Dissemination & Exploitation Plan

DOCUMENT VERSION 03

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AUTHORS

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Summary

Introduction

The main objective of this dissemination and exploitation plan is to bring the results of the SAMExperience project to the table of each actor involved and interested in the entire process of construction and evolution of the project. Its success will depend on how far the results are disseminated, which in turn are the starting point for concrete changes.

The exchange of information, the sharing of experiences and theoretical and practical skills, the contamination of visions of different targets for training and employment, and the elaboration of shared models are at the base of the strategic objectives of the SAMExperience project and are all united by the necessity to communicate.

The present dissemination and exploitation plan describes and defines the several issues considered relevant to the dissemination strategy of the SAMExperience project for a successful implementation of its main purposes.

Dissemination and strategy

The dissemination strategy should identify the objectives to strive towards, the targets to be reached, and the information to be disseminated. This is necessary throughout the project to raise awareness, invite debate and comment on the work being undertaken whilst in progress, and disseminate the project results to promote their uptake and increase the project's impact.

The plan will contain details of the actions implemented at the local, national and/or European levels. Also, a mainstream dissemination strategy is essential to achieve as high of an impact, visibility, and credibility as possible.

Strategy goals

The strategy goals are determined by and dependent on the project's main objectives. However, despite not being the same, the communication objectives are designed to help achieve SAMExperience's goals.

Therefore, the objectives of the dissemination and exploitation strategy are the following:

1   Enhancing the skills of each actor.

2   Involving each actor in the various initiatives of the project.

3   Creating information exchange flows between stakeholders, stimulating debate and implementing results.

4   Showing short and long-term benefits for HEIs, lecturers, students, and companies.

5   Contributing to developing a network in which information can be transferred in a clear, fluid, and secure way.

6   Promoting SAMExperience, thus creating the possibility for universities and companies (employers) to cooperate, share knowledge and create innovative training materials, matching theoretical knowledge with practical experience.

7   Making the produced materials and the results achieved throughout the SAMExperience project known and usable and ensuring the replicability of all SAMExperience outputs.

Visual Identity

The visual identity concerns the "ID" of something. From a managerial standpoint, it combines symbols and graphical elements to display the essence of an organisation. Specifically, it regards all the tools employed to identify an organisation, working team, or whatever, as well as the context in which it operates. In the case of the SAMExperience project, it refers to the Programme logo, the disclaimer, and the project logo.

Programme Logo

Unless otherwise agreed with the European Education and Culture Executive Agency (EACEA), all communication activities related to the action for which you received funding must acknowledge EU support and display the European flag emblem and funding statement below. The call and the project number must also be added.

Communication activities include all websites, media relations, conferences, seminars, and information material such as brochures, leaflets, posters, presentations, etc., in electronic form via traditional or social media.

You must also acknowledge EU support and display the European flag emblem and funding statement in all dissemination activities and on all infrastructure, equipment, vehicles, supplies or major results funded by the grant you received from EACEA.

Please note that additional visual identity rules apply to recipients of funding from Erasmus +.

The European flag emblem is the following:

The emblem and funding statement can be downloaded here: All official EU languages

The disclaimer

The disclaimer "*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the National Agency. Neither the European Union nor the National Agency can be held responsible for them*" must be used in any communication or publication.

You can find the other EU official language versions at the following link: https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

Acknowledgement

In case of scientific publications supporting the topic of SAMExperience, please remember to acknowledge the financial support from the Agency (EACEA), the project number and the project acronyms. Example: "Antonio Scrocco acknowledges financial support from the European Commission - Erasmus Plus Agency - EACEA. His contract is financed by the SAMExperience project - Grant Agreement n. 2023-1-ES01-KA220-HED-000157968".

"The authors want to acknowledge the support from the European Commission through the Erasmus+ project Grant Agreement n. 2023-1-ES01-KA220-HED-000157968, named "SAMExperience - Sustainable Alliance Manager: Learning Experience towards Collaborative Skills with Green Consciousness".

Also, remember that you shall comply with the journal's policy. Hence, if such policy limits the access to the publication, use the acknowledgement you have to submit for open access publication.

The project logo

The official SAMExperience logo is stored in the WP5 Folder on the official Google Drive Folder.

The project logo resulted from a study based on the keywords of the project: «Sustainable Alliance Manager», Collaboration, Green, Trust, Connections. On this basis, a set of 3 logos was submitted by UNIFG during the kick-off meeting for online voting by the partner colleagues, from where the most voted was logo number 1.

Logo #1

Logo #2

Logo #3

The logo study, along with several colours and applications of the logo, is in the official Google Drive folder. Here you can find it: Logo - Google Drive.

Why this logo?

1-   The shape of SAMExperience refers to the Globe, the typical symbol used in alliances.

2-   It is an impactful logo. It represents the most visible element, the globe, which contains a series of leaves representing green skills and strongly highlights connections through alliances, trust and collaboration.

3-   Blue represents security, equilibrium and trust. It is a positive colour and is also the colour most loved by people; to this end, it fully represents the goals of the SAMExperience project.

Dissemination activities and the target groups

The purpose of the dissemination plan is to formalise all dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and exploitation plan are:

● To establish and maintain mechanisms of effective and timely communication.

● Inform stakeholders of project developments and encourage interactions between them.

● To coordinate all levels and types of communication in relation to the project.

Key Messages

The project partners will develop the messages to be transmitted to several target groups. The main goal is to connect the different skills of the various subjects, producing common work material. This requires a clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project or network. The partnership should always agree on what is to be disclosed and how. Inconsistent facts, figures, emphases, and viewpoints are to be avoided.

Messages for different audiences

Once the target audience is defined, key messages can be identified. These will depend on the nature of the target audience. There may be a range of messages addressed to different audiences. When tailoring the message to different audiences, it is important to show the importance and relevance of the issue to link messages to specific values, beliefs, or interests of the audience, to understand what motivates the audience, and so be able to connect with the messages. It is also important to be culturally relevant and sensitive and to make messages as clear and memorable as possible. Therefore, messages will be clear and synthetic to reach each target in a direct and specific way and to show the importance of the connections between the skills of the involved subjects.

Building and maintaining dialogue with stakeholders

During the fulfilment of the SAMExperience project, partners produce tailor-made training materials in the form of e-learning modules. Data collected from target groups (that are stakeholders) will constitute a starting point to identify a sample of stakeholders to start engaging in a dialogue.

Monthly articles will be written and supplied through the official channels of SAMExperience: website, Facebook, and LinkedIn to inform the stakeholders. The SAMExperience website is a place

where people can find and share all materials that are always produced. Social media are the places where the audience is informed of project developments and the production of related outputs.

Planning of activities

Below is a brief description of the planned actions and their implementation for each project target group.

Target group 1: Academic community

Objectives

1-   To lead the academic community in understanding the limits and the needs for improvement and development of Sustainable Alliance Managers.

2-   To exchange and receive project feedback and stimulate debate among stakeholders.

3-   To spread training materials developed.

4-   To publish results on the project website and partners' websites and networks.

5-   To promote collaboration between HEIs and companies in business management/engineering because the training must come from their work in the field.

6-   To provide evidence of the scientific work that has been developed thanks to the project's cooperation.

7-   Provide teachers with new and actualised materials and content to apply in their classes and research

Communication practices

1-   Establish interdisciplinary cooperation links as a starting point for future professional activities (projects, contract work, consulting services, and development of flexible training schemes).

2-   Contact companies, higher learning, universities, researchers, students, and experts to gather as much experience and knowledge as possible from them.

3-   Creating a network of trainers who work together regionally.

4-   Enabling face-to-face exchanges to improve the training materials.

5-   Organising dissemination events to inform and interest teachers, researchers and trainers about the training materials and results from the project.

6-   Promoting the content of the e-learning courses.

7-   Promoting the obtained results from the project through different types of events: seminars, workshops, conferences, and others.

Dissemination products

1-   Project newsletter and publishing articles for technical journals, specialised magazines, existing channels of the partners, website, etc. Resources: project partners, created material itself, etc.

2-   Scientific articles (to conferences and/or scientific journals).

3-   Training sessions and e-learning modules

4-   Promoting the obtained results from the project through different types of events: seminars, workshops, conferences, and others.

Target group 2: Companies

Objectives

1-   To communicate to companies the importance of implementing the Sustainable Alliance Manager role.

2-   To communicate to employers the importance of collaboration with the academic community to reduce the gap between practice and theory and to introduce elements of innovation in the working practice of the company's life.

3-   To facilitate the employers' approach to the project outputs and make known the importance of providing advanced services for supporting the collaborative-green skills of the business management/engineering sector.

Communication practices

1-   Spreading focused information about the project and its results.

2-   Involving economic agents dealing with the project's business management/engineering sector and the business community.

3-   Present the project results to the business community and explore with them how the results can be exploited.

4-   Co-organizations of events are moments of sharing in which academics and students identify issues, results, and challenges to face together. As usual, HEIs organise such workshops. Companies are expected to attend the event to illustrate their experience since the time they started up.

Dissemination products

1- Develop the preparatory material for the project to spread information and enrol stakeholders.

2- Development of the project's newsletter and publications of articles for technical journals, specialised magazines, existing channels of the partners, website, etc.

3- Development of the project's website and Facebook and LinkedIn pages.

Target group 3: HE Students

Objectives

1- To foster the use of the project's training material.

2- To convince the new and young workforce to get prepared for the job market through the project's training course.

3- To enhance the students' new curricula in the view of the employers.

Communication practices

1- Presentation of the project during classes

2- Use of social media and the official website.

Dissemination products

1- The project's main features are the flyer, brochure, poster, and PowerPoint presentation.

2- Posts to be shared through the website and social media.

National and International Dissemination Conferences attended and Networks

We constructed this section with two needs in mind: 1) to reach the indicators as soon as possible, i.e., 11 attended or organised conferences; 2) to enable the WP5 leader to have ready-made material to produce news and social content, ideally even in advance of attended events.

Each SAMExperience university partner organises the national dissemination conferences to inform the SAM communities that the project is ongoing and point out:

During the 3-year cycle of the project, all the partners will be asked to provide a list of national and international conferences on project-related topics that have been attended, in which the SAMExperience features/findings/outputs will be publicly presented, and a list of academic and non-academic networks that could be interested in the project results.

These events will be listed and detailed in an appropriate excel file with two different sheets, that all partners can update. The spreadsheets are available here:

- All years (October 2023 - September 2026) - National and International Dissemination Conferences/Events (organized personally by SAMExperience's Project Partners): link
- All years (October 2023 - September 2026) - National and International Dissemination Conferences (attended by SAMExperience's Project Partners): link

Associated Partners

The SAMExperience consortium has already gathered the interest of many organisations that, even during the project preparation phase, asked to receive information and support the activities. These organisations are (GDrive link):

Name of the associated partner organisations	Country	Contact person	Type of organisation
CETEM (Technologic Centre of Furniture and Wood)	Spain	Almudena Munoz Puche	Technologic Centre
Area Nuova	Italy	Federico Mennella	University student association

Networking and connection with related projects

Networking plays an important role: it allows us to extend knowledge and build connections with other related projects. For this reason, it is fundamental to keep up and to contribute actively, for example, through the official website, adding under "news" as many articles, initiatives, and achievements as possible that are inherent to the topics of the project. Our followers will be allowed to increase their knowledge, and at the same time, we will show that SAMExperience is not an isolated product. According to this, all partners will prepare relevant material/links and provide them to the University of Foggia, which is responsible for the website's updates The University of Foggia will verify and update the page monthly.

SAMExperience Official Website and Social Media channels

How to use SAMExperience's official website, Facebook and LinkedIn

Social media are the channels through which the target groups are kept informed of the development of SAMExperience activities. All the project partners can stimulate social media use by sending a message to the University of Foggia as either an article or a simple post for social media.

The official project website can be found at the following link: https://samexperience.eu/

The guidelines for the management of social media are the following:

- **All the partners, in turn of 1 month (see the calendar available here), will prepare:**

−   One article (max 2.000 characters) and one image. The content will be shared on the website. It will also be adapted to:

−   1 post on Facebook

−   1 post for LinkedIn

−   Other social media (Research Gate) would be used if necessary

- **The content should refer to:**

−   Project-related activities/news

−   Other relevant and interesting content related to the project's topic

- **Images:**

−   Select a picture free of copyright (e.g. you can use the website at www.pixabay.com; unsplash.com).

- **Texts:**

–   They should be sent to the University of Foggia for uploading the content on the website and sharing them through the official social media accounts.

Quarterly newsletter

To gather the contributions of all those involved in the project and from stakeholders. The newsletter will be useful for reaching key actors, decision-makers, and the public. The University of Foggia collects articles from partners, prepares the newsletter, and finally sends it to the project mailing list via Mailchimp service.

Dissemination Managers

DISSEMINATION MANAGERS		
Project Partner	**Name and Surname**	**Email address**
MUE	Olatz Diego	odiego@mondragon.edu
LBC	Modestas Vaikšnoras	modestas.vaiksnoras@ltvk.lt
WUT	Sebastian-Aurelian Stefaniga	sebastian.stefaniga@e-uvt.ro
UEKat	Karolina Szymaniec-Mlicka Sylwia Słupik Monika Cukier-Syguła	karolina.szymaniec-mlicka@uekat.pl sylwia.slupik@uekat.pl monika.cukier-sygula@uekat.pl
UNIFG	Anna Romagno	anna.romagno@unifg.it
RESOLVO	Francesca Pratesi	francesca.pratesi@resolvo.eu

Dissemination Trackings

How to keep track of the Dissemination activities carried out

Detailed record keeping of all dissemination activities, its target audience, and the impact made is fundamental to justify the WDs accounted for in WP5. Unifg prepared and shared a Dissemination Tracking document, which each partner should update with dissemination activities carried out during the project's lifetime

We need to collect any feedback and register them.

Procedure:

1   Find the folder in Google Drive "Dissemination and Exploitation (WP5)";

2   Go to the Dissemination Trackings folder and find your partner document named "SAMExperience_PARTNER_Dissemination Tracking";

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3   Fill in the information required in the dissemination tracking document; each partner can create a folder to upload other dissemination materials (e.g., conference proceedings, photos, attendance lists, programmes/letters of invitation, brochures, etc.).

Quantitative and qualitative indicators

Quantitative Indicators for Project Website:	Target:
n. of unique visitors	400 per year
n. of project references in other websites	15
n. of news posted	36 (1 per month)
n. of videos posted	6 (2 per year)
Quantitative Indicators for Social media accounts	**Target:**
FB: n. of followers	400
FB: n. of posts	36 (1 per month)
LinkedIn: n. of group participants	120
LinkedIn: n. of post	36 (1 per month)
Quantitative Indicators for Newsletters	**Target**
n. of newsletters	12 (4 per year)
n. of newsletters subscribers	100
Quantitative Indicators for Webinars	**Target**
n. of webinars organised	> 6
n. of participants to the webinars	> 150
Quantitative Indicators for Scientific Papers	**Target**
n. of academic publications (journals, conference papers)	3
Quantitative Indicators for Conferences/Events	**Target**
n. of Conferences /events organized/participated by HEI partners at national level	11
n. of International Conferences organized by the Lead Partner	1
n. of total participants to the SAMExperience events	400
Quantitative Indicators for Challenges from SMEs	**Target**
n. of challenges from SMEs companies working in the manufacturing sector	12