



MECHATRONICS and  
METALLURGICAL VET

for sectors' industries

2019

# MeMeVET4Industries Project

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**Dissemination and  
Exploitation Strategy  
of the  
MeMeVET4Industries  
project**

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## List of abbreviations:

C&D	Communication and dissemination
EC	European Commission
PP	Project Partners
MeMeVET4Industries	Mechatronics and Metallurgical VET for sectors' industries
D	Deliverable
SME	Small and Medium-sized Enterprise
WP	Work package



EURES	European Employment Services
EEN	Enterprise Europe Network
ESN	Erasmus Student Network
BCCI	Bulgarian Chamber of Commerce & Industry
ITKAM	Italian Chamber of Commerce for Germany
CCIS	Italian Chamber of Commerce and Industry for Spain
ZIP	Consortium Industrial Zone of Padua
TUS	Technical University Of Sofia
CAARAGON	Asociacion Cluster De Automocion De Aragon
SOPK	SCCI PREŠOV REGIONAL CHAMBER OF COMMERCE AND INDUSTRY
UNINETTUNO	International Telematic University UNINETTUNO
I.T.T.S. A. Volta	State Technical Technological Institute A. Volta
ELCOM	ELCOM, limited liability company, Prešov
Klaster AT+R	Klaster AT+R
PTP	Pordenone Technological Center "Andrea Galvani"
CEICE	Council of education, investigation, culture and sport- Valencia regional government, IES Tirant Lo Blanc
AECIM	Association of Metal Companies of Madrid

## Abstract:

The Dissemination and Exploitation Strategy aims to provide information about the project, the communication channels and instruments (webpage, social media channels, brochures) as well as the guiding principles that will be followed by the PPs. These principles will help the PPs to perform their communication activities consistently and to multiply the dissemination impact. Special attention is given to the target audiences, the key messages planned to be transmitted to the wider community and the deployment and dissemination plan for the e-card. The strategy also includes the indicators, the evaluation methodology and the results that the PPs have to achieve throughout the project's life cycle. This information will contribute to the subsequent follow up on the activities and the initiatives performed during the project period. The final part of the document represents a SWOT analysis. It will facilitate the smooth implementation of the communication activities, while avoiding mistakes and planning the risk. The dissemination approach, described in the report, will be implemented in compliance with the requirements stated in the project Grant agreement. **The present document is an updated version (2nd version) from April 2019.**



## 1. Information about the project:

The project *Mechatronics and Metallurgical VET for the sectors' Industries* aims to offer solutions to some of the main issues that impede the free mobility of students and workers in the mechatronics and metallurgical sector. The main goal of the MeMeVET4Industries project is to foster mobility across EU in these two sectors with the establishment of a Sector Skills Alliance involving 5 different countries: Germany, Spain, Italy, Bulgaria and Slovakia.

The project will deliver a common curriculum for complementary educational skills requested by the labour market in the five participating countries. The second most important output will be the development of an e-card for EU CV in which all complementary educational skills acquired in mechatronics and metallurgical sectors will be uploaded. The e-card is an outstanding new tool as it will allow young people to easily obtain specific certificate required by the industries in the target countries and to enter faster into the EU labour market. The design and the development of the digital tool as well as the launch of the e-card will demonstrate the commitment of the project partners and their important contribution to the process of keeping up-to-date the mechatronics and metallurgical sectors along with the digital evolution toward the “forth industrial revolution”. Additional objectives of the project are the facilitation of the inter-generational learning through vocational educational training (VET) and the promotion of necessary skills, qualifications and good practices at European level.

## 2. List of Project partners:

PP1 Italienische Handelskammer für Deutschland, ITKAM (Germany)

PP2 Italian Chamber of Commerce and Industry for Spain, CCIS (Spain)

PP3 Consortium Industrial Zone of Padua, ZIP (Italy)

PP4 Technical University of Sofia, TUS (Bulgaria)

PP5 Bulgarian Chamber of Commerce and Industry, BCCI (Bulgaria)

PP6 Automotive Cluster of Aragon, CAARAGON (Spain)

PP7 SCCI Prešov Regional Chamber of Commerce and Industry, SOPK (Slovakia)

PP8 HighTech Startbahn Netzwerk, HTSB (Germany)



PP9 International Telematics University, UNINETTUNO (Italy)

PP10 Istituto Tecnico Tecnologico Statale A. Volta, I.T.T.S. A. Volta (Italy)

PP11 ELCOM Spolocnosts Rucenim Obmedzenym - Prešov, ELCOM (Slovakia)

PP12 Cluster for Automation Technologies and Robotics, KLASTER AT+R (Slovakia)

PP13 Cluster regionale della metalmeccanica Friuli Venezia Giulia, COMET (Italy)

Polo Tecnologico di Pordenone, POLOPN (Italy)

PP14 Council of education, investigation, culture and sport- Valencia regional government, IES Tirant Lo Blanc (Spain)

PP15 Association of Metal Companies of Madrid, AECIM (Spain)

### 3. Main milestones and deliverables within WP2

<b>WP 2 Dissemination and exploitation strategy</b>	<b>3<sup>th</sup> month</b>	The document will be presented in the form of guidelines that will be followed by the PPs while promoting and disseminating the project results.
<b>Logo of the project</b>	<b>2<sup>th</sup> month</b>	A well-designed and memorable logo will make the project easily recognisable and will contribute to better visibility of the project.
<b>Facebook page</b>	<b>2<sup>th</sup> month</b>	The Facebook page will be an important communication channel that will help the PPs to reach a wider public.
<b>Mailing list</b>	<b>2<sup>th</sup> month</b>	The list of stakeholders, gathering the contact details of public authorities, business associations and clusters, NGOs, chambers of commerce, etc., will facilitate the creation of a network.
<b>Project Brochure</b>	<b>2<sup>th</sup> month</b>	The Information brochure contains brief description of the project objectives, the planned actions and the expected results. It will be a promotional instrument during information days, workshops,



		conferences and other dissemination events.
<b>Consortium mail account for the project</b>	<b>6<sup>th</sup> month</b>	The Consortium mail account represents a common email address connected to the hosting plan of the project website. It is connected to the official email addresses of all project partners. Stakeholders, professional associations, clusters, public authorities, NGOs, universities, companies, students, media, and other actors will use this email address for communication with the whole Project Consortium.
<b>Website of the project</b>	<b>6<sup>th</sup> month</b>	The project website will be the main communication channel within the project. All partners will publish relevant content and updated information about the project progress.

#### 4. Target audiences:

The Dissemination and exploitation strategy describes activities relevant to two main target groups: indirect and direct beneficiaries of the project results. The project will benefit the direct and indirect targets group by increasing the mobility opportunities for students and workers in the mechatronics and metallurgical sector. Furthermore it will create more opportunities and suitable environment for the exchange of best practices in terms of mobility, learning methods and methodologies, recognition and validation of the acquired skills during formal and non-formal education and training.

Direct target groups and their role in the project: actors involved in VET systems in the mechatronics and metallurgical sectors in the countries involved in the project (Italy, Spain, Germany, Bulgaria, Austria and Slovakia) such as:

- universities and schools
- other VET providers
- private consultants involved in development of training modules for the mechatronics and metallurgical sector
- trainers and teachers
- companies
- academic staff
- students

They will actively participate in the project activities including the definition of the required skills, the design and the test of the new VET CURRICULUM, the development of the E-card and the organisation of the mobility experiences.

They will actively participate in the dissemination actions.

They will directly evaluate the project outcomes and outputs in order to create deliverables which will meet the real needs of the beneficiaries.

Some of them will be beneficiaries of the training modules and the mobility experiences organised within the project.



-employees	
<p><b>Indirect target group:</b> stakeholders and people potentially interested in the project outcomes, such as:</p> <ul style="list-style-type: none"> <li>-mechatronics, metallurgical and automotive clusters</li> <li>-local, regional, national and international authorities</li> <li>-NGOs and private organisations involved in the industrial or the educational sector</li> <li>-research centres</li> <li>-chambers of commerce</li> <li>-business associations</li> </ul>	<p>They will be involved in the project activities related to dissemination and networking.</p> <p>They will contribute to the development of the VET CURRICULUM, the test of the e-card and the training modules.</p> <p>They will participate in the recruitment process of staff and students participating in the mobility experience.</p>

## 5. Key messages to be transmitted:

The key messages to be transmitted to the target groups are an important part of the whole communication approach. The key messages are selected to be short, understandable for the wide public and coherent to the project objectives.

### The key messages are:

- ❖ Free mobility across Europe
- ❖ Let's build a barrier-free Europe for students and workers
- ❖ Work and study in Europe is easy
- ❖ Let's boost mobility and employment across Europe
- ❖ Competitive Europe through free movement in the mechatronics and metallurgical sector
- ❖ Enrich your CV and go across Europe

## 6. Communication channels and dissemination activities within the



## MeMeVET4Industries project:

The Strategy involves all 15 project partners (PP) from Germany, Spain, Italy, Bulgaria and Slovakia. All activities related to WP2 are mutually complementary and are implemented in a consistent manner.

In order to maximize the dissemination effect and to increase the project visibility all project partners will contribute by actively participating in the activities described below:

### ❖ Development of the main project website;

The MeMeVET4Industries' website is the main public channel, as well as a strategic tool for external communication. It will contain information about the project (project objectives and results, project partners, deliverables achieved during the project lifetime, news and events related to the project), as well as additional documents (the information brochure, surveys, training materials, analyses, the VET CURRICULUM, etc.) that will be downloadable. In order to ensure the visibility of the project results, the information on the project website will be regularly updated during the project duration.

The website will be created under the responsibility of PP1 (ITKAM) and in collaboration with the PP5 (BCCI). All partners would constantly provide up-to-date and official information about the project results and other relevant materials. They will have their personal log-in account that will help them to create content (articles, pictures and news) by themselves. The site will maintain domain-based e-mail: [info@memevet.eu](mailto:info@memevet.eu). It will be configured to work with the hosting e-mail server. A functionality that will record the number of visits as well as the country of origin of the users will help the partners to follow up the effectiveness of their communication and dissemination efforts.

The site will be linked with the Facebook page of the project as well as with the project partners' websites, where information about the project in national languages will be published. The project website will be maintained for at least 5 years from the starting date of the project.

### ❖ Development of an information brochure

The project brochure will contain information about the project, the project partners involved, the mission and the values, the strategy and the milestones. It will include visually appealing design and attractive graphics.

PP7 BCCI will cooperate with all PPs in order to have the text translated from English into German, Italian, Spanish, Bulgarian and Slovak. The brochure will be printed by the PPs and will be disseminated during the information sessions and the workshops organised in the framework of the project, the final dissemination event in Padova as well as during other relevant events, exhibitions, open days, conferences.

The brochure will be uploaded on the project website and will be available for downloading in all 5 languages.



### ❖ **Dissemination of information about the project in social media**

The main Facebook (FB) page of the project will be developed by PP2 CCIS. The page will contain information about the project, call-to-action button, the project logo and appropriate cover photo to capture the attention of new visitors and to encourage them to explore and learn more. A Facebook social media button will be added on the project website. The feature “Facebook insights” will help the partners to follow up the dissemination effect.

PP2 will appoint additional administrators of the FB account. In every participating country there will be at least one responsible partner who will be appointed as an administrator. This approach will facilitate the maintenance of the Facebook page and the frequent publishing of new information. The FB page will be maintained actively for minimum 3 years after the project end.

In addition all partners will publish posts and updated information about the project progresses in the social media profiles (Facebook, LinkedIn, Twitter, etc.) of their host organisations.

### ❖ **Development of a mailing list (database of stakeholders)**

The list of Network stakeholders represents a database containing contact details (contact person, e-mail address, phone etc.) of many different partners and interested parties in Italy, Bulgaria, Slovakia, Spain and Germany. Stakeholders could be all types of organizations (public or private) that could have an added value to the project: professional associations, clusters, public authorities, NGOs, universities, other organizations in support of SMEs, big players, other companies, media partners, etc. The PPs will regularly contribute to the enlargement of the database and the engagement of an increasing number of new interested actors.

The stakeholders will have an important role in the communication and dissemination activities but also in the development of the VET CURRICULUM, the e-card and the other deliverables.

The project partners will maintain regular contact with the listed local stakeholders and will inform them via the project website, the PPs’ newsletters and other communication channels about the project, the finalised VET CURRICULUM, the e-card and the other project results.

They may contribute to the project implementation by integrating the logo on their web pages, by disseminating the project results among their contacts, by participating actively in the events organised by the PPs and by demonstrating active involvement in the networking activities.

The project partners and all actors interested in the adoption of the new VET CURRICULUM and the e-card, will sign a Cooperation agreement, M1-M24 in order to create a strong network.

Important stakeholders at European and national level that could be reached by the PPs are: the Education, Culture and Audiovisual Executive Agency, the Enterprise Europe Network ICT Industry & Services Sector Group, the national agencies managing the ERASMUS + programme, the EURES network, the Erasmus Student Network, etc.



## ❖ Promotion of the project to a wider audience during events

PPs will organise a large number of events to promote the results of the project. Information about the events will be published in the section “events” on the project website. The partners will promote it on their website, in their newsletters and will inform relevant stakeholders at local level. Representatives of policy makers at local, regional, national and EU levels will be also invited to participate and promote the events.

### - Information sessions

Information sessions will be held in all involved countries. These events could be organised separately or in the framework of bigger events. It could be held at the PPs’ premises or at the premises of some of the project stakeholders (universities, professional schools, or other relevant institutions). In addition PPs could disseminate the brochure and other information materials during other, not related to the project events such as conferences, fairs (the international fair Didacta in Florence, the ICT festival WEBIT in Bulgaria etc.) or information days organised by universities, local Erasmus+ contact points or other relevant stakeholders. The main goal of these events is the presentation of the project (objectives, activities and main achievements) to a wider audience.

### - Workshops

Workshops will be organised by the project partners in all involved countries. Its aim is to improve the visibility of the project as well to deliver knowledge and useful content to all participants. The workshops will be focused on an interactive approach and will be useful instrument for the achievement of better visibility of the project results and their practical use.

### - Final Conference in Padova – final dissemination event

The final dissemination event will be held in Padova and will involve all PPs and a wide range of other stakeholders.

PPs would disseminate information about the upcoming event among all target groups and stakeholders in the mechatronics and metallurgical sectors, but also to a wider public interested in the project. The event will be presented in an attractive way and the benefits from participating will be strictly highlighted. Furthermore, the announcement will be disseminated through all communication channels used by the PPs and their host organisations.

Some of the topics that could be discussed during the event will be:

- 1) State of the art of the MeMeVET4Industries project
- 3) The needs of businesses across Italy, Germany, Bulgaria, Slovakia and Spain
- 4) The VET CURRICULUM and the e-card
- 5) The mobility experience within the project: Success stories
- 6) The future of the project
- 7) Networking session



The main objective of the event is the delivery of a content that meets to the highest possible extent the expectations and the needs of the guests. The level of satisfaction will be measured by the organiser PP2 with the help of feedback forms disseminated during the event. The final goal is the achievement of minimum 75% satisfaction rate of the participants.

- ❖ **Exchange of documents produced during the project implementation such as facts and figures, reports and surveys, tools, examples of best practices etc., among the partners and the stakeholders by e-mail, Skype conferences and other communication channels.**

## 7. Exploitation of the results

The exploitation of the results is a key factor for the successful implementation of the projects and the achievement of the main project goal – free mobility of students and workers across Europe.

### ❖ MAIN EXPLOITABLE RESULTS

#### - Common curriculum for complementary educational skills

In order to increase mobility and to foster the work-integration, both at national and international level, the consortium will create a new transnational and common vocational curriculum for the complementary educational skills requested by the labor market.

#### - Training materials

Training modules will be specifically created in order to obtain soft and transversal skills. The modules will foster coordination and integration of the skills and knowledge provided within VET programs across European countries.

#### - E-card for EU CV

The E-card is a new digital tool in which all complementary educational skills acquired in mechatronics and metallurgical sectors will be uploaded. The e-card will allow young people to easily obtain specific certificates required by industries in the target countries and enter faster into the EU labour market. *(For detailed information about the actions that aim at fostering the exploitation of this result, please consult the next section: Deployment and dissemination plan for the e-card )*

### ❖ MEASURES FOR BETTER EXPLOITATION OF THE RESULTS AND SUSTAINABILITY

All dissemination and promotional initiatives listed in the Strategy aim to increase the awareness of the target groups and to foster the use of the outcomes. However the consortium will carry out specific actions which have as their main purpose to maximize the exploitation of the project results during and after its implementation. Some of these activities are:



-PPs will organize meetings with national authorities and other actors interested in adopting the European CV. Every partner will devote efforts to ensure that at least 1 institution/authority body per country will be involved in the recognition of the VET Curriculum.

-The Consortium will sign cooperation agreements with stakeholders in their countries. Each project partner will organize at least three meetings with local stakeholders and will sign at least 2 cooperation agreements. The Cooperation agreements will be in force at least 3 years from the date of signature.

- PPs will also organize interviews and workshops, will create networks and an online platform to upload the training materials.

- PPs will maintain the project website for five years, three years more after the duration of the project. During this period the information about the project will be also visible on the project partners' own websites.

#### ❖ MEASURES FOR CONTINUOUS IMPROVEMENT

In order to ensure the high quality of the project and its results, the pilot version of the teaching materials and e-card skills will be evaluated in accordance with set principles in the Quality assurance policy and adequate procedures of the MeMeVET4Industries project (2nd version), p. 20-21. The methodology for development of evaluation questionnaires will be based on the on the open source tool provided by the Institute for the Study of Knowledge Management in Education (ISKME) <http://www.iskme.org/>

In order to evaluate and improve the exploitation of the project results the PPs will try to regularly receive feedback by using questionnaires filled in by students, companies and other stakeholders. These feedback forms will help not only to evaluate the quality the project results, but also to adapt it to the reals needs of the beneficiaries. Better quality will guarantee wider exploitation.

#### ❖ EXPLOITATION OF THE RESULTS AT EUROPEAN LEVEL

The long-term exploitation of the results at local, national and European level is fundamental element, since the project aims to foster mobility and integration of EU workers and students in the field of mechatronics and metallurgical sectors not only in the countries involved in the project, but also in other European countries. It also aims these results to be available in long-term and to serve as a basis for further enlargement of the network recognizing the VET Curriculum and the e-card. In this regard the following activities will be implemented:

**- All PPs will continuously promote the project results among potential beneficiaries and partners across Europe in order to ensure commitment at EU level;**

**- The Consortium will promote the project among members and clients of large international networks such as: Enterprise Europe Network, the network SKILLMAN, the network of Italian Chambers of Commerce and Industries and other similar organizations.**

**- All materials developed during the implementation of the project will be available in open data format and will correspond to ESCO, the multilingual classification of European Skills, Competences, Qualifications and Occupations. Thus the accessibility will be improved and the exploitation of the project results across Europe will be enhanced.**

**- PPs will sign cooperation agreements with actors active in other European countries;**

**- PPs will try to identify other SSA projects This action will strengthen the EU actions as a whole and will contribute to the involvement of new stakeholders.**

In that way a strong network at European level will be created and the adoption of the main outcomes of



the project will be enhanced.

#### ❖ EVALUATION OF THE EXPLOITATION

MeMeVET project needs continuous assessment throughout its implementation to check if the goals are being met. The degree of exploitation of the results will be measured by some of the indicators used for measurement of the general aspects of the project, such as:

- *Number of visits on the project website (Indicator 19)*
- *Number of representatives of the direct target groups involved in project activities*
- *Signed cooperation agreements*
- *Number of participants in events*
- *Minimum 75% satisfaction rate of the people adopting the new VET CURRICULUM (indicator 4)*
- *75% satisfaction rate of the participants in the final dissemination event*
- *Minimum 90% Attendance rate to pilot training course (indicator 3)*
- *Percentage of employees of the sectors who, within a period of 2 months from completing the VET programme, find that their training is relevant for their current occupation (indicator 6)*
- *Minimum 75% satisfaction rate about the e-card as recognition tool for skills among VET providers (indicator 8)*
- *Minimum 75% satisfaction rate about the e-card recognition tool for skills among companies in mechatronic and metallurgy sectors (indicator 9)*

## 8. Deployment and dissemination plan for the e-card:

The e-card is one of the most important deliverables within the project. The effective external communication related to the e-card is vital for the success of the whole project. All partners have to devote additional efforts to boost its promotion and exploitation.

#### ❖ Target group:

The potential beneficiaries of the e-card are: employees, students, high-school graduates and other young professionals in the mechatronics and metallurgical sector.

#### ❖ Key message:

Be competitive in Europe and get your MeMeVET e-card

#### ❖ Communication channels:

-project website  
-social media groups in LinkedIn, Facebook, Twitter for students and professionals in the



mechatronics and metallurgical sector

- bulletins and newsletters issued by universities, professional schools, young employees' organisations and career centres
- professional groups

The main goal of using all these channels listed above is the encouragement of a wider audience interested in testing the e-tool, as well as the involvement of increasing number of multipliers which may contribute to the future promotion of the e-card.

#### ❖ **Key multipliers:**

- national agencies managing the ERASMUS + programme
- universities and professional schools
- other VET providers
- students' unions
- employment agencies
- EURES' local contact points
- ESN (Erasmus Student network) contact points
- career centres and advisors

#### ❖ **Activities and dissemination events that will foster the exploitation:**

##### - **Presentations**

Information about the e-card will be presented during job fairs, students' conferences, events organised by the key stakeholders.

##### - **Success stories**

Success stories will be disseminated through the above listed communications channels. The story will be focussed on the mobility experience of the users of the e-card and how this modern tool could facilitate the free movement of students and workers.

##### - **Events organised by the PPs**

The project results and the e-card will be presented during events organised by the PPs especially for students and young employers. It could be presented during career forums and international conferences. In that way the dissemination effect will be increased and the exchange of good practices and opinions on the accessibility issues will be fostered.

##### - **Demonstrations**

Demonstrations of the e-card will be organised by the PPs in universities and professional schools. This activity aims to present the main technical aspects of the e-tool and description of the objectives and the benefits for the users. The demonstrations could be held during the workshops and the information sessions.



## 9. Responsibilities per PPs

**All partners will participate in the communication and dissemination activities listed above and will devote efforts to the timely fulfilment of the planned tasks within WP2:**

**P5/BCCI** (WP2 Leader) will be responsible for the implementation of the Communication and Exploitation Strategy, the design of the project brochure, the promotion of the e-card and the maintenance of the list of stakeholders. BCCI will also coordinate and contribute to all communication activities (publishing of articles and posts in FB, dissemination of brochures, organisation of dissemination events).

BCCI is also responsible for the involvement of the Bulgarian Ministry of Education and Science, the Bulgarian Employment Agency, the local chambers of commerce, clusters and professional associations in Bulgaria as well as the Enterprise Europe Network ICT Industry & Services Sector Group.

**P1/ ITKAM** will involve the worldwide Network of the Italian Chamber of Commerce abroad and local associations in Italy. They will launch the project website and will ensure its promotion together with BCCI and the other PPs. ITKAM will also contribute to all other communication activities (publishing of articles and posts in FB, dissemination of brochures, organisation of dissemination events).

**P2/ CCIS** will engage chambers of commerce, universities and professional schools. They will be involved in the organisation of networking events and promotional activities (publishing of articles and posts in FB, dissemination of brochures, promotion of the e-card) throughout the duration of the project, in order to attract large number of students and academic staff participating in the mobility experiences.

**P3/ ZIP** will promote the project among local companies, employers and clusters in the field of mechatronics and metallurgical sector and will facilitate their engagement in the project. P3 will contribute to all other communication activities (publishing of articles and posts in FB, dissemination of brochures, organisation of dissemination events)

**P4/ TUS** will be responsible for the involvement of the Bulgarian mechatronics cluster, the Bulgarian Academy of Science, public authorities, universities, professional high schools in the sector and other partners. It will also promote the project and the e-card among students, academic staff and VET providers.

**P6/ CAARAGON** has well developed relationships with the automotive sector and all of the companies in the sector in the region of Aragon will be its main target group during the communication activities. It will also involve other local associations, representing companies in the mechatronics and metallurgical sector through dissemination events and other promotional initiatives.

**P7/ SOPK** will contribute to all communication activities and will involve schools and universities,



public authorities responsible for education in Slovakia. It will promote the project and the e-card during dissemination events.

**P8/** HTSB will contribute to all planned communication and dissemination activities, but the team will use their well established relationships with industry representatives in Germany in order to involve in the project an increasing number of businesses.

**P9/** UNINETTUNO is responsible for the creation of the project logo. PP9 will be actively involved in all communication activities and will establish a network, including companies and representatives of the national and local authorities.

**P10/** I.T.T.S. A. Volta will organise a dissemination event and will promote the project and the e-card among students and academic staff in Italy.

**P11/** ELCOM is a private company and has established relationships with different other businesses. P11 will disseminate information among its usual partner network, employers and other relevant stakeholders.

**P12/** KLASTER AT+R will disseminate information about the project among the businesses in Slovakia. P12 will involve stakeholders and companies engaged in Automation Technologies and Robotics.

**P13/** COMET and POLOPN will reach companies in the mechanical and thermoelectromechanical fields. Furthermore P13 will involve other relevant stakeholders from the industry by organising dissemination events and other promotional initiatives.

**P14/** IES Tirant Lo Blanc will involve local educational authorities in Spain, students and academic staff. P14 will contribute to all communication and promotional activities.

**P15/** AECIM will involve firms specialised in the metal sector in Madrid, but also VET providers and other relevant stakeholders. P15 will contribute to all communication activities (publishing of articles and posts in FB, dissemination of brochures, organisation of dissemination events).

#### Number of days needed per partner:

Participant No:	Total staff days
P5/	45
P1/	51
P2/	45
P3/	45
P4/	45
P5/	45
P6/	45
P8/	45
P9/	45
P10/	45
P11/	45
P12/	45
P13/	45
P14/	45



P15/	45
<b>Total (Consortium)</b>	<b>682</b>

For detailed information about specific activities to be performed by each partner, as well as deadlines, please refer to ANNEX I of the Report on Communication activities “Indicators to be achieved by each partner”.

## 10. Indicators for impact and evaluation of the results:

The indicators listed below will facilitate the evaluation of the progress of the PPs regarding the communication and dissemination activities that will be carried out during the project lifetime. The indicators are qualitative and quantitative:

### ❖ The qualitative indicators are the following:

- *Minimum 75% satisfaction rate of the people adopting the new VET CURRICULUM (indicator 4)*
- *75% satisfaction rate of the participants in the final dissemination event*
- *Minimum 90% Attendance rate to pilot training course (indicator 3)*
- *Percentage of employees of the sectors who, within a period of 2 months from completing the VET programme, find that their training is relevant for their current occupation (indicator 6)*
- *Minimum 75% satisfaction rate about the e-card as recognition tool for skills among VET providers (indicator 8)*
- *Minimum 75% satisfaction rate about the e-card recognition tool for skills among companies in mechatronic and metallurgy sectors (indicator 9)*

### ❖ The quantitative indicators are the following:

	Responsible PPs:	Target:
<b>Project website (DELIVERABLE)</b>	PP1	1
<b>Logo of the project (DELIVERABLE)</b>	PP9	1
<b>Facebook page (DELIVERABLE)</b>	PP2	1
<b>Consortium mail account for the project</b>	PP5	1
<b>Project brochure (DELIVERABLE)</b>	PP5	6
<b>Number of visits on the project website(Indicator 19)</b>	ALL PPs	500
<b>Number of followers/likes in Facebook(Indicator 18)</b>	ALL PPs	300
<b>Number of printed copies of the brochure</b>	ALL PPs	3000
<b>Number of participants in dissemination events</b>	ALL PPs	300
<b>Number of participants in the final dissemination events (Indicator 17)</b>	ALL PPs	60
<b>Number of publications in social and other media</b>	ALL PPs	100



<b>Number of stakeholders included in a mailing list</b>	ALL PPs	250
<b>Number of meetings with stakeholders/networking meetings</b>	ALL PPs	45
<b>Number of other SSA projects identified</b>	PP2 CCIS PP5 BCCI PP8 HTSB PP10 I.T.T.S. A. Volta PP11 ELCOM	5
<b>Number of selected institution/authorities/bodies in each country, contacted and involved in the recognition of the modules</b>	PP1 ITKAM PP7 SOPK PP4 TUS PP13 POLOPN&COMM ET PP14 IES Tirant Lo Blanc	5
<b>Number of signed cooperation agreements</b>	ALL PPs	30
<b>Number of representatives of the direct target groups involved in project activities</b>	ALL PPs	75
<b>Likes of articles posted in social media</b>	ALL PPs	1000

### The Communication and Exploitation Strategy's goals are SMART:

**Specific:** The goals are specific and selected in a way that guarantee visibility of the project and sufficient number of beneficiaries and stakeholders involved.

**Measurable:** The communication and dissemination results will be measured by the quantitative and qualitative indicators.

**Achievable:** The targets are realistic and selected in accordance with the needs of the project. The achievement of these targets is unquestionable as the PPs are experienced in communication activities and have already an established network of stakeholders.

**Relevant:** The achievement of the quantitative and qualitative indicators will directly affect the overall project success and its visibility. Thus, the reached clients will be potential interested parties and beneficiaries of the other project results.

**Timely:** The goals set will be measured per 6 month, although the project duration is two years. The PP will keep on with the schedule in order to achieve timely implementation of the strategy.



## 11. Methodology and main principles

The communication approach is the most important driver for the effective implementation of the planned actions in the framework of the Strategy. All project partners will respect the common key principles listed below in order to adopt a result-oriented and consistent dissemination approach.

### MEMEVET4INDUSTRIES COMMUNICATION PRINCIPLES:

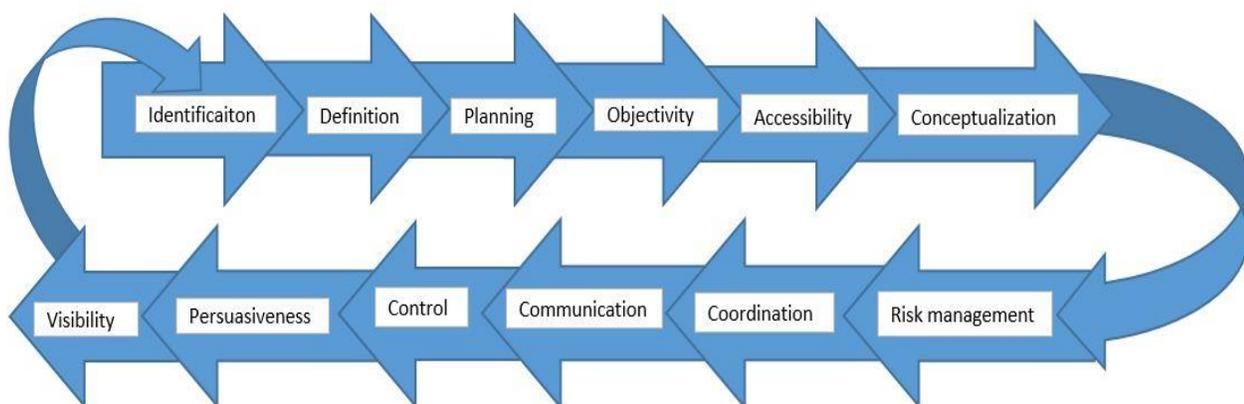
- ❖ **Identification:** Any message related to the MeMeVET4Industries project has been selected carefully in order to ensure that these messages will be easily identified by the public, with clear and direct reference to the project. While promoting the project PPs have to use easily identifiable elements such as the project logo, the project colours, the key messages, etc.
- ❖ **Definition:** All PPs must define their local peculiarities in order to adjust the strategy and to take adequate actions suitable for the local market and the business environment. The goals are defined in a way that will guarantee that all communication activities will be complementary to the other activities foreseen within the project.
- ❖ **Planning:** The actions should be planned by taking into account the specifications of each goal. The PPs have to plan how they will achieve these goals step by step and how the use of resources will be minimised. They should define in advance the necessary staff, the activities and the specific resources that will help them to meet the requirements related to the achievement of the targets planned.
- ❖ **Objectivity:** The key messages and the key activities performed by all PPs and under this strategy should be clear, consistent and unbiased. The objectivity principles are applicable to all planned activities. The information published by the PPs should not be interpreted as commercially biased communication or/and advertising.
- ❖ **Conceptualization and initialization:** Each step in the strategy will be completed after the above mentioned principles are listed. Thus, the conceptualization and the initialization will be based on the above mentioned principles and will be done with due-diligence in order to meet the project' goals.
- ❖ **Risk management:** In order to communicate and disseminate the project information effectively, the risks should be identified in advance. This will contribute to the overall management of the strategy and the avoidance of mistakes while targeting the right audience with the right key messages, by using the most convenient channels.
- ❖ **Coordination in launching and in the execution:** Each PPs must coordinate timely, effectively and



with due-diligence the way they communicate the key messages, the channels they use and the target groups they will reach. The coordination will guarantee the smooth operation of the strategy, as well as the execution of the main activities planned under the strategy.

- ❖ **Communication effectively:** In order to spread the key messages in a more effective way the PPs will define the target groups and the right communication channels through which they can be reached. The communication will be done by several channels such as: e-mail, phone calls, information sessions, workshops, fairs, etc. This way it will guaranteed the effective targeting of a wider audience.
- ❖ **Performance and control:** The dissemination performance will be followed and recorder. In that way the PPs will follow the progress, the possible changes and the risks. This approach will help them to avoid mistakes or misunderstanding of the key messages. The execution of the strategy must be performed in accordance with the listed principle and will be controlled internally by PP5 BCCI. Overall project evaluation will be continuously performed by the Project Steering Committee) in order to assure that the communication activities are in line with the project goals.
- ❖ **Persuasiveness:** The project activities, results and solutions should be presented and performed in an attractive way to the public. The project has to be presented by all its advantages and benefits. Project messages will be conveyed in a persuasive way by avoiding impositions or definitive statements.
- ❖ **Accessibility:** The information and the messages related to the project are characterized by simplicity, clarity and unambiguity. All project partners will be constantly informed about the project progress and respectively they will provide the coordinator with access to the all relevant information and data related to the communication activities.
- ❖ **Visibility:** All dissemination and communication activities must enhance the visibility of the project within the concerned territories and make the project results as much visible as possible at regional, national and European level.

#### Infographic:



## 12. SWOT analysis

### ❖ Strengths:

- well defined target groups that will facilitate the selection of the most appropriate communication channels and messages that will be conveyed;
- established relationships with stakeholders at national and international level
- the various expertise within the consortium will guarantee the quick solving of arising issues and unpredicted situations;
- the fluent communication among the PPs will contribute to better implementation of the strategy and effective coordination of all activities;
- the good understanding of the local markets and academic environment will help the partners to define the most suitable dissemination approach;
- the reputation of the PPs involved will guarantee that the e-card will be well accepted by the wide public.

### ❖ Weaknesses:

- the different background of the partners leading to misunderstandings in the communication process
- still not well established relationships with public authorities at international level;
- some of the partners in the Consortium do not have a dedicated staff for communication and PR.

### ❖ Opportunities:

- the PPs are in touch with different type of stakeholders and this will help them to involve a wider audience with different background;
- the well-established relationships with representatives of the European networks (EEN, ESN etc.) will help the PPs to reach representatives of the European Institutions;
- the past experience of some of the PPs in employment programmes will help them to easily identify the right channel for communication with students and young employees.

### ❖ Threats:

- the changing demands of the local industries could affect the successful implementation of the strategy;
- the availability of resources and their timely use is crucial and could result in a threat for the success of the strategy;



- the existence of other projects funded under Erasmus+ programme could affect the visibility of the project and provoke passiveness;
- the unclear or subjective information could result in poor implementation of the project and misunderstanding of the key messages;
- the wrong selection of communication channels could be a barrier for the communication with the target groups.

