

## D7.4 1st report on newsletters produced and published

Report

*(Public)*

**Project Acronym: EDU-ARCTIC**

**Project Title:**

“Edu-Arctic – Innovative educational program attracting young people to natural sciences and polar research”

**NUMBER — 710240 — EDU-ARCTIC**

### Document information summary

<b>Date:</b>	27 <sup>th</sup> January 2017
<b>Leader Partner:</b>	AP
<b>Main Author(s):</b>	Joseph Cheek
<b>Reviewed by:</b>	Agata Goździk, Maria Korda
<b>Target audience:</b>	Consortium members, REA/European Commission, and other interested parties
<b>Delivery date:</b>	M9
<b>Version:</b>	v.3



This project (EDU-ARCTIC) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 710240.

The content of the document is the sole responsibility of the organizer and it does not represent the opinion of the European Commission, and the Commission is not responsible for any use that might be made of information contained.

## Table of contents:

Executive summary .....	3
Purpose of the EDU-ARCTIC newsletter .....	3
Intended audience .....	3
Audience demographics .....	3
Format and content .....	4
Newsletter manual .....	5
Additional newsletter for Polish schools .....	5
Appendix No. 1 A screenshot of the opening of the first newsletter (11 JAN 2017) .....	6
Appendix No. 2 Newsletter sent to Polish teachers registered for EDUSCIENCE Project and to Polish secondary schools (Polish version) .....	7



## Executive summary

The current report concerns the Deliverable D7.4 *1st Report on Newsletters produced and published*. The report pertains to the Task 7.3 *Promotion tools*, described in the Annex 1 PART A of the GA, within WP7 DISSEMINATION AND PROMOTION OF THE EDU-ARCTIC PROGRAM. The report gives a brief description of the purpose of the 1st EDU-ARCTIC newsletter, the targeted audience, demographics of this audience, and the newsletter format and content.

## Purpose of the EDU-ARCTIC newsletter

The purpose of the EDU-ARCTIC newsletter, as described in the GA, is to periodically inform those who have signed up to receive the newsletter about important announcements, news and events related to the EDU-ARCTIC programme that they will find helpful.

## Intended audience

The targeted audience for the EDU-ARCTIC newsletter is all teachers, educators, and stakeholders who have registered via the registration page on the website (<http://edu-arctic.eu/program/subscriptions/new>), as well as teachers and educators who have signed up for the EDU-ARCTIC program, by registering to the portal. One copy of the newsletter was sent to each person who is registered in the database.

NB: All those who sign up to the newsletter are informed about the kind of personal data collected and is handled in accordance with EU applicable legal rules and regulations. While subscribing to the newsletter, users are required to tick **the appropriate box confirming that they are at least 18 years old and consent to the processing of their personal data** (name, e-mail and country). For the full text of consent and Data Use Policy, see deliverable D1.1 H – Requirement No. 1 (Appendices Nos. 3 and 6).

## Audience demographics

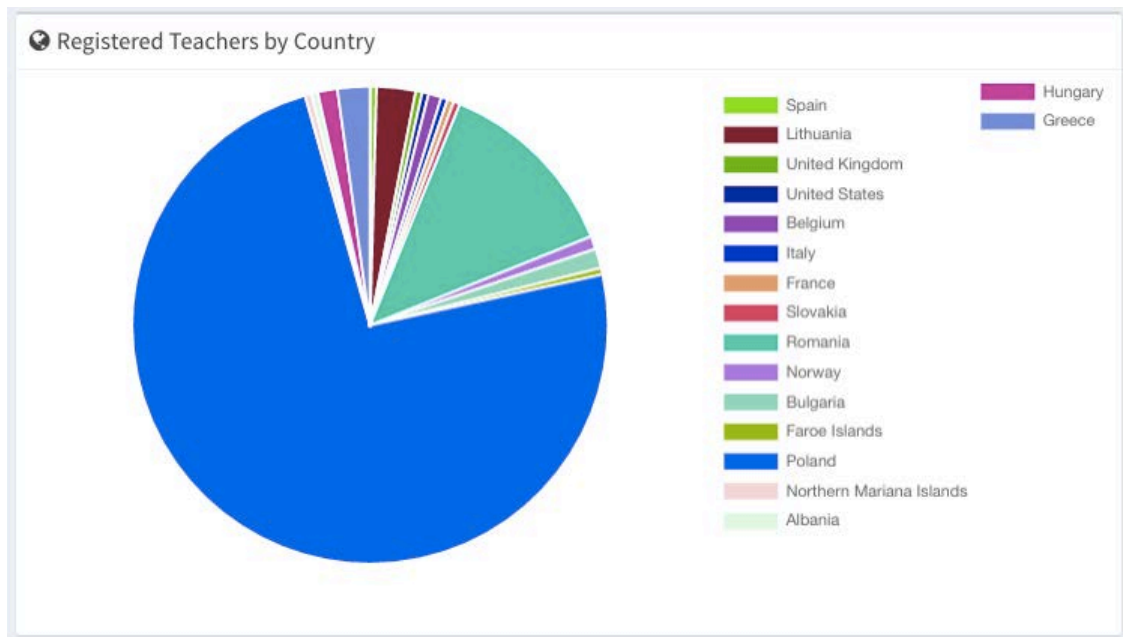
The 1st EDU-ARCTIC Newsletter was sent on 11th January 2017 to 223 registered users, including:

- 207 teachers and educators, who signed up for the EDU-ARCTIC program;
- 16 external users – newsletter subscribers.



Users hail from 14 European countries (Albania, Belgium, Bulgaria, France, Greece, Hungary, Italy, Iceland, Lithuania, Poland, Romania, Slovakia, United Kingdom) plus the United States. About three-quarters of registered users (168) come from Poland, as many users in this country had already been connected to EDU-ARCTIC's predecessor project – EDUSCIENCE<sup>1</sup> and were eager to sign up for the current one. The country with the second-highest number of users is Romania (29). The remaining 26 users are spread out across 13 different countries.

One can see the geographical distribution of users in the pie chart below:



*Demographics of EDU-ARCTIC community members who received the Newsletter*

## Format and content

Each newsletter that members of the EDU-ARCTIC community receive in their inbox begins with the number of the newsletter and date issued, along with a brief outline of the main topics covered in the newsletter. Following the main outline, the main text of the newsletter begins. Each section of the newsletter has its own separate subheading in bold letters. In addition to the text, the newsletter contains, among others, photos, videos, and hyperlinks.

The 1st newsletter, which was sent on 11 January 2017, focused on announcing the first online lessons and the first Arctic competitions, and encouraged the EDU-ARCTIC community

<sup>1</sup> EDUSCIENCE was the biggest innovative polish project in the field of STEM education, conducted by IGF PAS as a leader in 2011-2015 and funded within European Social Fund. More information on the project may be found on its website: [www.eduscience.pl](http://www.eduscience.pl)



(teachers, educators, and stakeholders using EDU-ARCTIC's tools and products) to spread the word about EDU-ARCTIC and the services it can provide in the classroom.

The newsletter also contained photos and hyperlinks to further information about the online lessons, Arctic competitions, the EDU-ARCTIC social media accounts and YouTube channel. It also featured the English version of the promotional video. **For the 1st Newsletter see Appendix No. 1.**

The idea is that when members of the EDU-ARCTIC community receive each newsletter in an email, they will get a short summary of each section of the newsletter in their email inbox with a hyperlink to read more about each topic on a landing page created on the EDU-ARCTIC website.

As a landing page on the EDU-ARCTIC website had yet to be designed before the first newsletter was sent out, a shorter summary of each section of the newsletter was sent in an email, and the longer version was posted on the EDU-ARCTIC website.

Now that a landing page has been created on the EDU-ARCTIC website, all subsequent newsletters will be created according to the description in the paragraph just above, with short descriptions and hyperlinks in each email linking to the landing page on the EDU-ARCTIC website (<http://edu-arctic.eu/newsletter/newsletters>).

## Newsletter manual

Detailed information on **how to use the EDU-ARCTIC portal to create Newsletters is presented in Appendix No. 3 of deliverable D3.4. EDU-ARCTIC Portal Documentation.**

## Additional newsletter for Polish schools

As part of recruitment activities, a newsletter in Polish for Polish teachers and schools was sent twice:

- 1) on 13th Dec 2016 to 15,886 teachers and educators registered on the EDUSCIENCE platform;
- 2) on 15th Dec 2016 to all secondary schools from the Ministry of Education list (49,337 schools).

This newsletter (presented in Appendix No. 2) was an invitation for schools to join the program. The EDU-ARCTIC project and its main components were described. The project video, the promotional brochure and the project's social media channels were linked to this newsletter.



## Appendix No. 1 A screenshot of the opening of the first newsletter (11 JAN 2017)

Newsletter #1, 11 January 2017

**In this newsletter:**

1. Welcome!
2. Your online newsletter
3. Online lessons begin
4. Introductory webinar
5. Arctic competitions launched
6. Spreading the word about EDU-ARCTIC

**Welcome!**

We would like to extend a very warm welcome to you as a member of the EDU-ARCTIC community and wish you all the best for 2017!

We hope you find our educational tools and program of great value to you as an educator, and we encourage you to give us much feedback as possible about the online lessons and educational tools so that we can make your EDU-ARCTIC experience as valuable as possible to your educational activities.

**Your online newsletter**

As part of the EDU-ARCTIC family, you will receive regular newsletters dedicated to keeping you informed about the latest developments and key happenings within the EDU-ARCTIC project, as well as to remind you about the very useful educational tools that are available to you as educators.

**Online lessons begin**

The EDU-ARCTIC consortium is very proud to announce the start of online lessons on various Arctic research topics. The lessons are borrowed from research stations and institutions in the Arctic and elsewhere in Europe (mostly to classrooms, where students and teachers can interact with researchers and ask questions directly to them).

You can get an overview of the online lessons that are already available by having a look at the calendar of upcoming lessons. Remember, all times are listed in UTC (GMT+0), so make sure to convert to the right time zone if necessary!

The first online lesson broadcast from the Polish Hornsund research station, which will focus on the Polar night, takes place on Thursday, 12 January, starting at 8:00 am UTC. Unfortunately, due to limitations in the number of schools that can participate in each lesson, there are no more available for this first lesson. However, online lessons will be re-broadcast at later dates. If there is significant interest in the lesson, so keep your eye on the calendar and make sure to sign up early for the online lesson that interests you! After some time, a recording of each online lesson will also be available in our video archives, so you can consult each lesson at your leisure.

Lessons will by default be given in English, as this is a necessary language to know in order to be able communicate within the scientific community. To accompany each online lesson, the EDU-ARCTIC Polarpedia is available as an online, multilingual glossary that will help students understand terms key to each online lesson. The Polarpedia is officially open to the public on Thursday 12 January (and in time for the first online lesson). Over time, as more online lessons are added, more key terms will be added to the Polarpedia.

**Introductory webinar**

And for those who would appreciate some guidance on how to use the online lessons and other educational tools the EDU-ARCTIC project has to offer, there are still places available to join an introductory webinar for teachers near to the project on Thursday 12 January. Make sure to register early, to ensure that you have a spot!

If you have any questions regarding the online lessons, the Polarpedia, or the introductory webinar, please don't hesitate to contact Agate Godwin at [godwin@gfz.edu.it](mailto:godwin@gfz.edu.it)

**Arctic competitions launched**

Have you ever wondered what it might be like to take part in scientific research in the Arctic? Well, now you have a chance to win a trip to find out!

The EDU-ARCTIC consortium is proud to announce the launch of the first Arctic competition, in which students and teachers can win a trip to visit research stations in the Arctic.

Students from secondary schools across Europe and their teachers are invited to enter the competition to win a chance to visit research stations for 10-14 days in the Faroe Islands, Iceland, northern Norway, or Svalbard, and take part in actual research that is being conducted at these stations!

Two competitions will be held over the course of the project: one during the spring semester of 2017, and one during the spring semester of 2018. Winners of the 2017 competition will have the chance to visit research stations in either the Faroe Islands or Iceland, while winners of the 2018 competition will have the chance to visit research stations either in northern Norway or Svalbard.

Teams of one student between the ages of 13 and 20 along with one of their teachers can enter the competition. The student/teacher teams will be asked to develop a research or innovation project related to the Arctic environment. Students and teachers from all across Europe are eligible to enter the competition.

Applications for the first Arctic competition to win a 10-14 day trip to the Faroe Islands or Iceland opens today! Applications can be submitted online via the EDU-ARCTIC portal between Tuesday 10 January and Wednesday 1st March by midnight. Following the application submission, full proposals describing each project must be submitted by Monday 20 March by midnight. Projects will then go through a process of review and shortlisting before winners of the first competition are announced in May.

For more details, please consult the Arctic competitions page on the EDU-ARCTIC website, as well as the competition rules and information sheet about the competition.

If you have any questions, you may contact Lis Mathiesen at [Lis.Mathiesen@gefzberg.fi](mailto:Lis.Mathiesen@gefzberg.fi) or Barbara Bakopoulou Hansen at [Barbara.Bakopoulou.Hansen@gefzberg.fi](mailto:Barbara.Bakopoulou.Hansen@gefzberg.fi).

**Spreading the word about EDU-ARCTIC**

This past autumn, members of the EDU-ARCTIC consortium have been busy promoting the innovative education project whether at the Arctic House Arctic Science Ministerial side event in Washington, DC, at the Arctic Circle Assembly in Reykjavik at the Fête des Sciences at the Université de Versailles St-Quentin-France, with a delegation of Turkish scientists visiting Poland, and during The Gateway to the Arctic event in Rotterdam. That's a lot of visibility!

We hope that as members of the EDU-ARCTIC community, you will also spread the word about the project to members of your professional network. We have been creating all kinds of promotional materials, including promotional videos available in eight languages on the EDU-ARCTIC YouTube channel plus promotional brochures in seven languages and featuring, available on our website.

And don't forget to frequently visit our website for the latest news, follow our Facebook page, subscribe to our Twitter feed and visit our Instagram account in order to get the latest developments about the EDU-ARCTIC project and STEM education. We also have an EDU-ARCTIC profile on LinkedIn, which you are welcome and encouraged to follow, as it can help you to make contact with other professionals in STEM education.

We look forward to seeing many of you at the upcoming online lessons and hope to see some of you compete in the first Arctic competition!



## Appendix No. 2 Newsletter sent to Polish teachers registered for EDUSCIENCE Project and to Polish secondary schools (Polish version)



**Drodzy Nauczyciele,**

**Instytut Geofizyki Polskiej Akademii Nauk z radością informuje, że ruszył portal projektu EDU-ARCTIC i rozpoczęła się rekrutacja szkół. Serdecznie zapraszamy do udziału w projekcie!**

### **O PROJEKCIE**

EDU-ARCTIC to ogólnoeuropejski projekt edukacyjny, który ma zachęcić uczniów w wieku 13-19 lat do dalszego kształcenia w zakresie nauk matematyczno-przyrodniczych, inżynierii, technologii, a w przyszłości - być może wyboru ścieżki zawodowej związanej z karierą naukową. Chcemy, by badania polarne i obserwacje w Arktyce stały się bardziej dostępne i zrozumiałe, a dzięki temu wzbogaciły i uatrakcyjniły programy nauczania, zwłaszcza tzw. przedmiotów ścisłych.

[Obejrzyj wideo i dowiedz się więcej](#)



### **DLA KOGO**

Zapraszamy szkoły ponadpodstawowe (gimnazja, licea, technika) z całej Europy.

### **JAK SIĘ PRZYŁĄCZYĆ**

Wystarczy zarejestrować się na portalu projektu EDU-ARCTIC

**Zapisz się**



## DLACZEGO WARTO

Jak bardzo ciemna jest noc polarna?  
Co łączy renifery z kątem nachylenia osi obrotu Ziemi?  
Dlaczego w Arktyce spotkamy pingo, ale nigdy pingwina?



Odpowiedzi na te i inne pytania uczniowie poznają podczas **lekcji on-line z naukowcami**.

W ramach projektu proponujemy także:

- warsztaty dla nauczycieli w 3 miejscach w Europie
- Polarpedię – encyklopedię pojęć związanych z Arktyką w wielu językach
- konkursy arktyczne, w których nagrodą jest wyprawa polarna dla uczniów i nauczycieli
- monitoring środowiska

Zapoznaj się z ulotką i dowiedz się [więcej](#)

## Obserwuj nas

  @eduarctic [edu-arctic.eu](https://www.edu-arctic.eu)



Dzięki finansowaniu przez Unię Europejską w ramach programu HORYZONT 2020, projekt EDU-ARCTIC jest dostępny całkowicie bezpłatnie dla szkół ponadpodstawowych w całej Europie.

