SHYFTE 4.0

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Building Skills 4.0 through University and Enterprise Collaboration

SHYFTE 4.0

WP4: Dissemination & Exploitation

D4.3: Publicity

vs:3.0.0

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Contributing Partners: ALL

Date: 2020-11

Dissemination: Public

Status: <~~Draft~~ ¦ Consortium Approved ¦ ~~EU Approved~~>

This document identifies the publicity initiatives, the promotional materials (leaflets, blogs…), the participation in press release, social networks….

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

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

Document Status

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Internal Reviewer 1	Sharifa Yusuf Kamilah, UTM
Internal Reviewer 2	Aicha Sekhari, ULL
Type	Deliverable
Work Package	WP4: Dissemination & Exploitation
ID	D4.3
Due Date	2020-11
Delivery Date	2020-11
Status	<~~Draft |~~ Consortium Approved	~~EU Approved~~>

Status

This deliverable is subject to final acceptance by the EACEA.

Further Information

http://www.shyfte.eu/

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Project Partners:

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1. Executive Summary

This document is dedicated to the publicity of the SHYFTE project. First of all, it is presented the publicity dissemination strategy, including specifically:

- Publicity initiatives –are considered and summarized the following initiatives: broadcast in media, website extension and cluster of blogs, broadcast in industry, and launching ceremony in center of excellence.

- Publicity activities - through a plan are considered.

Additionally, are documented SHYFTE promotional materials, such as posters, etc. are documented. Next is described SHYFTE participation in Linkedin, facebook, Wechat, and Youtube social networks, which allows disseminating all initiatives that are described.

2. Introduction

The purpose of this document is to report dissemination through publicity of SHYFTE project by European and Asian partners. Through SHYFTE publicity channels it is possible to disseminate the project to target groups in their countries. SHYFTE project publicity follows a specific dissemination strategy, that is presented in the first part of the document, including broadcast in media, website extension, and a cluster of blogs, broadcast in industry, promotion materials, and launching ceremony. The first available SHYFTE communication channels are SHYFTE LinkedIn, SHYFTE Youtube, and SHYFTE Wechat. While promotion materials (e.g. posters) have been created to promote the project concept and its results through a target audience. Through this document, it is possible to do analyze the balance between past, ongoing, and future publicity initiatives.

1. Publicity Dissemination Strategy

1.1 Publicity Initiatives

Broadcast in Media

Partners will develop efforts in order to promote and broadcast the project at several levels, including social media and traditional media (TV and/or, newspaper, universities magazines, universities newsletters.) in a synchronized way in order to increase the project dissemination.

Website extension and Cluster of Blogs

Considering the potential epidemic risks in future, pilots will prepare online training programme. Each pilot can provide online training based on the requirements gathered from universities, companies in different countries.

Update current official website of SHYFTE. In the "Pilots" menu, four pilot's menu items will be linked to the local pilot. Each pilot will provide a website to disseminate their excellent centre. The blog function will be provided in each pilot, the skill sets which can be provided by each pilot will be listed in blog, some common questions related with the pilot will be listed in blog. A diagram which can illustrate the roadmap of the learning centre will be provide in the website. Meanwhile, teaching materials such as syllabus, training schedule are also be provided in the website. The achievement of these website is to better disseminate the SHYFTE project in each partner country, make more people know the target of SHYFTE and willing to take apart in the project in terms of Industry 4.0 training which provided by the pilot.

Cluster of Blogs

A cluster of blogs, organized in a hierarchical way, is proposed in addition to SHYFTE strategic plan, in order to promote visibility and dissemination of the project. That blog cluster is visible in the Center of Excellence portal, and its structure is displayed in alignment with Centers of Excellence structure Curriculums and inner skills sets. Each blog allows promoting discussion regarding SHYFTE Center of Excellence main topics, in a chronological order. The availability

date of such cluster of blogs is coincident with main training dates of the trainees/students in SHYFTE Centers of of Excellence (table 1).

Blog Title	Task	Responsible partner	Availability Date
Literature review of Industry 4.0	T1.1	ULL	October 2020
Identify the skills required by Industry 4.0	T1.2	UNS	October 2020
Gap analysis of the skills and develop an emerging model	T1.3	UNL	October 2020
Develop the Skills4.0 based teaching and learning framework	T1.4	CUIT	October 2020
Design teaching programs and learning materials for the SHYFTE 4 domains	T1.5	UNL	October 2020
Training and Learning Center of Excellence	T2.5	UNL	October 2020
Industrial Engineering and Management – Pilot 1	T2.1	CMU+KU	March 2021
Smart Production Management	T2.1	CMU+KU	June 2021
Agile Manufacturing System	T2.1	CMU+KU	June 2021
Quality System	T2.1	CMU+KU	June 2021
Intelligence Qualitative Analysis	T2.1	CMU+KU	June 2021
Principles of Management	T2.1	CMU+KU	June 2021
Business Strategy	T2.1	CMU+KU	June 2021
Business Model and Simulation	T2.1	CMU+KU	June 2021
Software Engineering and Big Data Analytics – Pilot 2	T2.2	CUIT+CDU	October 2020
BigData Science Analysis	T2.2	CUIT+CDU	June 2021
BigData System Management	T2.2	CUIT+CDU	June 2021
Cloud Computing System	T2.2	CUIT+CDU	June 2021
AI for BigData Analysis	T2.2	CUIT+CDU	June 2021
Wireless Networks Analytics – Pilot 3	T2.3	UPM+CUIT	April 2021
Wireless Networks	T2.3	UPM+CUIT	July 2021
Wireless Security	T2.3	UPM+CUIT	July 2021

Wireless Propagation	T2.3	UPM+CUIT	July 2021
IoT System	T2.3	UPM+CUIT	July 2021
Energy Management	T2.3	UPM+CUIT	July 2021
Artificial Intelligence – Pilot 4	T2.4	TMU+UPM	February 2021
Machine Learning	T2.4	TMU+UPM	June 2021
Optimization	T2.4	TMU+UPM	June 2021
AI Application	T2.4	TMU+UPM	June 2021

It is foreseen that previously mentioned cluster of blogs to be organized according to the template that are next proposed.

Blog Template	
Blog Title	
Authors and affiliations	
Topic Title	
Topic Authors and affiliations	
Questions for you / Research questions	<define some blog questions>
Background introduction	
Challenges/Roadmap	<use a diagram>
What SHYFTE will achieve	

Broadcast in Industry

Each pilot will communicate with universities and companies in their country, hold regular meeting with them. By discussing with academics and entrepreneurs, pilot will gather requirements of the students in universities and trainees in companies. On the base of their requirements, each learning centre can prepare and promote their teaching materials. Meanwhile, each pilot will communicate with other learning centres. By holding seminars among different pilots, train the trainers from different pilots, four learning centres can share teachers and provide union teaching model in different domains.

Promotional Materials

Promotional videos of the SHYFTE project will be broadcasted in order to promote the future center of excellence concept, its mission and goals. Universities and partners involved are supposed to contribute with their vision. Specifically, it is planned to produce the following teaser:

- 1 teaser to promote shyfte center of excellence
- 1 teaser per learning center
- 1 teaser per domain.

Other Promotional Materials, such as:

- Posters
- Banners
- Leaflets (domain catalog)
- Press-release

Lauching Ceremony

Promotional videos of the SHYFTE project will be broadcasted in order to promote the future center of excellence concept, its mission.

1.2   Publicity Activities Plan

A list of activities in which it was possible to advertise the project is next desribed.

Partner	Type of Activity/Event	Activity/Event	Date	Location	Number of Participants	Context of the Meeting/event organized
ULL	Formal and Informal meetings	Shyfte kickoff meeting	January 2019	Lyon, France	All partners	
CMU	Formal and Informal meetings	Relted EU project : the annual meeting of SME4.0 project		Chiang Mai, Thailand	All Partners	
CDU	Formal and Informal meetings – apresentation of first results	International cultural week	October 2019	Chengdu, China	All partners	

				Turin		
UNS	Formal and Informal meetings – presentation of SHYFTE projects for Didactic Activities	Winter Meeting of Industrial Systems Engineering Professor	February 2020			
ULL	International Conferences	EDULEARN 2020 International Conference	July 2020	Online		
ULL	International Conferences	JuliaCon International Conference	July 2020	Online		
Cognitus	International Conference	8th International Conference on Innovation and New Trends in InformationTechnology	December 2019	Tangier, Moroco		
UNL	Paricipation in International Conferences	ASME-IMECE 2019 – International Mechanical Engineering Congress & Exploitation	November 2019	Dalt Lake, Utah, USA		
Organizer : UNL	International Conference participation – paper presentation	IEEE-8th International Conference on Industrial Engineering and Systems Management	September , 2019			

2. Promotional Materials

Promotional materials, useful to disseminate project through conferences, workshops, websites, and other initiatives, have been created in order to communicate effectively. In the project, those materials, which are aligned with the dissemination project, are next presented, i.e, posters, leaflets, kakemono.

Promotion Material Report	
Event Title	43rd UPM Graduation Ceremony Exhibition
Context	Booth during Graduation Ceremony
Date	16 – 19 Nov 2019
Location	Bukit Ekspo, UPM
SHYFTE attendees	100 (SHYFTE members and public)
Purpose / objective	Promoting SHYFTE project at WiPNET Research Centre of Excellence booth. Issues related to IR4.0 were highlighted, such as wireless network analytics, AI, big data analytics and machine learning.
Website (if any)	http://konvo.upm.edu.my/
SHYFTE related scientific aspects	The four (4) SHYFTE pilots were presented to visitors, as well as highlighting the EU and Asia efforts in learning and sharing of best practices with each other under the Erasmus+ program.
Target audience and dissemination level	Researchers, policy makers, students, public.

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Benefits for SHYFTE	Promotion of SHYFTE and awareness of IR4.0 to the public. In addition, engagement with the public on the upcoming SHYFTE training at UPM in Dec 2020.
Impact of the action	100 participants and visitors.

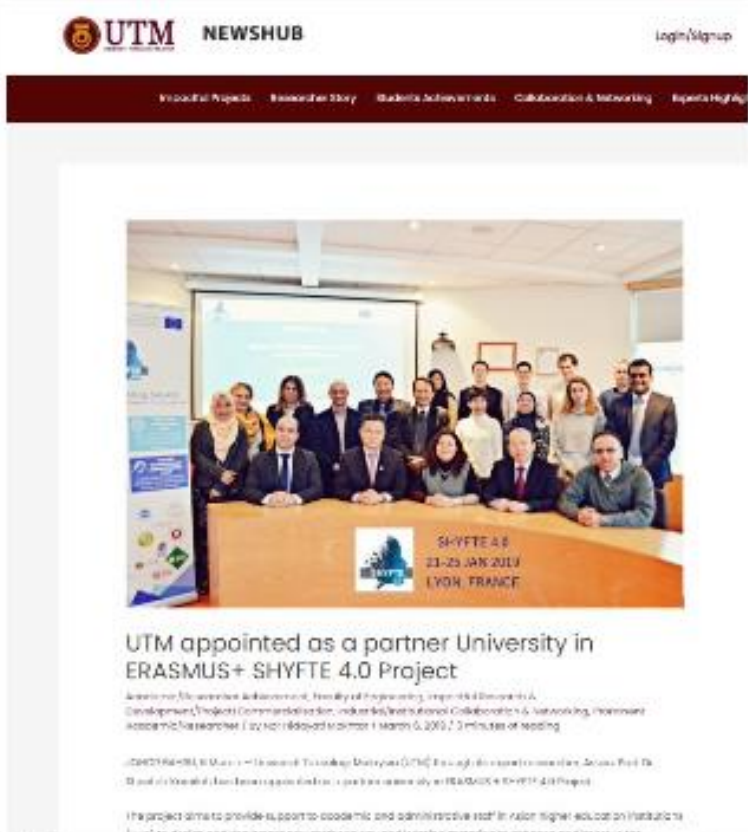| Promotion Material Report	
Event Title	Research Grant Coaching Workshop
Context	Workshop that promote SHYFTE
Date	September 8, 2021
Location	Webex Online
SHYFTE attendees	N/A
Purpose / objective	Knowledge sharing on ERASMUS+ SHYFTE
Website (if any)	
SHYFTE related scientific aspects	Prof Dr. Sharifah Kamilah has delivered a talk on SHYFTE4.0 in "Research Grant Coaching Workshop", organized by RFTI Research and Innovation Office, UTM. The workshop was held on 8 September 2021, 9.30 am- 4.45 pm, virtually via Webex. The aim of the workshop is to share her insight and tips on applying international grant, and to share her experience and knowledge gained from Erasmus+ Shyfte4.0 project.
Target audience and dissemination level	UTM staff
Benefits for SHYFTE	Promotion of SHYFTE as ERASMUS+ project, SHYFTE partner and SHYFTE learning center.
Impact of the action	The workshop was announced to all UTM staff. Staff who joined the workshop can gain knowledge on Erasmus+ grant application and SHYFTE project.

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Promotion Material Report	
Event Title	Sharing Session on International Grant Experience
Context	Virtual knowledge sharing session
Date	April 29, 2001
Location	Webex Online
SHYFTE attendees	50
Purpose / objective	Knowledge sharing on SHYFTE and promoting AI Pilot
Website (if any)	N/A
SHYFTE related scientific aspects	Dr. Norjulia Mohamad Nordin was one of the speakers in the SKE Shine Sharing Session on International Grant Experience. During the talk, Dr. Norjulia talked about her experience as one of the researchers in SHYFTE 4.0, the management of the project, as well as her experience working with other European and Asean partners. She also introduced Artificial Intelligence Pilot during the talk, as part of the project dissemination.
Target audience and dissemination level	UTM Staff
Benefits for SHYFTE	Promoting Artificial Intelligence Pilot and SHYFTE in general
Impact of the action	Awareness among UTM staff on SHYFTE project

Promotion Material Report	
Event Title	Erasmus Days Sharing Session 2020
Context	Knowledge Sharing on SHYFTE project
Date	October 15, 2020
Location	Zoom Platform
SHYFTE attendees	100
Purpose / objective	A sharing marathon for Erasmus+ CBHE projects
Website (if any)	N/A
SHYFTE related scientific aspects	A sharing session on Erasmus+ Capacity Building for Higher Education (CBHE) was organized by UTM International in conjunction with the 4th global edition of #ErasmusDays that lasted from October 15 to October 17, 2020. The programme focused on projects in which Universiti Teknologi Malaysia (UTM) has been participating as Coordinator and Partner. It also featured Prof. Dr. Sharifah Kamilah Syed Yusof, who is the local coordinator for SHYFTE 4.0 project. This sharing session provides an opportunity for the for us to share our experiences and can be part of dissemination plan for SHYFTE 4.0.
Target audience and dissemination level	UTM Staff
Benefits for SHYFTE	Promoting Artificial Intelligence Pilot and SHYFTE partners
Impact of the action	Awareness among UTM staff on SHYFTE project

Promotion Material Report	
Event Title	SHYFTE 4.0 in School of Electrical Engineering Webinar Series
Context	Promoting SHYFTE in Webinar Series
Date	August 18, 2020
Location	Youtube Live and Facebook Live
SHYFTE attendees	YouTube = 112 views Facebook = 1.2k views
Purpose / objective	Promoting SHYFTE as part of research works
Website (if any)	https://youtu.be/CkIqxzmPNoo (minute 43.5 - 45.3) https://www.facebook.com/ee.utm.my/videos/625830215029883
SHYFTE related scientific aspects	Assoc. Prof. Dr. Nurul Mu'azzah Abdul Latiff has appeared in Webinar Series #10 of Research and Innovation, School of Electrical Engineering, where she talked about SHYFTE 4.0 during the talk, among others. She also explained on the aims and objective of the project and shared on the update of SHYFTE workshop.
Target audience and dissemination level	UTM staff, UTM students and researchers
Benefits for SHYFTE	SHYFTE is promoted in YouTube and Facebook live during seminar
Impact of the action	Awareness on SHYFTE project

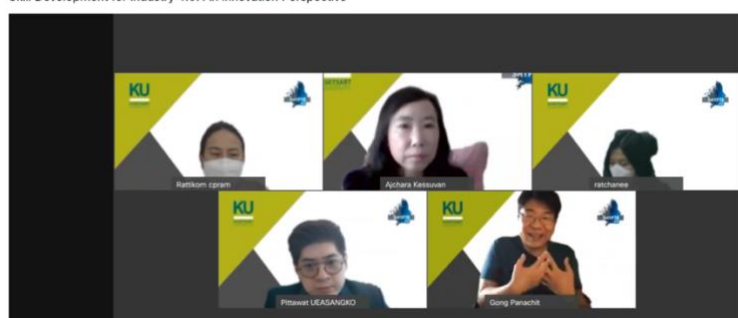| Event Title	SHYFTE appears in newspaper article entitled "University as a platform for High Impact Synergy with Industry"
Context	News in local online newspaper, The Star
Date	30 January 2020
Location	The Star Online (https://www.thestar.com.my/)
SHYFTE attendees	N/A
Purpose / objective	Promoting UTM as a partner in Erasmus+ Shyfte project
Website (if any)	https://www.thestar.com.my/news/education/2020/01/30/university-as-a-platform-for-high-impact-synergy-with-industry
SHYFTE related scientific aspects	SHYFTE was highlighted as below: *On top of that, UTM has been appointed a partner in Erasmus+ Shyfte 4.0 Project to provide support to academic and administrative staff in Asian Higher Education Institutions (HEIs) to design and implement new methodology and learning materials to enhance and improve the competences and skills related to the industry.*
Target audience and dissemination level	Public and nationwide (Malaysia and countries that can access the website)
Benefits for SHYFTE	Promotion of UTM as SHYFTE partner and SHYFTE learning center.
Impact of the action	The newspaper article can be accessed for free by public. 'The Star' online is one of the most popular portals in Malaysia that published latest and recent news in Malaysia.

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Promotion Material Report

Event Title	SHYFTE appears in UTM news portal article entitled "UTM appointed as a partner University in ERASMUS+ SHYFTE 4.0 Project"
Context	News in UTM newshub
Date	March 6, 2019
Location	UTM Newshub (https://news.utm.my/)
SHYFTE attendees	N/A
Purpose / objective	Promoting UTM as a partner in Erasmus+ Shyfte project
Website (if any)	https://news.utm.my/2019/03/utm-appointed-as-a-partner-university-in-erasmus-shyfte-4-0-project/
SHYFTE related scientific aspects	SHYFTE was highlighted in the article in the aspects of the aim of the project, partnership with Université LUMIERE Lyon 2 and other partner universities and the proposed learning centre.

Target audience and dissemination level	UTM community and nationwide (Malaysia and countries that can access the website)
Benefits for SHYFTE	Promotion of SHYFTE project, SHYFTE partner and SHYFTE learning center.

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Promotion Material Report	
Event Title	Skill Development for Industry 4.0: An Innovation Perspective
Context	Seminar for dissemination of the SHYFTE project
Date	6 May 2022
Location	Bangkok, Thailand (Online)
SHYFTE attendees	40 (SHYFTE members and public)
Purpose / objective	To promote SHYFTE project for skill development relating industry 4.0 in the innovation perspective from experts who are from public agency, large enterprise and also start-up.
Website (if any)	-
SHYFTE related scientific aspects	The purpose of SHYFTE project has been presented to visitors/participants, as well as highlighting the important skills for industry 4.0 from three sectors including government, large enterprise, and start-up.
Target audience and dissemination level	Lecturer, students.
Benefits for SHYFTE	Promotion of SHYFTE and awareness of Industry 4.0. In addition, this event leads student/lecturer to realize the important skills that are very essential in this era.
Impact of the action	40 participants and visitors

3. Participation in Social Networks

3.1   News diffusion strategy

Participation of SHYFTE in the social media follows the news diffusion strategy. That strategy includes to have one referent per country, to manage communication on social networks and update the website concerning events/information. They assume the role of webpage/social network administrators. Additionally, the task leader will in a regular basis (once a month) ask for news.

Each event has preferably fundamental moments of a publication concerning an event:

1. Before
2. During
3. After

Concerning the same publication/event, will be:

- <u>Long news</u> – More complete news, composed by 3 or 4 paragraphs, published in the website of the project;

- <u>Short news</u> – shortest news, composed by 1 paragraph, published in the social networks, adding the link to the long news published in the website of the project.

For each event shall be used all relevant communication channels opened for this project. Additionally, the news should be published in the webpage of each partner university. Those media publications respect the correspondent template format presented in table 1.

Components	Guidelines
Title	- Appellative - Include the keywords
1st paragraph	- Explaining the main idea - Until 20 words - Answer fundamental questions: what? How? Who? When? Why? Shall be used the 1st paragraph of the publication on website news

link	- Add the link to the long news published in the website of the project
Media	- Possible to add: files (e.g. papers, videos, files, photos)

Table 1 – SHYFTE news template format.

To promote SHYFTE on social media, has been used 4 communication channels, concerning social networks, namely Linkdn, Facebook, Youtube, and Wechat.
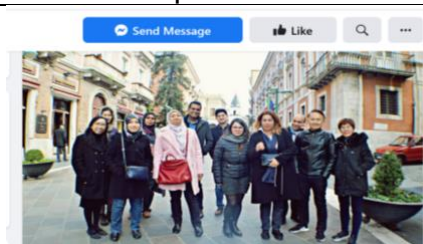
3.2 LinkedIn (UNL)

Linkedin is a professional network channel focused on communication in professional community. SHYFTE presence in this social network allows to spread information to project target audience in Industry 4.0 and create a sustainable SHYFTE network.

SHYFTE Linkedin channel, is a means of communication both status and outcomes of the project to Industry 4.0. Specifically, to professional network in four SHYFTE domains (Industrial Engineering and Management, Software Engineering and Data Analytics, Wireless and networks analytics, artificial intelligence), and related SMEs.

Report of Publicity, Social Networking and Research Outcomes	
Task	T4.3 - Exploitation and Dissemination for Action
Status Date	2020/06
Status	Completed
Purpose	Visibility
Type of Dissemination	General Dissemination
URL	
Audience	Professionals in Industry 4.0
Responsibility	UNL
Description/ Content	LinkedIn professional network might address main SHYFTE stakeholders' groups. It allows the creation of a sustainable network allowing to share the project outcomes.
Figures/Photos	

3.3 Facebook

Facebook is one of the most welcome social networks. Despite this network does not focus only in professional purposes, it is very popular and has the advantage of allowing to easily publish news, links, and photos.

Report of Publicity, Social Networking and Research Outcomes	
Task	T4.3 - Exploitation and Dissemination for Action
Status Date	2020/06
Status	Completed
Purpose	Visibility
Type of Dissemination	General Dissemination
URL	https://www.facebook.com/shyfteproject/
Audience	Professionals in Industry 4.0
Responsibility	China, Malaysia, Thailand partners
Description/ Content	Facebook is a social network, in which it is possible for the project to create a specific network. That page is available to public.
Figures/Photos	

3.3.1 Youtube

Report of Publicity, Social Networking and Research Outcomes	
Task	T4.3 - Exploitation and Dissemination for Action
Status Date	June
Status	Created
Purpose	Disseminate videos created during project activities. Focus will be given during activities performed in the pilots of centers of excellence.
Type of Dissemination	General dissemination
URL	
Audience	Professionals, universities, SMEs
Description/ Content	This channel allow the dissemination of practical activities during lifecycle centers of excellence.
Figures/Photos	

3.3.2 Wechat

Report of Publicity, Social Networking and Research Outcomes	
Task	T4.3 - Exploitation and Dissemination for Action
Status Date	2020/12
Status	Developing
Purpose	Visibility
Type of Dissemination	General Dissemination
URL	
Audience	Professionals in Industry 4.0
Quantity	
Planned Date	2020/12
Responsibility	China partners
Description/ Content	Wechat is a social network, in which it is possible for the project to create a specific network. That page is available to public.
Figures/Photos	

4. Conclusion

This deliverable presents the actual status of SHYFTE project publicity (2020). It documents the publicity dissemination plan of SHYFTE project in which all partners are involved, and the publicity dissemination strategy. Thus, participation in the social networks and channels will be in continuously updated, adjusted and improvement.

More effort in publicity will be employed to disseminate in initiatives implemented at pilots belonging to the SHYFTE of excellence network.

Main focus will be given to Publicity Dissemination Strategy: broadcast media, website extension and cluster of blogs, broadcast in Industry, promotional materials, launching ceremony. SHYFTE partners will be deeply engaged in dissemination activities concerning all different categories of media previously mentioned, such as TV, newspapers, social media profiles, and cluster of blogs.

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