

## Open Badge Network

### Dissemination and Communication Plan

O6A1 – Dissemination and Communication Plan	
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## 1. Executive summary

The Dissemination and Communication Plan summarizes the general aims of the Open Badge network project, identifies stakeholders and stakeholder groups, sets the project outputs against the specific groups and suggests communication tools and actions to reach the stakeholders in a tailored way. Key performance indicators has been defined and a detailed dissemination matrix has been designed to follow up the realization of dissemination activities and to harmonize those among the partnership.

The prerequisite of effective dissemination is that all partners consider dissemination important, agree on the means and communication messages as well as on targets, therefore the document has been prepared in close collaboration of the partners led by the European Distance and E-Learning Network, the organization responsible for facilitating dissemination activities in the project.

## 2. Introduction

This document is designed to set up the Open Badge Network Dissemination and Communication Strategy and the implementation thereof. It includes the introduction of the dissemination process, tools, methods, a list of concrete steps to be delivered during the project span. Recommendations for further steps for the OBN dissemination beyond the lifetime of the project are also included but the sustainability aspect of the project in its complexity will be addressed in a separate output: O1A6: OBN Business Plan.

The most important aims of the dissemination actions are:

- To raise awareness and promote the usage of open badges as a tool for recognizing learning.
- To ensure that the project outputs and outcomes reach the target groups,
- To promote the involvement of the target groups in the related project activities, specifically to invite them to become member of the Open Badge Network.

Dissemination is the process of promotion and awareness raising that should occur throughout the project and aims at highlighting and contributing to the achievement of the mission and vision of the Open Badge Network (OBN) project. This process is planned and organised at the beginning of the project through the Dissemination Action Plan and the [Dissemination Matrix](#) that orientates the whole consortium.

In particular, this document aims to provide a ground for the use of the Dissemination Matrix that contains the target groups, the workplan itself, gives a common understanding on what we mean under dissemination and networking activities, including a campaign, agree on the relating milestones etc.

### 3. Dissemination Concept

#### 3.1 Mission of Open Badge Network

The Open Badge Network (OBN) project promotes the idea of “Open Badge for All!”.

As an active contributor to the Badge the World initiative, OBN promotes Open Badges as a means to empower individuals and communities to the recognition of learning achievements and equalising importance of formal and non-formal learning.

The mission of OBN is described in detail in the [Open Badge Network Charter](#) emphasising that the mission of OBN is “To establish Open Badge Network as a trusted source of independent information, tools and informed practice, facilitating a badge ecosystem to be developed across Europe.

The Partnership and Associate Partners of Open Badge Network agree to the following Charter:

1. Advocate the adoption of Mozilla Open Badge standard across Europe to recognise learning achievements gained in variety of contexts
2. Provide information, guidelines and use cases to enable the widest possible adoption of Open Badges across policy, education, employers, service providers and individuals
3. Advocate for and enable social inclusion by ensuring marginalised groups are able to gain recognition for all their skills and achievements, supporting their personal and professional progression
4. Raise the value and profile of informal and non-formal learning taking place outside of formal education
5. Support on-going development of Mozilla’s open source backpack and other open badging tools, to ensure end users’ data is portable between systems and retained by the individual

We ask that all partners of the Open Badge Network agree to support and advocate this Charter.”

#### 3.2 Vision of the Open Badge Network (OBN)

The vision on the OBN project correlates with its mission as described in the mentioned [OBN Charter](#).

The vision in numbers can be translated as follows:

OBN is building a network for the promotion of use and recognition of Open Badges in Europe. By 2017, OBN Network targets to reach out to 50,000 users (including OBN Platform visitors, Associate Partners, event visitors, people reached by project news and other stakeholders directly or indirectly via social media channels, EDEN Newsflashes and conferences reached by OBN). The OBN community targets to reach issuing of 1,000,000 badges directly or indirectly, e.g. through projects claimed at the Badge the World platform.

## 4. Stakeholder analysis: Target groups, their needs and the expected impact of the project upon the different groups

The aim of the stakeholder analysis is to identify the stakeholders likely to be affected by or influence the activities of the project and to assess how those stakeholders could be impacted or impact upon the project activities. The stakeholder analysis aims to anticipate the consequences of the changes the project activities bring to existing structures and identifies stakeholder-specific success criteria in order to assure a successful outcome for the project by developing cooperation with different stakeholder groups.

### 4.1 What do we mean by stakeholder and stakeholder analysis?

Stakeholders and/or stakeholder groups are people or small groups with the power to respond to, negotiate with, and change the strategic future of the organization.<sup>1</sup>

Stakeholder analysis is the process of identifying the individuals or groups that are likely to affect or be affected by a proposed action, and sorting them according to their impact on the action and the impact the action will have on them. This information is used to assess how the interests of those stakeholders should be addressed in project plan. A stakeholder analysis does not preclude the interests of the stakeholders overriding the interests of the other stakeholders affected, but it ensures that all affected will be considered.

Stakeholder analysis is frequently used during the preparation phase of a project to assess the attitudes of the stakeholders regarding the potential changes. Stakeholder analysis can be done once or on a regular basis to track changes in stakeholder attitudes over time.<sup>2</sup>

In the case of the OBN project stakeholder analysis was carried when the project was restarted in October 2015 to identify direct and indirect stakeholder groups and tailor dissemination actions to their needs.

### 4.2 Stakeholder groups

Open Badges are an open standard and can be issued and used by everyone, therefore the targeted people of the OBN project is very extensive. The project stakeholder groups can be grouped as follows:

- A. **Organizations:**
- Schools, colleges, universities
  - Charities and informal learning organisations
  - Employers
  - Government agencies
  - Awarding bodies and training providers

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<sup>1</sup> Source: What is a Stakeholder? - Definitions of a Stakeholder <http://www.stakeholdermap.com/what-is-a-stakeholder.html>

<sup>2</sup>Description is based on: [https://en.wikipedia.org/wiki/Stakeholder\\_analysis](https://en.wikipedia.org/wiki/Stakeholder_analysis)

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This group of stakeholders is addressed by the Outputs:

[Associate Partners](#)

[Individuals and organizations](#)

[Use cases](#)

**B. Individuals:**

- people with disadvantages
- professionals working with disadvantaged groups
- educational professionals
- human resource professionals

This group of stakeholders is addressed by the Outputs:

[Associate Partners](#)

[Individuals and organizations](#)

[Massive Open Online Course on open Badges](#)

[Use cases](#)

**C. Initiatives:**

- Sister projects
- European standardization processes (EQF, ECVET etc)
- Territorial networks

This group of stakeholders is addressed by the Outputs:

[Open badges in territories](#)

**D: Policy-makers:**

- on global
- European
- national levels

(See full list of policy stakeholders in the [Policy Discussion Paper](#).)

This group of stakeholders is addressed by the Output O5-A1 "[Policy Discussion Paper](#)" and O5-A2 "Policy White Paper"

[Associate Partners](#)

[Use cases](#)

## 4.3 Needs of the stakeholder groups and messages transmitted by the project

The OBN project would like to address the needs of the different stakeholder groups in a tailored way by offering messages via various channels adjusted to the needs and preferences of the different groups.

The following table summarizes the stakeholder groups, the way they could use open badges, the message / products OBN can offer for the specific groups and the channels via which these stakeholder groups can be addressed.

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	Stakeholder group	How can they use Open Badges?	Message / product offered by the project	Communication channel and tool
organizations	Schools, colleges, universities	<p>Provide granular recognition within formal qualifications, especially for learners who don't achieve the final outcome</p> <p>Recognition of extra-curricular activities or the development of 'soft skills'</p> <p>Recognition of prior learning to provide alternative pathways onto courses</p> <p>Motivate learners by enabling learning pathways driven by their interests and passions</p> <p>Align badges with existing frameworks and curriculums</p> <p>Provide learners with a rich profile of their skills and achievements to share with employers</p>	<p>Desk research on Open Badges and associated practices</p> <p>Badge Europe Associate Partners</p> <p>Collection of Use Cases</p> <p>European Open Badge Infrastructure</p>	<p>OBN portal</p> <p>EDEN Newsflash</p> <p>Conferences (EDEN Annual, Research Workshop, project multiplier events, national workshops attended by the OBN partners)</p>
	Charities and informal learning organisations	<p>Track progression and impact of a programme and demonstrate this to funders</p> <p>Make learning more accessible and reach new audiences, especially for harder to reach groups</p> <p>Way to represent granular markers of achievement, not catered for within formal qualifications</p>	<p>Competency Repository</p> <p>Discussion Paper on Open Badges for Organisations</p> <p>Guidelines for the implementation of Open Badges for Individuals and Organisations</p>	
	Employers	<p>Badges provide an agile mechanism to address current skill shortages through aligning badges with in-demand skill areas and providing employers with a way to identify and develop talent</p> <p>Tool for staff recruitment, providing a mechanism to filter candidates during web searches, as well validating the skills and experience presented by candidates</p> <p>Staff retention and progression by developing career pathways and promoting company culture</p> <p>Connect learning provision across</p>		<p>OBN portal</p> <p>Conferences (EDEN Annual, Research Workshop, project multiplier events, national workshops attended by the OBN partners)</p>
	Government agencies	<p>Staff retention and progression by developing career pathways and promoting company culture</p> <p>Connect learning provision across</p>	<p>Desk research on Open Badges and associated practices</p> <p>Badge Europe Associate Partners</p>	<p>OBN portal</p> <p>EDEN Newsflash</p> <p>Conferences (EDEN Annual, Research Workshop,</p>

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		a sector or city Support the transfer of skills across borders	Collection of Use Cases  Guidelines for the Implementation of Open Badge Initiatives at territorial level  White Paper on Open Badges Policies	project multiplier events, national workshops attended by the OBN partners)  ET2020 working group meetings
	Awarding bodies and training providers	Recognise the granular achievements within regulated and unregulated courses Set a standard of best practice and become a sector-leader in digital credentialing Increase efficiency of assessment processes and potentially open up new revenue streams	Desk research on Open Badges and associated practices  Badge Europe Associate Partners  Collection of Use Cases  European Open Badge Infrastructure  Competency Repository  Discussion Paper on Open Badges for Organisations  Guidelines for the implementation of Open Badges for Individuals and Organisations	OBN portal  EDEN Newsflash  Conferences (EDEN Annual, Research Workshop, project multiplier events, national workshops attended by the OBN partners)
individuals	people with disadvantages (but also individuals in general)	Stand out from the crowd when applying for jobs by demonstrating applied skills & experience, in addition to, or instead of, formal qualifications Badges provide a validated record of achievement and help an individual to articulate their skills Boost self-confidence and sense of achievement	Discussion Paper on Open Badges for Individuals	OBN portal  EDEN Newsflash  Conferences (national workshops attended by the OBN partners)
	professionals working with disadvantaged groups	Be familiar with the potential open badges may hold, and direct their clients in how to collect open badges	Discussion Paper on Open Badges for Individuals  Discussion Paper on Open Badges for	OBN portal  EDEN Newsflash  Conferences (EDEN Annual, Research Workshop,

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			Organisations	project multiplier events, national workshops attended by the OBN partners)
	educational professionals	Be familiar with the potential open badges may hold Recognize prior learning of their students Recognize the learning process of their students	Discussion Paper on Open Badges for Individuals  Discussion Paper on Open Badges for Organisations	
	human resource professionals	Be familiar with the potential open badges may hold and use this knowledge in the assessment of job applicants	Collection of Use Cases  Competency Repository	
	- policy makers	Be familiar with the potential open badges may hold, facilitate the widespread os badges on policy level; harmonize badges with other European tools	Discussion Paper on Open Badge Policies White Paper on Open Badges Policies	
initiatives	Sister projects	Be familiar with the potential open badges may hold and follow the findings of the OBN projects	Dependent on the topic of the projects	OBN portal  EDEN Newsflash  Conferences (EDEN Annual, Research Workshop, project multiplier events, national workshops attended by the OBN partners)
	European standardization processes (EQF, ECVET etc)	Be familiar with the potential of using open badges in the education systems and how they could be linked to the standardization schemes	White Paper on Open Badges Policies  Collection of Use Cases  Badge Europe Associate Partners	OBN portal  EDEN Newsflash  Conferences (EDEN Annual, Research Workshop, project multiplier events, national workshops attended by the OBN partners)  ET2020 working group meetings

Institutions, organisations who have influence and/or commitment in the recognition of informal learning and in-demand workplace skills will be selected and contacted as primary collaborators

O6A1: Dissemination and Communication Plan ([Associate Partners](#)). Through the lifetime of the OBN campaign, the partnership will rely on these connections in widening the outreach of the Network.

## 5. Dissemination goals and success factors

OBN dissemination activities aim to reach and address the stakeholders in the following ways:

- ◇ **Disseminate for awareness:** stakeholders in the field of informal learning (employers, education and HR professionals, learning communities, etc.) to be aware of the project/OBN Network; with
- ◇ running a campaign to raise attention and foster engagement of the stakeholders with the mission and vision of OBN.
- ◇ **Disseminate for action:** join and contribute to the European Open Badge Network that is created and developed by the project.

The European Open Badge Network is hosted on the OBN Platform and its aim is to promote the use and recognition of Open Badges in Europe. The campaign serves as a series of recruitment activities in order to create and enlarge the Network.

### 5.1 Key performance indicators (KPIs)

Definition of key performance indicators serve to quantify the goals of the project. Therefore KPIs have been defined in relation with some specific elements of the project e.g: OBN portal, Associate partners, massive open online course. Follow up of the KPIs is continuous throughout the lifetime of the project and monitored with the help of the dissemination matrix (see in section 6).

#	Key Success Indicator	Measuring tool	Year 1	Year 2	Year 3
1	Number of unique visitors to the OBN Portal	Google Analytics	5,000	25,000	50,000
2	Number of references to the OBN Portal	Keeping records in Dissemination Matrix	50	250	500
3	Number of participants to OBN public events	Attendance lists	200	1,000	2,000
4	Number of Associate Partners (organisational)	OBN Portal	50	250	1,000
5	Number of Open Badges delivered through OBN	Keeping records in Dissemination Matrix	50,000	100,000	1,000,000
6	Number of countries represented	Google Analytics , OBN inventory	15	28	35

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7	Number of MOOC registrants	LearnPress	N/A	1,500	3,000
8	Number of language versions of OBN key outcomes	OBN Portal – repository of main outcomes	1	5	10
9	Number of contributions to relevant conferences and journals	Keeping records in Dissemination Matrix	5	25	50

## 6. Dissemination outputs, tools and channels

The Dissemination and Communication Plan (the present document) and the [OBN Dissemination Matrix](#) serves as a dynamic tool for planning and reporting the activities.

The following Dissemination channels and tools have been used:

### 6.1 Visual identity materials: logo, document and ppt templates

The logo of the project with colour codes and font type:



Open  
Badge  
Network

#a7a5a5	#d7df26
#4d4e4e	#2fc0ce
	#ef4167
	#1eb573
	#32ade3
	#f89521

Telefonica Text Reg

PPT and document templates are available [in the LMS Moodle](#) of Beuth University (the coordinating organisation) and are available for registered (partner organisations) users only.

## 6.2 OBN Community Portal (O6-A3):

<http://www.openbadgenetwork.com>

It is the basic communication and dissemination channel of the project, it presents information about the project progress and results to the public and about the project partners. It has an embedded Twitter feed, an event calendar, and offers the option to join the OBN Community to become an Associate Partner of the project.

## 6.3 Brochure, workshop resources and handouts (O6-A5)

Brochures, posters and handouts serve to raise the interest of various stakeholders and attract them to the project website. Therefore, they give a concise overview of the project offerings in a visual, limited text content, catchy manner.

[Project brochure](#)

## 6.4 Layout

The Outputs produced in the project have a predefined, standard outline described in the Quality manual produces within O7. [O7A2 is the Quality manual](#) of the project and available in the LMS Moodle.

## 6.5 Open Badge Network MOOC (O6-A6)

The MOOC is designed to introduce newcomers to the topic of open badges and to further develop the knowledge of those who are not totally new to the issue. The MOOC will be available from the project portal.

## 6.6 Events: Conferences and multiplier events

During the lifetime of the project 6 Multiplier events will be organised by the Consortium Partners in order to ensure place for face-to-face meetings with stakeholders. Face-to-face events give the opportunity for the most direct and interactive communication with the target group, therefore provide a strong chance of involving and engaging them for the project.

Besides the multiplier events the project results will be continuously promoted by the project partners at various international and national conferences and workshops such as the EDEN Annual Conferences and the Research Workshops. The project dissemination matrix contains details about the events eg. audience, programme, dates etc.

## 6.7 EDEN Newsflash

The electronic news distribution of the project will be taken care of within the EDEN newsflash sent out to 12,000 subscribers. A news item will be placed in this regular piece of publication (appearing on a monthly basis) each time OBN reaches a milestone and comes up with a new public deliverable.

## 6.8 Press releases, publications

All project partners take responsibility of promoting the project in press releases and various publications in related media. The [project dissemination matrix](#) contains details about the press releases.

## 6.9 Partners' and stakeholders' websites

Apart from the maintenance and continuous update of the OBN portal project partners promote the Community in their own websites as well. The [project dissemination matrix](#) contains details about the partners' websites.

## 6.10 Social media channels

[Twitter](#) and [Facebook](#) as two primarily social media channels will be used to share information about the project. The [project dissemination matrix](#) contains information on social media actions.



## 7. Dissemination work plan: roles and responsibilities with timeline

Project partners understand their shared responsibility in the dissemination of the project results.

Dissemination tasks and activities are listed and planned in time in the [OBN Promotion Management Plan](#) including a chart with the allocation of roles and the timeline.

The Promotion Management Plan covers the time plan and responsible partners for dealing with the following: Members activities: e.g forum, network building; Associate Partner: network buildings; Publishing news/blogs; Promoting OBN results at events; Publishing and disseminating the Outputs; Producing promotional materials.