

## D7.5 2nd 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**

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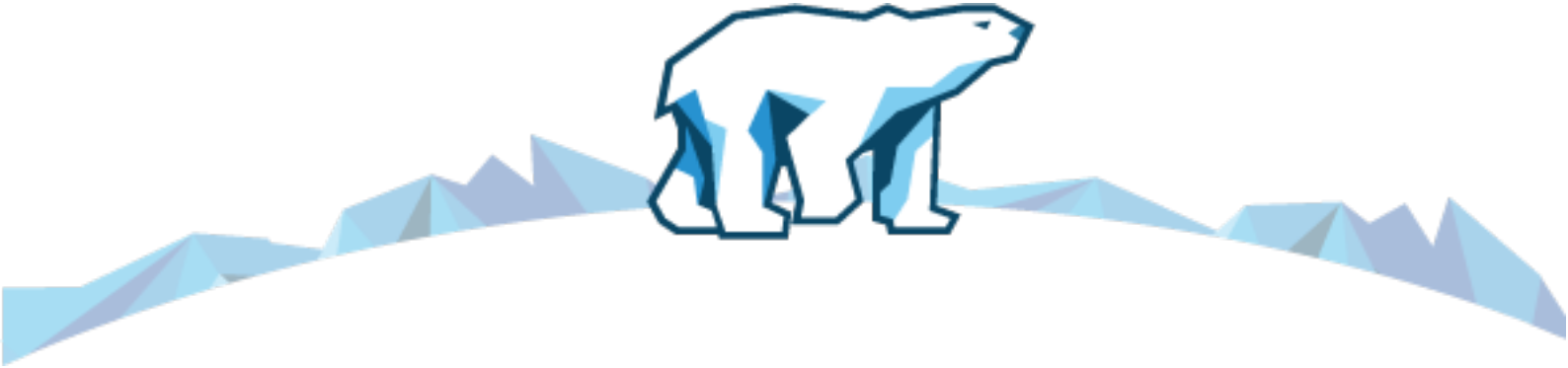


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## Executive summary

The current report concerns the Deliverable D7.5 *2nd 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 EDU-ARCTIC newsletter, the targeted audience, demographics of this audience, and the newsletter format and content.

### 1. 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.

### 2. 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 newsletters was sent to each person who is registered in the database at the time of publishing.

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).

### 3. 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.



## 4. Audience and demographics

The first EDU-ARCTIC Newsletter was sent on 11<sup>th</sup> January 2017 to 223 registered users. **866 registered users** received the latest Newsletters published on 10<sup>th</sup> January 2018, 590 in English and 276 in Polish, an increase of almost 400% in one year.

The total number of newsletters sent to registered portal's users and to newsletters subscribers within 13 months (from January 2017 till the end of January 2018) is **7706**.

Registered users are currently in 49 different countries, worldwide (Ireland, Spain, Switzerland, Algeria, Azerbaijan, Belgium, Bosnia and Herzegovina, Svalbard And Jan Mayen, Russian Federation, Cyprus, Sweden, Iceland, United Kingdom, Israel, Sao Tome and Principe, Tunisia, Greenland, Denmark, Macedonia, the Former Yugoslav Republic, India, France, Latvia, Slovenia, Georgia, Brazil, Romania, Bulgaria, Faroe Islands, Ukraine, Czech Republic, Croatia, Turkey, Lithuania, Serbia, United States, Italy, Slovakia, Norway, Albania, Portugal, Finland, Germany, Estonia, Colombia, Canada, Kazakhstan, Hungary, Greece and Poland).

See the geographical distribution of users in the pie chart on the next page:

Registered Teachers by Country

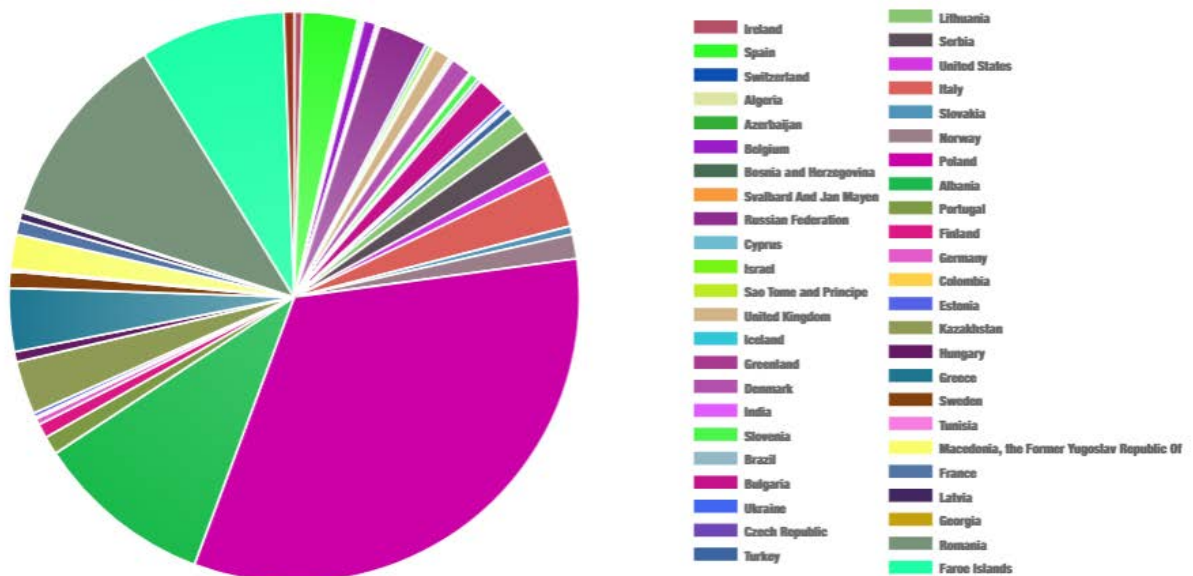


Fig. 1. Demographics of EDU-ARCTIC community members who received the Newsletter

The first newsletter, in English, was sent on 11th January 2017, as reported in detail in D7.4. Consequently newsletters and important announcements have been sent out on the average



once per month, except the summer holiday period, highlighting important and informative components and events related to the EDU-ARCTIC project.

To date **19 newsletters** and **4 important announcements** have been published: 13 in English and 10 in Polish. **For examples of the newsletters in English see Appendix No. 1, and in Polish see Appendix No. 2**

All the newsletters published to date are available on the EDU-ARCTIC project website <https://edu-arctic.eu/newsletter/newsletters>.

In the table 1 all newsletters and announcements with titles, dates of publishing and number of recipients are presented. The hyperlinks to newsletters are provided in the table.

**Table 1. Title of Newsletters and announcements published, data published and number of EDU-ARCTIC community members who received the Newsletter**

Newsletter titles	Date of sending out	Number of recipients
<a href="#">EDU-ARCTIC Launches Online Lessons and First Arctic Competition</a>	2017-01-11 15:25:09 UTC	223
<a href="#">EDU-ARCTIC Launches Monitoring System and New Online Lessons</a>	2017-02-15 13:58:39 UTC	303
<a href="#">Edu-Arctic Launches Monitoring System as New Stage of Arctic Competitions Begins</a>	2017-03-07 11:52:25 UTC	375
<a href="#">Warsztaty dla nauczycieli w Warszawie, Polarpedia i nowe lekcje</a>	2017-04-11 09:57:27 UTC	229
<a href="#">EDU-ARCTIC Teachers' forum, Polarpedia and new lessons topics on their way!</a>	2017-04-11 10:57:46 UTC	198
<a href="#">Arctic Competition winners, Educators' Fora and new lessons!</a>	2017-05-17 17:09:40 UTC	278
<a href="#">Zwycięzcy Konkursu Arktycznego 2017, nowe lekcje i EDU-ARCTIC w Brukseli!</a>	2017-05-17 18:12:43 UTC	243
<a href="#">A look back and a look ahead, new lessons, EDU-ARCTIC on Scientix and new languages on Polarpedia</a>	2017-06-13 09:28:28 UTC	322
<a href="#">Co się udało i co przed nami, nowe lekcje, EDU-ARCTIC w Scientix i nowości w POLARPEDIA!</a>	2017-06-13 09:28:47 UTC	249
<a href="#">New lessons for the new school year, check out what changed on project portal, why you should subscribe to our Youtube channel, and much more: EDU-ARCTIC project is back with new ideas!</a>	2017-09-05 13:13:53 UTC	362
<a href="#">Nowe lekcje na nowy rok szkolny, nowości na portalu, dlaczego warto subskrybować nasz kanał na Youtube – i znacznie więcej: witamy z nową energią i nowymi pomysłami!</a>	2017-09-05 15:49:36 UTC	249
<a href="#">EDUCATORS' FORA, new lessons, new languages and a new challenge</a>	2017-10-11 12:34:17 UTC	410
<a href="#">Warsztaty dla nauczycieli, nowe lekcje, nowe języki, nowe wyzwanie</a>	2017-10-11 12:48:35 UTC	254
<i>Announcement - Arctic competition 2018 is open!</i>	2017-11-15 21:51:51 UTC	492
<i>Announcement - Arctic competition 2018 is open!</i>	2017-11-15 21:52:22 UTC	264
<a href="#">Chcesz wygrać niezapomnianą podróż na północ? Druga edycja Konkursu Arktycznego właśnie się rozpoczęła! Poza tym: nowości w Polarpedia i o wiele więcej!</a>	2017-11-21 11:23:50 UTC	265
<a href="#">2nd Arctic Competition is open, new possibilities on Polarpedia, and much more: EDU-ARCTIC project is back with new ideas!</a>	2017-11-21 11:33:01 UTC	516



<i>Announcement</i> - Lekcje online - prośba o Państwa opinie	2017-11-28 12:14:28 UTC	268
<i>Announcement</i> - Request for your feedback on EDU-ARCTIC online lessons	2017-11-28 12:23:57 UTC	532
<a href="#">EDU-ARCTIC świątecznie i inspirująco!</a>	2017-12-11 09:49:40 UTC	270
<a href="#">EDU-ARCTIC in Festive Season!</a>	2017-12-11 10:07:31 UTC	538
<a href="#">Rozpoczyna się kolejny rok z projektem EDU-ARCTIC – już od stycznia mnóstwo nowości!</a>	2018-01-10 08:20:34 UTC	276
<a href="#">EDU-ARCTIC project entering its second year with schools: due date for Arctic Competition to begin with!</a>	2018-01-10 08:35:07 UTC	590



Appendix No. 1 Example of a published Newsletter - Screenshot of the 11 th and latest newsletter in English, published 10 Jan 2018.

## EDU-ARCTIC project entering its second year with schools: due date for Arctic Competition to begin with!

### Details

📅 Published: 10 January 2018

1. 3...2...1... Arctic Competition – due date is approaching!
2. Check out our new leaderboards
3. Enrol for new lessons
4. EDU-ARCTIC as a good practice: meeting in Brussels

### 1. 3...2...1... Arctic Competition – due date is approaching!



It's a last minute call for those who would like to experience a life-time northern adventure this summer. Till 19th January 12:00 UTC SUMMARY of research or innovative project related to the Arctic needs to be submitted. You will receive 50 EDU-POINTS for submitting one or more summaries. If your students are fascinated by disciplines such as science, technology, engineering and mathematics, it's high time to encourage them to take another step for their future scientific career!

Read more information about rules of [2nd edition of Arctic Competition](#).

Remember, in the first stage of the Competition, you submit only summary, not the whole project. If you want to find out, how to prepare good summary, [READ OUR SUGGESTIONS](#).

Are you looking for inspiration? Read more about [winners of 1st edition](#). Meet Angelica, Jan, Łukasz, Julia, Vassiliki, Aleksandra and learn all about their projects.

Are you wondering what can be measured on a polar station? Would you like to have a look inside the stations and find out what kind of research is conducted there?

Enrol for online lessons from Svalbard (Inside [Polish Polar Station](#)) and Svanhovd ([Research station Svanhovd: living and doing research in the far north](#))

What's it like to win? Watch [TRAVELOGUE](#) from expedition to Faroe Islands in August 2017.

Good luck, everyone!



## 2. Check out our new leaderboards

Check out our new [leaderboards](#). From now on, we have overall project leaderboard, results from 2017 and new leaderboard 2018 – this way also new teachers will be able to compete and become visible in TOP 5 lists.

To sum up 2017:

CONGRATULATIONS TOP 5 countries: Poland, Albania, Romania, Greece and Serbia!

Special thanks to our most active teachers: Alketa from Vlo (Albania), Beata from Slupsk (Poland), Aleksandra from Pobiedziska (Poland), Ehsen from Shkoder (Albania), Emilia from Poznan (Poland). Thank you for being with us!

Within 2 weeks, 20 teachers with the highest EDU-GAME results in 2017 will receive individual certificates.

Want to get extra EDU-POINTS? Participate in online lessons, submit monitoring reports on regular basis, fill in surveys, translate POLARPEDIA terms and disseminate EDU-ARCTIC project! Let the 2018 EDU-GAME begin!

## 3. Enrol for new lessons

With new year we have new topics: why is [Lidar](#) so important for human lives, join Ernest Shackleton in [Imperial Transantarctic Expedition](#), visit the [Inside Polish Polar Station](#), [Research Station Svanhovd](#) and [Iceland – the land of air and water](#), follow [The Great Migrations](#), get familiar with [Weirdest Arctic animals](#) and [Pleistocene Megafauna](#), learn all about [Tsunami risk in the North Atlantic Ocean](#), witness [Birth and death of an ocean](#) and [130 000 years of climate change](#), enter the fascinating world of [Saami people](#).

We specially recommend a unique, one-off webinar delivered by guest scientist:

[Why is the Arctic a laboratory of contemporary international relations](#)

If you speak or learn Russian – join [Belgian Antarctic Expedition](#) (Бельгийская антарктическая экспедиция).

## 4. EDU-ARCTIC as a good practice: meeting in Brussels

This January, a very special event takes place. EDU-ARCTIC project has been invited to Brussels for a matchmaking event Science with and for Society Programme beyond H2020, as one of 2 good practice examples among many SWAFS projects. We'll be able to share our experience on project implementation. It's a great honor and pleasure. Keep fingers crossed on 29th January!





## Appendix No. 2 Example of a Newsletter - Screenshot of the 6<sup>th</sup> Newsletter in Polish, published on December 11. 2017.

### EDU-ARCTIC świętecznie i inspirująco!

#### Details

📅 Published: 11 December 2017

1. Konkurs Arktyczny – zainspiruj się
2. Nowe lekcje – nowe tematy
3. Radosnych Świąt!

#### 1. Konkurs Arktyczny – zainspiruj się!



Marzysz o arktycznej przygodzie? Liliana Skrycka-Kuźniewska z Poznania i Stelios Anastassopoulos z Salonik znaleźli się wśród zwycięzców I edycji Konkursu Arktycznego, i w sierpniu tego roku spędzili prawie 2 tygodnie na Wyspach Owczych. Jak się przygotować, skąd czerpać inspirację, czego nauczyli się uczniowie, jakie wspomnienia przywieźli z tej niezwykle ekspedycji – opowiedzą podczas **lekcji online 13 grudnia o 9.00** czasu polskiego.

Zapisz się: <https://edu-arctic.eu/program/lessons/226> i zainspiruj!

Jeżeli chcecie przeżyć arktyczną przygodę, ale nie wierzycie, że to możliwe, [przeczytajcie relację z konkursu EDU-ARCTIC i z wyprawy na Wyspy Owcze](#) (po polsku). Piotr Malesa, nauczyciel geografii w Zespole Szkół Politechniki Łódzkiej oraz jego uczeń Jan Makowski spędzili w tym pięknym kraju 10 dni, a w swoim artykule opisują, jak zdobyć główną nagrodę i czego spodziewać się na wyprawie.

O innym zwycięskim projekcie oraz o wyprawie na Islandię pisze Gulia Bagnara, nauczycielka z Włoch na naszej stronie. Przeczytajcie [jej relację](#), jeśli chcecie się dowiedzieć, jakie projekty można zgłaszać do konkursu.

#### 2. Nowe lekcje – nowe tematy

Zbliżają się święta, a my wciąż mamy dużo propozycji lekcji jeszcze w tym roku. Sprawdź – czeka mnóstwo nowych tematów!

Lecje po angielsku:

Arctic competition winners, Ptarmigans hunting, What happens when living is toxic, Tsunami risk in the North Atlantic Ocean, Arctic rivers, 130.000 years of climate change in Borðoyavík, Faroe Islands.

Zapraszamy serdecznie na gościnne webinaria projektu ERIS:

12.12 (wtorek): Earthquakes, VENUS, 18.12 (poniedziałek) Earth's magnetic field, Digital maps and geographical coordinates.

Lecje po polsku:

Wielki dryf Framy, Woda – niezwykle medium w przyrodzie, Zasoby wodne Arktyki, Rzeki Arktyki

Dla tych, którzy znają włoski-uczą się tego języka: – Gli animali più strani dell'Artico.

#### 3. Radosnych Świąt!

Obejrzyj [święteczne życzenia VIDEO](#) od zespołu EDU-ARCTIC! Oby wszystkie się spełniły!

