

Plan for Dissemination and Exploitation including Communication

WIDE AcrossEU



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1. Project identity

Project name:	Widen performance in Research and Innovation capacity and competence Across EU (WIDE AcrossEU)
Project number:	101158561

Work package number and title:	WP5 Dissemination, communication and exploitation
Lead beneficiary:	ZPSU (Zhytomyr Polytechnic State University)
Start month of WP:	M1 (01.05.2024)
End month of WP:	M40 (31.08.2027)
Deliverable 5.1	Plan for dissemination and exploitation including communication activities
Due date deliverable:	M6 (31.10.2024)
Dissemination level	Public

Official logo of the project and the EU-logo



The official logo of the project will appear at all WIDE AcrossEU materials.

2. Introduction

The deliverable D5.1 - **Plan for dissemination and exploitation including communication activities** of the project **Widen performance in research and innovation capacity and competence AcrossEU (WIDE AcrossEU)** is developed by all WIDE AcrossEU partners and accompanies the WIDE Across EU Communication, dissemination and exploitation strategy for the period of 40 months, from 01.05.2024 to 31.08.2027. This deliverable will be updated according to the project needs (M40).

The Plan represents the guide for WIDE AcrossEU partners towards the related activities and outlines the appropriate channels, key messages, target groups, methods, tools, materials, KPI's and procedures agreed. The plan also ensures all communication and dissemination activities will be done according to principles of gender balance (GEP) and sustainability (green campus principles).

The aim of this plan is to ensure clear communication and dissemination of the project's objectives, increase the visibility and the branding of the WIDE AcrossEU project, leverage different communication and dissemination channels, engage the target groups, set up medium-term specific actions, carry out activities to increase the impact of the WIDE AcrossEU project results and their exploitation. The activities listed here focus on raising awareness, engaging with key stakeholders, – sharing the project's outcomes effectively and creating value on national, regional and European level. A variety of methods will be used to reach different target groups, ensuring that communication is tailored to the needs of each audience and that the project's activities and its results will contribute to the promotion, competitiveness and attractiveness. All activities will be implemented following the European guidelines on communication, dissemination and exploitation. The plan is developed according to the following principles: European added value; relevant and timely information; impact-driven principle; open, honest, competent and professional.

The plan was created by all WIDE AcrossEU consortium partners:

- University of Pardubice, Czech Republic (coordinator)
- Ss. Cyril and Methodius University in Skopje, North Macedonia (partner)
- Zhytomyr Polytechnic State University, Ukraine (partner)
- University of Lapland, Finland (partner)
- Umea University, Sweden (partner)

Successful dissemination, communication and exploitation will bring project actions, opportunities and its results to the attention of multiple audiences, thus helping to drive widening partners regional and EU wide competitiveness and attractiveness.

WIDE AcrossEU dissemination and communication drives for public disclosure of project results to predefined and larger audiences, through communication actions using appropriate means and mediums for each target group, i.e., for academia (knowledge circulation) scientific publications and conferences, public events, websites, social and printed media for wider audience, and targeted platforms and communication for internal personnel etc. Dissemination and communication directly increase the impact of R&I to wider audiences, i.e., EU citizens.



WIDE Across EU exploitation is targeted to facilitate the use of results to further activities and results utilisation beyond project actions and outputs (dissemination and communication plan) with respect to wider parts of society, decision making and research. Exploitation creates wider and more significant impacts for society, academia, industry and wider audience and has the potential to create new businesses, jobs and spark the wider uptake of good practices, knowledge and solutions and creation of innovation in other spheres than project is operating on. This in turn contributes to societal and economic impact of EU R&I funding. The project will also explore the opportunities to contribute to EU-wide exploitation through Horizon Results Platform.

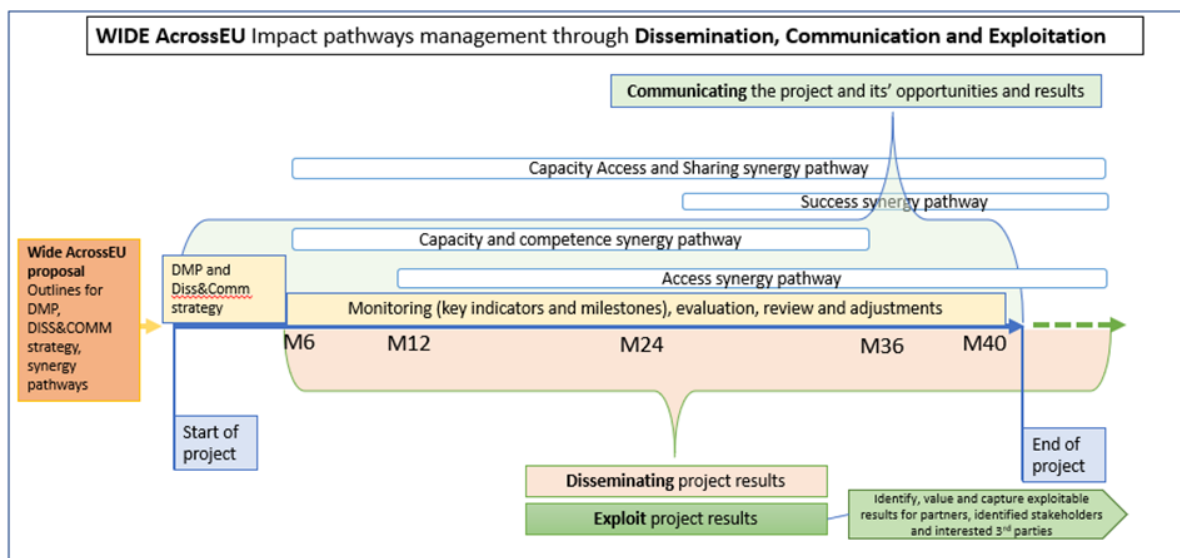


Fig. 1 – WIDE AcrossEU Dissemination, Communication and Exploitation outline

3. Objectives

The objectives of the WIDE AcrossEU project for communication, dissemination and exploitation are set up to increase the visibility of the project, reach the target groups and foster proactive communication and dissemination of the activities. It also focuses on deeper integration within European and national research and innovation ecosystems and foster strong local and European cooperations. The exploitation of the project results will ensure that the outcomes of WIDE AcrossEU have a lasting impact beyond the project's lifespan. This strategy focuses on maximizing the use of the project's outputs by different stakeholders and achieve impact on the target audience. The objectives focus on the two following areas:

- **Internal communication**
 - establish an internal communication structure to ensure that all partners and stakeholders are aligned on project objectives, deliverables, and progress, during the duration of the project and also after the project;
 - maintain dedicated communication channels like email, video conferencing, and collaboration tools (e.g., Microsoft Teams) to maintain active communication among project members.
- **External communication**
 - ensure that the WIDE AcrossEU project will reach the target audience;
 - develop a clear and consistent brand for the project to increase visibility (e.g. a logo, branding guidelines, and a unified tone of communication across all channels);
 - contribute to the promotional activities and events using the communication tools;
 - reach the targets groups with tailored tools for impact and effectiveness at local, regional, and European level.

4. Target groups

High visibility of WIDE AcrossEU opportunities, activities and positive results is the key priority of the partnership. The project poses challenges for internal communication, especially on aims to secure critical mass of staff (from senior management to early career researchers) interested and motivated to participate, contribute and commit time to the activities carried out in this project.

The following table summarizes the target groups, benefits from the project and the channels for communication:

WIDE AcrossEU target group		Benefits for the target group	Channels for communication
Academic Community	Researchers, PhD students, HEIs and research institutions in participating countries	Increased research collaboration, scientific impact, awareness of the project's contributions to R&I, R&D capacity building, access to excellent European and international networks	<ul style="list-style-type: none"> • Webpage • Social media • R&I platform • Direct communication (e-mails exchange, telephone, meetings) • Events • Trainings, webinars, workshops • Newsletters
Industry Stakeholders	Businesses, especially in innovation sectors, SMEs, and regional industry clusters	Improved knowledge of the project, opportunities for partnership through R&I platform, innovation potential, participation in R&D funding programs	<ul style="list-style-type: none"> • Meetings • Webpage • Social media • Promotional events
National and Local Authorities	Regional and national government bodies and policymakers, including regional and local agencies	Policy impact and integration of project results into regional strategies, enhancing regional R&I, R&D capacities	<ul style="list-style-type: none"> • Meetings • Webpage • Social media • Events • Direct communication (e-mails exchange, telephone)



General Public	Local communities, especially those engaged in innovation, education, and sustainable development	Broader awareness of the benefits of R&I, R&D projects, especially in Widening countries	<ul style="list-style-type: none">• Webpage• Social media• Events
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Key messages

The key messages of the WIDE AcrossEU highlight the project activities and the tangible impact that they will bring to the target groups. They are used by the project partners for the webpage, social media or in other project documents, events, meetings where the project is being promoted. The aim is to promote the activities and the tangible impact of the WIDE AcrossEU on local, regional and European level insuring that:

- stakeholders are informed about the project WIDE AcrossEU, and
- stakeholders are engaged in the process.

5. Communication and dissemination channels

The WIDE AcrossEU project partners will use a variety of communication channels to effectively engage the target audiences and deliver the key messages. The following communication channels will be used:

5.1 WIDE AcrossEU website

The project's website is regularly updated with news, event information, project findings and current state of the project:

- <https://wideacrosseu.ztu.edu.ua>
- General e-mail: wideacrosseu@ztu.edu.ua

The link to the project page is places on all the webpages of the partner universities:

Partner	Link to the project web on the official websites
University of Pardubice	https://www.upce.cz/en/projekt/1043498
Ss. Cyril and Methodius University in Skopje	https://ukim.edu.mk/nauka/proekti/internacionalni-proekti-2/
Zhytomyr Polytechnic State University	https://ztu.edu.ua/page/511.html
University of Lapland	https://research.ulapland.fi/en/projects/wide-acrosseu
Umea University	---

5.2 Social media

The project's LinkedIn posts, infographics, and live updates on project activities, engaging with relevant EU programs and partners.

With the aim to bring together an expert community of stakeholders and academics, PhD students (target groups) and inform about the project WIDE AcrossEU, its activities and progress.

- WIDE AcrossEU LinkedIn: <https://www.linkedin.com/company/104223881>

Hashtags are valuable to be mentioned: #WIDE_AcrossEU #HorizonEU #European_Union #EURResearch.

5.3 Newsletters

To enhance project visibility and engagement, we will publish regular newsletters on the project webpage (in months: 3–6, 12, 18, 24, 30, 36). These newsletters will not only provide updates on project developments but also include information about upcoming trainings provided by the project, relevant project calls, relevant opportunities and other events. By

sharing these newsletters, we aim to foster a sense of community among stakeholders and ensure that all interested parties are given the access to all relevant information.

5.4 Events

- **Networking events and dialogue:** Engage with key regional and national authorities, industry and public/private institutions to foster collaboration and share best practices from all partnering countries. These events will facilitate meaningful dialogue aimed at enhancing project support systems.
- **Educational and networking events:** A series of events focused on education and networking with industry partners and regional/national authorities in three Widening countries. This will include project presentations at international conferences to showcase advancements and foster connections.
- **Training and workshops:** Conduct training sessions and workshops that provide valuable skills and knowledge for project support staff, researchers and other academics. These activities will also include networking opportunities to build relationships within the academic and research community.
- **Conferences:** Organise conferences that will encourage collaboration among researchers, policymakers, and industry leaders, driving the implementation of best practices.

Month of Information	Event	Partner
M1 (May 2024)	Interreg Europe, restricted call (Circular Economy)	ZPSU
M1 (May 2024)	Interreg Europe, restricted call (Integration of 3 rd country nationals)	ZPSU
M2 (June 2024)	Horizon Europe calls	ZPSU
M2 (June 2024)	Information concerning the 2024 Call for Applications to MSCA4Ukraine	ZPSU
M2 (June 2024)	Permanently Open Call for Financial Support to Startups: Accelerate	ZPSU
M2 (June 2024)	ERC Info Day for Widening participation	UPCE
M2 (June 2024)	Information about COST Actions	UPCE
M4 (August 2024)	New COST Action preparation	UPCE
M4 (August 2024)	New COST Action preparation - consortium meeting	UPCE
M4 (August 2024)	ERC Advanced Grant 2024 preparation	UPCE



M4 (August 2024)	Information about Horizon Europe calls	UKIM
M5 (September 2024)	Meeting with Vice-Deans for Research of UPCE faculties	UPCE
M5 (September 2024)	Horizon sparring group meeting	ULAPLAND
M6 (October) 2024	Meetings with Deans and Vice-Deans of UKIM faculties	UKIM

5.5 R&I Infrastructure

R&I Infrastructure database will be developed. The online platform will be openly accessible (via web pages). It will promote the R&D devices and instruments, services and specific knowledge available at universities in consortium.

The R&I Infrastructure will accelerate knowledge transfer and innovation cycle among the whole consortia. It will also be a tool for stakeholder engagements, especially in collaboration with regional ecosystems and R&I role of universities in regional development and smart specialisation implementation. It will provide opportunities to link widening partners with EU and other international partners and facilitate collaborative projects.



6. Dissemination methods

No.	Title	Date
1	Presentation of the WIDE AcrossEU project at the organisations' Open-Door Days and/or other relevant events	According to internal schedules
2	Presentation of the start of WIDE AcrossEU project during kick-off meeting	M2 (June 2024)
3	Presentation of the WIDE AcrossEU to the Advisory Board/stakeholders	M2 (June 2024 for the Advisory Board member from the Czech Republic) M12 (April 2025)
4	Published results in a peer-reviewed journals and conferences proceedings	M2-M40 (August 2027)
5	Launch of project's logo and website (Deliverable 5.2)	M6 (October 2024)
6	Presentation of the WIDE AcrossEU to the PhD students, researchers, academic staff/researchers at partner universities	M6 (October 2024)
7	WIDE AcrossEU Questionnaires sharing through chosen channels	M6 (October 2024)
8	Presentation of developed project applications at each widening HEI	M6-M36 (October 2024 – April 2027)
9	Presentation of results coming from surveys	M7-M36 (November 2024 – April 2027)
10	Project presentation at international/national conferences	M7-M40 (November 2024 – August 2027)
11	Presentation of results of trainings, mentoring, shadowing at HEIs	M13-M40 (May 2025 – August 2027)
12	Round table with stakeholders/Advisory Board on the progress and results in the project WIDE AcrossEU	M38 (June 2027)
13	Final meeting to present WIDE AcrossEU project results to a broad audience	M38 (June 2027)
14	Presentation of the WIDE AcrossEU results	M40 (August 2027)



7. Communication activities

No.	Title	Dates
1	Social media updates (regular posts on social media (LinkedIn) highlighting key achievements, upcoming events, and milestones)	M1–M40 (May 2024 – August 2027)
2	Presentations of results within conferences	M2–M40 (June 2024 – August 2027)
3	Regular Consortium Meetings (to discuss project milestones, challenges, and solutions)	Once per month face-to-face or online meetings on: M2, M6, M12, M18, M24, M30, M36 and M40
4	Continuous reporting on the progress (deliverables, milestones, outputs/outcomes, critical risks, indicators, etc.)	M3–M40 (July 2024 – August 2027)
5	Newsletter Releases (updates and opportunities for collaboration to stakeholders) + promotional video.	M3–6, M12, M18, M24, M30 and M36, video – M12
6	Media / Press releases	Regularly / Annually

WIDE AcrossEU communication activities					
Description	Audience	Key messages	Channels and tools	Indicators and targets	Date
Promotion of WIDE AcrossEU project activities and results	Researchers, PhD students, HEIs and research institutions	WIDE AcrossEU can help towards collaborative projects proposal preparation and submission	WIDE AcrossEU website, AcrossEU Alliance website	Webpage visitors (target: 140+ pageviewers)	M1–M40
Social media updates (regular posts on social media)	Researchers, PhD students, HEIs and research institutions	WIDE AcrossEU key achievements, upcoming events, and milestones	Social media account (LinkedIn, with hashtags#)	45+ viewers by M36	M1–M40 (May 2024 – August 2027)
Presentations of results within conferences, published	All	WIDE AcrossEU results provide European added value	Conferences: ICERI, IATED, EARMA and other related conferences and in the European Week of the Regions and Cities (EWRC)	3 publications with peer-to-peer review, papers (WoS) will be prepared and presented at conferences, published	M2–M40 (June 2024 – August 2027)



Newsletter releases	Researchers, PhD students, HEIs and research institutions	WIDE AcrossEU updates, open calls, relevant news and opportunities for collaboration to stakeholders	Newsletters promoted on the webpage	At least 7	M3–6, M12, M18, M24, M30 and M36
Meetings with ministries, local authorities and industry	National and local authorities, industry	Opportunities from the WIDE AcrossEU project and its results	Established network with ministries, regional authorities and industry	60	M1-M40
Promotional video	All	WIDE AcrossEU can help access EU funding research opportunities	YouTube channel	At least 1 promotional video	M12
Media / Press releases	Industry stakeholders, national and local authorities, general public	WIDE AcrossEU key results and their impact	Emailing to stakeholders, newsletters, official web sites and social media pages of the partners universities	At least 3	Regularly / Annually
Continuous meetings on the reporting of the progress	WIDE AcrossEU project partners	Deliverables, milestones, outputs/ outcomes, critical risks, indicators, etc.)	Face-to-face or online meetings	Quarterly	M3–M40 (July 2024 – August 2027)
Regular Consortium meetings	WIDE AcrossEU project partners	Discuss WIDE AcrossEU project milestones, challenges, and solutions	Face-to-face or online meetings	Once per month	Month (2, 6, 12, 18, 24, 30, 36 and 40)



Exploitation plan

Activities		Total duration in months	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
First project year (2024)														
1	Dissemination, Communication and Exploitation Plan development	6	x	x	x	x	x	x						
2	Media coverage of the WIDE AcrossEU project activities incl. website, social media	12	x	x	x	x	x	x	x	x	x	x	x	x
Second project year (2025)														
1	Media coverage of the WIDE AcrossEU project activities incl. website, social media	12	x	x	x	x	x	x	x	x	x	x	x	x
2	WIDE AcrossEU networking meetings	12	x	x	x	x	x	x	x	x	x	x	x	x
3	WIDE AcrossEU project website and platform functioning	12	x	x	x	x	x	x	x	x	x	x	x	x
Third project year (2026)														
1	Media coverage of the WIDE AcrossEU project activities incl. website, social media	12	x	x	x	x	x	x	x	x	x	x	x	x
2	WIDE AcrossEU networking meetings	12	x	x	x	x	x	x	x	x	x	x	x	x
3	Development and sharing results of providing the WIDE AcrossEU trainings according to stakeholder's needs	3										x	x	x
Fourth project year (2027)														
1	Media coverage of the WIDE AcrossEU project activities incl. website, social media	8	x	x	x	x	x	x	x	x				
2	WIDE AcrossEU networking meetings	8	x	x	x	x	x	x	x	x				

The plan follows a roadmap, from plan (M1-M3), implementation (M3-M40), monitoring (M3-M40) and sustainability (M3-M40).

The exploitation strategy of WIDE AcrossEU project covers the project activities and its results that will directly and indirectly provide the following benefits and contribute to the impacts, for example, establish new research possibilities, create new opportunities to access R&I proposal consortiums, secure or increase R&I funding, and ultimately make Europe more uniformed, competitive and innovative.

This will be done by providing impact to the target groups, which in long-term will contribute towards:

- Already established networks and consortia for creation of new project proposals;
- Simplified access to research infrastructures for new technology uptakes and development of new products and services within the Universities (spin-offs);
- Increased number of research publications;



- Built networks with other projects and EU initiatives;
- Provision of access to different EU programmes;
- Increased innovation potential, and
- Strengthened competitiveness.

Exploitation supported by dissemination and communications activities ensures that stakeholders have access, are well informed about and equipped to better use the results. In addition, project personnel make sure project results and information are taken up by relevant Widening partners shareholders and decision makers and thus influence the policymaking and innovation (business and industry) ecosystems. This will be bridging the R&I to as many relevant people as possible. This amalgamates how WIDE AcrossEU project contributes to the R&I landscape in Europe.

Key Performance Indicators

Outputs	Target / KPI
Website	Link: https://wideacrosseu.ztu.edu.ua/
Social media engagement	Link: https://www.linkedin.com/company/104223881
Newsletters	At least 7 (possible 1 per each of three months during the project)
Events organised	10-15 local multiplier events by M36
Business Collaborations	3 businesses engaged by M40 (2 UPCE, 1 ZPSU)
Project proposal submitted with WIDE AcrossEU support	31
Conferences, sections within conferences organised	1 conference/ 1 widening Partner
Kick-off and final meeting	1 kick-off and 1 final meeting
Awareness among Stakeholders	Increased awareness of project results at local, regional, national, and European levels
Press Conferences / Briefings	Press conference / radio-bridge-channel / briefings with local and regional media (M6-M18, M19-M38)
Conference Participation	Participation in 3 international conferences (ICERI, IATED, etc.) with publications by M36
Advisory Board Meetings	3 meetings held to review project progress (at least 1 in first 18 months)
WIDE AcrossEU Training Courses	1 training programme with 10–15 thematic and targeted events and courses with minimum 350 people trained by M40



WIDE AcrossEU: Agreements/Networking

- Engaging with stakeholders to answer major WIDE AcrossEU needs to understand user needs – Questionnaires (identification of positions/departments in need of project support or greater project support (questionnaire, analysis of secondary research sources, guided interview, focus group) for target groups of management/HR/Project support staff/academic staff;
- Receive feedback on project applications preparation/project implementation to improve or validate support;
- Disseminate WIDE AcrossEU results;
- Increase motivation of academic staff/researchers to participate in calls of EU programmes.