

EUROPEAN COMMISSION

E+ Capacity Building in Higher Education

SEA-ABT: SOUTH EAST ASIA ACADEMY FOR BEVERAGE TECHNOLOGY

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Deliverable D8.1

Dissemination strategy

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Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including Commission services and projects reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	X

Summary:

This report provides the guidelines of channels, list stakeholder groups and contacts, type of contents (project description, project results, etc.) and timeline that each consortium member can use to disseminate the project to its dissemination targets.

The guidelines include references to the project related IPR rules.

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1 Introduction

The dissemination and exploitation of the results drawn from the project activities is one of the key enablers of the success of SEA-ABT project.

The project partnership is fully aware of the importance of dissemination and exploitation of the project, and will therefore take a thorough approach to conduct the related activities in the project.

Aim of this WP8 and its task is to coordinate any dissemination of the project and its results to create awareness of the project undertakings and output by:

- Developing a dissemination strategy (including stakeholder analysis, dissemination guidelines, development of templates, the definition of dissemination material and channels)
- Development of website and dissemination material
- Ongoing engagement of all stakeholder groups and support of consortium partners
- IPR management and Exploitation (after identification of the potential exploitable knowledge and developing an exploration plan)

In a first stage, the **Dissemination and Exploitation strategy** will be developed with the active involvement of the representatives of the stakeholder included in the project consortium, taking into account the need of the involvement of all partners.

The dissemination strategy presents the detailed plan of the activities and provides details on the communication materials to be used, as well as a methodology to evaluate and monitor the results of the dissemination and exploitation activities.

The Dissemination strategy will enhance the project dissemination activities by:

- (i) raising awareness within the partnership of the importance of these actions,
- (ii) presenting a calendar of activities and defining each partner's role, and
- (iii) presenting a set of tools that will support the communication with stakeholders.

This deliverable includes:

- Definition of the target groups
- Type of information/contents to be disseminated
- Dissemination activities and channels
- Timing
- Exploitation plan and strategy

2 Target groups

A detailed definition of the target groups of the dissemination and exploitation activities is relevant for the success of the project.

The target groups, based on the project activities and aims include, besides HE, the relevant stakeholders of the value chain of the food system

- **INDUSTRY** (Large and SMEs) and **BUSINESS** sector, with specific reference to those of the manufacturing sector of drinks and beverage and (alcoholic and no-alcoholic, wine, milk, soft-drinks, mineral water, ...) as well as those involved in plant and equipment, process developers, packaging, distribution.
- **RESEARCH AND SCIENCE**: scientists and researchers.
- **POLICY MAKERS**, including national and international authorities, public health institutions, ministries, NGOs' (e.g. FAO, WHO)
- **HIGHER EDUCATION**: teachers, trainers and educators of academia, higher education institutions and training institutions;
- **STUDENTS/GRADUATES**: students of science related university study programmes, graduates (Bachelor/1st level degree); PhD students. They are potential end-users of the project activities
- **WIDER SOCIETY**: consumers or simply as citizens. they must be aware of the collaboration between agrifood chain companies and training organizations towards the improvement of food professionals and ultimately towards the improvement of the food supply.

The project partners will operate the dissemination activities at an international level even if a specific focus will be given to the EU and Thai geographical area especially for some dissemination contents.

3 Type of information/content and Outcomes to be disseminated

“Dissemination” of the project will include:

- (i) **General information** about the project activities and expected outcomes;
- (ii) **Intermediate results** of the WPs activities. (e.g. the study programmes, Continual Professional Development training activities, workshops, set of the “Beverage academia”).
- (iii) **Project outcomes** and strategic documents. The following main outcomes will be thus considered
 - **Courses, modules and related educational** products for use in CPD and academic education in the area of beverage technology
 - **A postgraduate study programme** on Beverage Technology
 - **Five certified CPD trainings** concepts e.g. Quality and Safety Management, Wine Technology, Brewing Technology, Process and equipment design in food and

beverage industry, Thermal Processing for beverage industry, Tropical and sub-tropical plant based beverages

- Modern teaching and learning technologies and tools including specific methods required for the developed modules for innovative education programmes
- The South East Academy of Asian Beverage Technology

4 Dissemination activities, tools and channels

It is interest of the partners consortium to allow the maximum dissemination of the project activities and results and, with exception of the information that for specific purposes will be restricted to the consortium partners, free access will be given to all the information that could be of interest for the communities of the stakeholders involved in the project as well as the wider community.

Open access of the project results will be favoured also by the publication of articles on open-access, electronic, peer-reviewed journals and among them, the International Journal of Food Studies (<http://www.iseki-food-ejournal.com/ojs/index.php/e-journal>), official journal of the ISEKI-Food Association, could be taken into account.

Communication to the wider community and consumers will be carried out by press-releases to be disseminated via EU press agencies, technical magazines.

A **promotional video** of the project will be also prepared and uploaded on YouTube.

Dissemination material will be prepared and published in English and Thai languages. To improve the impact of the project some materials (eg. Press-releases, articles) could be translated also in Italian and German language.

To achieve an optimal dissemination of the insights and results achieved in the course of the project, SEA-ABT will combine the following dissemination activities and channels:

4.1 General dissemination materials

Project logo: it will be developed at the early stages of the project to aid and promote the project public recognition. It will be distributed to the partners to dissemination purposes (inclusion in institutional websites, email signatures etc..).

Project website: a professionally designed project website will be developed (<https://www.sea-abt.eu/>) which will be composed by:

- a public part, open to access by both the consortium members and the public used also for dissemination purposes of the main projects results to a wide public, and

- a limited access part – Virtual Network Environment (VNE)- with access open only for project partners.

Thus, the website will be used to facilitate dialogue and cooperation between the main target stakeholders as regard to the project progress and results achieved.

General dissemination material (flyers/bookmarks/posters, presentation): all these materials will be made available as electronic files and printed versions. This dissemination materials will be easy tools for partners in presenting the project in both face-to-face activities and wider dissemination.

Flyers will be differentiated for target groups.

Brochures and flyers will be translated to the languages of the project partners as needed throughout the project duration.

Moreover, the main project documents will be published and disseminated through the project website and targeted mailing in order to promote awareness among the key actors and increase participation in the project's activities.

Project dissemination materials will also include 'offline' dissemination material (only for partners), as PowerPoint and Word templates, to be used for project activities and dissemination purposes.

4.2 Dissemination tools

Mass media tools:

- A SEA-ABT newsletter will be edit and focused on announcing relevant activities, events and results of the project and/or related to the topics of the project.
- The project will also make use of Web 2.0 technologies to increase visibility of the project's activities. Close connection to the regional/national media will be provided through articles in newspapers, as well as radio and TV interviews also with the support of institutional media laboratories.

Journals and Magazines

Manuscripts for articles and papers will be prepared and submitted for publication in magazines as well as in science- and education- sector specific journals.

Authorship of articles that will be submitted to peer-reviewed journals should respect rules that will be included in the Deliverable D8.4

Relevant international conferences and events

SEA-ABT aims and results will be presented at international conferences on the Food Science and Technology/Engineering sector. This activity will contribute to spread information about the project and also to engage interested parties.

The SEA-ABT project will also be involved in the organization of side conference events. The list made by partners in the collection of the information during the writing of the proposal includes: IUFOST 2016 (Dublin, IR, August 2016); EFOST 2016 (Vienna, November 2016) Sial

(Paris, October 2016), SLIM conference (TH, October 2017). Additional workshops and dissemination events will be also organized by the partners and included in the dissemination plan.

In **Table 1**, the fitting of the dissemination activities and tools for each target group is summarized.

Professional and social networking tools: the setting of “SEA-ABT” project groups and pages in virtual social and professional platforms (LinkedIn, Facebook) will be discussed at the kick-off meeting to further trigger the interactions with the wider community of scientists and teachers interested on the project and its outcomes.

Interactions with other networks and projects: the project will interact during its activity also with other networks, associations and organisations dealing with beverages manufacturing and food processing in general with whom specific collaborations could be also identified and defined included the participation to training sessions and conferences. Among others, the following networks have been so far identified:

1. Organisations/associations
 - European Federation of Food Science and Technology (EFFoST)
 - IUFOST
 - GSICA

2. Projects
 - ASIFOOD
 - EuFoodSTA (www.food-sta.eu)
 - TRAF00N (www.trafo0n.eu)

Table 1: Database of the Dissemination/activity tool and target group



SEA-ABT dissemination plans

Strategic database to support ongoing engagement of all stakeholder groups and consortium partners

N.	Target group	Level	Activity/tool
1	Higher Education /universities/research centres (teachers, lecturers , researchers)	national; international	1.1. Articles, papers in journals and magazines
			1.2. Conferences - oral, poster presentations
			1.3. Leaflets
			1.4. Meetings (formal/informal)
			1.5. Social media
			1.6. Forum - Final conference /open symposium
2	Students	national; international	2.1. Social media
			2.2. Meetings (formal/informal)
			2.3. Workshops
			2.4. Newsletter
			2.5. Leaflets
			2.6. Video - Youtube
3	Industries/businesses (employees, employers, consultants, professionals, ...)	national; international	3.1. Articles, papers in journals and magazines
			3.2. Conferences - oral, poster presentations
			3.3. Leaflets
			3.4. Meetings (formal/informal)
			3.5. Social media
			3.6. Dissemination/training workshops
			3.7. Forum - Final conference /open symposium
			3.8. Newsletter
			3.9. Video - Youtube
4	Authorities, government, NGO's, associations	national; international	4.1. Articles, papers in journals and magazines
			4.2. On-page document of results
			4.3. Forum - Final conference /open symposium
			4.4. Newsletter

5 Timescale and responsibility

	1 st year	2 nd year	3 rd year
General dissemination materials and activities			
Dissemination of the project results			
Exploitation plans			
Exploitation activities			

Table 1: timescale of the dissemination and exploitation

The general timescale of the dissemination and exploitation is briefly summarized in **Table 2**.

Specific timing of the deliverables , type of product and target group for dissemination is reported in **Annexe 1**.

Dissemination activity is under the responsibility of the WP coordinator as well as of the project. When the opportunity appears, each consortium partner will disseminate the project and/or a project result in an event with products meanwhile prepared.

When each outcome is ready, the respective partners that prepared it will evaluate the possibility of preparing a paper in a scientific journal or descriptive news for a newspaper.

6 Evaluation and Criteria for Success

In agreement with the Quality Assurance guidelines, dissemination activities will assess the impact in collaboration with WP7 by setting specific quality and numerical indicators.

The following could be taken into account:

- **Website:** number of views: progressive increase during the 3-years duration. With deliverables being uploaded on the website as well as project outputs going online and being available on the webpage, an increase in the number of visitors will show the uptake of those results.
- **Participation to national and international conferences** and other events with oral and poster presentations as well as distribution of leaflets and other dissemination material.
 - Minimum 3 national events

- Minimum 3 international events
- **Organisation** of national or international events.
- Minimum: 2 events

The project and its activities should be sufficiently presented at events in front of relevant stakeholders.

The related numbers are mainly subjective however the consortium has to evaluate if they are satisfied with the performed dissemination activities.

7 Requirements from the European Commission (EC)

According to the EC rules, all materials have to include the “Programme Logo”. The image files, in several formats, and rules can be found in:

http://ec.europa.eu/dgs/education_culture/promotional_en.htm

or in

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

The EU emblem and a mention (that can be “Co-funded by the European Union”) must also be included.

Rules can be accessed at:

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

The publications and results of the project that are disseminated must have the Erasmus + logo and the mention "*Co-funded by the Erasmus+ Programme of the European Union*" or "*With the support of the Erasmus+ Programme of the European Union*".

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http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf

8 Project products, Exploitation and IPR

The project will produce as outcomes the following:

- Courses, modules and related educational products for use in CPD and academic education in the area of beverage technology
- A postgraduate study programme on Beverage Technology
- Five certified CPD trainings concepts e.g. Quality and Safety Management, Wine Technology, Brewing Technology, Process and equipment design in food and beverage industry, Thermal Processing for beverage industry, Tropical and sub-tropical plant based beverages
- Modern teaching and learning technologies and tools including specific methods required for the developed modules for innovative education programmes
- The South East Academy of Asian Beverage Technology

Besides their dissemination, project will set specific frameworks for their exploitation and sustainability beyond the closure of the project and, thus, any potential Intellectual Property Rights and authorship issues has to be taken into account by the SEA-ABT project partners consortium within the project span time.

Each of the outcome will be treated under the specific official and legal (when required) conditions necessary to guarantee respect of its own background.

Guidelines for the management of confidentiality, Intellectual Property Right, Back- and Fore-ground, authorship, institutional and partners agreements will be discussed in the project consortium and reported in the corresponding report (Deliverable D8.4). Moreover, templates for partners agreement with reference to the joint courses, modules and programmes as well as for external and associated partners (industry, organisations, universities) to implement the SEA-ABT academy will be developed (Deliverable 8.5)

Annex 1: Deliverables , type of product and target group for dissemination.

	Code	Deliverable name	Leader	Dissemination level	Medium that will be used	Delivery date	language	target group/potential beneficiaries of SEA-ABT
WP								
1	D1.1	Information collection system	KU	Public	e-document, article	M2	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D1.2	Full inventory of available capacities and identified gaps	CU	Restricted	e-document	M4	En	SEA-ABT partners
	D1.3	Report on regional, national, gender and ethical aspects	CU	Public	e-document, article	M5	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D1.4	Specifications for all modules, courses and educational products	KU	Restricted	e-document	M6	En	SEA-ABT partners
2	D2.1	Report on developed HE products	HGU	Public	e-document	M18	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D2.2	Report on implemented HE concepts	CU	Public	e-document	M36	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D2.3	Report on executed trainings for teachers	IFA	Public	e-document	M24	En	SEA-ABT partners, training organisations, food and beverage companies, authorities

	D2.4	Report on improved HE products	HGU	Public	e-document	M31	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D2.5	Report on the accreditation status of food study programmes	UNITE	Public	e-document	M36	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
3	D3.1	Report on developed CPD products	KU	Public	e-document	M18	En	SEA-ABT partners, training organisations, food and beverage companies, authorities, professionals
	D3.2	Report on executed trainings for trainers of CPD products	IFA	Public	e-document	M24	En	SEA-ABT partners, training organisations, food and beverage companies, authorities, professionals
	D3.3	Report on improved CPD products	UGH	Public	e-document	M31	En	SEA-ABT partners, training organisations, food and beverage companies, authorities, professionals
	D3.4	Report on the certification status of CPD products	UNITE	Public	e-document	M36	En	SEA-ABT partners, training organisations, food and beverage companies, authorities, professionals
	D3.5	Certification schemes for selected professions	UNITE	Public	e-document	M36	En	SEA-ABT partners, training organisations, food and beverage companies, authorities, professionals
4	D4.1	e-learning platform established/extended to partner country organisations	BOKU	Restricted	virtual platform, online	M18	En/Thai	SEA-ABT partners
	D4.2	Digital library	IFA	Public	virtual platform, online	M34	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals, students
	D4.3	Guideline on garage approach	UNITE	Public	e-document	M18	En	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals, students

	D4.4	Full Report on newly integrated tools	UNITE	Public	e-document	M35	En	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals
5	D5.1	Overview of selected modules for test-run (to be posted on web-platform)	KU	Public	e-document	M20	En	SEA-ABT partners, training organisations, food and beverage companies, authorities
	D5.2	Compiled report on collected feedback	KU	Restricted	e-document	M28	En	SEA-ABT partners
6	D6.1	Established Academy (and local hubs)	BOKU	Public	virtual platform, online, leaflet	M24	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals
	D6.2	Roadmaps for the establishment of LLL at Thai Universities	BOKU	Public	e-document	M20	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals
	D6.3	Joint EU-SEA-ABT Academy web platform	IFA	Public	virtual platform, online, leaflet, presentations, events	M24	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals
	D6.4	Business plan for EU-SEA-ABT and LLL concepts	HABLA	Restricted	e-document	M26	En	SEA-ABT partners
7	D7.1	Quality plan and guidelines	IFA	Public	e-document	M6	En	SEA-ABT partners
	D7.2 - D7.6	Quality Monitoring Reports	IFA	Restricted	e-document	Months 12 18 24 30 36	En	SEA-ABT partners
8	D8.1	Dissemination strategy	UNITE	Restricted	e-document	M3	En	SEA-ABT partners

	D8.2	Dissemination Templates	IFA	Restricted	various	M3	En/Thai	SEA-ABT partners
	D8.3	Dissemination material	IFA	Public	various	M6	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals, students
	D8.4	IPR guidelines	UNITE	Restricted	e-document	M10	En	SEA-ABT partners
	D8.5	Template IPR Agreement (for collaboration)	UNITE	Public	e-document	M24	En/Thai	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals,
	D8.6	Report on IPR issues	UNITE	Restricted	e-document	M25	En	SEA-ABT partners
	D8.7	Open symposium	KU	Public	event	M34	En	SEA-ABT partners, HE and training organisations, food and beverage companies, authorities, professionals, students
9	D9.1	Documentation of Project Start	BOKU	Restricted	e-document	M3	En	SEA-ABT partners
	D9.2	Project Management Manual	BOKU	Restricted	e-document	M4	En	SEA-ABT partners
	D9.3	Obligatory interim financial and content reports to the project sponsor (EACEA)	BOKU	Restricted	e-document	Months 12 18	En	SEA-ABT partners
	D9.4 - D9.5	Updated Project Manual	BOKU	Restricted	e-document	Months 12 18	En	SEA-ABT partners
	D9.6	Obligatory final financial and content reports to the project sponsor EACEA	BOKU	Restricted	e-document	M36	En	SEA-ABT partners
	D9.7	Documentation of Project close down	BOKU	Restricted	e-document	M36	En	SEA-ABT partners



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D9.8	Mandatory Project Audit	BOKU, Gerhard	Restricted	visit/on-site	M36	En	SEA-ABT partners
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----- **END OF THE DELIVERABLE** -----