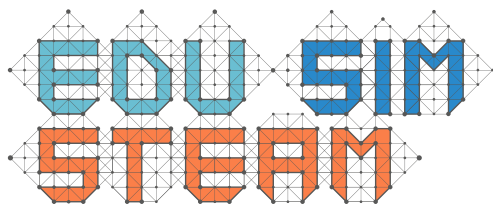




**DIRECTORATE GENERAL FOR
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Exploitation Plan

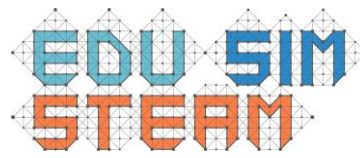
2022

EDUSIMSTEAM | Erasmus+ KA3 Forward Looking Cooperation Project



With the support of the
Erasmus+ Programme
of the European Union

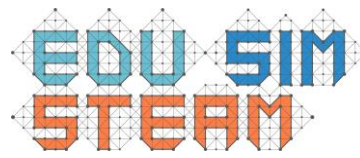
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EDUSIMSTEAM Project Dissemination Plan

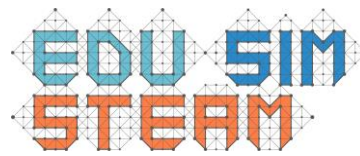
Below, we shared a dissemination and evaluation plan related to WP7 EDUSIMSTEAM project. From the development of logos and identities to workshops all the lines were added. We appreciate all outputs to be disseminated all over the partner countries in native languages. All activities are shared in social media channels regularly with suitable contents. Besides we added a drive link which include all partners' activities.

All dissemination activities are included in the dissemination plan. This plan is constituted by a matrix detailing the below described dissemination activities into concrete single steps and tasks. It further allocates a timeframe and deadline for performance and completion of the task. Moreover, the dissemination plan allocates responsible partner organizations and persons to perform specific actions. For communication tasks the dissemination plan also specifies the means and media of communication. A logo, a layout for presentations, flyers, posters, brochures and other dissemination material have been created in the first six months of the project to guarantee a common branding. It has been aimed to use newsletters or brochures for dissemination activities as well as online dissemination activities - online forum on the website. Further, the project consortium put a focus on new marketing tools such as Facebook and professional social network LinkedIn. Still, one important aspect of dissemination is always face-to-face communication with the potential target groups. Therefore, information about the project has been sent to local business providers to forward this information to the direct target groups.



1. Broad Dissemination Plan within the EDUSIMSTEAM Project

<u>Activity</u>	<u>Done by Whom</u>	<u>Target Audience</u>	<u>Purpose of the Activity</u>	<u>Starting Date</u>	<u>Ending Date</u>	<u>Media</u>
Development of the project logo and identity	All partners	External audience - all people interested in the topic of the EDUSIMSTEAM project	To have a visual appearance of the project and to be recognized within the target group.	01/01/2020	01/03/2020	Visual
Setting up the EDUSIMSTEAM website and website page at each partner organization's website	DGIET	External audience - all people interested in the topic of the EDUSIMSTEAM project	Making the project, its aims and objectives as well as the partners known to the broader public. As a forum will be installed, it is also aimed to have an interactive exchange within the consortium and the broader public. The website will have separate section for each partner.	01/03/2020	01/06/2020	Website, mail, zoom



Project folders	All partners	External audience - all people interested in the topic of the EDUSIMSTEAM project	Making the project, its aims and objectives as well as the partners known to the broader public. It is essential to have a folder which can be distributed to the target groups. The folder is being updated once in the project duration in order to be able to hand out updated project information. The folders can be printed but can also send electronically.	Throughout the project duration	31.12.2022	Mail, google drive
Project newsletters	All partners	External audience, people interested in the topic of the EDUSIMSTEAM	Making recent developments within the project known to the broader public.	Throughout the project duration	31.08.2022	Mail, social media, websites

Setting up social mediaonline profile (it could be one common profile and separately for each partner)	DGIET	External audience - all people interested in the topic of the EDUSIMSTEAM project	Making the project, its aims and objectives, the partners as well as recent developments within the projectknown to the broader public. Updates will be given on a regular basis.	01/03/2020	31/12/2022	Social media
Creating video with advertising content and promoting website as well as online profile	DGIET with the support of all consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Making recent developments within the project known to the broader public is essential not only through print but also through online media including interactive videos created by partners. Therefore, regular updatesare being done at the website as well as on the online profile.	Throughout the project duration	31/12/2022	Youtube, web2 tools, website, mail,
Informative articles	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Making recent developments within the project known to the broader public. It is supportive for the project to have newspaper articles published	Throughout theproject duration	After the project	Documents, newsletters, website, social media

2. Deep Dissemination Plan within the EDUSIMSTEAM Project

<u>Activity</u>	<u>Done by Whom</u>	<u>Target Audience</u>	<u>Purpose of the Activity</u>	<u>Starting Date</u>	<u>Ending Date</u>	<u>Media</u>
Organisation of the round tables and seminars	All partners	Local academic community and relevant stakeholders	Transferring knowledge and contents from each other	01/01/2020	Throughout the project	Mail, zoom
Interim online conferences	DGIET with the support of all consortium members	Students and university staff, all interested stakeholders and business representatives	Reaching the interested parties and stakeholders from broader community in order to assure better quality and deeper dissemination of the project results, EDUSIMSTEAM services, best practice cases	Every three months	31/12/2022	Zoom, mail, social media
Plenary Meeting	DGIET	Project partners	All partners coming together face to face and seeing which outputs have been made real and what should be done next	09/03/2022	11/03/2022	Mail, social media
Regular internal online meetings with relevant staff	All partners	Project participants university staff (international relations officers, intellectual property officers, deans, representatives from the rector's office,	Presenting to relevant stakeholders proceedings and achieved results of the project. Also, through these sessions feedback from internal stakeholders will be gathered, which will allow this project to respond better to the needs of the stakeholders, to	Every three months six months	31.08.2022	Mail

		representatives which are responsible for business connections, etc.)	anticipate the risks and assure high quality of the results			
Acquisition of feedback to relevant project documents	All Partners	Project partners	Increasing the quality of the project results and to provide detailed information about project activities and deliverables.	Before the finalization of project documents	31.08.2022	Web2 tools, mail. Documents, social media
Development of Internet communication channels (forum, Facebook, etc.)	All Partners	External audience	Gathering direct feedback from the target group in order to respond better to its needs.	Throughout the project duration		
Participation in relevant external events (symposium, conference, workshop etc.)	All partners	Partners, professors, administrators, teachers, students, etc.	Reaching the interested parties and stakeholders from broader community in order to assure better quality and deeper dissemination of the project results.	On occasion	31.08.2022	https://bit.ly/3JeD1vL

EDUSIMSTEAM Pilot Teacher Training	DGIET, XUNTA	500 teachers	Reaching 500 teachers from Turkey and Spain and making them capable of giving education about STEAM	27.09.2021	15/12/2021	website, social media,mail
Final conference	DGIET with the support of allconsortium members	All partners	Reaching stakeholders from broader community in order to assure better quality and deeper dissemination of the project results, EDUSIMSTEAM services, best practice cases	...06.2022	...06.2022	Mail, conference

<u>Activity</u>	<u>Done by Whom</u>	<u>Target Audience</u>	<u>Purpose of the Activity</u>	<u>Starting date</u>	<u>Ending Date</u>	<u>Media</u>
Online kick-off meeting	All consortium members	Internal audience – personnel allocated to perform the duties of EDUSIMSTEAM	Knowledge transfer and training	After each event	31.08.2022	Zoom, web2 tools, social media
Seminars and Roundtables in each EDUSIMSTEAM	DGIET	Internal audience - all people interested in the topic of the EDUSIMSTEAM project (students, academic staff, university staff, etc.)	Knowledge transfer and training	Every three months	31.08.2022	Mail, social media
Regional seminars	All consortium members	Internal audience - all people interested in the topic of the EDUSIMSTEAM project (project participants, academic staff, university staff, etc.)	Knowledge transfer and training	Every six months	31.08.2022	Mail, social media, zoom
Online workshops with experts	DGIET, ROBOTSAN, Kaunas University, METU, Vilnius University	Internal audience - all people interested in the topic of the EDUSIMSTEAM project (project participants, academic staff, university staff, business partners etc.)	Knowledge transfer and training; create awareness with external stakeholders Facilitate discussions and get the instant feedback	Throughout the project duration	After the project	Zoom, social media

Regular opinion pieces	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Create awareness with externalstakeholders	Throughout the project duration	31.08.2022	Web2 tools, social media
Blogs/social media based discussions (LinkedIn/Twitter)	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Create awareness with externalstakeholders	Throughout the project duration	After the project	Blog, website, social media, web2 tools
Video links	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Create awareness with external stakeholders	Throughout the project duration	After the project	Social media, websites, schools, universities
Mailing Lists	All consortium members	External audience - all people interested in the topic of the	Create awareness with external stakeholders	Throughout the project	31.08.2022	mail

		EDUSIMSTEAM project	Discuss new development s, trends, needs and demand of businesses, problems and issues.	duration		
Press release	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Create awareness with external stakeholders Formal announcement of the important and significant findings and developments	Throughout the project duration	31.08.2022	TV, newspaper, social media
Flyers, posters, brochures	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Create awareness with external stakeholders Hand out at conferences, seminars, events and electronically	Throughout the project duration	31.08.2022	Organizations, social media, website
Make the EDUSIMSTEAM accessible (language/materials/affordable)	All consortium members	External audience - all people interested in the topic of the EDUSIMSTEAM project	Provide knowledge to external stakeholders	Throughout the project duration	After the project	Social media, websites

Visits to organizations	DGIET, METU, ROBOTSAN	External audience - all people interested in the topic of the EDUSIMSTEAM project	Provide knowledge to external stakeholders Utilise existing relationships	Throughout the project duration	31.08.2022	Mail, social media
Applying for further grants	All consortium members	All consortium members and other interested parties	Create longevity	During the project	After the project	Mail, zoom