



Deliverable 6.1

Dissemination plan and material

Author(s):	Muriel Algayres (AAU), Evangelia Triantafyllou (AAU)
Editor(s):	Evangelia Triantafyllou (AAU)
Responsible Organisation:	AAU
Version-Status:	V1 Final
Submission date:	30/04/2019
Dissemination level:	PU

Disclaimer

This project has been funded with support from the European Commission. This deliverable reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Deliverable factsheet

Project Number:	601190-EPP-1-2018-1-DK-EPPKA2-KA
Project Acronym:	FLIP2G
Project Title:	Enhancing education and training through data-driven adaptable games in flipped classrooms (FLIP2G)
Title of Deliverable:	D6.1 – Dissemination plan and material
Work package:	WP6 – Dissemination and Exploitation
Due date according to contract:	30/04/2019
Editor(s):	Evangelia Triantafyllou (AAU)
Contributor(s):	All partners
Reviewer(s):	UOM
Approved by:	All Partners
Abstract:	This report outlines the dissemination plan to be followed for the overall duration of the project. More specifically, the report initially identifies the stakeholders to be targeted and the most appropriate means to approach each one of them. The report also presents the specific dissemination activities planned for establishing direct contacts with various stakeholders. Finally, the report presents the dissemination material prepared and the project's website.
Keyword List:	Dissemination, dissemination activities, dissemination events, dissemination material, logo, leaflet, poster

Consortium

	<i>Role</i>	<i>Name</i>	<i>Short Name</i>	<i>Country</i>
1.	Coordinator, PBL	Aalborg University	AAU	Denmark
2.	Games developer	Nurogames GmbH	Nurogames	Germany
3.	PBL, academic partner	University of Macedonia	UOM	Greece
4.	Data analytics	ARTIFICIAL INTELLIGENCE TECHNIQUES, SL	Artelnics	Spain
5.	Academic partner	Northumbria University	Northumbria	UK
6.	Flipped classrooms	EKPAIDEFTIRIA E. MANTOULIDI S.A.	Mantoulides	Greece
7.	Secondary education	Revheim skole, Stavanger Kommune	Revheim	Norway

Revision History

Version	Date	Revised by	Reason
v0.1	03/04/2019	AAU	First draft circulated for input from partners
v0.2	13/04/2019	AAU	Incorporation of input and comments from all partners
V1.0	26/04/2019	AAU	Project website and poster screenshots added

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Disclaimer

This project has been funded with support from the European Commission. This deliverable reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of Contents

DELIVERABLE FACTSHEET	2
CONSORTIUM	3
REVISION HISTORY	4
TABLE OF CONTENTS	5
LIST OF FIGURES.....	7
LIST OF TABLES	8
LIST OF ABBREVIATIONS.....	9
EXECUTIVE SUMMARY	10
1 INTRODUCTION	11
1.1 SCOPE.....	11
1.2 AUDIENCE.....	11
1.3 STRUCTURE.....	11
2 FRAMEWORK OF DISSEMINATION AND EXPLOITATION ACTIVITIES	12
3 DISSEMINATION STRATEGY.....	13
3.1 TARGET GROUPS.....	13
3.2 CONTENT MANAGEMENT	14
4 DISSEMINATION CHANNELS	16
4.1 MEETINGS	16
4.2 CONSORTIUM INSTITUTIONAL DISSEMINATION CHANNELS.....	16
4.3 PROJECT WEBSITE.....	16
4.4 E-NEWSLETTER	16
4.5 SOCIAL NETWORKS.....	17
4.6 EVENTS	18
4.7 PUBLICATIONS IN SCIENTIFIC MEDIA	20
4.8 CONTACT DATABASE.....	21
5 DISSEMINATION MATERIAL	22
5.1 LOGO.....	22
5.2 LEAFLET.....	22
5.3 POSTER.....	23
5.4 VISUAL IDENTITY	23
6 ROLES AND FUNCTIONS	26
6.1 RESPONSIBILITIES FOR ALL PARTNERS	26

6.2	RESPONSIBILITIES FOR WP LEADERS	27
6.3	RESPONSIBILITIES FOR THE WP6 LEADER	27
6.4	RESPONSIBILITIES FOR THE PROJECT COORDINATOR	27
7	CONCLUSION	28

List of Figures

FIGURE 1. SCREENSHOT OF THE HOMEPAGE OF THE FLIP2G WEBSITE	17
FIGURE 2. PROJECT LOGO	22
FIGURE 3. OUTER SIDE OF THE PROJECT LEAFLET	22
FIGURE 4. INNER SIDE OF THE PROJECT LEAFLET	23
FIGURE 5. PROJECT POSTER	24
FIGURE 6. ONE OF THE PROJECT BANNER IMAGES.....	25
FIGURE 7. THE EU EMBLEM TO BE USED IN ALL DISSEMINATION MATERIAL	26

List of Tables

TABLE 1. FLIP2G DISSEMINATION TARGET GROUPS AND ROLES	13
TABLE 2. FLIP2G CONTENT MANAGEMENT UP TO M18	14
TABLE 3. LIST OF EXTERNAL EVENTS WHERE THE PROJECT WAS REPRESENTED	18
TABLE 4. A TENTATIVE LIST OF RELEVANT EXTERNAL EVENTS	19
TABLE 5. LIST OF RELEVANT SCIENTIFIC JOURNALS	20

List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

<i>Abbreviation</i>	<i>Description</i>
DoW	Description of Work
FP	Framework Programme
IPR	Intelligence Property Rights
M	Month
PBL	Problem Based Learning
TEL	Technology-Enhanced Learning
WP	Work Package

Executive Summary

The FLIP2G project aims to establish a Knowledge Alliance between higher education institutions, schools and private companies that will boost skills development and introduce novel, data-driven approaches to education and training. The consolidation of all efforts will provide a transnational set of results, as follows:

- a new pedagogical method that combines PBL and flipped classroom with game-based learning (FLIP2G educational approach)
- a simulation-based serious game that supports PBL-enhanced flipped classroom processes, adaptive pathways and educational data recording
- learning designs for higher education, schools and business that support the Flip2G paradigm
- learning analytics features that produce informative insights on learning process.

The above results aim to produce engaging pedagogical models and novel technologies that can foster motivation, generate adaptive learning pathways and allow self-directed learning in education and training.

The aim of WP6 is twofold. Firstly, to create awareness on the project and disseminate its progress and results to the appropriate stakeholders including policy makers, market players and researchers/academics from the targeted sectors. Secondly, to prepare the ground for the result's exploitation after the project end, i.e. open and free distribution of project results to the market including the ICT industry, the public sector and the academic community.

The present deliverable is the first deliverable of WP6, D6.1 – Dissemination Plan and Material. Its purpose is to outline the dissemination plan to be followed for the overall duration of the project. More specifically, this deliverable initially identifies the stakeholders to be targeted and the most appropriate means to approach each one of them. This deliverable also presents the specific dissemination activities planned, such as attending and organising events, circulating frequent newsletters, publishing press releases, etc. but also pursuing direct contacts with government and industry players in the fields of open data and entrepreneurship. Finally, this deliverable presents the dissemination material prepared, such as the logo design, the design of promotional material (poster and leaflet) and elaboration of the project's website.

The project dissemination plans presented in this deliverable will be fine-tuned halfway in the project (M18) according to new dissemination opportunities that may have appear since the issue of the present dissemination plan.

1 Introduction

The aim of this section is to introduce the background of the work pursued within Task 6.1 “Dissemination plan and material”. The scope and the objective that the current document has set out to achieve are presented in sub-section 1.1. The intended audience for this document is described in sub-section 1.2 while sub-section 1.3 outlines the structure of the rest of the document.

1.1 Scope

The present document is the Deliverable 6.1 “Dissemination plan and material” (henceforth referred to as D6.1) of the FLIP2G project. The main objective of D6.1 is to present all the work done towards exploring the dissemination possibilities for a wide and targeted diffusion of the project achievements, and setting up a comprehensive plan for dissemination including a clear schedule of tasks and responsibilities. Moreover, D6.1 determines the stakeholder types to be targeted, the ways for fulfilling their needs, and the dissemination means to be employed. Finally, D6.1 presents the produced dissemination material (i.e. website, logo, leaflet, and poster).

1.2 Audience

The intended audience for this document is the FLIP2G consortium, the European Commission, and the public interested in this project.

1.3 Structure

The structure of the document is as follows:

- Section 2 describes the framework of dissemination and exploitation activities and the established objectives for such activities.
- Section 3 presents the dissemination strategy, i.e. target groups and project content management.
- Section 4 mentions possible dissemination channels, such as meetings, social networks, events, scientific publications and the project website.
- Section 5 presents the produced dissemination material, namely the project logo, leaflet, poster, and templates for ensuring project’s visual identity.
- Section 6 defines the dissemination roles and functions within the FLIP2G project.
- Section 7 concludes the document.

2 Framework of Dissemination and Exploitation Activities

The dissemination of the project outputs to key stakeholders aims at: a) making the knowledge (results) developed through the project available to the widest audience, and b) enhancing project exploitation potential.

At the start of the project, as no results are available, the communication strategy focuses on raising project awareness among the stakeholders community. Then, as first project results will become available, dissemination of project outputs will start and last until the end of the project period.

Concerning the exploitation of the project results, the consortium will prepare the ground for pilot testing and the future commercial exploitation of the approach. In preparing the exploitation plan the consortium will: a) collect and analyse the target markets and market conditions, b) decide on the appropriate business model and organizational form for putting the approach in the market, c) prepare the financial planning of the exploitation, and d) clarify legal issues and IPR issues.

An exploitation plan will be produced that will report the consortium's strategy towards exploiting the project's results. It will include an analysis of the relevant market and current conditions, existing competitors versus own positioning, potential users and collaborators as well as opportunities and barriers at EU level and Member State level. The exploitation and sustainability plan will be constructed and documented in two phases, halfway in the project and at the end of the project (M18 and M36). The interim exploitation and sustainability plan (from M18) will be re-evaluated and the assumptions and results presented in it will be fine-tuned and stabilised in order to produce the final plan in M36.

As part of the dissemination and exploitation strategy, the project consortium considered especially important to begin the information gathering process in the early stages of the project (from M1). This allows time for actively engaging users and finding ways of generating a feeling of ownership amongst those people and groups to whom we wish to disseminate and make an impact.

3 Dissemination Strategy

In short, the strategy defines the paths, the activities and the parties involved in the effort to make the knowledge developed through the project available to the widest audience, and enhance project exploitation potential.

The strategy comprises the project’s vision and objectives, identifies relevant target groups to be reached, and describes the dissemination approach in order to select the right messages and channels to reach the target groups in the proper time.

3.1 Target Groups

For the aims of the project, five main target groups have been identified: the academic community, the training community, technology providers, policy makers, and Linked Data communities. The consortium has identified the following groups of stakeholders in each target group likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities (Table 1):

Table 1. FLIP2G dissemination target groups and roles

Target Groups (reached through dissemination, for awareness, understanding and support purposes)		Role
Academic community	<ul style="list-style-type: none"> University students University teachers Researchers Instructional designers Educational technology analysts 	<ul style="list-style-type: none"> Help identify priorities so that project activities are tailored to their needs Enhance project’s visibility via promotion throughout their contact network Promote and benefit from the FLIP2G model
Training community	<ul style="list-style-type: none"> Employees Trainers 	<ul style="list-style-type: none"> Absorb the new knowledge and exploit it to their professional environments
Technology providers	<ul style="list-style-type: none"> Gaming software developers Learning content providers European SMEs 	Dissemination of project outcomes by: <ul style="list-style-type: none"> Use of the serious games proposed by the project Adoption of a FLIP2G training approach
Policy makers	<ul style="list-style-type: none"> Educational policy makers Strategic/Political stakeholders 	<ul style="list-style-type: none"> Strong policy support to the integration and exploitation of project recommendations
Analytics Community	<ul style="list-style-type: none"> Data analysts and data scientists 	Dissemination of project outcomes by: <ul style="list-style-type: none"> Employing the learning analytics

		algorithms proposed by the project
General public	<ul style="list-style-type: none"> European citizens 	
Related projects & initiatives	<ul style="list-style-type: none"> Erasmus+ GAMIFY KA project Internal project on educational analytics in Northumbria University 	<ul style="list-style-type: none"> Maximize the visibility, impact and cost-effectiveness of project activities (through synergies) Share knowledge and create long-term research collaboration

All these groups will be approached to make them aware of the project and to make them understand its concept, technical background, benefits and usage, among others. The most important for this project is to engage with the target groups that potentially will uptake the project results. Therefore, the engagement accomplished with early adopters in industrial and institutional sectors as well as producers and distributors are highly relevant.

3.2 Content Management

The project’s content plan will be guided by the four milestones defined in the DoW along with the project deliverables within the project lifecycle. The project deliverables will be the major content source while the project milestones will outline timeframes when major communication efforts will be made by the project.

Table 2 lists the deliverables for the first half of the project and provides a brief summary of the dissemination efforts that will be undertaken and the target groups that could benefit from this content.

Table 2. FLIP2G content management up to M18

No of WP/M	Due date	Result	Medium that will be used (publication, electronic, online, other (specify))	Target groups/potential beneficiaries
WP1	M3	D.1.1	Electronic version published on-line (in a restricted section of the project website)	University students University teachers Researchers
WP1	M9	D1.2	Electronic version published on-line (in a restricted section of the project website)	University students Private/Public stakeholders University teachers Researchers Trainers

WP2	M3	D.2.1	Electronic version published on-line (in a restricted section of the project website)	University students University teachers Researchers
WP2	M9	D.2.2	Electronic version published on-line (in a restricted section of the project website)	University students Private/Public stakeholders University teachers Researchers Trainers
WP3	M18	D.3.1	Electronic version published on-line (in a restricted section of the project website)	University students University teachers Researchers
WP3	M18	D.3.2	Electronic version published on-line (in a restricted section of the project website)	University students Private/Public stakeholders University teachers Researchers Trainers
WP3	M18	D.3.3	Electronic version published on-line (in a restricted section of the project website)	University students Private/Public stakeholders University teachers Researchers Trainers

4 Dissemination Channels

The project consortium will use online and offline dissemination channels to better distribute project outcomes to their respective target groups. The project will use related meetings and events (e.g. face-to-face meetings, remote meetings, events), and will also leverage on partners' communication channels and multiplier networks to better reach the project target groups.

4.1 Meetings

The consortium will organize face-to-face meetings or remote meetings with key representatives of the aforementioned target groups in order to accomplish specific objectives (e.g. gather feedback, invitation to participate at project events).

4.2 Consortium Institutional Dissemination Channels

To create a multipliers effect, project partners will distribute relevant announcements through institutional newsletters, blogs/websites, magazines, and public relations activities when possible.

4.3 Project Website

The project website constitutes a key dissemination tool in order to increase the project visibility and impact, especially towards wider communities and the general public. The project website went online in M4, will be constantly updated, and it can be accessed through <http://flip2g-project.eu/> (Figure 1).

The project website consists of a public and a private area. The public area is accessible to all visitors and will contain general information on the project (facts about the project, project summary, list of public deliverables and project results, news, information about the consortium etc.). The private area serves as an electronic collaboration area for managing and sharing project's work.

The project website will be maintained for at least one year following the end of the project in order to increase the project's dissemination and sustained impact.

The project website will be hosted on UOM's servers and it will include Google Analytics observation for getting data and generating statistics of the traffic on the website. The project website was set up by Nuromedia who will also undertake its maintenance. However, maintenance of public content and news will be performed by the WP6 leader and project coordinator (AAU).

4.4 e-Newsletter

A biannual newsletter will be issued to ensure that all stakeholders are regularly updated on project's developments. It will be circulated to the project and partner networks. Target groups will be segmented and regular analysis will be driven on newsletter results to optimize the impact.

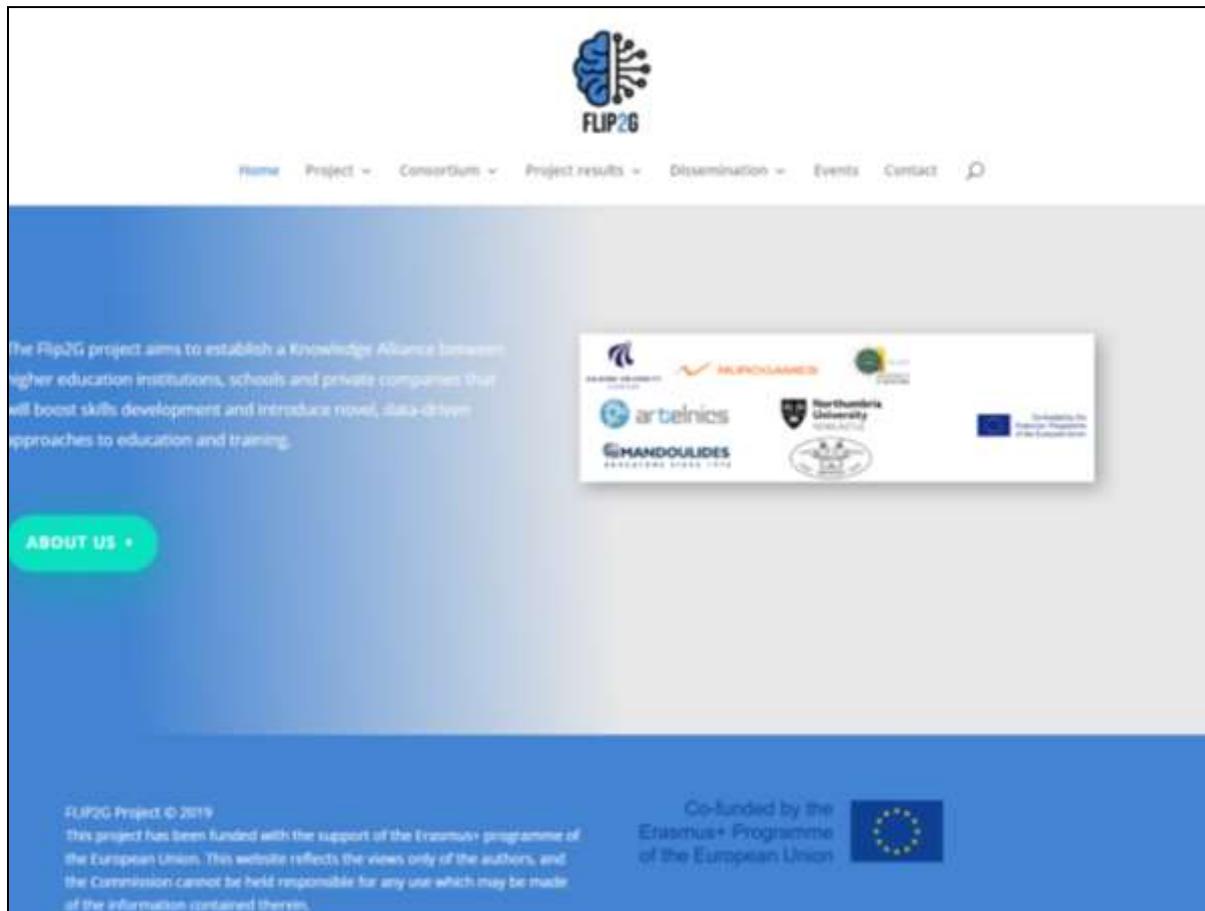


Figure 1. Screenshot of the homepage of the FLIP2G website

4.5 Social Networks

The project's presence in social networks aims to accomplish the following objectives:

- Generate awareness. Multiply the dissemination efforts by enhancing online visibility of the project through social networks.
- Promote understanding. Knowledge, activities, benefits and outcomes generated through the project lifecycle will be synthesized and distributed through social networks to promote feedback gathering, consultation and connection with target groups.
- Search engine positioning. Presence and activity in social networks will enhance the project positioning through search engines, image search, etc.
- Share the academic publications used for the analysis phase of the project. To this aim, a Mendeley account was created (<https://www.mendeley.com/profiles/flipg-project/>) and it serves as a common repository of references where anyone can see what the project is studying.

- Produce dynamic content. Lots of static content is generated in every project (papers, public deliverables, presentations and dissemination materials) and it rarely allows social media interaction. In this project, we aim to increase visibility by converting static content into dynamic content using it within web 2.0 tools, such as SlideShare (<https://www.slideshare.net/flip2g>) for presentations, and YouTube for videos.
- The project has at the moment a twitter account (@flip2g_project), a Facebook page (<https://www.facebook.com/Flip2g-Erasmus-KA-2456696077937156>). By using twitter and Facebook, we aim at reaching technology providers, industry associations, and other related European projects. Moreover, we are going to share project content, to participate in related conversations and to generate hashtags and posts, as needed.
- The project has also a LinkedIn group (<https://www.linkedin.com/groups/13665164/>) in order to better reach the industry and disseminate project results to businesses over the world.

4.6 Events

The consortium of this project will participate at several types of events organized by the project and/or third parties in order to dialogue and network with potential users. Already regular and widely attended events are unique opportunities to reach and meet targeted communities. The partners will use them to disseminate key results, and will do so by carefully selecting the events that will allow optimal impact. A list of events where the project has already been represented since its official launch on January 1st, 2019 is shown in Table 3.

Table 3. List of external events where the project was represented

Partner	Type (Conference, Workshop, etc.)	Description of event	Contribution	Date and Place	Nr. of people targeted	Paper dissemination?
Revheim	Stavanger Kommune	https://www.stavanger.kommune.no/barnehage-og-skole/skole/Kvalitet-skolen/revheim-skole-forst-i-landet-med-gamingrom/	Press Release	12/02/2019	-	No
Revheim	NRK - Norwegian national tv channel	https://www.nrk.no/rogaland/revheim-skule-far-gaming-pa-timeplanen-1.14415788	Article	05/02/2019	-	No
Revheim	NRK - Norwegian national tv channel	https://tv.nrk.no/serie/distriktsnyheter-rogaland/201902/DKRO98020519/avspiller#t=3m5s	Reportage	05/02/2019	-	No
Revheim	TV2 - Norwegian tv channel	https://www.tv2.no/v/1423468/	Reportage	21/02/2019	-	No
AAU	Workshop	Internal workshop on digital	Presentation	14/03/2019,	25	No

		supported learning		Copenhagen, Denmark		
Northumbria	Business and Law Faculty Newsletter	Internal Newsletter	Press Release	18/03/2019	-	No
Artelnics	Blog	https://www.neuraldesigner.com/blog/flip2g	Blog entry	01/04/2019	-	No

All partners will periodically evaluate event participation based on interest and importance for the project, potential impact, audience and availability. A calendar of relevant events, as detailed in Table 4, will be made available to project partners to support the coordination and organization of partners' attendance and dissemination efforts. The table below describes events identified by the consortium so far.

Table 4. A tentative list of relevant external events

Type (Conference, Workshop, etc)	Name	Contribution	Date and Place
Conference	NKUL (The Norwegian National Conference on ICT and Education) in Trondheim on May 6-8th of May	Presentation	6-8 May 2019, Trondheim, Norway
Conference	KnowHow EdTech	Presentation	26 September 2019, Stavanger, Norway
Conference	ECGBL 2019 : 13th European Conference on Games Based Learning	Presentation	3-4 October 2019, Odense, Denmark
Conference	ECEL: 18th European Conference on e-Learning	Presentation	7-8 November 2019, Copenhagen, Denmark
Conference	EIAH: Environnements Informatiques pour l'Apprentissage Humain	Presentation	June 2019, Paris, France
Conference	SEFI European Society for Engineering Education	Presentation	September 2019, Budapest, Hungary
Conference	EC-TEL: European Conference on Technology Enhanced Learning	Workshop	16-19 September 2019, Delft, Netherlands
Seminar	Smart Education : 3 rd Seminar on the integration of technology and innovation into education	Presentation	November 2019, Thessaloniki, Greece

Event	Gamescom	Presentation	21 August 2019, Cologne, Germany
Event	ICT Proposers' Day 2019	Presentation	19 September 2019, Finland
Conference	ICALT: International Conference on Advanced Learning Technologies		2020
Conference	BAM2020: British Academy of Management Conference – Knowledge and Learning Special Interest Group	Presentation	2020
Conference	Advance HE's Annual Teaching and Learning Conference	Presentation	2020
Conference	LTSE2020: Learning, Teaching & Student Experience Conference by Chartered Association of Business Schools	Presentation	2020
Conference	BERA CONFERENCE 2019: British Educational Research Association annual conference	Presentation	2020
Seminar	Smart Education : 4 th Seminar on the integration of technology and innovation into education	Presentation	November 2020, Thessaloniki, Greece

4.7 Publications in scientific media

Utilising existing dissemination channels - such as peer-reviewed journals, specialised magazines and websites, institutional newsletters, etc. – make it possible to build on pre-existing communities and is often more effective than creating project-specific media. A strong focus will be put on regularly publishing news and articles in those existing media. Scientific papers will also be submitted at scientific seminars and workshops (listed in Table 4). The Consortium has also identified a preliminary list of relevant scientific journals.

Table 5. List of relevant scientific journals

Type (Journal, Magazine, etc)	Name	Area(s) of interest to FLIP2G	Link
-------------------------------	------	-------------------------------	------

Journal	Journal of Problem Based Learning in Higher Education (JPBLHE)	Future development of PBL in higher education	https://journals.aau.dk/index.php/bl/index
Journal	International Journal of Technology Enhanced Learning	Online learning environments, Learning theories	http://www.inderscience.com/jhome.php?jcode=ijtel
Journal	The Electronic Journal of e-Learning (EJEL)	e-learning	http://www.ejel.org/main.html
Journal	International Journal of Educational Technology in Higher Education	Technology-enhanced learning	https://educationaltechnologyjournal.springeropen.com/
Journal	Interactive learning environments	Game-based learning, online learning environments	https://www.tandfonline.com/toc/nile20/current
Journal	Game Studies	Game-based learning	http://gamestudies.org/1803
Journal	British Journal of Educational Technology	Digital educational and training technology	https://onlinelibrary.wiley.com/journal/14678535
Journal	Studies in Higher Education	Higher education issues from either a disciplinary or multi-disciplinary perspective	https://www.tandfonline.com/toc/cshe20/current#.VbzoFvntmk
Journal	Educational Technology Research and Development	Educational technology	https://www.springer.com/education+&+language/learning+&+instruction/journal/11423
Journal	Journal of Applied Research in Higher Education	Digitisation and innovation in HE	http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=jarhe

4.8 Contact Database

The consortium will build a database of contacts made through the different project activities, which will be used in order to keep this audience interested in the project and regularly updated on its developments. The databases will be segmented (newsletter subscriptions, project events, partners' contacts, etc.) in order to have a targeted communication when needed.

5 Dissemination Material

5.1 Logo

The project logo (Figure 2) is used consistently in all FLIP2G outcomes and dissemination activities in order to visually consolidate the project’s on-line presence.



Figure 2. Project logo

5.2 Leaflet

A project leaflet has been produced to present the topic, objectives and activities of the project. This leaflet will be printed by partners to be handed out at each event they participate in. It will also be distributed online and spread through social networks and interested websites. The project leaflet will be also available on the project website. The two sides of the project leaflet is show in Figure 3 and Figure 4.



Figure 3. Outer side of the project leaflet



Figure 4. Inner side of the project leaflet

5.3 Poster

A poster has also been produced in support of the different dissemination activities of the project (Figure 5). Posters will be used at events that the project will organise or contribute to.

5.4 Visual identity

Based on the same colour palette of project logo, a set of templates have been designed for this project. The templates ensure that the project's visual identity is consistent throughout the duration of the project. This set of templates includes:

- A template for project deliverables
- A template for review reports of deliverables
- A template for project PowerPoint presentations
- Banners and profile picture for social media (an example is shown in Figure 6)

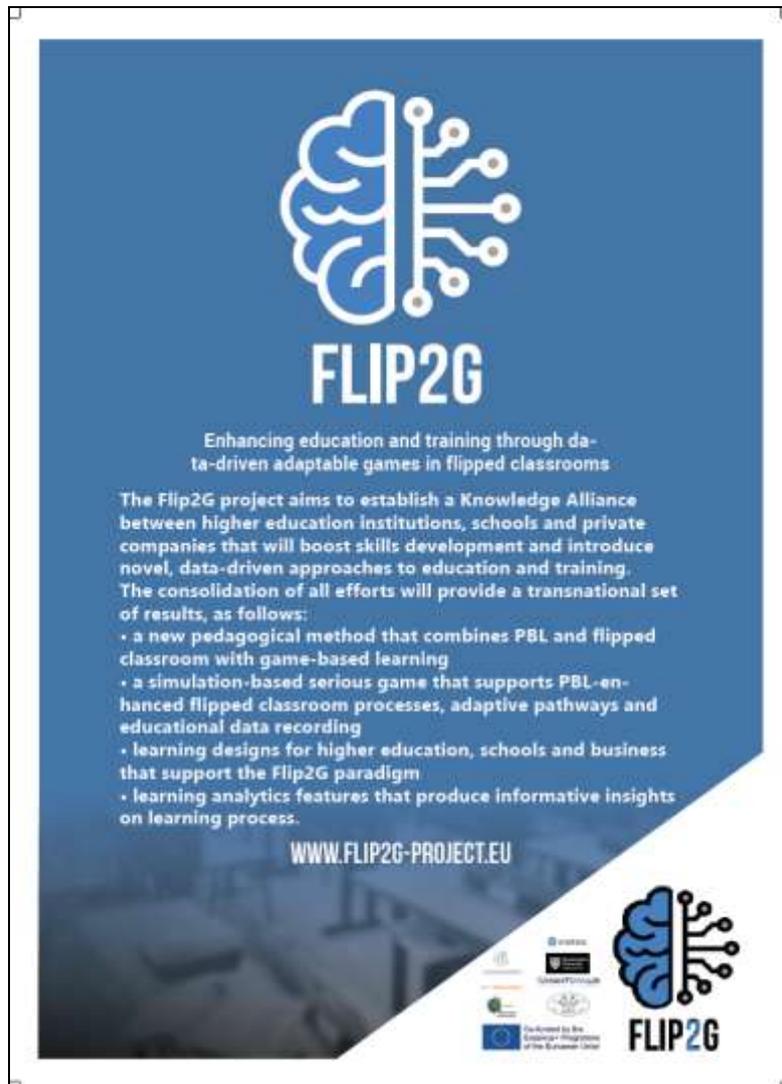


Figure 5. Project poster

The project website will consist of a public and a private area. The public area will be accessible to all visitors and will contain general information on the project (facts about the project, project summary, list of public deliverables and project results, news, information about the consortium etc.). The private area will serve as an electronic collaboration area for managing and sharing project's work.



Figure 6. One of the project banner images

6 Roles and Functions

This section defines the dissemination roles and functions within the FLIP2G project. This section aims to provide guidelines to be used when disseminating information about the project in order to maximise results, maintain communication coherence and optimise efforts and resources allocation.

6.1 Responsibilities for all Partners

During the lifecycle of the FLIP2G project, all partners have to:

- Contribute to dissemination activities
- Participate in project scheduled meetings to communicate progress to partners
- Keep contact details up-to-date
- Make all dissemination material, and publications related to project available on the internal repository (Google Drive)
- Include the project website address and contact details in all external communications related to the project
- Report on dissemination activities as required by WP6
- Use the project PowerPoint template for project-related presentations
- Include the #FLIP2GProject hashtag when mentioning the project on Twitter
- Display the EU flag and acknowledge the support received under the Erasmus+ programme in all communication and promotional material (Figure 7).



Figure 7. The EU emblem to be used in all dissemination material

- In every project-related publication, include the following disclaimer text excluding EC responsibility:

“This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.”

- Include the project logo and website address (<http://flip2g-project.eu/>) on at least one page of their organisational website
- Inform the Project Coordinator before engaging in a dissemination activity related to the project as a whole

6.2 Responsibilities for WP Leaders

To aid in the dissemination of information about each WP, WP Leaders have to:

- Ensure regular communication between partners in their WP
- Provide regular updates on WP progress at project scheduled meetings
- Contact the WP6 Leader at least two weeks before the dissemination of results or deliverables in order to allow for discussion and planning of required communication activities
- Ensure that all deliverables include an executive summary section that can be repurposed for communication purposes and activities
- Provide information and content on the work carried out within their WP as required by other project partners producing dissemination outputs

6.3 Responsibilities for the WP6 Leader

The WP6 –Dissemination and Exploitation Leader has to:

- Coordinate and align all dissemination activities as defined in the Dissemination Plan
- Support WP Leaders in executing dissemination efforts as requested
- Update the Dissemination and Exploitation Plan as required
- Report on progress and participate in discussions during project scheduled meetings
- Report on dissemination activities progress as requested by the Project Coordinator
- Relate any potential dissemination opportunities to the appropriate WP Leader
- Maintain the public content and news section of the project website

6.4 Responsibilities for the Project Coordinator

The Project Coordinator has to:

- Act as the central point of contact for all dissemination activities
- Set up and maintain the rest sections of the project website

7 Conclusion

The purpose of this deliverable was to present the measures proposed by the FLIP2G consortium to communicate project activities and disseminate project results. To this purpose, this deliverable identified the stakeholders to be targeted and the most appropriate means to approach each one of them. It also described specific dissemination activities planned, such as attending and organising events, circulating frequent newsletters, publishing press releases, etc. but also pursuing direct contacts with government and industry players in the fields of open data and entrepreneurship. Furthermore, this deliverable presented the dissemination material produced, namely the project logo design, poster and leaflet, and the project website. A revised version of this document will be prepared at M18 when the activities delivered over the first eighteen months will be assessed and the strategy for the second half of the project will be described.