



**Le-MATH Project: Work Package 9 Deliverable**

# **EXPLOITATION STRATEGY AGREED WITHIN THE PARTNERSHIP**

**Exploitation** includes the two activities; mainstreaming and multiplication. Mainstreaming means the actual transfer of successful results to appropriate stakeholders and decision-makers in universities and schools. Multiplication concerns the process of convincing end-users to adopt or apply the results of the projects.

Even if exploitation takes place after the project's lifetime, when all project results exist as final products, it is necessary to plan exploitation activities from the start. The basis for successful exploitation is a well-planned and implemented dissemination strategy at different levels. It is important to involve stakeholders (in universities and secondary-schools) and possible end-users (teachers and students) in the project process. On the one hand they can be more easily convinced of the project outcomes when they have the chance to follow the development, but on the other hand also project consortia can benefit by including suggestions or recommendations from the stakeholder and students side in the development process.

The content will be developed and agreed between the partnership during the project life.

The following will be direct or in-direct elements, which contribute to exploitation:

The actions taken and will be taken during the life of the project , which will contribute to the involvement of the stakeholders (universities, schools, education authorities) and of the end users (teachers and pupils) are listed here below:

1. Website development for communicating the actions of the project
2. Social Media communication and on-line face-book games
3. Dissemination activities in the partner countries and beyond as listed in the excel report document
4. Presentations and workshops in mathematics and other education conferences
5. The Le-MATH training course developed and published to be organized in:
  - 30 June – 5 July 2014 in Brest, France. Promotion to all schools in Europe.
  - 2-8 October, 2014 in Cyprus
  - 20-26 November, 2014 in Athens, Greece
  - 4-10 December, 2014 in Cyprus

Break-even cost estimations will be computed assuming two trainers at a time. Courses will be confirmed if there is a surplus of at least 20% beyond the break-even point to allow for some payment to the trainers and to some expenses for the organizer for maintaining the support tools, including the project website [www.le-math.eu](http://www.le-math.eu), and platform, as well as the re-production of materials. For courses within the project life, the surplus 20% will not be necessary in order to run the courses as expenses may be covered by the project. In case there is surplus then this will be reported as income to the project.

The responsibility for organizing the Le-MATH training course will be shared between the Cyprus Mathematical Society and the THALES Foundation with end responsibility and beneficiary the THALES Foundation.



## LE-MATH PROJECT

### LEARNING MATHEMATICS THROUGH NEW COMMUNICATION FACTORS

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6. Launching and Piloting the methods through two European Competitions with international participation, MATHeatre Europe 2014 and MATHFactor Europe 2014, reaching end users. First draft of Guidebook is published in September 2013.
7. In EUROMATH 2013 the MATHFactor was piloted for developing useful samples for 2014
8. In EUROMATH 2014 we host the first Le-MATH MATHeatre and MATHFactor European competitions finals.
9. Plan to announce the MATHeatre Europe 2015 and MATHFactor Europe 2015 in September 2014 with the finals to be hosted in EUROMATH 2015 Student Conference.

The EUROMATH conferences will be used to host the finals every year. EUROMATH 2015 Student Conference will include the MATHeatre and MATHFactor competitions in their announcement before the end of Le-MATH project. It is possible to decide in the future to abandon the on-line PHASE 1 and run PHASE 1 (preliminary) and Phase 2 (finals) during the EUROMATH conference or to promote the PHASE 1 to be organized as national level with the winner of each country coming the finals during a EUROMATH conference. In the latter case the project needs to consider branding the two competitions.

The partnership will try to find sponsors for supporting expenses of finalists. The organizers of EUROMATH do not have the obligation to finance Le-MATH but will try to support the Le-MATH competitions at their maximum capacity.

10. The successful MATHeatre script writing competition 2013 will be continued in 2014 with a possible announcement before the project ends and a plan to announce a MATHFactor script writing competition will be considered.
11. Accept advertisement banners on Le-MATH competition website platform from 1 November 2014. Contracts will be prepared on time to be signed between the partner taking over the sustainability and those who want to advertise.  
Maintaining the Le-MATH website and platform operation is shared guaranteed by the Cyprus Mathematical Society and the THALES Foundation with end responsibility and coordination by THALES Foundation.  
From 1 November 2014, the website of Le-MATH will be accepting the advertisement banners on payment. The suggested charge is 500 euro per year per banner. Earnings will be used to maintain the website and platform operation and supporting the MATHeatre and MATHFactor competitions every year.
12. Further promotion activities, including participation in conferences, Le-MATH Forum newsletter, emailing promotion, etc will be taken by the THALES Foundation under the coordination of the Le-MATH project coordinator Gr. Makrides.
13. The project coordinator and other partners will try to develop new proposals with use of results of the Le-MATH project for supporting its exploitation.
14. The English version of the printed material will be maintained in shared by the Cyprus Mathematical Society and the THALES Foundation and will be distributed to end users effectively. Translated printed materials will be distributed by the partners in their countries and only few copies will be maintained by the coordinator of the project for the project archive for at least 5 years.



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15. The FOCUS group on using communication factors in the learning of mathematics will be announced and invited for a kick-off during EUROMATH 2014 conference. The leader of WP 9 is also the coordinator of the project and will undertake responsibility to implement the exploitation plan within and after the project ends.

This exploitation agreement is signed by the partnership during meeting 4 in Bad-Goisern, Austria.

Updates or amendments will be possible within the project life, to be agreed within the partnership.

Agreed on 8 January 2014, Bad-Goisern, Austria