



<b>Project:</b>	<b>GATE:VET – using GAMification in TEaching at VET schools</b>
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## Deliverable No. 1.4

### Implementation of the Community Building Strategy and Report about the Actions

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## List of Abbreviations:

GBL Game-Based Learning

ME Multiplier Event

ToT Training-of-Trainers



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## 1. INTRODUCTION

One of the main objectives of GATE:VET is the establishment of a community that enables peer learning and knowledge transfer on the topics Game-Based Learning (GBL) and Gamification between educational staff in vocational schools. To that end deliverable D1.3 (Community Building and Exchange of Best Practices) outlined the community building and dissemination processes of the project. Deliverable D1.4 reports on the implementation of these processes and describes the development a self-motivating online community.

Due to the ongoing travel restrictions related to Covid-19, some of the dissemination activities were delayed. Events had to be delayed, which affected the evaluation of our platform (wiki & app) by Vocational Education and Training (VET) teachers regarding functionality and usability. Consequently, the release of the platform had to be delayed along with the dissemination and community building to avoid the dissemination of an unfinished product.

While some activities (such as the identification of relevant target groups, stakeholders and appropriate dissemination channels to reaching this community) took place in the beginning stages of the project and were not affected by any delays, the majority of dissemination community-building activities are only meaningful once a presentable product was available. As the wiki was launched mid-February many activities only started at that time. In order to also quantify some of the outcomes of our efforts, we decided to finalise Deliverable D1.4 at the end of March.

This report illustrates the ways the GATE:VET platform (wiki & app) utilised social media like Facebook and Pinterest to reach out to the target group. Further, additional dissemination activities of the project (i.e. the project website, publications and events) will be described.

## 2. COMMUNITY BUILDING STRATEGY

In IO1, there are two deliverables associated with community building. The Community Building Strategy, which was developed in deliverable D1.3 (Community Building and Exchange of Best Practices) and the implementation of the plan in this deliverable (D1.4 - Implementation of the Community Building Strategy and Report about the Actions). AFBB leads the execution of the Community Building Strategy and is the author of the Report about the Actions. All project partners are involved in community building activities and have been making contributions to the plan's effective implementation. This section details the implementation of activities aimed at establishing a self-motivated online community.

### 2.1. TARGET GROUP(S) AND STAKEHOLDERS

At the beginning of the project the following target audiences were identified. The main target group of dissemination activities are **VET teachers in Europe**. Further target groups include:

- learners at the partners' organisations
- teachers from general secondary education schools
- other VET providers and their staff/students
- experts/researchers, consultants and trainers in the educational sector (local, regional, national and on EU level)

In the process of the project no additional general stakeholder groups were identified. Specific stakeholders are continuously identified and get involved in dissemination and community building efforts. All partners continue to find and engage in varied dissemination and networking opportunities.

## 2.2. COMMUNITY BUILDING TOOLS AND ACTIVITIES

Primarily, project events and social media have been used to disseminating contents to VET teachers in Europe to attract future members of the community. Conceived as an online community, the development of the GATE:VET community largely takes place online. Due to ongoing travel restrictions and contact regulations, the events also had to be held online.

### 2.2.1. PROJECT EVENTS

Two online project events took place, a Multiplier Event (ME) hosted by VUC in Næstved Denmark in November 2020 (30 participants) and a Training-of-Trainers (ToT) event hosted by FHD in Dresden, Germany in February 2021 (8 participants). At these events, the wiki and app were introduced to internal and external members of the target group, who were able to try out the two platforms and share first impressions of the developing community.

The participants of the events are an audience that is not directly involved with the project. As a result, these events provided insights into the achievement levels of project objectives. Participants' feedback helped to fine-tune the project platforms, particularly in terms of platform functionality and contents.

### 2.2.2. SOCIAL MEDIA

Facebook and Pinterest were selected as main social media channels for reaching VET teachers. Project partners initially identified over 150 relevant organisation and/or online communities or initiatives on a local, national, regional and European level.

The [GATE:VET Facebook page](#) is used to regularly share posts about the wiki and app as well as relevant project contents. The main purpose of the Facebook presence is the opportunity to network in Facebook groups and pages, providing a profile for people who want to check learn more about the project. Posts in March reached between 80 and 137 people. Our Facebook Page posts increased the traffic of our the **GATE:VET wiki** with an average of 249 page views per day; March 19<sup>th</sup> was the day with the most page views to date: 7.686.

Twenty-four **Facebook Groups** were identified by partners and membership requests were sent between October 2020 and March 2021. Twenty groups accepted the GATE:VET representative, who can post in these forums as a member. A wiki launch post was shared mid-February with all twenty groups; fourteen groups (total followers as of March 2021: 447,772) allowed the post to be published. Further selected posts will be shared, e.g. launch of the app, invitation to GBLII conference. In addition, invitations to the ME were shared in selected groups.

Fourteen **Facebook Pages** (total followers as of March 2021: 3,308,336) were identified by partners and contacted mid-February. Eight of these pages provide a community space, where users can post content. The launch of the GATE:VET wiki was shared in these spaces (total followers: 6,104). The site admins of pages (6) not providing this space were contacted and invited to share our post. However, at this stage none of these page administrators have responded. Further selected posts will be shared, e.g. launch of the app, invitation to GBLII conference.



In order to utilise **Pinterest** as an effective community-building tool, AFBB created a project [account](#) in M8 and continuously worked on gaining Pinterest followers. Even before links to the GATE:VET platforms were available, the GATE:VET Pinterest was collecting, organising and sharing topic-related contents (e.g. gamification, GBL, online teaching tools etc.). As of March 2021, the project's Pinterest profile has an average of 33 monthly views.

Additionally, all partner organisations have used their own institutional social media channels to share contents posted on GATE:VET social media sites as well as generating individual posts, inviting VET teachers to join the community. The partners have committed themselves to community building by sharing links to the GATE:VET wiki and soon the app when it becomes available (via email, newsletters, flyers etc. / within their networks). The community building efforts will be intensified once the app is freely available.

### 3. GENERAL DISSEMINATION

The project goals and results are to be communicated through various dissemination channels. Partners have been tracking all Community Building efforts in the shared Dissemination Tracking Document.

#### 3.1. PROJECT WEBSITE

The project's website [www.gate-vet.eu](http://www.gate-vet.eu) was regularly updated with relevant events (about MEs, ToT, conference) and news (general work progress, completion of wiki, launch of wiki and soon app). The wiki and app provide links to the website, for users who are interested in learning more about the project and the background to the creation of the app and wiki.

#### 3.2. ADDITIONAL DISSEMINATION ACTIVITIES

All project partners participate in and pursue various academic networks, publications and platforms, they identify and exploit opportunities for publishing project-related content as these emerge. For the duration of the project, all project partners track their dissemination activities (participation in events as well as publications of any sort) in the *Dissemination Tracking Document*, which can be accessed in Teams as a shared document.

#### Conference presentations (incl. publication):

- Lamas, P., Philippe, S., Petridis, P. (2020). [Endowing a Game-Based Learning Hub for Augmenting Teaching and Learning: Design, Constellations and Perceptions from a Teachers Perspective](#). 14th European Conference of Game-Based Learning, September 24-25, Brighton, UK.
- Diab, M., Fischer, H., North, B., Müller, J., Arnold, M. (2020). [Game-Based Learning in der beruflichen Bildung](#). GeNeMe - Communities in New Media, October 7-9, Dresden, Germany.

#### Networks:

- EPALE entries about the wiki in [English](#), [Spanish](#) and [Czech](#) (additional entries to follow about the app and the second ME – GBL conference in June).
- EPALE Community of European VET practitioners.



- edLUDO (Community for Digital Learning and Gaming Communities): Profiles for Wiki ([Teaching and Learning Gamification](#)) and App ([Mobile Learning with the GATE:VET App](#)).
- School Education Gateway: AFBB sought to get content published on School Education Gateway on 15<sup>th</sup> February 2021 but was not accepted at that stage. Once the app is available, another attempt will be made to get our project results shared on the platform.

#### **Workshops / other events:**

- Romania, Suceava (5<sup>th</sup> February 2021): Inter-County Session Of Scientific And Related Communications “Factors Of School Progress In Digitalized Learning”
- Germany, Dresden (3<sup>rd</sup> December 2020): Dies Academicus
- Germany, Dresden (5<sup>th</sup> October 2020): GBL Cluster Meeting (networking event with Technical University Dresden)

#### **Publications (other):**

- blog post at edLUDO: [Training-of-Trainers-Workshop „Games for Teaching”](#). (8<sup>th</sup> March 2021).
- EPALE Community of European VET practitioners – Members group: [Wiki Launch Post](#) (15<sup>th</sup> February 2021).

## **4. DISCUSSION AND CONCLUSION**

This report presented the Community Building and Dissemination efforts of the GATE:VET project. Since the second major output of the project - the app - is in the final production phase, much of the dissemination effort is yet to be undertaken. In the next months the described dissemination channels will be used to:

- publicise the app launch;
- further share specific contents and examples from wiki and app;
- publicise the second ME ([European Gamification in Education Conference](#));
- share further project-related publications.