



Deliverable Report – WP 8

D.8.C Strategy designed.

Communications and dissemination plan

Code: WP8DRP06003APUB

DESCRIPTION

Communication plan - EULA-GTEC Project - Strategy designed.

RESPONSIBLE

Pontificia Universidad Católica de Perú

PARTICIPANTS

All partners.

START DATE 06/05/2019

END DATA 30/10/2020

APPROVED

REJECTED

DATE 30 / 10 / 2020

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APPROVED

REJECTED

DATE 03 / 11 / 2020

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PROJECT NAME

By design, the EULA-GTEC project will allow the sharing of experiences developed in both areas (good practices) and the use of renewed tools of mixed learning (methodology and approaches), particularly in the field of technology and innovation management (TIM), with the intent of strengthening scientific cooperation and increasing knowledge and technology transfer between the EU and LA.

PROJECT RELEVANCE

Innovation is fundamental to development and progress. Any country that wishes to achieve a good level of wealth should adopt a strategy that encourages innovation coupled with dynamism of local entrepreneurship, generation of knowledge, transfer of technology and a focus on intelligent regions. In this sense, it is important to develop human resources to support the SMEs of our countries to carry innovation processes that support their development and growth.

PROJECT RELATED KEYWORDS

International Master / Technology transfer between European Union and Latin America / virtual modality / Promote Technology and Innovation Management (TIM) in SMEs / Universities and the socio-productive sector / Innovation and Technology Management / ERASMUS + program.



IMPACTS

Train and generate adequate human resources to support SMEs for development and immersion in innovation and technology issues.

- Disseminate and analyze the situation of the existence of professionals trained in technology management and innovation within the business sector.
- Disseminate and create a comparative analysis concerning the problem of SMEs in the field of innovation at the regional level.
- Highlight the importance of the Institutions of Higher Education (IHE) in the supply and demand for professionalization of the academic profiles.
- Implement the new curricula within the IHEs participating in the program.
- The IHEs allow the formation and academic training of professionals, including those of long distance education.

PUBLIC OBJECTIVES OF THE PROJECT

- Project group
- Teachers and researchers from the EU and LA program
- Personnel holding management positions in educational institutions, SMEs and companies, national or foreign, of each region.

specific groups

- IHEs not included in the program
- Cluster of SMEs by countries
- Chamber of Commerce of Latin American cities
- Ministry of Education
- The embassies of Brazil, Peru, Argentina, Spain, Italy, France and Portugal.
- International Organizations or Intergovernmental Organizations
- Mediums of specialized and mass communication.



GENERAL OBJECTIVE OF COMMUNICATION

Disseminate the existence, scope and progress of the EULA GTEC Project, of the Masters in Management of Innovation and Technology, the development of the Observatory to raise awareness and about the importance of the development of trained human capital as agents for the promotion of Innovation and Technology, creation of new academic profiles that allow the creation of creative links between research centers / universities and the socio-productive sector, and promote innovative sustainable solutions for both regions based on new or innovative technologies or solutions.

SPECIFIC OBJECTIVES IN AGREEMENT WITH PUBLIC OBJECTIVES

Project group

1. Communicate the visual image and corporate identity of the EULA-GTEC project.
2. Facilitate communication channels to promote a global communication team for the program.
3. Establish a common code to ensure that external communication is aligned with the identity of the European Union, the EULA-GTEC Program and the project's communication and dissemination plan.
4. Define the objectives, activities and communication tools specific to each target group.
5. Establish measurable communication actions under the selected indicators to monitor the communication process.

Mediums of Media: Specialized and Massive

1. Inform and increase awareness of the EULA-GTEC project during the development of the program.



2. Communicate the SMEs advancement, as well as the progress and benefits of the project, for business sectors.

Ministries of Education

1. Establish an institutional link committed to the support and accreditation of the program.
2. Create awareness for the need to improve the personal, and professional, level of training in innovation and technology.
3. Create awareness about the development of technology management and SMEs.

Embassies

1. Establish a link committed to highlighting the relevance of the program.
2. Cooperate with the dynamics of scholarships to graduates through the program being one of these.

IHE not included in the program

1. Inform and increase awareness of the EULA-GTEC project during the development of the program.
2. Communicate the advancement, progress and benefits of the project for business sectors, for SMEs.
3. Introduce new curricula based on the management and simulation of distance education with respect to the project's approaches.



EULA GTEC
ERASMUS+

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ACTIVITIES

Activity	Objective	Public Objective	Tools of communication	Responsible	Indicators	Note	Date
Communicate information about the EULA-GTEC project, workshops and meetings	Ensure that members of the project group promote visibility and contact networks of the program	All groups in general	As defined by the communication group.	The participating IHEs of the project must centralize their communications through effective dissemination channels.	Fulfillment of the project's objectives.	Communicate the project based on the general objective	From 2017.
Prepare the communication plan and visibility of the project	Establish communication activities Spread the visual identity correctly Correct use of the identity manual in all contents	The participating IHEs and teachers of the project	- Social Networks - Email - Web Platform - Brochures, triptychs, posters	Working group 8, who is leading the communication issue	-Increment of the community -Visibility of the contents, and posting of delivery of printed products	Monitoring of time periods for project implementation activities	July 2018



Design, development and maintenance of the web platform	Increase awareness and generate knowledge of the lack of professionals focused on innovation and technology management	All in general	Web EULA-GTEC https://eula-gtec.unlu.edu.ar/es/		Activity of the web platform	Update content of the IHEs Generate links that lead to the web platform	August 2017-2020
	Generate a space for the exchange of information within the web platform	Project Group	Management of materials generated by the different work teams.	WP 8	Maintain the Web Space updated.		August 2017-2020
	Generate knowledge about the results and actions of the project.	All groups in general	Newsletters and / or press releases	All groups in general	Generate bi-monthly newsletters	Medium where our communications appear	August 2017-2020



Design, development and maintenance of social networks	Disseminate information about the project; sensitize educational organizations, embassies, international organizations on the relevance of the project; and communicate the progress of the project	All groups in general	-Social networks -Blogs -Notes of press in printed media. Newsletter Subscriptions via the web	All groups in general	-Differ your numbers frequently -Newsletters created in the agreed times.	Update content of the IHEs Prepare emails with the magazine	March-December 2018 January - December 2019
Graphic design of the material (banner, triptychs, infographics, brochures that have a corporate identity)	Disseminate the image and identity of the project in the material produced.	All groups in general	-Banners -Triptychs -Brochures -Infographics	WP 8	-Number of quantity of materials delivered to IHE, teachers, authorities, students,		March 2018



					the embassies, mystery of education, among others.		
Graphic design of the new curriculum for each participating IHE	Disseminate the image and identity of the project through the material produced in the workshops organized to reach the document (which will consider distance education and training based on simulation).	Project group Teachers of the IHE	Publish content and deliver to key stakeholders in each region		-Distribute documents -Downloading of virtual material exposed in web platform.		March 2019
Organize conferences to publicize the project to authorities,	Disseminate information about the project to all	All groups in general	Conferences organized by IHEs to make the	All groups in general	Registration of meeting attendees.	IHE must submit reports to comply with	November 2019- Mayo 2020



teachers, education ministry, embassies, and regional organizations and international organizations	target groups; sensitize decision-makers in the education sectors; communicate the progress of the project		benefits of the project known to all target audiences. Participation in project activities			communication activities.	
Development and publication of printed, and online, press releases Development of radio and television interviews	Sensitize specific audiences of the formation of professionals in innovation and technology	All groups in general Mediums of mass communication.	Press releases, interviews, articles in printed and virtual media	All groups in general	Recording of documents published in various media related to the project		May 2018 - May 2020
Prepare and publish the final document of the communication plan with recommendations and conclusions.	Synthesize the objectives, actions, and results obtained from the project	All in general and specifically IHE participants.	Final Document	WP 8	Distribute the final document in a digital version that is suitable for downloading on a web platform.	IHE must submit reports to comply with communication activities.	May 2019



<p>Organize final closing conference of the entire EULA-GTEC project where participants from IHEs, teachers, authorities, international and regional organizations are involved</p>	<p>Synthesize the objectives, actions, and results obtained from the EULA-GTEC project</p>	<p>All in general and specifically IHE participants.</p>	<p>Final conference</p>		<p>Organized conference Registration of the assistants</p>		<p>July 2020</p>
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ABOUT THE ACTIVITIES

Web Platform

EULA-GTEC (<https://eula-gtec.unlu.edu.ar/es/>) is a web platform made to disseminate information about the project, work plan, agenda of workshops and meetings, gallery and news. Your information is suitable for various public groups giving access to documents and direct links to social networks. It also allows the creation of personal accounts to be part of a community.

The management of the web platform will present both written and audiovisual content in order to diversify the progress of the project. The management of flow measurement indicators of the visit of new or frequent users, the hitch through content of social networks that address the web platform and the dissemination of relevant news press in a virtual format will be taken into account.

Social Networks

Create a series of social networks in order to disseminate information with quick access to users looking for content on this topic. Through these channels, a community of followers is created and potential users who are interested in the benefit of the project.

For the Facebook network; it will be a corporate page that will be updated with relevant content of interest to its target audiences by attending to the impulse of the audience's behavior.

Via Twitter, it will be possible to generate bidirectional communication of immediacy, and of high scope of importance, for its target of public interest. In addition, it is effective to be direct and concise with the message transmitted.

Conference broadcasting

The organization of workshops and conferences planned by the EULA-GTEC project will allow knowing, in broad strokes, the progress of the program. Likewise, it is necessary to participate in other events related to the same sector related to the proposed objectives of the project.



Articles in mediums of communications: massive and specialized

The dissemination of the EULA-GTEC project requires press activities so that the origin of the project, the objectives, activities and expected results can be emphasized. This is why the participating educational institutions must disseminate content within their own channels and from there look for spaces for external dissemination to generate more noise in the media world.

Monitoring action

It is fundamental to be able to measure each of the activities proposed throughout the project. Evaluation reports will then be generated according to the monitoring of the schedule, deviations and updates.

POST-PROJECT VISIBILITY

It is agreed that the first activity subsequent to the project will be the document with the recommendations registered in the Final Conference, as well as the knowledge related to the implementation of the new study plans and the uses of the simulator.

The website will be updated with regional activities and information related to the implementation of distance education curricula and simulation-based training in the new countries of the European Union and Latin America.

Likewise, it is essential to emphasize that meetings with stakeholders, allies, and groups of the project will make it possible to disseminate, through the media, articles about the closing of the project stage, as well as the benefits obtained from the impact of a program such as this.