



D8.1 – DISSEMINATION AND EXPLOITATION PLAN

WP8 – DISSEMINATION AND EXPLOITATION OF PROJECT RESULTS



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1 DISSEMINATION AND EXPLOITATION STRATEGY

WP8 is a pivotal set of integrated activities of the project aiming at raising awareness and utilization of outputs and knowledge and practices generated during the project, as to create impact during and after its implementation.

This WP will play a key role **in ensuring that the project results will have an effective and long-term impact** on all the stakeholders project partners and on the European Furniture sector companies and workers.

Promoting and disseminating is an important and integral part of the project.

The dissemination strategy includes promotion and awareness-raising activities.

Dissemination in general is a planned process of providing information to the target groups and key actors in regard to project process, activities and results by the use of different dissemination channels at local, regional, national, EU and international level.

The main objectives of the Dissemination activities are:

- ✓ promote and raise awareness about the project contents.
- ✓ successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support.
- ✓ convince individual end-users to adopt and/or apply the results, also after the project has ended.

The dissemination strategy is:

- ✓ Identify the different target groups that can benefit from or can contribute to the project activities and outcomes.
- ✓ Identify the most relevant outcomes and outputs that the project will produce and circulate the results.
- ✓ Identify a series of communication products and activities, both at Partners' and project level, which will be produced/implemented during and after the project lifetime.

Exploitation of the project:

A total amount of nr. 18 workshops (6+6+6) will be organised as follow:

+ WP5: present and validate the whole methodological approach and curriculum, and recruit SMEs and learners;

+ WP6: pilot the Full Qualification and CPD learning modules and the Digital Learning Platform.

This bottom-up dimension will allow a significant exploitation, deeply grounded on the understanding of local stakeholders' expectations, concerns and suggestions. The development of a Digital Platform will enable to deliver elearning and OER materials among trainees and trainers, building up a community suitable for sharing knowledge and practices. The piloting will be implemented in all the 6 countries of the project. The proposed curriculum will be included into sectoral VET curricula and training offer and further accredited.

For assuring post-project exploitation of results, a European Sectoral Qualification and Training Network (WP7) will be proposed/offered to be formed by all project partners and the Advisory Board. After the completion of the project, the Network will focus on common work and cooperate on exploitation of project results and the creation of new sectoral projects for VET skills needs. The creation of a strategy and related action plan is intended to foster commitment to the accreditation of the developed training offer.

A focused communication and dissemination process will target various stakeholders and enhance exploitation, including the presentation of project outcomes and results at sectoral events (fairs, competitions, conferences, VET meetings, etc.).

1.1 OBJECTIVES

The **dissemination objectives** are:

- Delivering a **communication strategy able to properly reach all the target groups with** specific and relevant messages.
- Creating a significant identity/image of EQ-WOOD and promote the project and its results to target groups and stakeholders.
- To identify and provide an appropriate set of communication tools able to **reach effectively all the target groups**.

- **To implement the appropriate actions and initiatives**, as foreseen in the dissemination plan, to disseminate the project outcomes and outputs among the different target groups.

- To disseminate the **project outcomes and outputs as widely as possible starting from** the furniture sector stakeholders at local, national and European level.

- To assure long-term impact of the results and knowledge produced by EQ-WOOD to the other project and policies for further development of qualifications and VET provision in the wood and furniture industry.

1.2 STAKEHOLDERS

The EQ-WOOD Project directly addresses six categories of target groups: three are final beneficiaries and three represent the project partnership.

Among the final beneficiaries:

- **Learners (indicatively young people and adult workers)** who will participate in the training paths proposed by the project;

- **Trainers, teachers and tutors from VET provider organisations** which will deliver the training courses;

- **SMEs** that will collaborate in the project implementation;

Among the partner's categories:

- **Representative organisation of the woodworking and furniture industry;**

- **Training organisations** that will innovate their capacity to deliver training;

- **Innovation support centres** that will play a key function in detecting skills gaps related to innovation and to shape or maintain new qualifications;

1.3 INDICATORS

The dissemination activities have to help to reach all target group as the following numbers of entities/people.

It is important to highlight that each companies association reached will multiply the dissemination effects.

Target Groups	Number of contacts across EU
Learners	> 120 (60/80 young people and 40/60 adult worker)
Trainers, teachers and tutors from VET provider organisations	> 24
SMEs	> 40
Representative organisation of the woodworking and furniture industry	All representative organisation of the woodworking and furniture industry partners's
Training organisations	All training organisations that participate at the project
Innovation support centres	All innovation support centres that participate at the project

Indicators about Exploitation:

+ Full Qualification and CPD Modules (with learning materials, learning outputs and fixed framework or hours of learning and training): both modules will be sent to CEDEFOP to be evaluated and commented;

- 12 pilot trainings (6+6) for a total amount of 120 learners (60/80 young people interested in a career in the woodworking and furniture sector + and 40/60 sectoral adult workers): both type of pilot training will include use of the Digital Platform as an advanced ICT-based supporting didactic tool;

+ Digital Platform and Project Website: they will quarterly measured through the use of proper tools (e.g. Google Analytics + tools specific to the Digital Platform to develop) intended to provide statistics and relevant inputs to measure engagement with the outputs and their contents;

+ Quality assurance: WP leader will prepare templates for quality assessment and expect to receive min. 50 feedback from trainees, and 6 feedback by each country piloting organization/trainers;

+ IPR Agreement: it will help project exploitation by determining intellectual property rights of project results;

- + Letter of intent to be signed to set up the European Sectoral Qualification and Training Network: number of promoters
- + Nr.6 proposals and commitment to accreditation (implemented after the project) of the Innovation Advisor curriculum in project countries
- + Final conference/ Nr. 5 National Conferences: number of attendees and inputs/feedback collected

1.4 DISSEMINATION MATERIALS

A first draft of dissemination products that the partnership will produce or exploit is the following:

- Communication Toolkit and Materials (Logo, font, colors, templates, headed paper for flyers and leaflets, press-release format, reporting format);
- Project Website (constant online presentation and dissemination of the project progress and results);
- Social Media activities (Facebook page, LinkedIn group, YouTube project account);
- Newsletter
- Participation in Events (e.g. congresses, conferences, workshops, other dissemination and networking events, etc.);

A specific Social Networks Campaign will be planned and implemented to reach the youngest potential users of project outputs.

The partnership will publish 9 e-Newsletters in order to present **relevant information about the project implementation, activities and results** in order to improve the interest of the project target groups in the project.

The leaflet, press notes and the e-Newsletters will be sent out to, companies and professionals that can take advantage of the project outputs and thus support the project impact across Europe. All partners will contribute to this by sending these materials to their relevant contacts, including press media, within their country and across Europe. In this framework, in addition to these contacts, each partner will have to create its own list of key contacts of stakeholders from their country or from across Europe and will strive to make links with these organizations for increasing the impact of the dissemination and exploitation activities.

The translations of some of these materials will be delivered by project partners according to their country of origin and according to the real and specific need for them.

The languages will be: English, French, Italian, Spanish, Hungarian, Bulgarian, Belgian



1.5 DISSEMINATION EVENTS

The partners will organize a local/national Dissemination Event involving relevant target groups representatives with a special attention on potential end users, stakeholders (public and private) and local media.

These dissemination events aim to **involve as well all target groups representatives at European level** and make them aware of the possibility and the benefits of using the project outcomes and results.

They will present the project outputs, support their dissemination and future exploitation.

The exact dates will be decided by each partner on the base of their availability and in relation to the presence of relevant meetings or events external to the project, which can attract local and national sector stakeholders.

In all these events EQ-WOOD- National Networks will have a great role in supporting the involvement of regional and national stakeholders and possible final users.

In each country of the project's partners, it will be organized during the implementation phase of the project a public event aiming at the dissemination of the project objectives, activities and results to a wide public, including target groups and stakeholders at local and national level.

- a) Italy/FLA-CONFORM
- b) Belgium/Woodwize-Innovawood ASBL
- c) Hungary/Magyar Butor es Faipari Szovetseg
- d) Spain/AIDIMME
- d) Bulgaria/BBCWFI-ITPIO
- e) France/CCI Lyon-IPRA



2 PROJECT DISSEMINATION, COMMUNICATION AND PUBLICITY STRATEGIES

2.1 ENGAGING ALL PARTNERS – INCREASING THEIR COMMITMENT TO PROJECT COMMUNICATION

Dissemination activities have the ability to disseminate knowledge in a local or national context by creating project awareness for a specific period of time. By engaging all partners in the dissemination and communication processes, the project makes sure that the awareness of project activities and results is increased. Thus, each partner is encouraged to participate in national, local and regional events and to create awareness of the project. Stakeholders and interested parties can also participate in this process.

2.2 STRENGTHENING THE ABILITY OF PARTNERS TO UNDERTAKE INITIATIVES

For dissemination to be effective, it is important for all partners to actively engage in the dissemination activities. This will be specifically stated and its importance will be communicated during technical meetings when relevant discussions emerge. The dissemination material should be put into good use according to the opinions of each partner individually.

Workshops and other dissemination activities can be organized according to local, national, as well as EU needs according to the opinions of individual partners and organizations.

SOCIAL MEDIA The project also has a twitter account (@EQWOOD) and LinkedIn (@EQWOOD). By using the project's social media hashtag (#EQWOOD) as well as all partners' individual accounts, we aim to reach Open Data experts, technology providers, industry associations, and other related European projects. Moreover, we are going to share project content, to participate in related conversations and to generate hashtag, as needed.

2.3 GETTING FEEDBACK FROM STAKEHOLDERS

Several techniques that have been described in the good dissemination practices give the possibility of getting feedback from stakeholders. Direct emailing with stakeholders can act as a motivator for stakeholders to express their views on subjects of their concern in regard to the research that is being carried out or any other issue pertaining to the EQWOOD Project.

2.4 READJUSTING DISSEMINATION PLAN ACCORDING TO NEW DETECTED/UPCOMING NEEDS

Project partners will make efforts to keep dissemination of the project targeted, effective and up to date. If there are needs for greater efforts in disseminating to a specific stakeholder group or in using a specific tool, this is going to be discussed among partners. Should such a case arise, re-adjustments of the partners' dissemination plan according to needs are going to be suggested.

3 EXPLOITATION OF THE OUTPUTS

All public project outcomes will be freely available in the Digital Platform (WP6) and Project Website through links to the Digital Platform (WP8), as well as through links on the websites of project partners. Web link for their download will also be presented in presentation for Executive agency's dissemination platform for Sector skills alliances.

Restrictions will only be applied to parts of the output that were originated by partners before the project and/or are protected by pre-existing Intellectual Property Rights. In general terms, EQ-WOOD fully complies to the Paris Declaration on OER (UNESCO 2013) and supports maximum diffusion and access to its learning resources. Specific conditions for access, reproduction or modifications will be specified as soon as the learning resources are assembled and reviewed after the pilot testing. Contents will be uploaded to host servers for 5 years from the start of the project.

Further information will be detailed in the IPR Agreement (WP8).

The project enhances digital integration of learning activities and through permanent e-learning facilitates access to a plurality of Open Educational Resources that will allow large quantities of users to maintain their strategic sectoral skills. This strategy will lead the partnership to implement the guidelines of the UNESCO World Congress for open educational resources (OER), held in Paris in 2012, that:

1. Encourages knowledge and use of OER in order to:

- expand access to education at all levels, both formal and non-formal, in the perspective of a learning lasting a lifetime;

- improve both the cost/efficiency and quality of teaching and learning, through wide use of open educational resources;
2. Promotes the use of information and communications technologies (ICT) in order to:
 - improve media literacy and education and encourage the development and use of teaching resources in open digital standards;
 3. Strengthens the development of OER strategies and policies to produce and use OER within broader strategies for advanced education;
 4. Promotes understanding and use of open licence structures to:
 - promote greater dissemination and involvement of the general public in using educational materials developed and visual thinking techniques, to standardize and simplify content through uniform languages that use cognitive maps, diagrams, animations, tests and games, in line with very different learning models. Free access to these resources, available in many languages, will facilitate use of these materials in other contexts beyond those of the partnership facilitating strategic alliances of their use and applicability.

The use of OER by the public will be facilitated by the use of web and social media (Facebook, LinkedIn and YouTube), as well as n.9 project newsletters that will allow to reach a broader audience.

4 DISSEMINATION AND EXPLOITATION TIME PLAN

Dissemination time plan is an on-going process. It was initiated at the kick-off meeting and it will be upgraded constantly with the participation of all the project partners.

OUTPUTS	NUMBER	DEADLINE	DESCRIPTION	NOTE	RESPONSIBLE
Dissemination and Exploitation Plan	D8.1	M3	Detailed plan to define and implement all the dissemination and exploitation activities.		FLA
Communication Toolkit and Materials	D8.2	M3	Following the guidelines set with the Dissemination Plan, it will be defined and created a Communication toolkit including Logo, font, colors, templates, headed paper for flyers and leaflets, press-release format, reporting format.	100 copies of flyers for each country It will be public in the partners's mother tongue: English (All), Italian (FLA,Conform), Hungarian (Magyar Butor es Faipari Szovetseg), Bulgarian (BBCWFI-ITPIO), Spanish (AIDIMME), French (CCI Lyon-IPRA), Belgian (Woodwize-Innovawood ASBL)	FLA/ All partners all partners translate in their country language
Project website	D8.3	M6	Project website and its maintaining, with inputs from all the partners. It will present information about the project, its implementation, the partners and the project results and activities.	The website structure and majority of contents will be in English. The static information will be available in the following languages: English (All), Italian (FLA,Conform), Hungarian (Magyar Butor es Faipari Szovetseg), Bulgarian (BBCWFI-ITPIO), Spanish	FLA/ all partners translate in their country language the static informations



D8.1 – DISSEMINATION AND EXPLOITATION PLAN (V0)

				(AIDIMME), French (CCI Lyon-IPRA), Belgian (Woodwise-Innovawood ASBL)	
Social media activities	D8.4	M7	Social networks communication in order to involve a wide number of target groups and stakeholders of project through a Facebook Page and LinkedIn group using #EQWOOD	Partners will be committed to contact and inform at least nr 200 users among the envisaged accounts (Facebook, LinkedIn, Youtube)	FLA/ all partners translate in their country language
Newsletters	D8.5-6-7-8-9-10-11-12-13	M4-8-12-16-20-24-28-32-36	Newsletters to present relevant information about the project implementation, activities and results in a way able to attract the attention and the interest of the project target groups.	nr.9 newsletters in English and translated in the national language for each participant country)	FLA make it in english and all partners translate in their country language
IPR Agreement	D8.21	M35	The Consortium will develop and sign in an IPR Agreement, purposefully designed to specify the rights of use of the outputs deriving from the EQ-WOOD project after its conclusion.		All partners
Dissemination Report	D8.22-23-24	M12-M24-M36	Dissemination reports will be realized in order to monitor and evaluate the planned dissemination strategy to understand if the strategy is well developed or if possible adjustments must be done.	3 Dissemination reports (nr.2 interim and nr. 1 final). All the partner will provide national inputs, that will be collected by the WP leader	Fla/All partners



D8.1 – DISSEMINATION AND EXPLOITATION PLAN (V0)

Invitation and reminder for dissemination events				Before all events	all partners (draft in english provided by FLA)
Conferences and events	D10.4			Date to be defined At least: 40 participants, 3 relevant speakers	
Italy	a				FLA
Belgium	b				WOODWIZE, INNOVAWOOD ABSL
Hungary	c				MAGYAR BUTOR
Spain	d				AIDIMME
Bulgary	e				ITPIO, BBCWFI
France	f				IPRA, CCI LYON
Final Conference	D8.20	M36	It will be held during the last months of the project when all the project results will be ready. It will be organized in by WP leader Federlegno in coincidence with an event relevant for the Furniture Sector, thus facilitating the participation of professional and stakeholders from the sector.	At the end of project At least: 100 participants	FLA

EQWOOD PROJECT INFO

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