

Output Dissemination Communication Plan

EKFI PLUS

Innovation through cooperation

A Background

MAIN OBJECTIVE OF THE EKFI PROJECT

As partners in the EKFI project and as research shows that in education many teaching materials are developed by the teachers themselves. Exchange of material is not so common. That is why we initiated the Erasmus+ project EKFI. This project aimed to create an Exchange platform, to facilitate exchange innovative learning and research material, to map the competence needs and match these needs with the suitable learning/research module(s). This EKFI platform (ekfi.eu) is built and the project has been completed on 31-12-2021. Many learning modules have now been uploaded since the putting into use in October 2021. A recent study by our Greek partner shows that existing authoring tools are not very efficient and supportive for authors and concludes that the lack of resources leads to the avoidance of collaborations for writing educational material. In discussions between the partners and with third parties like employers organizations and EGIN it emerged that the exchange of existing learning materials was a good start. But joint development of new learning materials within our sector (and specifically within the communication and media sector) is a necessity to achieve greater efficiency and effectiveness in view of the developments that are facing the sector.

This EKFI PLUS-project aims to improve the development of new innovative learning materials for education and training. The project will extend the existing EKFI platform and add features that will support the development of learning materials. In this way it contributes to strengthening international cooperation between teachers and the use of each other's competences rather than developing alone and focused on the own (school) situation: Innovation through cooperation. It also provides an opportunity to approach educators in Europe after the COVID-19 pandemic and invite them during this new project to use the EKFI platform and the outputs to be developed in this project. This offers the opportunity to improve the existing platform if necessary on the basis of greater use and thus more user experiences. The partners from the EKFI project are going to invest in this project but they can't do it alone. The outputs to be developed are in principle focussed and accessible and usable for every school (certainly within the sector). The extended EKFI platform has been designed in such a way that it can also be used by users without or with few resources. Organizations with a lower innovation level also have access to the platform and are therefore able to make an innovation effort.

Objectives EKFI PLUS project Innovation through cooperation

The main objective of "Innovation through cooperation" is to bring together educators, lecturers and teachers, scientists from various European countries that will work jointly in developing and authoring the learning material at a European/International level. Based on several studies mainly originating from the Graphic communication, Print and Media education, it is conducted that for the same topic there are several different versions of learning material, not only in different countries but also among education and training institutes at different schools in the same country. The actual learning material on specific subjects is produced individually by authors and lecturers. More corporation in the

development process can be achieved with the extension of the existing EKFI Platform that will support authors to jointly develop learning material.

The extended platform will include innovative tools for enhancing and supporting the cooperation, so the teachers/authors will work together to develop the learning material. By organizing this development process learning material can be developed in groups which leads to an improvement in efficiency (saving time and money) and an increase in the quality and innovativeness of the teaching materials by using different competences of the participants. During the project we deliver four results in the workpackages, namely:

1. an educational model for teachers to work in an efficient way and with the latest didactic insights in developing learning material in an (international) team.
2. software as a new part of EKFI-platform (ICT tools) supporting search for peers and defining the request, developing learning material using the results of output 1, project management and social interaction between the participants in the development group
3. develop new technical/digital learning material supported by the output of 1 and 2
4. develop new entrepreneurial/management learning material with output 1 and 2 on Circular economy in creative industry.

The development of the learning material is in line with the need of schools for these educational materials. The development process is used to test, evaluate and improve the developed outputs before the completion of the project.

These results are linked with the priorities because this project enables VET and HE teachers, developers and others to find and involve like-minded peers with the appropriate competences in a development process to develop common learning resources that can respond to developments that require innovation and development of new or ask for changed competences. This development process will be made possible and supported by (educational) development process methods that are offered via an online platform with ICT tools to support the various elements of project and process management.

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 conference in Athens, Greece in 2024 and other conferences and fairs like EGIN, International Circle etc.

Communication Plan EKFI PLUS

- 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,
- **Organizing workshops, meetings etc.**

- 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 PLUS-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 new applications (EKFI PLUS) modules can contribute to develop and 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 PLUS-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)
- Organize in the own country 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 4

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 on 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 PLUS-project logo may be used by all partners of the project.

The EKFI PLUS-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 PLUS-project.
- The logo shall be used in its entirety without distorting, modifying or separating its component elements.
- Permission to use the EKFI PLUS-project 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.

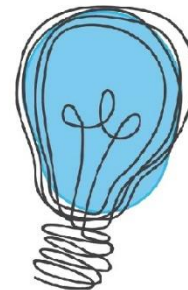
II. Requests for permission to use the EKFI PLUS-project logo

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

info@stivako.nl (project coordinator)

III. Placement of the logo

EKFI PLUS



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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 PLUS-project 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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