



# EURYDICE

Collaborating towards a future in renewable energy

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## EURYDICE DISSEMINATION AND COMMUNICATION PLAN



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**Deloitte.**





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## 1. INTRODUCTION

The EURYDICE Dissemination and Communication Plan is intended to increase and create awareness of the EURYDICE project. The plan addresses project dissemination in both virtual and physical spaces. The virtual dissemination of the project will depend on the effective and efficient use of the project website and social media platforms. Physical spaces will range from events and activities within the projects, to presenting the results of the project itself at various forums, such as conferences. Marketing or promotional material will be designed, printed and disseminated amongst all project partners. This material includes, but is not limited to, pens, booklets and banners.

## 2. DISTRIBUTION LIST

Project partners to whom the plan would be distributed, and where it would be implemented, include the following:

EUROPE	SOUTH AFRICA
Ulm University of Applied Sciences (UUAS)	Central University of Technology, Free State (CUT)
Budapest University of Technology (BME)	Tshwane University of Technology (TUT)
University of Applied Sciences Technikum Wien (UASTW)	Durban University of Technology (DUT)
Deloitte Limited (DT)	

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### 3. WORK PACKAGE TEAM (WP)

The (draft) Dissemination and Communication Plan has been prepared by CUT and BME, with the support of the Coordinator (UUAS) and the Steering Committee. All partners should review, agree to, and implement the Dissemination and Communication Plan.

### 4. DISSEMINATION OBJECTIVES

The final draft version of the Dissemination and Communication Plan will be presented at the first physical kick-off meeting in September 2020. The procedures for implementation will be discussed and approved by consortium members during the presentation of the draft plan. The dissemination objectives include:

- identifying target audiences, specifying mediums of communication, and connecting target audiences; and
- identifying key resources for the implementation of the plan, and partners' involvement in the project dissemination.

### 5. KEY AUDIENCES

The target audience of the project includes:

- industry partners;
- Technical Vocational Education and Training (TVET) students; and
- university of technology (UoT) diploma students.

### 6. DISSEMINATION PLAN

The optimal use of online and virtual platforms is essential for successful project visibility. The project's website is a critical first tool of communication, supported by the use of social media platforms such as Facebook, Twitter and LinkedIn. The project website will be launched at the kick-off meeting. The project will be introduced by means of a generic press release, which will be sent to all project partners for local dissemination.

The press release will introduce the project to the target group and set the communication or dissemination tone of the WP.

A Dissemination Strategy will be proposed and validated by project partners at the kick-off meeting. The strategy serves to highlight the different modes of dissemination,



which are categorised as internal and external communication. Internal communication will entail the use of internal media platforms to disseminate the project, including the laboratories at the institutions acting as stationary dissemination venues.

## 6.1. LIMITATIONS AND RISKS TO DISSEMINATION IMPLEMENTATION

Awareness of the limitations to dissemination as a result of the COVID-19 (coronavirus) pandemic is critical. Some activities that are essential for dissemination may be limited until the World Health Organisation (WHO) declares the pandemic as being over.

The global pandemic directly impacts Dissemination Days, which are a vehicle to promote the visibility of the project. The following limitations to dissemination are identified:

- Delivering on the project branding within the set timeline:
  - An inability to follow internal financial approval procedures due to countrywide lockdowns.
  - Delays in sample approval and printing of physical branding material (banners and other marketing material).
  - Delays in the distribution of project branding or promotional material to consortium partners.
- Delivering on the project video within the set timeline:
  - Internal financial approval procedures cannot be followed due to countrywide lockdowns.
  - There will be a delay in identifying a voice-over artist and recording the video within the set timelines of the project.

For the first year of the project, the dissemination thereof will be reliant on virtual modes of dissemination, in response to the COVID-19 (coronavirus) pandemic. The following modes of dissemination will be used:

- An online press release.
- The design and development of the project website:
  - A project mailing address will be set up to centralise communication relating to dissemination.
- Online banners will be posted on the project's social media platforms.

As soon as the pandemic has been declared contained, the WP Advisory Board will investigate the possibility of returning to the original Dissemination Strategy.

## 6.2. COMMUNICATION MODES

## 6.2.1. EXTERNAL DISSEMINATION

External dissemination will be mainly reliant on social media platforms such as Facebook, Twitter, LinkedIn, as well as the project website and portal. External communication tools are earmarked to reach industry partners, as well as prospective industry partners and remote/rural communities.

### 6.2.1.1. *Dissemination through conference participation and publications*

Project dissemination can be extended to publication in conference proceedings, and the results of the project communicated through national and international modes of communication (virtual media and print media streams) to which partner universities are affiliated.

### 6.2.1.2. *Key external communication modes*

- *Project website* – In alignment with the regulations of the Education, Audiovisual and Culture Executive Agency (EACEA)’s regulations, the project website will be open for access to all internal and external stakeholders of the project, and the general public, and will provide relevant information on the project, its activities and their progress, and the deliverables produced during each stage of the project.
- *Social media platforms* – These will increase the visibility of the project, and will keep stakeholders updated on the events and activities thereof.

## 6.2.2. INTERNAL DISSEMINATION

Internal dissemination will commence during the preparation of the kick-off meeting at the onset of the project, and will continue throughout the project’s life cycle.

The Google Drive folder created for the project will serve as an online platform for central project document storage, with access granted to all project partners. The reporting templates, guidelines, fact sheets, announcements, agendas, questionnaires, evaluation forms, presentations, meeting minutes and other information will be loaded onto the drive timeously. All partner institutions are responsible for disseminating the project’s activities within their institutions (during training and conferences; via newsletters; at meetings; etc.).



## 7. IMPLEMENTATION TIMELINE

<b>DISSEMINATION AND EXPLOITATION</b>	<b>Central University of Technology, Free State (CUT)</b>	<b>2020/01/15</b>	<b>2023/01/14</b>
Design of Communication Strategy	Central University of Technology, Free State (CUT)	2020/01/15	2020/03/14
Ongoing implementation of communication activities	Central University of Technology, Free State (CUT)	2020/01/15	2020/05/14
Project website	Central University of Technology, Free State (CUT)	2020/01/15	2020/05/14
Design of materials (flyer, poster, roll-up banner, social media handles)	Central University of Technology, Free State (CUT)	2020/02/15	2020/05/14
Sustainability plan	Central University of Technology, Free State (CUT)	2020/05/15	2020/06/14
Exploitation of outputs and results	Central University of Technology, Free State (CUT)	2020/01/15	2023/01/14
Workshops with other South African Universities	Central University of Technology, Free State (CUT)	2022/01/15	2022/03/14
Process set-up with regard to TVET students and UoT Diploma Students	Central University of Technology, Free State (CUT)	2022/08/15	2023/01/14

## 8. ACTION PLAN

The Action Plan will be implemented on an annual basis from 2020 to 2023. The Action Plan will be assessed annually, when the WP Quality Report is submitted to the Steering Committee.

### 8.1. ACTION PLAN TIMELINE

The Action Plan timeline is provided in the table below.



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ACTION PLAN	TIMELINE 2020	RESPONSIBLE PARTY
EURYDICE demo portal trial run with partners	July 2020	Central University of Technology, Free State (CUT)
Updating of content on the portal	July 2020	Digital Platforms
Completion of project video	July 2020	Digital Platforms
Project website and video trial run with partners	July 2020	Central University of Technology, Free State (CUT)
Completion of portal, and portal going live	July 2020	Central University of Technology, Free State (CUT)
Finalisation of project poster	July 2020	Central University of Technology, Free State (CUT)
Updating of social media platforms to create awareness: Pa	July 2020	Central University of Technology, Free State (CUT)
Linking of portal to CUT website	July 2020	Central University of Technology, Free State (CUT)
Distribution of project flyers and banners to partners	July 2020	Central University of Technology, Free State (CUT)
EURYDICE virtual information session	August 2020	Central University of Technology, Free State (CUT)
Ongoing implementation of awareness activities	August 2020 – November 2020	Central University of Technology, Free State (CUT)
Monitoring and evaluation of dissemination activities	November 2020	Central University of Technology, Free State (CUT)

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ACTION PLAN	TIMELINE 2021	RESPONSIBLE PARTY
Exploitation of outputs and results	January 2021 – November 2021	Central University of Technology, Free State (CUT)
Workshops with universities	January 2021 – March 2021	Central University of Technology, Free State (CUT)
Ongoing implementation of awareness activities	January 2021 – November 2021	Central University of Technology, Free State (CUT)
Process set-up in terms of TVET and UoT diploma students	August 2021 – January 2022	Central University of Technology, Free State (CUT)

ACTION PLAN	TIMELINE 2022	RESPONSIBLE PARTY
Exploitation of outputs and results	January 2022	Central University of Technology, Free State (CUT)
Ongoing implementation of awareness activities	January 2022 – November 2022	Central University of Technology, Free State (CUT)

## 9. RESOURCES FOR IMPLEMENTING THE DISSEMINATION AND COMMUNICATION PLAN

Personal communication (e-mail, telephone, joint communication platforms); web-based dissemination; media communication and press releases; and social media, including Twitter, are regarded as resources for implementing the Dissemination and Communication Plan.

### 9.1. DISSEMINATION TOOLS

The results of the EURYDICE project will be disseminated by various means, using a variety of disseminating tools, including:

- branding;
- project website;
- media communication and press releases;
- social media;

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- promotional flyers; and
- training/workshops, conferences, Dissemination Days, and other related events.

## 9.2. DISSEMINATION TIMELINE

The dissemination timeline will guide and document project activities. The documentation of activities is closely aligned with project deliverables. The use of activities such as press releases and website newsletters will assist with project dissemination initiatives.

Partners will be required to submit dissemination reports to CUT on a six-monthly basis, providing feedback on all dissemination activities that have taken place at each institution or partner. A reporting template will be drafted in consultation with project partners, and will be approved for use by these project partners at the kick-off meeting.

## 10. COMMUNICATION PLAN

In order to ensure the constant, unimpaired flow of information amongst partnering institutions, project communication will be structured at three levels, namely project management level; project activity level; and stakeholder meetings.

Throughout the project, the respective partners' Project Coordinators will remain in contact via regular Skype conference calls, and occasional telephone calls, if required. However, in order to optimise communication efficiency, most communication will take place in written form via e-mail.

## 11. QUALITY PLAN

Dissemination and exploitation activities will be reported to the WP responsible for the quality assurance of the project on a biannual basis. The branding and visibility of the project are the first essential parts of dissemination to be quality controlled.

Project website and social media analytics will be drawn on a quarterly basis for purposes of assessing usability, and to respond to technical challenges timeously. Consolidated reports and analyses of the annual activity on the project website and social media will be compiled, and submitted to project partners. The reports will

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indicate the trends on the project website and social media, and recommendations will be made regarding amendments to be incorporated.

## 12. DISSEMINATION AND COMMUNICATION PLAN EVALUATION

Project partners will also be requested to provide biannual reports on dissemination events and programmes that are implemented. The data obtained from project partners will be incorporated into the Dissemination Quality Report submitted annually. Information management and accuracy will be controlled by CUT, prior to the publishing thereof on the project website and social media platforms. The project timelines will guide the quality assurance vetting of information and data to be uploaded onto the project website and social media. Content will be updated by CUT on a quarterly basis, after being vetted by project partners.

## 13. COMMUNICATION INFORMATION AND CONTACT DETAILS

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LinkedIn: <https://www.linkedin.com/company/42679009/admin/>

Twitter: [https://twitter.com/eurydice\\_eu](https://twitter.com/eurydice_eu)

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