



## Output Dissemination Communication Plan

**EKFI**

Exchange Knowledge for Future Innovation

## A Background

### MAIN OBJECTIVE OF THE EKFI PROJECT

***“Cultural & Creative Industries (CCI) are undergoing considerable change. They need support to enable them to create cross-border networks and platforms to help structure and strengthen the CCI”. A central quote in the Europe 2020 Strategy for growth and jobs of the EC (2017/18). It not only aims to respond to changing skills needs by promoting innovation in education the creation of new businesses, but also mapping the different value chains in the digital age (artistic crafts, publishing, film/TV, multimedia, etc).***

***Research reveals and describes the need for new/updated competences and skills in the CCI. These skills were found vital requirements, as stated in in the reports: The future on the European Print Industries – In our own hands (Intergraf/UNI Europa 2010); Future skills in the Graphical Industry(2016); Report of the running CIGN project: Identification of skills gaps in cross-media design and production in the creative industries at EU-level; Project Thrive! Report (2018).***

The above justify to investigate innovative approaches for scanning needs for competences (knowledge, skills, attitudes) and matching them with suitable (existing) learning and research material to stimulate innovation. The objective is to create an Exchange platform, to facilitate innovative learning/research material, to map the competence (user) needs and match these with existing learning/research module(s) on the web based platform.

The Exchange platform can be applied for the project target groups: VET and HEs, SMEs, sector organizations, others in the CCI. It will operate as a set of ICT-applications (IO's): a database of existing learning/research material (from various sources) will be created by uploading this material to an platform(O1). The uploading will be supported by the Intake application(O2) where the learning/research material will be described and meet educational standards/formats in order to pass the entrance requirements. The Search robot(O4) makes it possible for the user to map the competence needs and match the needs with learning/research module(s). The download of the material uses the Barter system purchase application(O3). It is a system of exchange where goods are directly exchanged for other goods without using money, as a medium of exchange.

We develop the criteria under which the upload and download takes place and according to which the value of the uploaded material is determined and the value at which material can be downloaded. The system will be working with a kind of credit system. During testing we will use the research on developments and new competences and developed learning material (on 5 subsectors of the CCI) of a running Erasmus+ project (Thrive!)

to test the ICT applications. These applications and the knowledge behind it makes the existing learning/research material transparent.

The education problems in the CCI focus on two aspects:

1. in the more traditional parts of the CCI the need to educate future employees is less due to the development in the labour market. So investments in research and learning material is a problem to the institutes(according to committees in charge of education & training and CCI employers organizations-2017).

2. In other parts of the CCI the developments follow each other in rapid succession. This means large investments must be made in the development of learning resources. There is also the possibility that the competences at the institute may be of a too low level to develop state of the art knowledge. In addition, not every organization is able to follow developments in educational fields such as blended learning.

An Exchange platform can be a solution to solve these problems.

### **Dissemination actions**

The project will carry out several different dissemination actions and communication materials:

- a specific web page (<https://www.ekfi-project.com>) used by participating partners organizations, experts, SMEs, sector stakeholders,
- the corporate identity will be developed incl. logo, PowerPoint, etc.,
- a project leaflet will be published in English,
- dissemination activities through conferences: The final event/conference for stakeholders in Tallin, Estonia in 2021, EGIN conference 2018, 2019, 2020, industry related fairs etc.

### **Communication Plan EKFI**

- dissemination of the project, goals, content, results through publications in:
  - specialized journals,
  - press releases,
  - partner websites,
- dissemination to other learning institutes in the participating countries through:
  - direct mail,
  - direct contact,
  - fairs,
- involvement of relevant organizations in the project, EGIN, KVGGO and The Guild in Barcelona, being employers' organisations Printmedia and creative sector in The Netherlands and Spain; involvement of the experts participating in the project,
- a dissemination/communication plan with the activities and the tasks divided over the different partners.

## **B. Communication Strategy**

### **MAIN OBJECTIVE OF THE COMMUNICATION STRATEGY**

The main goal of the communication strategy is to disseminate the outputs and impact of the EKFI project on a National and European scale.

### **KEY MESSAGES**

The different actions and activities of dissemination will be focused on spreading the following key messages:

- Show that the EKFI platform and its modules can contribute to exchange learning material and research material/reports within the sector and its educational institutes increasing innovation, improvement and giving support to education in educational institutes and SMEs in the creative sector.
- Explain how the achievements of the project are the result of a strong cooperation amongst the project's partners and stakeholders.
- Explain how project outcomes can boost innovation among Educational institutes and SMEs particularly within the creative industry in Europe.

### **TARGET AUDIENCES**

The different actions and activities of dissemination will focus on the following key target groups:

- educational institutes particularly VET and HE schools,
- teachers in mentioned schools,
- entrepreneurs and staff of SMEs,
- European, national and regional Associations in the Creative Industry,

The dissemination campaign will also be targeted to promote and raise interest in the project among national and European audiences and through its contacts with European bodies and networks.

### **PARTNERS' COMMUNICATION TASKS**

Stivako, as dissemination partner, will be in charge of the general implementation of the communication strategy as well as the organisation of the dissemination activities. Stivako will also coordinate and evaluate the actions of each of the project partners, in the interest of achieving the objectives defined in the communication strategy and meeting all project deadlines. Additionally, Stivako will draft the final evaluation and impact of the dissemination. In order to do so, throughout the duration of the project Stivako will store and classify all sorts of material, press articles, photographs, videos, etc. that refer to the

EKFI project and to the activities or actions carried out by its partners. All partners will contribute to the development and distribution of the dissemination materials. Stivako will produce when mentioned basic material.

They will contribute by providing contents to:

- Produce (Stivako) and disseminate the web platform (and/if YouTube channel)
- Support the media campaigns,
- Produce (Stivako) and disseminate the project leaflet, press releases, roll up banner and presentations
- Produce and disseminate information by articles, face to face communication, meetings, workshops, fairs, etc. to the target groups project information, content information, learning material, tools, presentations etc.
- Produce the final report to the EU and disseminate results on the website.

Each partner will also be responsible for the organisation of the different dissemination activities that will be held in their region.

Apart from the production of dissemination material and the organisation of the different workshops, all partners will carry out dissemination activities on a regional and national level, using their own communication channels (own website, newsletters, press releases, leaflets, social media, etc.).

## **DISSEMINATION TOOLS**

### **Tool. 1 Web platform**

The project website (<https://www.ekfi-project.com>) — a key point in communication planning will be the main transnational discussion and information tool of the participants and the main means of dissemination among authorities and beneficiaries. An online platform will be activated where the beneficiaries and participants will be able to share experiences, documents, and suggestions, and to create opportunities for transnational contact.

Social network: youtube channel:

<https://www.youtube.com/channel/>

### **Tool. 2 The Project's visual identity**

Visual identity plays a fundamental role in the communication planning. This is the overall image of the project in the minds of diverse stakeholders, target groups/ audiences.

The main goal of this task is to create the corporate branding of the project to build its identity according to its objectives and main values.

The implementation of this task includes:

- The creation of the EKFI project's logo and selection of the colour palette.
- The creation of the visual identity guidelines. These guidelines will be a useful tool that will help partners to apply the project's graphic identity in a uniform way.

### **Tool. 3 Dissemination material**

Direct communication is complemented by other means, such as a corporate identity; online, print and audio-visual material (project factsheets, newsletters, roll ups, etc.); and media relations.

The dissemination activities will be supported by the following dissemination deliverables:

#### **Project Leaflet EN 1**

The dissemination partner will lay-out and print a two - page leaflet (A3, colour, folded and printed both sides and PDF), providing information about The EKFI project, its goals and the members of the Consortium.

To be distributed along the life cycle of the project in the different actions and activities which are part of the work plan, and the seminars and activities organized by third organizations in which the members of the partner-ship will participate.

This document will be made available online (on the project's website) to be disseminated among other stakeholders. This document will be available in the English language.

#### **Press releases EN 6**

A total of two articles per year (during the life cycle of the project) related to the issues of the EKFI project, will be distributed among the database of the project's partners.

Each partner will be in charge of its own regional and local media.

Only one and common English version of this document will be available.

This document will be made available online (on the project's website) to be disseminated among other stakeholders. The translation into local languages of this document will be the responsibility of the project's partners.

#### **Roll up banner EN 1**

In order to complement the dissemination activities during public events, such as conferences and exhibitions, one banner per associated partner (roll-ups -200x80 cm), in English, will be designed and produced. This deliverable will be produced and delivered after the beginning of the life cycle of the project.

Only one and common English version of this document will be available.

This document will be made available online (on the project's website) to be disseminated among other stakeholders.

#### **Presentations EN more**

The dissemination partner will create a PPT presentation (PowerPoint-template).

This tool will be distributed among the partners at the beginning of the life cycle of the project, and depending on its progress and the obtained results, the template will be modified. Only one and common English version of this document will be available.

This document will be disseminated among the partners and if necessary among stakeholders. The translation into local languages of this document is optional and would be the responsibility of the project's partners.

### **Dissemination actions own language**

After each conference meeting:

Produce and disseminate information by articles, face to face communication, meetings, workshops, fairs, etc. to the target groups project information, content information, learning material, tools, presentations etc.

### **Final report EN 1**

The dissemination partner will produce a final report highlighting the approach and methodology of the Thrive! project according to the format the EU will send.

Parts of the final evaluation report will be made available online to be disseminated among Relevant stakeholders. Only one and common English version of this information will be available.

### **Appendix: VISUAL IDENTITY GUIDELINES**

#### *I Terms and conditions of uses*

The EKFI project logo may be used by all partners of the project.

The EKFI project logo may be by others used only if:

- Permission is requested and granted before the logo is used.
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the EKFI project.
- The logo shall be used in its entirety without distorting, modifying or separating its component elements.
- Permission to use the EKFI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.
- Each case will be evaluated individually to ascertain whether it satisfies the criteria set out above.

#### *II. Requests for permission to use the EKFI project logo*

Requests for permission should be submitted to the following e-mail address:

[info@stivako.nl](mailto:info@stivako.nl) (project coordinator)

### *III. Placement of the logo*



Background features must not compromise the integrity and visibility of the logo.

- The logo is unalterable and inseparable in all its components and elements.
- In order to guarantee the branding visibility and integrity, the logo it should be surrounded by a clear space (protected area), which no other element (text or image) can overset upon.
- If the background would distort with the logo, the protection area around the logo should be white or marked with a flat colour.

### *IV Logo minimum sizes*

In order to avoid visibility problems after the printing process, it is not recommended to reproduce the EKFI logo smaller than 35 mm.

### *V EU-Logo*

Erasmus+ has its own EU logo.

The institution will in all information documents distributed or published and which relate to the Erasmus program use the logo of the European Commission.

In any publication of the institution, in whatever form and by whatever medium, it must specify that it reflects only the opinion of the author and that neither the NA nor the Commission is responsible for any use that may be made of the notice or publication contained information.



You have to use this text in combination of this statement:

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