Dissemination Plan

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Dissemination Plan

Dissemination plan:
• Key part of the collaborative research planning process

Aims:
• Improvement of mutual awareness
• Transfer of the project results to the target group
• Publication and popularization of the project results to professionals as well as wide public
• Creating a good image of the project
Dissemination Plan

Dissemination plan structure:
1. Project overview
2. Dissemination goals
3. Target audience
4. Key messages
5. Sources/messengers
6. Dissemination activities, tools, timing, and responsibilities
7. Budget
8. Evaluation
Point 1: Project Overview

a) Description of current situation

b) Explanation of motivation for the project

c) Description of the aims of the project, i.e. what its outputs will change and improve

d) Definition of target group
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Point 2: Dissemination Goals

Description of goals of project results dissemination

i. Transfer of knowledge to university staff in using OER as teaching tool
ii. Popularization of NETCHEM platform to professionals
iii. Information to students regarding modernized MSc/PhD Study programme.
iv. Information of professionals about the CPD courses
v. Popularization of NETCHEM platform to wide public
Point 3: Target Audiences

a) Description of target group achieved by dissemination

i. Primary audiences
   • MSc. And Ph.D. students of chemistry, chemistry teachers/lecturers at HEIs, researchers in chemistry (WARIAL, OER)
   • Professionals in enterprises from the field of environmental and food safety control (CPD courses)

ii. Secondary audiences
   • Administrative staff from the institution, teachers and researchers from non-chemical Faculties
Point 4: Key Messages

a) Definition of the content of specific key messages describing the project results/outputs

b) Explanation of the project results/outputs, benefits and improvements

c) Tailoring of the key messages to each audience
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Point 5: Sources/Messengers

a) Uptake and acceptance of the project results/output depends on credibility of speaker \(\Rightarrow\) selection of influential spokespersons is of key importance

b) NETCHEM banners on the web sites of other organizations

c) Publication of project outputs in media
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Point 6: Dissemination activities, tools, timing, responsibilities

• The key part of the Dissemination Plan
• Detailed description of:

a) Activities
   i. Open days
   ii. Round tables with enterprises
   iii. Workshops
   iv. Tailor-made courses
   v. Summer school of MS
   vi. Final conference

b) Tools
   i. NETCHEM Web pages
   ii. Promo materials
   iii. Face-to-face discussion

c) Timing

d) Responsibilities
Dissemination Plan

Point 7: Budget

a) Expenses for travel connected with dissemination
b) Expenses for layout, printing, translation
c) Space rental costs
d) Resources for future planning and coordination of activities related with dissemination
Dissemination Plan

Point 8: Evaluation

How to evaluate success in dissemination efforts?

• Selecting measurable criteria for each dissemination activity, e.g.:
  a) NETCHEM Website: counter of visits
  b) Promo materials: number of distributed leaflets and flyers
  c) Workshops: number of visitors
  d) Open days at PC Universities: number of visitors
  e) Round tables: number of participants
  f) Summer School: number of participants
  g) Final conference: number of participants
Dissemination Plan

Thank you for your attention!
WP DISS6 - Dissemination and Exploitation of NETCHEM platform

Tasks:

DISS6.1. Setting and updating of Project web site (P1-UN)
DISS6.2. Design, printing and publishing of promo material (P1-UN)
DISS6.3. Workshops at each PC university (P10-UT)
DISS6.4. Open days at each PC university (P9-AUT)
DISS6.5. Round tables in enterprises (P7-UNS)
DISS6.6. Summer School “Mass Spectrometry in EFSC” at University of Nis (P1-UN)
DISS6.7. Final Conference on EFSC through NETCHEM platform (P6-UB)
DISS6.8. Defining privileges and access authorizations to NETCHEM platform for consortium members and stakeholders (P3-UoG)

Estimated start day: 2\textsuperscript{nd} month of 1\textsuperscript{st} year
(15-11-2016)

Estimated end day: 12\textsuperscript{th} month of 3\textsuperscript{rd} year
(15-1-2017)
Task Leader for 6.1: P1-University of Niš
• Development of project web site
• Implementation of project web site
• Regular update of project web site
• Estimated Start Date: 15-11-2016
• Estimated End Date: 15-10-2019
ICT NETWORKING FOR OVERCOMING TECHNICAL AND SOCIAL BARRIERS IN INSTRUMENTAL ANALYTICAL CHEMISTRY EDUCATION
DISS6.2: Promo material

Task Leader for 6.2: P1-University of Niš

Promotional materials:

• Leaflets, flyers informing about the project
• Leaflets, brochures informing about modernized MSc/PhD study programs
• Leaflets, brochures informing about CPD courses

• Distribution:
  • All suitable occasions
  • Printed & electronic versions (downloadable from the web page)

Other promo materials:

• Ballpoint pens, notepads, T-shirts, …
NETCHEM - ICT Networking for Overcoming Technical and Social Barriers in Instrumental Analytical Chemistry Education

DISS6.2: Promo material

Ball-point pen

File folder
DISS6.2: Promo material – further proposals

USB Disk
8 GB, 8.80 EUR

Notebook
132x213 mm
3.60 EUR

Sticky papers
0.42 EUR

Glass cup
0.95 EUR

Ball point pen
0.2 EUR

Pencil with rubber
0.07 EUR

Ball point pen/stylus
0.82 EUR

Bag
3.60 EUR

Screwdriver
1.75 EUR

T-shirt
3.40 EUR

USB Disk
8 GB, 8.80 EUR

Notebook
132x213 mm
3.60 EUR

Sticky papers
0.42 EUR

Glass cup
0.95 EUR

Ball point pen
0.2 EUR

Pencil with rubber
0.07 EUR

Ball point pen/stylus
0.82 EUR

Bag
3.60 EUR

Screwdriver
1.75 EUR

T-shirt
3.40 EUR
Task Leader for 6.3: P10-University of Tirana

Title: 36 Workshops delivered

Description: 6 workshops per each PC HEI will be delivered per each Project year

Languages: Serbian, Albanian

Goals:

• Presentation of Project aims and objectives to students, teachers, researchers and administrative staff from the institution

• transfer of knowledge to university staff in using OER as teaching tool

• popularisation of NETCHEM platform

• information to students regarding modernized MSc/PhD Study programme

Due date: 8th month of 3rd year
DISS6.4: Open Days

Task Leader for 6.4: P9-Agricultural University of Tirana

Title: 6 open days at PC universities

Description: 6 Open Days at PC Universities

Languages: Serbian, Albanian

Goals:

• Information of prospective students about modernized MSc/PhD Study programme using OER as enhanced learning tool

• Information about enhanced CPD courses using OER as enhanced learning toll.

Due date: 11th month of 2nd year
DISS6.5: Round Tables

Task Leader for 6.5: P7- University of Novi Sad

Title: 24 round tables at PC universities

Description: round tables will be organised at each PC HEI during the 7th and 8th month of 2nd year and 4th and 5th month of 3rd year.

Languages: Serbian, Albanian

Goals:

• explanation of the NETCHEM benefits for business sector representatives
  • Improvement of food quality by appropriate application of advanced analytical instrumentation
  • Possibilities of tailor-made courses
  • Possibilities of distance learning
  • Possibilities of on-line consultations in real time
Task Leader for 6.6: P1- University of Niš

Description: Proceedings of the Summer School organized in Niš in 8th month of 3rd year

Language: English

- All partners will be involved in the presentation of some topics/problems/case studies.
- Lectures will be prepared using NETCHEM platform.

Focus of the Summer School:

- Teaching and discussing modern knowledge in instrumental analytical technique to students, post-docs and scientists
- Theoretical and practical aspects of mass spectrometry
- The practical part of School will be performed using WARIAL approach at Hi Resolution mass spectrometers located in CEA, Paris
Task Leader for 6.7: P6-University of Belgrade

Description: Proceedings of the 1-day conference organized in Belgrade in 11\textsuperscript{th} month of 3\textsuperscript{rd} year

Language: English

Main goal of the Conference:

- Presentation of the Project outputs
DISS6.8: Memorandum

Task Leader for 6.8: P3-University of Greenwich

Title: Memorandum of utilization of NETCHEM platform

Due Date: 4th month of the 3rd year

Language: English

Description:

• Setting of access authorization to NETCHEM platform for consortium members and stakeholders

• Sustainability of the NETCHEM platform after the project end (bilateral agreements of consortium members and P1-UN)