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Dissemination and Exploitation plan

ERASMUS+ Capacity Building in Higher
Education Project

610458-EPP-1-2019-1-FR-EPPKA2-CBHE-JP
IBRAIN.

		Dissemination and Exploitation plan	2
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		Dissemination and Exploitation plan	3
--	--	-------------------------------------	---

Table of contents

- 1 – Introduction
- 2 – iBrain dissemination context
- 3 – iBrain dissemination strategy
 - 3.1 Objectives
 - 3.2 Local communication approach
 - 3.3 Target audiences
 - 3.4 Dissemination activities
- 4 – Timeline
- 5 – Dissemination monitoring and evaluation
- 6 – Responsibilities
- Annex

		Dissemination and Exploitation plan	4
--	--	-------------------------------------	---

1 – Introduction

The current document is the Dissemination and Exploitation Plan of the iBrain project, developed within the framework of WP 4 Dissemination of the project results & Exploitation of the project led by ENS, HSE and Neurotrend. The aim of the Dissemination and Exploitation Plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and partner countries.

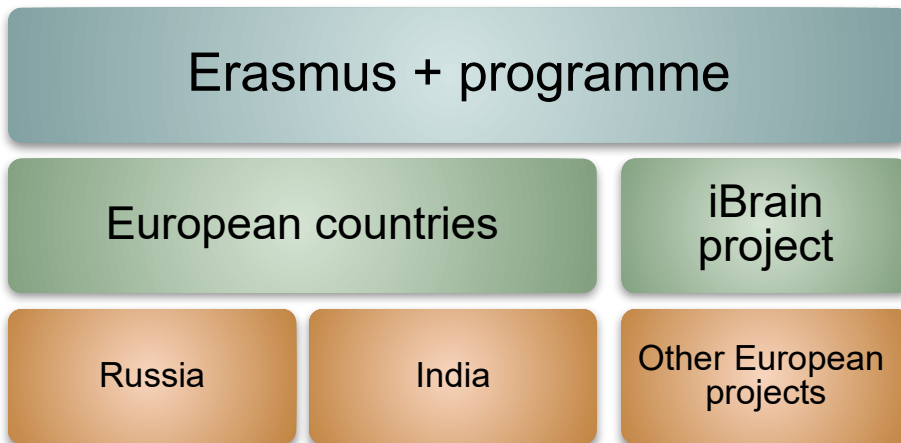
Web-based tools, together with publication and events strategies, will be identified. Detailed information on timing, dissemination products and target groups will be included in the plan.

		Dissemination and Exploitation plan	5
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2 – IBrain dissemination context

Project environment

The project dissemination strategy will have to take into account the global context in which we are working:



Each level presents both challenges and opportunities and the dissemination strategy will take into account and address each one with appropriate communication messages and channels to work within our consortium to reach the target audiences.

Project consortium

This project relies on cooperation as the project gathers a consortium of 11 partners, ranging from universities and research institute to communication agency, neuromarketing and medical equipment companies.

The double challenge in terms of communication will be to have a coherent message that incorporates all partners from different backgrounds and countries and resonates both at a European and a local level.

3 – iBrain dissemination strategy

3.1 Objectives

		Dissemination and Exploitation plan	6
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The dissemination and exploitation goals for iBrain are aligned on the project overall aims, which are:

1. Developing new Curriculum of the Master's-Doctoral in Social and Behavioral Sciences enhanced by neuroscience disciplines based on the specific needs of Partners' HEIs;
2. Improving the quality of Master's studies for their further assimilation at the PhD level;
3. Developing the innovative and up-to-date content of MSc and PhD programmes by bringing cutting-edge educational and research methodologies of EU to the PCs Universities.
4. Improving the coherence of education between Master's and Doctoral levels.
5. Improving the flow of information between Consortium HEIs.
6. Increasing academic mobility of students and lecturers between PCs and EU by the internationalization of the educational programme by practical trainings and schools developed together with EU expertise.
7. Introducing new principles of quality control based on international peer-review and assessing the quality of education by bringing in the external expertise.

The dissemination and exploitation goals that come out of these overall project objectives are:

- ❖ **Maximize** the impact of the new Curriculum of the Master's-Doctoral in Social and Behavioral Sciences developed within this project
- ❖ **Engage** all stakeholders directly in the project, at the local and European level
- ❖ **Inspire** by actively promoting the partner universities' regional leaderships
- ❖ **Highlight** the importance of European collaboration

3.2 Local communication approach

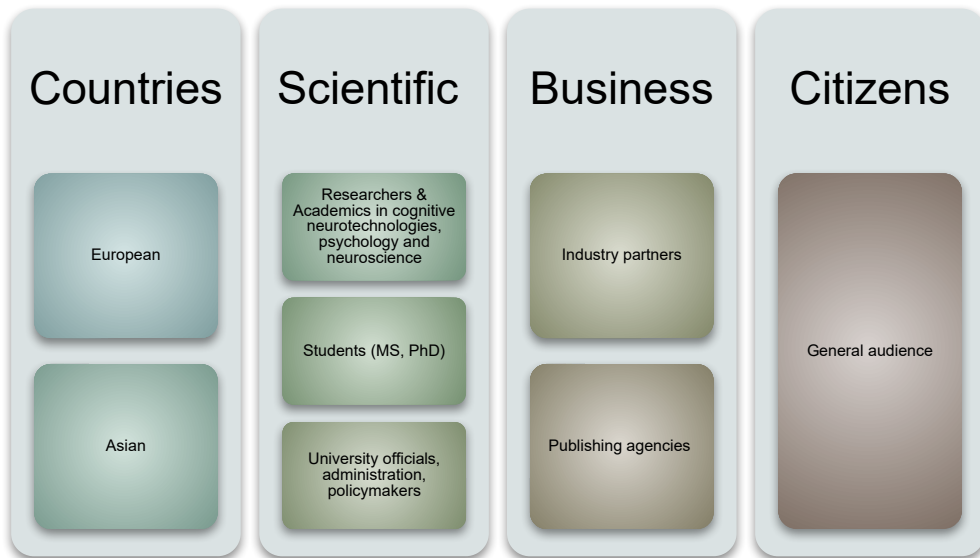
This project must at the same time be understood and adopted by the local audiences who will be directly impacted by the project.

For the iBrain project, special emphasis will be placed on the local level of communication for which each partner country institution will be responsible with an allocated budget and parallel dissemination events will be produced.

		Dissemination and Exploitation plan	7
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3.3 Target audiences

One of the goals of the dissemination strategy is to target different audiences, each having different expectations and needs. The dissemination target audiences are defined as follows:



It is important to keep in mind that these are multi-layered targets at local, national or European levels. Each group will be addressed differently according to those needs and expectations.

3.4 Dissemination activities

The first step in the strategy will be to create an unified and impactful visual identity.

The **project logo and website** are developed for launch in M6 (**WP 4.1**). Set up and created by SPGU with the support of members of the consortium, the project's website will be the core channel throughout the project. It will be a flexible medium, which will be constantly updated and reformed to attend to the needs of the project at each one of the

		Dissemination and Exploitation plan	8
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stages. The website will play an informative role, communicating general information and news about the project, its progress and the team behind it.

Maximum visibility of the website will be insured by:

- Presentation of the content in three languages, English and Russian and Hindi
- Links to the partner institutions websites
- Content updates will keep the website active and relevant during the lifetime of the project

The project website can be found at the following address: www.ibrain.eu

A promotional pack will be developed to use during events, workshops and presentations. This **promotional pack** will include:

- Visual identity and presentation templates (Word, PPT, Press releases)
- Promotional brochure (web and print version)
- Templates will also be provided for partners to be able to adapt the material to their languages

Branding : Each tool implemented should be branded with the iBrain logo and the EU flag to show the impact of the project:



As agreed upon in the articles I.15 and I.16 of the Grant Agreement, the results from the project must have the EU emblem and funding statement, the publications will mention that: "The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".

The instructions are available on the following website:

https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

The next step would firstly consist in disseminating the results by making them accessible to a community of researchers and industrial actors as well as to a general public. The

		Dissemination and Exploitation plan	9
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other objective would be to inspire and develop cooperation with universities of partner countries.

Publications

- **Materials publishing (WP 4.4):** All course materials will be published and will be spread among the IBRAIN students and teachers. The materials will also be disseminated across other Partners' universities and institutes - materials and video-lectures of the selected courses will be available online. Course materials, handouts, and readers will be distributed in print and/or electronic forms. All materials will be available on demand for the staff of other Universities.

Events

- **Round table on impacts of the IBRAIN Curriculum (WP 4.2):** Public round table on impacts of the IBRAIN curriculum will be organized in Russia in HSE (2021) and India (2022). IBRAIN partners, representatives of education and Ministry will be invited.
- **Dissemination meetings (WP 4.3):** The annual 1-day workshop will present the results of the project to partner countries representatives, industry representatives and lecturers.
- **Organization of information sessions (WP 4.6):** Organization of annual information sessions (public seminars, public lectures) in partner countries. The goal is to promote IBRAIN Curriculum.

Marketing activities

- **Marketing activities of new Ibrain Curricullum (WP 4.5):** Communication with publishing agencies, industrial partners, Russian, Indian and EU academy societies for promoting materials of IBRAIN programme. Analysis of the position of IBRAIN Curriculum on Partner Countries and EU educational markets.

4 – Timeline

To successfully reach our target audiences, the dissemination activities will follow the timeline:

		Dissemination and Exploitation plan	10
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Activities		Number of weeks	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Sub-ref. nr	Title													
Year 1														
4.1	Design of the project WEB site	10												
4.3	Dissemination meetings	1												
4.4	Publishing course materials	12												
4.5	Marketing activities of the new IBRAIN Curriculum	8												
4.6	Organisation of information sessions	4												
Year 2														
4.2	Round table on impacts of the IBRAIN Curriculum	1												
4.3	Dissemination meetings	1												
4.4	Publishing course materials	8												
4.5	Marketing activities of the new IBRAIN Curriculum	8												
4.6	Organisation of information sessions	4												
Year 3														
4.2	Round table on impacts of the IBRAIN Curriculum	1												
4.3	Dissemination meetings	1												
4.4	Publishing course materials	10												
4.5	Marketing activities of the new IBRAIN Curriculum	8												
4.6	Organisation of information sessions	4												

Activity carried out in the Partner Country

5 – Dissemination monitoring and evaluation

Members of WP4 team will monitor and discuss the dissemination efforts on a constant basis. This includes monitoring the global communication for which these partners are responsible but also keeping track of the communications done by the partners at a local level. Through this monitoring, ENS, HSE and Neurotrend will assess the impact of the communication, how well it serves the project objectives and if it reaches correctly the target audiences.

All the communication activities will be compiled and the target reach analyzed. Statistics from the website and document download history will tell us about the most used items and which areas of the website are not optimized. The good performance of the indicators will be measured. Evaluation forms will be distributed after each event to get qualitative feedback on the activities organized.

The dissemination strategy as devised per this document will be revised during the consortium meetings, to assess the efficiency of the messages and channels used.

Example of monitoring tool is in annex.

6 – Responsibilities

		Dissemination and Exploitation plan	11
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ENS/HSE/Neurotrend: in charge of the overall project dissemination and exploitation

- Editorial and publication responsibility of the project website, press releases, promotional brochures
- Responsible for the organization of events
- Centralize and support media contacts, monitoring and evaluation, collaboration with other European projects
- Provide for all partners visual identity and guidelines, promotional pack

Partners:

- Partners must maximize the reach of the publications by sharing the iBrain communications on their own channels (web, social media, interest groups, etc.)
- Responsible for the organization of events at local level
- Keep a record of all activities for monitoring and evaluation through the template provided
- Partners will present the project and its results to any relevant events they attend

ENS, HSE and Neurotrend/Mitsar will organize monthly teleconferences under WP4 with the local managers from each partner institution to share information, discuss upcoming publications and events.

The rules and procedures applicable for the dissemination of results generated within the iBrain project are stipulated in the Grant Agreement, Articles I.15 and I.16, and stipulated in the Partnership Agreement, Article 9.

All project partners must respect dissemination rules as formulated in the above documents and assure that their employees involved in the project know, understand and follow these rules and procedures.

