

ERASMUS+ CAPACITY BUILDING IN HIGHER EDUCATION PROJECT

HIGHER EDUCATION-ENTERPRISE PLATFORM FOR FOSTERING, MODERNIZATION AND SUSTAINABLE GROWTH IN NATURAL STONE INDUSTRY IN WESTERN BALKANS/ (BKSTONE)

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DISSEMINATION AND EXPLOITATION STRATEGY

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1. ASSUMPTIONS, RISKS, MITIGATION MEASURES

Main assumptions:

- The main target group related to the HEI community in partner countries is interested in the project and the content produced through it will be accessible.
- Western Balkan stone industry is not fully developed and there is a big potential of improvement based on education measures. Therefore, the broader stakeholders in partner countries are willing to access the final conclusions of the project.
- Programme country organisations participating in the project coming from HEIs and from the stone sector are interested in spreading the information generated by the project to their communities.

The main risks that we undertake in this work package are:

- The project and the contents produced do not find the expected interest in the target groups in partner countries or the access to these groups proves to be more difficult than expected.
- Partners in partner countries will not commit or they will dedicate less resources than expected to the dissemination activities planned in the dissemination plan.
- The actions devoted for attracting the interests of public administrations with competences in Higher Education and Industry in the partner countries are not organised according to the needs of this target audience, or the target audience has other priorities making it difficult to participate.
- Partners in programme countries will not commit or they will dedicate less resources than expected to the dissemination activities planned in the dissemination plan.

Mitigation measures:

- Since the proposal is a reapplication, active actions have been conducted to design of the dissemination plan during the preparation of this proposal in contact with the partners. In particular, specific meetings to discuss how to involve the target groups during the implementation phase have been thoroughly planned based on the experiences in the partner countries. Resources to be deployed have been carefully calculated and they have been specifically budgeted.





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- The concept of the proposal has been presented to the public authorities, specifically of the applicant country. In particular, the promoter has participated in info sessions to explain the concept idea to a broader target group of stakeholders, who may find an interest in the proposal. These preliminary events are taken as a basis for the activities to be carried out in the dissemination plan, which will be adapted according to the lessons learnt.
- Partners in programme countries have a long tradition of cooperation and share the interest to boost the natural stone industry through the promotion of training measures. Based on previous experiences, resources to be deployed have been carefully calculated and they have been specifically budgeted.



2. DESCRIPTION OF DISSEMINATION AND TASKS

2.1 DESCRIPTION OF DISSEMINATION

The dissemination is considered a key aspect of the project and attention will be paid to it along the whole project.

The dissemination plan has been already outlined and will be commonly approved in the kick-off meeting of the project, incorporating any final amendment that is considered suitable based on any new reality at that time. The plan is conceived to start from the very beginning, to be implemented with actions alongside the duration of the project and to make a special emphasis in the last period, when the dissemination will be reinforced to present the final outcomes.

The strategic points of the *Dissemination and Exploitation Plan*, defining the main goals and target groups are outlined in section G of the project description document.

The quantitative goals in each country have been estimated based on the reality and current activities of the participating partners. This has permitted to provide the global number of stakeholders to be reached during project lifetime and beyond, as indicators of the quantitative impact of the project. To achieve these goals and maximize the expected impact, the partners will carry out the following activities using direct communication channels:

- To disseminate the project tasks and results internally within their organisations, so that not only the staff directly working in the project, but the rest of the organisation and related community may have access to it.
- To advertise the intermediate outputs of the project, by the means each partner finds more efficient to the already identified target groups. This advertisement actions will be coordinated by promoter and they will be tracked by means of a dissemination report.
- To organise or join promotional events related to the Higher Education field or the stone industry, where the project outcomes may be presented.
- To organise a specific number of multiplier events related to the main target groups of the project.



Besides the direct channels, the project will use electronic means to promote the project to a broader public. In this sense, a webpage will be produced, from where all the promotional aspects and progress of the project will be broadcast for the public of the target groups at large.

Finally, with an institutional purpose and a broader scope of participants, a final closure event is planned, where representatives of Higher Education institutions in partner and programme countries, representatives of the stone industry, and public institutions of partner countries will be gathered as a mean to facilitate the sustainability of the project and to achieve the planned long-term impact of the project.

The leading partner of this WP will be University of Elbasan, that will coordinate these activities assisted by the International College for Business and Technology (UBT). Furthermore, all the participants will be involved on these tasks, in order to get the best outcome.

2.2 TASKS

In the context of this work package, the web portal for the project will be developed.

Consortium will use any accessible mean and resource to disseminate the project and its products, however some specific means have been already foreseen for promotion and dissemination:

- The creation of a website for the project. The partners will provide all the contents for the web and update it directly. The web will be used as a base for any dissemination activity, which will refer to the website domain.

The management and update of the web portal will be coordinated by the applicant organization and IES Ribeira do Louro (ES), this last one with a wide experience in the development of EU projects aimed at producing training tools for stone sector. The web portal will be extended with an Intranet for sharing information and news among partners.

- Include information in the web site of each of the partners of the project, related to the project.
- Each partner country will organise a dissemination workshop with the participation of the partners in that country and the neighbouring countries.



- A big dissemination event will be organised by the Municipality of Elbasan, to be attended by different stakeholders as training organizations and companies' staff of involved partners, with a maximum of 4 partners per country.
- The partner countries partnership will attend the VERONA FAIR with a stand (one delegate per partner in partner countries). During this fair the project will reach people involved in the stone industry from all European countries. Due to it is the main fair for stone sector.
- Dissemination through traditional means: emails to target groups, press releases, brochures distributed in suitable events, visits to universities, VET organizations in the diverse levels, stone companies, SME's, public authorities, etc.
- Dissemination online, creating and disseminating groups in social nets, where all partners will publish and share information related to the stone area in general and the project activities: Facebook, Twitter, LinkedIn, and creating a channel in YouTube, where videos and animations from the project will be uploaded.

The Online Resource Centre (ORC) produce will serve not only for containing the multimedia resources developed under the project, but also to share those material with the other partners in the project and with any other professionals and organizations active in stone sector. The quality of this ORC and its capacity to attract their attention will be the key for the medium and long-term dissemination of the project products and its future permanence and developing.

In order to produce a really attractive and professional portal, its technical development will be subcontracted to a specialized company.

A Dissemination Report will be produced at the end of the project, where all activities carry out related to promotion and Dissemination will be gathered.

Estimated Start Date: 15-11-2019 ; Estimated End Date: 14-11-2022





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3. LEAD ORGANISATION OF WP 4, PARTICIPATING ORGANISATIONS, DELIVERABLES AND ACTIVITIES, CHANNELS OF COMMUNICATION

LEAD ORGANISATION FOR WP 4

Universiteti Politeknik i Tiranës (UPT)

PARTICIPATING ORGANISATION

- Universitet Aleksander Xhuvani Elbasan (UNIEL)
- Eprem Çabej” University Gjirokastrë (EÇUG)
- University of Sarajevo (UNSA)
- University of Mostar (SUM)
- University Mediterranean Podgorica (UNIM)
- University of Prishtina (UPR)
- Kolegji Nderkombtar per Biznes dhe Teknologji (UBT)
- Marble, Natural Stone and Materials Technology Centre (CTM)
- University of a Coruña (UDC)
- IES Ribeira do Louro (IESRL)
- University de Roma La Sapienza (UNIROMA)
- Scuola Edile - Cpt Centro per la Formazione e la Sicurezza Edile di Padova Organismo Bilaterale di Formazione per L'edilizia e Il Restauro (CPIPE)
- National Technical University of Athens (NTUA)
- Universitatea Transilvania din Brasov (UTBV)



The dissemination campaign starts with the beginning of the project and last for all its duration.
The following deliverables and activities are linked to the plan:

DELIVERABLES (WP 4 DISSEMINATION & EXPLOITATION)

- 4.1. Web Portal
- 4.2. Workshops in Balkan partners countries.
- 4.3. Big Event in Tirana
- 4.4. Promotion at International Fairs
- 4.5 Dissemination Report

ACTIVITIES

- 4.1 Promotion of the project through Web Portal and in social nets.
- 4.2 Organisation of Dissemination Workshops
- 4.3 Organisation of Big Closure Event (Tiranes)
- 4.4 Participation in International Fairs (Verona Stone Fair)
- 4.5 General dissemination of project and project activities through Internet, social nets and by other means.
- 4.6 Production of Dissemination Report





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CHANNELS OF COMMUNICATION

Project Website

Web of partners

Project Meetings

National/Intern events

Press Release

Brochure

Social media

E-mail list



4. DESCRIPTION OF DELIVERABLES

4.1 WEB PORTAL

The portal will include information related to the project, its activities, events and results. This will be the main tool supporting the dissemination to a broad audience and providing a coherent context in all participant countries. Once the Online Resource Centre is produced, it will be uploaded to the site and reviewed the web design for matching with the aesthetic and approach of the ORC.

The portal will be produced at the beginning of the project and updated periodically with news and achievements during the lifetime of the project.

All the partners involved in the project will work on the content of this portal by providing information related to each partner organization, information related to the stone sector, information related to the market in the stone industry and, in general, information related to the implementation of the project in their countries. Also, including news related to the topics of the project.

The technical creation of a Web Portal will be subcontracted, but coordinated by the applicant organization, Elbasan University. As part of its support to the communication among the partners, IES Ribera de Louro will provide assistance also in this task.

The Web Portal will have a close interaction with the Online Resource Centre, in a way that for promotional purposes one can retrofit each other.

The Web Portal will be as well the pivoting element for a dissemination strategy based in an important part on social nets, where all partners publish and share information related the stone area in general and the project activities: Facebook, Twitter, LinkedIn, and creating a channel in YouTube, where videos and animations from the project will be uploaded.



4.2 WORKSHOPS IN BALKAN PARTNERS COUNTRIES

Workshops will be carried out in all participant Balkan countries: Gjirokastra (Albania, hosted by EÇUG), Sarajevo (Bosnia and Herzegovina, hosted by UNSA), Podgorica (Montenegro, hosted by UNIM) and Prishtina (Kosovo, hosted by UBT).

The other local partners in those countries will travel to these workshops. The aim is to disseminate and transfer the knowledge to the main target groups of the project: broad education community, stone industry representatives and public administrations.

Special emphasis will be made on the impact that the educational products developed with the project will have on the stone industry.

During these workshops, the aims and results of the BKSTONE project will be presented and partners involved will explain the methodology being developed to achieve them. These events will link the educative sector with the stone enterprises of Western Balkan countries and are conceived as crucial to meet the expected impact of the project.

The events will be documented in the form of a report, where the main conclusions, inputs by participants and testimonials of the events will be collected.

A total number of approximately 80 participants are expected per workshop.

4.3 BIG EVENT IN TIRANA

The UNIVERSITETI POLITEKNIK I TIRANES (UPT) will organize a big dissemination event, where different stakeholders, mainly training organisations and companies' staff of participating partners, will be involved.

This big event will disseminate the project and products across the country of Albania and the other Western Balkan countries.



It is expected that this event will be held at the end of the project, used as the last dissemination event inside the lifetime of the project, but also as the main sustainability activity once the project comes to its end.

Different stakeholders from the other Balkan countries will be invited, namely HEIs, VET organizations, public authorities, companies' associations and stone companies.

All products and results of the project will be introduced to the attendants. All partners in the consortium will attend this event.

A total number of approximately 100 participants are expected to be gathered.

4.4 PROMOTION AT INTERNATIONAL FAIRS

In order to achieve the desired impact of the project towards the relevant stakeholders, and in particular those connected with the stone sector, the partnership envisaged the participation in Verona Stone International Fair in Italy (**Marmomacc**), with a stand (one delegate per partner in partner countries). Further to the attendance to this fair, partners will attend national or regional events related to stone or education.

A total number of 5 participants will attend Verona Fair, and a total number of 1000 visitors to the fair is expected to get information about the project.

The BKSTONE project also will be represented in the **XIAMEN stone fair**, the Stone Fair of Madrid in Spain (**ArchSTONE**) and the International Trade Fair for Natural Stone and Stone Technology (**Stone+tec**), where a total of 5 participants will attend these fairs. Respectively, a total number of 1200 visitors and 800 visitors to those fairs, is expected to get information about the project.

Participation in the Fairs will be fully documented in the Dissemination Report.

4.5 DISSEMINATION REPORT



For the implementation of the dissemination plan, we will follow the same *modus operandi* that for the other transversal work package. Main outcomes of the workshops in partner countries, other local dissemination events, statistics on the impact achieved by the different promotional and dissemination means, including the Web Portal, will be documented with evidences (registration lists, testimonials, pictures, satisfaction questionnaires).

The purpose is to gather information to feed the official reports to be produced by the project promoter and to provide the means to verify the indicators related to the expected impact.

Each partner country will produce its national dissemination report according to commonly agreed guidance and structure. The main purpose is to find a diagnosis for further initiatives related to this sector in the region, to be assessed in the way of a SWOT Analysis based on the collected opinions and impact achieved with the actions.

The project promoter will compile the aggregated dissemination report and make it accessible with the official reports associated to the main contract.

Global conclusions will be drafted in English although each partner country can compose its own report in its local language and supporting evidences of the events are not needed to be translated.

Table 1. Events

Name of Event/ Expected Date	Location	Expected nr of participants	Participating partner
Workshops will be carried out in all participant Balkan countries	Gjirokastra (Albania, hosted by EÇUG), Sarajevo (Bosnia and Herzegovina, hosted by UNSA), Podgorica (Montenegro, hosted by UNIM) and Prishtina (Kosovo, hosted by UBT).	A total number of approximately 80 participants are expected per workshop	The other local partners in those countries will travel to these workshops.



<p>UNIVERSITETI POLITEKNIK I TIRANES (UPT) will organize a big dissemination event</p>	<p>Tirana, Albania.</p>	<p>A total number of approximately 100 participants are expected to be gathered.</p>	<p>Different stakeholders from the other Balkan countries will be invited, namely HEIs, VET organizations, public authorities, companies' associations and stone companies.</p>
<p>Participation in Verona Stone International Fair in Italy (<i>Marmomacc</i>).</p>	<p>Verona, Italy.</p>	<p>A total number of 5 participants will attend Verona Fair, and a total number of 1000 visitors to the fair is expected to get information about the project.</p>	<p>One delegate per partner in partner countries.</p>
<p>XIAMEN stone fair.</p>	<p>XIAMEN, People's Republic of China.</p>	<p>A total of 5 participants will attend these fairs, a total number of between 800 and 1200 visitors to those fairs, is expected to get information about the project.</p>	<p>With a stand (one delegate per partner in partner countries, a total of 5 participants will attend these fairs.</p>
<p>The Stone Fair of Madrid in Spain (ArchSTONE).</p>	<p>Madrid, Spain.</p>	<p>A total of 5 participants will attend these fairs, a total number of between 800 and 1200 visitors to</p>	<p>With a stand (one delegate per partner in partner countries, a total of 5 participants will attend these fairs.</p>





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		those fairs, is expected to get information about the project	
International Trade Fair for Natural Stone and Stone Technology (Stone+tec)	Exhibition Centre Nuremberg, Germany.	A total of 5 participants will attend these fairs, a total number of between 800 and 1200 visitors to those fairs, is expected to get information about the project.	With a stand (one delegate per partner in partner countries, a total of 5 participants will attend these fairs.

