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Dissemination, exploitation, and communication plan

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1. INTRODUCTION

The CBM-VET project, "Capacity Building in the field of Maritime Vocational Education and Training," is an Erasmus+ Strategic Partnership initiative with a duration of 24 months. The project aims to address the needs and gaps in skills, competence, quality, health & safety, security, and learning infrastructures within the port/maritime and fisheries domain in São Tomé e Principe (STP). By focusing on four pillars, namely Skills/Competence Alignment, VET Capacitation, Digital and Green Skills, and Cooperation & Network, CBM-VET intends to contribute to the socio-economic development of STP and tackle societal, technological, and economic challenges in the long term.

In the short to medium term, CBM-VET will implement various activities, including the development of an e-platform to facilitate cooperation, training, and distance learning opportunities. The project will also involve short-term staff visits, the establishment of joint frameworks for training programs, and the implementation of a best practices culture. The CBM-VET project aims to empower the STP VET community, represented by Marapa and Decel, by equipping them with the necessary skills, knowledge, competences, and tools to deliver high-quality training that aligns with the needs of learners, industry, and policymakers/regulations. Furthermore, CBM-VET is expected to have a direct impact on trainers and staff, while extending its repercussions to a significant number of fishermen and "paliês."

In order to ensure the effective dissemination and exploitation of the project outcomes, CBM-VET has developed a comprehensive dissemination and exploitation plan. This plan is designed to communicate and share information about the project's activities, deliverables, progress, and outcomes. It also establishes strategies for sustainability beyond the project duration. The plan identifies key stakeholders, tailors communication channels, and distinguishes between dissemination/communication and exploitation.

Dissemination and/or communication involves the widespread sharing of project information among target groups through various channels to achieve specific impacts. The CBM-VET dissemination plan will focus on maximizing visibility and engagement with relevant

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stakeholders, including VET providers, trainers, staff, policymakers, industry representatives, and the local community. Activities such as the development of a project website, social media presence, workshops, conferences, and collaboration with networks will be undertaken to achieve the dissemination objectives.

Exploitation, on the other hand, entails disseminating the project's results to potential users, particularly decision makers at different levels. This phase involves mainstreaming and multiplication, aiming to ensure the long-term utilization and impact of the project outcomes beyond its funding period. The CBM-VET exploitation plan will focus on establishing partnerships, providing training and support, and developing guidelines and frameworks for the integration of the e-platform and training materials. The plan also emphasizes monitoring and evaluation to measure the success and impact of the dissemination and exploitation activities.

By implementing this dissemination and exploitation plan, CBM-VET aims to create sustainable and lasting change within the maritime VET sector in STP, ultimately contributing to the development of the Blue Economy and addressing the identified needs and gaps in the region.

2. OBJECTIVES

This carefully crafted dissemination plan aims to effectively share project information with diverse stakeholders throughout the various stages of the CBM-VET project. The primary objective is to establish a continuous and efficient communication system among all stakeholders, both within and outside these groups, to foster a deeper understanding and enhance the project's overall success.

To develop this plan, a set of systematic steps has been designed for each dissemination material generated by the CBM-VET project:

1. Determine the focus of dissemination, providing a description of the results and products.

2. Identify the target audience and select the content to be communicated.

3. Choose appropriate dissemination channels based on the characteristics of the target groups.

4. Mitigate any potential obstacles or challenges that may hinder the dissemination effects.

5. Evaluate the reach and impact of dissemination efforts across different channels, such as the CBM-VET official website, social media platforms like Facebook and LinkedIn. This evaluation serves as a valuable learning experience to refine future dissemination strategies"

By implementing these steps, the CBM-VET project aims to effectively distribute project information, engage the target audience, overcome dissemination challenges, and continuously improve the dissemination process based on feedback and evaluation from various communication channels.

2.1. Dissemination indicators

In order to comply with the project's objectives, and to evaluate whether it has reached the expected results and objectives, the dissemination objectives are the following:

- 2 presentations in international conferences and workshops
- 3 posts on social media per month
- 200 followers on social media
- 3 newsletters (semester based)
- 2000 citizens reached through the dissemination and communication activities, including online dissemination and events
- 4 Press releases
- 2000 unique visitors to the Website (based on Google Analytics)
- 50 multimedia material downloads (Website)
- 8 number of references of CBM-VET in other websites

3. TARGET GROUPS

The CBM-VET project targets three specific groups that are closely connected to the project's focus on the port/maritime and fisheries domain and its four pillars: Skills/Competences Alignment, VET Capacitation, Digital and Green Skills, and Cooperation Network.

The primary target group comprises the local Vocational Education and Training (VET) community, represented by MARAPA and Decel. This includes VET managers, pedagogical teams, teachers, and trainers who will directly benefit from the actions and initiatives developed under CBM-VET. Additionally, the project's impacts will extend to the industry and society at large, as they will also derive benefits from the improved skills, competences, and training capacities fostered by CBM-VET.

By focusing on these target groups, CBM-VET aims to address the specific needs and gaps in the port/maritime and fisheries sectors while ensuring a broader positive impact on the local

industry and society.

Target Group	Type	Objective	What?
Local VET Community	Primary	Motivate and engage the local community	Website, news in social media, project's results, etc.
Industry and Society	Secondary	Promote awareness and understanding among industry and society	Workshops, conferences, publications, collaboration opportunities, etc.
Other Stakeholders	Secondary	Foster collaboration and knowledge exchange	Reports, policy briefs, networking events, dissemination materials, etc.

Table 1: target groups

4. Dissemination Key features

When developing the dissemination plan, it is essential to consider key elements, such as determining the content to be disseminated (*what*) and identifying effective channels and tools for dissemination (*how*).

4.1. What to disseminate

In the CBM-VET project, there are several results and outputs across different work packages that need to be disseminated effectively to ensure the project's success and impact. These outputs include reports, plans, and events that provide valuable information and insights. The dissemination of these outputs will contribute to knowledge sharing and promote the project's achievements. The following are the specific results and outputs to be disseminated:

- D2.1 End-user Needs' Specification: A document specifying the needs, problems, and opportunities of end-users related to the project.
- D2.2 Initial Plan: A plan outlining the initial steps and activities of the project.
- D5.1 Long-term Action Plan: A plan outlining the actions and strategies for long-term impact and sustainability.
- D6.2 Project Website: Development and maintenance of a project website with regular updates and relevant posts.
- D6.3 Initial Event Report: A report summarizing the key points and outcomes of an initial event.
- D6.4 Final Event Report: A report summarizing the key points and outcomes of a final event.

These results and outputs should be disseminated using appropriate channels and tools outlined in the dissemination plan. This may include uploading reports in PDF format, maintaining an updated project website, and sharing event reports reaching the intended audience effectively. The dissemination activities should be periodically reviewed and revised to ensure their effectiveness throughout the project's lifetime.

4.2. Dissemination tools

Various communication tools, both online and offline, will be utilized to cater to the specific needs of different target groups. These channels and tools will be strategically chosen to captivate the interest and foster active engagement of the project's diverse stakeholders.

4.2.1. Logo

The logo serves as the inaugural and crucial step in the dissemination process, as it becomes the visual representation of the project throughout its entire duration. Consequently, it plays a pivotal role in laying the foundation for the subsequent dissemination activities.

IPTL elaborated some logo proposals and sent them to the rest of the partnership via email. In January 2023 partners agreed on one version that will become the official logo of the project throughout the 24 months.

The logo is presented in both black and colour to adapt to the different materials that will be developed during the project's life:

This logo will be used for every type of internal and external document.

4.2.2. Website

The next crucial step in implementing an effective dissemination plan is the development of a website, which serves as a powerful tool for reaching diverse target groups and promoting the project. While EVM takes charge of website development, administration, and maintenance throughout the project's duration, it is a shared responsibility among all partners to contribute to its regular updates.

The website, available in English, Portuguese, and Spanish, will provide comprehensive information about the project, its milestones, and its importance. Additionally, visitors will have access to downloadable promotional materials and contact details for each participating country.

4.2.3. Social Media

The utilization of social media platforms like Facebook and LinkedIn has become an increasingly significant dissemination tool across various professional settings. Creating a project profile on either of these platforms can have a direct impact and foster interaction with followers. These dedicated pages will feature general project information and provide regular updates on activities carried out across partner countries.

EVM will take the lead in establishing the social media profiles, while all partners will contribute by providing content for sharing posts and information to enrich the profiles and ensure their continuous updates. The aim is to share three post a month in these profiles.

It is important to incorporate relevant hashtags when posting on social media. The consortium will decide on the specific hashtags to be used in future meetings, such as #CBMVET, #Erasmusplus, and #VET, among others.

We will use the following tools to reach out to stakeholders at national and EU level: visual (video, photos, etc.), digital (e-newsletters, web presence), social media (Linkedin and Facebook), direct email communications, for example, and live events.

4.3. Forms of dissemination

The CBM-VET project employs various activities to effectively disseminate its outcomes. These activities include:

Project Image:

The project logo plays a crucial role in the dissemination and communication strategy, as it represents the project's identity. A unique project logo has been designed and will be utilized in all publications, merchandise, materials, the website, and deliverables. Additionally, project templates will be developed to ensure consistent and professional communication, incorporating the project logo and the Erasmus+ logo, which features the flag of the European Union.

Producing newsletters:

Newsletters serve as a direct and effective means of disseminating the results of the CBM-VET project. They will be distributed to a mailing list of contacts created by the project partners and will be made available to stakeholders who may subscribe through the project's website or social media channels.

Distributing deliverables:

The project will produce documentation that can be distributed to the identified target groups with detailed information about the project's outcomes.

Attending events and/or international conferences:

Participating in conferences and national working sessions is an advantageous form of dissemination, facilitating productive exchanges of information depending on the event and

the audience. Due to the shift to online platforms resulting from the COVID-19 pandemic, the consortium will actively search for online opportunities to present the project, thereby expanding dissemination possibilities.

Using new technology (e.g. Internet social networks):

The Internet offers extensive avenues for disseminating project outcomes. The project website will feature relevant and effective links to other related sites, enabling users to access project information from various sources. It is essential to consider methods of promoting the website and monitoring its impact beyond mere website traffic statistics. All partners will publish and announce the CBM-VET project website on a dedicated project section of their own websites.

Networking at various levels – local, regional, national, and European:

Networking should not be overlooked as a powerful dissemination tool. Personal contacts within networks play a crucial role in effectively conveying messages. Formal and informal networking at local, regional, national, and European levels of policy-making can significantly contribute to dissemination efforts.

Dissemination within and beyond Partner Organizations

Active dissemination benefits both within and outside partner organizations. Ensuring visibility of the project within your organization often leads to additional avenues for external dissemination. All the identified dissemination tools in this section can be utilized for both internal and external dissemination purposes.

Dissemination after the end of the project

Communication and dissemination activities will continue even after the project's funding period. The consortium will maintain and update the project website and social media pages,

and utilize platforms such as Epale and the Erasmus+ online result platform to ensure ongoing dissemination of project outcomes.

4.4. Quality control

Quality control is a crucial aspect when disseminating processes and outputs. It allows us to learn from both positive and negative experiences, enabling us to acknowledge them and make improvements for future endeavors. It is not only important to internally reflect upon mistakes and less successful dissemination activities, but also to disseminate these reflections to ensure that they are taken into account for future projects in the same domain.

- To ensure that the dissemination strategy is well-planned and effective, quality assurance plays a fundamental role. As part of the dissemination plan designed for the CBM-VET project, various variables will be considered, including:
- Target group's feedback
- Website visits following dissemination activities
- Web statistics, such as the number of visitors and document downloads
- Social media engagement, including the number of followers and interactions (e.g., likes and reactions on Facebook)
- Events, including the number of workshops and other organized activities, participants, and international coverage
- Press impact, measured by the number of articles published on websites, conferences, workshops, and scientific journals.

By monitoring and evaluating these variables, we can assess the effectiveness and impact of our dissemination efforts, enabling us to continuously improve the quality of our communication and outreach.

5. ACTION PLAN FOR DISSEMINATION ACTIVITIES

5.1 Role of the partners

The collaboration and the active involvement of all the partners in the dissemination and communication activities is essential for their success. EVM will be coordinating and leading this activities with the help of the other partners:

- Sharing the project's information (website, social media, updates…) and creating a newsletter (every 6 months).
- The partners will exploit their contacts and network in order to disseminate the project development and results
- Finding relevant stakeholders
- Attending (online or in presence) and producing material for dissemination events

5.2 Timeline and work plan

The dissemination of CBM-VET project will start within the first period of the project. The actions will be gathered in an Excel sheet that can be found in Microsoft Teams.

The timeline of the dissemination actions will follow the development & implementation of the project's work-packages & timeline. At the end of this document, there is an annex with the timeline for each activity. More specifically:

- **Preparation phase** (months 1 to 7): During this phase, the end-user needs' specification plan and initial plan will be developed. During this period, the logo, the website, the first newsletter and the social media will be constructed.
- **Development phase** (months 7 to 23): this is the period where the work packages are developed, and the events will be taking place. Dissemination materials & tools should be prepared and communicated to the respective partners.

- **Final phase** (month 24): during this period the partners will submit reports with the finding, the effectiveness, and the success of the project. The results, the tools, methodologies will be highlighted, be released and be sent to the stakeholders through a newsletter, social media post and the update of the webpage.

5.3 Success indicators

To assess and monitor the success of the dissemination and communication of the project, the following indicators have been established as targets:

INDICATOR	PARTNER	To be accomplished
Dissemination activities		
Number of presentations in international conferences and workshops	ALL	2
Number of citizens reaches through the dissemination and communication activities including online dissemination and events	ALL	2000
Number of references of CBM-VET in other websites	ALL	8
Communication activities		
Number of newsletters – semester based	EVM	3
Number of followers on social media	EVM	200
Number of Press Releases	EVM + partners	4
Number of unique visitors to the Website (based on Google Analytics)	EVM	2000
Number of multimedia downloads (website)	EVM	50
Number of posts on social media per month	EVM + partners	3

6. CONCLUSIONS AND SUMMARY

The communication and dissemination plan plays a crucial role in the success of the project. It is essential to establish and discuss it among the partners right from the beginning. This plan provides the consortium partners with guidance on engaging with project stakeholders and utilizing resources and tools to achieve the following objectives:

Enhance the visibility of CBM-VET

- Foster communication and awareness with the project's key stakeholders
- Actively participate in major events related to the project's theme and objectives
- Promote European principles and the Erasmus spirit within and beyond the consortium

The partners will discuss during the progress meeting the dissemination activities to be undertaken during the lifetime of the project. These activities are:

ACTIVITY	PARTNER	DATE
Logo design	IPTL	Month 1
DEC Plan	EVM	Month 6
Website design	EVM	Month 7
Facebook	EVM	Month 7
Linkedin	EVM	Month 7
1st Newsletter	EVM	Month 6
2nd Newsletter	EVM	Month 12
3rd Newsletter	EVM	Month 18

4th Newsletter	EVM	Month 24
Updating Dissemination Plan	EVM	Transversal
Initial event report	EVM	Month 12
Final event report	EVM	Month 24
Publications	EVM+Partners	Transversal

Table 2: dissemination and exploitation activities

ANNEX 1: TIMETABLE

Work package	Deliverable number	Description	Partner	Dude Date
WP2	D2.1	End-User Need's report	QUALISEG	30/04/2023
WP2	D2.2	Initial Plan	QUALISEG	30/04/2023
WP6	D6.1	DEC Plan	EVM	30/06/2023
WP6	D6.2	Project website	EVM	31/07/2023
WP3	D3.1	Project Implementation Plan	EVM	31/10/2023
WP4	D4.1	Performance assessment and monitoring report	IPTL	31/10/2023
WP6	D6.3	Initial Event report	EVM	31/12/2023
WP5	D5.1	Long-Term action Plan	QUALISEG	30/06/2024
WP1	D1.1	Financial report	IPTL	31/12/2024
WP1	D1.2	Quality and Risk Evaluation	QUALISEG	31/12/2024

		Report		
WP6	D6.4	Final event report	EVM	31/12/2024

Table 3: Timeline