

Sustainable STE(A)M practices: A quick guide

Are you a teacher or practitioner passionate about making your STE(A)M projects and practices more sustainable? This quick guide is here to help!

Exploitation

Exploitation refers to the use and application of the project's results, typically **during or immediately after the project's life**. It involves making the **outputs, innovations, or findings accessible to stakeholders** (e.g., researchers, schools, local groups, policymakers, etc.) for practical use, adaptation, or further development. **It has specific target audiences.**

Sustainability

Sustainability ensures the long-term maintenance and impact of a project's outcomes **beyond its duration**, often without external funding, by **integrating tools and methods into existing systems** (curricula, training courses, etc.) **establishing long-term partnerships, institutionalising results, and maintaining open-access platforms**. **It broadens the spectrum to a larger audience.**

While **sustainability** emphasises ongoing relevance and value, **exploitation** prioritises immediate application and influence. Key differences concern **Timing, Scope and Focus**.

Exploitation narrowing exercise:

Match your resources with target audiences (teachers, researchers, policy makers) by classifying the latter as potential, important and essential

Exploitation guiding schema:

Identify an output (**what**), a relevant target group (**to whom**), a way of exploiting it (**how** - workshop, campaign, etc.), and a plan of action (**when**)

Potential

Important

Essential

WHAT

TO WHOM

HOW

WHEN

A fun exploitation exercise:

Follow these steps to get the maximum from your resource in the short-term

Local sustainability planning:

Embed **outputs** into existing curricula & courses; ensure sustainability via **open-access** platforms; **engage key communities**; address potential **obstacles**.

Take one outcome or result

- What is the message that appeals to a potential stakeholder?
- What makes you proud of this work?
- What new knowledge has the project generated?
- Who will use this knowledge?
- What benefits will be delivered?

OUTPUT

EXISTING SYSTEM

ENGAGE COMMUNITY

OBSTACLES

The steps to take:

- Pick up one exploitable item
- Decide the communication channel
- Identify the key message and the main target groups
- Develop the simplified text and write it down
- Discuss/present the item to your group

Communication channel

- Radio commercial between 30 and 60 seconds long: text, sound effects, etc.
- Printed magazine promo page: title, heading, text
- Social media posts
- (TikTok) video (30 seconds)
- 10-minute podcast
- Meme

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This guide has been developed by Ecsite as part of the Road-STEAMer project