

# Radical project dissemination plan

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## Dissemination level

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Code	Access granted to	
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	x
CO	CO Confidential, only for members of the consortium (including the Commission Services)	

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## Introduction

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Dissemination activities of the RADICAL - Filling Skills Gaps in Blue Industry by Radical Competence Boost in Engineering VET project are primarily aimed at decision-making level, industry representatives, companies, students and public. In order to achieve sustainable impact, outcomes of the project have to be disseminated not only to the core target groups, but also to other organisations, which can promote the project within their own networks. As the target groups are diverse, also dissemination activities have to vary according to group.

The dissemination activities start during the project, gain their peak at the end and continue after the project. The activities are grouped to the work package 7 Dissemination, although they occur in all work packages. The aim of the work package is to produce material raising awareness about the project and the project's outcomes.

Even though the project language is English, it is important to offer information in project partners' languages. The regional seminars, handouts, social media publications, and social media articles will be available in Finnish, German and French, too.

# 1 Target groups

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The project has multiple target groups with different interests. The dissemination activities serve all of them by offering various types of material.

## 1.1 Education and economies officials in regions/countries/EU

The aim of approaching this target group is to create awareness about the project and its benefits among officials of science and education in the Blue Industry sector.

Activities:

- ❖ presentations in workshops/seminars, articles in newspapers and Internet pages
- ❖ a list of contact persons is gathered from regional/country/EU level
- ❖ opinions and suggestions are gathered via these dissemination channels/events

## 1.2 Companies and industry representatives

The ship building industry regions in Finland, France, Germany, Italy, Poland and Greece provide a valuable dissemination possibility with their companies. The aim is to create awareness of the blue industry by contacting the existing industry associations.

Activities:

- ❖ workshops/seminars
- ❖ professional newspapers and public newspapers
- ❖ industry fairs
- ❖ information on Internet pages
- ❖ contact person list form industry representative organisations

## 1.3 Higher Education Institutes and their personnel and decision makers

The aim is to create awareness among the HEIs in Finland and Europe that offering courses concerning Blue Industry is an excellent opportunity to attract young and open-minded students and offers superb job opportunities. Especially female students are attracted to technical branches via developed education possibilities and methods.

Activities:

- ❖ conference and journal publications
- ❖ workshops/seminars
- ❖ Internet pages
- ❖ list of contact persons and HEIs which are interested to Blue Industry education

## 1.4 Students

The aim is to create awareness of the students by contacting and utilising the existing student channels in TUAS and their networks. Student events and channels are especially directed to second level students who are choosing their universities.

Activities:

- ❖ social media
- ❖ seminars
- ❖ articles in newspapers
- ❖ Internet pages
- ❖ specific student platforms such as student associations and unions

## 1.5 General public

By dissemination activities, the public is informed that Blue Industry is an important branch in the region and in the EU as a whole.

Activities:

- ❖ newspapers
- ❖ Internet pages

## 2 Dissemination channels

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The project uses several channels for actively informing the relevant target groups about the project and its results.

### 2.1 Project Internet pages

Internet pages is an important wide distribution data transfer channel, which enables to deliver the real-time information about the project and its outcomes. All the material produced during the project (ie. slide shows, publications, articles in newspapers, project reports, printed handouts) will be available free of charge on the project website. The website will be created in the beginning of the project and updated regularly. The project lead partner TUAS has the main responsibility of producing and updating the website but all the partners will produce content for the site.

### 2.2 A mailing list

Each partner will elaborate a mailing list of key actors and stakeholders. The periodically sent emails are an effective way to reach the specific target groups of the project and to describe the actions and achievements of the project. The benefit of emails is also that it enables to direct readers to the project website. The mailing list includes key actors and stakeholder, universities, companies, European networks, government bodies and industries.

### 2.3 Seminars / workshops

On national level, the dissemination will be realised by organizing two regional seminars in Finland and an international seminar in France. The regional seminars will be held in Finnish and the international in English. Advertising of the seminars will be wide and realized through the networks of the partners. In addition, press releases will be published.

- ❖ Regional seminar / workshop in Finland in (April 2018)
  
- ❖ Regional seminar / workshop in Finland (May / June 2019)
  
- ❖ International seminar in France (October 2019)

## 2.4 Attending to meetings and events

The regional policymakers' and other authorities' meetings offer an important dissemination channel that will be utilised during the project to showcase the project results and also enhance networking with policy makers and relevant stakeholders.

- ❖ Attending meetings of HEI decision makers
  - Co-operation Section of Province Finland Proper (*MYR, maakunnan yhteistyöryhmä*), in the beginning and at the end of the project
  - Finland Proper Education Section Co-operation Group (*maakunnan yhteistyöryhmän koulutusjaosto*), throughout the project
  - international meetings of education
  - Meeting/workshop for HEI decision makers
  
- ❖ Attending meetings of companies/industry representatives
  - Industrial and Commercial Activity Section / Finland Proper (*elinkeinojaosto*), throughout the project
  - The board of The Federation of Finnish Enterprises / Finland Proper, throughout the project
  - International meetings of industries
  - Meeting and workshop for companies and industry representatives

## 2.5 Attending to conferences

The ideas and outcomes of the project will be presented in other international conferences.

- ❖ Meriverkostot 2018, 13.3.2018 in Naantali, Finland
  
- ❖ Global Sales Science institute (GSSI) Meeting
  
- ❖ Academic Alliance of Sales Engineers (AASE) workgroup and annual meetings
  
- ❖ ICEE, International Conference on Electrical Engineering
  
- ❖ attending events (i.e.conferences and seminars) organized by the European Commission, National Agencies or Committees



## 2.6 Articles

Articles will be written to both scientific and professional journals in order to catch the attention of both the scientific community and professionals working in the fields of marine technology.

- ❖ education and economies officials
- ❖ students
- ❖ EU dissemination and exploitation sites
- ❖ newspapers
  - Tekniikka & talous
  - Taloussanomat
  - Yrittäjä
  - local newspapers
- ❖ professional newspapers
  - Sales Engineering Journal
  - TALK (TUAS)
  - Insinööri
  - VDI news
- ❖ conference and journal articles

## 2.7 Student contacting

One essential task in the dissemination activities of the RADICAL project is to raise awareness about the Blue Industry also among all students from secondary school to higher education. The aim to bachelor degree students is to raise awareness about the Blue Industry among all students (from secondary school to higher education).

## 2.8 Printed material

A handout is a concrete tool, which will give an overview of the project and inspire to look for more information. It is an important tool of dissemination to reach company representatives and attendees of events and meetings.

## 2.9 eMaterial

Electronic materials (articles, ePublications, conference and journal publications, slide shows, handouts, project reports and pdf files) are produced to serve the needs of the project target groups. All the appropriate material will be available on the Internet pages.

## 2.10 Media

Both newspapers and professional newspapers are dissemination channels. In addition, social media forums (Facebook, Twitter and YouTube) are utilised. When posting in social media, the partnership uses hashtags *#radical\_eu* and *#erasmusplus*.

### 3 Evaluation

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The evaluation of the dissemination is done by monitoring the number of visits on the website, number of people receiving the e-newsletter via e-mail and number of seminar/workshop attendees. The target values are 500 website visits during the project, 300 people receiving the e-newsletter during the project and 90 occasion attendees.

National and international seminars can be evaluated successful if the participants have considered the content useful and have gained new ideas. Also the number of attendees is an evaluation indicator. The target value in the two national seminars is 80 and in the international seminar 70.

The indicator in articles is the number of approved articles from representatives of the project partner consortium. The target value for the articles is two per HEI partner, altogether six articles.