

DISSEMINATION PLAN AND STRATEGY

ExCurS - An Excellence based Curriculum for the Improvement of LEAN & Green Management Skills in SME

ExCurS (2022-1-ES01-KA220-VET-000086786).

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Project Partnership

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1. INTRODUCTION

The present document consists of the dissemination plan and strategy of ExCurS project, a strategic partnership funded by Erasmus+ Programme.

First, in **section 1** we will introduce ExCurS and its aims, and then we will focus on the planning process and strategy serving the dissemination and exploitation of the project's results. **Section 2** outlines the dissemination and exploitation activities that will showcase the work being done as part of ExCurS project; **section 3** identifies the main target audiences of dissemination, and **section 4** the channels and tools for promoting and sharing the project's results, lessons learned and outcomes; finally, **section 5** addresses the planning process that will ensure effective implementation of the dissemination activities by the beneficiary and its partners.

1.1. The ExCurS Project

Promotor	GAIA – Asociación de Industrias de Conocimiento y Tecnología, Spain		
Partners	▪ IBK Management Solutions, Germany ▪ Irish Work Study Institute Ltd, Ireland ▪ Hochschule Reutlingen Technikwirtschaftinformatikdesign, Germany ▪ Sveučilište u Splitu, Croatia ▪ Mindpedia, Romania		
Start date	01-12-2022	End date	30-11-2025 (36 months)
Action	KA220-VET - Cooperation partnerships in vocational education and training		

The **ExCurS**, an Excellence based Curriculum for the Improvement of LEAN & Green Management Skills in SME with the reference 2022-1-ES01-KA220-VET-000086786 is a Cooperation partnerships in vocational education and training, financed by the European Commission within the Erasmus+ Programme.

ExCurS aims at adapting vocational education and training to labour market needs my allowing on a bespoke match of organisational needs for skills and knowledge for a strategic growth with the personal development plan of individuals based on assessing existing and future potentials.

For the individuals this helps in creating upskilling pathways, improving accessibility and increasing take-up of adult education (C-VET) and for the company ExCurS supports their

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fight against climate change and maintain the environment by focussing the training offers on a Curriculum for the Improvement of LEAN & Green Management Skills in SME.

ExCurS will deliver a Work-Based Blended Learning concept realised by an online platform, which can be implemented and used by any stakeholder.

Concrete results of the project will be:

Output 1:

- 1) A mapping of a wide range of techniques and approaches against the criteria and part criteria of the Excellence Model to close possible existing gaps towards defined target conditions and to match available trainings
- 2) A user-orientated approach to define existing gaps and derive a roadmap based on environmental sustainability.
- 3) A fast and easy to use self-assessment based on the 5 Leonardo da Vinci projects of the SAETO Group (Self-Assessment for Education and Training Organisation) but updated to match the new EFQM 4,0 Model & Green Deal policy instruments.

Output 2:

- 4) A Blended Learning concept for managers and staff, based on Work Based Learning (WBL) principles
- 5) Trainings to build up the respective professional, cognitive and digital competences for economically and environmentally sustainable SMEs
- 6) Trainings to support home-office by providing different strategies, to provide new ways of socializing within online work environments and to manage work life balance when using home-office and digital tools

Output 3:

- 7) A validated Online Platform including self-assessment tools, best practice roadmaps as well as trainings on regional, European, organisational and individual level
- 8) Library, Glossary (definitions), trainer guidelines & documented use cases

1.2. Dissemination Plan & Strategy

The **Dissemination Plan and Strategy** is intended to provide a common ground and understanding on promotion and communication issues for the ExCurS project as a valuable outside tool.

Dissemination is a horizontal activity of the project focusing on making the results of ExCurS project visible to a wide range of existing or potential stakeholders, especially

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the end-users, the target groups and the key-actors that can implement its use. To achieve this outcome, the project will use different communication channels between the project partners themselves as well as with the wider community.

Dissemination in the context of our project and as defined by the European Commission is *“a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors.”*¹ As such, dissemination can be understood as a planned process of promotion and awareness raising – of “marketing” the project – to an audience beyond the project consortium. Dissemination goes hand in hand with the **exploitation process** – the use of the project’s results at different levels, during and after the project. Exploitation is mostly associated with the sustainability of the project after its conclusion, ensuring that the main products of a project are used by its target groups and are transferred to other contexts (countries, sectors, etc.).

The Dissemination Strategy will be implemented during the lifetime of the project and after its completion, striving to answer the following questions:

- 1) **What to disseminate**, including the types and levels of activity to be undertaken as part of the dissemination plan;
- 2) **When to disseminate**, in order to ensure that the timing of activities is appropriate;
- 3) **To whom** – the audience/ target group for dissemination; and
- 4) **How to disseminate**, including setting a dissemination budget with the appropriate resources (such as personnel and materials).

All the partners will receive the plan in order to implement the activities established for each of them in the Dissemination and Exploitation Plan. Furthermore, each partner will receive reporting dissemination tools and they will be responsible to provide information on any foreseen or finalised dissemination activities to the dissemination and exploitation activities coordinators (GAIA and IWSI) on a quarterly basis (see annexes 1 and 2).

The coordinator will be responsible for collecting all the information and produce the “Dissemination and Exploitation Actions report”. This will be a document that lays out all the dissemination and exploitation activities and their impact in the ExCurS publicity,

¹ DG EAC Strategy for the Dissemination and Exploitation of Programme Results, 30 March 2015. Available at https://eu.daad.de/medien/eu/MT/strategy_for_dissemination_of_programme_results.pdf

awareness and assimilation of information. The report will provide key insights about the externalities and the internal communication activities intensity.

Dissemination and exploitation activities will be implemented in different modes in order to maximise their impact. However, to enhance and fully capitalise on the dissemination and exploitation potential in a systematic way, a dynamic strategic approach will be taken.

The ExCurS partnership will start to **INFORM** the stakeholders about the subject and “spread” information about the project, using the partners’ network, partners’ website, and dedicated project website.

The next step will be the **PROMOTION** focused on the content for specialists or persons directly working with the subject.

DISSEMINATION activities contribute to the general objectives of the project by coordinating the dissemination activities of the partners to generate the aimed for impact both during and post-project.

The main result will lie in a high visibility and a well-recognised expertise for the project results and the developed tool and training solution. This will be essential for keeping the solution alive in the non-funded post-project times.

Plans, ideas and visions will be clarified and redefined, when necessary, in reviews throughout the project. As activities become clearer, the realistic potential for long-term exploitation activities can be better understood and defined, ensuring that results can be used in the most optimal ways.

The dissemination & exploitation plan is the following:

Activities	
1.	Creating project’s Corporate, implementing and continually updating a website, publishing quarterly project newsletters and other dissemination materials
2.	Developing a BMC and Communication Plan for the sustainability and further dissemination and maintenance of the project results
3.	Dissemination via regional workshops & seminars, as well as via international conferences & exhibitions
4.	Scientific and business publications in relevant media
5.	Organising and running a conference on the project results near the project's end

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Each partner in each country will promote ExCurS in their own national context. The partners are not only committed to using this system themselves, but also to providing materials developed inside or outside the project to other users in their country.

ACTIVITIES & TASKS	STEPS	WHO?	WHEN?
Develop the dissemination plan	GAIA prepares a draft and presents it to the partners; partners provide feedback and GAIA finishes the plan.	GAIA, with support of all partners	ONGOING
Develop the visual identity of ExCurS project	GAIA develops the visual identity (logo, document templates, power point, and presentation template).	GAIA	January 2023
Develop and monitor the project's website	GAIA presents a template for the website and uploads the project's information; partners provide feedback on structure and content. GAIA monitors the information to the project website.	GAIA GAIA	ONGOING
Update the information about the project activities on own website and/or websites in the field	Each partner makes informative materials regarding ExCurS project activities and results.	ALL partners	During the execution of the project
Publishing quarterly project newsletters and other dissemination materials	GAIA will produce and spread regularly a newsletter with the developments and the main progress of the project.	GAIA with support of all partners	During the execution of the project
Developing a BMC & Communication Plan	IWSI will develop a BMC and CP for the sustainability and further dissemination and maintenance of the project results	IWSI with support of all partners	Feb 24 – Nov 25
Distribute online information about project	Partners will upload, on their organisations' websites, information about the project, its objectives and	ALL partners	During the execution of the project

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	results, for dissemination outside the partnership.		
Disseminate in social networks	Partners will use any other opportunities for dissemination on social & business networks, blogs webinars, LinkedIn, EU or other platforms.	ALL partners	ONGOING
Disseminate the project at other events	Partners will disseminate the project during other events such as conferences, seminars, workshops; prepare the presentation, informative materials and other promotional materials to share.	ALL partners	At events
Dissemination report	GAIA will develop the dissemination and exploitation report template with feedback from partners. Each partner will make a report for each dissemination or exploitation activity and send it on a quarterly basis to GAIA; GAIA will receive reports for each activity and compile the final report.	GAIA All partners GAIA	ONGOING During the execution of the project
Scientific and business publications in relevant media	Publications and relevant articles about the project in specialized media	IWSI	Jun 23 – Nov 25
Organization a Final ExCurS Project Conference	Organisation and running a conference on the project results	IWSI	Nov 25

2. Dissemination CHANNELS

A variety of online and offline channels have been identified and tools have been devised in order to communicate with the target groups, with the ultimate objective to engage them by creating awareness, interest, desire, and action.

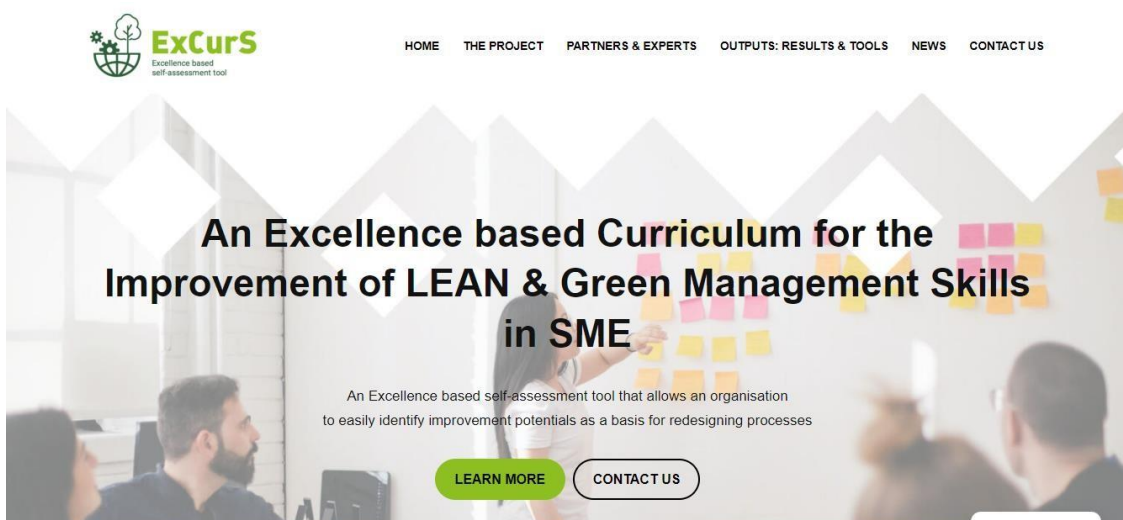
2.1. Logo

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2.2. Website



www.ecurs.eu

Websites constitute a very good channel for information dissemination especially towards the general public. The website of the project is the front end, i.e., the public image of the project. It allows users to readily collect on-line information about the project and about issues, which might be of interest to stakeholders.

GAIA is responsible for the development of the website proposal. Partners will provide feedback regarding the structure, content and design. The website will be designed including the following items:

- Project description and objectives
- Expected results.
- Outputs
- News: Dissemination and Events

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- Partners & Expertise

The webpage is in English language. It will serve the dissemination of the project and all its results to a wide audience and virtual communication.

2.3. Social networks

Partners will use any other opportunities for dissemination on Social & Business Networks, blogs, webinars, LinkedIn, EU or other platforms.

News, informative materials and pictures about ExCurS project's implementation will be uploaded.

Twitter: @ExcursProject

LinkedIn: ExCurS Project

3. Dissemination ACTION PLAN

The partners, IWSI and GAIA will coordinate project's dissemination and exploitation of results. All the partners will be responsible of searching the best opportunities and means to promote the project.

Each project partner will assign the staff involved in the promotion and dissemination activities to implement the dissemination activities.

Each project partner will also be responsible for planning ahead any dissemination opportunity during the lifespan of the project, by filling in the **Dissemination Actions Planning Form (Annex 1)**.

Responsibility for dissemination actions:

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ACTIVITIES & TASKS	STEPS	WHO?	WHEN?
<i>Develop the dissemination and exploitation plan</i>	GAIA prepares a draft and presents it to the partners; partners provide feedback and GAIA finishes the plan.	GAIA, with support of all partners	February 2023
<i>Develop and monitor the project's website and other dissemination materials</i>	GAIA presents a template for the website and uploads the project's information; partners provide feedback on structure and content.	GAIA	Feb - March 2023
<i>Update the information about the project activities on own website and/or websites in the field</i>	Each partner makes informative materials regarding ExCurS project activities and results.	ALL partners	ONGOING
<i>Organise the Short-term joint staff event</i>	A general progress meeting of the project will take place in Spain (Bilbao), and it will be focused on developments of the project, future partners needs and planning next steps to deliver engaged outputs on time.	GAIA	May 2023
<i>Distribute online information about project</i>	Partners will upload, on their organisations' websites, information about the project, its objectives and results, for dissemination outside the partnership.	ALL partners	ONGOING
<i>Disseminate in social networks</i>	Partners will use any other opportunities for dissemination on social & business networks, blogs webinars, LinkedIn, EU or other platforms.	ALL partners	ONGOING

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<i>Disseminate in ExCurS social networks</i>	GAIA will create ExCurS own social media (twitter, LinkedIn..) for dissemination the activities, publications, events, progress, news, etc	GAIA	ONGOING
<i>Disseminate the project at other events</i>	Partners will disseminate the project during other events such as conferences, seminars, workshops; prepare the presentation, informative materials and other promotional materials to share.	ALL partners	At events
<i>Dissemination report</i>	GAIA will develop the dissemination report template with feedback from partners. Each partner will make a report for each dissemination activity and send it on a quarterly basis to GAIA;	GAIA	ONGOING
		All partners	Quarterly
	GAIA will receive reports for each activity and compile the final report.	GAIA	Nov 25

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4. Dissemination TARGET GROUPS

ExCurS aims in particular at the **target groups of SMEs**, as digital transformation requires many different changes and creates a need for new work tools since digital information processing substitutes analogue information processing based on the huge amount of data being created nowadays which leads to a need for the qualification of employees being competent enough handling those new work tools.

SMEs run the risk of waiting too long with the migration towards smart systems and their digitization, or pursue no holistic approach for operational improvements or possible impacts on their business model.

Since every partner will integrate the projects results into their daily work there will be different target groups addressed.

Consequently, by integrating it into the curriculum students are made aware of the topic of digital transformation and the significance of professional competence in this area. In addition, VTEs are able to improve their training offers due to integration of the Projects results.

ExCurS will take account of the following factors – identified as “**Internal stakeholders**”: Staff and students of the participating HEI & VET and “**External stakeholders**”: Any agent with a direct interest in the LEAN & Green topics.

ExCurS’s primary expected impact will be a **LEAN & Green Management Skills training programme to be used in HEI and C-VET context** promoted through new organisational and a pedagogical framework based on the use of self-assessment tools for company specific delivery, guidelines and resources. **Trainees** will be able to analyse their own training needs to fulfil their personal development goals.

They will learn new skills and gain a greater appreciation and understanding of how to improve their impact in the environment and support their current or future organisation contribute better to environmental sustainability.

Other relevant stakeholders: ExCurS methodology and training modules tools will be released open source and the software modules as Freeware. All modules will be promoted amongst other **HEIs, VET Providers, Professional Bodies and other Business**

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Associations.

5. Dissemination MONITORING & EVALUATION

The Dissemination Plan lists all tools & channels planned to use and also schedules the activities and allows for monitoring of progress. The effectiveness of dissemination actions largely depends on communication effectiveness.

Qualitative and quantitative indicators will be used to measure the level of the achievement of the Dissemination, Exploitation and Impact of the project:

- Number of academic or professional papers accepted for publishing: 3 or more
- Number of contributions to in-house information systems: >20
- Number of sites with links to the project page: >20
- Number of postings in groups in relevant social media (LinkedIn, XING, ResearchGate ...): >30
- Number of dissemination events done: >11
- Number of participants to the events organised locally: >150
- Number of conferences and "trade shows" the project results are presented: 3 or more

It is important that all partners keep an accurate record of the communication activities they carry out in the framework of the project. All dissemination actions must be collected and integrated in one framework to facilitate effort coordination, avoid overload of channels and audiences and keep track to actions already perform.

All partners of the project should complete document “Dissemination actions monitoring form” (see annex 1). This instrument covers the following fields:

- **Date.** When was it disseminated: the day and time (or period, if necessary) of the action;
- **Content.** What was disseminated: the information displayed or what was communicated (summary of the project, activities, research, general information about project...);
- **Audience.** To whom (person, organisation...) was it disseminated: the number of recipients and the geographic level (from local to EU: national, international,

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regional) of the audience;

- **Place of information.** Where the information can be found (magazine, website...);
- **Communication tool.** How was it disseminated: what tool/channel was used to communicate (website, conference, meeting, speech, seminar, newsletter, workshop, email, publication, presentation, ...);
- **Type of document.** Type of support used to disseminate (Text, press release, presentation, verbal...);
- **Evidence.** Proof of the dissemination action (photo; list of participants; link to article, link to Facebook, website, print screen of information in internet, power point, etc.).

All dissemination actions have some basic **principles of effective communication**:

- 1) **Targeted:** in order to be effective, communication activities have to be designed/adapted so that they are appropriate for each target group. This includes the selection of content, presentation of content, its presentation (e.g. language used) and channels it is transmitted.
- 2) **Ongoing:** communication of the project is a continuous activity.
- 3) **Interactive:** communication has to be vertical oriented (top-down and bottom-up) and horizontal oriented (network of communicators).

Effective communication must be flexible to adjust to the project's developments and requires the involvement of all partners. Dissemination Plan should be considered as a working document setting the ground for actions to be taken, but open to changes. It is not a static document but will change in response to events, as the project is implemented. All project partners are encouraged to provide input and feedback.

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Annex 1- DISSEMINATION ACTIONS MONITORING FORM

Partner organisation	Reporting period		Last updated
	From	Until	
	DD-MM-YYYY	DD-MM-YYYY	DD-MM-YYYY

DATE	CONTENT <i>What was disseminated: the information displayed or what was communicated (summary of the project, activities, research, general information about project...)</i>	AUDIENCE			PLACE OF INFORMATION <i>Where it can be found: magazine, website...</i>	COMMUNICATION TOOL <i>What was the tool used to communicate: website, conference, meeting, speech, seminar, newsletter, workshop, email, publication, presentation, oral...</i>	TYPE OF DOCUMENT <i>(text, press release, presentation, verbal...)</i>	Evidence: <i>photo; list of participants; link to article, link to FB, website, print screen of information in internet, power point, etc.</i>
		TO WHOM <i>(person, organization...)</i>	NUMBER	LEVEL <i>(national, international regional)</i>				
1.								
2.								
3.								

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DATE	CONTENT <i>What was disseminated: the information displayed or what was communicated (summary of the project, activities, research, general information about project...)</i>	AUDIENCE			PLACE OF INFORMATION <i>Where it can be found: magazine, website...</i>	COMMUNICATION TOOL <i>What was the tool used to communicate: website, conference, meeting, speech, seminar, newsletter, workshop, email, publication, presentation, oral...</i>	TYPE OF DOCUMENT <i>(text, press release, presentation, verbal...)</i>	Evidence: <i>photo; list of participants; link to article, link to FB, website, print screen of information in internet, power point, etc.</i>
		TO WHOM <i>(person, organization...)</i>	NUMBER	LEVEL <i>(national, international regional)</i>				
4.								

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