

# Building Skills 4.0 through University and Enterprise Collaboration

## SHYFTE 4.0

### WP4: Dissemination

### D4.1: Dissemination and Exploitation Strategy vs:1.0.0

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**Date:** 2019-03

**Dissemination:** Confidential

**Status:** <Draft | Consortium Approved | ~~EU Approved~~>

#### Abstract

This document identifies the Shyfte 4.0 Dissemination and Exploitation Plan. The aim of this plan is to define and develop the visibility and communication strategy of the project.

Project Ref: 598649-EPP-1-2018-1-  
FR-EPPKA2-CBHE-JP  
Grant Agreement:  
2018 - 3316 / 001 - 001

## Document Status

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<b>Type</b>	Deliverable
<b>Work Package</b>	WP4: Dissemination & Exploitation
<b>ID</b>	D4.1: Dissemination and exploitation strategy
<b>Due Date</b>	2019-03
<b>Delivery Date</b>	2019-04
<b>Status</b>	<Draft   Consortium Approved   EU Approved>

## Status

This deliverable is subject to final acceptance by the EACEA.

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## Further Information

<http://www.shyfte.eu/>

## Project Partners:



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## 1. Executive Summary

This document is the dissemination and exploitation strategy of the Shyfte project. The aim of this dissemination plan is to define and develop the visibility and communication strategy of the project, so that all the activities to be carried out during the project have the highest possible visibility, both in the EU and in Asian countries.

The objective of this deliverable is to create the strategic plan for the diffusion and dissemination of the outputs of the project. This document aims to ensure an efficient and coherent approach to disseminating the project to the widest possible EU & Asian audience and beyond.

A description is made of the dissemination possibilities identified through different communication channels:

- event attendance: conferences, seminars, workshops, etc.,
- project publications: leaflets, press releases, conference papers, articles in scientific journals etc.
- project presentations: industrial visits, presentation to local stakeholders, etc.)
- online activities: around the Shyfte project website, and through the main social networks (Facebook, LinkedIn, etc.).

The objective of these communications is to create awareness in the university community and SMEs for the acceptance of the Industry 4.0 concepts and emerging skills. The aim is to launch awareness campaigns and action on limitations of current training programs and encourage the creation of similar initiatives in other HEIs in Asia and EU.

The objective of valorising the Shyfte project is to enable its results to become “sustainable”. The dissemination plan can help create new opportunities to extend the project and develop partnerships for the future.

## 2. Methodology

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon a dedicated platform (OwnCloud) for sharing materials among partners, to enable collaborative input and the collection of information about Shyfte activities. All the dissemination and exploitation activities were shared among all the partners and approved during the kick-off meeting held in Lyon in January 2019.

### 2.1 Strategic approach

The SHYFTE project pursues a two-stage approach. In the first stage, conducted during the first year, the main concern of the project is identified and the requirements of the SME companies in terms of Skills for Industry 4.0 and the appropriate existing training content in HEIs is gathered. The second stage of the project (build upon the first stage), evaluation and reviewing initial activities planned and examining the results into even more tailored and matured offerings for each of the key stakeholder groups. Careful examination of the initial steps will demonstrate the road forward. The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project's aims and activities in general.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support from university community in identifying relevant content and motivating multipliers to organise and host training events.

The type of dissemination activities have been grouped as follows:

- *Public events and dedicated events, like:*
  - Conferences on Industry 4.0
  - Local workshops on specific topics (AI & machine learning, cloud computing, cybersecurity...)
- *Scientific dissemination results:*
  - International Conferences (special sessions, keynote speakers, papers...)
  - journal papers
  - Seminars presentations
- *Marketing and formal activities*
  - Project publicity
  - Websites
  - Social networks (Facebook, Twitter, LinkedIn...)
  - Leaflets
  - Posters
  - Other visibility materials

## 3. Dissemination Strategy

### 3.1 Objectives

The overall aim of dissemination activities is to ensure a wide impact, uptake and use of project deliverables among identified stakeholders: academic staff; research centres, SME firms and students especially during their last stage of studies.

It must therefore be ensured that Shyfte strategic activities are extensively disseminated, announced and promoted within the network of universities, enterprises and related knowledge communities via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Programme funding. Scientific publications will mention that: *“The Shyfte project referred by “598649-EPP-1-2018-1-FR-EPPKA2-CBHE-JP” has been funded with support from the European Commission. (Grant Agreement No: 2018-3316/001-001)”*.

The strategic approach for planning dissemination activities has been set with the following steps:

1. Identification of the potential results and impacts of the Shyfte project
2. Identification of the corresponding target group (trainers, skill developers/cooperative groups) and potential beneficiaries (students, employees, companies...)
3. Acquisition of feedbacks from SMEs and HEIs regarding the usefulness of results and impacts of the Shyfte project
4. Approval of final dissemination plan and activities from the whole Shyfte consortium

Consortium members have actively participated in discussion of the initial dissemination activities such as the selection of the project logo and dissemination opportunities in their countries through newsletter, institutional websites.

Representatives of all consortium partners have also been given the opportunity to review this document.

### 3.2 Target groups and beneficiaries

Dissemination Plan communication actions will eventually be targeted towards the stakeholders of Shyfte Project. Shyfte identifies five main targets of people who need to develop their “awareness” and “contributing in filling the gap between education and labour market”, in “strengthening the university-enterprises cooperation. These target groups can be classified as follows:

- Students of Shyfte partners Universities
- Students of the other Universities and Higher Education Institutions
- Production, Manufacturing, Logistics and Maintenance companies (mainly SME)
- Research centres
- Staffs, professionals and consultants

Additionally, local and regional public authorities & policy makers, such as Ministries are fundamental for the project sustainability due to their influence on their local/regional/national policies. Hence, they are a part of Shyfte target group.

These main target groups are in charge of identifying and promoting institutional development, adopt new educational strategies and provide support to faculty members in terms of entrepreneurship skills and employment opportunities. Identification and implementation of best practices in the several sub-themes related to the employability issue will be beneficial not only in terms of improving education results, but also establishing lasting links and reaching dialogue and mutual understanding, essential to modernise HEIs.

In regards to train of the trainers (ToT) target, at least 10 people from the 6 Asian university partners along with their peer from EU universities for each training session which brings to a total of 126 HEIs staff will be trained and will acquire the domains competences on how to strengthen university cooperation with enterprises and the labour market facing the challenge of bridging the gap between the academic offer and labour. Particular attention will be given to improve trainer's awareness regarding the possibility to include and improvement of academic education skills.

From the students level perspective, at least 50 on-campus and off-campus students/learners from each of the 6 university partners and off-campus learners are the beneficiary group.

Indeed, as a long term result, the Shyfte project fosters the role of universities as educational providers not only to their on-campus students but also beyond the walls of institutions, especially towards disadvantaged groups, i.e. low income peoples, disabled students, people living in rural areas, learners at risk of low achievement.

Therefore, sustainability on the long-run of the Shyfte initiative is crucially tight to the involvement of stakeholders in Higher Education Institutions and policy makers in the respective regions. The Shyfte project intends to modernise education and widening participation fostering employability opportunities, which will consequently increase the volume of virtual mobility in Europe and in South-Asian countries, opening up new flexible learning pathways and exposing students to international approaches and internationally-minded educators.

### **3.3 Tasks of the project team members**

All partners of the consortium are main contributors to the dissemination activities under management of work package 4 leader.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.)
  - by updating the document in the project workspace on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote Shyfte training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below.

## 4. Partner's Contributions

Partners' contribution has been differentiated in terms of:

- visibility activities, intended as those activities oriented to let know the relevant bodies and interested persons the type of the project and its objectives/results
- dissemination/exploitation activities, intended those activities finalized to let know the results obtained from the project and to allow its diffusion and potential use

According to this classifications, all project members have contributed to the diary of dissemination activities by recording information about individual contributions to visibility activities and to dissemination/exploitation activities

The two classification of activities are reported in the next two sections, according to the contribution of each individual partner.

### 4.1 Visibility activities

Since the beginning of the project, a number of communication actions have been implemented:

- Special session in the "The annual meeting of SME4.0 project", Chiang Mai, 30-31 January 2019
- Workshop "Faculties of Industrial Engineering" at Chiang Mai, March 2019
- An industrial workshop in Northern Science and Technology Park, Chiang Mai (10 researchers from EU, 15 local researchers and 10 students, 3 start-ups and 1 company), 26 march 2019.
- Industrial visit, Hexa Ceram Co. Ltd. company, Chiang Mai, 27 march 2019
- Special Session and Workshop "The role of Erasmus+ Projects for Industry 4.0 Skills Development" in 15<sup>th</sup> China Europe International Symposium on Software Engineering Education, at Lisbon – Caparica, Portugal, May 2019.
- International cultural week, Chengdu University, October 2019
- Industrial workshop "Industry 4.0 & Skills Development in Erasmus+ Projects", Lisbon, 30 May 2019
- Special Session speaker, Int. conference on Industrial Engineering and Operations Management, Bangkok, 5-7 march 2019
- Industrial visit in Chengdu Dabo electric co. LTD, Chengdu, 29 October 2019
- Winter Meeting of Industrial Systems Engineering Professors, Lisbon, February 2020
- ...

Other academic dissemination activities will be conducted in Universities and scientific institutions cross Thailand. The most important institutions that will be involved in seminars and dissemination activities are the following:

- Naresuan University, Mae Fah Luang University, Far Eastern University, University of Phayo, North Chiang Mai University, Northern Science and Technology Park, Chiang Rai University...

Presentation of the project objectives and first results in universities in China:

- Sichuan University,
- Southwest Petroleum University,
- Yibing University,
- At Leshan Normal University, during the Teacher's Training of Big Data that will be held by Sichuan Provincial Computer Federation.
- ...

The project will also be presented in the following Public Entities in Malaysia:

- Malaysian Industry-Government Group for High Technology,
- Ministry of International Trade and Industry,
- Ministry of Education Malaysia,
- Ministry of Human Resource
- ...

The training and dissemination activities will be then acted in the following universities in Malaysia:

Universiti Malaya (UM), Universiti Putra Malaysia (UPM), Universiti Teknologi Malaysia (UTM), Universiti Kebangsaan Malaysia (UKM), Universiti Sains Malaysia (USM), Universiti Islam Antarabangsa Malaysia (UIAM), Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Teknikal Malaysia Melaka (UTEM), Universiti Tenaga Nasional (UNITEN), Universiti Multimedia (MMU)

In terms of exploitation activities in Industry and Professional Association, the following professional bodies have been selected:

- Board of Engineers Malaysia (BEM),
- Malaysia Communications and Multimedia Commission (MCMC),
- Malaysia Digital Economy Corporation (MDEC)

On the EU side the following events are envisaged:

- Dissemination workshop during the Shyfte meeting to be held at the University of Sannio, Benevento, in December 2019
- Workshops on "Skills for Industry 4.0." to validate the Shyfte Skills 4.0 models obtained in the project, the learning framework and the learning materials. Two workshops will be held in Lyon, France in 2020, 2021
- Seminars at the University de Versailles Saint-Quentin-en-Yvelines (UVSQ) and at the University of Paris Descartes in 2021
- Workshop on "Skills model for Industry 4.0. & Learning Centers of Excellence" will be held in Lisbon, Portugal at the end of the project in November 2021

## 4.2 Dissemination and exploitation activities

A detailed list of potential exploitation and dissemination activities, with their respective timeframes, is given in the table below (the table is organized per year):

Year 1 (2019)						
Partner	Type of Meeting/Event	Potential Speakers	Role of Speaker	Types of participants	Participants	Context of the Meeting/event organized
CMU	The annual meeting of SME4.0 project, 30 – 31 January 2019 at Northern Science and Technology Park, Chiang Mai University	Apichat Sopadang	Keynote speaker	EU, USA and Asian Universities	40	Presentation of the Shyfte Project
CMU	Operation Research Network Conference (OR NET) 2019, 7 - 8 February 2019 at Wintree City Resort Chiang Mai Hotel, Chiang Mai Thailand	Apichat Sopadang & Salinee Santiteerakul	Open the Shyfte project booth	Asian Universities	150	National Operations Research Conference
CMU	International Conference on Industrial Engineering and Operations Management (IEOM) Bangkok, Thailand, March 5-7, 2019.	Apichat Sopadang	Special Session speaker	International Conference ( <a href="http://ieomsociety.org/ieom2019/">http://ieomsociety.org/ieom2019/</a> )	500	Special conference track on Industry 4.0 for SMEs
CDU	International cultural week (CDU) at Chengdu, China (October 2019)	Tang Dan	Keynote Speaker	Asian and International audience	>80	Presentation of the Shyfte project objectives
UNL	ASME IMECE 2019 – International Mechanical Engineering Congress & Exploitation	Andreia Artífice, Fernando Ferreira, João Sarripa, Ricardo Jardim-Goncalves	Paper authors	Academia	30-50	Paper presentation
UNL	The 8th International Conference on Industrial Engineering and Systems Management Date: September 2019	João Sarraipa	Paper author	Academia	>80	Paper presentation

Cognitu s	Seminar at l'Université de Paris Descartes (November, 2019)	Rafiqul Haque	Keynote speaker	Researchers Academics PhD students	15	Cognitus will organize a dedicated seminar at l'Université de Paris Descartes to present and receive expert opinion of the learning framework for industry 4.0.
Cognitu s	2 <sup>nd</sup> International Conférence on Big Data and Cybersecurity  (12-14 December, 2019)	Rafiqul Haque	Keynote Speaker/O rganizing Committee	Researcher Industry Practitioners Academics Students	100- 200	Cognitus is a organizing member the international conference on Big Data and Cybersecurity. The initial result SHYFTE 4.0 result will be presented in the conference.
Cognitu s	8 <sup>th</sup> Edition International Conference INTIS  (20-21 December, 2019)	Rafiqul Haque	Keynote Speaker	Researcher Industry Practitioners Academics Students	100- 200	Rafiqul Haque has been invited as a keynote speaker to INTIS 2019. His keynote will cover the Shyfte 4.0 results.
UNS	Doctoral Workshop <i>PhD on the go</i> <i>"Marco Garetti"</i> Date: May 2019	Matteo M. Savino	Keynote Speaker	PhD Students Researches	40	UNS will organize a doctoral workshop on the outcomes of the project under the research perspective
ALL	Special session in the "15th China-Europe International Symposium on Software Engineering Education" Date: May 2019	Joao Sarraipa (UNL) Yacine Ouzrout (ULL)	Keynote speaker	Researchers Academics PhD students	60- 80	Shyfte partners will propose a special session on Shyfte project in the CEISEE (30-31 May 2019 in Lisbon)
ALL	IEEE SKIMA'19 International Conference Date: December 2019	Matteo Savino (UNS) Yacine Ouzrout (ULL)	Keynote speaker	Researchers Academics PhD students	60- 80	Shyfte partners will propose a paper on "Skills for Industry 4.0" in the SKIMA'19 int.Conference (26- 28 August 2019 in Maldives) (D1.1 - Task T1.1 and D1.2 – Task T1.2)
<b>Year 2 (2020)</b>						

ULL	1 <sup>st</sup> Industrial Workshop (Hosted at IUT, Lyon)  Date: February 2020	Aicha Sekhari (ULL)  Linde Company  APR Company	Keynote speaker	IUT partners: - CEO SMEs - Production Managers - Supply chain Managers - ...	20	ULL will organize a workshop on "Skills for Industry 4.0." The main objective is to analyse the impact of Industry 4.0 on the SMEs based on the questionnaire (deliverable D1.1 - Task T1.1)
UTM	11th International Conference on Robotics, Vision, Signal Processing and Power Applications (ROVISP 2020)	Sharifah Kamilah	Paper Presenter	Asian Partners	100-150	Industry 4.0 paper presentation
UPM-UTM	Asia Pacific Conference in Communication IEEE APCC 2020), October 2020	Aduwati Sali	Organising Committee	Asian Partners	150 - 200	Industry 4.0 paper presentation
UPM-AII	IEEE SKIMA'20 International Conference Malaysia, December 2020	All partners	Special session	International	80	Special session and paper presentation in this Int. conference
UPM	43 <sup>rd</sup> UPM graduation ceremony, 16-19 november 2020	Aduwati Sali		UPM students and Stakeholders	>150	Shyfte project objectives presentation
Cognitus	Seminar at laboratoire d'informatique en image et systèmes d'information (LIRIS), Université Claude Bernard Lyon 1, Lyon, France (May, 2020)	Rafiqul Haque	Keynote speaker	Academic Ph.D. Students	10-15	Cognitus will organize a dedicated seminar at laboratoire d'informatique en image et systèmes d'information (LIRIS), Lyon France to present the learning framework for industry 4.0.
Cognitus	Seminar at Université de Versailles Saint-Quentin-en-Yvelines (UVSQ) (March, 2020)	Rafiqul Haque	Keynote speaker	Researchers Academics PhD students	10	Cognitus will organize a dedicated seminar at Université de Versailles Saint-Quentin-en-Yvelines (UVSQ), Versailles, France to present and validate the learning framework for industry 4.0.

Cognitus	Seminar at Lebanese University ( February 9, 2020)	Rafiqul Haque	Keynote speaker	PhD Students Researchers Academics	15-20	Cognitus will organize a dedicated seminar at Lebanese University to present and validate the learning framework for industry 4.0.
ULL	2nd Workshop (Hosted at IUT, Lyon)  Date: February 2020	Chantal Cherifi	Keynote speaker	Academics Researchers PhD students	15-20	ULL will organize a third workshop on "Skills for Industry 4.0." to validate the learning framework with academics (deliverable D1.3 - Task T1.3)
UNS	Doctoral Workshop <i>PhD on the go</i> <i>"Marco Garetti"</i> Date: May 2020	Matteo M. Savino	Keynote Speaker	PhD Students Researches	20-30	UNS will organize a doctoral workshop on the outcomes of the project under the research perspective
UNS	Winter Meeting of Industrial Systems Engineering Professors, Turin, February 2020	Matteo M. Savino	Keynote Speaker	Industrial Systems Engineering Professors	25	UNS will present the outcomes of the SHY_FTE Project for Didactic Activities
UNS	Int. Summer School "Francesco Turco" – Industrial Systems Engineering	Matteo M. Savino	Speaker	Industrial Systems Engineering Professors, Doctorals and Tenure Track Researchers	120	Paper presentation on Industry 4.0
KU	National Conference Business Research 2020, March 2020 at KU, Bangkok Thailand	Pittawat Ueasangko msate	Open the Shyfte project booth	Asian Universities	60-80	National Conference
ALL	SHYFTE partners  ICLT'20 International Conference Paris Date: November 2020	Rafiqul Haque (COGNITUS)	Keynote speaker	Researchers SMEs Academics PhD students	60-80	SHYFTE partners will organize the ICLT'20 international Conference (Nov.2020 in Paris) It will be the opportunity to present the results of the project (D1.1 to D1.4 – D2.1 to D2.4)
<b>Year 3 (2021)</b>						

ULL	3rd Workshop (Hosted at IUT, Lyon)  Date: January 2021	Chantal Cherifi	Keynote speaker	Academics Researchers PhD students	15- 20	ULL will organize a fourth workshop to present the Learning materials for the four Pilots to academics (deliverable D2.1 to D2.4 - Task T2.1 to T2.4)
UNS	Doctoral Workshop <i>PhD on the go</i> <i>"Marco Garetti"</i> Date: May 2021	Matteo M. Savino	Keynote Speaker	PhD Students Researches	40	UNS will organize a doctoral workshop on the outcomes of the project under the research perspective
CMU	Operation Research Network Conference (OR NET) 2021	Apichat Sopadang & Salinee Santiteeraku I	Shyfte project booth	Asian Universities	150	National Operations Research Conference
ALL	SHYFTE partners  IFIP PLM'21 International Conference  Date: July 2021	Aicha Sekhari (ULL)	Keynote speaker	Researchers SMEs Academics PhD students	80	SHYFTE partners will organize a special session in the IFIP PLM'21 Int. Conference e (July 2021) It will be the opportunity to present the results of the project (D2.1 to D2.7)
CMU	CMU Learning Center of Excellence Inauguration (October 2021)	Apichat Sopadang	Chair	CMU Staffs & students + Stakeholder s + companies	>80	Inauguration of the CMU Skills 4.0 Learning Center – Industrial Engineering
KU	KU Learning Center of Excellence Inauguration (October 2021)	Pittawat Ueasangko msate	Chair	KU Staffs & students + Stakeholder s + companies	>80	Inauguration of the KU Skills 4.0 Learning Center – Business Management
CDU- CUIT	CDU-CUIT Learning Center of Excellence Inauguration (September 2021)	Xi Yu & Haiqing Zhang	Chair	CDU & CUIT Staffs & students + Stakeholder s + companies	>120	Inauguration of the CDU and CUIT Skills 4.0 Learning Center – Software engineering and Bigdata analysis
UPM	UPM Learning Center of Excellence Inauguration (September 2021)	sharifahYus of	Chair	UPM Staffs & students + Stakeholder s + companies	>80	Inauguration of the UPM Skills 4.0 Learning Center – Artificial Intelligence

UTM	UTM Learning Center of Excellence Inauguration (September 2021)	Nor Kamariah Binti Noordine & Aduwati Binti Sali	Chair	UTM Staffs & students + Stakeholders + companies	>80	Inauguration of the UTM Skills 4.0 Learning Center – Wireless Network Analytics
UNL	IEEE Transactions on Industrial Informatics - Special issue on Data Science challenges in Industry 4.0	João Sarraipa	Principal author			Paper in scientific international Journal
UNL	Journal of Computing and Information Science in Engineering	Andreia Artifice	Principal author			Paper in scientific international Journal
ULL	International Journal of Production Research	Yacine Ouzrout	Principal author			Paper in scientific international Journal
...						

## 5. Initial Dissemination Activities

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below:

- **Selection of the project Logo**

A number of suggestions for the project logo were proposed by ULL (coordinator of the project). The selected one represents the brain knowledge acquisition and the name of the project.



All the partners of the project have been invited to use the project Logo when publishing dissemination materials for the project; the Shyfte logo must be associated to the Erasmus+ logo (co-funded by the Erasmus+ Programme of the EU).

Co-funded by the  
Erasmus+ Programme  
of the European Union



This reinforces the visibility of the project and the perception of a project that falls under professional quality standards. A dedicated format of the slides has also been provided to be used for any presentation regarding Shyfte Project.

- **First press announcement**

A first local article on the project SHYFTE was launched immediately after the start of the project and the kick-off meeting, on the website of the University Lumière Lyon 2 :

<https://www.univ-lyon2.fr/actualite/actualites-internationales/lancement-de-SHYFTE-4-0-pour-accompagner-l-industrie-du-futur-797179.kjsp?RH=WWW678>

We will wait for the first results of the project (learning framework, Skills 4.0 emerging model, learning materials....) to produce a first article for the local press (in French, English, Italian, Portuguese, Thai, Chinese and Malaysian).

## 6. Launch of the Project Website and Social Media Presence

The project website will be located at [www.shyfte.eu](http://www.shyfte.eu) The domain name shyfte.eu has been purchased and email mailing lists have been defined:

- [shyfte@shyfte.eu](mailto:shyfte@shyfte.eu) (for all the partners)
- [WPn@shyfte.eu](mailto:WPn@shyfte.eu) (one mailing list for each Workpackage)
- [PMB@shyfte.eu](mailto:PMB@shyfte.eu) (Project Management Board, 1 personne par partenaire)
- [PTB@shyfte.eu](mailto:PTB@shyfte.eu) (Project Technical Board, leaders of the 5 WPs)
- [AdB@shyfte.eu](mailto:AdB@shyfte.eu) (Advisory Board, Associate partners (companies)).

Google Analytics will be used to continually measure the performance and activity of visitors so that impact can be easily assessed.

The project's Social Media accounts, LinkedIn and Facebook were set up in order to enable a two-way communication with the active university community namely students. The Facebook page of the project is located at <https://www.facebook.com/shyfteproject/>

In this context, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations, retweets of messages...

Continuous and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training sessions events.

## 7. Project Communication

### 7.1 Project Communication Scheme

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions, workshops and training events provide good opportunities for this. Therefore, all project partners are expected to announce participation in events. Short messages live from the events will be distributed via Twitter and Facebook accounts of the project. Summary of the contribution and results will be compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where and whenever possible.

The established social media presence on Facebook and LinkedIn will be the main elements of the dissemination plan and will represent an important way to be in touch with the relevant community (academics, students, companies, SME...). The project team will use these channels collectively by promoting the project content and creating awareness i.e. recommending them to members of their social networks. Feedback over these channels will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as local social network in China, for setting up specialized communities.

Shyfte will produce roll-up posters and banners that reflect the mission and expected outcomes of the project. Posters show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups. These roll-ups will be used in training events organised or (co-)organized by Shyfte.

A similar approach will be used for flyers, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience.

As operating activity results and to create synergies with other local projects, national, regional and international project partners will participate in at least two international conferences on employability.

Laboratories and centres of excellence on 4.0 skills are one of the key factors in the sustainability of the project; they will be an important part of the dissemination and communication plan. They will be presented by partners and students to academics and companies in workshops (for SMEs) or seminars (for academics). The presence of institutional and governmental authorities will be very important to promote the sustainability of project results.

### 7.2 Promotional Material

The promotional material have been created for the start of the project. They are available also in pdf format in the dedicated section of Shyfte platform (and will be available on the website).

- Shyfte Leaflet
- Shyfte Poster
- Shyfte Kakemono

Other promotional material will be added during project execution, in particular;

- Leaflets with the announcements of Seminars, Workshops and Conferences
- Posters with announcement of training activities

All the material will be made available on the project website.

## 8. Final Event and Project Results Communication

A final dissemination event will be organized in Lisbon at the end of the project (M36), in order to reach a wide range of stakeholders from EU as well as to present project results. The event will aim at raising awareness and promoting the SHYFTE project outcomes.

Participants will be directly contacted by European partners. Special attention will be given to receiving participants from Asian countries in order to increase the impact of the event at international level not only national and EU level. Promotional material will also be distributed during the event.

## 9. Conclusion

We have described in this document the strategic plan for the diffusion and dissemination of the outputs of the project. This to ensure an efficient and coherent approach to disseminating the project to the widest possible EU & Asian audience and beyond.

This dissemination and exploitation plan allows the project members to disseminate the learning materials by the use of the six Skills 4.0 Learning Center of Excellence created during the project in each partner country in Asia. The main objective of this plan is to create awareness in the university community and SMEs for the acceptance of the Industry 4.0 concepts and emerging skills.

This dissemination and exploitation plan must be feasible, flexible and responsive. Depending on the target audience (students, companies, universities, stakeholders...), we must be able to adapt our communication strategy according to the results and deliverables of the project and the evolution of our environment.

Valorising the Shyfte project is important to enable its results to become “sustainable” and help create new opportunities to extend the project and develop partnerships for the future.



Co-funded by the  
Erasmus+ Programme  
of the European Union



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