

Multiplier Event Details E4

Event Title:	Ireland National Launch
Country of Venue:	Ireland
Start Date	2022-04-30 (preparation as per application form)
Event held	2022-06-15
End Date	2022-07-31 (finalisation as per application form)

Intellectual Outputs Covered

- ✓ Guide to Digital Civic Engagement
- ✓ Digital Civic Engagement Toolkit
- ✓ Digital Civic Engagement Syllabus and OERs
- ✓ Digital Civic Engagement MOOC

Leading Organisation: MOMENTUM MARKETING SERVICES LIMITED (E10044224, IE)

Event Description (Including : Targets groups and objectives)

This was a high-profile dynamic event, the main aim of which was to increase HE Educators and Stakeholders understanding of the need to empower students to become confident civic engagers making the most of digital technology available to them.

The specific objectives of the event were achieved :

- ✓ Present the project and its achievements to deepen understanding of the importance of civic engagement for all students today and its relevance across all subjects and disciplines.
- ✓ Encourage participants to explore, use and commit to using the outputs within their own organisation.
- ✓ Publicly recognise the achievements of the stakeholders who have already participated in the research (IO1) and testing phases (IO2 – 4) and motivate them to continue to pursue project objectives.
- ✓ Gain feedback on the outputs and inform future work of the partnership.

WHO ATTENDED?

The event was designed for 40 participants, principally HE teaching staff and middle management as well as stakeholders responsible for education development. HE academic staff who took part in the user-testing phase were invited. A total of **27** local participants and **7** foreign participants from different higher education institutions (HEIs) and organizations (teachers, students, program coordinators, stakeholders) attended the event including:

- 1) Higher education institutes and VET organisations
- 2) Nonprofit networks and/or umbrella organisations
- 3) Publicly funded regional, national and international bodies with policy responsibility for education/higher education

Invitations were professionally designed and the objectives and agenda of the event made clear. This, and the prior relationship with and/or knowledge of the partner organization ensured a high turnout.

WHEN AND WHERE?

The event took place in month 22 (with a 3 month preparation period). It was held at the The Food Hub education centre in Drumshanbo, close to Momentum offices in Leitrim Village on Wednesday 15th June from 12pm until 4pm. While the project application anticipated that the event would be partners' on partners premises, the Momentum offices/ conference room were too small and a local educational function room was chosen as the location instead and held in partner's premises. The host venue was able to meet the requirements of the event as

- an authentic and personal/relaxed atmosphere venue – see photos as proof;
- attendees gained a better understanding of the work of the Momentum as host partner, building opportunities for future collaboration
- as a community facility, we were able to save resources which can be re-invested in project sustainability.
- more of the host partner's staff were able to participate and while not "claimed" as an attendee this provided invaluable internal dissemination.

ACTIVITIES

The event lasted over 4 hours and included the following sessions:

i) Initial plenary session to outline the project journey and highlight how participants will benefit from the day's proceedings. We shared testimonies from students and HE staff who participated in user testing. This was led by Orla Casey who was followed by Grace Roche, Head of EU projects at Momentum giving a deeper introduction to the SDCE project and the insights she gained from working on the project. Via a powerpoint presentation, Grace introduced the results of the projects. Grace also facilitated a Q&A session which led to a very comprehensive tour of the SDCE website www.studentcivicengagers.eu

Grace introduced Con Bartels, a recent graduate of University College Dublin who brought the concept of the Student Digital Civic Engagers project to life via his description and explanation of the Green Roots project www.thegreenrootsproject.ie. Con was part of the team that launched the national campaign in 2020. Green Roots is an innovative campaign to elevate the deeply held cultural association between Ireland and the colour green so that it is also synonymous with sustainability and green innovations/actions. In 2021 as part of UCD's Innovation Academy's first Design Thinking for Sustainability course, the Green Roots team was formed which includes Claire Anne Tobin, Michéal Coughlan, Carole Moriarty, Con Bartels and Deimante Stankeviciute. Led by these 5 students, the Green Roots campaign which was delivered and promoted mostly online, logged 1000 sustainable and green community actions across 22 Irish counties, across Europe, and as far away as New Zealand in 2021.

ii) Breakout sessions to facilitate "hands on" use of the IOs according to the specific interests of each participant. Participants will take part in a skills' development activity based on the competence area of their choosing. Printed versions of the SDCE resources were shared so participants could review the materials and discuss in an informal round table format.

iii) A final plenary session reviewed the work and opinions of the breakout groups. We used interactive technology using participants' mobile phones for real-time mentimeter Q&As and interactive dynamics.

A press call and photo opportunity was woven into the programme and informal networking opportunities were facilitated over a low carbon lunch.

EVALUATION

In addition to the real-time interactive feedback, participants will fill out a structured feedback questionnaire on their smartphone. Questions focused on their opinions and suggestions

for future use and potential transferability of the resources. The responses were reviewed and will form a valuable component of the sustainability plan and internal and external evaluation processes.

The feedback was very positive:

- ✓ 100% of respondents saying that they had increased their knowledge surrounding the aims and objectives of the SDCE project.
- ✓ When asked what they found most useful, the majority of comments highlighted the project presentation and resources, with many stating their increased awareness of them.
- ✓ There weren't many suggestions for improvement of the resources, many commented on their interest to explore the resources even further on their own time as they felt there was a lot to take in at the event

COORDINATION RESPONSIBILITIES

The event was coordinated by MMS, with support of other partners, including EUCEN who worked to ensure events are carried out to high quality standards and are effective in achieving their objectives.

MEDIA WORK AND DISSEMINATION

MMS invited key press contacts - both from traditional media (e.g Connacht Tribune) and online media, including student influencers/bloggers, and distributed a professional press kit for them. A professional photographer was employed to produce photographic material to be incorporated into a followup package with an event summary. This will be sent to both the full project dissemination data base and wider press and media contacts, as well as being shared widely on the project's own websites and social media channels.

Supplementary Event Reporting Materials

Below are some photos from this inspirational event.



Figure 1/2 Orla Casey, opening the event



Figure 3/4 Participants enjoying a networking lunch



Figure 4/5 Grace Roche and Con Bartels speakers at the event



Figure 6/7 Close of the SDCE event and photocall