INTERNATIONAL PROJECT COMMUNICATION & DISSEMINATION

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International Project Design & Management (IPDM)
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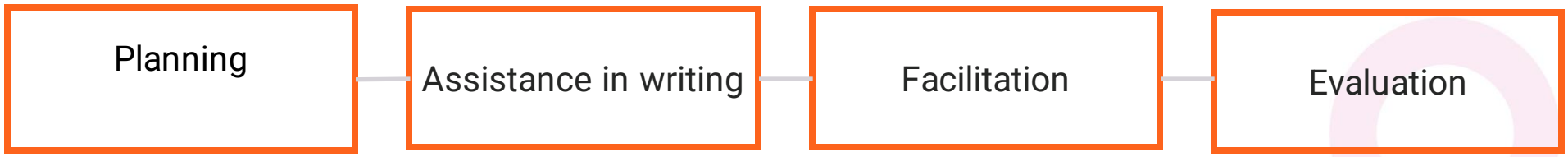
INTRODUCTION

- Over 13 years in the field of **EU Financial Instrument and EU funded projects v**
- Provide **consultancy and trainings all around EU**
- Project Board, INTAMT DE



WHERE WE ARE REACHING AT

- Understand the bottom roots of C, D, E process
- Understand the difference between C, D, E
- Understand how C, D, E connected to PCM and LFM
- Understand what, how and why to implement C, D, E
- Understand how to improve an application

RESULT ORIENTED APPROACH - RECALL

Result oriented focuses on **result** rather than process implemented in the most **efficient and effective way**

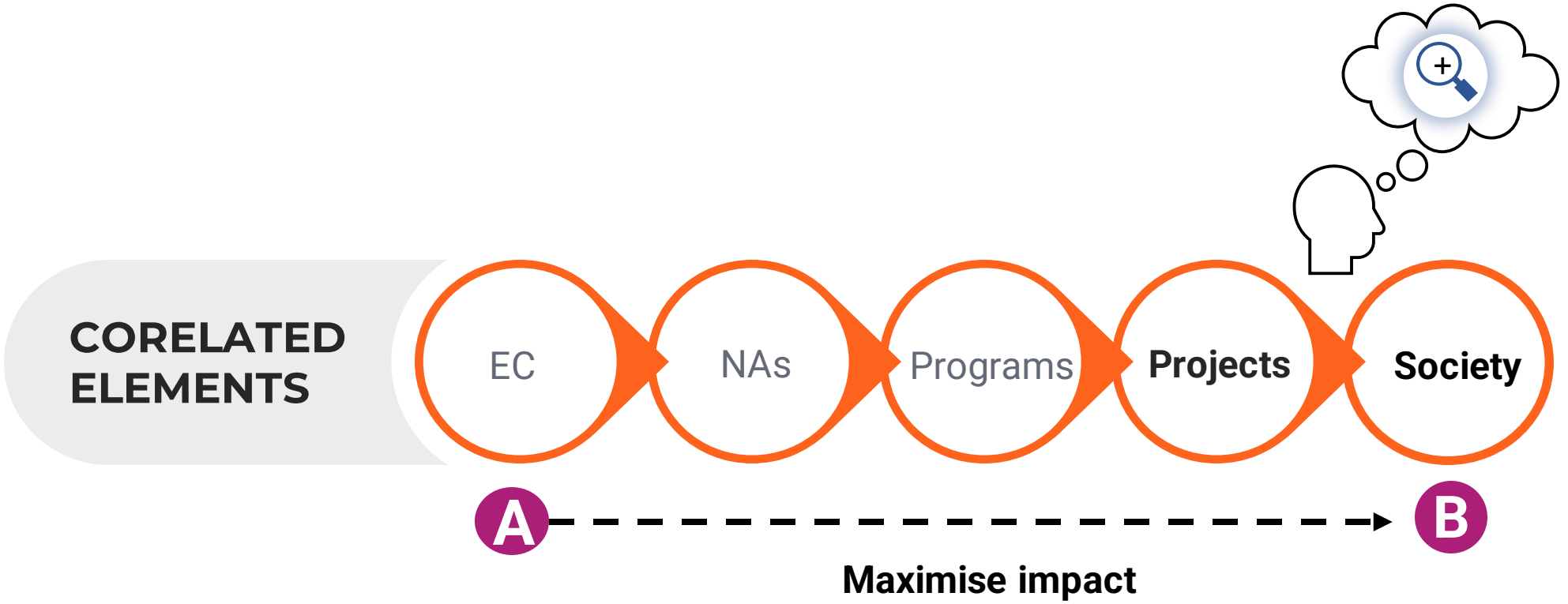
EU FINANCIAL INSTRUMENTS

Maximising social impact of EU Funding instruments and informing general public are **a fundamental goals**

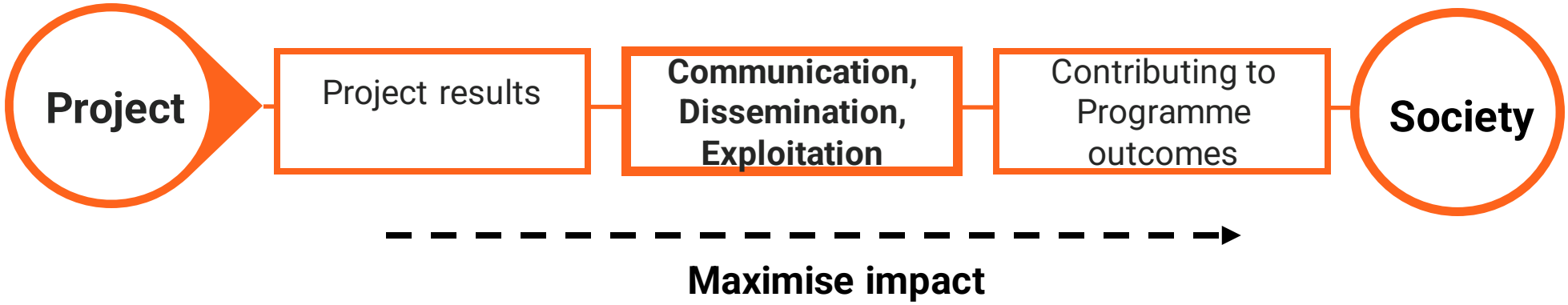
WHAT IS EXPECTED

- Contribute to Programme outcomes
- Demonstrate how EU funding contributes to tackling societal challenges
- Inform general public – tax payers
- To disseminate results and make the use of it

EU FINANCIAL INSTRUMENTS



ZOOM IN


Project
Project results
Communication, Dissemination, Exploitation
Contributing to Programme outcomes
Society
Maximise impact

DIFFERENCE

Communication ≠ Dissemination ≠ Exploitation

Aim

Strategy

Target Group

COMMUNICATION

Get to the society

Inform & promote project and its success

General public

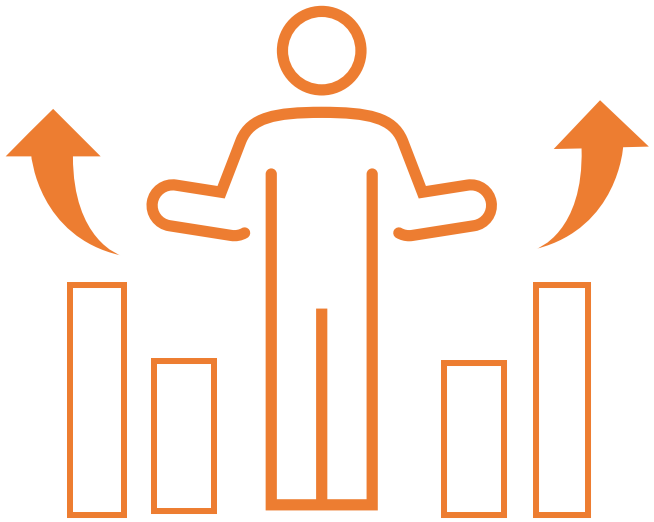
DISSEMINATION

Pass knowledge & project results

Concentrate of key on results

Potential users of results: scientists, stakeholders, industry, policy makers, etc.

EXPLOITATION



Make use of project results

Utilise results in further activities

Partners, target groups, public & private stakeholders, etc.

CONNECTION TO PCM

- **Identification:** plan C&D&E
- **Formulation:** describe C&D&E in the application, allocate budget for
- **Financing:** **evaluation of applications**
- **Implementation:** designing Plan, reporting on progress
- **Monitoring & Evaluation:** adjust if needed

TIMELINE

Project starts

Communication

Inform about start of the project, what it contributes to, expected results, etc.

1st Year

Communication

What is happening?
Tell a story

2nd Year

Communication

Dissemination

Be in contact with target groups

3rd Year

Communication

Dissemination

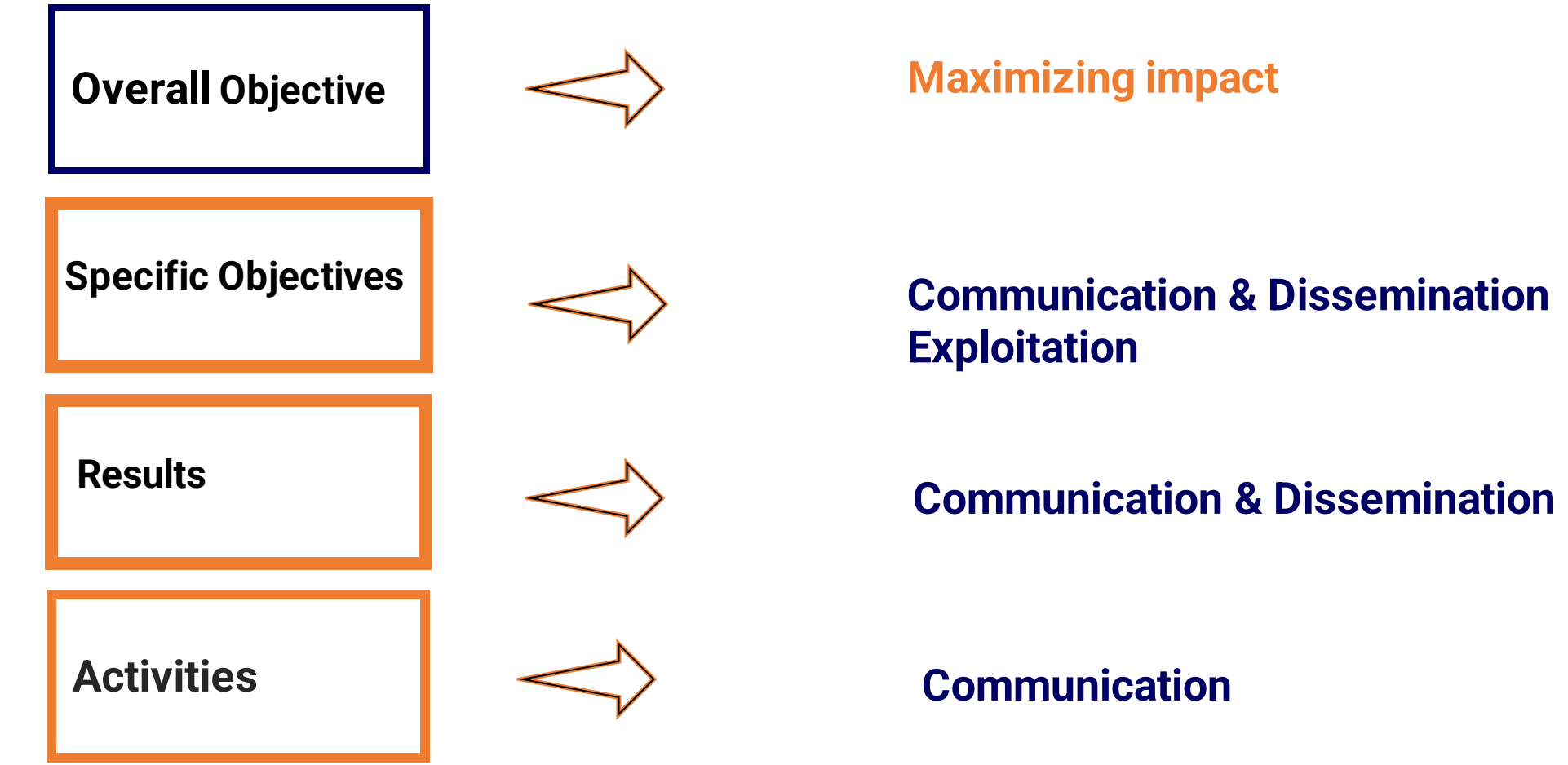
Exploitation

Closure

Exploitation

Ensure the use of projects results

CONNECTION TO LFM



TOOLS

Communication

- Webpage
- Social media
- Newsletter

Dissemination

- Webpage
- Publications
- Newsletters
- Projects events, conferences
- Media, YouTube
- Program webpage

Exploitation

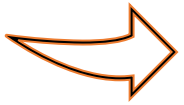
- use of results for academic purposes (PhD, post-PhD)
- Publications
- Other projects
- Webpage
- Opened access platforms, e.g., Erasmus + E-PRP

COFFEE BREAK

10 min

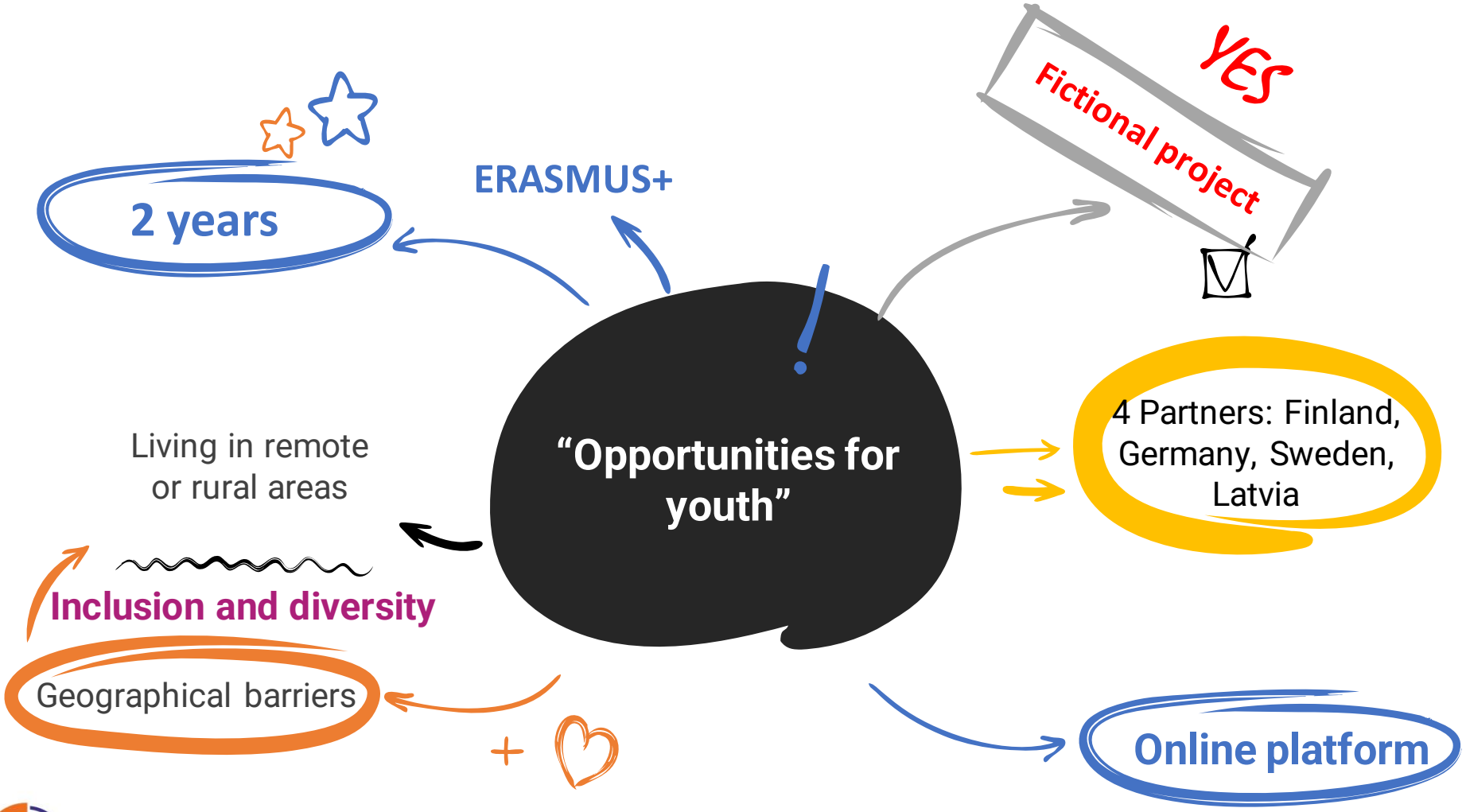
CHALLENGES

- No time
- Writing Plan but not following it
- No time to monitor and report



Create a system

FICTIONAL PROJECTS



LFM

Overall Objective

Open access education is promoted to diminish the geographical barrier effects

Specific Objectives

Open access education online platform is designed

Results

- Best practices is collected
- Methodology is developed
- Demo version developed & tested
- Feedback is collected and integrated in demo

Activities

- Collect best practices from partner countries
- Develop Action Guidelines
- Develop demo version
- Test demo version
- Collect feedback

lpdm

STEPS TO CREATE A SYSTEM

1. Develop C&D&E Plan
2. Establish webpage, social media, make a logo
3. Split tasks among partners
4. Assigned person(s)
5. Create a **sharable xls table** to follow
6. Use e.g. **Monday.com** to follow fulfilled tasks
7. Monitor & evaluate
8. Adjust if needed

PROGRAM REQUIREMENTS

- Have a Plan at the beginning of the project implementation
- Have indicators
- Invite Programme representative to project events
- Report
- Publish project materials with an open access/ access right
- Check Licences, Patent

PLANNING & STRATEGY

inform the main target groups

provide them with the instruments

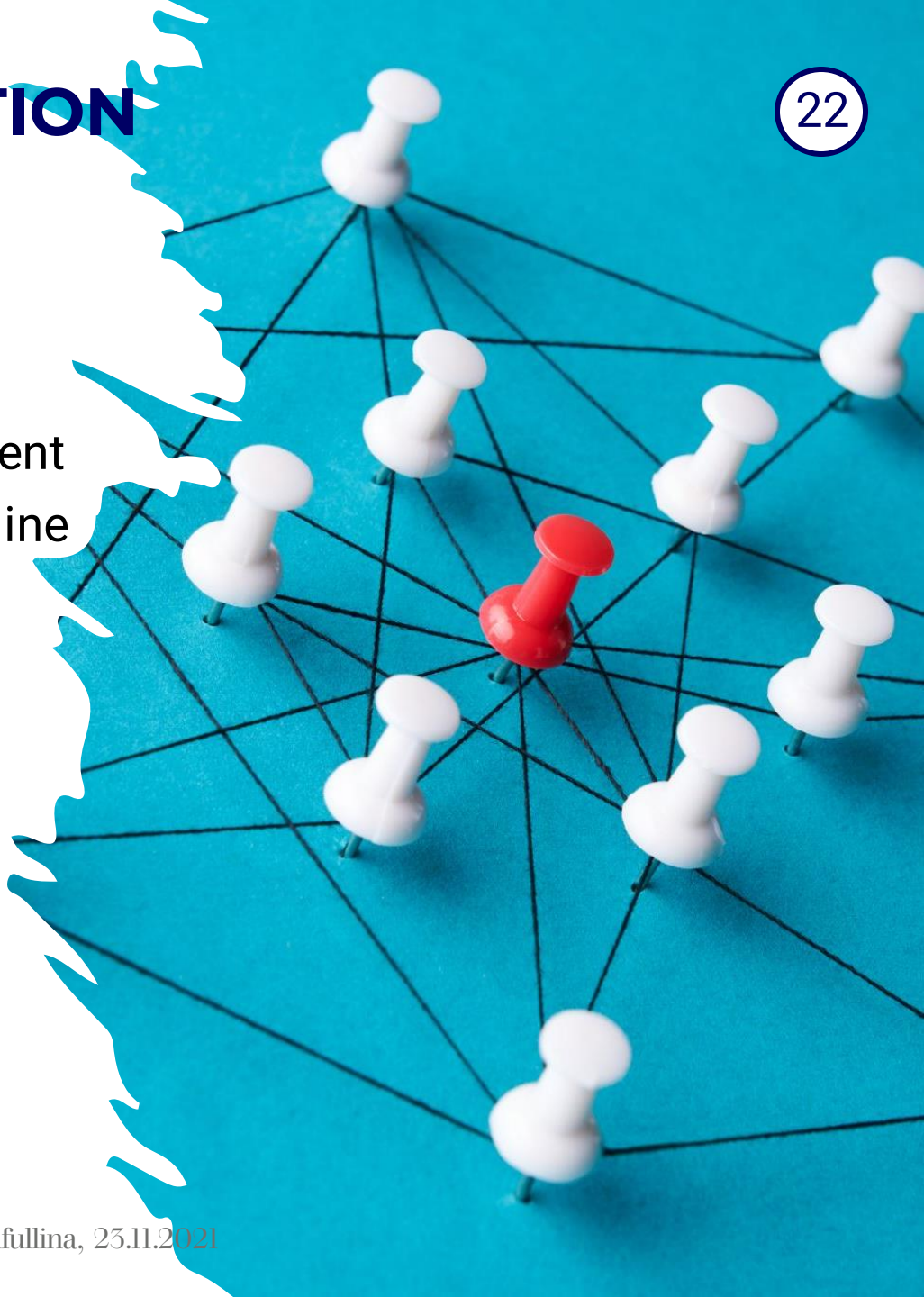
suggest them to use this information

Brainstorm/ Group work discussion with Partners

The purpose is?
Why this project?
What to reach in this project?
Who else can benefit?

INTERNAL COMMUNICATION

- Communicate, communicate and communicate
- Develop the overall management document
- Make in use the project management online tools. e.g., Monday.com
- Keep people in the same page always on your tasks
- Give feedback to your project team members on their tasks



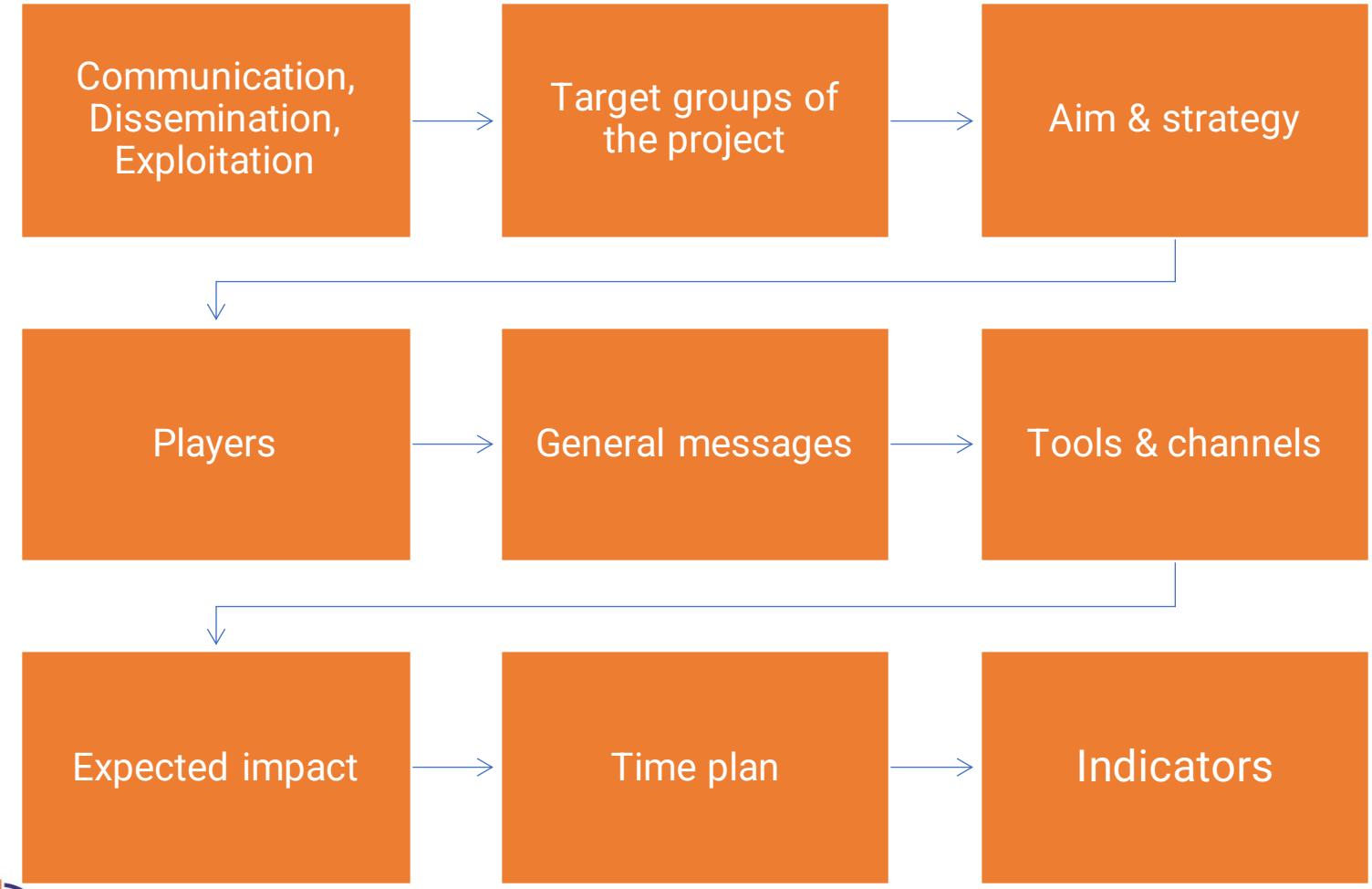
INTERNAL COMMUNICATION - TOOLS

- Physical Project Meetings (twice a year)
- Progress Reports of the Partners
- Steering Committee meetings (every 3rd months)
- Monthly Online Meetings
- Communication via email, phone, etc
- Online Management tools

Transparent
Evidence remained
Systematic

Video recording of online meetings

PLAN

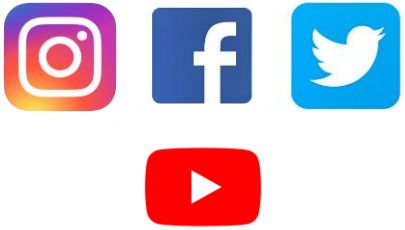

Communication, Dissemination, Exploitation
Target groups of the project
Aim & strategy
Players
General messages
Tools & channels
Expected impact
Time plan
Indicators

EXTERNAL COMMUNICATION

What?

- ‘we are happy to start the project’
- ‘our project is aimed to support…’
- ‘our partners are’
- ‘why this project?’
- ‘what are we doing?’
- ‘who are behind the project’
- ‘stories of kinds…’
- ‘we had a meeting with…’

How?



Web-page
Project identity

When?

Systematic during the whole project duration based on the defined timetable

sharable xls table

For whom?

General public

GENERAL MASSAGE

‘Our project helps to diminish geographical barriers and provide equal opportunities for children to be educated’

AND

‘We are a team of 4 countries from the EU trying to help kinds from rural areas to have access to education’

“The universe is made of stories, not atoms”

Daniel Walter

DISSEMINATION

What?	How?	When?
▪ Collected best practices publications ▪ Online workshop on the demo version ▪ Conference report on project results ▪ Project online conference ▪ EC & Program conferences	▪ Webpage ▪ Publications ▪ Newsletters ▪ Projects events, conferences ▪ Media, YouTube ▪ Program webpage	2nd year

For whom? **Why do we want to inform?** **What can we offer?**

scientists, stakeholders, policy makers, etc.

DISSEMINATION PLAYERS

- Local servant of municipalities and regional councils dealing with education
- The civil servants of the national Ministries
- The civil servants of the EU
- The staff of schools
- Parents
- Teachers
- Scientists

Who can benefit about our project and its results and spread it further?

EXPLOITATION & SUSTAINABILITY

What?	How?	When?
▪ Open access online platform ▪ Data gained in the project	▪ Webpage ▪ Platform ▪ Opened access platforms, e.g., Erasmus + E-PRP ▪ Other projects	End of the project

For whom?

Partners, target groups, public & private stakeholders, etc.

COMMON MISTAKES

VectorStock

- Start implement at the end of the project
- Not understanding difference between C&D&E
- Not using it for the own benefit
- Usage of complicated language
- Keeping within project community
- Not informing programme
- Not having a systematic approach
- Not communicating enough with partners
- Not sharing responsibilities among partners
- Planed too much, be realistic, less is not bad

APPLICATION & BUDGET

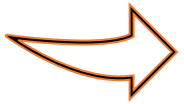
- Short description of the C&D&E activities
- Describe on how Programme outcomes will be maximised
- Working hours, participation in the conferences, meetings, etc.

IMPORTANT TO REMEMBER

- The main purpose is to get to the public & maximize results
- Clearly define the aim of C, D, E
- Create a system
- Plan less (realistic), but implement systematically
- It’s beneficial for you

STEPS

1. Brainstorm with partners



The purpose is?
Why this project?
What to reach in this project?
Who else can benefit?

2. Define general messages

3. Choose the write tool depends on the country

4. Draft Plan

5. Divide tasks by suing, xls table/ online management tools

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THANK YOU!