

D6.5 Creation of flyers

Project title:	Promoting Youth Scientific Career Awareness and its Attractiveness through Multi-stakeholder Cooperation
Project Acronym:	MultiCO
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Introduction

This document has been written for the EU H2020 project titled “Promoting Youth Scientific Career Awareness and its Attractiveness through Multi-stakeholder Cooperation” (MultiCO) as the outcome of Task 6.6 for Work Package 6: Communication and dissemination materials and activities. This report presents the English version, each partner will translate the flyer into their national language.

MultiCO-project focuses on the dire need for more scientists so as to tackle major societal challenges and promote scientifically literate citizens as decision makers and social actors. Together with stakeholders MultiCO-project aims to make students aware of scientific careers and consequently to guide students choosing science-related studies and careers in the future. Students are involved already in the planning stage of the teaching and thereby they are learning to participate and act in the society.

To increase the project’s coverage the consortium has created a flyer to attract not only students, but citizens, teachers, stakeholders and parents as well. The flyer is intended to present the project briefly but to engage the audience to find out more and to participate.

The structure of the report is based on the structure of the flyer, prepared by UEF with the contribution of the consortium. The flyer is created on an A4 size paper and is divided into three columns. It is intended to be folded so as to form a leaflet that can be opened. The report presents the elements included in the flyer. Flyer layout is attached at the end of the report. MultiCO-consortium reserves the right to make changes in the content and/or layout of the flyer throughout the project.

Cover page

The cover page presents the project logo, title and a picture of Europe, participating countries highlighted. The original logo is blue and yellow and it is used on project website and other communication and dissemination materials, but in the flyer the dark colour made it look blurry, hence the consortium preferred the fresher blue and white version of the logo in this occasion. The logo is placed on top of each page.



Figure 1. MultiCO-project’s blue and white logo and the map of Europe presented on the cover page.



MultiCO-project's URL (www.multico-project.eu) is also presented on cover page.

Project

The next page to see when opening the folded flyer is titled Project. It gives a short overview of the project and reference to European Union and Horizon 2020. The EU emblem and proper funding details are presented on this page.

Career awareness

When the flyer is completely opened, three pages can be seen: Career awareness, Working life skills and Learning through career-based scenarios. These pages present the main features of the project in more detail.

Career awareness explains how MultiCO-project attempts to make 13-15 year olds more aware of science-related careers and thereby to promote students' interest in science learning and scientific careers.

Working life skills

This sections presents the other key issue in MultiCO-project, working life skills employers expect graduates to master. It is explained how these skills are emphasized by the people working in the field and how students would benefit in mastering these skills. Illustration presents some of the working life skills.

Learning through career-based scenarios

Career-based scenarios are essential part of the project and the main avenue to make students aware of the careers and working life skills. The seven challenges in Europe have also been given reference to. The use of scenarios is explained in more detail.

Back page

The back page covers contact information of all partners. University of Eastern Finland as the Coordinator is mentioned first. All contact information include partner's name, email address and address of each university. Each university's logo is attached to the contact information.

Conclusion

MultiCo-consortium has created a flyer with the newly adopted logo to enhance project's coverage. In order to properly implement planned dissemination activities, e.g. presentation events at shopping centres, handouts summarizing project's main features are useful. The flyer will be elaborated if needed and will form the basis for future communication and dissemination materials.





Project

MultiCO-project is funded from the *European Union's Horizon 2020* Science with and for Society-programme. The programme specifically aims to make science more attractive to young people and to build effective cooperation between science and society.

MultiCO-consortium works together with all societal actors, including researchers, citizens, business, policy makers and third sector organisations during the whole research and innovation process. This means that MultiCO-project applies the Responsible Research and Innovation approach to research and innovation.



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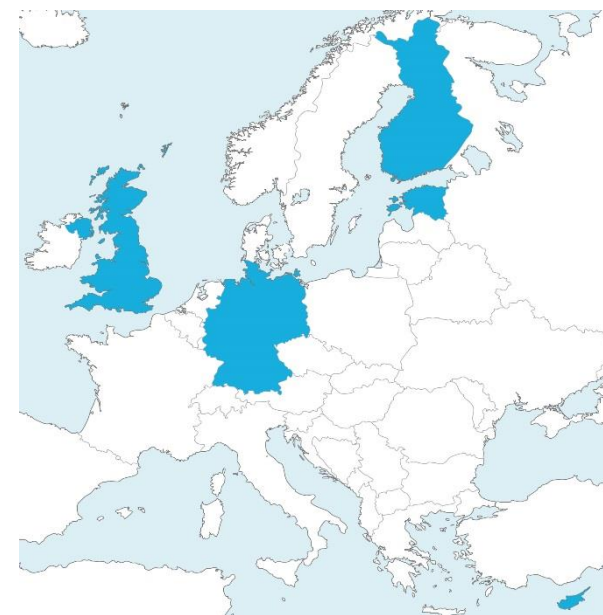
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Promoting Youth Scientific Career Awareness and Its Attractiveness through Multi-stakeholder Co-operation



www.multico-project.eu



Career awareness

Students at the ages 13-15 are not aware of career options and few indicate knowing professional working in the science, technology, engineering and mathematics fields. Raising awareness of the role of science and technology in society is one of the key outcomes of the project.

MultiCO-project makes an effort to introduce students real life related scientific careers and to show the value of choosing school science.

Pathologist
Zoologist Air traffic controller
Software designer
Physician Vet
Energy engineer
Meteorologist

By involving the students in planning and executing career based science teaching the project aims to promote students' interest in science learning and scientific careers.



Working life skills

Employers have indicated a range of important working life skills they expect graduates to master. MultiCO-project cooperates closely with industry and business, as well as with policy-makers, scientists, civil society organisations, parents, teachers and students to gather perceptions about scientific careers and essential working life skills.

By introducing careers and working life skills required in that specific field, MultiCO-project aims at orienting students towards gaining positive views in undertaking science careers.

Creativity
Problem-solving
Reasoning
Collaboration
Cultural awareness



Learning through career-based scenarios

Career-based, science-related scenarios are used in teaching as case studies to examine students' perceptions on teaching stimulated by these scenarios. The scenarios are based on science-related careers, mainly in fields related to European challenges e.g. energy, water, waste, climate change, food, health and transport. These issues are interdisciplinary and included in European curricula in secondary school.

Scenarios are intended to initiate the learning process, to be followed-up by science-driven inquiries and possible socio-scientific decision-making. The learning process is planned to develop students' collaboration, creativity and reasoning. The scenarios not only point out science knowledge, but highlight key skills required in working life or careers.