

Work Package 5: [Dissemination and exploitation]

Duration:

M1 – M5

Lead Beneficiary:

TUM

Objectives

- Provide useful information about project results and raising awareness about the existence of those results;
- Actively engage all partners in promoting the project in their countries and in EU;
- Directly involve the target groups and stakeholders during the different phases of the project's development.

Activities and division of work (WP description)

Task No (continuous numbering)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	

linked to WP)						
T5.1	Elaboration of project communication & exploitation strategy (CES)	The aim of WP5 is to ensure efficient communication, dissemination, and exploitation of the project and its outputs. Its objectives are to develop and implement a communication and exploitation strategy, which will comprise target groups, the identity of the project and the brand, online communication channels and offline materials, articles, presentations, reports etc. The strategy and will address the networking, events, media relationships and other relevant information to ensure wider national and international dissemination, awareness raising,	TUM ALL BEN	COO BEN		
T5.2	Creation and regular update of project Website	Overall project visibility will be promoted by unique visual identity. Web site will offer all relevant materials and information related to the project: equipment and services available, documents, set of trainings etc. Development & regular update of Project Web-site as a platform for e-presentation of the project, external & internal dissemination & efficient communication.	TUM ALL BEN	COO BEN	Subcontracting: project web-site design, technical and security maintenance Universal design should be ensured	
T5.3	Elaboration of dissemination materials and media coverage on project activities and results	Partners will distribute branding materials on a wide scale, targeting HEIs, university managers and teachers, stakeholders and policy makers at national, regional and international level. The Development & dissemination of Project's Materials will include a comprehensive set of project marketing package, materials such as posters, brochures, project postcard, leaflets, press releases, scientific papers	TUM ALL BEN	COO BEN		
T5.4	Organization of project final dissemination conferences in Yerevan	During the dissemination conference the major deliverables of the project will be presented to stakeholders. During the forum though panel sessions and group discussions the project team will facilitate a larger dissemination and promote the integration of green skills in other subjects also and will promote the need for redesigning the SQF and CESD to accommodate green skills and competences	TUM ALL BEN	COO BEN	Subcontracting for printing and publishing: final conference	
Milestones and deliverables (outputs/outcomes)						
Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification
MS8	Technical task for website elaborated	5	HEIs in MD and AM	Will be created a technical task with all the necessary details, sections of the website of the project necessary for overall project visibility and promotion	M2	Project website ready; Dissemination & networking report

				of unique visual identity. The project website will not only serve for disseminating project information, but also will serve as a resource center for the green educational content and material, research papers etc. All the educational programmes and modules will be uploaded in the project website with full and open access		Deliver annual reports from consortium partner on due date	
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D5.1	Project communication & exploitation strategy (CES) approved	5	HEIs in Moldova and Armenia MER of Moldova and Armenia,	[R — Document, report]	[PU — Public]	M2	Electronic/English
D5.2	Project website developed and maintained	5	HEIs in Moldova and Armenia, MER Moldova and Armenia, students; Industry; public at large.	[DEC — Websites, patent filings, videos, etc.] [SECURITY] [OTHER]	[PU — Public]	M2	Electronic/English
D5.3	Promotional materials developed and published	5	HEIs in MD and AM, Ministries from MD and AM, students; Industry; public at large.	[DEM — Demonstrator, pilot, prototype]	[PU — Public]	M3	Electronic, English, Armenian, Romanian