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INNO DAIRY EDU

DISSEMINATION STRATEGY



Innovative Dairy Science Education material development



Co-funded by the
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Executive Summary

The dissemination plan is a framework document for project activities and results. It is relevant throughout the project's lifespan, from September 2018 (M1) to August 2021 (M36) and all project partners are involved throughout. It outlines the channels through which results and key messages will be communicated to the stakeholders and audiences that have been identified to benefit from them, such as universities, students, teaching staff, dairy industries to name a few. The execution of the plan will be measured through quantitative and qualitative measures for the sake of accountability and improvement of the project. These measures will be the basis by which assessments and updates will be carried out over the life of the project.

The objective of this Dissemination Plan is to identify and organize the dissemination channels to utilize and activities to perform within the project. The aim is to promote and spread project ideals and results as well as contribute to impact creation. The document initially drafts the dissemination plan for the entire lifetime of the project; however it is expected to be reviewed and updated every year.



1. Dissemination Strategy

1.1. Aim and Objectives

The aim of this dissemination strategy is to maximize the impact, visibility and credibility of the project. During the project the focus will be on a combination of continuous dissemination and collaboration with relevant stakeholders and associated partners to develop methodologies that promote specific outcomes of every action both to the involved groups and to the general public. The objectives of the communication and dissemination activities are focused to:

- the promotion of the theoretical background and knowledge connected to the practical application in the dairy industries,
- the promotion of the ICTs to the end users (students / professionals in the dairy industry),
- the sensitization and information to incorporate best practices and strategies into new curricula for the students in dairy science,
- multiply outcomes by promoting the project nationally & internationally among the related institutions, businesses and industries.

1.2. Information to disseminate

The information we want to disseminate includes all project intellectual outputs, information concerning upcoming events and workshops either put on by InnoDairyEdu or attended by InnoDairyEdu, results from events, forums, workshops, training activities, transnational meetings, any other type of publications relevant to the project, etc.

1.3. Our Audience

The main stakeholder groups have been identified for this project. These categories are not exclusive and some organisations may belong to more than one of them:

- ✓ The individuals supporting the learning and teaching activities (tutors, students, alumni etc)
- ✓ Higher Education Institutes dealing with Dairy Science (tutors, students, alumni etc)
- ✓ Continual Professional Development Organizations dealing with Dairy Science
- ✓ European National Agencies for higher education
- ✓ European Association for Quality Assurance in Higher Education (ENQA)
- ✓ European Universities Association (EUA)
- ✓ National bodies of Food Science/Technology schools
- ✓ Dairy industry
- ✓ Dairy Science Professionals
- ✓ Dairy Science/ Food Science associations/consortiums (IDF, ISEKI, EFFOST etc)

Additional stakeholder groups are:

- ✓ Commercial and business associations



- ✓ Students and youth associations
- ✓ Trade Unions
- ✓ Entrepreneurship incubators
- ✓ Government and educational authorities

1.4. Means of dissemination

The dissemination plan will aid the implementation of the activities and its outcomes reach the target group at the right time and motivate adoption and use. InnoDairyEdu realizes the following principles and key activities as part of the overall dissemination and exploitation strategy for optimal use of all its results:

- Early involvement of potential beneficiaries.
- Making intermediate and final results accessible through powerful dissemination channels.
- Building synergies is central for the success of the project.

1.5. When will we disseminate the information

Dissemination will be done continuously throughout the duration of the project. However, the communication strategy (logo, templates, etc.) as well as the website were important to finish at an early stage of the project in order to make information on the project and the partners available.

Early dissemination for the purposes of promotion and review of the projects activities will be carried out while tasks are still ongoing; whereas final dissemination and publication activities will be planned to coincide with the publication of outcomes from the project and the finalisation of significant results.

Press releases, newsletters and infographics during the project will offer a review of the progress of InnoDairyEdu regarding the transnational meetings, the outcomes, the events and the training activities as also forums, meetings and communication with stakeholders and potential associated partners.

Expanding the partners' network will also be a relevant activity. Partners will be networking at public events and conferences and will establish and maintain contact with appropriate stakeholders by mail or through the website and social media. Furthermore, they will participate in discussions on Facebook and/or Twitter.

1.6. Partner roles

Project aims, events, activities and results will be disseminated by all partners from the onset at a local/national/European level. The overall responsibility for the dissemination activities is undertaken by 4obs, who have the management of the main dissemination activities. Furthermore, each partner is also responsible for dissemination activities such as selected publications, papers, promoting material (posters, flyers and roll-ups), collaborative events etc. at national level contributing simultaneously to the main dissemination activities. The partnership has all the necessary resources available to implement the dissemination activities, such as technical skills, equipment, infrastructures, human resources and of course experience



in the field. 4obs is the lead partner for the dissemination activities and the partnership has agreed upon it following constructive comments and possible amendments. Additionally, every partner is responsible to disseminate the project idea at national level publishing press releases and articles in national or local range, relevant with food, industries & education in general.

1.6.1. Associated Partners

Apart from the full partners, as mentioned above, there are a series of supporting organizations such as Dairy Industries and Consortiums that will engage with the partnership in terms of dissemination and sustainability of the projects results and will welcome opportunities for exchanging experiences and know-how, with other organizations across Europe in relation to Innovative Dairy Science Education.

Participating Industry (dissemination and entrepreneurship experts): The specific partner will be responsible for all the dissemination activities but also will actively participate in digitalizing the material to be developed and also in organizing the connection of InnoDairyEdu with the Dairy industry through the platform, in order to share the material and develop entrepreneurship case studies for the Dairy Industry.

Academia (other universities offering Dairy Science curricula): through the multiplier event and also by other dissemination activities (e.g. conferences, newsletter etc), academics in the field of Dairy Science and their students, will have the opportunity to get familiar with InnoDairyEdu, use the digitalized open access material to be produced, but also they can more actively participate in the forum to be created in the online platform of the project in order to share views and keep up to date in relation to Dairy Science.

1.6.2. Other relevant projects

It is important to seek and maintain an interaction with other relevant projects which have been funded under Erasmus+ Key Action 2. It is intended to prevent duplication of any work planned within the different projects and to promote synergy between the different actions.

Ongoing collaborative activities throughout the project will be sought with the other consortia when possible. In addition to this, the project consortium has included provision for participating in clustering meetings of projects on dairy science related to educational processes and connection with dairy industry.

In order to facilitate these activities, the project consortium has the possibility to collaborate with several partners throughout a number of ongoing projects.

1.7. Dissemination Recording

All partners will be recording their dissemination activities every nine (9) months so we always have an updated list of all dissemination activities performed during the project. A template for the recording will be provided by the project Coordinator.



2. Dissemination Tools

2.1. Logo

The InnoDairyEdu logo and icon can be used for project publications, templates and for the website. Its size can vary, depending on what it is used for, but the colour will always stay the same.



Figure 1: small InnoDairyEdu Logo



Figure 2: full InnoDairyEdu Logo

There are specific guidelines for a project funded by Erasmus+. Any publication in outputs, websites, social media and major results must display the EU flag, co-funded emblem, the logo of the National Authority as seen below and include the following text:

"The InnoDairyEdu project has been funded with support from the European Commission. This publication reflects the views only of the author and the European Commission support for the production of this publication does not constitute an endorsement of the contents and cannot be held responsible for any use which may be made of the information contained therein For contact purposes please contact: info@innodairyedu.eu".

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Figure 3: EU flag_co-funded emblem



Figure 4: State Scholarships Foundation logo (NA, Greece)

2.2. Website

The InnoDairyEdu project has a public [website](#) where the consortium provides the most up-to-date details about project activity through a news feed and publications list. Partner websites, either from the main page, or through a subpage or page element, link to the InnoDairyEdu website, thus increasing the number of potential visitors to the website. The InnoDairyEdu



social media pages are also visible on the website. The website provides information about the objectives of the project, the partnership, the outcomes that will be produced throughout the project, the events and the training activities that will be organized and implemented and the associated partners with an option to fill in the Letter of Support for those who want to contribute to the project and be part of it. Additionally the website will integrate the e-learning platform that will offer the on line courses and the educational material.

It is expected that the platform can act as an interactive tool among Academia and Dairy Industry in order to exchange views on news and trends in the dairy sector and also will assist to increase the level of awareness of dairy science professionals by having access to open educational resources created by an expert partnership on the specific field.

The platform to be created for uploading and sharing the training material will be of open access and therefore all material will be freely accessible. All interested parties will be informed for the free access via the dissemination activities and in particular from the website, the newsletters to be distributed and the projects leaflet.

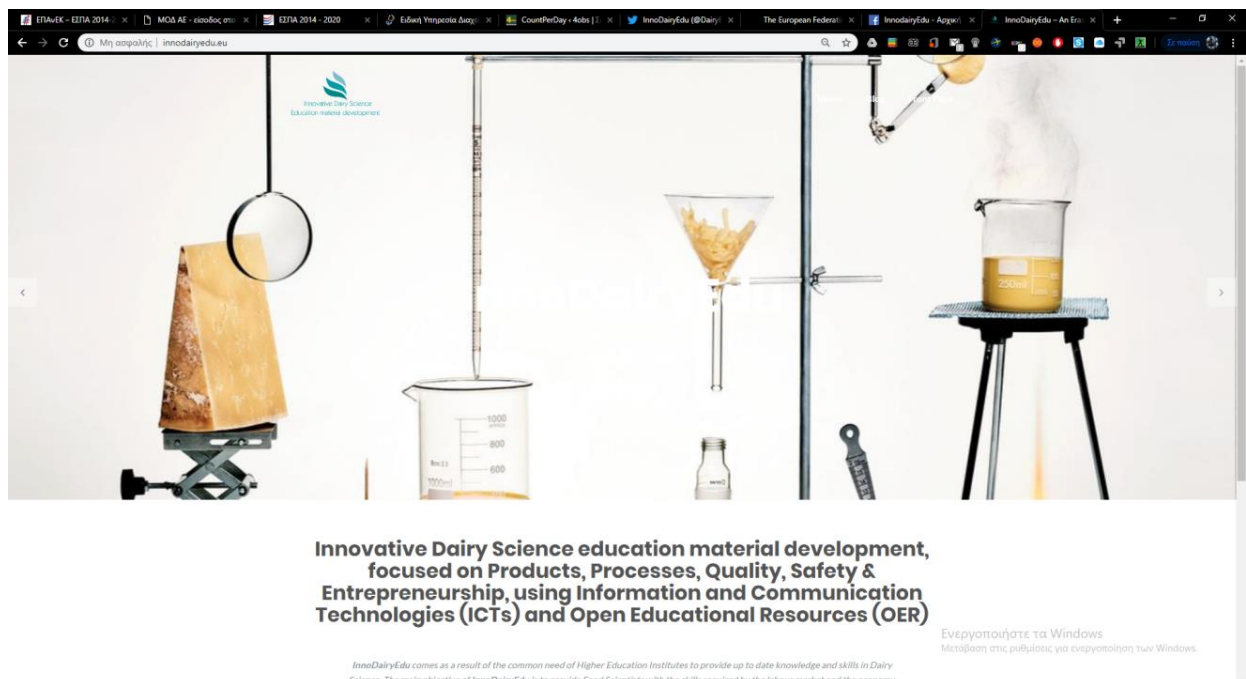


Figure 5: Front page of the InnoDairyEdu project website

2.3. Social Media

The project will use social media (especially Twitter and Facebook) to publicize InnoDairyEdu outcomes and dissemination activities to key stakeholders and members of the public throughout the duration of the project.

Accounts for [Facebook](#) and [Twitter](#) have been created (11/12/2018) and are now in use.

Social media will be used to bring attention to project highlights and key results by sharing and tweeting published papers, linking presentations and any other InnoDairyEdu news.



Analytics will be used to measure the effect of InnoDairyEdu social media. Sharing and retweeting by individuals and partners in InnoDairyEdu is encouraged and will increase the visibility of InnoDairyEdu profiles which should result in an increased number of followers. For example @ISEKIFood Association on Facebook have 1500 followers and @EFFoST (European scientific association for Food Professionals) have 1500 followers on Twitter and the news will be widely circulated within Food Industry and Academia.

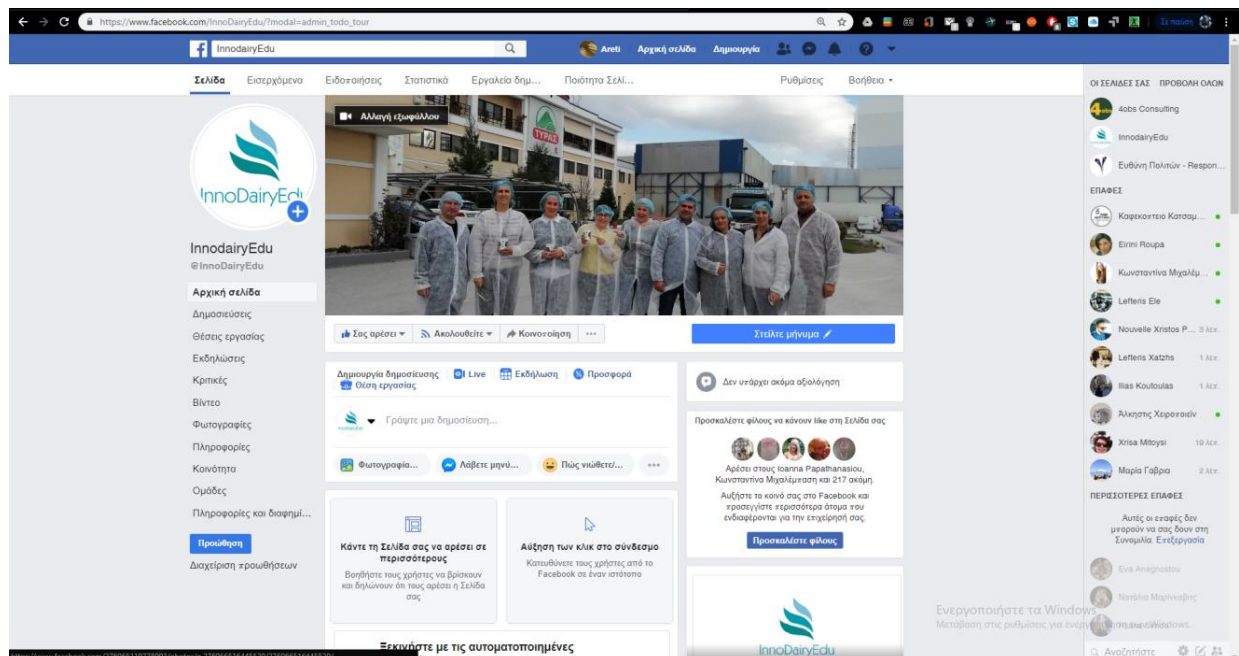


Figure 6: InnoDairyEdu Facebook Page

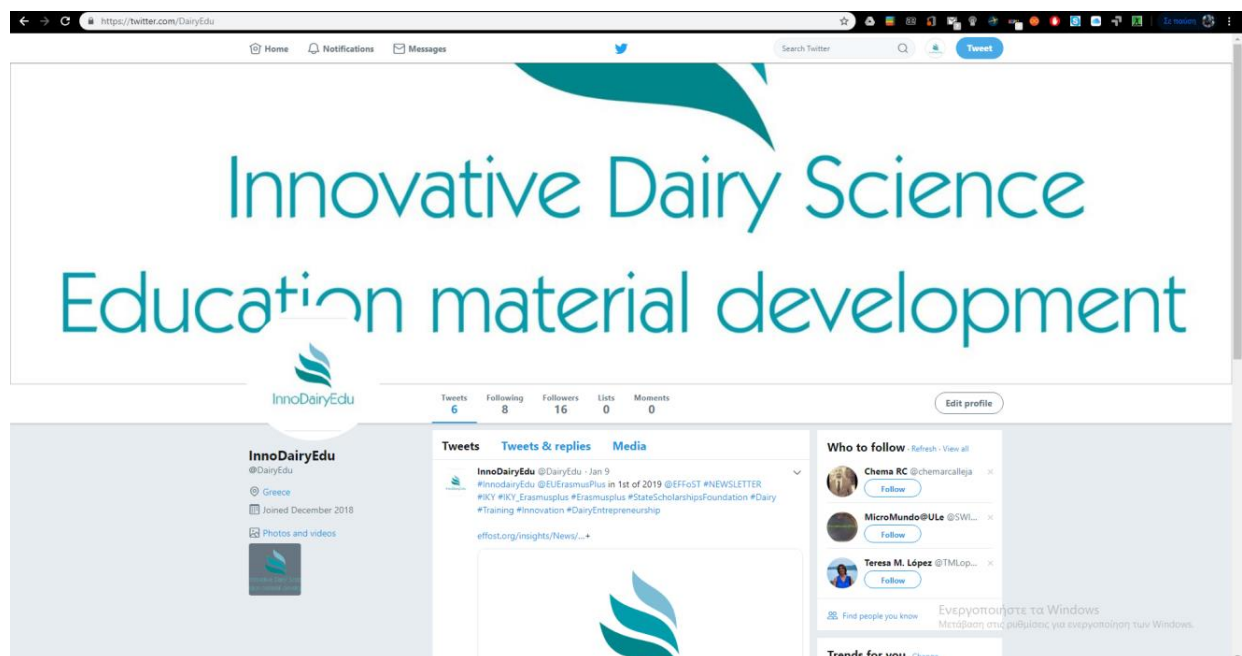


Figure 7: InnoDairyEdu Twitter Account

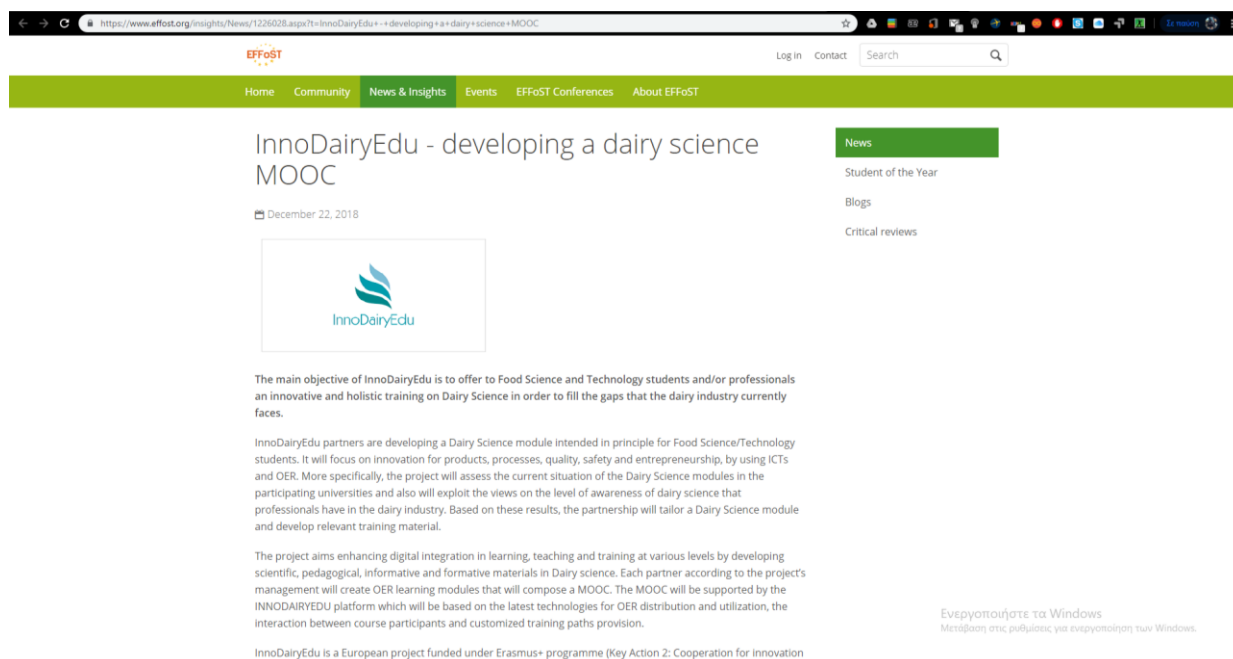


Figure 8: InnoDairyEdu in EFFoST Newsletter

2.4. Newsletters\\Press releases

We will produce four (4) newsletters after the completion of each intellectual output to update our associated partners and the general public about the progress of the project, the events we will organize or attend and relevant research we want to share. A template for this newsletter will be created by the end of the first (1st) output "Training Need Analysis" and we plan to have the first out after the second meeting (2nd) in Spain. All newsletters will be distributed to the associated partners and other relevant stakeholders, as well as published on the website and on Social Media. The newsletters will also be promoted via the partners' websites and social media.

All partners are encouraged to publish press releases (mostly during or after the transnational meetings) work on articles, public abstracts, conference papers, reports, posters or any other type of publication that promotes the project. Partners are encouraged to share details of these activities with other members of the consortium to share best practices, and also to ensure that there are no confidentiality issues.

2.5. Forums

The output 4 "InnoDairyEdu in connection to dairy industry" will be the approach of all stakeholders and the dissemination of what each stakeholder can offer; i.e. the educational knowledge and technology produced by the academic organizations within the InnoDairyEdu project and valuable experience and "how-to-do" practice by the industry side. A specially designed forum will constitute the basis for the know-how, technology and method exchanges and will provide a continuous flow of knowledge and expertise between universities and industry partners to enhance professional and entrepreneurial skills. All participants will have



to invite stakeholder to participate, share, discuss or just communicate the produced knowledge, pose questions and suggest ideas, policies and solutions.

2.6. Events\\Training Activities

Another important part of the dissemination phase is the training programs. Five teaching activities and one train the trainers program aim to transfer knowledge in the fields of dairy science based upon the innovative educational material that will be developed and shared during the project and best practices among dairy industry and academia. This knowledge should be transferred to students, graduates, tutors, industries in the sector of dairy science, organizations and stakeholders related to food industry.

Intensive Learning Program- Summer School. The specific event will be performed using the final material and it will be intended for students attending or attended Dairy Science module, post graduate students in a relevant field and alumni that preferably will be professionals in the Dairy sector. This activity may act as a main dissemination tool, but also can give the partnership indications for sustainability purposes.

Five (5) multipliers event (1 in each participating country), with a minimum of 30 participants will take place. These events will leverage the host partner's academic and dairy industry network to attract key stakeholders and policy makers from Associated Partners and other target audiences in order to disseminate project outputs related to the project. Other actions include the design of concrete steps that will allow project partners to meet with stakeholders in order to disseminate project findings. The results of the Conference will be published as research and dissemination material and will be taken as input to the subsequent project's activities (after life of the project).

3. Conclusions

In conclusion, the InnoDairyEdu project dissemination strategy employs a vast range of different ways in which to communicate about the project, ranging from digital media with a website and social media accounts to direct in person contact by attending forums and events.

The InnoDairyEdu project partners will be implementing this strategy for the entire duration of the project and beyond. The results of the project will be uploaded in the Erasmus+ Project Results Platform.