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# Educational Materials for Designing and Testing of Timber Structures

TEM TIS

CZ/06/B/F/PP-168007

## Project communication, promotion and marketing plan

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### **1.0 Introduction**

Dissemination is a key aspect of the Leonardo programme, as it is an essential element in making projects sustainable beyond the funding period. The European Commission (EC) encourages all Leonardo projects to undertake active dissemination throughout their lifetime.

The concept of dissemination is relatively straightforward. It can be defined as ‘the process of information-giving and awareness-raising’. In the context of Leonardo projects, dissemination is key to longevity and to ensuring that projects can provide benefits to a wider audience than direct beneficiaries and immediate partners. The answer to the question ‘Why disseminate?’ is simple – it is to enable others to benefit from project outcomes.

Dissemination encompasses a broad range of activities. This variety means that you need to focus on clear objectives when designing and implementing your dissemination plan.

The following aspects of dissemination are addressed:

- key features – what, when, to whom and how – TARGET GROUPS;
- practical guidance for developing and implementing your dissemination strategy;
- tips for public relations (PR) activities; and
- how the Leonardo UK National Agency can assist you in disseminating your project.

#### **1.1 Partners of the project**

Partners of the project are:

##### **P1 - VSB-Technical university of Ostrava (CZ)**

- Doc. Ing. Alois Materna, CSc., MBA
- <http://www.fast.vsb.cz>

##### **P2 - Institute of Metal Constructions (SI)**

- Dr. Robert Cvelbar
- <http://www.imk.si>

##### **P3 - Graz University of Technology(AT)**

- Dipl. Ing. Manfred Augustin
- <http://www.tugraz.at>

##### **P4 - Czech Chamber of Civil Engineers (CZ)**

- Ing. Jiří Plíška, CSc.
- <http://www.ckait.cz>

##### **P5 - Czech Technical University of Prague (CZ)**

- Doc. Ing. Petr Kuklík, CSc.
- <http://www.cvut.cz>

##### **P6 - RD Rýmarov (CZ)**

- Ing. Jiří Pohloudek
- <http://www.rdrymarov.cz>

##### **P7 - Vitus Bering Denmark (DK)**

- Anders Sovso Hansen, MSc.
- <http://www.vitusbering.dk>

**P8 - Norwegian University of Science and Technology (NO)**

- Prof. Kjell Arne Malo
- <http://www.ntnu.no>

**P9 - Opole University of Technology (PL)**

- Prof. Jan Kubik
- <http://www.po.opole.pl>

**P10 - University of Maribor (SI)**

- Assoc.Prof. Dr. Miroslav Premrov
- <http://www.uni-mb.si/>

**P11 - Slovak Chamber of Civil Engineers (SK)**

- Mgr. Diana Zlatòanská
- <http://www.sksi.sk>

## **2.0 Results of the project**

Results of the project can be stated as:

1. Create a website in English and local languages.
2. 2 Handbooks on timber structures and design of timber structures acc. to EC 5 will be prepared (month 4 – 15) ;
3. Handbooks to support teaching in the courses will be made. New educational methods, which will be organized in cooperation with professional organizations and universities, will be demonstrated (month 13 – 18).
4. Transfer of teaching materials and courses among partners (month 16 – 18);
5. Dissemination of project products through professional organizations within lifelong learning – dissemination of awareness on the project (month 4 – 12) + dissemination of the project results and products (month 19 – 24) – dissemination will continue even after the termination of the project;
6. Organization of seminars about new trends in timber and timber-based materials utilization in the construction field (month 1 – 3, 10 – 12, 19 – 21);
7. National versions of some of the documents will be prepared;
  - Target groups concerned: developers, civil servants, professionals, academicians, students, lecturers in lifelong learning;
  - Languages in which they will be available: English, some of the materials will be translated into local languages – Czech/Slovak, Polish, German
  - Medium that will be used: 1. DVD-ROM with handbook and materials for self-study, detailed case studies prepared during the project  
2. website with information on the project and the project results, database of timber structures
  - About 10 case-studies will be elaborated within duration of the project.

### **3.0 Communication, promotion and marketing**

Communication, promotion and marketing are needed to exchange information among partners, to inform the potential users or interested parties on the project activities and results or products.

Products to promote, market and disseminate are the following project outputs:

- The project website in English (WP2),
- 3 local language websites (WP2),
- Seminars (WP5) and
- Conferences.

#### **3.1 Communication**

Basics for the communication with and among partners will be website and electronic communication.

Next scheduled mechanism of the communication between partners are project meetings:

**1<sup>st</sup> meeting was in Ostrava in 20th October 2006**

**2<sup>nd</sup> meeting** will take place in Graz on 28. - 29. 6. 2007

**3<sup>th</sup> meeting** is planned for April 2008 to take place in Opole.

**4<sup>th</sup> meeting** is planned for August 2008 in Prague.

Other types of the communication are encouraged.

Communication with the interested parties is a part of the dissemination activities. It will be done by every partner through the local web-sites and promotion of the project plans, activities and results on the communication with the interested parties and through the organization of the local conferences and workshops.

#### **3.2 Promotion and dissemination - introduction**

For the promotion, it is important to target the audience for dissemination activities, in order to ensure that maximum benefit is gained from these activities. The audience are those individuals and agencies who have the potential to carry forward the activities, lessons and outcomes during the lifetime of project and into the longer term after the project has finished. Target groups for dissemination fall into three distinct categories:

- **End-users of our products**

This category comprises all those who might actually use the products developed in project.

- **Decision-makers**

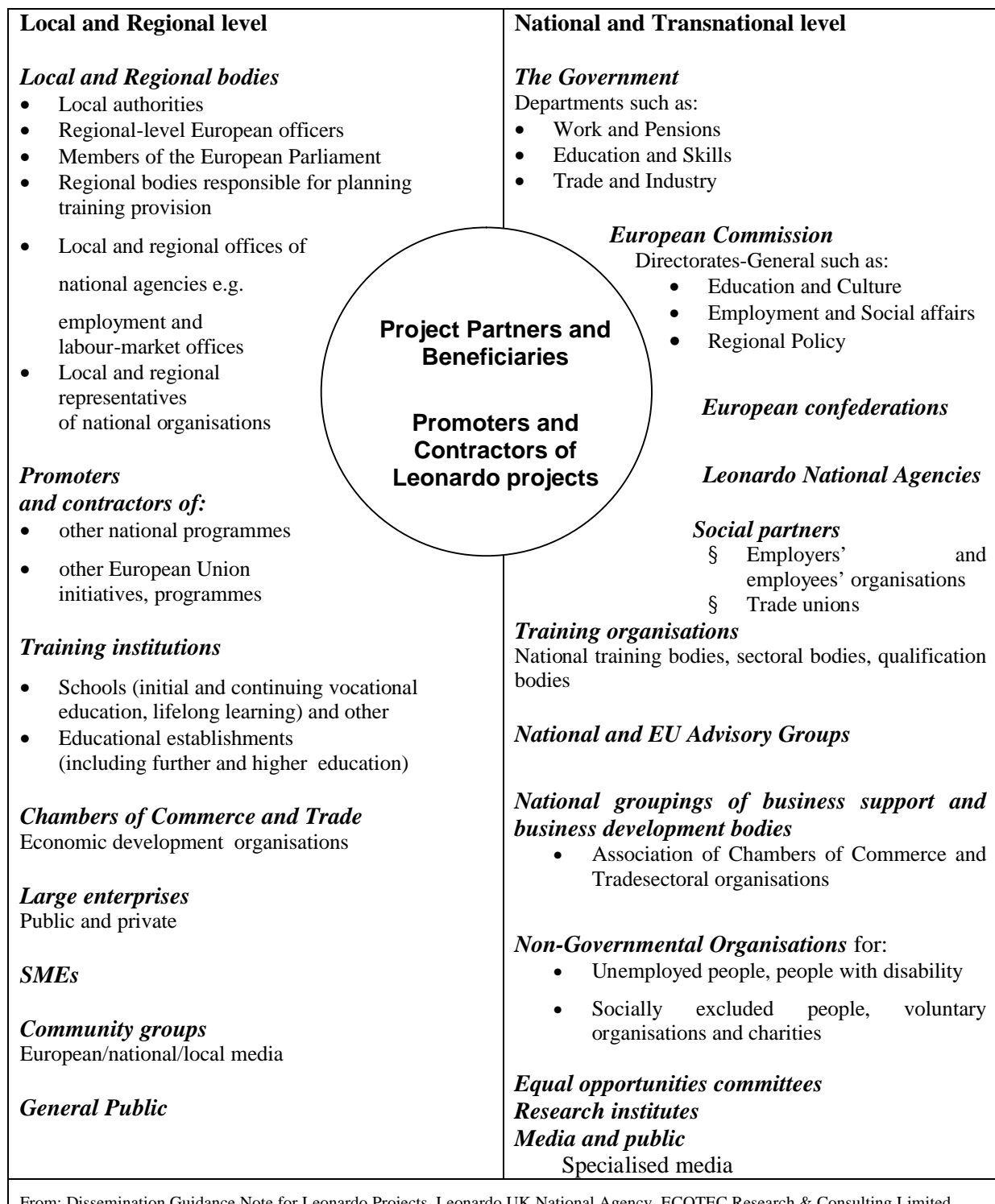
This group of actors includes those who might take the decision to start using the products of project or partnership within their organisation.

- **Supporters, interested parties or stakeholders**

These parties include all those who have, in one way or another, an interest in seeing project products or recommendations being accepted by the decision-makers. They might include professional networks, non-governmental organisations (NGOs) representing the target groups, chambers of commerce and trade, equal opportunity organisations, trade unions, voluntary organisations, or employers' organisations. In other words, they are groups – and sometimes individuals – whose opinions are valued by decision-makers.

### 3.2.1 Key actors for dissemination

Major activities on the dissemination should be done by Project Partners and Beneficiaries i.e., Promoters and Contractors of Leonardo project. Dissemination and promotion of TEMENTIS project will be performed on the Local and Regional level on one side and on the National and Transnational level on the other. Targeted groups are presented in the next figure:



### **3.3 Promotion of the project and dissemination of results**

Available source for the promotion is a webpage with the information on the project and published results of the project.

Coordinator will set and maintain the Project web page and partners will set and maintain local web pages in their native language.

Next important activities are seminars and conferences organized or participated by the project partners where the information on the project will be presented. On the conferences and workshops organized by the partners on the themes included in the project we will stress the importance and usefulness of the project results.

It is important to target the audience for your dissemination activities, in order to ensure that maximum benefit is gained from these activities. The audience will be those individuals and agencies who have the potential to carry forward the activities, lessons and outcomes during the lifetime of your project and into the longer term after the project has finished.

Therefore all of the partners will gather information on the potentially interested individuals and organizations and inform them on the project results and opportunities.

#### **3.3.1 Target groups**

The project's main target groups are students of Civil Engineering faculties in study programmes of Civil Engineering, Architecture, and Architecture and Civil Engineering, as well as members of professional chambers (about 10 000 civil engineers of building constructions), participants of lifelong learning programmes and professional public.

#### **Target sectors**

There are two main target sectors of the proposed project, which are namely the construction sector and the public administration sector.

#### **Potential users of the project results**

The project results will be used mainly by professional chambers of civil engineers in the system of lifelong learning, students and lecturers of Civil Engineering faculties.

#### **3.3.2 Aims of dissemination**

Aim is dissemination of project products through professional organizations within lifelong learning – dissemination of awareness on the project (month 4 – 12) + dissemination of the project results and products (month 19 – 24) – dissemination will continue even after the termination of the project;

Local professional chambers are also partners of the project. They will become its main dissemination partners. Local educational partners will also become dissemination partners. These partners will continue to disseminate the course outputs after the course has finished.

**Project communication, promotion and marketing plan**

**4.0 Communication, Promotion (marketing and awareness) and Dissemination Action Plan**

Activities for the Project communication, promotion and marketing are responsibility of all partners. P2 is leading this WP.

AIM	AUDIENCE	MESSAGE	METHODS/ ACTIVITIES	TIMING	MEASURE
<b>1. Raise awareness</b>	1. Educational Specialists 2. Potential Industries, companies interested to buy and to adapt the multimedia package 3. EU/national organisations	<ul style="list-style-type: none"> <li>Create <b>awareness</b> on the <b>project aims</b></li> </ul>	1. <b>Present/ discuss the project's aims</b> with staff/beneficiaries in management meetings of each partner's organisation 2. <b>Write the 1<sup>st</sup> article</b> in each partner organisation's newsletter 3. Set up a <b>project web-site and websites with the partners</b> 4. Give <b>presentations</b> about the project at various <b>conferences and meetings</b>	<ul style="list-style-type: none"> <li>Start and beginning of project</li> <li>1-12 months</li> </ul>	<ul style="list-style-type: none"> <li>Response level</li> <li>Number of participants</li> <li>Feedback from target groups, audience</li> </ul>
<b>2. Create understanding</b>	1. Educational Specialists 2. Potential Industries, companies interested to buy and to adapt the results 3. European Standards Institute 4. EU/national organisations	<ul style="list-style-type: none"> <li>Create <b>understanding</b> on the <b>capacities</b> of the project</li> </ul>	1. Write the <b>2<sup>nd</sup> article</b> in each partner organisation's newsletter about project's capacities and progress 2. Maintain <b>web-sites</b> 3. Send a <b>leaflet/ poster</b> to potentially interested educational institutes, companies, industries	<ul style="list-style-type: none"> <li>Production period</li> <li>6-18 months</li> </ul>	<ul style="list-style-type: none"> <li>Response level</li> <li>Number of participants</li> <li>Feedback from target groups, audience</li> <li>Feedback on Website</li> </ul>
<b>3. General conviction</b>	1. Educational Specialists 2. Potential Industries, companies interested to buy and to adapt the multimedia package 3. European Standards Institute 4. EU/national organisations	<ul style="list-style-type: none"> <li>Convince the audience of the project's <b>results, innovation, added-value and importance</b> + Give the context of <b>Innovation/ R&amp;D</b></li> </ul>	1. Partners will create <b>national translations of the handbook and other materials</b> to be <b>used at local courses</b> at universities and within lifelong learning. 2. Organize <b>Conferences/ Seminars/ Information days</b> in each partner country + Contact <b>Local press</b> if possible 3. Organize <b>visits/ meetings with selected audience</b> potentially interested	<ul style="list-style-type: none"> <li>Production period</li> <li>6-18 months</li> </ul>	<ul style="list-style-type: none"> <li>Response level</li> <li>Number of participants</li> <li>Feedback from target audience, e.g. evaluation questionnaires</li> <li>Feedback on Website</li> </ul>
<b>4. Stimulate action</b>	1. Educational Specialists 2. Industries, companies 3. EU/national organizations 4. European Standards Institute 5. Professional spheres	<ul style="list-style-type: none"> <li><b>Use</b> the product with the audience</li> <li><b>Use the sample</b></li> <li><b>Info to Buy</b> the product in future</li> </ul>	1. Organize <b>visits/ meetings with target audience</b> 2. Present <b>Demos</b> of the products 3. Leave a <b>sample</b> of product	<ul style="list-style-type: none"> <li>Final products + CD Rom</li> <li>18-24 months</li> </ul>	<ul style="list-style-type: none"> <li>Response level</li> <li>Number of participants</li> <li>Feedback from target audience and from Website</li> </ul>