
DISSEMINATION & EXPLOITATION PLAN

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Abstract: This deliverable summarizes the dissemination and exploitation strategy that is planned for the "*Urban Greening Systems for the Mediterranean Region*" project, which materializes in the context of the European Programme Leonardo Da Vinci (Transfer of Innovation) and is co-funded by the European Union and the Lifelong Learning Programme. Additionally, this report provides information about the dissemination activities that have already been conducted during the first three months of the project.

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Keyword List: Report, Research, Dissemination, Exploitation

Partner Organizations

Partner 0
(Cyprus)

Frederick Research Center



Partner 1:
(Spain)

Universidad de Sevilla



Partner 2:
(Greece)

Agricultural University of Athens



Partner 3:
(Malta)

University of Malta



Partner 4:
(Cyprus)

P. Papadopoulos Consulting Engineers Ltd



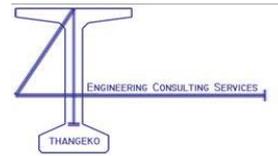
Partner 5:
(Cyprus)

Agricultural Research Institute,
Ministry of Agriculture, Natural Resources, and Environment



Partner 6:
(Cyprus)

THANGEKO I4 Engineering
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Partner 7:
(Spain)

Terapia Urbana



Partner 8:
(Cyprus)

Technovation Solutions



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Introduction

This guide concerns the dissemination plan of the programme “Urban Greening Systems for the Mediterranean Region” (Acronym: UGreenS). It is of great significance that all involved parties have a clear understanding of the dissemination plan and activities that are carried out, so as to achieve the greatest possible publicity and outreach of the project.

The project is envisioned to produce a long-term programme of materials and suitably qualified trainers to improve the sustainability of the construction industry in the partner countries. The tangible results of the project will principally be training materials for the receivers of knowledge. This will include the preparation of documentation setting out the benefits of technologies that aid sustainable construction with the aim of creating greater awareness in society where the benefits of sustainable construction can be realized.

The overarching objective of the dissemination is to promote and disseminate the project activities and results internally and externally and to achieve the highest possible sensitization of the target groups and possible users of the results of this effort.

The plan to implement activities around the underlying individual goals for the project is based on tasks outlined in the UGreenS proposal and description of work, as follows:

- Develop a Dissemination & Exploitation Strategic Plan (i.e. the given report), which is to be duly updated during the course of the project.
- Create tools and methods for dissemination including:
 - Project Website
 - Press releases and newsletters
 - Promotional material
 - Social media
- Create the style of the promotional material and branding
- Develop online forum for project members and associates
- Liaise with project management team & partners to update the website etc.

Additionally, and despite the fact that this project is still in its initial stages, this report provides information about the dissemination activities that have already occurred during the first short months of the project, since ongoing work has prompted meetings, discussions, and preliminary work. In the conceptualization of the dissemination plan and preliminary dissemination activities we have also uncovered important key questions about data management and data protection that continue to guide dissemination progress. Work on these questions will thus benefit the dissemination plan over the life of the project. This will help to refine the methodology and develop targeted dissemination activities that are optimized for all possible UGreenS users and audiences.

Rules of Publicity

In each official publication for the programme all partners must mention the fact that the project is materialised in the context of the Leonardo Da Vinci European programme and is co-funded by the European Union and the LLP. In addition, the following phrase must also be mentioned: *‘This publication [communication] reflects the views only of the author, and*

the Commission cannot be held responsible for any use which may be made of the information contained therein'. The above can be found in all EU languages on the following website http://eacea.ec.europa.eu/about/logos_en.htm.

1. Dissemination objectives and strategy

1.1. Main dissemination action lines

The UGreenS dissemination strategy is designed to promote and disseminate the project activities and results internally and externally. In this effort, a wide range of promotional and dissemination activities aiming at raising awareness for the objectives of the project, as well as disseminating project results, are covered. For achieving this goal, the following objectives have been identified for the UGreenS dissemination strategy:

- to disseminate the information about the project to the target group, in order to show the advantages, perspectives and development opportunities of the Urban Greening Systems
- to raise awareness about green roofs and living walls among stakeholders and the general public,
- to prepare the ground for further, and essential, exploitation of project results.

1.2. Dissemination methodology

The dissemination approach for UGreenS is accomplished through activities encompassed by a dedicated work package (WP7). The approach to dissemination is designed to fulfil the the action items listed in Table 1, which are considered crucial for further exploitation of the UGreenS project results.

The dissemination methodology takes into account our community of potential users of the UGreenS products. As of the time of this report, the project users are consortium members (project partners) from the following countries: Cyprus, Spain, Greece and Malta.

Table 1.Dissemination methodology for the UGreenS Project

Plan:	Strategic plan for the effective dissemination and exploitation of results
Design:	Comprehensive branding for the UGreenS project (including logo) and targeted activities and actions to ensure a wide visibility and identification of the project for promotion-driven dissemination
Create:	Promotional materials for content-based dissemination
Distribute:	Extensively distribute project-information and materials, by using the web
	Through European Commission dissemination channels such as newsletters and web sites, where possible.
Represent	Participation in workshops, conferences, and specialized international meetings
	Attendance at public relations activities (e.g. presentations, radio, TV)
Evaluate	Development of strategic evaluation goals
Exploit	Scaling up of specific components produced by the project and continuing the training efforts in subsequent forums (i.e. incorporation in academic curricula)

Within the activities of the project work so far, key questions that continue to guide dissemination progress have been identified. This is based largely on our experiences of planning the integration of sustainability principles into the construction industry of our individual countries.

One of the biggest challenges has been a series of important aspects regarding data availability with regards to the needs of audiences found in different partner countries among others. To tackle this, we have already engaged in an exercise of collecting information on the needs of our possible audiences, in individual partner countries, so as to better streamline the project contents (final instruction topics and course materials) to the needs of audiences. The needs identification exercise can also act as a dissemination activity. The results of the needs study will help to better streamline subsequent dissemination and exploitation activities, as we are including the target audience from the very beginning of the project into the design, development, evaluation and dissemination of the project.

Further, questions concerning data access, data collection and data storage that require specific issues with data protection and security to be addressed have risen. For instance, access to social media provides data that may contain personal information about users generating information. Some data may be considered sensitive information, whereby specific confidentiality and privacy laws must be considered. Additionally, these challenges of data management and storage may pose feasibility issues among our users, which determine the degree to which our dissemination can effectively be marketed and targeted to other users.

2. Dissemination tools and materials

2.1. Project Website

A project website has been created and is available under the following URL www.ugreens.eu

The website aims to provide access to news, updates, deliverables and current events to the development of the UGreenS project material and activities, and will thus be updated regularly during the project duration. It will also serve as a web-based information portal for the project.

The website comprises three distinct levels of access, each of which has different rights assigned to it and targets different groups of users, as detailed below:

1. An open public area of the website that can be accessed by everyone, providing general information about the project. Information that will be included on this general-access area may be the following:
 - a. A general project presentation
 - b. News, media coverage and updates about the project,
 - c. Links to relevant blogs and social-networking sites,
 - d. Links to promotional material, including newsletters, posters, brochures, and other websites etc.,
 - i. Registration to our project newsletter will also serve as a means for collection of data for parties interested in our work.

- e. Links to presentations, abstracts and articles from conferences,
 - f. Links of project partner institutions,
 - g. A website visitation (hits) counter
2. A restricted (password-protected) area for consortium members only. Internal project documents, forms, final (i.e. trainer's handbook) and draft documents pertaining to the development of training material, including slides of presentations, will be part of this section of the website.

The website will be made available in English, Spanish, Maltese, and Greek. The website will be initially developed in English and Greek and partners will be free to translate the information in other languages if they deem that such translation provides a net benefit to the dissemination objectives. It is understood that some of the partners have English as their official working language and as such translation may not represent the value for money as in other cases where English or Greek are not official working languages.

2.1.1. E-learning platform (Moodle)

A restricted (password-protected) area will give full access to the final instruction material developed during the project (i.e. student handbook). It is meant to primarily target trainees on the project. As the final training foresees the possibility of delivery in an online, rather than physical, format a Moodle platform will be created with a destined URL link -

On this platform, which will be reinforced through an e-learning site (based on the Moodle platform) the exchange of such material as homework assignments and trainer-trainee interactions will be allowed. Lecture notes, handouts, e-bibliography, and training material will be maintained on this site which will also cater for a forum for participants will also be available through the e-learning platform of the project.

2.2. Press Releases, Articles, Web-articles

Press releases may be published in local newspapers and other such means and should have the characteristic of the immediacy of informing beneficiaries and interested groups on a recent development related to the project. Press releases are expected to inform the interested public about the project, but more importantly also other domain experts (e.g. academics, professional bodies, NGOs etc). Such press releases must:

1. Describe in a short and concise manner the objectives of the project and its action plan
2. Mention specific events or facts that need to be promoted, and
3. Follow the publicity rules.

The press releases that can be issued will take place

1. Upon initiation of the programme, to inform the public,
2. When the training program is ready to commence,
3. To publicise certain milestone achievements, and
4. Upon completion of the programme.

Press releases may also take the form of “web–articles”. Such articles are a good way to promote the project, and attract attention on the topic matter. By contributing articles to the electronic and printed media, more attention may be drawn to project specific efforts. Several web-sites offer the possibility to write articles on certain matters for free – these should be exploited as far as possible to promote project dissemination efforts. Examples of such outlets for articles include the following:

- MDPI - Open Access Publishing
- The Higher Education Academy – Engineering Education
- Ezine articles

2.3. Newsletter

A newsletter is an informative leaflet that contains information that relates to the institution or team that publishes. There are institutions that send out a newsletter to a large number of recipients in their country and throughout Europe. The newsletter envisioned for our project will revolve around

1. the utilization of existing newsletters issued and distributed by our individual organizations. In case that some partners do not publish a newsletter, they may have partners or associates that use newsletters and therefore can promote the programme through their newsletters.
2. the development and distribution of a project-specific newsletter that will seek to promote the program and publicise its evolution. This will be a document that will be issued once every semester. It will be made available through the project's website, but it will also be sent to mailing-list recipients kept by partner institutions. Towards this end, the newsletter will be translated by partners in their respective languages.

The aim of this action is the widest possible dissemination and informing both the public as well as professional and academic bodies and their membership.

2.4. Print Material

Print material such as **brochures** and **posters** that will include information of the project can be composed and provided to the public to further information of the possibility of participating in our training program. These brochures will be handed out to different audiences (i.e. professional associations, academic bodies, student councils etc.) and promoted at conferences so as to provide potential participants with access to information that pertains to them and may be of interest, thereby increasing interest of a number of professionals seeking training in the field of Urban Greening Systems.

The procedure for the creation of the brochures and the poster is the following: the coordinator for the Dissemination and Exploitation Work Package will collect material that will be included in the brochures and the poster which content will be sent to the partners for approval and subsequent translation into their national languages and from which the original drawing/prototype will be created. (The contents of the material will be in English, Spanish, Maltese and Greek). Finally, each partner will undertake the printing of the material in its respective national language.

2.4.1. Branding

Branding is an important aspect of dissemination activities. Not only will it provide a fast and easily recognizable way for audiences to identify the project, but it will also help streamline communication efforts.

The logo adopted for the project is presented in Figure 1.



Figure 1.Project Logo

Furthermore, a letterhead and a template, which is to be used for all internal and external documents, have been produced (Appendix A). Similarly, a template to be used by all partners for purposes of slide-supported presentations has also been produced, bearing the logo of the project alongside the logos of the Leonardo Da Vinci Program.

2.5. Social Networking

Networking with institutions and individuals dealing in urban greening systems is a significant part of the dissemination of the programme, since the programme is being promoted and the procedure of certification of informal knowledge is being made known to the public, increasing public awareness on issues relating to the project. With social network facilities having witnessed such an increased popularity, especially among younger audiences, we will try to capitalize on this resource by creating and maintaining a **Facebook** profile for the project. In this profile information and updates of project progress, as well as links to other sites of interest will be maintained.

Furthermore, a **Twitter** account will enhance the dissemination of our efforts, ideas, and results. Twitter is a social networking web application that provides users with the ability to share information. Twitter users post status updates, news, events and other information in a micro-blog format. In addition to outside viewers being able to follow the most-current updates of our project (something more difficult to achieve through, for instance, the website of the project), our group could also use Twitter to stay connected between face-to-face meetings, allowing us to more frequently discuss common interests and share the latest news. Trainees in the courses that we will be developing, can also find this avenue as more immediate to exchange small bits of information or get questions answered. After the official completion of the project, we can still use the platform to share content and links, sending traffic back to our website, or otherwise networking and engaging people, provide trainee support and, vitally, position our brand's message directly in front of interested parties.

2.6. Liaising with Professional Bodies

Professionals in the consulting sector, especially as this applies to the engineering sciences and architecture, must be continuously updated with new knowledge and technological know-how, if they are to remain *au courant* in their profession. UGreenS will develop and deliver a new and innovative Training Program dealing with Green Roofs and Living Walls, to the VET system of partner countries. This training is envisaged to enhance the practical knowledge and technological know-how of professionals who are active in the construction/planning/development sectors within the partner countries thus enabling the adoption and replication of these technologies.

Further to the social networking platforms/facilities, partners will ensure that all possible attention is given to disseminating the project's intentions and results to professional bodies of their individual countries. For instance, personal close ties and involvements with Scientific and Technical Chamber of individual countries may prove invaluable in further reaching professionals pertinent to the field of urban greening systems in national and international settings.

Partners are encouraged to capitalize on such personal relationships with individual country professional bodies, and other pertinent organizations, by sharing the material developed in UGreenS, and possibly further using this material in courses traditionally offered to an organization's members. To achieve this, organization officials must be contacted and alerted of the specifics of our efforts, immediately upon commencement of the Program. Pertinent national educational centers will be informed of progress made on the Project. Finally, training material developed through UGreenS will be presented to such educational centers at the end of the first year of the Program, as well as upon official completion of the effort, in an attempt to disseminate our project results beyond the official timeframe of the project.

2.7. Organization of Events

All partners will undertake the organization of events, which are considered as an effective way of attracting the target group and sensitizing institutions that offer consulting services to social businesses for the necessity of the programme and the suggested methodology. These events will be primarily local and peripheral in character and feedback gathered from the events will be used so as to improve the methodology and tools used. The procedures for the organization of an event may indicatively include the following:

- invitation and choice of speakers,
- sending of invitations (printed or electronic),
- distribution of press releases to local newspapers,
- announcements through our website and other means provided by our individual institutions,
- preparation of event (catering, list of participants, etc.),
- sending of press releases and photographic material upon completion of the event.

Proof of the above action include copies of the following items:

- the invitation,
- the clippings from newspapers or other printed means for the press releases,
- the announcements used,
- the list of participants,
- event photos.

Further, each partner organization will identify possible conferences, in which project representatives will participate and present our project's progress and results. Also, such events would serve as prime recruiting sites for possible trainees for our program.

2.8. Production of Publicity Material

Further to printed and electronic material already described in this report, the project will produce other material such as a trainers' handbook and a learner's guide. This material can be used for further dissemination purposes and made available to interested parties through various outlets (i.e. professional bodies and organizations, conferences, meetings in which partners normally participate).

3. Monitoring and Recording of Dissemination Activities

An essential part of the project is the monitoring of the success of our dissemination actions, and hence our program. To help us better monitor and record our activities, a template has been developed . This template will help us record such items as the:

- Activity Number & Description
- Activity Start / End Dates
- Implementing Partners' Names
- Country / Region / City of Implementation
- Targeted Sectors
- Targeted Groups
- Number of Participants reached in the given activity

as well as seek to answer such questions as “why have certain target organisations been chosen, and what is their relevance towards the project objectives?”, in addition to gathering feedback from stakeholders in a given activity.

To accompany the monitoring and the recording of dissemination activities effort, as well as better organize the implementation of the Dissemination Plan, a schedule has been produced and is provided in Table 2. This schedule seeks to specify, in more detail, the activities planned, the responsible parties and possible deadlines for such activities.

Table 2.Activities plan for the UGreenS Project

Action	Responsible Party	Start Date	Indicative Completion Date	Frequency / Number	Comments / Instructions	Completion date
Module 1 – Website Content						
1.1. Prepare “About Text”	FRC – English & Greek	31/01/14		1	Text to be sent to all partners for translation to individual languages	
1.2. Translation of “About Text” to partner languages	US - Spanish UoM - Maltese	01/02/14		1	Return translated text to Technovation Solutions to upload it to the website	
1.3. Contacts list, biographies, photos, web-links to partner websites	All	03/02/14	10/03/2013	1	Technovation to request specific items (providing template). All partners to return requested information by 4/3/14	
1.4. News, media coverage and updates about the project	TS	26/02/14		Once / 1 month	Every month, TS, remind the partners to send email about dissemination activities	
1.5. Links to relevant blogs and social-networking sites	TS	31/1/14		Once / 4 months	Initial information to be sent by All partners by 4/3/14 Updates to be sent by All partners once every 4 months. Next update 30/5/14	
1.6. Links to project material	TS	15/2/14		Once / 1 month	Material to be sent by All partners, as it becomes available. Reminders to be sent, every month, by TS	
1.7. Internal Documents / Forms	FRC	31/1/14		Once / 4 months	Material to be sent to FRC, by all partners, as they becomes available.	

Action	Responsible Party	Start Date	Frequency / Number	Comments / Instructions	Completion date
Module 2 – E-Learning Platform					
2.1. Develop and operate an e-learning platform.	FRC		1	Development and maintenance is an on-going activity, overseen by FRC partner	
Trainers' Handbook (Living Walls)	US		2		
Learner's Guide (Living Walls)	US				
Trainers' Handbook (Green Roofs)	AUA				
Learner's Guide (Green Roofs)	AUA				
2.1.1. Lecture Notes / Presentations for Trainer training in			2		
Demonstration Unit - Complete (passive Living Wall - Thin Wall)	THANGEKO		1		
2.1.2. E- Bibliography.			Once / 6 months	Material to be contributed by All partners and will be updated every 6 months	
2.2. Discussion Forum			On-going	This forum is to be created and monitored by the partner.	
Module 3 – Press campaign					
3.1. Press Releases	All	15/2/14	3	Press Release 1: Initiation of Project Press Release 2: Prior to commencement of Training Program in each country Press Release 3: Official end of Program	
3.2 Newspaper articles	All	1/5/14	2 / partner	Newspaper articles should be submitted by each partner country,	

				1) Before commencement of the Training courses 2) Upon completion of project (with results)	
Action	Responsible Party	Start Date	Frequency / Number	Comments / Instructions	Completion date
Module 4 – Social Media					
4.1. Facebook Group	TS	26/02/2014	Once every 2 months	TS partner to create and update Facebook Group. First update: 1/3/2014	
4.2. Twitter Account	TS	26/02/2014	On-going	Twits can go out once a week, or as they become available	
4.3. LinkedIn	TS	26/02/2014	On-going	TS partner to create and update a LinkedIn Profile	
4.3. YouTube Channel.	FRC	26/02/2014	1	FRC partner must arrange for video-recording the Training the Trainer sessions All partners must arrange for video-recording the Student Trainings	
Module 5 – Print (Publicity) Material					
5.1. Project Poster (A0 or A1 size)	All	01/03/14	1 / partner	Template to be produced by CY partner (by 15/3/14), and then reproduced in all partner languages. These posters are to be used in training sessions and in other events and venues.	
5.2 Project Flyer (A4 size two-face)	TS	01/03/14	300 copies / country	Initial Material to be developed by TS The flyer will be translated to each partner language and printed by each partner.	
5.3 Individual Course Syllabi / Information leaflets (A4 size single-face)	TS	01/03/14	50 copies / course / country	Initial Material to be developed by UK The flyer will be translated to each partner language and printed by each partner.	

Action	Responsible Party	Start Date	Frequency / Number	Comments / Instructions	Completion date
Module 6 – Electronic (Publicity) Material					
6.1 Electronic Newsletter	TS	01/03/14	Once / 4 months	<p>This newsletter will be created by CY partner and then translated in partner languages.</p> <p>These publications will appear on the project’s website.</p> <p>100 copies of each newsletter should be sent electronically (email) by each partner.</p>	
6.2 Promotional CDs / DVDs	TS	01/01/14	50 copies / country	<p>These disks will contain</p> <ol style="list-style-type: none"> 1) An introduction to the project with links to the website 2) Training the trainer (course) materials 3) Training (course) materials 4) Newsletters copies 5) Articles / Publications / Press releases 	

4. APPENDIX A - Attachments

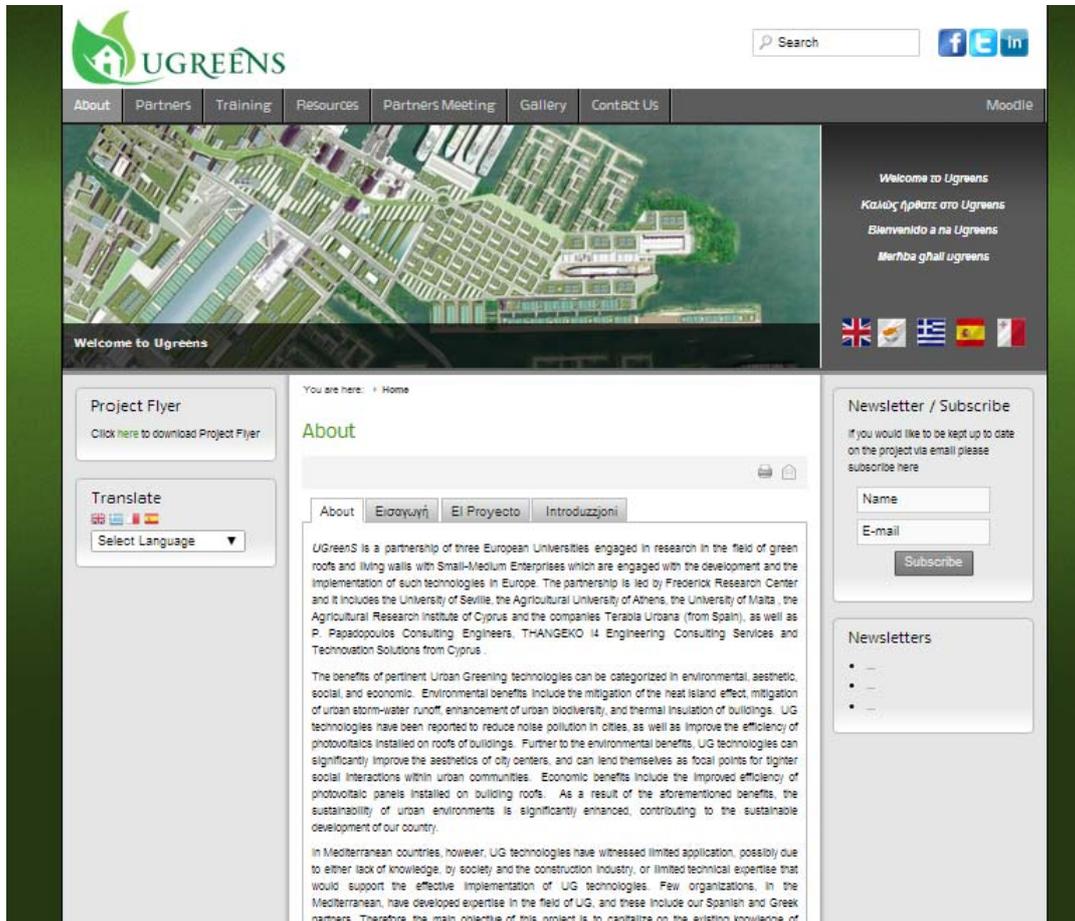


Figure 1 - Screen Capture of Project Website's About Page



Figure 2 – Title Slide of Template for Project Presentations

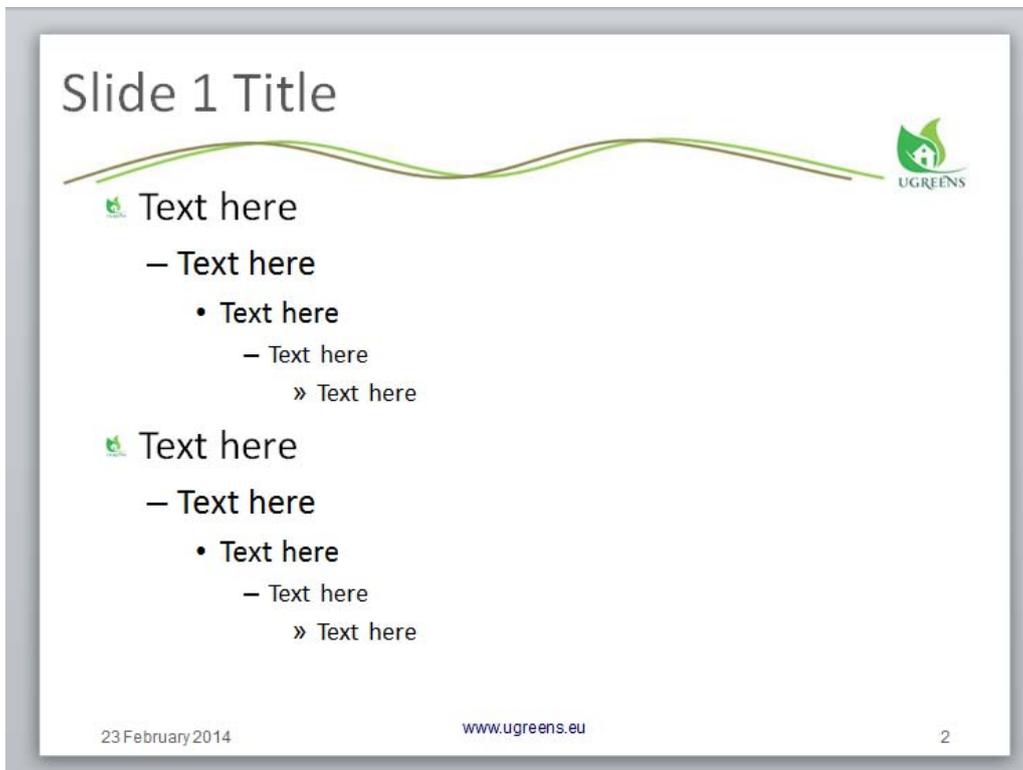


Figure 3 – Text Slide of Template for Project Presentations

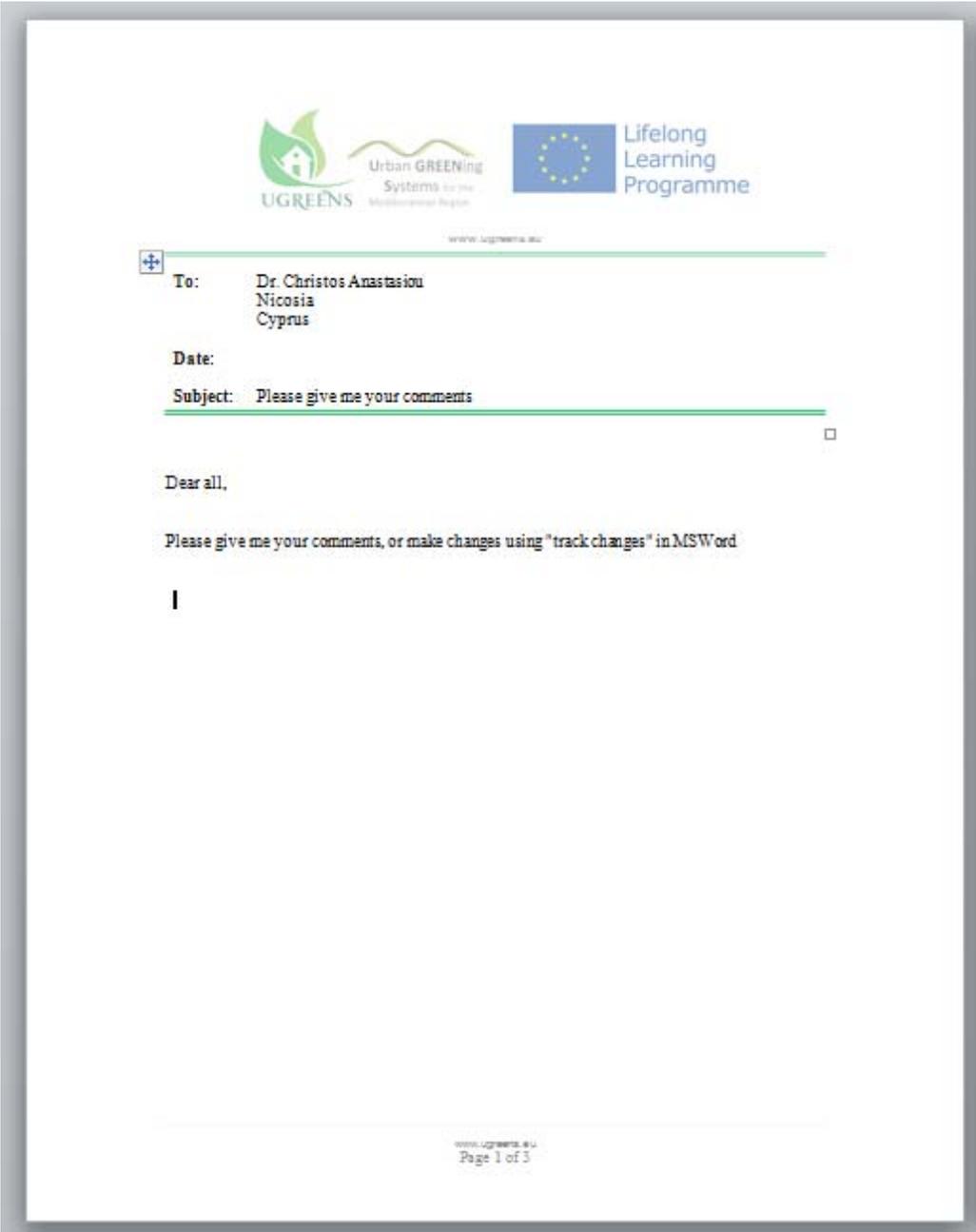


Figure 4 – Letter Template for the Project