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**DOCUMENT TITLE:**

**D7.1 – Dissemination and  
Exploitation Plan**

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## About RESUME

The RESUME project aims at enhancing and reinforcing the role and potential of HEIs in the development of employability in the Mediterranean countries by adopting a transversal entrepreneurial mind-set at the HEIs and by opening and structuring the dialogue among the universities, the enterprises and the policy makers.

The RESUME project will address four priority actions established by the EC, the OECD and ETF:

- Establishing inter-ministerial commissions for entrepreneurial learning
- Establishing a platform for the identification and exchange of good practices
- Strengthening co-operation among HEIs and promoting links with business to foster entrepreneurship.
- Establishing an accredited Southern Mediterranean entrepreneurship network paying particular attention to gender issues.

## Members of the Consortium

- **UniME**, Università degli Studi di Messina, Italy
- **AMU**, Université d'Aix-Marseille, France
- **UB**, Universitat de Barcelona, Spain
- **AlmaLaurea**, Consorzio Interuniversitario AlmaLaurea, Italy
- **Ville de Marseille**, France
- **IAV**, Institut Agronomique et Vétérinaire Hassan II, Morocco
- **UM5R**, Université Mohammed V- Agdal, Morocco
- **Us**, Université de Sousse, Tunisia
- **UsF**, Université de Sfax, Tunisia
- **UL. Université Libanaise**, Lebanon
- **USEK, Université de Saint Esprit- Kaslik**, Lebanon
- **AFEM**, Association de Femmes Chefs d'entreprise, Morocco
- **MESRSFC**, Ministère de l'Enseignement Supérieur, de la Recherche Scientifique et de la Formation des Cadres, Morocco
- **MESRS**, Ministère de l'Enseignement Supérieur, de la Recherche Scientifique Tunisien, Tunisia
- **DGHE**, Directorate General Higher Education, Ministry of Education and Higher Education, Lebanon

Associated partner

ASCAME, Association of the Mediterranean Chambers of Commerce, Spain

## More at

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## DOCUMENT DESCRIPTION

<b>Project Title</b>	RESUME – RESeaU pour la Méditerranée
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<b>Author (Partner Institution)</b>	UNIMED
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<b>Abstract (for dissemination)</b>	<p>The current document is the Dissemination and Exploitation Plan (D.7.1) of the RESUME project. The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in South- Mediterranean countries. In addition, a strategy for exploitation of project results after termination is defined as a valorisation strategy, aiming to fulfil the goal of sustainability.</p>



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## SUMMARY

The current document is the Dissemination and Exploitation Plan (D.7.1) of the RESUME project. The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in South-Mediterranean countries. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

This document outlines the dissemination activities carried out by project partners. It sets out what has already been achieved, and provides an outline of what is planned. Main activities will focus to exploit the results of the project activities to ensure that the Subnetwork on Mediterranean Employability could be extensively disseminated and promoted within the entrepreneurial community and related external communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders. For the dissemination aspect, the project is embedded in a strong partnership of universities that adopts a leadership role in the current “circuits of influence”. Additionally UNIMED and AlmaLaurea and ASCAME (in its capacity of associated partner) can guarantee a wide network of contacts for a successful dissemination of project news, events and results.

For the exploitation aspect, the objective of valorising the RESUME project is to enable its results to become “sustainable”. When the project comes to its end, specific measures will ensure that results are still available for usage by different groups. A strategy for exploitation of project results after termination is defined as a valorisation strategy, aiming to fulfil the goal of sustainability. Part of the strategy is indeed to sustain the best practice strategies of employability and entrepreneurship as tackled during the seven training conferences (WP2) and the creation of the Sub-Network of Mediterranean Employability, so to enable spill over to and implementation by the other South-Mediterranean Universities and other stakeholders who might join the Sub-Network. Furthermore AFEM (Association de Femmes Chefs d’entreprise) and the three HE Ministers from the partner countries Lebanon, Morocco and Tunisia) play a pivotal role to disseminate the project’s results among decision-makers, politicians and local, national and regional public authorities.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of RESUME objectives and training activities.

## 1.1 METHODOLOGY

### 1 METHODOLOGY USED

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon shared Google documents and Intranet section in the project's website to enable collaborative input and the collection of information about RESUME activities, including but not limited to the following:

- Training Thematic Conferences
- The Entrepreneurship skills Course
- The Job Career Center
- The Entrepreneurship Incubator competition
- Project publicity
- Other activities

## 1.2 PARTNER CONTRIBUTIONS

The dissemination plan was prepared under management of WP7 leader UNIMED- Mediterranean Universities Union.

All project members have contributed to the diary of dissemination activities by recording information about individual contributions to training conferences, to any other related conferences and workshops where the objectives of RESUME have been (or will be) publicized and presented. Consortium members have also actively participated in discussion of the initial dissemination activities (M1 – M4) such as the selection of the project logo and dissemination opportunities in their countries through newsletter, institutional websites.

Representatives of all consortium partners have been given the opportunity to review this document.



## 2 DISSEMINATION STRATEGY

### 2.1 OBJECTIVES

The overall aim of RESUME's dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders: academic staff; entrepreneurial centers, career centers and incubators, institutions from local, regional and international perspective.

It must therefore be ensured that training activities of the conferences and all materials related to the University Course on entrepreneurial skills are extensively disseminated and promoted within the network of universities and enterprises and related knowledge communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Programme funding. Scientific publications will mention that: "The research leading to these results has received funding from the European Community's Erasmus Plus Programme under grant agreement from project RESUME. 561988".

### 2.2 STRATEGIC APPROACH

The RESUME project pursues a two-stage approach. During the first year the main concern will be to identify and collect appropriate existent training content on employability through the identification of best practices as well as reaching out to the envisioned stakeholder groups inviting and supporting initial training activities, which will in turn provide new materials that can be shared and applied. The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into even more tailored and mature offerings for each of the key stakeholder groups. Careful examination of the initial steps will demonstrate the road forward. The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project's aims and activities in general.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support from university community in identifying relevant content and motivating multipliers to organize and host training events. Project partners are well-embedded within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed.

A large number of organisations are supporting the project as associated partners. They will be used as proxies for wide dissemination of the project.

## 2.3 TARGET GROUPS AND BENEFICIARIES

### Target Groups: Who do we need to communicate with?

As RESUME project intends to facilitate in the Mediterranean area dialogue among Universities and enterprises building new instruments on how to fill the gap between these two actors and improving employability opportunities, the Dissemination plan will particularly target different stakeholders and institutions such as those involved in the partnership, but also more institutions from the socio-economical sector:

- University, research and civil society centers which includes:
- Universities and Higher Education Institutions;
- NGOs and civil society associations.

University, research and civil society centers and/or associations are interested parties because they aim at strengthening social, cultural and academic cooperation. They have direct access to final beneficiaries, described as University groups (Undergraduates, Postgraduates, Researchers and Professors), young unemployed people professionals and public officers coming from stakeholders' institutions as well as private companies.

- Local and regional public authorities & policy makers:
- Ministries of Higher Education and Scientific Research from both shores of the Mediterranean basin; Ministries of Agriculture from both shores of the Mediterranean basin.

Local and regional public authorities & policy makers, such as Ministries are fundamental for the project sustainability due to their influence on their local/regional/national policies. Policy makers who make decisions about defining relevant strategies and policies for financing innovative initiatives as well as organisations are targeted. The RESUME project partners shall \contact all local and regional public authorities involved or interested in the domain or the geographical area and also all local and regional policy makers during and also after the end of the project.

- Enterprises and business world:
- Business associations;
- Enterprises

Business Sector and SMEs: The business sector and in particular SMEs are the “end users” who needs to be reached and invited to discuss about their needs and problems concerning creativity and innovation. In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is: who do we need to communicate with? As a result, all communication actions will eventually be targeted towards these stakeholders, which will be our target groups for the communication activities, development activities (organisational culture, financing and fund-raising, implementation of creativity techniques, etc.).

These organisations constitute a group that influences innovation policy plans and implementation, and also act as potential beneficiaries. Consequently, they need to be involved in and reached through the project and afterwards to benefit from their views, suggestions and experience.



Other interested parties – General Public: Results of the project have to reach the public in a broad sense on a local, national and regional level. During the project and according to the budget available, partners will decide on tools to use in order to support a wide dissemination effect. In case it is not affordable to use expensive media tools (television, radio), all other possible tools will be used to support dissemination activities.

RESUME identifies three main targets of people who need to develop their “awareness” and “contributing in filling the gap between education and labour market”, in “strengthening the university-enterprises cooperation. These target groups are the:

- 1) Academic staff and educators of HEIs;
- 2) Career centers and placement offices’ staff;
- 3) Incubators and Spin-off staff/experts.

In addition, RESUME identifies students as the beneficiary group.

These main target group of the action are in charge of identify and promote institutional development, adopt new educational strategies and provide support to faculty members in terms of entrepreneurship skills and employment opportunities. Identification and implementation of best practices in the several sub-themes related to the employability issue will be beneficial not only in terms of improving education results, but also establishing lasting links and reaching dialogue and mutual understanding, essential to modernise HEIs.

As regards numbers, at least **18 people** from **the 6 university partners from the South-Mediterranean countries** will be trained together with their peer from EU universities for each Training Conference for a total **126 HEIs staff** will be trained and will acquire competences on how to strengthen university cooperation with enterprises and the labour market facing the challenge of bridging the gap between the academic offer and labour. Particular attention will be given to improve teachers’ awareness regarding the possibility to include traineeship and entrepreneur skills in the academic offer.

From the students Level, on-campus students (at least 10 students from the 6 university partners) and off-campus learners are the beneficiary group. The on-campus students will benefit from the Course on entrepreneurship skills that will be delivered for 4 months at the university partner from the Southern Mediterranean countries, which will bring learning processes and their outcomes closer to what they need to enter the job market. Under the WP5 at least 30 students from the 6 university partners from Morocco, Tunisia and Lebanon will carry out internship within enterprises and private companies thanks to the efforts and the work in the Career centres that will be established in their universities. About 120 agreements will be signed with companies and enterprises according to the market needs entering in strict contact with the Career centres. Indirect beneficiaries will be the off-campus students that will benefit of a validated knowledge freely available outside the walls of the Universities. Indeed, as a long term result, the project fosters the role of universities as knowledge providers not only to their on-campus students but also beyond the walls of institutions, especially towards disadvantaged groups, i.e. low income peoples, disabled students, people living in rural areas, learners at risk of low achievement.

Therefore, sustainability on the long-run of the RESUME initiative is crucially tight to the involvement of stakeholders in Higher Education Institutions and policy makers in the Region. The RESUME project

intends to modernise education and widening participation fostering employability opportunities, which will consequently increase the volume of virtual mobility in Europe and in South-Mediterranean Countries, opening up new flexible learning pathways and exposing students to international approaches and internationally-minded educators.

## **2.4 TASKS OF THE PROJECT TEAM MEMBERS**

All partners listed in work package 7 are main contributors to the dissemination activities under management of work package leader UNIMED.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) – by updating the document in the project Dropbox on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote RESUME training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

## **4 INITIAL DISSEMINATION ACTIVITIES M1 – M4 (OCTOBER 2015-JANUARY 2016)**

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below.

### **4.1 SELECTION OF THE PROJECT LOGO**

A number of suggestions for the project logo were developed by the coordinator UNIMED. Four possible designs were presented at the project Kick-Off where consortium members selected the logo by vote. It represents the direction towards (labor market), participation (being connected), and different directions (diversify the employability opportunities).

Partners are invited to use consistently the project logo, the templates proposed by the PM, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the RESUME Project Logo when publishing dissemination materials for the project





## 4.2 CREATION OF A PROJECT POSTCARD

A postcard of the project has been produced in order that partners could disseminate about the projects in all the training conferences, at their own institutions at their departments among colleagues, students and enterprises.



## 4.3 FIRST PRESS RELEASES AND ANNOUNCEMENTS

A press release and a first article on the project website and UNIMED website were launched immediately after the start of the project and the kick-off.

## Employabilité, entrepreneuriat et université: Le projet "RESUME" lancé les 3-4 Mars 2016 à Rome!



Le projet Erasmus + (Réseau Méditerranéen pour l'Employabilité) a été lancé avec succès à Rome les 3-4 Mars 2016 où a eu lieu la réunion de lancement organisé par l'UNIMED l'Union des Universités de la Méditerranée. Tous les 16 partenaires du consortium du projet, de 6 pays différents, ont participé activement à cette première session du projet. Coordonné par l'UNIMED, RESUME est un projet structuré dans le cadre du programme Erasmus + KA2 qui vise à améliorer et renforcer le rôle et le potentiel des EES dans le développement de l'employabilité dans les pays méditerranéens en adoptant un esprit entrepreneuriale transversale auprès des EES et par l'ouverture et la structuration du dialogue entre les universités, les entreprises et les décideurs politiques.

### Members of the Consortium

- UniMe, Università degli Studi di Messina, IT Daniela Baglieri, vice-rectrice (dbaglieri@unime.it)
- AMU, Aix-Marseille Université, FR Loïc Orofino (loic.orofino@univ-amu.fr)
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- AlmaLaurea, Consorzio Interuniversitario AlmaLaurea, IT Enrico Dongiovanni, Chargé relations internationales (enrico.dongiovanni@almalaurea.it)

### Barcelone accueille la Première Conférence de Formation du projet



Dans le cadre du projet RESUME « Réseau Méditerranéen pour l'Employabilité », il aura lieu à Barcelone les 28-29 septembre la Première Conférence Thématique du projet portant « Renforcer l'adéquation entre la formation et le marché de l'emploi ». Cette conférence, organisée par l'UNIMED coordinateur du projet et en collaboration avec l'Université de Barcelone, est la première de sept conférences thématiques de formation qui seront organisées toute au long la vie du projet. Le but de cette conférence est de fournir le personnel des EES avec les compétences nécessaires et afin d'ouvrir le dialogue et la coopération entre les différentes parties prenantes (EES, entreprise et autorités politiques) dans le défi commun d'accroître l'employabilité des jeunes diplômés. Cette conférence de formation aura des sessions plénières et aussi des sessions parallèles destinées à chaque groupe spécifique des EES (professeurs/personnel académique, personnel des bureaux carrières, et personnel des pépinières).

### Lieu de la réunion

Universitat de Barcelona - Facultat de Dret, Av. Diagonal, 684 08034 Barcelona - Espagne

### A propos de RESUME

Ce projet vise à améliorer et à renforcer le rôle et le potentiel des établissements d'enseignement supérieur dans le cadre du développement de l'employabilité des pays méditerranéens en adoptant au sein des Universités partenaires un esprit d'entreprise.

## 4.4 LAUNCH OF THE PROJECT WEBSITE

The project website is located at [www.resumeproject.eu](http://www.resumeproject.eu) the domain was reserved already before the start of the project, so that the website could be launched at a very early stage to support the first project steps (see Deliverable D5.1 Website Report). Google Analytics is used to continually measure the performance and activity of visitors so that impact can be easily assessed.



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## 4.5 ESTABLISHING A SOCIAL MEDIA PRESENCE

The project's Social Media accounts, Twitter and Facebook were set up in order to enable a two-way communication with the active university community namely students. In this context, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations and Retweets of messages and the following highly satisfactory participation in our open calls.

Continued and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training events.



## 5.2 PROJECT COMMUNICATION SCHEME

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and training events provide good opportunities for this. Therefore all project partners are expected to announce participation in events. Short messages live from the events are distributed via Twitter and Facebook accounts of the project. Summary of the contribution and results are compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible.

A press release at the meeting of the launch of the project, each training conference and the concluding conference will be produced. The launch seminar and project closure will take place in Rome and their aim is to present the project at the institutional level and interest of the academic and entrepreneurial environment and then present the results achieved by the project. The preliminary program includes the presentation of experiences of success, European and partner countries, in theme of employability and the main activities of the project. Project success stories will be presented by the graduates and businesses. Key factor is the presence of government authorities to promote the sustainability of project results.



### **5.3 SOCIAL MEDIA ACCOUNTS**

The established social media presence on Twitter and Facebook resulted in a highly satisfying response to the initial open calls. These elements of the dissemination plan will therefore be continued and strengthened as it represents an important way to be in touch with the relevant community. The project team is using these channels collectively by promoting the blog content and creating awareness, i.e. recommending them to members of their social networks. Feedback over these channels will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as LinkedIn or Google+, for setting up specialized groups.

### **5.4 PROMOTIONAL MATERIAL**

RESUME will produce posters that reflect the mission and expected outcomes of the project. Posters show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups. These posters will be used in training events, e.g. to welcome participants to the event and guide their way in buildings, thus creating awareness about RESUME's aims and topics.

A similar approach will be used for flyers and postcards, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience.

### **5.5 PARTICIPATION IN INTERNATIONAL CONFERENCES ON EMPLOYABILITY**

As operating activity results and to create synergies with other local projects, national, regional and international project partners will participate in at least two international conferences on employability and entrepreneurship. This will be an opportunity to publicize the project and to invite new members to join the network RME.

### **5.6 INVITATION TO EXTERNAL STAKEHOLDERS TO JOIN THE RESUME NETWORK**

During the various internal and external conferences in the project, the partners will be in charge of inviting people to non-directly involved in the project target groups to join the network: entrepreneurs, political authorities, associations and universities participating in other projects on employability and entrepreneurship, etc.

Seminars to promote the management of the project results with other target groups will be organized by each partner.

## 5.7 FINAL EVENT ATTENDANCE

A final dissemination event will be organized in Rome at the end of the project (M36), in order to reach a wide range of stakeholders from EU as well as to present project results. The event will aim at raising awareness and promoting the project outcomes among different stakeholders as well as private companies.

Participants will be directly contacted by European but mainly local partners. Special attention will be given to receiving participants from Southern Mediterranean countries in order to increase the impact of the event at Mediterranean level not only national and EU level. Promotional material will also be distributed during the event.

## 6 CONCLUSION

This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of RESUME's training initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.





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