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## **ERDI – Empowering Regional Development and Innovations**

### **Dissemination and exploitation plan**

[www.erdiproject.eu](http://www.erdiproject.eu)

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## **INTRODUCTION**

This dissemination and exploitation plan concerns the EU-funded project ERDI – Empowering Regional Development and Innovations under the program Erasmus + Knowledge Alliance. The main target of this dissemination and exploitation plan is to maximise the impact of the ERDI actions and results on local, national, regional and European levels. This plan ensures the impact, dissemination and sustainability of ERDI results and actions during and after the project lifetime for and beyond the partner organisations in partner countries and across a wider range of countries. This plan is made by WP 9 in cooperation with all project partners.

## **STAKEHOLDER ANALYSIS**

The main beneficiaries of ERDI are the staff and students of HEIs, working life partners, associated partners and, in a long term, the local business and people living in the regions. The partner HEIs are Karelia University of Applied Sciences, Savonia University of Applied Sciences, Széchenyi István University, Slovak University of Agriculture in Nitra, University of Pardubice, Has University of Applied Sciences. The working life partners are ProAgria North Karelia, ProAgria North Savo, SLOV-MART Ltd. and LAG Zeleznohorský Region. The associated partners with no EU funding are the Province of North Brabant, the College Communautaire du Nouveau-Brunswick, Regional Council of North Karelia and Université de Moncton and Groupe Savoie Inc.. There are regional working groups in Finland, Slovakia, Hungary, Czech Republic, the Netherlands and Canada. As to more detailed beneficiary analysis, please see the project application.

## **PURPOSE**

The purpose of this dissemination and exploitation plan is to enable effective spread of the project results and exploitation of increased expertise after the project life time. The second purpose is to valorise the project actions and mile stones during the project. The third purpose is to tempt new stakeholders to participate in the regional development. The dissemination actions are targeted to guarantee the project

transparency among all the stakeholders. Internal and external communication plays the key role in the WP activities.

Systematic utilization of the project outcomes is reached by creating a common dissemination and exploitation plan with regional details. All WP-leaders are responsible for providing adequate information and materials for the dissemination process. The purpose of this plan is to concretise how the results are utilized in the organisations and how they are integrated to the organisations' processes as good practice. The aim is to reach as many people as possible during and beyond the project lifetime. The objective of exploitation is to maximize the impact of project results by transferring them to different contexts and using them actively at local, regional, national, European and international levels.

## **TARGET AUDIENCES**

There are several types of target audiences. Stakeholders like the staff of HEIs and WLPs are the key agents. The local businesses and regional actors are reached through the regional working groups. The general public is reached through the communication actions. Table 1, p. 8

## **KEY MESSAGES**

The key messages of dissemination and exploitation are the results and activities of ERDI. Every WP has outcomes which will be disseminated as presented in table 1, p. 8.

## **Results**

The results of ERDI are the ERDI course (30 ECTS), ERDI competence descriptions, digital open educational materials, knowledge alliance tools and well working business oriented networks and dissemination materials. The results will be disseminated through seminars, research studies, reports and articles. The impact of project results is maximized by transferring them to different contexts and using them actively in systems and practices at local, regional, national, European and international levels.

The results are merged to every day practices in each HEI and WLP according to their role in the project. The beneficiaries will be reached through normal processes and actions in teaching, curriculum development, and joint research and development activities. All partners actively disseminate the ERDI results in different networks, events, conferences and seminars also after the project reaching the wide audience. The information concerning the results is always public.

### **Activities**

The project activities like piloting and implementing ERDI course, thematic meetings and workshops etc. will be disseminated on ERDI web site, social media (Fb), newsletters, conference papers and articles. Most of the information is public and is presented on ERDI web page. The information concerning coordination, meetings, workshops and work plans is restricted and is only for internal use. See table1. P. 8

### **Internal communication messages**

The Moodle platform is used as a tool for the project implementation and internal communication. Restricted material is available for all partners on this platform on the ERDI course. All documents like memos, minutes, agreements, worksheets and drafts are saved in Moodle and the internal discussion concerning WP activities runs through this tool.

## **METHODS AND TOOLS**

The communication for all beneficiaries include web pages and social media, news feed, multimedia output, reports and studies, regular partner and regional group meetings and seminars. The main dissemination and exploitation tool is the ERDI web site: <http://www.erdiproject.eu/>. WP9 is responsible for updating the web site.

### **Creating awareness of the project**

- Flyers, press releases, online discussion lists, mailing lists, roll ups, logo, Power Point template, newsletters, ERDI website
- “bioeconomy helpdesk” chat platform
- Social and multimedia communication

### Transmitting information, getting feedback

- Reports, journal articles, website, conference papers
- Regional workgroup meetings
- Workshops for stakeholders
- Social and multimedia communication

### Promoting the project and its outcomes, increasing involvement, boosting actions in applying good practices (= exploitation)

- Conference presentations, ERDI web site, posters
- Publication of key findings of Work Packages. The expected results and tools for dissemination per each work package are presented in the table 1.
- Region-connected exploitation: each organization and region has got a keyperson in charge of the exploitation and will use their own tools beside the official ERDI web site. Every partner is responsible for producing material on their expertise to be published.
- Social and multimedia communication in.....
- The final results will be uploaded to the EU-Dissemination Platform <http://ec.europa.eu/programmes/erasmus-plus/projects/>

### ***Key persons in dissemination and exploitation***

Every partner organisation has a key person who is nominated to be the head of dissemination and exploitation. The key persons are responsible for organising the dissemination and exploitation of ERDI actions and results in their institution or region. This happens when ERDI actions are merged into everyday practices in the participating organisations. This process is led by the key persons.

The dissemination measures per each WP, timing, tools and level of dissemination can be seen in the following table.

| Work Package | What | When | How | Languages | Level |
|--------------|------|------|-----|-----------|-------|
|--------------|------|------|-----|-----------|-------|

|   |  |       |  |   |              |
|---|--|-------|--|---|--------------|
| <b>WP1<br/>Current State<br/>Analysis</b> | Regional background analyses                     | M6    | full report and regional report; ERDI web pages    | English (full report), local languages (regional reports)     | Public       |
|   | SWOT analysis of pathways and partnerships       | M6    | Report on ERDI web pages                           | English   | Public       |
|   | Kick-off meeting                                 | M3    | Memo in Moodle                                     | English; partly local   | Restricted   |
| <b>WP2<br/>ERDI Management</b>            | Work plan  | M3-M6 | Moodle   | English, local languages                                      | Restricted   |
|   | Coordination of the on-site and on-line meetings | M1-M6 | Moodle   | English   | Confidential |
|   | Progress report and final report                 | M36   | ERDI web pages                                     | English, Local languages (summary)                            | Public       |
|   | Regional working groups                          | M36   | Memos on ERDI web pages                            | Local languages and English                                   | Restricted   |
| <b>WP3<br/>Curriculum<br/>Development</b> | Competence analysis                              | M6    | ERDI web pages and organisational web pages        | English and national languages                                | Public       |
|   | Pedagogical approaches                           | M34   | Internet (results) and Moodle (planning materials) | English and national languages in HEIs Curriculum description | Public       |

|   |   |                          |   |  |            |
|---|---|--------------------------|---|--|------------|
|   | ERDI Course Curriculum  | M10 (the first draft)M34 | Internet, Moodle                                      | English  | Public     |
|   | ERDI Course pilots and e-learning materials   | M34                      | ERDI web page, Moodle                                 | English (full course materials); local languages | Public     |
|   | Thematic meeting: Curriculum Development workshop                                   | M10                      | Minutes in Moodle                                     | English, Local languages                         | Restricted |
| <b>WP4<br/>Digital e-learning tools</b> | Internet based open educational Resources (OER)                                     | M9 (draft), M34          | ERDI internet based environment                       | English, partly national languages               | Public     |
|   | Train the trainer   | M24                      | ERDI web page (course description, materials), Moodle | English, national languages                      | Public     |
|   | Digital e-learning and communication tools  | M14 (draft), M34         | Internet (documents), agreements printed              | English  | Public     |
|   | Document database (ECTS bilateral agreements, European recognition and transcripts) | M34                      | Internet  | English  | Restricted |
|   | Thematic meeting: Workshop in e-learning  | M27                      | Memo in Moodle  | English , national languages                     | Restricted |



|  |  |     |   |                                |                                      |
|--|--|-----|---|--------------------------------|--------------------------------------|
| <b>WP5<br/>Knowledge Alliance<br/>Models and Tools</b> | Development of models and tools                              | M13 | Moodle and ERDI web page  | English and national languages | Public (report)<br>Restricted (data) |
|  | Piloting the models and tools                                | M34 | Process description pathways and report in ERDI web pages                                     | English and national languages | Public                               |
|  | Improved Expertise of HEIs in working life co-operation      | M36 | References gained published on ERDI web page  | English and national languages | Public                               |
|  | Thematic meeting: workshop for applying the models and tools | M15 | Memo in Moodle  | English and national languages | Restricted                           |
| <b>WP6<br/>Business Networks</b>                       | Collage of business models                                   | M14 | Report on ERDI web pages Data in Moodle   | English                        | Public (report)<br>Restricted (data) |
|  | Employability and future road maps                           | M30 | Report on ERDI web page and organisational web page   | English and local languages    | Public                               |
|  | Learning materials for digital open education                | M34 | info on ERDI web page; delivery of digital materials through the digital tool provided by WP4 | English and local languages    | Public                               |
|  | Thematic meeting: workshop for applying business models      | M22 | Memo in Moodle  | English and national languages | Restricted                           |

|   |  |                     |  |                                |            |
|---|--|---------------------|--|--------------------------------|------------|
| <b>WP7<br/>Quality Assurance</b>                      | Quality Plan                           | M4                  | ERDI web pages and organisational web pages  | English and local languages    | Public     |
|   | Milestones: Vertical Reflection Points | M4                  | milestone follow-ups integrated to newsletters on-line   | English and local languages    | Public     |
|   | External evaluation                    | M34                 | Auditing report on ERDI web page   | English                        | Public     |
| <b>WP8<br/>Evaluation of ERDI Project and Process</b> | WP process self-assessment             | M3,M10,M22,M27, M36 | Reports in Moodle  | English                        | Restricted |
|   | Output follow up to assure the quality | M34                 | Newsletter on ERDI web page and organisational web pages, report in ERDI interim and final report                      | English and national languages | Public     |
|   | Final evaluation                       | M36                 | Report integrated to ERDI final report; evaluation report in Moodle; the public version integrated to the final report | English                        | Restricted |
| <b>WP9<br/>Dissemination and Exploitation</b>         | Dissemination and exploitation plan    | M3                  | ERDI web page  | English                        | Public     |
|   | External communication tools           | M2                  | ERDI web page, PP templates for roll ups and PP, logo  | English                        | Public     |

|  |                                      |        |  |                             |        |
|--|--------------------------------------|--------|--|-----------------------------|--------|
|  | Social and multimedia communication: | M3-M36 | Fb, ERDI web page, LinkedIn, chat platform, feeds about proceedings, outputs, report, articles | English and local languages | Public |
|  | Thematic project meeting             | M34    | On-site and on-line final symposium; outputs on ERDI web page and other web pages              | English and local languages | Public |

Table 1 WP Activities and Dissemination

### ***Dissemination weeks***

The dissemination of the project activities and results is every partner's responsibility. WP9 is responsible for the coordination of the dissemination activities. Every partner has a two-week- period to provide local and international material for WP9. WP9 takes care of the final posts to Facebook and other dissemination tools. Dissemination weeks are an efficient way of spreading information about the project and they commit the parties to this task.

### ***Skype meeting with partners***

Fluent and efficient project coordination and implementation requires regular Skype meetings between partners. It is necessary to meet online and have a possibility to share information and discuss the future activities. Skype meetings with the whole project group are organized once a month. Furthermore, the coordinating partner will have one-to-one Skype meetings with all the partners. Skype or another tool, like Zoom will be used between any partner when needed.

### ***Bio-economy Helpdesk***

Bio economy helpdesk is open platform for public. Helpdesk is based on the discussion forum located in ERDI webpages. The bio economy related questions, comments and answers can be posted by anyone interested. The ERDI bio economy experts will participate to the discussions. The ERDI students and working life partners have also active role on discussion during the ERDI courses.

### ***Publicity***

Project beneficiaries must make themselves familiar with the publicity provisions. Any communication or publication related to ERDI, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received funding from the Union and must display the European Union emblem. When displayed in association with ERDI logo, the European Union emblem must have appropriate prominence.

### ***The Erasmus + logo***

The project's publications and results that are distributed must carry the Erasmus+ logo and mention "Co-funded by the Erasmus+ Programme of the European Union":

EU logo to be used:



Co-funded by the  
Erasmus+ Programme  
of the European Union

ERDI logo to be used:



### ***Logos of individual partners***

The partner logos are available in Moodle and may be used according to each partner's own discretion.

### ***The disclaimer***

The project's publications and results that are distributed must carry a disclaimer. It should be in the inner pages of the publication, in addition to the above EU emblem and text acknowledging support from the EU that may appear on the cover page. The text of the inner pages shall read as follows: This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. For other official EU language versions, reference must be made to the following website: [http://ec.europa.eu/dgs/education\\_culture/publ/graphics/beneficiaries\\_all.pdf](http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf)

## **REGION CONNECTED EXPLOITATION PLAN**

There will be no separate region connected exploitation plan or it will be made later by updating this plan. The key findings of each work package are presented in a publication and exploited by bringing the actions to everyday practices in the organisations. Translating material, results and documents into local languages is necessary. The key persons in each organization lead the dissemination and exploitation process.

## **TIMING**

The disseminated and exploited target messages related to WPs and milestones can be seen in Table1. The partners are committed to follow the plan presented in the table 1. This dissemination and exploitation plan is reviewed and updated during the project life time twice a year. The information concerning project activities and results will be disseminated both during and after the project.

## **BUDGET**

The partners will provide reports and materials at their own expense and the costs will be paid from the partner's national budget. Translating reports and other outputs will also be covered from the national budget.

## **ASSESSMENT**

The dissemination and exploitation assessment will be carried out by reflecting the quantitative and qualitative objectives of dissemination and exploitation. See table 1.

WP8 and WP9 will be in a central role in the assessment in organising the assessment of dissemination. The impacts will be assessed by using the following criteria:

- Facts and figures related to the website of project organisers (updates, visits, consultation, cross referencing);
- Number of meetings with key stakeholders;
- Number of participants (institutions and individuals) involved in experimentation, discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of products;
- Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);
- Visibility in the social media;
- Participation in public events;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national, EU policy measures;
- Feedback from end-users, other stakeholders, peers, policy-makers.