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Development of Sustainable Interrelations between Education, Research and Innovation at WBC Universities in Nanotechnologies and Advanced Materials where Innovation Means Business

<i>WP. 9 Project Management</i>			
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<i>Dissemination Strategy for the WIMB project</i>			
Document content:			
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	Created by	Reviewed by	Approved by
Title	PhD		
Name	Danilo Nikolić		
Signature			

1. Purpose of the Strategy

The Strategy defines strategic goals and means necessary for the efficient implementation of the foreseen Project activities.

2. Vision

Vision of the Strategy for dissemination of the WIMB project represents promotion of the main project idea as well as efforts made by the Consortium members relating to development of the interrelations between Education, Research and Innovation in Nanotechnologies and Advanced Materials to the wider public, especially to the stakeholders.

Additionally, the Strategy will provide support to the overall project implementation process through the dissemination of the information about Consortium members engagement in promotion, activities and happenings organized at the Partner institutions, participation and mobility of staff members and students from the member institutions etc.



3. Mission and Goals

Mision of the Strategy consists of identification of the main dissemination objectives and definition of the adequate method for its successful achievement, including:

- Creation of the Activity Plan
- Strategic organisation through the participation in happenings which are not anticipated within Activity Plan.

Main goal of the Strategy is successful implementation of the foreseen dissemination activities. The precautions for the achievement of this goal are good organization, planning and coordination in predicted and unpredicted situations.

4. SWOT analysis

SWOT analysis will be used as a tool that identifies the strengths, weaknesses, opportunities and threats of the dissemination strategy created for the purposes of the WIMB Tempus project.

Specifically, SWOT is a basic, straightforward model that assesses what an organization (or in thic case the Dissemination Team) can and cannot do, from the aspects of the

dissemination of project information, as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats).

The results of the SWOT analysis determines what may assist the Team in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve foreseen results.

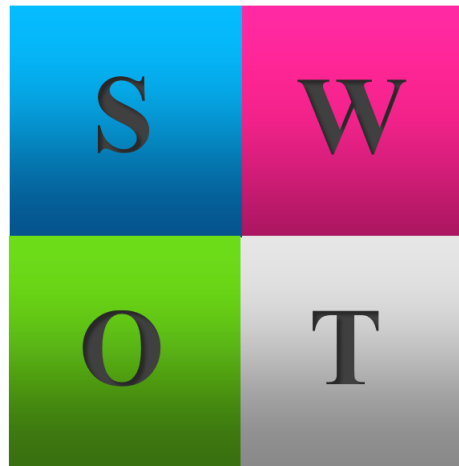
Picture 1. SWOT analysis for the Dissemination Strategy of the WIMB project

Strengths

- Competent staff members with great experience in the dissemination
- High-level of information
- Good organization within Dissemination Team

Opportunities

- Good cooperation with local media representatives
- Networking with the other projects
- Use of the different dissemination channels (newspapers, internet, local medias etc.)



Weaknesses

- Communication limited on the use of electronic means
- Staff members occupied by other working activities

Threats

- Lack of stakeholders in WBC region
- Small number of related happening (conferences, meetings, info sessions etc.)

5. Strategic directions

The Dissemination Team members agreed upon following strategic directions which are identified as adequate for the successful implementation of anticipated dissemination objectives, as well as overall project goals.

The Strategic directions are:

- Involvement and public affirmation of the Project idea and objectives in all occasions;
- Development and maintenance of the official WIMB web-site;
- High level of media coverage and well organized dissemination of current information;
- Creation of distinctive and interesting promotional materials (flyers, posters, pens, booklets, folders, bags, umbrellas, t-shirts, cups etc.) mostly made of biomaterials;
- Networking with other projects with the aim of mutual benefits and possible future cooperation.

6. Dissemination Team

The Dissemination Team members are representatives of the all Consortium members engaged in the implementation of the Workpackage 5. as follows:

1. UBL representative	8. UoB representative
2. UAB representative	9. UES representative
3. UNIKG representative	10. IOR representative
4. PhD Danilo Nikolić, UME representative	11. FUERM representative
5. DCU representative	12. INNOVENT representative
6. UNT representative	13. SCREVO representative
7. UNI representative	14. ENDOR representative

The Leader institution on this Workpackage shall coordinate communication between Team members as well as organizing of the Team meetings, Info sessions, Workshops, Conferences and Seminars. Additionally, Team members shall agree upon the design and content of the Dissemination report which is necessary to create for each realized dissemination activity.

The Team members are responsible for the preparation of official information for medias, informing about current situation and potential opportunities for dissemination and organization of Info sessions and Workshops, as well as networking with the other similar projects, industrial representatives etc. Also, the Team members shall maintain the official web-site updated.

The Method of Team members selection is basically defined at the level of the institution, provided that each member possesses the qualifications, knowledge and experience, needed for performing the assigned activities.

Furthermore, the Team members are responsible for the development and changes of the Strategy and Activity Plan.

5. Activity plan and deadlines

The Activity plan developed for the purposes of successful dissemination of the WIMB project represents the list of deliverables which are foreseen to be implemented within the realization period, as follows:

- Preparation of the project dissemination strategy;
- Web site creation and maintenance;
- Organization of 3 Workshops/ 8 Infodays on project results;
- Promotion of the project results.

All previous activities are planned to be realized until the end of the project lifetime.

6. Reporting

All necessary documentation for successful WIMB project dissemination shall be available in electronic form in WIMB database, and the Coordinator is obliged to keep the important documentation in hard copy.

Also, the Coordinator is obliged to appoint a Technician, who will manage the project database and provide an additional security of uploaded documents. Also, the Technician shall be responsible for the development and maintenance of the WIMB project web-site.

7. Annexes

Annex I of the Strategy represents the Dissemination Report form which is predicted to be used as a unified document for all Consortium members relating to the realized project dissemination activities.