



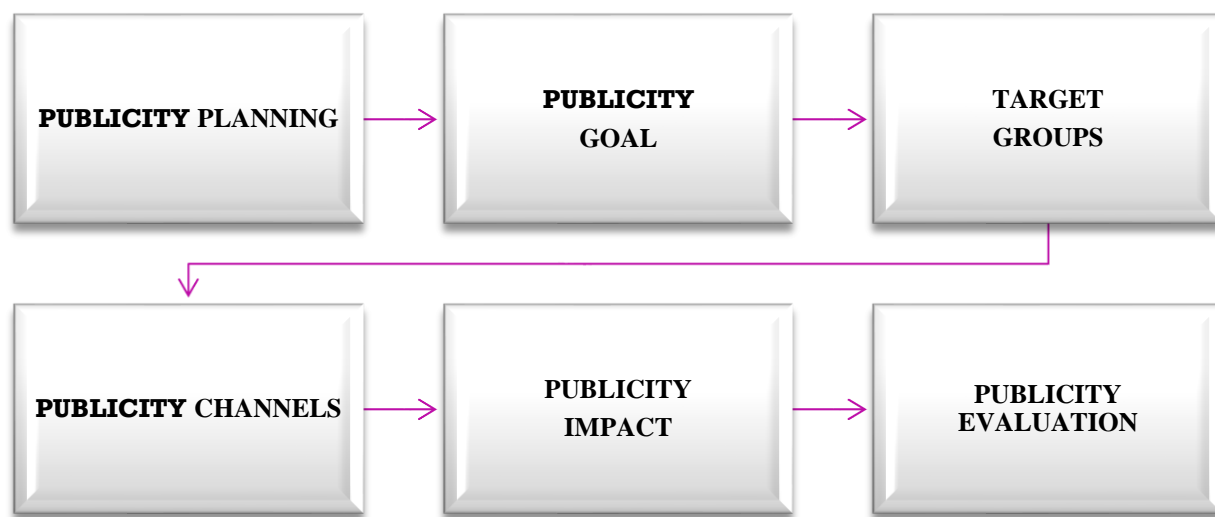
**HOW TO MAKE
PROJECT RESULTS
VISIBLE?**

**ANNEX 6.
GUIDELINES**

2019

Having implemented or drafted any project, whether it is a science shop project or a result of a project training in the study process, the visibility of the project results is of a crucial importance. Valorisation or publicity (dissemination) is among the main prerequisites for and indicators of project success. Otherwise, the main objectives of the project would not be fully achieved, especially those of the science shops, i.e. to respond to the needs of society and to provide alternative sustainable solutions that could trigger future changes in various fields while using comprehensive knowledge and research results. Thus, various publicity measures are essential in ensuring that timely information and solutions are available to the public, the "client" or other interested bodies.

Just as every other process of a project, dissemination (valorisation) of information of the science shop project must be planned, implemented and evaluated. Publicity of the science shop project starts from dissemination planning, i.e. creating a sufficiently flexible publicity plan, which reflects goals and content of the project, meets the needs of the target groups, includes the most suitable information dissemination channels (methods and techniques), prior the impact of publicity and its evaluation (see Figure 1).



1 pav. Stages of publicity (dissemination) of a science shop project

PUBLICITY PLANNING

- Planning publicity of a science shop project and its results is recommended during drafting stage of a project.
- A flexible publicity plan (schedule) is usually set with regard to the main goal of a science shop project. The plan can be adjusted in a timely manner depending on the change in the topicality of the problem, on the results, while modifying the final solution (prototype), etc.
- Publicising time, location, publicity channels, aspects to be publicised (e.g. will the project be publicised at a certain stage of its implementation, only after it has been implemented, or during the implementation and after it), responsible persons, as well as foreseen expenditures should be indicated in the science shop publicity plan (schedule).

- While preparing the science shop publicity plan it is essential to consider target groups, i.e. to whom the progress, results, other aspects of the science shop are going to be presented; will it be general public, intended body, or a specific client (non-profit organisation, community, association, etc.). A target group will be a decisive factor in publicity timing and choice of communication means and methods (publicity channels).
- Since the project results are intended to be useful not only to the direct participants of the project, but other interested bodies as well, regular communication with various groups, communities, organisations, direct 'clients', experts, etc. is important in seeking compliance of the project results with their needs and expectations. Communication should cover various aspects of the project, presentation of primary idea of the project, obtained results during and after the project, etc.

The table below could be used for planning science shop publicity:

Publicity channel	Project activity/ Object of publicity	Goal of publicity	Target group	Publicity regularity/ Date	Responsible person	Possible costs	Expected results

PUBLICITY GOAL

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- This stage of the valorisation process of a science shop project is of utmost importance as here the focus is on presenting specific results and products (analogues, prototypes, project solutions, etc.) to the public or interested bodies.
- Apart from regularly communicating with the interested persons and seeking to meet their needs and expectations, project implementation stage also requires consideration of authorship, validity of the results, credibility of interim solutions, sustainability, innovativeness, etc. Prior to publicising information about the project, the team of researchers have to consider the aim of the publicity of the interim and/or final results of the project, as it is among the key questions during the stage.
- The science shop team is recommended to discuss the goal of the publicity of the project and of its results at the initial point of the publicity planning, as the goals may differ depending on the stage of the project and on the target group.

THE MOST COMMON PUBLICITY GOALS IN SCIENCE SHOP PROJECTS:

- Carry out educational activities and raise public awareness;
- Involve interested persons and target groups in problem solving;
- Share good practices and solutions;
- Affect existing practices;
- Publicise the results of applied research, etc.

TARGET GROUPS

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- The visibility of the project results and their influence on current practices in a certain field depend on the level (micro, meso, macro) and the number of the target groups selected for the presentation of a specific science shop project.
- Thus, it is very important for the research team to answer questions such as “Which target groups will the project results be presented to?”, and “What forms and channels of publicity will be chosen for this target group?”; variations should also be expected at geographical level (local, regional, national, European, global) and in the organizational environment (specific “client” and / or community of the learning institution, organizations involved in (or engaged in) science shop project activities or research, communities, non-profit organizations, networks, etc.).
- It must be emphasised that regular publicity of project activities and results during the project implementation allows involvement of new, previously unidentified, target groups and other interested bodies at various stages. In such case, not only the project activity plan is adjusted, but also the compliance of the publicity plan with the needs and expectations of all target groups is reviewed, which will ensure greater value and awareness of the project.
- With regard to scope, project duration and other aspects, it is recommended to focus on problems and needs of no more than 1-2 target groups when implementing science shop projects.

PUBLICITY CHANNELS

- The research team plan and choose publicity channels for a science shop and its results depending on both the project and its goal, on its scope and content, target groups, specificity of project results, etc. One project may have one dominant channel and other channels as supplementary to enhance the publicity effect or increase the scope of dissemination, in another - several equal publicity channels, each as the main one for a different target group, and so on.
 - Science shop projects, their results and all information related to them can be disseminated through various channels by all possible means and their combinations: verbal, textual, audio, visual, etc.
- After the first interview with the client during the period of implementation of the science shop project, the research team is recommended to prepare and e-mail the draft version of the solution idea (e.g. presentation prepared using Canva, Prezi, PowerPoint), and to invite the client to interim discussions or presentations of the results.
 - To ensure efficient feedback, it is suggested to present a client with a hard copy or e-version of the final project report and to invite the client to a public presentation of the completed science shop to express their initial expectations and discuss the project results or provide written feedback about project results.
 - The content of the publicity, channels and other aspects related to a specific client are recommended to coordinate with the client in advance.

THE MOST FREQUENT PUBLICITY CHANNELS FOR SCIENCE SHOP PROJECTS AND THEIR RESULTS

1. ***Presentation of the results of a science shop*** to the participants of the project, representatives of target groups during the meetings; to the client when presenting the guidelines, interim reports, project solutions with visualisations (during the project implementation or after it);
2. ***Articles and publications in various sources*** conference proceedings, scientific publications, newspapers and journals, internet, methodology papers, etc.;
3. ***Presentation of the science shops on the internet sites*** e.g., College homepage; a new internet website created specifically for the science shop; internet websites of international science shop projects, and similar;
4. ***Dissemination of the results of a science shop project at various events*** (poster) presentations at practical, scientific, student or international conferences; seminars; dissemination events attended by representatives of various enterprises, organisations, communities, public project presentations during the scientific weeks, etc.
5. ***Radio presentation or television report***;
6. ***Exhibitions in open spaces of various institutions or during events, as well as virtual expositions***;
7. ***Posters, stands, placards***;
8. ***Booklets, leaflets and other handouts***;
9. ***Promotional messages on social networks*** (e.g., College Facebook account), etc.;

4.1

For example, the results of the following science shop projects have already been presented at:

1. conferences:
 - a. Practical – scientific conference “Science Is the Base of the Engineering Qualification” presentations *Designing Safe Pedestrian Crossings in Olandai Roundabout* and *Analysis of Vehicle Disposal in Vilnius City*.
 - b. Student practical conference „Environmental and Civil Engineering“, presentations *Cultural Heritage Objects in Vilnius City that Require Societal Aid* and *Places of Worship in Vilnius City*.
 - c. Scientific conference „Discoveries in Nature: Science and Art“, presentation of a science shop project *Development of Educational Zones. Creation of an Eco-Efficient Outdoor Classroom*.
2. Published article *Efficiency of Water Filters Canature, Analysis of Water Quality*. KUR????
3. Community meetings:
 - a. Vilnius Lazdynai school – *Reduction of Noise Pollution in the Premises of the School*, and *Light Regulation in the Premises of the School*.
 - b. Vilnius Ozas Gymnazium – *Design of Volleyball Court in the Premises of Ozas Gymnazium* “.
 - c.

PUBLICITY IMPACT

- Dissemination of information and results of a science shop at different stages of a project affects people, organisations, existing practices. The impact varies among different target groups, and it is the strongest if the project proceeds according to the plan, reflects the main goal, operates through efficiently selected channels, which also helps to avoid essential mistakes.
- Throughout the project implementation and after it, the result of its publicity can be emergence of new target groups or expansion of the existing ones, initiation of extension of the project, instigation of new projects with a wider scope of problematic issues, formation of new partnerships, generation of joint scientific research, enhancement of the image of the project managing company, etc.
- In this stage, it is recommended to responsibly choose several publicity channels for summarizing the results of the project, highlighting and emphasizing the gained experience.

PUBLICITY EVALUATION

- The evaluation of the publicity of the science shop project is among the most important parts of the process. It takes place after the publicity plan (schedule) of the project has already been implemented. Achievements are then assessed and possible corrections and improvements are foreseen.
- Quantitative and qualitative indicators can be used to assess the achieved publicity objectives, considering not only numerical (and percentage) results but also the quality of experience (e.g. articles in specialized press, reports, product production, transfer of information and sharing good practice, etc.).
- Questionnaires (interviews), surveys (interviews) or observations can also be used to assess impact and get feedback. If such assessment tools are used, it is recommended to plan them during the preparation phase of the science shop project.
- These measures are appropriate for identifying problems that have led to deviations from the plan (schedule), assessing whether the selected alternatives were appropriate and timely; determining the suitability of the implementation of the project dissemination plan by the selected methods. Also, in answering the questions, if all the selected publicity channels were suitable for this project, or were some of the target groups not receiving redundant information and some not being fully informed.

RECOMMENDATIONS(1)

- When working on a design of a poster, of a placard, of a stand for a science shop project (or a poster presentation in cases when the specific requirements for the participants do not apply), all project presentations are recommended to use a neutral or the same template provided by the coordinating tutor
- The use of specialised computer programmes and tools, such as Canva, and vertical format page of size A2-A3 are recommended for the development of the layout.
- The content of the layout should include the title of the science shop project, names and surnames of the research team, the client, logotype of the college, visualisation of the suggested solution, goal of the project, descriptions of the achieved results, other special and meaningful details that should enable efficient presentation of the project.
- While preparing scientific publications, summaries of the research reports, etc. it is obligatory to comply with the formalisation and citation requirements presented by the publishing entity.

RECOMMENDATIONS (2)

- When preparing the descriptive part of a report of a science shop project, the research team should provide a detailed justification of the problem faced by a particular “client”, the representativeness of the problem and its possible geography. Drawing on the results of the interview-survey-questionnaire, the expectations and suggestions of the "client", the main goal and activities of the project, sustainability and innovation of the project, specific target groups should be described. This part of the report should also detail the expected results of the project (solutions or products), provide a description of the research the results of which are used in the project, present the analysis and conclusions of the results of the performed comparative analysis of analogues or another chosen research method.
- Obligatory annexes that must be included in the report: questionnaire (template) of the survey (interview) and data summary, visualization of the solution or analogue (prototype), project estimate, project poster layout, etc. (e.g. audio, video, sketches, etc.).

RECOMMENDATIONS (3)

7.2

- When working on a project presentation, it is recommended to use the ready-made templates or to create them with specialised programs (e.g. Prezi, Canva, PowerPoint, etc.) or tools that can contribute to high-quality disclosure of the topic.
- The first slide (title cover) should present the name of the science shop, the names of the research team, the year, and the logo of the college.
- The project can be presented by both the team leader and all team members in turn, but in both cases the project contribution of each member of the team must be clearly identified.
- While presenting, it is recommended to state the purpose of the project, to reveal the problem and the expectations of the “client”, to present the solutions proposed by the team, to present the research results, to describe the innovativeness of the project and the contribution of the proposed solution to the development and maintenance of sustainability.
- During the presentation, compliance with the general requirements for preparing presentations (do not overload slide information, ensure appropriate video and audio resolution for the audience, do not use too many effects and animations, avoid grammatical and stylistic errors, etc.) is obligatory.
- The needs of audiences should also be taken into account, the same material should be presented differently to different listeners (e.g. use of scientific language and terminology when communicating with experts, specialists, and simplified version when presenting to children, etc.).