

Activity Deliverable

Interactive Manufacturing @ Schools

# Dissemination and Communication Strategy Plan



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# Executive Summary

The present Communication and Dissemination Plan prepared within the Dissemination and Communication Work Package (WP5) and led by University of Tartu will ensure that all communication and dissemination needs from various WPs and the project in general are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the Interactive Manufacturing @ Schools (furthermore InMaS) project partners. Subtasks such as communication objectives, communication and dissemination activities and timing, target groups identification, media channels, and division of tasks between partners are detailed.

Although the Communication and Dissemination Plan is deliverable to be submitted to the European Union by the end of month 2 of the InMaS project, it will be regularly reviewed and updated to ensure that its objectives are met and improved if necessary.

# 1. Introduction to the InMaS project

The purpose of the project InMaS is to encourage young people to become more aware of the importance of manufacturing and to create value in their home countries.

The project will focus on the creation and dissemination of consistent educational content related to manufacturing, robotics, digitalisation and other pertinent areas, but also the development of the methodological approaches tailored to match the needs, expectations and prior preparation of the target groups. The planned activities dedicated to pupils and teachers will include webinars, workshops, seminars, open door days in engineering companies, lab visits and others.

The actions are expected to increase the number of students at technical specialties and equip them already at the school level with a set of valuable abilities and motivations for their future careers. Subsequently, this will lead to increasing the number of skilled and educated professionals ready to enter the manufacturing market and to boost the innovation in the involved countries.

Expected impact of the project is to show the students the quality of the universities in their own countries and try to prevent the brain drain from RIS countries. Additionally, more graduates from universities in technical fields also means more potential staff for research institutes and more qualified work power in the labour market.

The proposed model will be more interactive and strongly oriented on manufacturing and practical aspects of study in connection with the industry sector and will be useful as an example and inspiration for other RIS and EU countries to address and tackle deficiency of quality work power in the area of Manufacturing. This includes online webinars and workshops for students and teachers.

The overall work plan consists of the following five work packages:

- WP1            Project Management
- WP2            Edu block: Webinars (online webinars)
- WP3            Edu block: Physical Workshops for Pupils (workshops at universities)
- WP4            Edu block: Engage Teachers (training and workshops for teachers)
- WP5            Dissemination and Communication

## 2. Communication and dissemination strategy

A main goal of communication and dissemination is to maximise opportunities to promote, communicate and disseminate activities and results throughout the lifetime of InMaS project, and beyond. Dissemination and communication activities in InMaS pursue three main objectives, namely to:

- Raise awareness and interest of the secondary school pupils on the wide area of opportunities generated by the manufacturing and innovation.
- Build awareness of the Project activities and ensure the participation of the target groups (secondary school pupils and teachers).
- Promote, reflect, and raise awareness on the project initiatives and achievements, with a special focus on testimonials from beneficiaries and main stakeholders.

Effective dissemination and communication of findings are central to successful high-impact outcomes, whenever the project involves multiple groups of academic and non-academic partners and audiences. WP5 is a crosscutting work package that will coordinate communication activities among all work packages.

Its main aims are:

- build a community around the project including all relevant stakeholders
- establish an easily recognisable project identity
- raise awareness of InMaS at national and international levels

### 2.1 Communication activities and target groups

Due to the diverse nature of the InMaS project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around InMaS will happen at three levels:

- between partners (emails, regular skype calls, face-to-face project meetings)
- with stakeholders closely involved with the project (secondary school students and teachers, webinar participants, workshops participants, local partners etc)

- public, decision and policymakers, education service providers, STEAM curricula and extracurricular providers etc

Dissemination and communication activities in the InMaS project will focus on innovative and engaging ways to attract academic and non-academic audiences. Webinars, newsletters, social media, and workshops are some of the tools to be used.

## 2.2 Communication channels

The following communication channels to be utilized in the InMaS project are briefly described.

### **Project website**

The website of the project is launched by the end of M2, and it will be maintained for at least five years following the end of the project. The project website will be in English with information on the project, project partners, activities, events, and outcomes. Main information will be also in all InMaS project languages (English, Estonian, Greek, Slovak).

### **Project partners website**

If possible, the project partner's websites are used to disseminate information about the project and its main points. This channel will be used as main dissemination channel till project website is ready and launched.

### **Social media**

Use of social media contributes to establishing and maintaining public engagement with the project. Project partners will be managing Facebook, Youtube, Instagram and Twitter accounts of the project. University of Tartu will administer the Social media accounts. If needed the partners local social media sites will also be used to spread the word.

### **Mass mailing**

There will be a regular InMaS newsletter to help communication and dissemination with stakeholders and the InMaS community. The newsletter will be published not more often than every 3 months, beginning in M6. The newsletter will be in English and translated into project partners language, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the

media, etc. University of Tartu will be the editor of the newsletter and will be responsible for the overall dissemination of the newsletter, all partners will contribute content and will disseminate in their own countries.

### Local mass media in consortium countries

Regular press releases (at least one per year) will be issued at national levels, including important project events and milestones. Press releases will be translated into national languages.

### Project brochures

If needed a project brochure(s) will be developed to spread the information in face-to-face events. These brochures can be leaflets, handouts, handbooks etc.

**Table 1.** A summary table of the above communication channels (in the project months):

	1	2	3	4	5	6	7	8	9	10	11	12
Website	X	X	X	X	X	X	X	X	X	X	X	X
Social media				X	X	X	X	X	X	X	X	X
Mass mailing						X			X			
Local mass media					X	X	X	X	X	X	X	X
Brochures										X	X	



## 2.3 Communication tools

The planned activities, progress and achievements registered within the project will be reflected through:

- Press releases to announce events or milestones in achieving project results.
- Professional photography to create strong visual impact and associations.
- Testimonials will include youth that benefited from the InMas project to increase their knowledge, and teachers, trainers, mentors involved in the project.
- Social media campaigns

## 2.4 Messaging matrix

**Table 2.** Messaging Matrix defines messages and target groups in Manufacturing 4 Schools project.

Target group	Key message 1 sample	Key message 2 sample
Secondary school pupils	Discover the opportunities and advantages of a career manufacturing.	Become a creator. Embrace a career in manufacturing.
Secondary school teachers	Equip your students with the right knowledge and motivations for a bright career.	Shape the future of your country. Educate the game changers of tomorrow.
Educational Institutions	Support your students in exploring, testing, and embracing market required jobs.	The future of jobs is challenging. Embrace the change and help your students succeed.

## 2.5 Communication plan

Table 3. Overview of the actions, tools, channels and timeline in Interactive Manufacturing @ Schools communication 2020.

Campaign	Details	Communication tools	Channel	Timeline	Responsible
<p><b>” Introducing manufacturing – insights, career opportunities, job prospects”</b></p>	<p>Manufacturing is a broad field and there are many different job titles and job description. As InMaS the focuses on the range of career paths that require elevated tech skills and engineering education, it is important to help the student to understand these aspects and make a difference.</p> <p>The communication materials will also place the project activities in a tangible context, providing the young people with the relevant perceptions and associations and helping them understand how participating in project activities can increase their chances for bright careers in the field of manufacturing.</p>	<p>Campaign of explanatory posts on social media on the following topics:</p> <p>“Manufacturing in Estonia / Slovakia / Greece – key facts”</p> <p>“Top 5 career paths in manufacturing in the light of tech advancements”</p> <p>“Meet your local heroes – people who made an impact in developing manufacturing sector”</p>	<p>Social media channels</p>	<p>March – June 2020</p>	<p>Material development: UTartu</p> <p>Dissemination through the SM channels: UTartu</p>

	Professional photography will be used to create a stronger visual effect and to convey the messages of the campaign				
<b>“Start preparing for a career with InMaS webinars and workshops”</b>	As the Strategy of creating webinars is expected to be developed by March 31, the initial details can be revealed and shared with the target groups already starting April.	<p>Press release</p> <p>Graphic visuals announcing each webinars &amp; workshops / tentative content / tentative launch date</p> <p>Newsletter (to be sent by each partner)</p>	<p>Project website</p> <p>Social media channels</p> <p>Teachers and educational institutions contact data base</p>	May – September 2020	<p>Material development and dissemination : UTartu</p> <p>Translation and dissemination through owned websites/SM channels: STUBA, University of Patras</p>
<b>“Bring innovation to your classroom and guide your pupils towards</b>	The purpose is to increase the interest of the secondary school teachers towards the upcoming workshops and	<p>Press release</p> <p>Graphic visuals announcing each webinars</p>	Project website	June – September 2020	Material development and

<p><b>the jobs of tomorrow. Join the InMaS workshops for teachers”</b></p>	<p>to provide them with information and motivate them to attend.</p>	<p>/ tentative content / tentative launch date</p> <p>Newsletter (to be sent by each partner)</p>	<p>Social media channels</p> <p>Teachers and educational institutions contact data base</p>		<p>dissemination : UTartu</p> <p>Translation and dissemination through owned websites/SM channels: STUBA, University of Patra</p>
<p><b>“Ready, set, go – register today to InMaS webinars and workshops”</b></p>	<p>Call to action to register in the Project webinars, workshop for pupils and for teachers”</p>	<p>Press release</p> <p>Graphic visuals announcing each educational activity</p> <p>Newsletter (to be sent by each partner)</p> <p>Facebook events</p>	<p>Project website</p> <p>Project social media channels</p> <p>Teachers and educational institution</p>	<p>Cca 1 month prior to the launch of the activities</p>	<p>Material development and dissemination : UTartu</p> <p>Translation and dissemination through owned websites/SM channels:</p>

			s contact data base  Separate events for each country		STUBA, University of Patras
<b>“InMaS in action”</b>	A campaign of dedicated messages and images to reflect the ongoing activities within the project (workshops for pupils, workshops for teachers)	Photography  Infographics	Project social media channels  Short updates on the project website	During the planned activities	Material development and dissemination : UTartu
<b>“Sharing the achievements and results of the InMaS Project”</b>	Announcing the results of the Project and introducing the “Best practice document”	Press release  A campaign of beneficiary testimonials (3 from each country, participants in the held activities) to be promoted on SM channels	Project website  Social media channels	November 2020	Material development and dissemination : UTartu  Translation and

			Mass media dissemination		dissemination through owned websites/SM channels: STUBA, University of Patras
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### 3. Visual identity of the project

An easily recognisable (visual) identity of the project is essential to achieve best communication results. A project logo and other visuals are created by University of Tartu and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

- Visual tools:
- project logo (in English)
- project roll-up (in English and if necessary, in national languages)
- templates (ppt, project newsletter, press release, social media visuals)
- general flyer/project brochure (in English and in national languages)
- project poster (in English and in national languages)
- general project website (in English)
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with EIT Manufacturing emblem and the accompanying text of: “This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation”

## 4. Monitoring and evaluation of dissemination activities

The reach and impact of ENERGEISE communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other established indicators of media use. The following measures will be used to evaluate the output of the dissemination activities:

**Table 4:** InMaS Communication Strategy Monitoring

Communication tool	Quantification	Target value defined by consortium	Proof of communication
Website	No. of visitors	3500	Output of Google Analytics
Social media (Facebook)	No. of posts	6	Facebook
	No. of campaigns	2	Facebook
Social media (YouTube)	No. of videos	14	YouTube
Social media (Instagram)	No. of posts	6	Instagram
Mass mailing (Newsletter)	No. of issues	2	E-mails
	No. of subscribers	1200	System printouts
Local mass media (Press release)	No. of press releases	2	Press releases
Brochures	No. of flyers	50	Flyers
Webinars	No. of webinars	14	Website and YouTube
Workshops for students	No. of workshops	12	Participation lists
Workshops for teachers	No. of workshops	10	Participation lists