



D6.2 DISSEMINATION MATERIALS

Project acronym: OTTER

Project title: Outdoor Science Education for a Sustainable Future

Call: H2020-SwafS-2018-2020



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Table of Contents

Table of Contents	4
List of Figures	5
OTTER project.....	6
Project Consortium.....	7
1. Executive Summary	8
• Objective	9
• Target Groups.....	9
2. Digital materials.....	10
Overview	11
3. Printed materials	18
4. Upcoming materials	24
Contact	26



List of Figures

Figure 1. Example of OTTER content for Instagram.	11
Figure 2. Example of an awareness campaign launched in Twitter for the 'Women in Science Day'.	12
Figure 3. Snapshots of OTTER launch video	13
Figure 4. Digital flyer developed for OTTER.....	14
Figure 5. Version 1 of the digital poster developed for OTTER	15
Figure 6. Version 2 of the digital poster developed for OTTER	16
Figure 7. General PPT for OTTER.....	17
Figure 8. OTTER flyer mockup	19
Figure 9. All-pages leaflet	20
Figure 10. Mock-up of the poster announced.....	21
Figure 11. OTTER's roll-up	22
Figure 12. Potential merchandising for OTTER.....	23

OTTER project

Funded under the EU's Horizon 2020 research and innovation programme, the **OTTER project** aims to **enhance the understanding of Education Outside the Classroom (EOC) methods and pedagogies** and how they can help **improve the acquisition of scientific knowledge and transferable skills in students, specifically in the field of environmental sustainability and the reduction of plastic waste**. It aims to increase interest in scientific topics among young people, while also contributing to the range of innovative educational projects and the increase of scientific citizenship within the EU.



OTTER aims to strengthen educational outside-the-classroom (EOC) **networks within Europe**, connecting experts from four different regions within the continent (**Finland, Hungary, Ireland and Spain**). The strengthening of these networks will be utilised to carry out a programme of EOC pilot schemes and analysis of the effect they have on the performance of participating students, including their levels of sophisticated consumption and scientific citizenship, to increase understanding of the effects of education outside the classroom on EU citizens. The pilot schemes will share a common theme revolving around issues of plastic waste and recycling in order to build upon recent momentum in tackling related global educational, social, and environmental issues and due to the close relationship between reducing plastic waste and the need for more sophisticated consumers.

Project Consortium



Geonardo Environmental Technologies
(**GEO**)



European Science Foundation (**ESF**)



University of Groningen (**RUG**)



University of Limerick (**UL**)



Bridge Budapest (**BB**)



Learning Scoop - oppimisen osuuskunta (**LS**)



The Big Van Theory (**TBVT**)



Center for the Advancement of Research &
Development in Educational Technology
(**CARDET**)

1. Executive Summary



Objective

To ensure effective dissemination and communication, Work Package 6 has the overarching aim of maximising project's visibility, engaging target groups, increasing public literacy and awareness of Education Outside the Classroom (EOC) methods, as well as disseminating the project results and recommendations developed over the lifetime of the project. Within WP6, Task 6.2 is dedicated to the design and production of OTTER dissemination materials.

The aim of this document is to give a first overview of **all dissemination materials developed over the first six months of the project.**

D6.2 will be a living document that will reflect the materials developed along the entire lifetime of OTTER from M1 (September 2021) till M30 (February 2024), specifying for each item the type of audience targeted. OTTER dissemination materials are supporting the OTTER Dissemination and Communication Plan (D6.1) and strictly following the OTTER Visual Identity Brand Guidelines (D6.1).

Target Groups

As highlighted in D6.1, main target groups needed to reach OTTER's objectives of dissemination and communication are:

- General public;
- Relevant national authorities (Hungary, Spain, Finland and Ireland);
- EOC practitioners;
- Schools, students and parents;
- Scientific community.

2. Digital materials



Overview

General online dissemination materials with information about OTTER project, the consortium, objectives, and other relevant information related to science education and EOC methods, are constantly produced and disseminated through OTTER social media ([Twitter](#), and [Instagram](#)). Furthermore, [OTTER's website](#) has just been launched, where more dissemination materials will be published including blog posts. During this period, **a video was created** introducing what OTTER is about, and a digital flyer has been created.

- DIGITAL MATERIAL FOR SOCIAL MEDIA**

Description: several eye-catching posts with appealing news and information related to the OTTER project (example in Fig. 1) are released on weekly basis in OTTER's social media. Besides introducing the project to the general public and our target audiences, some awareness campaigns have been also launched related to the interests of the project. Example of this is the 'Women in Science' campaign (Figure 2) for the Women in Science celebration day (February 11th).

Target Audience: All target groups

Dissemination point: OTTER Twitter and Instagram.

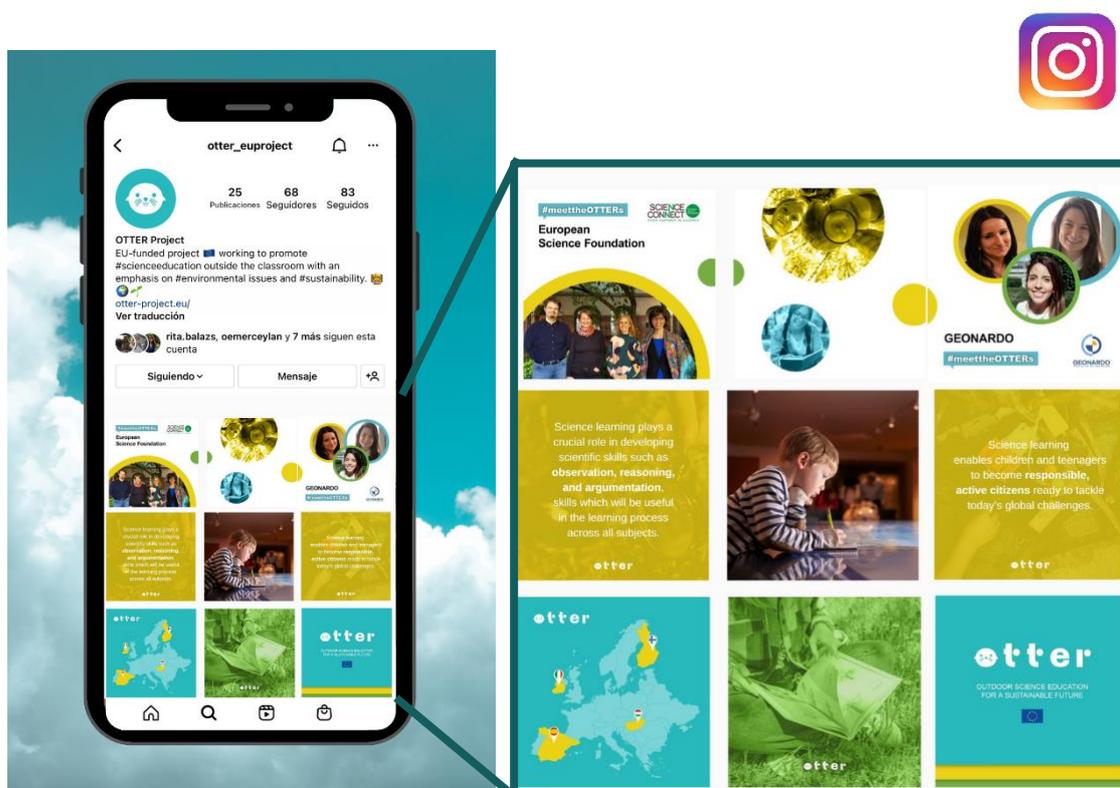


Figure 1. Example of OTTER content for Instagram.



Figure 2. Example of an awareness campaign launched in Twitter for the ‘Women in Science Day’.

- **VIDEOS**

Description: [A first video has been created](#), aiming at introducing OTTER project, its planned activities, its goals, the geographical area and target groups (Fig. 3). This will be the most important video to promote OTTER as it gives a wide overview of the project. However, along the implementation of OTTER, other shorter and more targeted videos might be created for promoting specific actions and results.

Target Audience for launch video: All target groups

Dissemination point: OTTER social media (Twitter and Instagram) and website.



Figure 3. Snapshots of OTTER launch video

• **DIGITAL FLYER**

Description: The project prioritizes electronic communications, motivated by ease of scalability and respecting the environment. Despite that, when needed and depending on the target group, printed material will also be used. An informative digital flyer (Fig.4) was developed to present the OTTER project and its objectives to a broad audience, and it is [downloadable from our Media section in our website](#).

It was designed to be eye-catching and easy to read. In terms of content, these materials contain the general description of the project, the approach, the aim and the main phases to reach the objectives. The flyer is meant to be used by all partners in any dissemination event or action they are carrying out.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, other relevant events, meetings, available on the website for downloading by users etc.

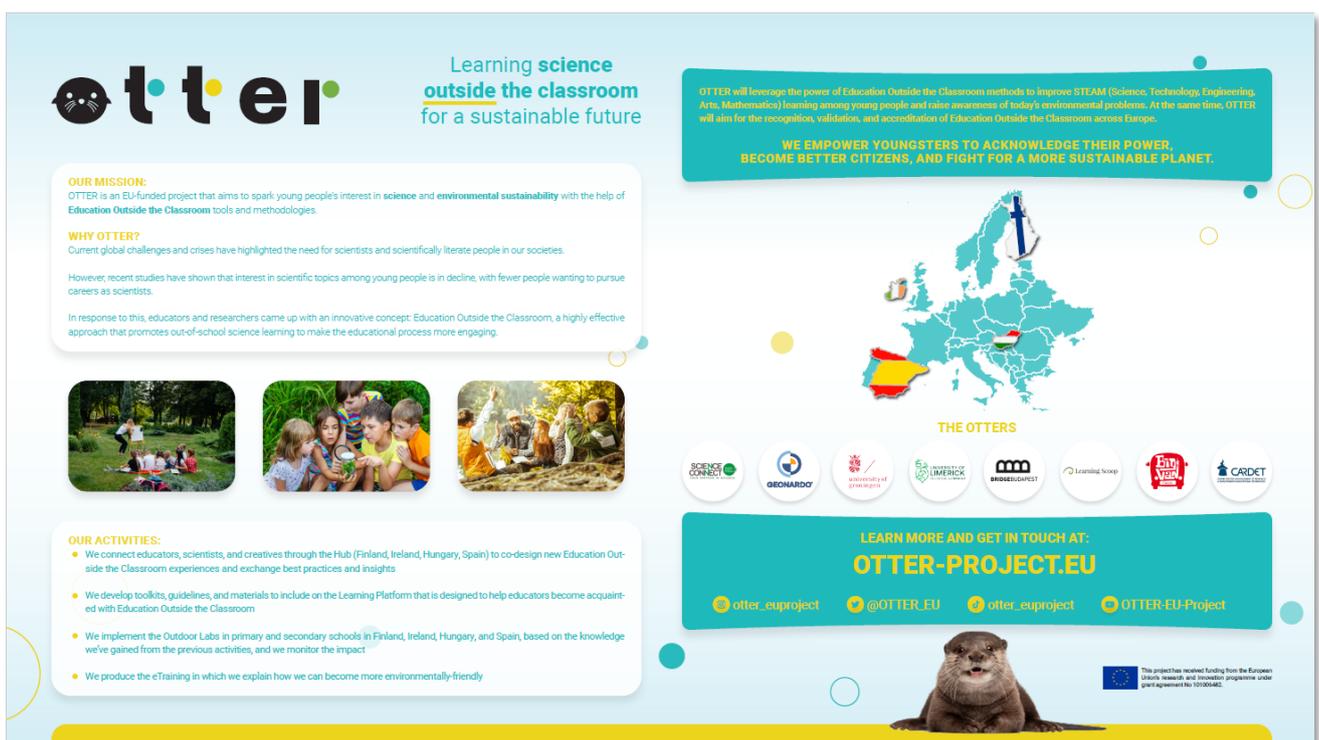


Figure 4. Digital flyer developed for OTTER

* The general flyer shown above will also be translated, on request of partners, to the languages: Hungarian, Finnish and Greek.

- **DIGITAL POSTER**

Description: The project also created a digital poster to announce the OTTER project and attract a broad audience to our channels. Similar to the flyer, it also followed the eye-catching and easy to be read approach, to call the attention of the viewer. There are two versions made as shown in Figures 5 and 6, to be used by partners in events, relevant conferences, and schools. An informative version of this poster with more detailed information on OTTER’s objectives and activities is to be made in the following period.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, relevant events, meetings, etc.



Figure 5. Version 1 of the digital poster developed for OTTER



Figure 6. Version 2 of the digital poster developed for OTTER

• DIGITAL PPT

Description: As part of the launching campaign for introducing OTTER project to the targeted audiences, we prepared a general power point with all the key information of the project: general description, approach, the aim and the main phases to reach the objectives, target groups, consortium and channels. This presentation is in hands of all partners of the consortium, which they are using to talk to the local target groups.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, relevant events, meetings, etc.

Learning science outside the classroom for a sustainable future

Event, date

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101006482

PROJECT PROFILE

Duration: September 1st, 2021 – February 29th, 2024

Overall budget: € 1 598 748.75

EU contribution: € 1 598 748.75

Topic(s): Swafs-24-2020 - Science education outside the classroom Horizon 2020 project

CONSORTIUM

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101006482

Why OTTER?

The challenge

Interest in science, technology, engineering and mathematics (STEM) subjects among young people is in decline¹.

Students do not chose university studies in STEM either because **they do not see the relevance of science to their lives** or they do not see themselves as future scientists².

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101006482

Why OTTER?

The need

However, science learning plays an **important part in the foundation for learning** across all levels, since it includes the development of **scientific skills** that are transferable in other subjects, as well as **observation, reasoning, and argumentation.**

OTTER's mission

In OTTER project, we aim at **increasing the interest in scientific topics among young people** through Education Outside the Classroom (EOC) methods and pedagogies.

Furthermore, we want to understand how EOC can help improve the acquisition of **scientific knowledge and transferable skills*** in students, specifically in the field of environmental sustainability.

* cognitive, affective, social / interpersonal and physical / behavioural

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101006482

Figure 7. General PPT for OTTER

3. Printed materials



- **PRINTED LEAFLET**

Description: An informative booklet style leaflet (Fig.8-9) was developed to present the OTTER project and its objectives to a broad audience. The printing of this flyer will be limited to the number of requested flyers per partner as the digital version is prioritized.

It was designed to be eye-catching and easy to be read. In terms of content these materials contain the general description of the project, the approach, the aim and the main phases to reach the objectives. The flyer is meant to be used by all partners in all the different events and dissemination actions they are to carry out.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, relevant events, meetings, etc.

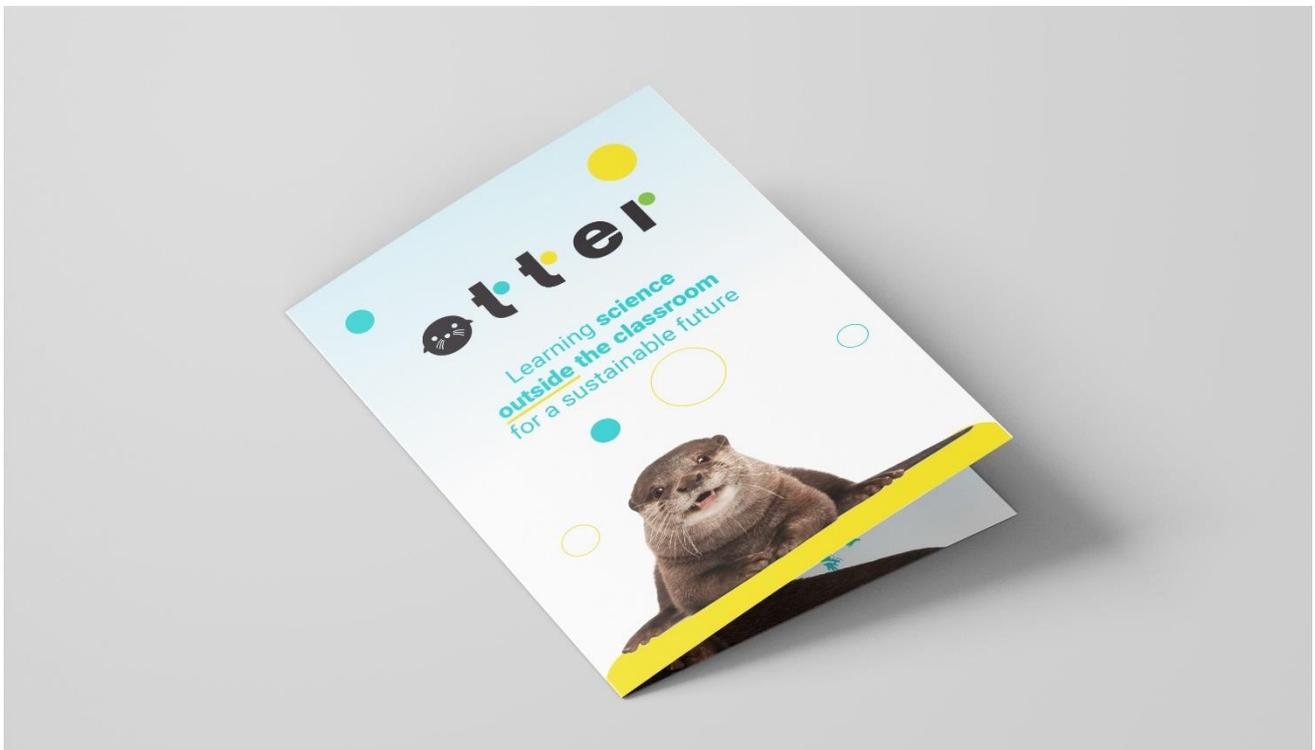


Figure 8. OTTER flyer mockup

Learning science
outside the classroom
for a sustainable future

OUR MISSION:
OTTER is an EU-funded project that aims to spark young people's interest in science and environmental sustainability with the help of Education Outside the Classroom tools and methodologies.

WHY OTTER?
Current global challenges and crises have highlighted the need for scientists and scientifically literate people in our societies.
However, recent studies have shown that interest in scientific topics among young people is in decline, with fewer people wanting to pursue careers as scientists.
In response to this, educators and researchers came up with an innovative concept: Education Outside the Classroom, a highly effective approach that promotes out-of-school science learning to make the educational process more engaging.

OTTER will leverage the power of Education Outside the Classroom methods to improve STEAM (Science, Technology, Engineering, Arts, Mathematics) learning among young people and raise awareness of today's environmental problems. At the same time, OTTER will aim for the recognition, validation, and accreditation of Education Outside the Classroom across Europe.

WE EMPOWER YOUNGSTERS TO ACKNOWLEDGE THEIR POWER, BECOME BETTER CITIZENS, AND FIGHT FOR A MORE SUSTAINABLE PLANET.

OUR ACTIVITIES:

- We connect educators, scientists, and creatives through the Hub (Finland, Ireland, Hungary, Spain) to co-design new Education Outside the Classroom experiences and exchange best practices and insights
- We develop toolkits, guidelines, and materials to include on the Learning Platform that is designed to help educators become acquainted with Education Outside the Classroom
- We implement the Outdoor Labs in primary and secondary schools in Finland, Ireland, Hungary, and Spain, based on the knowledge we've gained from the previous activities, and we monitor the impact
- We produce the eTraining in which we explain how we can become more environmentally-friendly

The OTTERS:

LEARN MORE AND GET IN TOUCH AT:
OTTER-PROJECT.EU

otter_europroject otter_europroject
 @OTTER_EU OTTER-EU-Project

This project has received funding from the European Union's research and innovation programme under grant agreement No 101006482.

Figure 9. All-pages leaflet

* The general flyer shown above will also be translated, on request of partners, to the languages: Hungarian, Finnish and Greek.

• PRINTED POSTER

Description: The same poster created to be screened digitally, was designed to be able to print it. This poster is to announce the OTTER project and attract a broad audience to our channels. Similar to the flyer, it also followed the eye-catching and easy to be read approach, to call the attention of the viewer. Figure 10 shows how it would look printed, to be used by partners in whichever platform and event they consider relevant. An informative version of this poster with more detailed information on OTTER's objectives and activities is to be made in the following period.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, relevant events, meetings, etc.



Figure 10. Mock-up of the poster announced

• **PRINTED ROLL-UP**

Description: A roll-up has been prepared (but not yet printed) in case OTTER is presented at events where we could have a stand. The purpose of this is to attract audience from far away and to easily understand what the project is about. Figure 11 shows a mockup of how it would look printed, in case partners require so for dissemination purposes.

Target Audience: All target groups

Dissemination points: Meetings with schools, conferences, relevant events, meetings, etc.



Figure 11. OTTER's roll-up

- **MERCHANDISE**

Description: A series of different gadgets have been designed for potentially creating them if an event or action requires so. These mock-ups shown in Figure 12 are examples of the merchandise products OTTER could have. However, based on future promotion and participation of OTTER in events, we will either choose one of these, or adapt them/create others if needed.

Target Audience: All target groups

Dissemination points: Meetings with schools, fairs, conferences, relevant events, meetings, etc.



Figure 12. Potential merchandising for OTTER

4. Upcoming materials



In the upcoming period (until M12), there are several dissemination materials planned including:

- Continuation of social media campaigns;
- Launching of OTTER's Newsletter;
- Translation of flyers;
- Materials needed for the Hub;
- Branding materials;
- Informative poster;
- Blog posts;
- Launching of OTTER's Tik Tok social channel.

** This document will keep being updated during the project and the second version is to be submitted by M18.*



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Contact



<https://otter-project.eu/>



[@otter_euproject](https://www.instagram.com/otter_euproject)



[@OTTER_EU](https://twitter.com/OTTER_EU)

