

DISSEMINATION, SUSTAINABILITY AND  
EXPLOITATION STRATEGY/PLAN



Crisis and Risks Engineering for Transport Services /  
CRENG

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## INTRODUCTION

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. The objectives of the strategy are as follows:

- Design, develop and regularly update a dedicated GRENG 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.

## 2. DISSIMINATION STRATEGY

### 2.1 STRATEGY OF ACTIVITIES

#### 2.1.1 Dissemination & exploitation activities

The activities will address the following target groups and be organized following events:

- Event-based dissemination. The project will organized min 3 annual dissemination workshops to inform and engage with the national academic communities. The Final project Conference will address a broader audience bringing together additionally policy makers, NGOs, education authorities, other stakeholders important to the best practice proliferation in the countries.
- Web-based dissemination. The CRENG project website will serve as a major interface and community building platform. In addition to being a repository to all tangible outcomes (training and teaching materials, webinars, results of the Feasibility Study, Repository entry point, methodological materials, reference materials, etc.), it will enable community activities. On top of that, all partners will use other available web-based dissemination channels (own websites, mailing lists, community resources etc.). The information will be addressed to all target groups.
- Traditional dissemination. The project will produce the set of traditional promotional materials, it will publish major results in media (general public) and professional journals (academic community) and/ or conference presentations / posters. Additionally, the project will organize several briefing meetings with policy making stakeholders to enable a multiplier effect.

#### 2.1.2 Exploitation planning and exploitation of the results

- The project will plan the exploitation (including how to bear running costs) of such 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.
- Involving into practical aspects of dissemination/exploitation: involving external stakeholders in Evaluation trial and in developing practical tutorials during workshops to ease external exploitation and uptake.
- 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.

The important aspect will be cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

## 2.2 COMPONENTS OF THE DISSEMINATION AND SUSTAINABILITY PLAN OF THE PROJECT.

### 2.2.1 Target groups:

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 – persons, who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.

### 2.2.2 Channels:

- Traditional channels: local, regional, national press and media, official website, official presentation, brochures etc.
- Modern channels, such as: social media such as: Facebook, ResearchGate, Instagram informal information between colleagues at the university.

### 2.2.3 Activities:

- Editorial plan will be sent to the partners and every year the new editorial plan will be created and afterwards the partners will have the possibility to edit it and propose changes.
- Creating a database of names and e-mail addresses of contact persons responsible per partner to cooperate with contents and promotion through university channels.
- 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 P4 ECM office.
- Information about the project at official ERASMUS+ program webpage / platform shared by coordinator (P1) and informations about the project at National Erasmus+ Offices (National coordinators).
- Articles publishing by the partner Universities on the websites of the Universities (minimum one article at the launch and one at the end of the project, articles on CRENG conducted events would be in asset).
- 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".

## 2.3 INDICATORS

- Publications (1 publication for consortia 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.
- 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)

### 3. DISSIMINATION MATERIALS

The CRENG logo:



EU Logo:



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

All CRENG presentations have to use unified template and CRENG collars: red, grey and blue

**THIS DISCLAIER HAS TO BE PUT AT ALL PUBLISHED ELECTRONIC MATERIALS,  
PRODUSED IN THE FRAMWORK OF CRENG PROGECT**

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#### 4. OVERVIEW OF DISSEMINATION METHODS FOR CRENG

Methods	Purpose	Language
Project web-site	A project website is one of the most versatile dissemination tools. It will contain information for different audiences. It will be updated regularly so people will be coming back.	English
Universities web-site	Information dedicated for academic community, recommended in national languages and in English	National languages and/or English
Web-site of National Erasmus+ Offices	Spread information also in national levels in PCs.	National languages and/or English
Social media	Information for project partners, engagement partners in project planning and improvement.	English
Press releases	Flyers in printed form can be handed out at conferences, other events or to colleagues / students at each institution. An electronic version (e.g. PDF file) can also be circulated electronically.	National languages and/or English
Programme meetings	Programme meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on their work.	English
Conference presentations / posters	National and international conferences are an important opportunity to share your achievements with experts in the field.	National languages and/or English
Events, including lectures, demonstration and workshops	There are useful in the project to get feedback from students and other stakeholders (including industry) on functionality, usability, and look-and-feel	National languages and/or English
Reports and other documents	Reports will be posted on the website in the part dedicated for project partners or for whole (depends on character of the document)	English (regional reports - PCs also possible in national languages)

## 5. DISSIMINATION PLANNING

Dissemination	Why	To whom	What	When	How	Who	Evaluation
Project website	Inform , Promotion	All interested	Information about the project and activities	Project duration + min. 3 years after	Regular updating	Coordinator	Web page – 1 pcs.
Universities web-site project	Inform , Promotion	Project members, especially PCs	Information about the project and activities	Project duration	Short information and link to project website	Each partner	scans
Web-site of National Erasmus+ Offices	Inform , Promotion	All interested	Information about the project and activities	Project duration	Information and link to project	Coordinator + National Coordinators (or P5 in UA) s (Ukraine, Turkmenistan, Azerbaijan)	Web page – 1 pcs
Social media	Inform , Promotion	All interested, especially academic area	Information about the project and activities	Project duration	Research Gate, Facebook Instagram	ECM	Information available on the Internet
Newsletter	Inform	Project members	Information about the project progress and activities	Min. every 3 months	E-mails according to list	Coordinator + partner that organizing the event	---
Preleases Project	Promotion	Project	Information about the project progress and activities	duration + min. 1 year after	Information in traditional press (articles) and on-line	Partners according they possibilities	Scans / copy
Flyers /brochures	Inform ,	All interested	Information	Project duration	Printing and	Partners according	Scans / copies

	Promotion		about the project		on-line materials in English + national languages	they possibilities	
Programme meetings	Engage	Project members, especially PCs, All interested	Information about event	Project duration	Electronic document	Coordinator + partner that organizing the event	Electronic docs
Conference presentations / posters	Engage	Promotion	All interested Information about the project progress and activities	Project duration + min. 1 year after	Presentation / posters / articles	Partners according they possibilities	Scans / copies
Events, including lectures, demonstration and workshops	Engage, Promotion	All interested, especially students and staff PCs organization	Information about the project progress and activities	Project duration	Presentation and additional materials	Partners according they possibilities	Scans / copies / photos
Reports and other documents	Engage, Promotion, Inform	Project members All interested	Information about the project progress and activities	Project duration	Electronic documents	Coordinator + suitable partner	Electronic documents