



СОЗДАНИЕ СЕТЕВОЙ ИНФРАСТРУКТУРЫ ДЛЯ ПОДДЕРЖКИ ИННОВАЦИОННОГО
ПРЕДПРИНИМАТЕЛЬСТВА МОЛОДЕЖИ НА ПЛАТФОРМАХ ПРОИЗВОДСТВЕННЫХ ЛАБОРАТОРИЙ
FABLAB
DEVELOPMENT OF A NETWORK INFRASTRUCTURE
FOR YOUTH INNOVATION ENTREPRENEURSHIP SUPPORT ON FABLAB PLATFORMS



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Dissemination and Exploitation Plan

Version 2

FABLAB

**Development of a network infrastructure for youth
innovation entrepreneurship support on FabLab
platforms**

<http://fablab-erasmus.eu/>

1. INTRODUCTION

FABLAB project aims at developing an environment that stimulates engineering creativity, entrepreneurial activities and fosters youth employability via university -business-industry networking on “FABLAB” platforms.

There are three major objectives within FABLAB that have strong relevance to project’s dissemination:

1. Establishment of 5 University based “FABLAB“ in Partner Countries Universities.
2. Development of teaching methodology & courses & upgrade PC HEIs curricula (a basic curriculum, as well as five standardized courses: theory of inventive problem solving, 3D design and modelling, Rapid prototyping and manufacturing, Market diffusion, Project management).
3. Development of University-business-industry network infrastructure for youth innovation entrepreneurship support.

Dynamics of changes in the information and technology areas requires new approaches to learning engineering programs at universities. These programmes should be flexible, business-oriented and aimed at the development of both engineering and business skills. A key problem is the lack of sufficient interaction mechanisms between enterprises and technical universities of Belarus, Ukraine and EU universities for the development and dissemination of training materials, eLearning, technology, research and experience. FABLAB will solve this problem through the creation of the Inter-University and partner network for training of young engineers on a single internet platform with the possibility of distance learning for students and LLL. The role of the dissemination and sustainability activities in this process is to build a strong platform for University-business-industry collaboration and to ensure stakeholders involvement into FABLAB networking through a wide range of dissemination tools. Thanks to dissemination and sustainability activities FabLabs are expected to become platform for successful multidirectional interaction between academia-industry, academia-business, academia-public bodies, academia-local authorities etc. in the field of youth entrepreneurship support for further successful employability of the youth.

There are three major activities in the frame of FABLAB project to ensure dissemination and sustainability of project’s results:

1. Produce the Dissemination and Exploitation Plan.
2. Conduct dissemination and exploitation activities.
3. Enlarge FABLAB network.

2. DISSEMINATION and EXPLOITATION STRATEGY

2.1. TARGET GROUPS

The target groups identified for FABLAB project are:

- students, youth, LLL, school children
- managerial, administrative and teaching staff of HEIs
- public bodies and business representatives
- investors

In order to reach this target groups, FabLabs will regularly conduct wide range of dissemination activities as seminars, conferences, round tables, project presentations etc.

At the beginning of the project the relations between FabLabs and potential stakeholders will be unilateral, i.e. FabLabs in this respect will mostly search for partners and offer services. But by the end of the project those relations are to become bilateral, as now stakeholders will be asking for services as well as offering what they can offer.

2.2. DISSEMINATION INSTRUMENTS AND MEDIA

Partners will distribute information about the project activities held via all possible means in the form of short news or “photo reports” via:

- project web-site,
- fablab network website,
- university and partner web-sites
- local/regional/national media web-sites,
- social networks,
- printed media,
- television,
- mailing list etc.

Stakeholders, business, investors, public bodies/industry representatives will be reached via personal contact means such as:

- conferences,
- seminars,
- brokerages,
- round tables,
- mailing list etc.

Partners will invite them to participate in the fablab activities as:

- trainers during test training,
- members of the fablab mentor teams,
- speakers during conferences etc.

Students, school children, youth, LLL will be reached via:

- social networks,
- project web-site,
- fablab network website,
- university and partner web-sites,
- local media,
- printed dissemination materials (leaflets, brochures, posters), which will be distributed during the common university events such as conferences, forums, seminars etc.

Besides, 20+ students/LLL will participate in the training courses organized at FabLabs thus will have broader idea of fablab activities and will disseminate information about them informally among peers. It is expected that students will also use FabLabs for prototyping for their course and diploma papers. So FabLabs will be advertised by the students and university staff.

See in Appendixes:

- *mailing list (media stakeholders and beneficiaries contacts)*
- *list of relevant contacts of organizations, projects, networks, associations, persons etc. that can help in the dissemination process*

2.3. DISSEMINATION MATERIALS

Important means of dissemination are printed and electronic dissemination materials such as:

- presentation template
- dissemination report
- project logo
- project leaflets and brochures
- project poster
- video-clip
- journal articles

Unified set of templates of dissemination materials was developed by dissemination coordinator (KhNUE) in order to ensure project visibility.

See in Appendixes:

- *template for press release*
- *templates for dissemination report (template for reporting FABLAB dissemination events; template for reporting the participation of FABLAB team in third party events; template for reporting publications)*

See in attachments:

- *template for dissemination presentation*
- *project logo*
- *project leaflet*
- *project poster*
- *template for business card*
- *template for A4 letter*

2.4. DISSEMINATION MANAGEMENT ROLES

Dissemination activities are coordinated by S. Kuznets KhNUE (Ukraine) and will involve contributions from all partners in the project. These will include:

- Participating in the development of the dissemination strategy and plan.
- Production of dissemination material
- Organisation of dissemination and exploitation activities. Coordination of relevant activities
- Identifying and bringing partners to the FABLAB network

The Dissemination Manager of the project will be responsible for:

- coordinating the dissemination activities in the project throughout the project in cooperation with the Project Coordinator and the consortium as a whole.
- developing the dissemination plan (in the cooperation with all partners)
- organizing and chairing dissemination events
- developing dissemination materials (e.g. template for dissemination presentation , project leaflet, project poster etc.)
- Reporting on dissemination to the Project Consortium

3. DISSEMINATION PLAN

3.1. GENERAL INFORMATION

Dissemination plan is focused on encouraging different target groups (managerial, administrative and teaching staff, students, LLL, public bodies and business representatives etc.) to participate in the activities conducted by the FabLabs as well as rising awareness among the society on the whole. Partners will create list of dissemination activities for each year of the project duration. Reports on dissemination activities carried out by the partners will be included and submitted to the coordinator each 6 month.

3.2. COMMUNICATION PROCEDURE

In order for a partner to complete a dissemination action, the partner must first announce the intention to the Dissemination Manager in the form of Dissemination activities plan (see in Appendices).

A report, using the template available will be sent to the Dissemination Coordinator immediately after the dissemination event.

See in Appendices:

- *Dissemination activities plan*
- *Templates for dissemination report (template for reporting FABLAB dissemination events; template for reporting the participation of FABLAB team in third party events; template for reporting publications)*

3.3. DISSEMINATION MEANS AND MATERIAL

3.3.1. PRESENTATIONS

Presenting FABLAB in various events partners should follow the next instructions:

- Presentations should indicate the FABLAB logo
- Presentations should identify the funding instrument of the project
- Presentation has to be made using FABLAB presentation templates (see in attachments)
- Presentations should conform to the EU rules for publications
- Existing presentations can be reused

- Non-public material should by no means be included in the presentation
- Presentations should be made internally available to FABLAB
- A presentation template has been produced listing all of the above plus some standard slides to be inserted in all Consortium presentations of the project.

See in attachments:

- *template for dissemination presentation*

3.3.2. PROJECT WEBSITE AND SOCIAL MEDIA PAGES

Project web site (<http://fablab-erasmus.eu/>) has been designed and serves as a major dissemination tool. The website will ensure the successful use of project results and non-confidential information to the widest possible audience (including immediate target groups and other relevant interested parties). The aim of the website is on one hand to inform general public about FABLAB project and on the other hand to enhance communication and to exchange of information on the project between partners.

BNTU is responsible for keeping the website and social media pages up-to-date. The structure and configuration of the website is modified upon recommendation by partners.

All consortium members are responsible for adding content to the website and social media pages.

3.3.3. CONFERENCES, WORKSHOPS

Conferences and workshops on thematic areas relevant to the projects are carefully tracked down and upon availability the consortium will generate papers and presentations to be sent to them.

3.3.4. PROJECT LOGO

This project logo will be used in all future dissemination material in order to ensure that members of the target groups will become familiar with this logo and will directly link it to FABLAB project. This logo can as well serve as product logo later in the post-project phase.



3.4.5. PROJECT LEAFLET

Unified set of templates of dissemination materials was developed by dissemination coordinator (KhNUE). The leaflet is a tri-fold brochure, providing general information about the project, its objectives and about the consortium. A project leaflet see in attachments.

3.4.6. PROJECT DISSEMINATION REPORT TEMPLATE

In order to keep track of all dissemination activities, a dissemination report template (see Appendices) will be available for all partners. Each partner will complete a dissemination report template and send it to the Dissemination Manager following the completion of an event.

3.4.7. ACTIVITIES FORESEEN

Three main types of activities will be conducting:

- Partners' dissemination events / activities
- Third party events / activities
- Dissemination publications

Partners will create list of dissemination activities for each year of the project duration.

See in Appendices: Dissemination activities plan

4. Allocation of responsibilities among partners

Partners' role and planned resources for WP5

Partn er	OP	Activities	Expected contributio	Number of days				
				Cat	Ca	Ca	Ca	Tota

				I Ma n	t II TR	t III	t IV	I
P1 BUCK S	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy		1			
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		6			
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1			
			Total planned		8		0	8
P2 U Ghent	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy		0			
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		7			
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1			
			Total planned		8		0	8
P3 ISG	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy		1			
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		22			
	OP5.	FABLAB	Identify and		1			

	3	network enlarged	bring partners to the FABLAB network					
			Total planned		24		0	24
P4 U Val	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy		1			
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		22			
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1		0	
			Total planned		24		0	24
P5 GRETA	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy					
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		7			
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1			
			Total planned		8		0	8
P6 VHSJ	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy					
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation		7			

			activities					
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1			
			Total planned		8		0	8
P7 IrRad	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy					
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities		7			
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network		1			
			Total planned		8		0	8
P8 BNTU	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy				1	
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities				55	
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		60	60
P9 BSU	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy				1	
	OP5.	D&E	Conduct				55	

	2	activities conducted	dissemination and exploitation activities					
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		60	60
P10 BNTU-SP	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy				1	
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities				45	
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		50	50
P11 KNUE	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy				6	
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities				50	
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		60	60
P12 IASA	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the				1	

			strategy Conduct					
	OP5.2	D&E activities conducted	dissemination and exploitation activities				15	
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		20	20
P13 TNTU	OP5.1	Dissemination and exploitation strategy	Contribute to the development of the strategy				1	
	OP5.2	D&E activities conducted	Conduct dissemination and exploitation activities				35	
	OP5.3	FABLAB network enlarged	Identify and bring partners to the FABLAB network				4	
			Total planned		0		40	40
			TOTAL Planned		88	0	290	378

5. Performance indicators and evaluation of dissemination

Performance indicators are the next:

- Number of dissemination publications and events conducted by partners
- Number of students who attended dissemination events
- Number of students who attended FabLabs
- Number of academic events where FABLAB was presented
- Number of visits on FABLAB web-page and social media page

- Level of awareness within student community of FabLabs

Appendix 1

Templates for reporting dissemination events and publications

Template for reporting FABLAB dissemination events

Event description	
Acronym of partner organized dissemination event	
Name and title of FABLAB team members organized / participated in dissemination event	
Type (e.g. workshop, conference, exhibition, etc.) and title of event	
Date	
Event web-site (if applicable)	
Short description of the event (objectives, target audience etc.)	
Results	
Type of participation (e.g. presentation of FABLAB project) and description of the presentation of FABLAB: the main points discussed, comments / feedbacks etc.	
Estimated number of participants reached	
Results of the activities: collaboration agreements, new contacts made during the event etc. (if applicable)	
Attachments: Attach any material used (presentation, leaflet, project description, photos etc.)	

Template for reporting the participation of FABLAB team in third party events

Event description	
Acronym of partner participated in third party event	
Name and title of FABLAB team member participated in third party event	
Type (e.g. workshop, conference, exhibition, etc.) and title of event	
Date and place	
Event organizer	
Event web-site (if applicable)	
Short description of the event (objectives, target audience etc.)	
Results	
Type of participation (e.g. presentation of FABLAB project) and description of the presentation of FABLAB: the main points discussed, comments / feedbacks etc.	
Estimated number of participants reached	
Results of the activities: collaboration agreements, new contacts made during the event etc. (if applicable)	
Attachments: Attach any material used (presentation, leaflet, project description, photos etc.)	

Template for reporting publications

Acronym of partner responsible for publication	
Title of publication and authors	
Date of publication	
Language of publication	
Magazine name / website name	
Link (if applicable)	
Short description (applicable for scientific papers)	

Appendix 2

Dissemination activities plan

(Each partner will complete tables and send to the Dissemination Coordinator)

Partners' dissemination events / activities

Title of event / activity	Type (e.g. workshop, conference, exhibition, etc.)	Partner (organizer of event)	Date	Audience

Third party events / activities

Title of event / activity	Type (e.g. workshop, conference, exhibition, etc.)	Event organizer	Partners who will attend the event	Date	Audience

Plan of publications

Title of publication	Authors	Planned month / year of publication (if known)	Magazine name / website name (if known)

Appendix 3

Dissemination list

(Each partner will complete tables and send to the Dissemination Coordinator)

Support organizations and projects

(relevant contacts of organizations, projects, networks, associations, persons etc. that can help in the dissemination process)

Name of organization	Geographical Coverage	Link (if applicable)	Contact person (if applicable)	Contacts (if applicable)

Mailing list

(media stakeholders and beneficiaries contacts)

Name of organization / person	Geographical Coverage	Category (investor, media, teaching staff, student, LLL, public bodies representative, business representative etc.)	E-mail	Additional contacts (if applicable)

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