, 3 workshops for citizens, 2 talks to share outcomes from workshops, LUCA course, EBU AI and data initiative meeting, smart city day of ITEA)
Events - stakeholder engagement events (e.g. making workshops, meetings)	Following on from the stage above, working with citizens to gather data and create relevant tools for storytelling	To create and maintain a group of engaged citizens who will work with partners to identify scientific topics and data, and develop accessible storytelling techniques to convey them to a wider audience	Citizens	(see above)

Journals	To disseminate scientific findings amongst the academic community	IJHCS, journal of community informatics, journal of science communication	Academia, policy makers	None in first period
Conferences	Communicating results and networking to bring in new perspectives	CHI, DIS, Communities and Technologies, Interaction Design and Children	Private industry, academia, policy makers, public bodies	**Goal**: 3 articles in conferences **Achieved** Total: 4 (2 presentations at conferences; 1 presentation for SWAFS NCP seminar; 1 participation in international assembly)
Website	Project website: providing up to date information and news about the project ParCos platform: providing access to datasets and discussion boards as well as ParCos outputs Partners can also use their existing websites, blogs and online channels to disseminate information	To get the public fully involved and contributing to ParCos, especially through the platform itself. To promote the project results to a wider audience.	Society at large, private industry, academia, policy makers, public bodies (such as schools)	**Goal**: 6000 visitors **Achieved** Total: 9401 unique visitors; 20181 total visits
Social Media	Promoting the project, providing channels for communication and debate about the project. YouTube provides a channel for project outputs Partners can also use their existing social channels to disseminate information	Advertise project and project activities (how to get involved). Facilitate debate about the project and project activities. Allow to track interest and participation of the public in participatory science stories.	Citizens Society at large	**Goal**: 160 followers **Achieved**: 90 followers
Showcase events	Showcasing the outcomes of each case study within the community from which it derived, e.g. wider civic community in Bristol, the wider school community and academic community in Finland	Promoting the project and its outputs to reach a wider audience	Civil society Society at large	**Goal** None in the first period **Achieved** 1 (inclusion of ParCos work on diversity and inclusion in KWMC’s annual showcase event)
Media coverage	Explaining the processes of the project and how citizens and schools are developing the tools, knowledge and critical skills to evaluate scientific stories, make informed decisions, and share their own data-gathering with others	Sharing the learning from the project and stories from participants about their experience and their learning	Civil society Society at large	**Goals** Articles, blogs, video content are created Articles: 8 Blogs: 8 Video content: 4 **Achieved** Articles: 4 (1 digital magazine, article on KUL website, 1 policy brief published on website, the

				interactive site on art-based methods) Blogs: 8 (including community newsletters) Video content: 3 (1 video about diversity and inclusion within ParCos, 1 live stream event including diversity and inclusion film, 1 video illustration of ParCos approach)

Some dissemination goals were not achieved, mainly static content production (articles and video), when the consortium concentrated on interactive events and exceeded goals in that regard. In the next reporting period, focus will be re-emphasized on media coverage.

4.2 KEY DISSEMINATION HIGHLIGHTS AND EVENTS

In addition to quantitative outcomes listed in the previous subsection, we highlight some key outcomes below.

LUT University, key outcomes include**:**

- Publishing the guidebook on the use of art-based methods in science communication[3] and preparing to use the materials as a part of a sustainable summer school in Lahti, Finland in summer 2021. The course will be arranged in cooperation with several universities, allowing opportunities to disseminate to both attendants and other organisations.
- Engaging local community stakeholders and schools in Lahti as a part of the requirements specification process. This includes local highschools, science communicators, and the art education theatre Theatrum Olga.

[3] https://parcos-project.eu/guidebook-on-the-use-of-arts-based-methods/

Figure 1: Illustration from the art-based methods guidebook (a set of cards that can be used to illustrate concepts or processes)

KU Leuven, key outcomes include**:**

- Lectures on creative and interactive science dissemination (Brown Bag seminar in 2020 and a guest lecture on the course media research and innovation in 2021 at the KU Leuven University). These lectures reach students and fellow researchers and makes them familiar with the ParCos philosophy. The lectures do not only create awareness towards the ParCos project, but they also make it possible to use our findings and apply them to practice.
- Creative designs of a Childfriendly Leuven (developed during co-design workshops at the Kinderuniversiteit event in Leuven) that will be shown on displays in the city of Leuven in the second year of the ParCos project. The designs enable us to think of a childfriendly city from the perspectives of children.

Knowle West Media Centre, key outcomes include:

- The ReThink ReMake ReCycle digital magazine (https://kwmc.org.uk/wp-content/uploads/2021/03/ReThink-ReMake-ReCycle-Zine.pdf) showcases the activities of the three ReThink ReMake ReCycle workshops and stories and data shared by participants during the workshops. Designed to be accessible and family-friendly, the magazine presents information in the form of games, puzzles and tips for readers to try at home. KWMC’s Communications Assistant worked with participants to gather content for the zine, setting up a private Facebook group and liaising directly with participants. The finished document includes participants’ suggestions for reducing waste at home, a Design Thinking activity submitted by a contributing artist, and a visualisation of the data shared by some participants from their household waste audits.
- "Bristol Living Lab: Diversity & Inclusion" is a video prepared by KWMC to share its work in diversity and inclusion, including the principles for diversity and inclusion in

development through ParCos (https://www.youtube.com/watch?v=hArUbSpQC1g). The video was shown at Digital Living Lab Days 2020, organised by the European Network of Living Labs, and was awarded the ‘Public Voting Award for Best Research Submission’ for a practitioner presentation.

Figure 2: Front cover of the ReThink ReMake ReCycle digital zine.

Figure 3: Screen shot from the ReThink ReMake ReCycle digital zine. On the left is a visualisation of waste data gathered by participants in the pilot. The data is presented as a puzzle for families to work on together. They can then use the waste categories to count their own household waste.

VRT, key outcomes include:

- From October till December 2020, VRT collaborated with LUCA School of Arts to engage students in the ParCos project. As an assignment, they worked on design explorations based on astronomical and weather data, which directly led to concepts for the Belgium case studies. In the appendix, we have included some outcomes of their work.
    - AstroSounds platform: One of the students developed a condensed version of the online civic platform AstroSounds. On this platform, you learn how to listen to stars of which the vibration data have been converted into sounds (sonification). By learning how to recognize these sounds, you can discover new stars. This is based on research by Dr. Katrien Kolenberg, who is doing research on this at KU Leuven. From a broadcaster's perspective, by placing this installation in a public space, it offers a way to reach target groups that are otherwise less likely to come into contact with scientific information.

Figure 4: Screenshot Prototype AstroSounds platform.

- Linking scientific information about the seasons to a personalised weather forecast: The goal of this prototype is to illustrate the underlying processes of the seasons. For example, it explains why it is colder in the winter by visualizing the position of the equator in relation to the sun. In addition, you are also able to look up data from the past and compare the temperature of today to other periods in time.

Figure 5: Screenshot Prototype animated explainer for a weather forecast.

4.3 KEY PROJECT RESULTS DISSEMINATED

In the first period (M1-M15), the project produced several key results. The following Table 5 lists the deliverables and milestones that represent key project achievements.

Table 5. PARCOS dissemination objects

DELIVERABLE	PROJECT RESULT TO BE DISSEMINATED	MADE AVAILABLE
D2.1	FIRST VERSION OF BRISTOL FRAMEWORK	M6
D3.1	GUIDEBOOK ON THE USE OF ARTS-BASED METHODS	M6
D3.2	EVALUATION REPORT FRAMEWORK	M6
D6.1	PLATFORM REQUIREMENTS	M9
D4.1	PARTICIPATORY DESIGN REPORT ON PARTICIPATORY SCIENCE	M12

Most essential outcomes, also known as Key Exploitable Results, including the first version of the Bristol Framework (D2.1) and the Guidebook on the Use of Art-Based Methods (D3.1) have been uploaded to the Horizon 2020 Results platform [4].

[4] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

5 DISSEMINATION PLAN FOR M16 TO M36

The dissemination planning is a continuous process that is performed to coordinate and manage the consortium partners’ attendance to key events. It is discussed with the consortium in every ‘plenary’ meeting and at the regular WP7 meetings held online each month. Practically, it follows an approach of first setting strategic targets for outreach, then identifying key results and outcomes to disseminate and finally matching those dissemination items to events and conferences identified in a way that satisfies the objectives and optimizes resource use. The planning activity reported here is a snapshot of the continuously evolving dissemination plan.

The dissemination plan has been adjusted based on the outcomes of the previous reporting previous. For example, to make the static online content more regular and meet a larger audience, the dissemination WP lead created a content calendar and coordinated updated responsibilities among the project partners.

5.1 APPROACH AND TARGETS FOR THE PERIOD

The dissemination activity in the upcoming period will be delivered via multiple channels. The ParCos progress will produce key results to promote, and which provide a concrete core for the dissemination messages. An emphasis is placed on scientific dissemination in the second reporting period, now that first case studies will be completed, and more tasks reach their completion. The second main focus during the reporting period is the publication and live trials of ParCos tools, including Curator, Storyteller and Explorer. These will be further disseminated and provided for exploitation through online media. Table 4 lists dissemination channels and dissemination targets for each channel.

Table 6. Dissemination targets and channels (1.4.2021 - 31.12.2022)

Dissemination channel	Message	Objective	Target group	Measure
Events - stakeholder identification events (e.g. taster workshops, stalls)	Invite citizens to explore questions surrounding science communication, such as: Are there any scientific topics you want to know more about? What does ‘science’ mean to you? Does any data/ information already exist to help us understand this topic? If not, how could we gather it? How could we change the way we tell stories about science to make the topics and data more easily	To raise awareness of the project and the opportunity to gather data and tell stories about scientific topics of interest to them To disseminate project tools and engage people through case studies	Citizens	Invitations created and issued; events attended or created Goal: 3

	understandable and relevant to our lives? Is there anything that would help you feel more confident when you evaluate scientific data and stories to decide how much weight to give them?			
Events - stakeholder engagement events (e.g. making workshops, meetings)	Following on from the stage above, working with citizens to gather data and create relevant tools for storytelling	To maintain a group of engaged citizens who will work with partners to identify scientific topics and data, and develop accessible storytelling techniques to convey them to a wider audience	Citizens	(see above)
Journals	To disseminate scientific findings amongst the academic community	IJHCS, journal of community informatics, journal of science communication	Academia, policy makers	6 scientific articles in journals
Conferences	Communicating results and networking to bring in new perspectives	CHI, DIS, Communities and Technologies, Interaction Design and Children	Private industry, academia, policy makers, public bodies	9 articles in conferences
Website	Project website: providing up to date information and news about the project ParCos platform: providing access to datasets and discussion boards as well as ParCos outputs Partners can also use their existing websites, blogs and online channels to disseminate information	To get the public fully involved and contributing to ParCos, especially through the platform itself. To promote the project results to a wider audience.	Society at large, private industry, academia, policy makers, public bodies (such as schools)	11000 visitors
Social Media	Promoting the project, providing channels for communication and debate about the project. YouTube provides a channel for project outputs Partners can also use their existing social channels to disseminate information	Advertise project and project activities (how to get involved). Facilitate debate about the project and project activities. Allow to track interest and participation of the public in participatory science stories.	Citizens Society at large	500 followers total
Showcase events	Showcasing the outcomes of each case study within the community from which it derived, e.g. wider civic community in Bristol, the wider school community and academic community in Finland	Promoting the project and its outputs to reach a wider audience	Civil society Society at large	2 showcase events with > 300 visitors
Media coverage	Explaining the processes of the project and how citizens and schools are developing the tools, knowledge and critical skills to evaluate scientific stories, make informed decisions, and	Sharing the learning from the project and stories from participants about their experience and their learning	Civil society Society at large	Articles, blogs, video content are created Articles: 4 Blogs: 8

	share their own data-gathering with others			Video content: 4

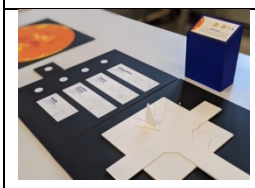
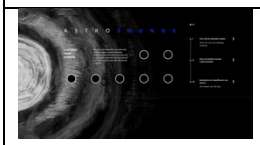
5.2 KEY PROJECT RESULTS TO BE DISSEMINATED

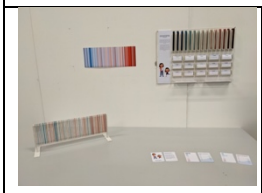
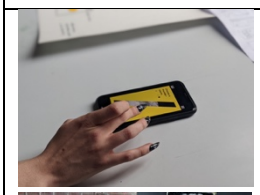
In the second period (M16-M36), the project will produce the remaining key results. The following Table 7 lists the deliverables and milestones that represent key project achievements in the planning period.

Table 7. PARCOS dissemination objects

DELIVERABLE	PROJECT RESULT TO BE DISSEMINATED	WHEN AVAILABLE
D2.3	PARCOS CURATOR	M17
D2.4	FINAL VERSION OF BRISTOL FRAMEWORK	M30
D3.3	PARCOS STORYTELLER	M18
D4.2	PD REPORT FOR SCIENCE COMMUNICATION	M22
D4.3	PARCOS TRAINER TRAINING PACKAGE	M27
D5.7	OPEN PARCOS PROJECT DATA	M34
D6.2	PARCOS DATA EXPLORER	M22
D6.4	PARCOS PLATFORM	M36
D7.8	FINAL POLICY BRIEF	M36

APPENDIX: DESIGN EXPLORATIONS BY LUCA SCHOOL OF ARTS STUDENTS

AstroSounds		
	**Scale of the Planets**	*Scale of the Planets* is a prototype of an installation that aims to challenge children and their families to think about the scale of the universe. The idea is to map the planets of our solar system on a one-kilometre walk. Visitors of the installation can go on a scavenger hunt and find the different planets displayed by stickers.
 	**Scale of the Stars**	*Scale of the stars* is an installation in which the size of different types of stars can be compared. In addition to the size, the sounds of stars are played as well. The goal is to make the proportions more visible through an immersive experience.
	**Stellar Music – The sound of the Stars**	*Stellar Music* is the visual representation of a piece of music composed with the sonicated sounds of the stars. The installation combines art and science.
	**AstroSounds**	*AstroSounds* is a digital platform where citizens can learn more about identifying based on their sound. After the introduction, you are able to contribute to scientific research yourself and join the citizen science platform.
	**Life path of 3 types of stars (candles)**	These candles are designed as a conversation starter they represent the different phases that a star goes through in its life. It is an artistic way to present scientific data.

	**Composition of the atmosphere of planets**	With this installation, visitors can compose their own planet by answering different questions related to science. They can assemble them using semi-transparant plates.
Weather data		
 	**History of the weather data**	*Evolution of the average temperature in Ukkel (Belgium).* Participants are able to place coloured bars with their year of birth and the average temperature of that day in an art piece that reflects the change in climate.
 	**The Thundercloud**	*Select and experience a thundercloud.* This is an installation were the visitors of an expo have the chance to manipulate data themselves. In an open space, several clouds will be placed that you can control with an application on your smartphone (for example; type of thunderstorm, number of lightnings,…)
	**Personalized Weather Forecast**	The goal of this prototype is to illustrate the underlying processes of the seasons. For example, it explains why it is colder in the winter by showing the position of the equator in relation to the sun. You can also look up data from the past and compare the temperature of today to other periods in time.