ERASMUS PLUS
HIGHER EDUCATION CAPACITY BUILDING

Erasmus+ Project
Applied curricula in space exploration and intelligent robotic systems (APPLE)

WP4 – Dissemination and Exploitation

APPLE strategy - plan
for Dissemination, Sustainability and exploitation

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APPLE

APPLE strategy - plan
for Dissemination, Sustainability and exploitation

I.   <u>Strategy of activities</u>

1. Dissemination &exploitation activities will address the following target groups and be organized following:
- Event-based dissemination. The project will organized min 3 annual dissemination workshops to inform and engage with the national academic communities. The Final project Conference will address a broader audience bringing together additionally policy makers, NGOs, education authorities, other stakeholders important to the best practice proliferation in the countries.
- Web-based dissemination. The project website will serve as a major interface and community building platform. In addition to being a repository to all tangible outcomes (training and teaching materials, webinars, results of the Feasibility Study, Repository entry point, methodological materials, reference materials, etc.), it will enable community activities (blogs, social networks interface, FAQ, etc.). On top of that, all partners will use other available web-based dissemination channels (own websites, mailing lists, community resources). All target groups will be addressed.
- Traditional dissemination. The project will produce the set of traditional promotional materials, it will publish major results in media (general public) and professional journals (academic community). Additionally, the project will organize several briefing meetings with policy making stakeholders to enable a multiplier effect.
2.   Exploitation planning and exploitation of the results:
- Exploitation planning. The project will plan the exploitation (including how to bear running costs) of such principle outcomes as the set of developed methodological materials, the Repository, the website, etc. for the period of 3-5 years after the project end.
- Exploitation nature: public nature - openly available for re-use.
- Involving into practical aspects of dissemination/exploitation: involving external stakeholders in Evaluation trial and in developing practical tutorials during workshops to ease external exploitation and uptake.
- The executive part of the Memorandum will include agreed and supported measures aimed at exploitation of the project results (concluded at the Final Conference).
-Activities after the end of the project: continuing further dissemination (as described above);developing ideas for future cooperation; evaluating achievements and impact; contacting relevant media; contacting policy-makers on request;cooperatingwiththeEuropeanCommissionbyprovidingusefulinputstoitsdisseminationandexploitationefforts.

II.   Components of the dissemination and sustainability plan of the project.

1) Target groups:

1.1.   <u>Specific audience (SA):</u>

- students, researchers, professors or other people involved in activities related to the project's topic and interested in following its development and outcomes);
- stakeholders, experts or practitioners in the field (graduate engineers) and other interested parties;
- decision-makers at local, regional, national level;
- Generic audience (GA):
- People who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.

1.2. <u>Channels:</u>

- Traditional channels: local, regional, national press and media;
- Modern channels, such as: Newsletter Facebook page; Twitter profile; LinkedIn account;
- Research gate content – sharing garagErasmus platform.

2) Activities:

2.1. In order to regularly update information on the project web-site and social networks (Facebook), to assign a responsible person and a "blogger" from each university.

2.2. Editorial plan will be sent to the partners and every six months the new editorial plan will be created and afterwards the partners will have the possibility to edit it and propose changes (SA);

2.3. Creating a database of names and e-mail addresses of contact persons responsible per partner to cooperate with contents and promotion through university channels (SA);

2.4. Creating a database of e-mail addresses of selected contacts from the partners to create a mailing list for the newsletter (news about APPLE, news from the world related to the topics discussed); newsletter release (3 times x year) with the presentation, updates and outcomes of the project to be sent according the mailing – list;

2.5. Coordinating partners in charge for the development of the website (sharing contents / preparing posts etc.) (SA);

2.6. ResearchGate with content sharing: frequency according to the progress of the project, hosting by the coordinator of APPLE (SA);

2.7. Creating and Opening a Facebook page (GA); a Twitter account (GA); aLinkedIn group (GA); developing an editorial plan for Facebook (2 posts on Facebook + 2 posts on Twitter per week (GA)+ 2 contents TBP on LinkedIN group covering these topics;

2.8. Opening garagErasmus platform (a working group will be activated on the platform in order to make it easy to internally discuss in informal way among the members of the consortium / participants to the summer schools / individuals that interact with APPLE project; in addition, the goals / projects of APPLE will be published to have visibility with the community of International Students (GA);

2.9. Articles publishing by the partner Universitieson the websites of the Universities (one article at the launch and one at the end of the project) (GA);

2.10. Press release on important events of the project (GA);

2.11. Traditional publications to be distributed in the partner Universities : professional documentary with storytelling, interviews, live moments of the project; resume and the focus on the most important moments of APPLE (SA);a booklet with the resume and the focus on the most important moments of APPLE (GA);

2.12. Developing an agreement on the continued cooperation of the project participants (sustainability of the project results after the project life) inclusive activities on involving new participants in the project based on the Agreement "APPLE Plus".

2.13. Paramount Steps

-        Publications (1 publication every 6 months).

-        Schedule of local sustainability activities and dissemination of the project results (one event per quarter).

-        Plan of local &regional coordination meetings: internal & external events (meetings, conferences, various meetings).

-        Defining a group of related universities and non-academic partners involved in the activities of the project.

-        Developing a database of organizations interested in the project.

-        Developing of the project website and networking

-        Placing on the university website information about participation in the project and a link to the project page.

-        Preparing and publishing brochures/leaflets of the project outputs.

-        Organising and conducting of the International conferences.

-        Developing an agreement on the continued cooperation of the project participants (sustainability of the project results after the project life) inclusiveactivities on involving new participants in the project based on the Agreement "APPLE Plus".