



D9.1

PLAN FOR DISSEMINATION, COMMUNICATION, EXPLOITATION

Project Name	EmpoWering EDUC for Inclusive Development of the ERA
Project Acronym	EDUC-WIDE
Grant Agreement No.	101136533
Programme	HORIZON.4.1 - Widening participation and spreading excellence
Topic	HORIZON-WIDERA-2023-ACCESS-03-01 - European Excellence Initiative
Project Starting Date	1. March 2024
Project Duration	36 months
Deliverable No.	D9.1
File Name	D9.1 Plan for Dissemination, Communication, Exploitation
Work Package	WP9
Dissemination Level	Public
Contractual Submission Date	August 2024 (M6)
Actual Submission Date	30 th August 2024
Name responsible Institution	University of Pécs (UPECS)
Key Words	Communication, dissemination, community building, stakeholder engagement, outreach
Abstract	The Plan for Dissemination, Communication, Exploitation summarises the strategy and actions for maximising the impact of the project results. Dissemination and exploitation activities ensure that results are visible to the appropriate communities of users and practitioners who can benefit from their application. The communication activities aim to create a positive and informative image to ensure stakeholders stay informed and convinced of the project's value, benefits, and actions.



History of changes

Version	Publication Date	Change
0.1	25. 04. 2024	Initial draft
0.2	31. 07. 2024	Revision by partners
1.0	15. 08. 2024	Final Version

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Abbreviations

CDEG – Career Diversity Expert Group
 CS – Citizen Science
 EDUC – European Digital UniverCity
 EGRI – Expert Group on Research Infrastructures
 EU – European Union
 KPI – Key performance indicator
 NGO – Non-governmental organization
 RA – Research assessment
 RI – Research infrastructures
 R&I- Research and innovation
 RMA – Research managers and administrators
 OS – Open Science
 OSEG – Open Science Expert Group
 WP – Work package

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1. Introduction

The nine partners of the **EDUC European Digital UniverCity Alliance** create a truly integrated European University with students, researchers, and administrative staff who learn, impart, and work at universities differing in size, age, native languages, and focus. Using modern digital tools and face-to-face collaboration, the EDUC Alliance cultivates a vast network of shared knowledge and academic values between Western, Central, Northern, and Southern Europe, developing strong ties between local environments to tackle the global challenges of the 21st century.

EDUC-WIDE reinforces this community by reducing the gaps between its members from “old” (Advanced) and “new” (Widening) EU Member States and supports Ukraine in its difficult fight for freedom and prosperity by cross-linking it directly with the European Research Area through EDUC.

In EDUC-WIDE, we reinforce the EDUC Alliance via four main aims:

1. Ensure that the principles of Open Science are becoming an integral part of the research process and infrastructure of EDUC Universities.
2. Introduce responsible research assessment as standard practice in EDUC and reach out to policymakers to make institutional and national environments supportive of reformed research assessment.
3. Prepare EDUC researchers for diverse career tracks outside of academia and promote the development and implementation of Gender Equality Plans in Widening countries.
4. Initiate and scale up R&I collaboration of EDUC Universities and their ecosystems and contribute to tackling major societal challenges: the Green and Digital Transition, EU Missions, and UN SDGs.

Effective communication, dissemination, and exploitation are crucial components of any successful project. The goal is to ensure that the right messages reach the right audiences through the most appropriate channels at the right times. This document describes how we aim to promote our project's vision and results and share our journey.

2. Dissemination, Exploitation, and Communication Plan (DECP)

2.1 Objectives (“WHY”)

The Plan for Dissemination, Communication, Exploitation summarises the strategy and actions for maximising the impact of the project results.

Dissemination and exploitation activities ensure that project's knowledge, findings and results are visible to the appropriate communities of users and practitioners who can benefit from their application. The objectives of the dissemination activities will be to:

- **Share knowledge and findings:** ensure that valuable information generated by the project is accessible and understood by stakeholders.
- **Promote adoption and application:** encourage using project findings and innovations in real-world settings.
- **Influence policy and practice:** provide evidence-based recommendations to policymakers and practitioners.
- **Build networks and partnerships:** promote collaboration and the sharing of resources and expertise.

The communication activities aim to create a positive and informative image to ensure stakeholders stay informed and convinced of the project's value, benefits, and actions. The objectives of the communication activities will be to:

- **Raise awareness:** highlight the significance and relevance of the project to target audiences.
- **Inform and educate:** Provide clear and accurate information about the project's goals, progress, and outcomes.
- **Engage and Involve:** Foster active participation and engagement from stakeholders.
- **Build Awareness:** - Highlight the relevance and benefits of the project to the wider community.
- **Facilitate Collaboration:** - Promote teamwork and cooperation within the project team and with external partners.
- **Enhance Reputation and Credibility:** - Demonstrate the competence, reliability, and impact of the project and its team.

Our objectives are closely aligned with the broader goals of the EDUC consortium, particularly concerning impact, dissemination, and community building. By synchronizing our communication strategy with the consortium's overarching efforts, we aim to enhance the reach and effectiveness of our dissemination and communication activities. This alignment ensures that our initiatives contribute significantly to the overall impact of EDUC-WIDE and foster a cohesive and impactful community.

2.2 Target groups (“WHO”)

Target groups that benefit from the outcomes of EDUC-WIDE thus comprise actors from all socio-economic sectors external to EDUC in the local, regional, national, European, and global geographic areas. The broad scope of our target groups ensures that we create inclusive networks, linking universities, industry, the public sector, and citizens across the Widening and Advanced countries of the EU and globally.

1. **Researchers** outside of EDUC are recipients of the generated (published) knowledge. They will be engaged in follow-up projects that will draw on the support provided by e.g. Seed Projects. Also, they benefit from upgrades of R&I culture that we initiate and whose spill-over beyond EDUC is enabled by our dissemination activities (e.g., addressing best practices and recommendations towards leaders of universities and university alliances, especially in Widening countries).
2. **Industry** benefits from collaborations initiated with Seed Projects and EDUC Fellowships. Local and regional companies are essential partners in developing follow-up projects based on EDUC's academic collaborations.
3. **Public sector** involvement is pursued in Seed Projects and EDUC Fellowships. Public sector stakeholders (and/or NGOs) are important impact-delivery partners in follow-up projects.
4. **Policymakers** will be addressed with recommendations for improvements of R&I culture via policy and regulation, drawing on the collective experience of EDUC (policy best practice scenarios).
5. **Citizens** benefit from a streamlined pathway to involvement in research at EDUC-WIDE with the Citizen Science registry that we develop. Besides the quest to support citizen science, we keep an open communication track concerning R&I results popularisation to increase public trust in and enthusiasm for science while we recognize that different groups require tailored approaches.

Many of our activities deliver impact by strengthening target groups **internal to EDUC**:

6. **Researchers** at EDUC Universities are directly involved in formulating and implementing the R&I programme of EDUC-WIDE. We give them opportunities to extend their collaborations with EDUC Universities and their ecosystems, get fresh ideas and access to cutting-edge facilities. Importantly, our activities are not limited to researchers; in line with the focus on career diversification, we also support other professions contributing to R&I, e.g., technicians in RIs.
7. **Research managers and administrators** (RMAs) are a broadly defined profession covering a diverse spectrum of functions supporting R&I. Here, we are especially intent on training professionals specialised in Open Science, Research Assessment, Career Advisory and Gender Issues. By sharing our training materials, we inspire similar programmes in other universities/alliances.
8. **Top managers** of EDUC and its Universities, such as (vice-) rectors/presidents, (vice-)deans, or directors, exert a key influence in formulating internal policies driving change towards Open Science, Reformed Research Assessment and Career Diversification. In these areas, we engage and inform them to sponsor the agenda of

institutional change. We also address other European University Alliances at equivalent levels as external actors to promote mutual inspiration.

9. **Administrative staff and support services** are essential to the smooth operation and development of R&I activities. We prioritize sharing experience and know-how to enhance overall effectiveness, harmonizing and aligning administrative processes across the Alliance to ensure consistency and streamline operations, and building collaborations with administrative counterparts in other Alliance institutions to foster collaborative solutions and resource sharing.

2.3 Key messages (“WHAT”)

The "Key Messages" in project communication focus on distilling the most crucial information that needs to be conveyed to the audience. It emphasizes the importance of clarity, consistency, and alignment in messaging to ensure that all stakeholders understand the project's goals, progress, and outcomes. By crafting precise and impactful key messages, we can effectively communicate the essence of the EDUC-WIDE project and foster engagement throughout the project's lifecycle.

Given the extensive scope of the EDUC-WIDE project, which encompasses four distinct professional areas - Open Science, Research Assessment, Career Diversity, and R&I Collaboration - the key messages associated with each area are naturally diverse. Table 1 offers a brief overview of these key messages, the target group addressed, and the communication channels used across the various Work Packages (WPs) within the project.

General Key Messages:

1. **Collaborative Innovation:** EDUC-WIDE fosters collaborative innovation by bringing together researchers, industry partners, public sector stakeholders, and NGOs to address global challenges through research and innovation.
2. **Open Science:** We are committed to open science principles, promoting transparency, collaboration, and accessibility in research and innovation activities to maximise societal impact and scientific advancement.
3. **Global Engagement:** EDUC-WIDE fosters global engagement and cooperation, leveraging international partnerships and networks to address pressing societal and environmental issues through science diplomacy.
4. **Knowledge Exchange:** Through direct meetings, lectures, and collaborative projects, EDUC-WIDE facilitates knowledge exchange and interdisciplinary collaboration, driving innovation and addressing complex challenges with diverse perspectives.
5. **Impactful Research:** Our research and innovation initiatives aim to generate tangible impacts, addressing real-world problems and contributing to sustainable development, economic growth, and societal well-being.

Key Messages for Target Groups:

1. **Researchers:** EDUC-WIDE offers a vibrant collaboration and knowledge exchange platform, providing opportunities to engage with a diverse network of researchers from various disciplines and regions. Researchers can benefit from access to research infrastructures, seed projects, and training activities to enhance research capabilities and foster interdisciplinary collaboration. Researchers within the EDUC consortium are the primary audience for the Call for Seed Projects, aiming to encourage collaboration and partnership development within and beyond the consortium.
2. **Industry:** Partner with EDUC-WIDE to access cutting-edge research expertise and technology platforms, accelerating innovation and product development in your industry. Collaborate with leading academic institutions and research centres within the EDUC consortium to co-create solutions to industry challenges and drive market competitiveness. Engage with EDUC-WIDE's Science Diplomacy Initiative to expand your global reach and establish strategic partnerships with international collaborators, unlocking new growth opportunities and market access. Access a pool of talented researchers, graduates, and postdocs from EDUC universities, offering expertise and insights to address industry challenges and drive growth.
3. **Public sector:** EDUC-WIDE offers public sector stakeholders opportunities for collaboration with leading researchers and access to evidence-based solutions to address societal challenges and inform policy decisions.
4. **Policymakers:** Access research findings and insights generated by EDUC-WIDE to inform evidence-based policymaking, addressing societal challenges and driving sustainable development. Engage in science diplomacy initiatives to strengthen international relations, foster cooperation, and address global challenges through scientific collaboration and diplomacy. Support capacity-building initiatives within the public sector, empowering policymakers and stakeholders with the knowledge and tools to address emerging challenges and opportunities.
5. **Citizens:** Engage in citizen science projects facilitated by EDUC-WIDE, contributing to scientific research and addressing real-world challenges through active participation and collaboration. Access educational resources, public lectures, and outreach programs offered by EDUC-WIDE universities, promoting lifelong learning and scientific literacy among citizens. Participate in community events, workshops, and seminars organised by EDUC-WIDE, fostering dialogue, collaboration, and knowledge exchange between researchers and citizens.
6. **Top managers** of EDUC and its Universities. Tap into the expertise and resources available within the EDUC consortium, including research infrastructures, funding opportunities, and talent, to address industry challenges and drive competitiveness.
7. **Research managers and administrators:** Promote knowledge exchange and best practices among research administrators, fostering a culture of excellence and continuous improvement in research management and administration.

Table 1. Overview of Target Audience and used Content and Channels

WP	Target Audience	Content	Channels
WP1 Open Science: Analysis and Recommendations	• Internal: EDUC Universities, OSEG, researchers, top management • External: Other university alliances, national policymakers, European Commission	• WP1 objectives and activities • Key findings and recommendations • Best practice case studies • Practical applications of WP1 findings • Success stories • Case studies	• Website • Newsletters • Workshops • Social Media • OpenUp • Press
WP2 Open Science: Scaling-up Awareness and Competence	• Internal: Researchers, RMAs, Open Science Experts, and top management. • External: Citizens (Indirectly), the broader research community	• Training and networking activities, Training materials • Reports and Deliverables • WP2 objectives and activities • Collaborative opportunities • Overview of CS projects • Event highlights	• Website • Newsletters • OpenUp • Collaboration Platforms: Working groups, events • Social Media
WP3 Reforming Research Assessment: Mapping and Strategy Design	• Internal: Top Management, RMAs, Researchers • External: National policymakers	• Progress updates and milestones; Deliverables • Testimonials Best Practices from EDUC Universities • Detailed insights into the research landscape and assessment practices • WP3 objectives and activities	• Newsletters • Press • Engage in Rector's Conferences and RMA Associations
WP4 Reforming Research Assessment: Implementation and Outreach	• Internal: Researchers, Top management • External: National policymakers, European Commission	• Training materials for events • Success stories and testimonials from adopting researchers • White paper on a systemic approach to research assessment reform • Reports and Deliverables • WP4 objectives and activities, Event highlights	• OpenUp • Newsletters • Website • Social Media
WP 5 Career Diversity in R&I: Building the Toolset	• Internal: Researchers, early-career academics, faculty members, RMAs, top management Researchers, CDEG University Experts	• Training modules, Workshops, Event highlights • WP5 objectives and activities, Deliverables • Success stories	• OpenUp • Newsletters • Website • Social Media

	External: career development professionals, gender equality advocates	- Registration Opening for Research management Skills training - Annotations of training series on research management skills - Resources on professional support for career diversification and gender equality	
WP 6 Career Diversity in R&I: Empowering EDUC Researchers	Internal: Researchers, early-career academics (PhD & postdocs), RMAs External: Career development professionals, researchers, CDEG University Experts	- Event highlights and objectives - testimonials from Fellowship participants - Insights and impact stories from fellowship recipients - Research management skills training - Reports and Deliverables - WP6 objectives and activities	- Social Media - Newsletters - OpenUp - Website - Press
WP 7 R&I Collaboration: Building Sustainable Partnerships	Internal: Researchers within the EDUC consortium External: Local ecosystem partners	- Call for Seed Projects, Information about submission guidelines, eligibility criteria for seed projects - Call for Access to Research infrastructures, application process for access - Resources, FAQs, and contact information for support throughout the submission process - Quality and capabilities of research infrastructures in Widening countries - Reports and Deliverables, Success stories	- OpenUp - Newsletters - Social Media - Website - Scientific Conferences: Presentations, Publications - Press
WP8 R&I Collaboration: Building Sustainable Partnerships	Internal: Researchers, External: Industry, Public Sector, NGOs, Local ecosystem partners	- Reports and Deliverables - WP8 objectives and activities - testimonials and introduction of Seed project Investigators - Research findings and outcomes relevant to industry, public sector, NGOs - Case studies and demonstrations showcasing practical implications	- Website - Social Media - Newsletter - Scientific Journals - Press - Science Diplomacy Initiative (T9.3, T9.4):

Exploitation and Sustainability

To ensure the long-term impact and continuity of the project's outcomes, it is important to think of their future strategic leveraging. The Table 2 demonstrates how the project's deliverables can be utilized by stakeholders, ensuring ongoing relevance and fostering further development.

Table 2. Exploitation and Sustainability Strategies Linked to Work Packages

Work Package	Exploitation and Sustainability
WP1 Open Science: Analysis and Recommendations	Ensure local institutional communication: Integrate WP1 recommendations into internal communication strategies to ensure alignment with institutional goals. Increase visibility of WP1 outcomes: Actively disseminate WP1 outcomes to raise awareness and encourage adoption across various institutions and alliances. Influence policies: Engage with policymakers and contribute to policy-making processes to advocate for the institutional adoption of open science principles.
WP2 Open Science: Scaling-up Awareness and Competence	Promote the use of the registration system: Ensure that all researchers and RMAs are aware of and trained in the registration system, fostering widespread adoption within the institution. Raise awareness about Citizen Science projects: Educate the public on the significance of Citizen Science projects, encouraging broader participation and support. Share best practices: Encourage the sharing of successful strategies and methodologies within the internal community to enhance overall competence in CS.
WP3 Reforming Research Assessment: Mapping and Strategy Design	Leverage success stories for broader adoption: Use testimonials and case studies from within EDUC to inspire other departments and faculties to implement the strategy, reinforcing its value and effectiveness. Position EDUC as a leader in research assessment practices: Showcase the strategy and report findings at high-profile events like Rector's Conferences and RMA Associations, establishing EDUC as a key contributor to research assessment reform.
WP4 Reforming Research Assessment: Implementation and Outreach	Leverage the white paper to keep external stakeholders informed and engaged, ensuring it remains a key resource in the conversation about research assessment reform. Raise awareness: Promote ongoing engagement by making training materials easily accessible and adaptable for continuous use. Foster a community of practice among researchers through regular communication and sharing of updated resources.

WP 5 Career Diversity in R&I: Building the Toolset	Foster a Community of Practice: Leverage social media and OpenUp to build a community of practice where RMAs and other internal stakeholders can share experiences, best practices, and continue learning from each other, promoting sustainability through peer support and collaboration. Strengthen External Partnerships: Engage with research organisations and career development professionals through sustained communication efforts, such as newsletters and social media, to create partnerships that promote career diversification and gender equality.
WP 6 Career Diversity in R&I: Empowering EDUC Researchers	Widening Reach through Open Resources: Ensure that all materials, especially those related to career diversification and research management, are openly accessible to external stakeholders. This allows for wider adoption and adaptation, sustaining the impact of EDUC initiatives beyond the immediate project duration. Showcase Long-Term Impact: Regularly publish and share the long-term impacts of fellowships through reports, case studies, and testimonials. This will not only showcase the success of EDUC's approach but also encourage other institutions and sectors to adopt similar models, thus enhancing sustainability. Institutionalize Career Events: Embed Pilot Career Events into the regular activities of EDUC universities, ensuring these events become a staple in supporting career diversification and development, contributing to the sustainability of these efforts.
WP 7 R&I Collaboration: Building Sustainable Partnerships	Build a Collaborative Ecosystem: Establish ongoing communication channels, such as dedicated newsletters or forums within the OpenUp platform, to continually support and engage researchers who participate in the Call for Seed Projects. This fosters a sustainable network of collaboration and knowledge sharing. Institutionalize Infrastructure Usage: Promote the ongoing use of research infrastructures by creating case studies and best practice guides from successful projects. Sharing these resources regularly via the website and newsletters with the aim to inspire continued engagement and utilization of these facilities.
WP8 R&I Collaboration: Building Sustainable Partnerships	Global Outreach Through Strategic Communication: Use the Science Diplomacy Initiative to amplify the visibility of successful Seed Projects on an international stage. This approach will foster global partnerships and ensure that impactful research is recognized and sustained beyond local contexts.

2.4 Channels and Tools (“HOW”)

As mentioned, communication efforts are directed towards creating and enhancing an identity that consistently cultivates a constructive and favourable perception of the respective initiatives. These activities extend beyond mere dissemination by leveraging our narrative and achievements to establish a brand for the EDUC Alliance outside of internal circles. A key objective of our communication strategy is to enhance public awareness and endorsement of scientific endeavours while also showcasing the appeal of careers in science to interested and talented individuals.

We closely coordinate project communication with other initiatives of the EDUC Alliance. We apply specific strategies in EDUC-WIDE for individual communication channels:

1. **Website:** Design a dedicated section on the EDUC web platform. Inform about project objectives, consortium, and planned work. Post all events and calls. Post news on achievements of the project.
2. **Newsletters:** Prepare a project newsletter for distribution at EDUC Universities twice a year. Prepare a project newsletter for ecosystem stakeholders annually. Include news on events and calls in the EDUC newsletter and newsletters of EDUC Universities.
3. **OpenUp:** Internal communication platform of EDUC – used to publish and administer calls. Deliver news to internal target groups: researchers, RMAs, and users of research results (from local and regional ecosystems).
4. **Social media:** Use current accounts (Twitter, Facebook, LinkedIn, etc.) of EDUC and EDUC Universities with EDUC-WIDE hashtag. Inform about events, calls, and achievements linking to the project website.
5. **Partner University Websites and Communication Channels:** Leverage partner universities' websites and communication channels—such as newsletters, emails, and social media—to amplify reach and visibility, ensuring that project updates and key information are effectively disseminated across diverse platforms.
6. **Press:** The release published shortly after the kick-off meeting and with major project achievements. Research results will be broadly promoted in the press; R&I policy-related issues (such as analysis of research assessment at Widening partners) will be directed towards specialized venues (such as Science Business).
7. **Scientific journals and conferences:** Results arising from cooperations supported by EDUC Fellowships, Seed Projects, or RI Access shall provide reference to EDUC-WIDE funding and be published (concerning the IP protection necessary to enable their exploitation).

2.5 Visibility

EDUC-WIDE Logo

In our efforts to enhance the visibility of EDUC-WIDE, it's imperative to ensure that our logos are utilized effectively and consistently across all communication channels. To achieve this, we adhere to a set of guidelines aimed at maximizing the impact of our brand identity. Our logos (Fig. 1) should be prominently featured in all materials related

to EDUC-WIDE, including publications, presentations, and digital platforms. It's essential to maintain adequate spacing around the logo to prevent visual clutter and to preserve its integrity. Additionally, our logos should always be displayed in high resolution to ensure clarity and professionalism. By following these rules and best practices, we can ensure that EDUC-WIDE's brand remains strong and recognizable, thereby amplifying our reach and impact within the education community.



Figure 1. EDUC-WIDE logos

EU Logo

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

Guidance about how to place the logo (Fig. 2) and size can be obtained here: [The use of the EU emblem in the context of EU programmes 2021-2027](#) adding the disclaimer:

“Founded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.”

(extracted from [Communication and visibility rules](#))

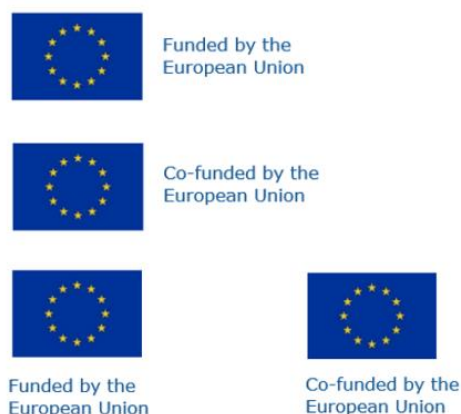


Figure 2. EU logo

2.6 Organising EDUC-WIDE Events and Training

To foster collaboration among regional and international scientific communities, the EDUC-WIDE Widening partners will organize a series of targeted events and training sessions across various institutions. These events include workshops, full-day lectures, online seminars, and policy sessions focusing on Open Science, research management, career development, and gender equality. The table below outlines the planned activities, detailing the type of event, associated work package, hosting institution, and specific focus areas. This strategic effort aims to enhance the skills and knowledge of researchers, promote best practices in research management, and strengthen policy frameworks, ultimately advancing the objectives of the EDUC-WIDE initiative.

Tab 3. - EDUC-WIDE Event List

Event Type	WP	Institution	Event Details
Workshop on Open Science (2x)	WP1	UPECS, PNU	Focused on Open Science for local researchers
Full-day lectures on OS (3x)	WP2	MUNI, UPECS, PNU	In-person full-day training program for researchers
Institutional policy sessions (3x)	WP2	MUNI, UPECS, PNU	A half-day training or discussion table for top management.
Open Science EDUC Seminar Series	WP2	UPECS	Series of 9 online seminars on Open Science
Research Assessment training/awareness raising event (3x)	WP3	MUNI, UPECS, PNU	Training sessions for RA experts or (top) management of universities
Research Assessment seminar (3x)	WP3	MUNI, UPECS, PNU	A half-day seminar on RA for researchers
Training events on RA (6x)	WP4	MUNI, UPECS, PNU	Various training events related to research assessment for researchers and top management of universities.
Policy/stakeholder meeting (3x)	WP4	MUNI, UPECS, PNU	Workshop / round-table with policymakers/stakeholders meeting.
Knowledge sharing Workshop on Gender Equality Plan (2x)	WP5	MUNI, UPECS	Workshop on Gender Equality Plans
Knowledge-sharing workshop on Career Development Plan (2x)	WP5	UPECS, PNU	Workshop focused on Career Development Plans
Career event (3x)	WP6	MUNI, UPECS, PNU	Career development events
EDUC Research Management Skills Training	WP6	MUNI	Nine online lectures on Research Management Skill with final on-site workshop.
Project Development workshop	WP8	MUNI	Workshop to create basis of future funding proposal for the best Seed projects.

3. Communication at the Consortium and Local Level

In line with our commitment to inclusivity and tailored communication, EDUC-WIDE recognizes the unique priorities and perspectives of all our partners. Our communication strategy is closely aligned with the EDUC consortium's communication. Locally, partners have the flexibility to select channels tailored to their specific needs, including the use of regional languages. To foster a cohesive approach in promoting awareness of the EDUC Alliance and its opportunities, the EDUC WIDE communication officer collaborates with other work packages. To keep EDUC-WIDE visible, we highlight its activities at both alliance and local levels. This integrated approach ensures that EDUC-WIDE stays prominent within the community and in the partners' local ecosystem.

The EDUC-WIDE communication officer's role is pivotal in the Dissemination, Exploitation, and Communication Plan. Tasked with closely collaborating with work package leaders and co-leaders, the communication officer ensures timely communication and planning throughout project execution. Additionally, each work package leader is required to liaise with the communication officer to facilitate the procurement of materials, texts, photos, and visual documentation pertaining to every EDUC-WIDE relevant event, call, and news. In instances where the communication officer is unavailable, the responsibility seamlessly transitions to the project officer to uphold continuity in communication endeavours.

Science Communication

Science communication is the practice of informing, educating, and raising awareness about scientific topics among various audiences. It involves conveying scientific information in a clear, engaging, and accessible manner to people who may not have specialized knowledge in science. The goal is to bridge the gap between the scientific community and the general public, promoting understanding, appreciation, and informed decision-making.

Communicating with researchers and supporting them effectively requires a specialized approach, as they already possess foundational scientific knowledge but may need additional resources, collaborations, and inspiration to conduct their work efficiently.

4. Evaluation and Monitoring

The systematic assessment of the project's communication and dissemination performance and the effectiveness of these activities is crucial. This involves setting clear benchmarks and using defined metrics to measure performance against the project's plans. Regular monitoring ensures that any deviations from the planned course are promptly identified and addressed, while thorough evaluation provides insights into the project's overall impact and areas for improvement.

4.1 Monitoring and Improvement

Assess the performance of social media strategies against KPIs every quarter. Utilize feedback and insights to enhance the plan for ongoing improvement.

By implementing the Dissemination, Exploitation, and Communication Plan, EDUC-WIDE aims to effectively utilise online communication platforms to increase awareness, engagement, and impact while achieving its qualitative and quantitative indicators. Through consistent efforts, innovative engagement methods, and a dedicated team, the alliance can expand its reach and further its mission within and beyond partner organisations.

4.2 Metrics to Count the Performance of EDUC-WIDE Activities

Monitor the performance of social media, newsletters, websites, and other platforms on a quarterly basis, using feedback and insights to continuously refine and improve the approach.

Through the implementation of the Plan for Dissemination, Communication, Exploitation, EDUC-WIDE seeks to effectively leverage online communication platforms to enhance awareness, engagement, and impact, ensuring the achievement of its qualitative and quantitative goals.

Tab 4. - Impact Monitoring and Key Performance Indicators

No.	KPI title	M18	M36	M72
C1	Project newsletter for EDUC Universities (cumulative)	3	6	N/A
C2	Newsletter for ecosystem actors (cumulative)	1	3	N/A
C3	Social media posts identifying EDUC-WIDE (cumulative)	9	27	N/A

5. Conclusion

This deliverable presents the comprehensive **Plan for Dissemination, Communication, Exploitation** designed to share EDUC-WIDE outcomes and impacts effectively.

Clearly defined is the objective to ensure that the project's results reach the intended audiences in a meaningful and impactful way. By identifying target groups, the plan ensures that communication efforts are tailored to the specific needs and interests. The report provides a detailed description of actions, instruments, and tools, such as digital platforms, publications, and workshops, all selected based on their effectiveness in reaching the target audiences.

The Plan for Dissemination, Communication, Exploitation is a dynamic document that will be regularly updated to align with the project's timeline. Updates are scheduled at M18 and M36 to ensure that the plan remains relevant and responsive to the evolving needs of the project and its stakeholders. This iterative approach allows the plan to adapt to new developments, emerging opportunities, and feedback from ongoing activities, ensuring that the communication, dissemination, and exploitation efforts remain aligned with the project's goals and continue to deliver value throughout its duration.