



Deliverable D8.2 Summary

This report presents the dissemination activities of NEWTON from its launch in March until July 2016. Dissemination of NEWTON will be on-going throughout and beyond the life-span of the project. One of the key goals of NEWTON is revolutionising the method in which STEM subjects are taught in European schools via wide-spread use of the NEWTON platform. In order to succeed in communicating the goals, milestones and finally, the results of the project, it is essential to ensure all channels of dissemination are exhausted. Each partner's exploitation plans, NEWTON's SWOT analysis and value proposition are also presented in this report. Standards and markets in E-learning, and how NEWTON can contribute to these, are discussed in the later chapters.

This report is intended for all NEWTON partners as a method of giving an overview of the partners' dissemination activities until July 2016 and future exploitation plans. In the first months of the project the dissemination activities have focused on launching the NEWTON website, newsletter and social media channels, and promoting the project through workshops, lectures and independent press.

Section 1 gives an introduction to the aims of the deliverable and outlines the dissemination and exploitation plans. For a large-scale multinational project such as NEWTON, dissemination is an on-going activity, and with several different partners and varied aims for using the results of the project, it is essential that all exploitation plans are clearly documented.

In Section 2, required dissemination activities by NEWTON partners are listed, with target KPIs and results of dissemination activities so far by July 2016 (evidence as print screens is presented in the Appendix). Dissemination is already taking place through several different channels, including publications, workshops, lectures, social media and independent press, to name but a few. With so many partners and mechanisms of dissemination, NEWTON has real potential to reach a great international audience. It is important to ensure all partners are maximising the potential of their connections, and for others to know which avenues of dissemination are already in use.

Section 3 outlines the current markets for E-learning and exploitation plans, both the overall plan for NEWTON and specifically for each partner. E-learning markets are growing globally, with value estimations in excess of \$50B by the end of 2016. The increasing demand is credited to the exponential spread of the Internet and standardisation of technology, with mobile devices and personal computers becoming common household devices. Furthermore, the potential competitors for NEWTON are also discussed, followed by SWOT analysis and value proposition.

Finally, section 4 defines the standards in E-learning and how these are aligned with NEWTON. In addition, standards specific to NEWTON, including accessibility and compatibility, are discussed. This chapter on

standardisation is concluded with the notion that NEWTON has an opportunity to contribute to E-learning standardisation through the use of Fab Labs and Virtual Labs and developing the compatibility of these with SCORM.