Project:	Boosting the telecommunications engineer profile to meet modern society and industry needs [BENEFIT]
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Work Package 6:	Dissemination and exploitation of project outcomes
Title:	D6.2. Report on exploitation and dissemination plan
Leading organizations:	FERIT
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	Work Package and Outcome ref.nr	WP6 D6.2
	Title	Report on exploitation and dissemination plan
	Type	☐ Teaching material ☐ Event ☐ Learning material ☒ Report ☐ Training material ☐ Service / Product
Deliverable data	Description	An exploitation plan will be developed to grant long-lasting results and future actions. The exploitation plan will include: strategies to involve the socio/economic environment and industry and to increase the number of collaborations and agreements, ways to establish joint programmes between HEIs, ways to exploit funding opportunities for follow-up projects, methods to maintain and update the data base on employment statistics and job opportunities, actions to maintain the repository of documents and developed classes, actions to render the students/graduates more aware of opportunities including entrepreneurial activities.
	Date	14.04.2018
	Language	English
Target groups		☒ Teaching staff ☒ Students ☒ Trainees ☒ Administrative staff ☒ Technical staff ☐ Librarians ☒ Industry partners
Dissemination level		☐ Department/ Faculty ☐ Local ☒ National ☒ Institution ☒ Regional ☒ International
WP Leading Organization		FERIT
Participating Organization		UNI-KLU, UL, UBL, UNSA, UNTZ, UB, UNI, UNS, ENT, BICOM, BIT, CISCO, NiCAT, RT-RK

Revision History				
Version	Date	Author(s)	Organization(s)	Brief description of change
1	24.3.2018	S. Rimac-Drlje	FERIT	Super draft
2	3.4.2018.	Ivana Stupar	ENT	Chapter 4.4.
3	9.4.2018	Federico Passerini	UNI-KLU	Chapters 4.1., 4.5, 4.8
4	10.4.2018.	Matej Zajc	UL	Chapters 4.2., 4.6.
5	20.4.2018	S. Rimac-Drlje	FERIT	Revision of chapters 1., 3., 4. (introduction), 4.7., 5., 6.

Table of Contents

1. Introduction

This deliverable "Report on exploitation and dissemination plan" reports the results of the activities carried out in:

WP6 Dissemination and exploitation of project outcomes (**Work package leader: FERIT**)
T6.2. Preparation of exploitation and dissemination plan. (**Task leader: FERIT**)

The report is prepared by task leaders in WP6: Faculty of Electrical Engineering, Computer Science and Information Technology Osijek - FERIT, Alpen-Adria-University Klagenfurt - UNI-KLU, University of Ljubljana – UL and Ericsson Nikola Tesla d.d. – ENT.

2. Aims and objectives of dissemination and exploitation

The aim of dissemination is the promotion of project activities and studies in telecommunications engineering. Dissemination activities will be carried throughout the entire duration of the project by means of:

- The permanently updated interactive project Web site. The site will be constantly updated and will present all relevant information about the current, past, and planned project activities as well as important links.
- Preparation of the reports and white papers.
- Preparation of special sessions devoted to the project at the selected conferences, and relevant papers describing project outcomes. The presentation of the project results to the industry through promotion materials, banners and papers, and university-to-business meetings.
- Presentation of studies in ICT engineering during open days at each university.
- Promote the developed modernized telecommunications engineering study programme guidelines to other universities and foster the modernization of the curriculum.
- Set the base for future exploitations: cooperation and agreements, methods to monitor employment status and opportunities, continuous training of staff, continuous modernization of infrastructure.

The objectives of dissemination are:

- Organization of three open events to reach also the non-experts and show the impact that telecom technology has on the society.
- Organization of a yearly webinar to present study programs, tips on study engineering, career opportunities and foster women to have an engineering career.
- Present the project results on media and through publications reaching a large amount of stakeholders.
- Put in place a monitoring methodology for continuous assessment of job market needs, employability and employment of graduates.
- Create partnerships with companies for joint labs operation.
- Create partnerships with companies for research cooperation including EU funding opportunities.

- Establish bilateral agreements among the HEIs for future double degrees, joint teaching and student mobility beyond the project duration.
- Undersign an agreement for the maintenance of the created web platforms.

3. Dissemination and target groups

BENEFIT project target groups can be divided into three major categories:
- universities, academic staff and students,
- ICT industry,
- general public.

Some parts of the project dissemination will be created to attract a wide range of audience (such as project website), and others will be created specifically for the students (such as annual webinar which will be organised to outreach a wide audience of students and pupils and promote a career on ICT).

Target groups of BENEFIT project are:

a) Universities - will improve their study programmes and the teaching methodologies. BENEFIT project will develop a Web portal linking ICT study programmes of both EU and WB universities and enrolment procedures. This will enhance visibility of universities and possibly attract students beyond regional borders. Furthermore, BENEFIT targets internalization of studies in telecommunication engineering in the region through the joint /double degrees between the participating HEIs, external evaluation of study programmes as well as adoption of English. Harmonization of the systems, fostering collaborations and students' exchanges will contribute to the attractiveness of the studies. Developed guidelines will be disseminated and therefore exploited by university leaders and people involved in higher education reforms.

b) Academic staff – will improve their competences and adopt new teaching methodologies. Web platform and material repositories will ensure dissemination of new teaching materials.

c) Students – are the key beneficiary of the project. They will have access to state-of-the-art curricula, infrastructures and easier connections to WB ICT industry. Dissemination activities targeting students include platform that describes the study programmes available, useful information for students, an internship/training platform constantly updated, a catalogue of ICT companies in the region and offered open positions. Yearly webinar will be organised to present study programs, tips on study engineering as well as career opportunities.

d) ICT industry – BENEFIT project will create a web catalogue of ICT companies that will make the WB region more visible. This can potentially attract job applications from other countries and reduce the engineers drain.

e) General public - will be mostly reached through the project website and social community applications such as Facebook. A yearly open event will be organised to reach also the non-experts and show the impact that telecom technology has on society. Furthermore, three open

events will be organised to reach also the non-experts and show the impact that telecom technology has on the society.

4. BENEFIT dissemination activities and tools

BENEFIT dissemination activities and tools are carried on within work package 6 (WP6) **Dissemination and exploitation of project outcomes.** The WP6 consists of eight tasks as follows:

T6.1 Development of the project web site combined with the web platforms developed in the other WPs. Preparation of the materials to keep the project web site up to date with the current activities. (Task leader: UNI-KLU).

T6.2 Preparation of exploitation and dissemination plan. (Task leader: FERIT).

T6.3 Create promotional and dissemination material targeting high schools' students and society at large (exploiting also media) (Task leader: UL).

T6.4 Organize an annual open event outreaching a wide audience that includes public authorities, industry, students, pupils and non-expert people (Task leader: ENT).

T6.5 Organize a yearly event (hosted in turn by the HEIs partners) in the form of a webinar broadcasted to all locations to present the study programmes, tips on study engineering targeting enrolled and prospective students/pupils (Task leader: UNI-KLU).

T6.6 Establish agreements for future double degrees, joint teaching, student mobility beyond the project duration, bilateral agreements within Erasmus+ KA1 (Task leader: UL).

T6.7 Create an agreement for the maintenance of the web platform beyond the project lifetime (Task leader: UNIOS).

T6.8 Create partnerships for follow-up projects and H2020 funding for research projects on telecommunication engineering (Task leader: UNI-KLU).

Expected deliverables, results and outcomes of the activities that will be accomplished within given tasks are as follows:

D6.1: Central project web platform linked to the e-platforms developed in the other WPs.

D6.2: Report on exploitation and dissemination plan.

D6.3: Preparation and delivery of dissemination and informative material.

D6.4: Offered open events to reach the community at-large and disseminate the results at ICT conferences.

D6.5: Organization of a yearly webinar (hosted in turn by the HEIs partners) broadcasted to all locations.

D6.6: Establishment of agreements for future double degrees, student mobility beyond the project duration.

D6.7: Created an agreement for the maintenance of the web platforms beyond the project lifetime.

D6.8: Created partnerships for follow-up projects and H2020 funding for research projects on telecommunication engineering involving industry.

In order to ensure that the dissemination activities are carried out in a timely manner and in accordance with the project proposal, a working group is set up to coordinate the dissemination

activities. This working group consists of representatives of all project partners, reflecting the inclusion of all project partners in these activities. Members of the workgroup are listed in Table 4.1.

Table 4.1. Members of WP6 workgroup

Partner	Institution	Members of workgroup for WP6
P1	UNI-KLU	Federico Passerini
P2	UL	Matej Zajc
P3	FERIT	Snježana Rimac-Drlje
P4	ENT	Darko Huljenić, Ivana Stupar
P5	UBL	Gordana Gardašević, Mitar Šimić, Zdenka Babić
P6	UNSA	Dušanka Bošković
P7	UNTZ	Nerdina Mehinović, Sandra Ibrić
P8	UB	Mladen Koprivica, Aleksandar Nešković
P9	UNI	Zlatica Marinković, Nenad Milošević
P10	UNS	Dejan Vukobratović, Milan Sečujski
P11	BICOM	Seudin Kasumović
P12	BIT	Vedrana Ajanović
P13	CISCO	Ana Tolimir
P14	NICAT	Jana Stevanović
P15	RTRK	Gordana Velikić

4.1. Central project web platform linked to the e-platforms developed in the other WPs

A web platform will be developed as a central site for dissemination of project information. It will include a project website but will also integrate several e-platforms that will be developed in other WPs. Central web platform will link following e-platforms:
 • Web industry catalogue and study programmes portal – will be developed in WP2;
 • Teaching material repository – will be developed in WP3;
 • Internships and job offers – will be developed in WP4.

Central web platform design drafted by FERIT and approved by the project coordinator should be finished by 15th August 2018.
Central web platform should be released by 15th October 2018.
Central web platform linked with the other online services created in the previous WPs should be realised by 15th October 2019.
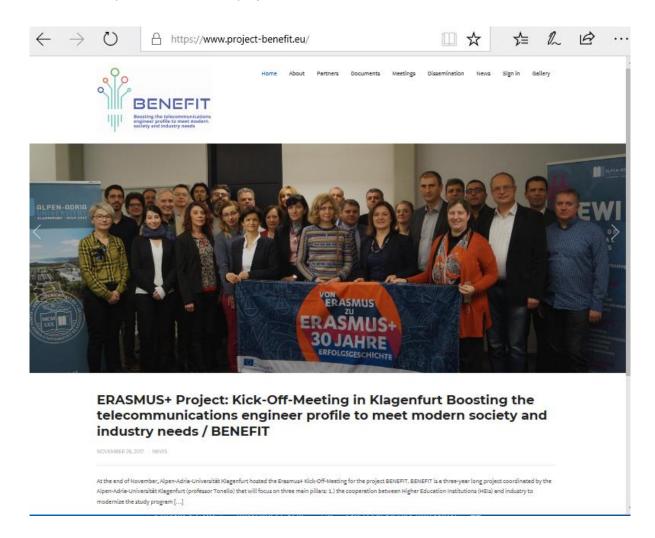
Project Internet website

The project Internet website is designed to raise public and media awareness on the project, to keep an updated track of the advancement of the project, as well as to serve as common reference for the project members.

The website contains general information about BENEFIT project, contact details of project partners, reports on project meetings, information about dissemination events, links to partner's websites and to other useful resources.

The project website is available on the address https://www.project-benefit.eu/ and it has been active since November 2017.

UNI-KLU sets up and maintains the project website.

BENEFIT project website consists of 10 categories:

- Home

    Here we will post the most recent news about the project

- About

    A short description of the BENEFIT project that allows the generic reader to have a glance on what the purpose of this project is

- Partners

    Name, address and website of all the project members

- Documents

    Documents of interest to the public

- Links

Links to the web industry catalogue and study programmes portal (WP2), the teaching material repository (WP3), and internships and job offers page (WP4)

- Meeting

A short summary of the outcomes of each general meeting and of every other event that involves the participation of all the project members

- Dissemination

A short description of the dissemination activities developed in WP6 that are of interest to the public

- News

A collection of reports about the most significant events of the project

- Sign in

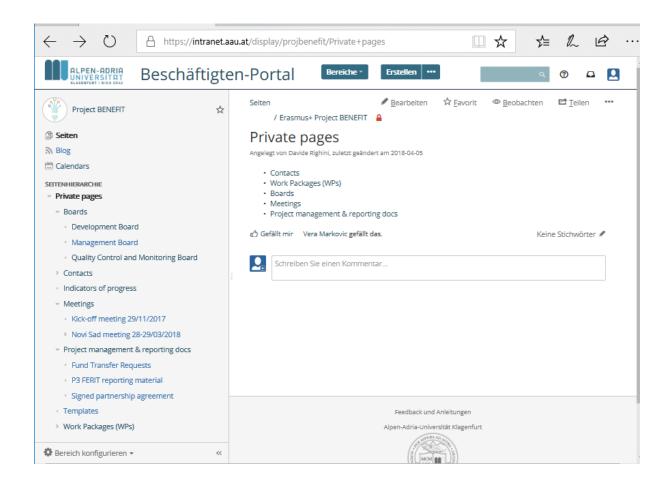Link to the administrative portal, just for project members

- Gallery

A collection of photos taken during different meetings

Project Intranet web site

UNI-KLU set up an Intranet area, hosted by the Alpen Adria University web site based on Confluence platform, dedicated to intra-partnership communication. This Intranet web site allows sharing of documents between partners located in different countries, thus ensuring a timely and efficient flow of information between the partners necessary for the effective implementation of project activities. Private pages of the BENEFIT project consist information and documents related to:

- Boards
  - Development Board
  - Management Board
  - Quality Control and Monitoring Board
- Contracts
- Indicators of progress
- Meetings
- Project management & reporting docs
- Templates
- Work Packages

4.2. Preparation and delivery of dissemination reports and informative material

4.2.1. Dissemination and exploitation reports

Periodic reports on dissemination activities and the exploitation of the project will bring together the current main outcomes of Preparation and Development WPs. All reports, as well as all other documents and information obtained within the project, are distributed among the partners through the project Intranet web site.

This task also includes collection of data and documents that will be published on the project website.

4.2.2. BENEFIT logo

Project logo was prepared. It is already in use in all project materials. Project logo is available on a Confluence system. It is agreed to be used on all project materials, reports and deliverables.

4.2.3. Project leaflet

Project leaflet is prepared for promotional purposes. It collects main information about the project. The leaflet template is uploaded to Confluence system. Later the content will be updated as more relevant information and results will be available.

Programme: ERASMUS+
Project acronym: BENEFIT
Project name: Boosting the telecommunications engineer profile to meet modern society and industry needs
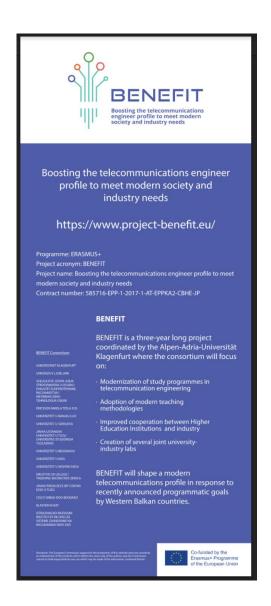Contract number: 585716-EPP-1-2017-1-AT-EPPKA2-CBHE-JP

4.2.4. Project poster and Roll-up banner

Project poster is prepared for promotional purposes. It collects main information about the project. The poster template is uploaded to Confluence system. Later the content will be updated as more relevant information and results will be available.

4.2.5. Informative materials

During the project other informative materials will be prepared for each open event targeting local audience. All materials are being constantly uploaded to Confluence system as templates available to the project partners to modify and personalize informative materials.

4.4. Offered open events to reach the community at-large and disseminate the results at ICT conferences

To disseminate project results and create opportunity for presenting them to a wide audience, ENT will organise a yearly open event. The aim of this event will be to present project goals and achievements to the wide community, including members of both academia and industry, public authorities, students, experts, as well as non-expert people. Event will also promote studies in ICT engineering and show the impact and opportunities that ICT offers in solving big societal challenges (environment, health, social inclusion, transportation, access to information etc.). Organizing such

open events on a yearly basis might also be recognized by high school and university students as an information source that will help them in decision of which study field or programme they should enrol for.

In addition to yearly open event organized by ENT in Croatia, during the project lifetime three open events with the same purpose will be organized in Ljubljana (2018), Sarajevo (2019), and Novi Sad (2020) by local partners. Besides the organisation of open events, special sessions are planned to disseminate project results at the international conferences in the region (some of the planned conferences include ERK 2020 in Portorož, Slovenia, and INTSIKT in Tuzla, Bosnia and Herzegovina). All events will be announced through professional social networks, university web-sites, and social media used by students and other target audience.

4.5. Organization of a yearly webinar (hosted in turn by the HEIs partners) broadcasted to all locations

The members of the BENEFIT project will organize once a year a webinar that will be hosted by a different HEI each year and broadcasted to all involved HEIs. The webinars will feature presentations from current professors and students, alumni of the universities involved in the BENEFIT project and personalities from the industry. The aims of the webinar are: present the study programs, tips about studying engineering, new ICT fields, career planning. This has the goal of reaching a wide audience of students and pupils and promote a career on ICT. The format of the open events is realized to show the impact/opportunities that ICT offers in solving big societal challenges, will serve as a model to be replicated in future events in the WB region to reach a wide community.

UBL will host the webinar in summer 2018.
UNI will host the webinar in summer 2019.
UB will host the webinar in summer 2020.

All the webinars will be advertised through professional social networks, university websites, and social media to a general audience, with particular target on the high school students and students of the freshmen year.
UNI-KLU will serve throughout the duration of the BENEFIT project as coordinator of the organization of the webinars.

4.6. Establishment of agreements for future double degrees, student mobility beyond the project duration

One of the project aims and objectives is to establish bilateral agreements among the HEIs for future double degrees, joint teaching and student mobility beyond the project duration.

BENEFIT is regarded as a fundamental step for the INTERNATIONALIZATION of studies in telecommunication engineering in the region and a step for joint /double degrees between the participating HEIs. It will allow departments to improve self and external evaluation of study programmes, adopt English for increased internationalization and attractiveness. It is expected that other UNIVERSITIES will follow the same steps, not only WB but also EU universities (especially those with geographical proximity) that have interest for a harmonized system and to foster collaborations

and exchange of students. Developed guidelines will be disseminated and therefore exploited by UNIVERSITY LEADERS and PEOPLE INVOLVED in HIGHER EDUCATION REFORMS.

The whole project is aimed to create a study programme coordinated by a joint university-industry consortium: this will allow to offer future student double-degrees programmes that will make them suitable both for academic and industrial work projects.

UL will lead on the process of establishing agreements for double degrees, joint teaching, student mobility, bilateral agreements within Erasmus+ KA1, etc.

4.7. Created an agreement for the maintenance of the web platform beyond the project life time

Central web platform dedicated to the project dissemination will be developed during the project lifetime.   In order to allow the use of the web platform after the completion of the project activities, a maintenance agreement will be prepared between the project partners.
FERIT will lead on the process of a strategy as well as the agreement preparation for the maintenance of the web platform.
Agreement for the maintenance of the web platform beyond the project life time should be prepared by 14th August 2020.

4.8. Created partnerships for follow-up projects and H2020 funding for research projects on telecommunication engineering involving industry

Although BENEFIT is a wide-ranging project, it is limited by its predetermined duration and the clearly defined tasks. In order to let the project have a legacy that will thrive on its results, it is important to establish partnerships that will last beyond the project lifetime. UNI-KLU will mediate in creating new partnerships not only between the project members, but also with other European universities and industries. The newly created partnerships will start from the outcomes of the BENEFIT project and target European funding schemes to pursue a further valorization of the competences developed within the BENEFIT project. Apart from the agreements established within T.6.6, pure research or joint research-industrial oriented projects will be targeted, which can be carried out based on the competences of the study curricula developed by the BENEFIT project.
UNI-KLU is leader of this task.

5. Exploitation plan

Exploitation of the results will be assured during and after the project lifetime. The target groups include all stakeholders in the HE system (students, university bodies) as well as companies and public authorities involved in the education and/or development of employment strategies. The objective is to go beyond the group of project partners. This will be realized by:
- Maintaining the developed study programmes.
- Establishing bilateral agreements among the HEIs for follow up double degrees, joint teaching, and student mobility.

- Implementing students and teachers mobility exploiting university, national and EU funding.
- Promoting the modernization of study programmes and teaching methodologies in other universities.
- Establishing relations with the socio/economic environment for long lasting cooperation (e.g. with companies and technology parks).
- Putting in place a monitoring methodology for continuous assessment of job market needs, employability and employment of graduates.
- Creating partnerships with companies for: joint labs, teaching cooperation, projects that can attract students to carry out research oriented theses and internships sustained with private and EU funding.
- Developing an agreement for the maintenance of the created web platforms beyond the project life.
- Actions to maintain the repository of documents and developed class material.

FERIT will lead on the process of the exploitation plan preparation.
Preliminary exploitation plan should be prepared by 14th November 2019.

6. Conclusions

Effective dissemination is necessary to ensure that the project activities results are presented to the targeted audience. The BENEFIT consortium is fully aware of the importance to effectively communicate results and all the project partners are dedicated to give their best to appropriately promote the project efforts. A detailed plan of dissemination has been developed, and task leaders responsible for the coordination of the activities are defined. List of all dissemination activities, task leaders as well as deadlines are given in the table 6.1.

Table 6.1. List of dissemination activities

Activity (Indicators of progress)	Task leader	Deadline
Establishment of a workgroup dedicated to coordinate dissemination actions (M1)	UNI-KLU	14-11-2017
Project progress dissemination in Tuzla during IntSikt 2018 conference (M8).	ENT	14-06-2018
Open Event involving the community on studying ICT with the participation of a renowned keynote speaker in Ljubljana (M9).	ENT	14-07-2018
Central web platform design drafted by FERIT and approved by the project coordinator (M10).	UNI-KLU	14-08-2018
Webinar on studying telecommunications engineering hosted by UBL (M10).	UNI-KLU	14-08-2018

Central web platform released (M12).	UNI-KLU	14-10-2018
Seminar on cloud computing research and teaching in Belgrade (M14).	ENT	14-12-2018
Workshop on telecommunications for smart systems in Klagenfurt (M19).	ENT	14-05-2019
Project progress dissemination in Tuzla during IntSikt 2019 conference (M20).	ENT	14-06-2019
Open Event involving the community on academia-industry cooperation in teaching with the participation of a renowned keynote speaker in Sarajevo (M21).	ENT	14-07-2019
Webinar on studying telecommunications engineering hosted by UNI (M22).	UNI-KLU	14-08-2019
Central web platform linked with the other online services created in the previous WPs (M24).	UNI-KLU	14-10-2019
Preliminary exploitation plan (M25).	FERIT	14-11-2019
Project progress dissemination in Tuzla during IntSikt 2020 conference (M32).	ENT	14-06-2020
Webinar on studying telecommunications engineering hosted by UB (M34).	UNI-KLU	14-08-2020
Signature of agreement for the prolonged existence of the web platform (M34).	FERIT	14-08-2020
Open Event and dissemination involving the community on entrepeneurship with the participation of a keynote speaker in Novi Sad (M36).	ENT	14-10-2020
Agreements for maintenance of joint labs with industry (M36).	UL	14-10-2020
Dissemination in Portorož during ERK 2020 conference (M36).	ENT	14-10-2020
Agreement for further cooperations in education HEIs aiming at establishing at least one double degree and promoting students mobility (M36).	UL	14-10-2020
Increased awareness of telecommunications and ICT technology benefits to society		14-10-2020

measured with participation to organized workshops and open events, and amount of collected feedback (M36).		