

DELIVERABLE REPORT

Grant Agreement number:	693989
Project₁ Acronym:	ENLIVEN
Project title:	Encouraging Lifelong Learning for an Inclusive and Vibrant Europe
Start date of the project:	01/10/2016
Duration of the project:	36 months
Deliverable No.	10.1
Deliverable Title:	Website, logo and online presence
Date of submission:	1/12/2016
Version:	1

ENLIVEN

Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

Website, logo and online presence

(Deliverable 10.1)

December 2016



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ENLIVEN D10.1

Website, logo and online presence

Dr Ellen Boeren 19.11.2016

1. Logo



The official ENLIVEN logo has been created in Word, combining a tree with the acronym ENLIVEN on top and the full name of the ‘Encouraging Lifelong Learning for a Vibrant & Inclusive Europe’ next to it on the right. The logo has already been integrated in a range of online presence tools and will be included in project reports, policy briefings, and invitations for dissemination events and so on.

2. Leaflet

A leaflet has been produced, the equivalent of two sides of A4, with each side presented in three columns (see

Appendix 1). The outer three parts of the leaflet include practical information. The front part of the leaflet includes the ENLIVEN logo as well as the European Commission's logo referring to the Horizon 2020 programme. A short abstract of the project has been included as well. The middle part of the outer side includes the names and e-mail addresses of Professor John Holford (Project Coordinator) and Ruth Elmer (Project administrator). Links to the website and Twitter account have been provided as well. The bottom part of this column has been reserved for the institutional logos of partners. The last column of the outer side of the leaflet lists all participating universities/research institutions as well as the names and e-mail addresses of their team leads.

The inner part of the leaflet is divided into three columns as well. The left column gives a short explanation of the project together with the way in which the project is grouped into four research clusters, representing 11 Work Packages. The middle part mentions the expected outcomes focussing on the policy relevance of the project and the development of an Intelligent Decision Support System. At the bottom of this column, a picture of the ENLIVEN consortium has been included. The final column of the leaflet outlines the dissemination strategies to be applied during the course of the project, referring to three different audiences: the academic community, community of policy makers and practitioners and the wider public.

The finalised leaflet has been submitted to the consortium's Dropbox and partners are asked to have printed versions of leaflets with them whenever they are speaking at or attending events. Leaflets will also be distributed to education and training institutions participating and/or having an interest in the project.

3. Presentation templates

A PowerPoint template which includes the ENLIVEN logo has been produced for all team members to use during their dissemination activities (see Appendix 2). The template has been posted into the consortium's Dropbox which is accessible for all team members.

4. E-mail signatures

E-mail signatures have been constructed, outlining the ENLIVEN tree logo and the full name of the project. The e-mail signatures have been posted in the consortium’s Dropbox for team members’ use. They have the opportunity to include a clickable link into the signature so that e-mail receivers can easily access the ENLIVEN website, outlined below.



5. Website

A dedicated ENLIVEN webpage has been constructed by the Edinburgh team (see Appendix 3). The website is hosted by Wordpress for which an annual subscription has been paid. The web address is <http://www.h2020enliven.org> and will be maintained in Edinburgh. The website has several subpages.

The home page shows a team photo of the consortium taken at the kick-off meeting in October 2016 as well as a brief outline of the project, divided into four clusters of 11 Work Packages. The home page will be regularly updated reflecting on the most recent news in relation to the project.

Wordpress offers the opportunity to maintain a blog and this space will be used to give teams the change to write shorter blog posts about the work they are undertaken and to post critical reflections on policy items relevant to the project. Blog posts will also be made available about the team meetings in different European cities. The blog section is meant to be interactive in nature as comments can be posted below each post. The team in Edinburgh will keep an eye on comments and will remove inappropriate reactions (e.g. those having a racist or sexist tone).

A section on research partners outlines the project management chart, outlining the structure of the Work Packages, the management board and the role of the advisory board as well as the existence of officers. Furthermore, the names of all team members have been included in this section of the website. The lead partner in Nottingham has been listed first, followed by other European countries in alphabetic order and the Australian partner. Where possible, links to team

members' institutional webpages have been included. The list also includes whether members are part of the management board and whether they are Work Package leaders.

The work plan has been outlined on the website, starting from the general chart demonstrating the project has four clusters of work to be carried out in 11 Work Packages. Subpages have been created for each separate Work Package, outlining their specific objectives. During the course of the project, Work Package leaders will be asked to deliver new materials to be included within these subpages so that website visitors can follow each single part of the project in detail. For each Work Package, the institutional name of the team lead has been included.

The website has a dedicated section on events, where an overview will be posted on when and where consortium partners will be organising dissemination events. An overview will also be posted on symposia and roundtables organised by the consortium at conferences.

A section has been set up to specifically refer to output generated by the consortium. An overview of academic journal papers and books will be listed here, as well as policy briefings produced by the consortium. Full references will be posted as well as links to the Open Access files.

Furthermore, the website contains a contact page which can be used by visitors to get in touch with the project team. Mails being sent through this box are being delivered to a gmail account (h2020enliven@gmail.com) set up for accessing the Wordpress site and the Twitter account (explained below). The website also includes a link to this Twitter account, which opens automatically in a new tab.

6. Social media

Online presence is vital to reach a wide audience interested in the project. A number of social media accounts have been set up.

6.1 Twitter

The Twitter name @h2020enliven has been created and is used to post updates on the projects (see Appendix 4). Team members with a Twitter account are actively encouraged to retweet posts and to interact with the account as well. The project logo has been set up as the profile picture. The Twitter account will especially be used during team meetings and events.

6.2 Facebook

An open Facebook page has been set up which can be ‘liked’ by people, who then start following the project (see Appendix 5). The Facebook group does not only target other academics and policy makers, but also young adults, the target group of the ENLIVEN project. Pictures of activities will be posted here and regular news updates will be included as well.

6.3 LinkedIn

A LinkedIn group has been set up to make ourselves visible in the business community, presenting our work to people who are interested in connecting with us from a work-related point of view. Updates will regularly posted in the group, such as job vacancies within the project, as well as links to new outputs as published on the ENLIVEN website.

6.4 ResearchGate

ResearchGate is a good tool to connect with the academic community as many scholars nowadays have their own profiles on this website. ResearchGate will help in generating interest in our project among the scholarly community and will provide us with an overview to link to academic output generated by the consortium, but also to track with other researchers are using our work as part of their own publications, e.g. through referencing.

Appendix 1

Members of the Consortium

University of Nottingham (England, UK)
School of Education in collaboration with the School of Computer Sciences
Project leader: Professor John Holford
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Tallinn University / Tallinna Ülikool (Estonia)
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University of Verona / Università degli Studi di Verona (Italy)
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University of Edinburgh (Scotland, UK)
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Slovak Academy of Sciences: Institute for Forecasting / Prognostický ústav Slovenskej akadémie vied (Slovakia)
Team leader: Dr Martina Lubyová
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Universidad De Deusto (Spain)
Team leader: Professor Josu Solabarrieta
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Team leader: Professor John Polesel
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Projection coordination

ENLIVEN is coordinated by
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Project Leader
Professor John Holford
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Project Administrator
Ruth Elmer
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Project website
<https://h2020enliven.org>

Follow us on Twitter
@H2020enliven

Facebook page
<http://bit.ly/h2020enliven-facebook>



Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

The ENLIVEN research models how policy interventions in adult education can become more effective. It implements and evaluates an innovative Intelligent Decision Support System to provide a new and more scientific underpinning for policy debate and decision-making on adult learning, especially for young adults.



This project is a Horizon 2020 project funded by the [European Commission Horizon 2020 Young-Society Call Young-3](#)

Project duration:
1st October 2016 – 30th September 2019

What is ENLIVEN about?

The ENLIVEN project's overarching objective is to provide an innovative model and mechanism to support policy debate, policy formation and policy evaluation in lifelong learning. Integrating theoretical and empirical perspectives from social and computer sciences, it focuses on the needs of young adults. Based on an evidence-based analysis of where, when and why policies have been effective, it is developing a computer-based intelligent system to improve policy-making.

The ENLIVEN research combines bounded agency theory from the social sciences with case-based reasoning from computer science (in particular, artificial intelligence).

Eleven work packages in four clusters

- WPs1-3 examine adult learning programmes, policies and governance in Europe, looking at the multi-dimensional nature of social exclusion and disadvantage.
- WP4 examines country/region-level variation in lifelong learning participation rates using system characteristics; it focuses especially on disadvantaged and at-risk groups, and young people.
- WPs 5-7 examine the operation and effective-ness of young adults' learning at and for work, undertaking organisational case studies and cross-country comparative institutional analysis.
- WPs 8-9 develop the knowledge base for, and develop and trial, an Intelligent Decision-making Support System (IDSS) to support evidence-based policy-making and debate.

Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

Expected outcomes

ENLIVEN aims to enable policy-makers at EU, national and organisational levels to enhance the provision and take-up of learning opportunities for adults, especially for young adults – leading to a more productive and innovative workforce, and reduced social exclusion.

Interacting with policy makers and key research networks, ENLIVEN will make targeted interventions in policy and scientific debate, and deliver a state-of-the-art Intelligent Decision-making Support System to improve lifelong learning for young adults across Europe.



Communication

Our research findings will be important for three types of audiences:

The academic community

Members of the consortium will present project outcomes at various European conferences and publish journal articles and other papers and reports. An overall synthesis of the project will be published in a book, and a data repository will be set up.

Policy makers and practitioners

Each national team will organise a national dissemination activity inviting policy makers and practitioners in adult and vocational education, youth policies and work. Near the end of the project, a final conference will be held in Brussels. Policy briefings will translate the findings into recommended policy actions. Each national team will also set up a National Youth Panel to provide a critical voice in drafting the policy recommendations. Finally, support for policy makers in designing effective policy actions will be undertaken through the development of an Intelligent Decision-making Support System.

The wider public

The project website – regularly updated – includes the purposes and objectives of the Consortium, news on activities, etc. It provides downloads of the policy briefings and contact details for journalists. The project also disseminates findings and encourages discussion through Twitter.

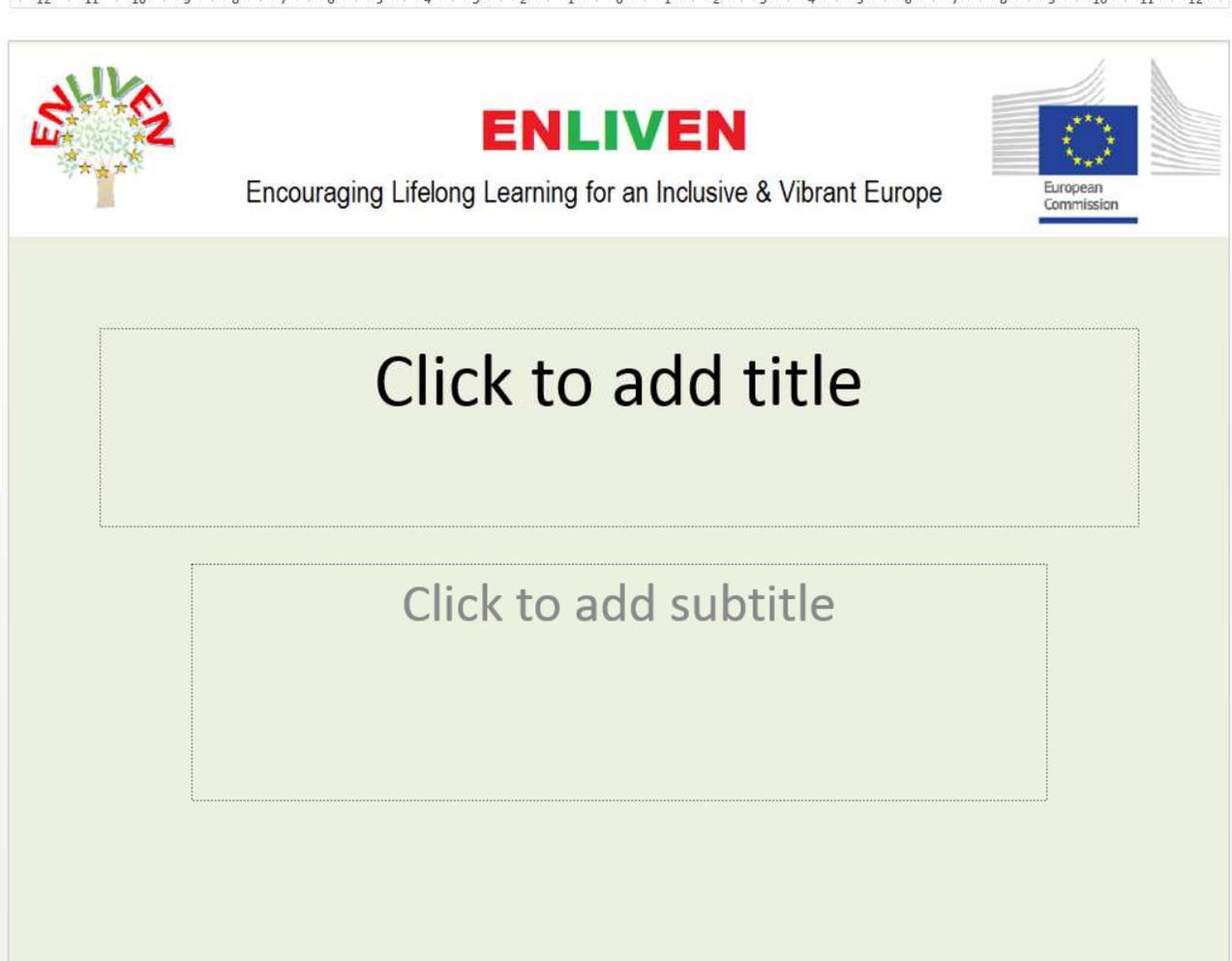
Consortium members interact with mass media in their own countries. They will write news and opinion pieces for the press and be available for interviews.

All research output, including the academic publications resulting from this project, will be available on an 'Open Access' basis.

Appendix 2



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ENLIVEN
Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

European Commission

Click to add title

Click to add subtitle

Appendix 3

Homepage <<https://h2020enliven.org>>



Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

HOME · BLOG · RESEARCH PARTNERS · WORK PLAN · EVENTS · PUBLICATIONS · CONTACT · FOLLOW US ON TWITTER · FACEBOOK

ENLIVEN



ENLIVEN is a new Horizon 2020 project funded by the [European Commission Horizon 2020 Young-Society Call Young-3](#).

The ENLIVEN research models how policy interventions in adult education markets can become more effective. Integrating state-of-the-art methodologies and theorisations (for example, Case-Based Reasoning methodology in artificial intelligence, bounded agency in adult learning), it implements and evaluates an innovative Intelligent Decision Support System to provide a new and more scientific underpinning for policy debate and decision-making on adult learning, especially for young adults. It utilises findings from research conducted by European and international agencies and research projects, as well as from the ENLIVEN project. It will enable policy-makers at European Union, national and organizational levels to enhance the provision and take-up of learning opportunities for adults, leading to a more productive and innovative workforce, and reduced social exclusion.

The project comprises 11 work packages (WPs) in 4 clusters.

- WPs1-3 examine programmes, governance and policies in EU adult learning, looking at the multi-dimensional nature of social exclusion and disadvantage.
- WP4 examines system characteristics to explain country/region-level variation in lifelong learning participation rates, with particular reference to disadvantaged and at-risk groups, and to young people.
- WPs 5-7 examine the operation and effectiveness of young adults' learning at and for work, undertaking cross-country comparative institutional analysis.
- WPs 8 -9 develop the knowledge base for, and develop and trials, an Intelligent Data Support System (IDSS) for evidence-based policy-making and debate.

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Members of the consortium





Encouraging Lifelong Learning for an Inclusive & Vibrant Europe

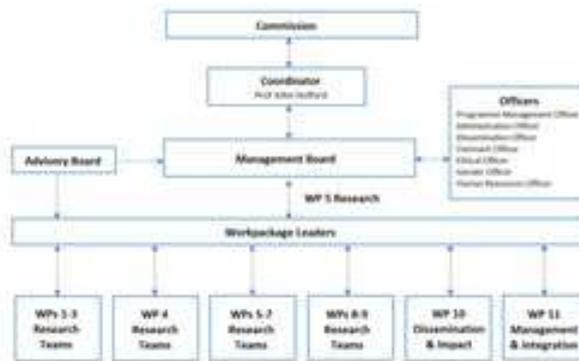
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RESEARCH PARTNERS

Countries	Participating institutions	Members of each scientific team
European Partners		
England, United Kingdom	University of Nottingham (School of Education and School of Computer Sciences)	John Halford (Coordinator, WPL, MB)
		Rong Qu (WPL, MB)
		Jason Atkin
		Sharon Clancy
		Robert John
	Claire Palmer	
Austria	3s Unternehmensberatung GmbH	Günter Hefler (WPL, MB)
		Karin Luomi-Messerer
		Jörg Markowitsch
		Janine Wulz
Belgium	Katholieke Universiteit Leuven (HIVA – Research Institute for Work and Society)	Steven Groenez (MB)
		Katleen De Rick
		Ides Nicaise
		Jeroen Lavrijsen (WPL)
Bulgaria	The Institute for the Study of Societies and Knowledge, Bulgarian Academy of Sciences (Институт за изследване на обществата и знанието, Българска академия на науките)	Pepka Boyadjieva (MB)
		Petya Ilieva-Trichkova
		Vassil Kirov
		Rumiana Stoilova



PROJECT MANAGEMENT CHART



SHARE THIS:



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WORK PLAN

The ENLIVEN project consists of 11 work packages outlined below. Information on each work package can be accessed via the links below this diagram.



- [Work package 1](#)
- [Work package 2](#)
- [Work package 3](#)
- [Work package 4](#)
- [Work package 5](#)
- [Work package 6](#)
- [Work package 7](#)
- [Work package 8](#)
- [Work package 9](#)
- [Work package 10](#)
- [Work package 11](#)

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CONTACT

This is a contact page with some basic contact information and a contact form.

Name (required)

Email (required)

Website

Comment (required)

SUBMIT »

Appendix 4

Link: <<https://twitter.com/h2020enliven>>

The screenshot shows the Twitter profile for H2020 ENLIVEN. At the top, there are navigation links for Home and Moments, a search bar, and a login link. The profile header features the ENLIVEN logo in red and green, the tagline "Encouraging Lifelong Learning for an Inclusive & Vibrant Europe", and the European Commission logo. Below the header, statistics show 25 tweets, 70 following, 40 followers, 5 likes, and 1 moment. A "Follow" button is present. The main content area displays a tweet from John Holford (@john_holford) retweeted by H2020 ENLIVEN. The tweet text is: "Data does political things: encoding/decoding data isn't neutral - Worth revisiting @LSEImpactBlog blogs.lse.ac.uk/impactofsocial... @H2020ENLIVEN". The image in the tweet is a colorful, abstract geometric pattern. Below the tweet, there is a "New to Twitter?" sign-up prompt and a "Worldwide Trends" section listing various hashtags and their tweet counts.

This screenshot shows a specific tweet from H2020 ENLIVEN (@H2020ENLIVEN) dated Nov 19. The tweet text reads: "Interested in our new H2020 project on lifelong learning? Follow our updates here! @EAEA2020 @OECDEduSkills @UIL @Cedefop @llplatform". The tweet has 2 replies and 3 likes. Below this, another tweet from H2020 ENLIVEN dated Nov 15 is shown. The text says: "ENLIVEN Have you already explored our project website? Check it out at h2020enliven.org @john_holford #LLL #adulted #youngadults". This tweet includes a group photo of approximately 20 people standing in front of a building. Below the photo, the text "ENLIVEN Encouraging Lifelong Learning for an Inclusive and Vibrant Europe h2020enliven.org" is displayed. The tweet has 3 replies and 1 like. At the bottom, a retweet by Ellen Boeren (@ellen_boeren) dated Nov 15 is visible, with the text: "Do you already know @H2020ENLIVEN Don't forget to follow the updates of our new Horizon 2020 project on lifelong learning!".

Appendix 5

Link: <https://www.facebook.com/Enliven-Horizon-2020-1691896584472695/?view_public_for=1691896584472695>

The screenshot shows the Facebook interface for the 'Enliven Horizon 2020' page. At the top, there is a navigation bar with the Facebook logo, the page name 'Enliven Horizon 2020', and search, home, and friends icons. Below this, a notification banner states: 'This is what your Page looks like to a visitor. Switch back to your view to manage this Page.' The main content area features a large group photograph of approximately 30 people of various ages and ethnicities, many with their arms raised in a celebratory gesture. Below the photo are buttons for 'Like', 'Message', 'Share', and 'More', along with a blue 'Contact Us' button. To the left of the main content is a navigation menu with options: 'Home', 'About', 'Photos', 'Posts', and 'Likes'. A green 'Create a Page' button is also visible. Below the main photo is a status update area with a 'Status' and 'Photo/Video' selector, and a text input field that says 'Write something on this Page...'. The right-hand sidebar contains several sections: 'Education' with the text 'Always Open'; a search bar for posts on the page; an 'Invite friends to like this Page' button; a text box stating 'ENLIVEN is a Horizon 2020 project funded by the European Commission Horizon 2020 Young-Society Call Young-3.'; an 'About' section with a 'Message Now' button and the website 'h2020enliven.org/'; and a 'VISITOR POSTS' section with a 'Chat (Off)' button.