



netWorked Youth Research for **Empowerment** in the Digital society

Grant Agreement number: 727066

Year 1 Valorisation Report

WP8\_D8.6

Version 1.1



Year 1 Valorisation Report  
WP8\_D8.6

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**Year 1 Valorisation Report**

**WP8\_D8.6\***

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## 1 Valorisation Report

During the WYRED kick-off meeting held in Salamanca, the 2-3 of November, 2016, the overall approach to valorisation was explained and shared with the other partners by Oxfam Italia, the leader of the work package, (for more details please see the power point presentation *annex\_1 WYRED\_WP\_Valorisation\_OIT\_KoM\_2-3\_nov\_16\_SN*). In the following months, Oxfam worked on developing the WYRED **Valorisation plan** (see *annex\_2 WYRED\_WP8\_D.8.1\_Valorisation Plan\_1st year\_version1.2*) with clearly defined objectives, project tangible and intangible products and targets to address in relation to the products. The plan is structured in two parts: dissemination and exploitation strategy.

First of all, the intention expressed in Valorisation Plan was to establish a valorisation team / board where each partner is represented and which will be leaded by the leader of the work package in order to work on, to steer and to monitor together the valorisation activities.

The WYRED **valorisation team** is composed by the following contact person:

- P1. Valentina Zangrando, USAL
- P2. Giulia Taccetti, Oxfam Italia
- P3. Anna Renau, PYE
- P4. Sedef Altas, Zuhul Yilmaz Dogan, DOGA
- P5. Mary O'Reilly, Early Years
- P6. Panagiotis Chatzimichail, YEU
- P7. Sabine Zauchner-Studnicka, MOVES
- P8. Nick Kearney, Boundaries
- P9. Aharon Hauptman, TAU

Second, the **visual identity** of the project and dissemination materials were structured: a set of communication templates has been developed for both internal and external communication. All communication templates include the project logo, the project number, the Horizon 2020 logo, and the relevant disclaimer. The following templates are now available:

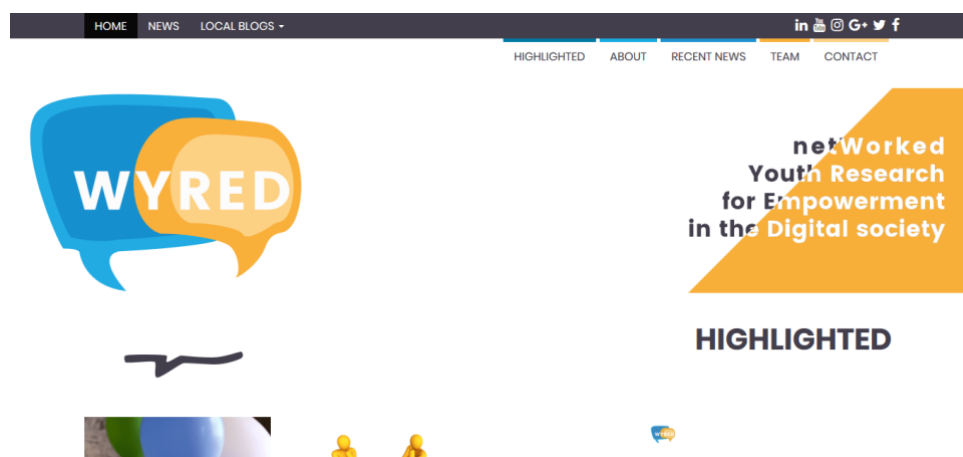
- ✓ WYRED Template for deliverables
- ✓ WYRED word and excel Template
- ✓ WYRED Template for presentations
- ✓ WYRED Template for newsletters and other promotional materials

(The whole visual identity of WYRED is enclosed *annex\_3 05 WYRED Visual Identity*)

The WYRED logo has been designed at the beginning of the project. All partners have provided feedback on the logo, and the partnership decided on the final, official project logo to be used. The logo represents the youth participatory culture.

The main tools for conducting valorisation activities were also structured:

- The architecture and make-up of the **WYRED website** (then implemented by USAL): <https://wyredproject.eu/>



**1. Part of the home page of WYRED web-site**

As described in the Valorisation Plan the news publications follow a specific workflow. The website has a News section and the publication of news in the main page blog is coordinated by USAL. Moreover, the website has also 7 Local Blogs sections where the local team publish news about the activities they are carrying out. Each blog is managed by a valorization contact person, who has the responsibility of checking and publishing the posts. The contents that partners have wanted to publish on the main blog have been translated into English. This assures visibility of the activities that the consortium is carrying out in different countries also to the international public.

**Giovani generazioni e partecipazioni e nella società digitale: Ricerca generativa nell'Università**  
07/12/2017 | Blog  
L'innovazione didattica, nella scuola come nell'università, si alimenta della ricerca e del monitoraggio continuo dei giovani che la vivono e...

**Vincitori della WYRED Slogan Competition**  
15/06/2017 | Newsletter  
"Get Wyred" è l'invito lanciato ai giovani lo scorso marzo, a partecipare alla competizione internazionale per la scelta dello slogan...

**WYRED Florence**  
27/11/2017 | Blog  
Tra il 13 e il 15 novembre 2017 il consorzio dei partner di WYRED si è riunito a Firenze per...

**Facce da WYRED!**  
04/07/2017 | Blog, Newsletter  
Lo scorso 15 giugno, la commissione WYRED composta dai partner del consorzio, ha annunciato i vincitori della WYRED slogan competition...

**Allargando la Rete.. Incontro di progetto a Vienna**  
30/05/2017 | Newsletter  
Ogni incontro con i partner è un momento creativo di confronto, scambio e produzione di nuovi strumenti per lavorare per...

**Il manifesto di WYRED**  
29/05/2017 | Blog, Newsletter  
WYRED inizia col nostro bisogno di chiarire gli obiettivi di progetto e a questo scopo abbiamo costituito un manifesto, la...

**¡Feliz 2018!**  
31/12/2017 | Blog  
El equipo de Salamanca os desea un Feliz 2018 con la interpretación del himno europeo a cargo de los jóvenes...

**Talleres TECCOM18 en la plataforma WYRED**  
27/11/2017 | Blog, Newsletter  
Un grupo de 80 jóvenes del primer curso del Grado de Educación Social de la Universidad de Salamanca ha colaborado...

**Lanzamiento de la plataforma WYRED**  
20/10/2017 | Blog, Newsletter  
La primera versión de la plataforma WYRED ya está disponible. Tras meses de desarrollo y pruebas internas, en las que...

**WYRED Project - Social Dialogues University of Salamanca**  
22/06/2017  
2018

**Debate sobre juventud e identidad digital: versión integral**  
18/10/2017 | Blog, Newsletter  
Está disponible en el canal de Youtube de WYRED la versión integral de los debates que ha protagonizado un grupo...

**Defensa de un Trabajo Fin de Máster relacionado con el proyecto WYRED**  
26/07/2017 | Blog, Newsletter  
El pasado 21 de julio de 2017, Jorge Durán-Escudero, investigador del grupo GRIAL en el proyecto H2020 WYRED defendió su...

**La plataforma WYRED ha sido presentada en el HCI International 2017**  
07/07/2017 | Blog, Newsletter  
El pasado 13 de julio de 2017, el Dr. Francisco J. García-Peñalvo, coordinador del proyecto H2020 WYRED, presentó la plataforma...

## 2. Examples of WYRED Local blogs

In the reporting-period the WYRED website main blog has published 20 news and 52 news on the partners' local blogs therefore totaling **72 news items**.

Statistical analysis of the project website and social media pages serves partners as a guidance for further activities. The main indicators of interest are:

- **Page views:** number of web pages requested and viewed by the user.



There have been 5,849 page views over the period between February 2017 and January 2018.

The page describing the project, WYRED Project – networked Youth Research for Empowerment in the Digital Society, has totalised the vast majority of views (2,414, accounting for the 41.27% of the total), followed by the homepage (viewed 338 times) and the announcement of the WYRED Slogan Competition (viewed 244 times). As it is shown above, most views occurred between February and April 2017, were near zero over the summer and started to grow back by October 2017.

- **Visits or sessions:** number of visits to the WYRED website made by users. There have been 2,554 visits to the website from 1,568 users, with an average of 2.29 pages viewed per session.
- **Location of the users:** the countries that users have accessed the most from. Unsurprisingly, Spain has the largest number of users (614 sessions between February 2017 and January 2018, accounting for 24,04% of the overall sessions), followed by UK (406 sessions, 15,90% of the total), Turkey (303, 11,86%) and Italy (251, 9.83%).
- **Unique visitors:** number of single users that have visited the site. There have been 3,867 unique page views over the period between February 2017 and January 2018, with a percentage of approx. 66% users leaving the website after being redirected to it.
- **Time spent:** time spent in minutes and seconds while navigating or viewing the pages of the site. The average time spent on each page was 00:01:54 and the average duration of a session was 00:02:27.

➤ **Social media** accounts:

**Facebook:** <https://www.facebook.com/wyredeuproject/>



The Facebook statistics provide us with data on the people following the page, disaggregated by age and gender:

- 72% of followers are female, whereas only 23% are male.
- 51% of the total users' range in age from 25 to 44.
- 15% are aged between 45 and 54 years old.
- Users between 55 and 64 years old are mostly female. Available data on male users in the same age group show little homogeneity.

33 posts have been published in the reporting period and, with regard to the total views of the page, they reached their highest point in mid-November 2017, following the launch of the online platform and a first attempt to engage the target groups. See **annex\_4 WYRED Google Analytics** for further information.

**Instagram:** <https://www.instagram.com/wyredeuproject/>

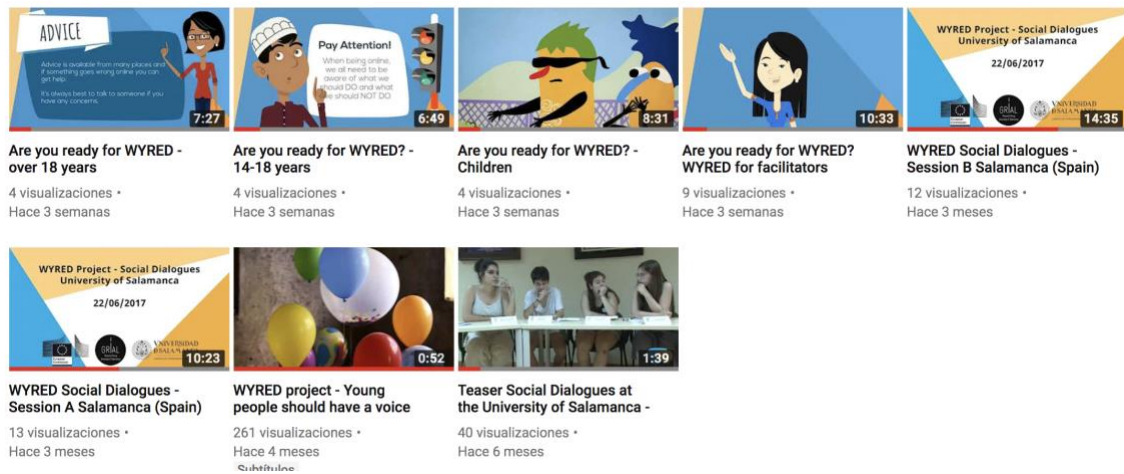


The Instagram profile has been visited 48 times and has 51 followers. 2 stories and 18 other publications are currently featured on it.

**Youtube:** <https://www.youtube.com/channel/UCYUj-1xXd9332sVFh3DFJg>

The Youtube channel hosts 8 public videos realized by the reporting period. 3 videos are about the WYRED Social Dialogues Session held in Salamanca with 65 total visualisations, the WYRED promotional video previewed on the Networking Activities of the WP4 to advertise the project and it has been visualized 259 times and 4 videos about training actions with 21 visualisations.





The idea behind the video is explained at this link:

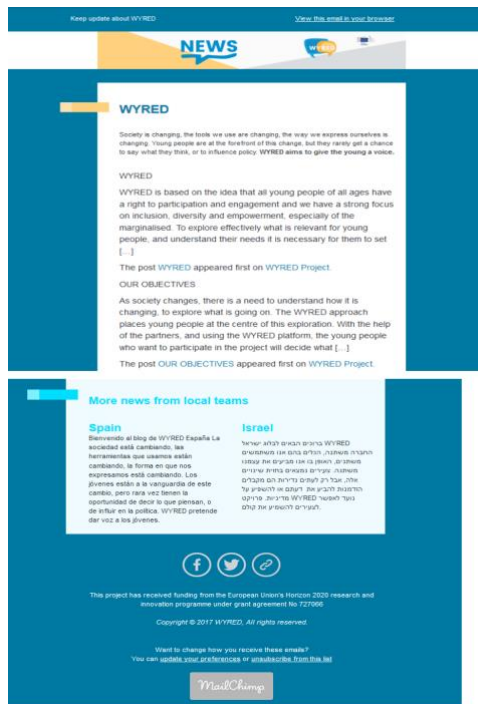
<https://wyredproject.eu/2017/09/19/wyred-video-young-people-voice/>

Twitter: <https://twitter.com/wyredeuproject>



The 15 tweets published and 124 retweets have appeared in the timelines of the 59 followers 5.075 times, for a total amount of 65 likes, with an upward trend in the last 28 days. On the contrary, over the same time span, the profile visits decreased by 17,6% and so did the tweets mentioned, dropped to 3. See **annex\_4 WYRED Google Analytics** for further statistics.

- the structure of the **newsletter**:



The newsletter template has been developed through Mailchimp programme. The Valorisation Plan states that the Newsletter should be produced on a four-monthly base as long as the newsletter is automatically generated by the website news section: the news should be collected and generated through the website, taking information and news from local and general blogs. Considering the nature of the activities, it was not possible to collect a sufficient amount of news to create the national newsletters. In the last weeks, the consortium as a whole has made remarkable efforts to increase the number of publications on the website and we forecast at least 4 newsletter editions in the following weeks.

➤ Besides dissemination tools, also monitoring tools for valorisation have been defined.

## Dissemination Actions

Partners were asked to give their contributions to draft the valorisation report on the provided template. We haven't received all the reports so the data available are incomplete. Despite that, the data collected show a remarkable effort from all consortium to disseminate the main project products.

The dissemination actions are reported here below and on the **annex WYRED Valorisation Report List** attached.

### 3. Data assembled

Product	Number of actions	Channels						
WYRED project	22	Partners Webpage; linkage to relevant webpage of actors; Socials; partners' newsletters; seminars; conferences; informative meetings; publications...	5 presentation	7 conference	9 publication	9 web	1 newsletter	3 socials
WYRED platform	5	Partners Webpage; linkage to relevant webpage of actors; Socials; partners' newsletters; seminars; conferences; informative meetings; publications...	1 platform test	1 presentation	4 publications			
WYRED activities	4	workshops	4 workshops					
WYRED news	140	Facebook, twitter, instagram, websites	72 web	20 instagram	15 tweets	33 Facebook		
WYRED photos	1	Flickr						
WYRED Video	4	Youtube						

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D.8+A1:G21.1. VALORISATION PLAN, Annex 05a									
Organisation & country:		WYRED Consortium							
Period covered:		Nov 2016 - Oct 2017							
WYRED Valorisation Activities Report									
N.	Product	Date	Valorisation Activity	Brief Description of the Activity	Target Group Identified in VP	Number of people reached	links & Evidences	Partner	Level
1	WYRED project	December 2016 - January 2017	Project presentation	project presentation in 6 stakeholders meeting	T3, 4	12	N/A	Moves	N/L
2	WYRED News	November 2016 - October 2017	News on Wyred website	20 News published on WYRED MAIN BLOG	T1, T2 T3, T4	N/A	<a href="https://wyredproject.eu/">https://wyredproject.eu/</a>	all the partners	I/L
3	WYRED News	November 2016 - October 2017	News on Wyred website	9 Article on local blog	T1, T2 T3, T4	N/A	<a href="http://it.wyredproject.eu/">http://it.wyredproject.eu/</a>	Oxfam	N/L
4	WYRED News	November 2016 - October 2017	News on Wyred website	13 News on local blog	T1, T2 T3, T4	N/A	<a href="https://es.wyredproject.eu/">https://es.wyredproject.eu/</a>	USAL	N/L
5	WYRED News	30/05/2017 and 02/03/2017	News on Wyred website	2 Article on Local blog	T1, T2 T3, T4	N/A	<a href="https://be.wyredproject.eu/">https://be.wyredproject.eu/</a>		N/L
6	WYRED News	12/14/2017 and 18/12/2017	News on Wyred website	2 Article on Local blog	T1, T2 T3, T1	N/A	<a href="https://en.wyredproject.eu/">https://en.wyredproject.eu/</a>	PYE	N/L
7	WYRED News	28/11/2017 and 02/03/2017	News on Wyred website	2 Article on the Local blog	T1, T2 T3, T4	N/A	<a href="https://fr.wyredproject.eu/">https://fr.wyredproject.eu/</a>	Doga	N/L
8	WYRED News	30/05/2017 and 02/03/2017	News on Wyred website	2 Article on Local blog	T1, T2 T3, T4	N/A	<a href="https://it.wyredproject.eu/">https://it.wyredproject.eu/</a>		N/L
9	WYRED News	May 30th, June 16th, October 13th, November 9th	News on Wyred website	4 Article on Local Blog	T1, T2 T3, T4	N/A	<a href="https://at.wyredproject.eu/">https://at.wyredproject.eu/</a>	Moves	N/L
10	WYRED project	November 24th, 2017	Project presentation	Presentation at NGO "Asylkoordination Österreich"	T1,4	2	<a href="http://www.asyl.at">www.asyl.at</a>	Moves	N/L
11	WYRED project	April 6th, 2017	conference presentation	Presentation of the WYRED-Project to 150-200 teachers at the EduDays Conference	T1, T4	150-200	<a href="http://www.edudays.at">www.edudays.at</a>	Moves	N/L
12	WYRED project	June 2017	conference presentation	Wyred stand at Early Years AGM and conference	T2 T3 T4	400	<a href="#">Photo on EY Blog</a>	EY	N/L
13	WYRED project	11/1/2017	conference presentation	Leadership and Management Conference	T2 T3 T4	150	<a href="#">Photo on EY Blog</a>	EY	N/L
14	WYRED project	11/1/2017	conference presentation	Sinn Fein Political Conference	T3 T4	1000	<a href="https://twitter.com/earlyyearsarscorp/status/931856163565703168">https://twitter.com/earlyyearsarscorp/status/931856163565703168</a>	EY	N/L
15	WYRED project	Spring 2017	Newsletter	Article on WYRED Project on Early Years Newsletter	T1 T2 T3	700 hard copies 720 e-copies	Issue 44 of Early Years Newsletter	EY	N/L
16	WYRED project	Dec 2017	Project presentation	Presentation of Wyred Activity to Early Years Staff	T1 T2	200	<a href="https://twitter.com/earlyyearsarscorp/status/9416311101">https://twitter.com/earlyyearsarscorp/status/9416311101</a>	EY	R/L
17	WYRED project	11/1/2017	conference presentation	DUP Democratic Unionist Party Political Conference	T3 T4	N/A	N/A	EY	R/L
18	WYRED project activities	26 May 2017	Social dialogue 1 Presentation and workshop	Wyred project and aims presentation		20	N/A	Doga	R/L
19	WYRED project activities	8 June 2017	Social Dialogue 2 Presentation and workshop	Wyred project presentation, Delphi questions, result presentation and workshop		25	N/A	Doga	R/L
20	WYRED project activities	5 July 2017	Social Dialogue 3 Presentation and workshops	Wyred project presentation and workshop		20	N/A	Doga	I/L
21	WYRED Platform	9 November 2017	Platform test	Wyred platform test		20	N/A	Doga	R/L
22	WYRED project activities	11 November 2017	Workshop	Introduction to research project - WYRED Toolkit workshop		43	N/A	Doga	R/L
23	WYRED News	01 March 2017	publication on partner website	Announcement of slogan competition	T1, T2 T3, T4	82500	<a href="http://www.dogaabrojela.com/wp-content/uploads/2017/03/WYRED_WP4_D4-2-Slogan-competition-v3-1-.pdf">http://www.dogaabrojela.com/wp-content/uploads/2017/03/WYRED_WP4_D4-2-Slogan-competition-v3-1-.pdf</a>	Doga	N/L
24	WYRED News	12 November 2017	publication on partner website	Activity Toolkit workshop	T1, T2 T3, T4	82500	<a href="http://www.dogaabrojela.com/wyredtubitak-gitim-i-istanbulda-gerceklesiti.html">http://www.dogaabrojela.com/wyredtubitak-gitim-i-istanbulda-gerceklesiti.html</a>	Doga	N/L
25	WYRED News	several	Publication on partner social media pages	links to PYE website and SM about the project and Delphi	T1, T2 T3, T4	N/A	PYE Facebook & twitter records	PYE	N/L
26	WYRED News	24/11/2017	Publication on Roma Tre social media	Post on the 1 <sup>st</sup> meeting of WYRED Roma Tre University Seminar	T1 T2 T3 T4	N/A	<a href="https://www.facebook.com/photo.php?fbid=10214792802357617&amp;set=a%3A1252376993518_2038835_1352321657&amp;type=3&amp;theater">https://www.facebook.com/photo.php?fbid=10214792802357617&amp;set=a%3A1252376993518_2038835_1352321657&amp;type=3&amp;theater</a>	Oxfam	N/L
27	WYRED News	27/11/2017	publication on partner website	Link to the Wyred website	T1 T2 T3 T4	N/A	<a href="https://www.oxfamitalia.org/accoppi/attivita-educative/">https://www.oxfamitalia.org/accoppi/attivita-educative/</a>	Oxfam	N/L
28	WYRED News	20/10/2017	Publication on Roma Tre University website	Presentation of WYRED Seminar and registration form	T1, T2	N/A	<a href="http://scienzepolitiche.unroma3.it/blog/archives/1926/">http://scienzepolitiche.unroma3.it/blog/archives/1926/</a>	Oxfam	R/L
29	WYRED project	November 2016	Publication on DLACM Digital Library website	García-Peñalvo, Francisco José, & Kearney, Nicholas Alfred. (2016). Networked youth research for empowerment in digital society. The WYRED project.	T2, T3, T4	N/A	<a href="http://doi.org/10.1145/3012430.3012489">http://doi.org/10.1145/3012430.3012489</a>	USAL	I/L
30	WYRED project / platform	July 2017	Project Presentation on HCI - 2017 website	Presentation of the paper García-Peñalvo, F. J., & Durán-Escudero, J. (2017) "Interaction design principles in WYRED platform"	T2, T3, T4	1800	<a href="http://goo.gl/of6R3y/">http://goo.gl/of6R3y/</a>	USAL	I/L



The consortium promoted the project either through events organized by project partners, conferences, publication and links on relevant websites or by third parties.

To report just a few relevant examples:

#### Conferences:

- Presentation of the paper "Networked youth research for empowerment in digital society. The WYRED project" in the **Fourth International Conference on Technological Ecosystems for Enhancing Multiculturality** (TEEM'16), held in Salamanca, Spain.
- Presentation of the WYRED Project to 150-200 teachers at the **EduDays Conference** (AT) in April 2017.
- WYRED stand at **Early Years AGM and Conference** (UK) in June 2017.
- Presentation of WYRED in the **Leadership and Management Conference, Sinn Fein Political Conference** and **DUP Democratic Unionist Party Political Conference** (UK) in January 2017.
- Presentation of the paper "Interaction design principles in WYRED platform" in the **19th International Conference on Human-Computer Interaction** (HCI 2017), held in Vancouver, Canada.
- Presentation of "The concept of social policies in Spain" to **Youth-Friendly Social Policies' Training course** in Van Governorate (Turkey).
- Presentation of the paper "An architectural proposal to explore the data of a private community through visual analytic" in the **Fifth International Conference on Technological Ecosystems for Enhancing Multiculturality** (TEEM'17), held in Cádiz, Spain.

#### Presentations:

- Project Presentation at NGO "Asylkoordination Österreich" (AT) in November 2017
- Presentation of Wyred Activity to 200 people of Early Years Staff (UK) in December 2017
- Presentation of WYRED project in the Education in the Knowledge Society PhD (ES) on July 2017
- Presentation of WYRED project to Roma Tre University students (IT) in October 2017

### Publications:

- García-Peñalvo, F. J., & Kearney, N. A. (2016). Networked youth research for empowerment in digital society. The WYRED project. In F. J. García-Peñalvo (Ed.), *Proceedings of the Fourth International Conference on Technological Ecosystems for Enhancing Multiculturality (TEEM'16) (Salamanca, Spain, November 2-4, 2016)* (pp. 3-9). New York, NY, USA: ACM. doi: 10.1145/3012430.3012489 (ACM DL, Scopus, Web of Science, Zenodo, GRIAL Repository (Green Open Access))
- García-Peñalvo, F. J. (2016). The WYRED Project: A Technological Platform for a Generative Research and Dialogue about Youth Perspectives and Interests in Digital Society. *Journal of Information Technology Research*, 9(4), vi-x. (Web of Science, Zenodo, GRIAL Repository (Green Open Access))
- García-Peñalvo, F. J., & Durán-Escudero, J. (2017). Interaction design principles in WYRED platform. In P. Zaphiris & A. Ioannou (Eds.), *Learning and Collaboration Technologies. Technology in Education. 4th International Conference, LCT 2017. Held as Part of HCI International 2017, Vancouver, BC, Canada, July 9–14, 2017. Proceedings, Part II* (pp. 371-381). Switzerland: Springer International Publishing. doi:10.1007/978-3-319-58515-4\_29 (Springer Link, Scopus, Web of Science, Zenodo, GRIAL Repository (Green Open Access))
- Durán-Escudero, J., García-Peñalvo, F. J., & Therón-Sánchez, R. (2017). An architectural proposal to explore the data of a private community through visual analytic. In J. M. Dodero, M. S. Ibarra Sáiz, & I. Ruiz Rube (Eds.), *Fifth International Conference on Technological Ecosystems for Enhancing Multiculturality (TEEM'17) (Cádiz, Spain, October 18-20, 2017)* (Article 48). New York, NY, USA: ACM. doi:10.1145/3144826.3145398 (ACM DL, Scopus, Web of Science, Zenodo, GRIAL Repository (Green Open Access))
- García-Peñalvo, F. J. (2017). El Proyecto WYRED / WYRED Project. *Education in the Knowledge Society*, 18(3), 7-14. doi:10.14201/eks2017183714 (Gold Open Access, Web of Science, Zenodo, GRIAL Repository (Green Open Access))
- Griffiths, D., Kearney, N. A., García-Peñalvo, F. J., Seoane-Pardo, A. M., Cicala, F., Gojkovic, T., O'Reilly, M., Hauptman, A., Yilmaz, Z., Ottorino, D., & Zauchner-Studnicka, S. (2017). *Children and Young People Today: Initial Insights from the WYRED Project*. European Union: WYRED Consortium. Retrieved from <http://repositorio.grial.eu/handle/grial/990>. doi:10.5281/zenodo.996356 (Zenodo, GRIAL Repository (Green Open Access))
- Hauptman, A., & Soffer, T. (2017). *WYRED Delphi Study. Results Report*. European Union: WYRED Consortium. Retrieved from <https://goo.gl/8n2TKp>. doi:10.5281/zenodo.1146997 (Zenodo, GRIAL Repository (Green Open Access))

In addition to the above information, much more intensive work on dissemination is still to be done in the upcoming period.

## 2 Conclusions

What we can see and conclude from the report is that:

- The main product we have disseminated so far is the project itself (the activities, news, web, promotional materials).
- From the available data, it is not easy for us to have a clear breakdown of the reached targets. In order to have relevant data we need to start collecting some additional qualitative information from currently undistinguished groups (participants, etc.) or quantitative information.
- The consortium should increase the number of inputs and the contents to be uploaded in the local blogs website section because, accordingly to the workflow, each important dissemination action (newsletters, Facebook posts, Tweets, Instagram posts etc) is generated from the contents uploaded on the partners' blog. We should increase the partners' commitment to report the project's activities in terms of news and involve the beneficiaries in the news reporting and drafting.
- The consortium should take action in order to promote social media between the project's beneficiaries.

## 3 Annexes

WYRED Valorisation Report List

annex\_1 WYRED\_WP\_Valorisation\_OIT\_KoM\_2-3\_nov\_16\_SN

annex\_WYRED\_WP8\_D.8.1\_Valorisation Plan\_1st year\_version1.2

annex\_3 05\_WYRED\_Visual Identity

annex\_4 WYRED Google Analytics

This annexed are available at: <https://repositorio.grial.eu/handle/grial/1120>

## 4 Bibliography

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