

EPIC 2013-1-PL1-LEO05- 37888
EPIC - Enhancing and Promoting International Business Communication

Dissemination report for EPIC project



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Introduction

CSC aimed at promoting the project results so to ensure big exposure for EPIC outcomes in Italy and Europe in general. Specifically, CSC promoted the outcomes nationally and across Europe to potential management agencies of LCAs and to SMEs. A specific database of trade associations and firms effectively spread EPIC outcomes via emails and social media so targeting the right stakeholders.

CSC heavily relied on electronic tools to disseminate the project, so the dissemination strategy was based on website, FB, newsletters and all social media managed by CSC visibility department. All CSC dissemination activities returned positive feedback: via emails, FB and CSC website, articles published on local newspapers and e-zines, news on project progress targeted trade associations, firms who declared the project is useful via FB and email (e.g. 200 people reached with posts on Kaunas meeting). CSC performed dissemination abroad through its EU network (49 bodies from 21 nations interested in EPIC method), 2 seminars in Sicily with 100 people who appreciated the final materials. Large part of general dissemination were information published in social media – mostly Facebook and Twitter. These posts reached hundreds of people from various groups that belong to CSC EU-wide network.

To assess the impact of the dissemination strategy, we used quantitative indicators such as number of participants who attended seminars, number of views on Facebook page per single post, number of CSC visitors on the official website, numbers of articles published on local newspapers and e-zines. We also used qualitative indicators such as requests for further information from potential auditors, follow-up requests from seminars, interest shown through emails from trade organisations, active participation of students during LCA training, interest of the local media on the project.

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At the beginning the dissemination strategy targeted a wider audience to create general awareness about the project and to create understanding about LCA and how it can assist SMEs in becoming successful on international market. Later, dissemination activities became more direct as CSC launched a campaign to recruit auditors and to find SMEs interested in the LCA audit.

In particular, at the beginning we targeted students. Accordingly, 14 students were trained as LCA auditors thus increasing their professional skills and future. Later, we reached 16 companies that were audited within the project framework. Two co-workings gathering 30 associations were involved in the recruitment and benefited from having their associations audited, trade associations as Confindustria Sicilia offered free services to members (8 companies) in the form of free audits. 20 new entrepreneurs participating to CSC E4YE project will benefit from EPIC materials, as the hosting firms. Targets also included language users, language providers, government policy managers, universities and educational institutions working with foreign languages.

Short Term Dissemination and Outcome

CSC prepared printed material such as flyers to recruit the auditors and target companies. CSC recruited 16 students but received more emails from potential candidates. CSC organised two seminars to ensure wide publicity and promotion of project and scheme. Almost 100 young entrepreneurs from 11 countries participated. CSC involved the main trade associations (Confindustria Sicilia, co-working centres (Moltivolti and Re Federico) and consortia at local level via email and face-to-face meetings.

In the short-term, main geographical area focused on Palermo in Sicily, thanks to the recruitment process (network of business associations and previous contacts with companies, campaign for students' recruitment, ads on local magazines). 16 students participated instead of 10.

Main indicators for measuring impact on the target groups was the EPIC website, Facebook followers (100), CSC website (7.500 visits a month), the number of articles published on local newspapers (4). Auditors, SMEs, partner organisations measured qualitative aspects. Audited companies expressed positive comments: "Thanks to the audit results I will increase my export" said Pasta Bia owner. CSC disseminated EPIC outcomes through its EU network collecting qualitative data from partners feedback via email.

CSC is planning to provide LCA services to the members of Unioncamere and Confindustria

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L'autore è il solo responsabile di questa pubblicazione (comunicazione) e la Commissione declina ogni responsabilità sull'uso che potrà essere fatto delle informazioni in essa contenute.

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Sicilia. Talks are on the way to set up a protocol with these trade associations. In particular, Confindustria Sicilia expressed its interest in using the LCA training to train new auditors and to offer LCA audits to its members to increase the export potential of Sicilian companies. Also, co-workings in Palermo such as Moltivolti expressed interest in carrying out LCA training courses for their associations.

CSC trained auditors to carry out LCA on an independent basis and free of charge. EPIC focused on developing products which are sustainable long term after the end of the project and are available for free. With the implementation of a permanent common European LCA website and on-line network with a web based version of the auditing process and EPIC training materials, free expansion of the scheme will be ensured. A commercial use of the scheme must be agreed and regulated by EU copyright laws.

Long Term Dissemination and Expected Outcome - to whom have you disseminated, i.e. have you been focusing on particular parties?

Long-term dissemination activities aim at the exploitation and sustainability of the project results. These activities concentrate on ensuring that there will be new auditors available on one hand and on the other, that there will be companies interested in having an audit. CSC reckons that long-term impact will reach EU countries, SMEs and trained auditors in the partner countries through CSC EU network (49 organisations in 21 countries), CSC Erasmus for Young Entrepreneurs programme in the next two years.

The long term dissemination was a continuous process during the project implementation as well as it continues now, after the project completion. Talking about the long-term impact of the EPIC project, expected impact is located to trade associations and VET system in Italy (Sicily). Via networks of new consultants and advisors, new trade links were developed thus indirectly increasing demand for audits and the extension of the scheme. In Sicily the Regional administration is responsible for VET. This created an opportunity to introduce EPIC in Sicily thanks to an agreement with Confindustria Sicilia (www.confindustriasicilia.it), so creating a link between VET and business.

Long-term dissemination activities can be listed as follows:

- CSC keeps updating its own website with information about the LCA further developments;
- CSC staff will stay in touch with companies that expressed willingness to be audited under the LCA scheme;
- CSC looks for new SMEs which would like to have LCA – this is being done through

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CSC projects supporting SMEs such as Erasmus for Young Entrepreneurs;

- CSC will present the LCA to the organisations that have big potential in influencing others to use the scheme in the future. These organisations are: Confindustria Sicilia (main trade association in Sicily), co-working spaces which are now very popular and spread all over Sicily, such as Moltivolti, Re Federico, SAL, Impact Hub Siracusa.

In the long term CSC hopes that the Language Communication Auditor will be considered a very important professional figure in supporting Sicilian companies export their goods and services abroad. Training materials will be accessible on CSC website for free download well after the end of the project.

Dissemination Locally - Regionally - Nationally

CSC disseminated the EPIC project at local, regional and international level. All dissemination levels were balanced. CSC is strongly rooted in Sicily because it has been active in the territory since 1950. At the same time, CSC established a EU-wide network in 2015 gathering 49 organisations from 21 European countries, therefore CSC has also a strong influence at European level. Accordingly, CSC carried out a dissemination campaign at all levels with the same impact.

Dissemination was very effective because it involved previous contacts from previous projects, such as "Growing Europe", an Erasmus for Young Entrepreneurs project or dissemination was implemented during face-to-face meetings with representatives of local and regional organisations representing business organisations. Concerning the local and regional level, CSC recruited auditors from all Sicilian Region. Audited companies were also selected from the whole Sicilian territory. National dissemination was more indirect, as it mostly involved web 2.0 tools such as Twitter, Facebook and the official CSC web site.

At local level, CSC organised two seminars to disseminate the results among the target groups which included trainers, young social entrepreneurs, business support agencies. CSC also actively cooperated with local trade associations to promote the LCA auditor professional figure.

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Summary

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