

Dissemination Plan

WORK4CE

Cross-domain competences for healthy and safe work in the 21st century
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1. Introduction

WORK4CE addresses the need for competences, standards, learning materials and didactic formats, which could be important in the new Work4.0 environment. This special combination of competences from project management and IT/ICT needs to be developed for students, professionals and executives (life-long learning).

Competence delivery needs to be done in a projectized and digitalized way to be available anywhere and anytime (adapted to the learner). To increase employability, Work 4.0 competences need to be focused on the job-field, not on an academic domain, and need to have practical elements. Fast pace of change requires constant adaptation. Therefore, as the main outcome of WORK4CE, a new co-production model for such competences with cooperation of academia, industry and professional associations in a transdisciplinary approach is needed.

WORK4CE will focus on the following aims according to the needs analysis:

Education towards the future workplace (Work 4.0) is delivered: the 10 modules will lead to better competences in dealing with the new forms of work. The provision as OER makes it accessible by other Master programs and for professional education.

Graduates and trained professionals are generated: WORK4CE, the consortium members and the Master program4mes guarantee a significant (~ 400 graduates p.a.) flow of qualified work force for the digital transformation.

A pool of trained lecturers and experts is established (by the Train-the-Trainer (TtT) concept): the consortium members and industry experts form (open) communities of practice (OpenCoP) and a competence network.

Models for industry-university-cooperation are developed and lead to more practical relevance and better employability. The co-production approach delivers a new quality of job-related competences with fast integration of new topics.

(de-facto) Standards in Management, Safety, Health, Environment (SHE), (Master) education and didactics are set: the programs, the certification and the publication as OER improve the quality of education, spread and multiply the outcomes and establish a de-facto standard.

A pan-European Master School will be established: the involved HEIs can reform and integrate the modules into the curricula of their (~ 15) Master programs. Other HEIs and Master programs can join or set up their own Master Schools.

The WORK4CE Work Packages includes:

WP1-Preparation: takes care of the module specifications, didactic concepts, OpenCoP and the preparation of the IT platforms.

1.1 Set up of collaboration & eLearning platform (IT), Documentation (Wiki) | cooperation

1.2 Module Specifications

1.3 Didactic Concept for Professional and Executive Education (Doc, Wiki)

1.4 Concept for the open communities of practice (OpenCoP)

WP2 - Development: contains the main part of the project work. The modules will be developed and the pilot teaching will be conducted. Furthermore, the Train-the-Trainer workshops will be done.

10 Master Modules will be developed by the OpenCoPs:

- Data Analytics for Work
- Digital Technologies
- Industry 4.0
- Distributed Teams
- Work 4.0
- Safe Workplaces.
- Managing Digital Change.
- Life Cycle Thinking and Sustainable Management.
- Developing Digital Business Ecosystems.
- Train-the-Trainer (TtT).

WP3 – **Quality Plan**: Part of this WP is the evaluation and improvement of the modules.

- 3.1 WORK4CE Quality Management Manual
- 3.2 Data analytics of evaluation survey
- 3.3 Improvement Plan
- 3.4 Internal Evaluation Board

WP4 – **Dissemination and Exploitation**: This involves the own research of the partner about the concept and the digital marketing and communication and includes

- 4.1 Portal for the publication of modules as OER
- 4.2 Certification of modules by IPMA, IEEE, ECQA
- 4.3 Digital Marketing and Communication

WP5 – **Management**:

- 5.1 WORK4CE Methods Handbook
- 5.2 Scrum ban repository and tools
- 5.3 Financial reports (Doc)
- 5.4 Reporting and regular meetings (Minutes)

The purpose of this document is to provide a plan for WP4. of project. It defines the generic strategy of dissemination and exploitation of results for targeted groups.

2. Dissemination strategy

To provide maximum dissemination and exploitation of result to targeted audience; project strategy is to develop a dissemination plan along the following concepts:

To whom: The main beneficiaries and target groups of dissemination.

What: What the consortium should disseminate and promote in order to maximize the impact of the project, both within and beyond the participants and their countries

Why: The aim the Consortium likes to achieve through results' dissemination.

How: The channels, instruments and tools to conceive, design and implement how to expand at large project objectives and results, methods and practices.

When: The timeline of dissemination and promotion activities, taking into account project progress and achievements.

Hence, the plan provides a framework for activities and resources to be provided to achieve the dissemination goals with respect to strategy concepts.

Dissemination and exploitation plan includes measurable and realistic objectives, a detailed timetable and provide a resource planning for the activities to be undertaken.

Dissemination and exploitation of results forms a crucial part of any communication activities taking place during the project's lifetime. Communication includes information and promotion activities to raise awareness and enhance the visibility of the project's activities in addition to the dissemination and exploitation of the project results.

Dissemination Target Groups

The primary target group are the lecturers, scientists, industry experts, which contribute to the co-production of the outputs. They will set and validate the competences and will implement the new (de facto) standards. This target groups are Master programmes and HEIs with their staff, management and companies with their internal training programmes.

The second target group is students, professionals and executives: during project runtime, the developed modules will be integrated into educational programs on Master level and in modules to (re)train professionals. During project runtime, the pilot teaching will reach these target groups.

Internal Dissemination

In this part, we describe the development of procedure, which is demanded to perform dissemination internally between the members of consortium, HEIs and core team of project.

Inter Partners

Communication between partners maybe established which covers the transfer of ideas between OpenCoPs and sharing the information of results between members. Dissemination between partner needs common policy and regulation.

External Dissemination

The term of external refers to entities, which are not part of consortium and are targeted for dissemination of results of project.

Target audience for dissemination are identified into two distinct groups.

- HEIs
- Lecturers and scientists (academic community)

- Students
- Executives
- Profesionales
- Industry community: companies/start-ups/entrepreneurs/ SMEs
- Graduates
- Government (Ministries)
- Professional Associations (IPMA, UPMA, IEEE etc.)

For the purpose of external dissemination, it is required that all target audience being identified and the purpose and means of dissemination being tailored. For this, main strategy of To Whom, What, Why, When would be applied.

KPIs

For the purpose of value delivery, key performance Indicators would be defined which the output of dissemination activities being evaluated and improved areas being clearly understood.

Following tables defines the indicators for different target audience.

Table 1: Dissemination KPIs

Target Group	Means	When	Indicators
HEIs UA HEI AZ HEI	WORK4CE digital portal, web pages of Master programmes, accreditation results, roll-ups, posters and flyers e-mails and conference calls, meetings during conferences and joint events	consortium HEIs will be addressed directly after project start. Other HEIs in the partner countries are addressed with an information campaign after the first modules are released and available as OER. After project end, the OpenCoPs will continue to address the HEIs on a regular basis	Access statistics of WORK4CE digital portal, number of HEI managers involved in conferences and events, number of new HEIs visited, number of joint activities agreed on after the meetings
Lecturers scientists (Academic Community)	Conferences, Books (WORK4CE methods handbook, WORK4CE QM manual), WORK4CE digital portal, offer of open TtT-modules, roll-ups, posters and flyers	Lecturers within the consortium HEIs will be addressed directly after project start to join the OpenCoPs. External lecturers will be addressed after the first TtT is available. After project end, the OpenCoPs continue to attract new lecturers	Number of joint published research papers, books, manuals Access statistics of WORK4CE digital portal .

Students	<p>Digital marketing campaign (social media, YouTube)</p> <p>WORK4CE digital portal with forum and FAQs, roll-ups, posters and flyers,</p> <p>Information sessions in faculties and study program of the HEIs, publication of testimonials and success stories</p>	<p>Students will be mainly addressed via their study programs when the pilot teaching starts. This will continue during the whole life cycle of a module. Students will get involved in co-production as soon as they graduate.</p>	<p>Access statistics to digital marketing channels, access statistics of WORK4CE digital portal, subscribers to news feeds, forum entries,</p> <p>Number of participants in info sessions.</p>
Graduates	<p>Alumni community,</p> <p>Digital marketing campaign (social media, YouTube),</p> <p>Testimonials and success stories on WORK4CE digital portal</p>	<p>Graduates will start to be addressed after their graduation.</p>	<p>access statistics of WORK4CE digital portal, number of members in alumni organizations,</p> <p>number of graduates entering into adequate job, survey</p>
Executives	<p>Publications, via IPMA, IEEE, chamber of commerce</p>	<p>Executives will be addressed both as participants in the courses and decision makers for company participation. They will be addressed from project start onwards.</p>	<p>Number of publications,</p> <p>Number of certifications issued</p>
Professionals	<p>via companies, via HEIs via IPMA, IEEE</p> <p>digital marketing campaign (see students)</p>	<p>Professionals will be addressed both as participants in the courses and in the OpenCoPs. They will be addressed from project start onwards.</p>	<p>Number of publications, number of IPMA / IEEE certifications issued</p>
Industry Community: Companies Start-Ups Entrepreneurs SMEs	<p>via the chambers of commerce, addressed via publications and conferences, mainly using IEEE (via TNEU) and IPMA (via KNUCA).</p> <p>roll-ups, posters and flyers</p>	<p>Selected companies will be addressed right from project start onwards to join the OpenCoPs. After project end the companies are addressed on a regular basis.</p>	<p>number of new companies involved in the OpenCoPs</p> <p>number of inquiries for consulting on CMDT and DTMM</p> <p>Number of certificates</p>
Public Administration	<p>Via university representatives, Partners in UA and AZ</p>	<p>Public administration sectors will be addressed in regular meetings during project runtime. After project end they will be addressed on need basis.</p>	<p>Number of government meetings, successful accreditations</p>
Professional Associations (IPMA, UPMA, IEEE etc.)	<p>Direct access representatives from partners universities</p>	<p>Professional associations will be addressed in regular meetings during and after the project runtime.</p>	<p>Number of publications and IPMA / IEEE certifications issued</p>

Dissemination Channels

For the purpose of disseminations several tools and media is recommended which following list provides a suggested list.

- Website/ Portal
The project website is the main source of dissemination of project results. Project portal is designed be accessible for public, registered users and project core team.
- Printed Media
Includes but not limited to roll ups, flyers , etc.
- Conferences
Presentation of project methods, results and outcomes in conferences for identified targeted audience will be an effective approach toward project dissemination.
- Social Media
 1. LinkedIn
 2. Telegram
 3. Twitter
 4. Facebook
 5. Instagram
- *Partners website and social media*
- Online and Presential Workshops

Privacy Statement

The project institutions and bodies are committed to protecting and respecting the privacy in compliance with Regulation 2018/1725 on the protection of personal data by the Union institutions, bodies, offices and agencies1("the data protection regulation")

3. Dissemination OpenCoP

For the purpose of project tasks and fulfilment of dissemination strategy, an OpenCoP for dissemination is established by members. The goal of dissemination OpenCoP is to plan, execute, check and continuously improve the project portal, exploitation of modules as EOR, communication between members and targeted audience and also performing digital marketing.

Dissemination OpenCoP will deliver:

- Course materials: eBooks, films, printed material, e.g. flyers
- Pilot teaching: case studies, papers and learning material to be printed
- Success stories and testimonials
- Documentation of pilot teaching (e.g. films, photos) etc. on the web portal, in online channels and in brochures and flyers
- Flyers and roll ups in conferences and at partner universities
- Open press articles

Dissemination OpenCoP members will focus on

- Enhancing relevance / added value of the project results
- Raising awareness & disseminating results
- Involving target groups and local stakeholders
- Ensuring implementation and sustainability of the project results
- Respecting national requirements / legal constraints

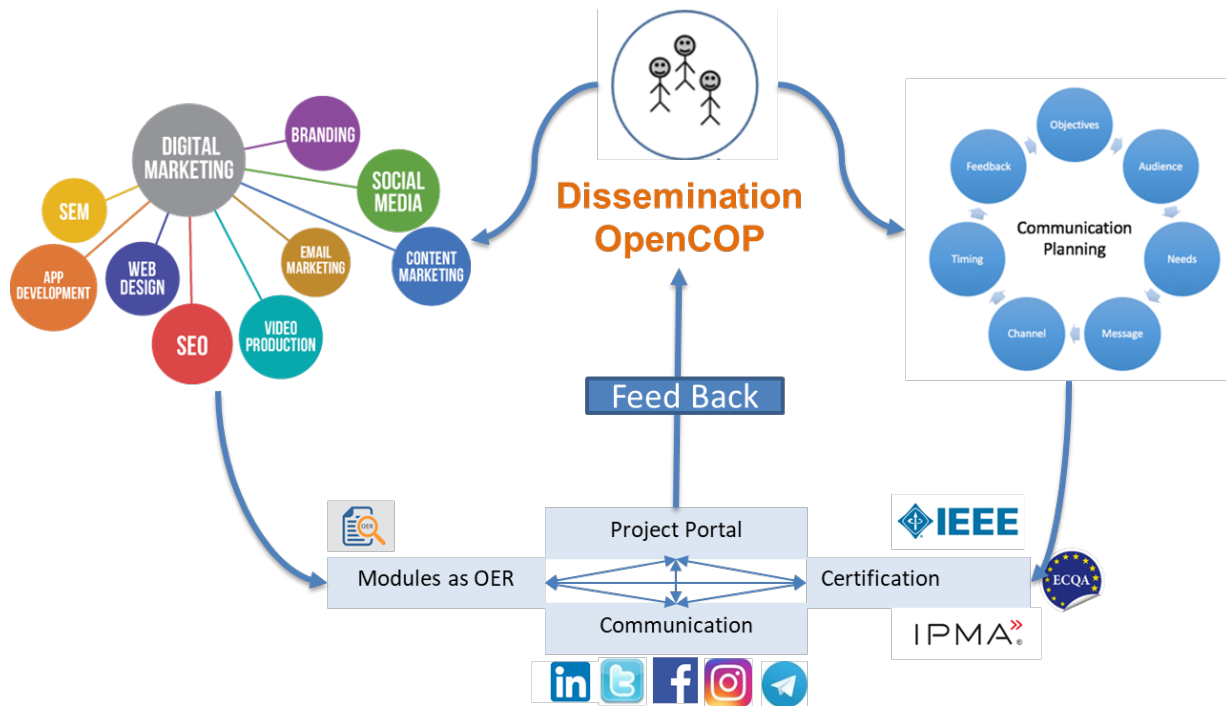


Figure 1: Dissemination OpenCoP Dissemination

4. Dissemination Time Table

While dissemination OpenCoP plans and performs the activities in an agile approach, to fit project goals, following time frameworks are considered.

Table 2: WORK4CE Dissemination Timetable

WP4	Dissemination	Plan	WORK in Weeks
WP4.1	Portal for the publication of modules as OER	M21-M24	4
WP4.2	Certification of modules	M22-M36	16
WP4.3	Communication and Marketing	M3-M36	48
WP4.4.1	1st project meeting (12th month) in P07 – ASCCA	M12	6
Wp4.4.2	2nd project meeting in P04 – UPV/EHU (24th month)	M24	8
WP4.4.3	3rd project meeting P08 – ASOIU (36th month)	M36	8

Project Portal:

Dissemination OpenCoP will set up the Open Education Resources (OER) Portal, which is an IT system (server based, e.g. Open edX, openHPI).

The system will run on premises of FHDo (as co-financing). The setup and maintenance will be delivered by NU-ZP and ASCCA (as the most experienced in digitalization partner). IT related work and programming will be done in Partner countries due to the lower cost base.

Project domain at <http://work4ce.eu> is currently in place. Dissemination OpenCoP would design the concept of portal in three levels as shown in figure 2.

Public space

For public announcement, dissemination in general, etc

Members space

People can download material, have a forum, can ask us etc. etc. but need to register

Developers space

Full access, e.g confluence, nextcloud, Jira,...

Figure 2: WORK4CE Portal Spaces

Flyer and Roll Up:

For the design of flyers and roll up, project will follow Erasmus+ Visual guidelines. Dissemination OpenCoP will decide about the contents and printing of flyers. Flyers and roll ups are for the purpose of visual presence in conferences and at partner universities.

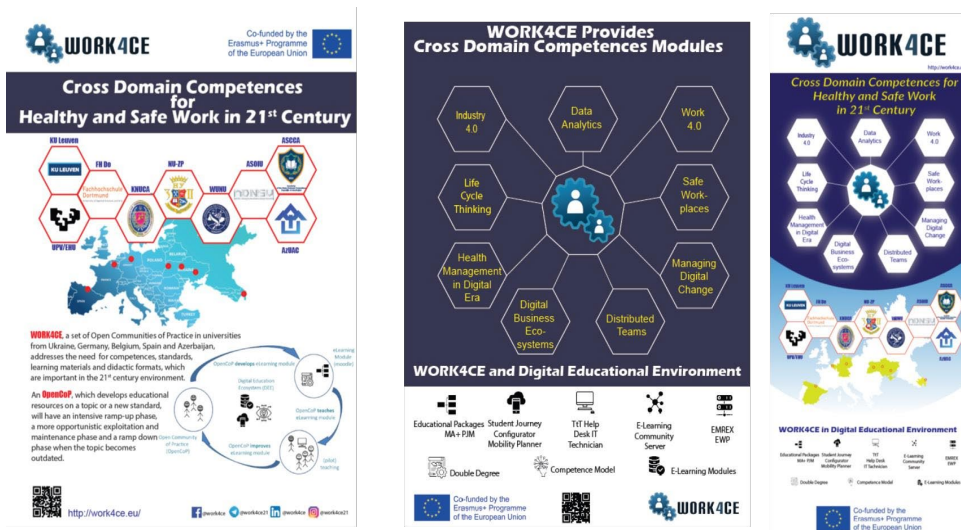


Figure 3: WORK4CE Flyer and Roll Up

Social Media:

Dissemination OpenCoP will provide the content for the publication on project social media channels. Those content needs to fulfil the project dissemination goals.

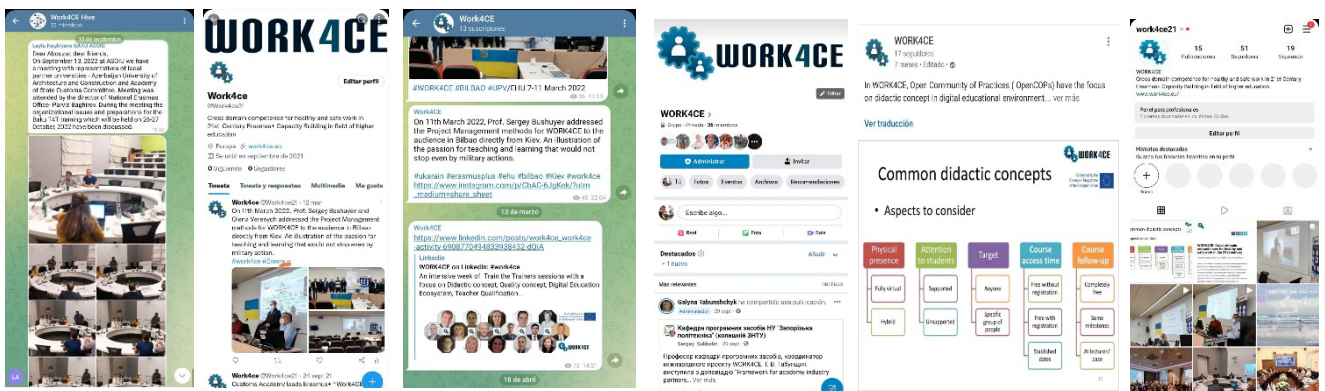


Figure 4: WORK4CE Social Media Channels

5. Dissemination Plan

With respect to all the described sections, the main activities for dissemination will be planned and executed by dissemination OpenCoP. In this regard, the following dissemination plan is considered as baseline for the dissemination activities:

No	Description	Result type	Dis. Channel	Date/Frequency	Assignee
1	WORK4CE Portal 1 st edition	website	Social media	December 2021	FHDortmund
2	WORK4CE Social Media Content publication	Reports from conferences/events/training sessions Photos and videos	Social media Portal	Monthly	UPV-EHU, NUZP
3	WORK4CE Flyer Design	Leaflet	Social media	December 2021	UPV-EHU
4	WORK4CE Roll-Up Design	Leaflet	Social media	December 2021	UPV-EHU
5	WORK4CE flyer and Roll up Printing	Leaflet	Paper between partners	December 2021	NU-ZP
6	WORK4CE Poster Design and Printing	Catalogue	Paper between partners	December 2021	NU-ZP
7	Project Meeting and TFT in Spain	Training Programme Experience gained by individuals New/better skills	Social media Portal	March 2022	UPV-EHU
8	Project Meeting in Germany	Establishment of networks	Social media	October 2021	FHDortmund
9	Participation and presentation of WORK4CE in AIEPRO CIDIP 2021 conference in Spain	Exchange of ideas and good practices Knowledge sharing	Social media Portal	July 2021	UPV-EHU, NUZP
10	meets chamber of commerce to present	Establishment of networks	Social media	March 2021	NUZP

	WORK4CE in Ukraine	Exchange of ideas and good practices	meeting		
11	Presentation of WORK4CE in partners websites	Reports from conferences/events/training sessions New/better skills	websites	December 2021	All Partners
12	Project Meeting and Tft in Azerbaijan	Training Programme Experience gained by individuals New/better skills	Social media meeting	October 2022	ASOIU AzUAC ASCCA
13	WORK4CE dissemination on European agency for health and safety at work (OSHA)	Reports from conferences/events/training sessions Exchange of ideas and good practices	websites	March 2022	UPV-EHU
14	Establishment of Confluence, Jira, and Moodle for online education	Online platforms / MOOCs	Portal	September 2022	FH-Dortmund
15	Online Educational Resources (OER)	Training materials	Portal Social media	March 2023	All Partners
16	OpenCoP concept guidelines	Guides Setting up of Open Communities of Practice	Portal	December 2021	UPV-EHU, Leuven
17	Pilot Teaching in Azerbaijan	New/better skills Training Programme	Social media	October 2022	All Partners
18	WORK4CE Portal Revised edition	website	Social media	December 2022	FHDortmund

6. Dissemination Quality Management

a good quality dissemination and exploitation plan should include measurable and realistic objectives, a detailed timetable and provide a resource planning for the activities to be undertaken.

Involving target groups in activities will also help to maximize the use of the project's results. It is important to set the strategy right from the beginning as this is the main way that will foster communication with the target audiences.

the dissemination part of the Program is also supposed to raise the quality of the Program by stimulating innovative projects and sharing good practices.

An internal quality audit is highly recommended to assess the results and activities of Dissemination OpenCoP.

References

- Erasmus+ Visual guidelines ,
https://ec.europa.eu/programmes/erasmusplus/sites/default/files/erasmus_2021_27-visual_guidelines-en.pdf
- Regulation (eu) 2018/1725 of the European parliament and of the council,
https://edps.europa.eu/sites/edp/files/publication/regulation_eu_2018_1725_en.pdf