Work Package 7 – Dissemination & Visibility

STEPup Strategic Dissemination Plan

STRATEGIC DISSEMINATION PLAN
WP 7

How and where will the project be disseminated. This plan includes the main target groups and respective strategies to reach them best. It includes also the template for the dissemination reporting for all partners – every 6 months.

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1. Mission of STEPup Project

Social Entrepreneurship is an economic reality in many Asian countries such as Thailand and Myanmar, however, it usually applies to small businesses struggling to make money with no prospect to grow. Social entrepreneurs either do not know that they are social entrepreneurs or have no knowledge on how to scale their business to make a real impact on society. Additionally, social entrepreneurship is not a desirable career path for young people, which is partly due to the scarce educational offer in higher education institutions. Innovative, disruptive business ideas need to emerge to not only tackle the societal challenges in the countries, but also to give students the possibility to acquire skills needed by the labour market to allow them to play an active role in society and achieve personal fulfilment. As aforementioned, the dissemination plan of STEPup Project is therefore importantly as a tool to increase visibility on how this project is established and aims for:

(1) Interlink and create an environment within social entrepreneurship knowledge transfer hubs installed at the higher education institutions in Thailand and Myanmar

(2) Promote the social entrepreneurial mind set by multiplying and facilitating innovative and disruptive learning practices in social entrepreneurship education

(3) Strengthening HEI-enterprise cooperation and fostering business opportunities for existing social enterprises in the identified countries.

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2. General Introduction to the Dissemination within the STEPup Project

The exposure of the STEPup Project is a crucial component which is strongly connected to the success of the project with the mission.

The work package 7 which is dedicated to dissemination and visibility is **coordinated by Burapha University (BUU)** as acknowledged appropriately given their experience and motivation for enhancing the project´s visibility. Further, BUU has a vast network in the participating and beyond which increased the multiplication of all dissemination activities.
This work package is supporting the STEPup Project throughout the whole implementation process and supports with the creation of a wide spread impact.

The following actions will be taken by the work package coordinator and all other partners of the STEPup Project:

- Development of a strategic dissemination plan with the assistance of with FH JOANNEUM (FHJ)
- Regular updates of the strategic dissemination plan according to the partners´ needs
- Facilitating and monitoring of the dissemination efforts of the consortium on a regular basis (6 months)
- Development of a project logo and its identity
- Designation of dissemination materials
- Hosting and content creation for the website and the social media profile

All these activities support the project in the development of a **unified appearance and the creation of a project branding**. The digital dissemination materials are accessible at any time on the shared google drive folder:

https://drive.google.com/drive/u/1/folders/1Df-uMafoL2t19ok42RfsugIU-b22LV-E

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3. Introduction to Dissemination

Dissemination is widely used when it comes to the promotion of EU funded projects and can be divided into broad and deep dissemination. The term dissemination as well as the differentiation between broad and deep dissemination will be explained thereinafter to create a common understanding of the terminology used in the framework of the project.

a. What is DISSEMINATION?

- Dissemination is related to **making the project success, results / products of a project visible to others**, specially the end-users, the target groups and the key-actors that can implement its use.

- Dissemination is the process of **promotion and awareness raising** that should occur throughout the project. This process should be **planned and organized in the beginning of the project** through a methodological document (e.g. Dissemination Strategy) that orientates the whole consortium.

- Dissemination is a **planned process** that should be carefully considered all along project duration and beyond. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

- Dissemination is considered the **basic foundation of a strategy for exploitation and sustainability** of the project and/or its results.

b. What is BROAD dissemination?

Broad dissemination is a part of the communication strategy to spread information/ideas about a project/ idea. Broad dissemination generally targets a community in general to spread the information/ideas about a project/idea. This leads to the fact that the information spread during broad dissemination activities is often rather general and it is aimed to convey the main messages of a project. Further, it can be said that broad dissemination is part of a wider valorisation strategy which operates from a top down model.

c. What is DEEP dissemination?

Deep dissemination includes addressing the target group as early and as extensively as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. External stakeholders are continuously involved to participate in the development process of the planned products. Through deep dissemination the primary target groups get involved at a very early stage of the project. These stakeholders contribute to the project in two ways:

1. By giving direct expert input and
2. in terms of dissemination by acting as multipliers for the project.

d. Why is it necessary to disseminate the STEPup project?

1. **Raise awareness** – let others know what you are doing
2. **Inform** – educate the community
3. **Engage** – get input and feedback from the community
4. **Promote** – 'sell' your outputs and results
5. **Extend the impact** – among the target groups
6. **Develop new partnerships**
7. **Influence policy and practice**

All four named principles will also be applied in the STEPup Project from the beginning of the project. Awareness raising on the topics of strengthening innovative social entrepreneurship practices for disruptive business settings is the main aim and will be implemented with the support of the means of dissemination.

Given the fact that multiplication of knowledge is strongly followed by the STEPup Project during the training sessions on an international and national basis as well as through the Social Entrepreneurship Centers (SE Centers) is the aim of the project. Already from the very beginning on stakeholders are involved in the project to make sure that the project follows its aim of increasing university-business cooperation. Therefore, engagement with the major stakeholders is done on various levels such as survey and focus groups, promotional events and conferences as well as through the trainings offered which will be heavily disseminated. Importantly, the STEPup consortium makes sure that all outputs and results created will be dissemination through the major means of dissemination which will be explained in chapter five and six.

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4. Main Target Groups for Dissemination within the STEPup Project

The main target groups within the STEPup project are as follows:

- **Academic staff of higher education institutions focusing on social entrepreneurship and business management**
- **HEI leaders and managers (rectors, vice-rectors, directors)**
- **Students**
- **HE policy makers**
- **Public Private Partnerships (PPP) and Start-up, including to related Government Agencies**

Given the fact that all partners together have a massive network, a stakeholder list is going to be developed and continuously updated in order to guarantee that dissemination activities are specifically targeted and content is adapted to the needs of the diverse target groups. Taking into account all the existing contacts in EU and the partner countries in Asia, promotional materials will be delivered both online and offline to the target audience and beyond.

It is of utmost importance to target the dissemination activities exactly to the needs of the target groups in order to be able to reach them and the broader public to the satisfaction of all project participants and the EACEA.

The following summarized activities are planned for the diverse target groups. Through all these activities, it is aimed to increase the visibility of the project success and outcomes on a large scale.

Academic staff of higher education institutions	HEI leaders and managers/ HE policy makers	Public Private Partnerships (PPP) and Start-up, including to related Government Agencies
• Study visit • Main target group of capacity building • Acting as trainers later on (12 internal replications to reach 180 staff) • Participate in studies and working groups • Increase teaching capacities and focusing on innovative teaching topics as well as methods. • Cross border conferences • SE Centers for knowledge exchange and training • SE knowledge transfer platform	• Study visit • Strategic working groups • Focus Groups • Reputation building • Networking • Cross border conferences • SE knowledge transfer platform	• Focus groups • Trainings offered in the SE Centers for knowledge exchange and training • Cross border conferences • SE knowledge transfer platform

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Dissemination within the STEPup Project

Within the STEPup Project, dissemination is **composed of three parts with activities suitable to each target group:**

1) Broad Dissemination
2) Deep Dissemination
3) Academic Dissemination

All dissemination activities are included in the **strategic dissemination plan**. This plan is constituted by a matrix detailing the above described dissemination activities into concrete single steps and tasks, which can be found at the end of this document. It further allocates a timeframe and deadline for performance and completion of the task.

The dissemination plan allocates responsible partner organizations and persons to perform specific actions. For communication tasks the strategic dissemination plan also specifies the means and media of communication.

A logo, a layout for presentations and other dissemination material will be created in the first six months of the project (most likely at the kick-off meeting when all partners will participate) to guarantee a common branding. It is aimed to use folders and posters for dissemination activities offline but also dissemination activities which are online implemented such as a knowledge exchange platform on the website. Further, the project consortium will put a focus on an online marketing tools such as Facebook and Instagram. One important aspect of dissemination will always be face-to-face communication with the potential target groups given the fact that this communication type can create a much higher impact as it is connected with a higher level of emotions. Therefore, information about the project will be sent to local training providers to forward this information directly to the target groups.

Recognition of Commission funding and use of logos
The support of Erasmus+ must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or co-funded by Erasmus+. Respectively, the Erasmus+ logo, as well as the project logo must be placed in all publications, promotion material and media (e.g. internet, video, etc.) produced within the project.

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5. Broad Dissemination within the STEPup Project

The following elements are part of broad dissemination:

- **Website**

The project website will be created in the beginning of the project. It is an information platform for the broad public and all target groups. The website acts as a collection point for project information and will be clearly structured. The website will be actively cross-linked with other websites and platforms which add value to the STEPup dissemination. Further, the website will include a contact form in order to give the possibility to get in contact with the consortium whenever needed. The website will be **updated on a monthly basis**. Further, given the fact that EACEA follows the concept of knowledge sharing, the most important content deliverables of the project will be uploaded after completion on the website to guarantee easy access. Additionally, a forum will be integrated, which is later on used as the main platform for knowledge exchange on the main topics of the project and aims to connect stakeholders from all over the world in diverse areas of expertise.

- **Folders & Posters**

Folders and posters will be established by the consortium members **within the project** duration in order to give detailed information to all target groups. These folders and posters will be innovatively designed in order to attract a high number of interested people and to be able to distinguish the project from the high number of other European projects. Special attention will be paid to the different cultural requirements when it comes to the establishment of the folders and posters. This whole process will be monitored by the Management and Quality Board of the STEPup Project to make sure that cross-cultural perceptions do not influence the dissemination activities.

- **Facebook & Instagram**

An online profile will be created, used as information collecting point and connected to the website. During the kick-off meeting, it was agreed to create a Facebook and Instagram profile.

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6. Deep Dissemination within the STEPup Project

Deep dissemination includes addressing the target group as **early** and as **extensively** as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. Stakeholders are continuously involved to participate in the development process of the project and its products.

- **Internal meetings** are to be regularly organised at the participating universities in order to involve all relevant stakeholders from the institution in the implementation of the project activities and development of reports, guidelines, methodologies, tools, and strategies. Main stakeholders are to be identified at each institution (e.g. lecturers from the SE-related faculty, students and student association representatives, etc.) and *they should meet at least two times per year* in order to discuss the project activities and results. These sessions should allow STEPup Project manager (member of the management board of the project) at each university to present the progress made and the results achieved to all other partner organisations on a regular basis. Also, through these sessions they will gather feedback, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results. The first meeting should take place as soon as possible in order to inform internal stakeholders about the new project, to present them the main objectives and to discuss with the general approach as well as the upcoming activities.

- Policy makers for HE, academic experts on Social Entrepreneurship representatives will be invited in the beginning of the project to gather additional valuable information for the training development and to spread the idea of the project at a very early stage and to involve the major stakeholders from the beginning on the project. Throughout the whole project implementation this target group will be involved in the development process.

- **Training Materials** - the training materials will be translated into local languages. The training materials will be made available on the internet (project website and knowledge exchange platform) after the implementation of the training.

- Impact and replication of project outputs will be ensured through the creation and implementation of the **STEPup knowledge exchange platform and the free access of the created outputs**.

- **Informal communication** is another valuable instrument of deep dissemination which must not be neglected. Project results should be discussed with relevant partners, interested parties and stakeholders at seminars, meeting and conferences which are not necessarily organised within this project. The project results can then be disseminated and relevant information and feedback can be gathered from experts from other institutions which might have had relevant experience in similar projects, which could also lead to creation of synergies.

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7. Academic Dissemination within the STEPup Project

Academic dissemination aims to enhance the understanding of the STEPup Project and implement strategies, which will have the highest impact on its various stakeholders. To achieve this, the academic strategic dissemination plan groups stakeholders into 3 broad categories; internal university staff, other institutions within the partners' academic community and the wider community across the world. Within these three categories, the plan **aims to facilitate knowledge transfer, engagement and longevity**.

Mainly, the focus of the academic dissemination is on the internal staff and students within each of the partner university, promoting the mutual exchange of knowledge about the Social Entrepreneurship skills in order to provide a common ground for academic collaboration. Once the appropriate training has been completed, **knowledge transfer to other institutions** will begin with an initial focus within the partners' academic communities in each project partner country.

Therefore, the academic dissemination will be conducted at various stages. To complete the **knowledge transfer** the following activities are implemented during the course of the project:

- To strengthen regional impact, *1 international conference* will be held with *at least 50 participants* to promote the STEPup network, show project results and lessons learnt (which is produced as a joint publication). 2 Key note speakers from EU and one from South-East Asia are invited to the conferences and will discuss social entrepreneurship, innovative and business settings disruption, educational issues and university-business cooperation among regional stakeholders.

When moving from internal stakeholders to external (non-partner HEIs, policy makers) there will be another set of activities to enable **academic engagement**:

- Attendance of academic international conferences and seminars
- Joint publication on the case challenge results for disruptive social business management STEPup knowledge exchange platforms
- Folder and poster distribution
- Personal communication

Finally, the third plan for academic dissemination aims to create **longevity** by:

- Issuing a robust knowledge exchange platform, the STEPup network, and keeping it updated with current changes
- Publishing papers at conferences and in academic and practitioner journals
- Making the network accessible (language/materials/affordable).

8. Timetable for Dissemination Reporting

Please use the template at the end of this document.

Reporting	Deadline
1st reporting	30.07.2020
2nd reporting	30.12.2020
3rd reporting	30.05.2021
4th reporting	30.11.2021
5th reporting	30.05.2022
6th reporting	30.10.2022

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9. Broad Dissemination Plan within the STEPup Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Development of the project logo and identity	Burapha University, FH JOANNEUM and agreed by all partners	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	To have a visual appearance of the project and to be recognized within the target group.	17.03.2020
Setting up the STEPup website	Burapha University, FH JOANNEUM and agreed by all partners	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	Making the project, its aims and objectives as well as the partners known to the broader public. As also a knowledge exchange platform will be installed, it is also aimed to have an interactive exchange/ forum within the consortium and the broader public.	30.03.2020
Project folders and posters	Burapha University, Payap University and FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	Making the project, its aims and objectives as well as the partners known to the broader public. It is essential to have a folder and a poster which can be distributed to the target groups. The folder and the poster will be updated once in the project duration in order to be able to hand out updated project information. Both can be printed, but can also send electronically.	17.03.2020

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Writing content and promoting website as well as online profile (**Facebook & Instagram**)	Burapha University and FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	Making recent developments within the project known to the broader public is essential not only through print but also through online media. Therefore, regular updates need to be done at the website as well as on the online profile. Both online means of communication will follow the principle of knowledge sharing.	Throughout the project duration
Setting up and hosting online profile	Burapha University and FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	Making the project, its aims and objectives, the partners as well as recent developments within the project known to the broader public. Updates will be given on a regular basis. At least once within two weeks.	Throughout the project duration

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10.   Deep Dissemination Plan within the STEPup Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Regular internal meetings with relevant university staff, industry representatives and students´ associations	All consortium members	STEPup Project manager of each university, supporting members of the project team as well as other academic staff from other faculty or relating faculties as well as industry representatives and students´ associations	Presenting the progress and the achieved results of the project to relevant stakeholders. Also, through these sessions feedback from internal stakeholders will be gathered, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results.	Throughout the project duration
Human Capacity building trainings	All consortium members	Internal audience of the STEPup Project (HEI leaders and managers, academic staff of the faculties of mechanical and/or social entrepreneurship, students and student associations´ representatives)	Knowledge transfer and training to create a multiplier effect for the STEPup Project	M8 - M13
12 regional multiplier events (2 per partner)	All consortium members	Internal audience of the STEPup Project (HEI leaders and managers, academic staff of the faculties of mechanical and/or social entrepreneurship, students and student associations´ representatives)	Knowledge transfer and training to create a multiplier effect for the STEPup Project	M11 - M14
Innovative Enterprise Case Challenge	All partners with external experts from industry and higher education	National academic community and relevant stakeholders from the SE business and industry	These training sessions follow the aim of enhancing the knowledge on the project, the understanding the concept of Social Entrepreneurship and concretely interacted between students in the particularly field and SE businesses.	M20 – M34
International conference	Burapha University and FH JOANNEUM and Non-European partners with support of the European partners	Local, National and International academic community and relevant stakeholders from the SE business and industry	Transferring knowledge and contents from previous activitiy/workshop and good practice case challenge to the academic communities in the non-European universities.	International conference M34

11. Academic Dissemination Plan within the STEPup Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
International conference	Burapha University and FH JOANNEUM and Non-European partners with support of the European partners	Local, National and International academic community and relevant stakeholders from the SE business and industry	Transferring knowledge and contents from previous activitiy/workshop and good practice case challenge to the academic communities in the non-European universities.	International conference M34
Human Capacity building trainings	All consortium members	Internal audience of the STEPup Project (HEI leaders and managers, academic staff of the faculties of mechanical and/or social entrepreneurship, students and student associations´ representatives)	Knowledge transfer and training to create a multiplier effect for the STEPup Project	M8 - M13
12 regional multiplier events (2 per partner	All consortium members	Internal audience of the STEPup Project (HEI leaders and managers, academic staff of the faculties of mechanical and/or social entrepreneurship, students and student associations´ representatives)	Knowledge transfer and training to create a multiplier effect for the STEPup Project	M11 - M14
Joint publication on the innovative enterprise case challenge	All partners with external experts from industry and higher education	National academic community and relevant stakeholders from the SE business and industry	These training sessions follow the aim of enhancing the knowledge on the project, the understanding the concept of Social Entrepreneurship and concretely interacted between students in the particularly field and SE businesses.	M20 – M34
Folders & Poster	All consortium members	External audience - all people interested in the topics covered by STEPup, Academic staff of higher education institutions focusing on Social Entrepreneurship, (HEI leaders and managers, students and student associations´ representatives, HE policy makers, Social Entrepreneurship businesses as well as its associations, regulators and governmental agencies)	Create awareness with external stakeholders Hand out at conferences, seminars, events and electronically	Throughout the project duration and after

ANNEX 1

This table needs to be used by each of the partner institutions. It is essential whenever a dissemination activity is conducted please fill it in in this table for documentation reasons. It is very important for the project as dissemination is a very important part!

Dissemination table

STEPup - Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar

Institution:

Nr	Date	Short description of the activities	Who	Participants/ beneficiaries n. of participants/ beneficiaries	Evidence: links, pictures, agendas, participant lists
1					
2					
3					
4					
5					