



**Joint Project: Capacity Building in
the Field of Higher Education
ERASMUS+ 2018**

**Crisis and Risks
Engineering for
Transport Services**

**DISSEMINATION, SUSTAINABILITY AND
EXPLOITATION STRATEGY**



Co-funded by the
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Agenda

**DISSEMINATION,
SUSTAINABILITY
AND
EXPLOITATION
STRATEGY**

- **Introduction**
- **Dissemination strategy**
 - **Strategy of activities**
 - **Components of the dissemination and sustainability plan of the project**
 - **Indicators**
- **Dissemination materials**
- **Overview of dissemination methods for CRENG**
- **Plan of dissemination**



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Introduction

**DISSEMINATION,
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Effective dissemination is essential in order to make sure that the project and their effect will be visible.

The CRENG consortium will be disseminating the results of the project to multiple audiences, via different channels, at different intervals, etc.

The aim of this dissemination strategy is to maximize the impact, visibility and credibility of the project.



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Introduction

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The objectives of the strategy are as follows:

- **Design, develop and regularly update a dedicated CRENG website**
- **Share information about the project and publish its findings via both traditional media (e.g. press relation) and digital media (e.g. social media)**
- **Transfer knowledge to industry about changes in academic area - the creation of new training materials, educational resources and the new curricula**
- **Support the development of a strategy for the exploitation.**



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Dissemination strategy

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Event-based dissemination. The project will organized min. 3 annual dissemination workshops to inform and engage with the national academic communities, incl. final cconference.

Web-based dissemination (the project website, own websites, mailing lists, community resources etc.). The information will be adressed to all target groups.

Traditional dissemination (traditional promotional materials, it will publish major results in media (general public) and professional journals (academic community) and/ or conference ppresentations / posters).

Additionally, the project will organize several briefing meetings with policy making stakeholders to enable a multiplier effect.



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Dissemination strategy

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Exploitation planning and exploitation of the results, incl. principle outcomes as the set of developed methodological materials, the repository, the website, etc. for the period of min. 3 years after the project end.

Exploitation nature: public nature - openly available for re-use.

Activities after the end of the project: continuing further dissemination, developing ideas for future cooperation, evaluating achievements and impact, contacting relevant media and contacting policy-makers on request.



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Dissemination strategy – target groups

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Specific audience (SA):

Academic community - students, researchers, professors or other people involved in activities related to the project's topic and interested in following its development and outcomes);

Industry, including stakeholders, experts or practitioners in the field (graduate engineers) and other interested parties;

Decision-makers at local, regional, national level;

General audience (GA):

All interested - People who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.



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Dissemination strategy – channels

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Traditional channels: local, regional, national press and media, official website, official presentation, brochures etc.

Modern channels: social media such as: Facebook, Research Gate, informal information between colleagues at the university



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Dissemination strategy - activities

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Editorial plan will be sent to the partners and every year - the possibility to edit it and propose changes.

Creating a database of names and e-mail addresses of contact persons responsible per partner - promotion through university.

Creating a database of e-mail addresses of selected contacts from the partners to create a mailing list for the newsletter.

Coordinating partners in charge for the development of the website (sharing contents / preparing posts etc.).

Facebook with content sharing: frequency according to the progress of the project, hosting by ECM.



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Dissemination strategy - activities

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- Information about the project at official ERASMUS+ program webpage / platform shared by coordinator (WUT) and information about the project at National Erasmus+ Offices (PSTU/ ?/??).
- Articles publishing.
- Press release on important events of the project.
- Traditional publications to be distributed in the partner Universities : professional documentary with storytelling, interviews, etc.
- Developing an agreement on the continued cooperation of the project participants (sustainability of the project results after the project life) inclusive activities on involving new participants in the project based on the Agreement "CRENG Plus".



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Dissemination strategy - indicators

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Publications (1 publication every 6 months).

Schedule of local sustainability activities and dissemination of the project results (one event per quarter).

Plan of local & regional coordination meetings: internal & external events (meetings, conferences, various meetings).

Defining a group of related universities and non-academic partners involved in the activities of the project.

Developing a database of organizations interested in the project.



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Dissemination strategy - indicators

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- Developing of the project website and networking
- Placing on the university website information about participation in the project and a link to the project page.
- Preparing and publishing brochures/leaflets of the project outputs.
- Participating, organising and conducting of the international conferences.
- Developing an agreement on the continued cooperation of the project participants (sustainability of the project results after the project life)



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Dissimination materials

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**Thank you for you
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