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COMMUNICATION AND DISSEMINATION PLAN



Project title: **ACCELERATING ICT STUDENTS' STARTUP DEVELOPMENT COMPETENCE VIA INTERDISCIPLINARY MODULAR COURSES IN THE HEI CURRICULA**

Project acronym: **UXiship**

Project number: **№ 609870-EPP-1-2019-1-DE-EPPKA2-CBHE-JP**

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Deliverable 4.1**Communication and Dissemination Plan**

Description	<i>Detailed guide to the Project's communication and dissemination</i>
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EXECUTIVE SUMMARY

The present Communication and Dissemination Plan prepared within the Dissemination Work Package (WP4) will ensure that all communication and dissemination needs from various WP and the project in general are considered and coordinated. It aims to create communication channels towards effectively disseminating the UXiship vision having its expression in dissemination material and activities to targeted audiences and connecting dissemination with other relevant project actions.

The document is the first deliverable on reporting UXiship's dissemination strategy and expected results from the project. Subtasks such as the review and mapping of stakeholders at European, national and local levels, timing of communication and dissemination activities, media channels, and division of tasks between partners are detailed.

The Plan highlights the methodology and approach towards its developing, a number of dissemination tools and channels, current and future dissemination activities and a brief evaluation of the dissemination procedure.

Although the Communication and Dissemination Plan is a deliverable to be submitted to the European Commission by April 2021, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

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1. INTRODUCTION TO THE UXISHIP PROJECT: DESCRIPTION AND PROJECT CONSORTIUM

Project UXiship, Erasmus + "ACCELERATING ICT STUDENTS 'STARTUP DEVELOPMENT COMPETENCE VIA INTERDISCIPLINARY MODULAR COURSES IN THE HEI CURRICULA" No. 609870-EPP-1-2019-1-DE-EPPKA2-CBHE-JP, is implemented in partnership with Latvia, Estonia, Russia and Kazakhstan. The UXiship project aims to improve engineering curricula in Kazakhstan and Russia at partner universities by introducing an ICT competency-based entrepreneurial module.

The project is aimed at addressing the common priorities of the partner countries - information and communication technologies that are relevant for all regional groups. The proposed project aims to enhance interdisciplinarity and multidisciplinary in ICT education at higher educational institutions. Both involved partner countries have inherited their higher education systems from the Soviet Union, where the key feature was fundamental education and a deep focus on technical skills, but which rarely involved sufficient interdisciplinary training or development of soft skills. As currently both interdisciplinarity and entrepreneurial soft skills become an important factor for labour market, and thus, partner country universities require guidance in its development. While contemporary ICT tools and pedagogical approaches are being widely implemented for hard skills development, in the sector of soft skills partner country universities are falling behind their EU counterparts.

The main objectives of the project are:

- Implementation of the ICT-based entrepreneurship module for engineering majors in partner Universities by September 2021;
- 100-200 students, 1-2 instructors and 1 mentor from each side's industry partner from each partner university enrolled in the ICT-based entrepreneurial module implementation in 2020;
- Updating the educational process to the EU standards;
- Providing labour market with multidisciplinary educated engineering majors possessing both ICT and entrepreneurial competence;
- Secure durability, transferability of the project results through efficient and targeted dissemination.

PROJECT CONSORTIUM

Project Coordinator	Russian Consortium	Kazakh Consortium
Hochschule Wismar, University of Applied Sciences, Technology, Business and Design.	Kazan National Research Technical University named after A. N. Tupolev - KAI; Rostov State University of Economics; Peter the Great St. Petersburg Polytechnic University; BETAR Ltd.	A.Baitursynov Kostanay Regional University; Caspian State University of Technologies and Engineering named after Sh.Essenov; Almaty Management University.

In general, the target groups of the project include university authorities interested in enhancing entrepreneurial education in ICT specialties; ICT students who are asked to indicate entrepreneurial skills according to labor market analysis; teaching staff of the university, focused on involving students in the commercialization of developed technologies and products; government structures that contribute to improving the efficiency of the ICT entrepreneurial ecosystem, which is currently underutilized due to the lack of projects.

2. APPROACH & METHODOLOGY

The major focus of the UXiship Dissemination & Communication plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of UXiship outcomes, encouraging their participation on a systematic and regular basis. It should be pointed out that the UXiship Dissemination & Communication supports and channels described in Table 1, are intrinsically linked to the exploitation of the project results. Therefore, the efficient publicity and the wide exposure of the project activities and/or results to targeted stakeholders and media, facilitates the use of these results beyond the project's lifetime and thus, increases the project's impact.

The project Dissemination & Communication plan will be based on a 4-step methodology detailed below, which describes why, what, to whom & how to communicate and disseminate.

2.1. Communication and dissemination strategy

The central goal of communication and dissemination is to maximise opportunities to promote, communicate and disseminate research results throughout the lifetime of UXiship, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion.

Dissemination and communication activities have four main objectives, namely:

- 1) increasing interest and awareness in the field of entrepreneurial education in ICT specialties;
- 2) involving students in the commercialization of developed technologies and products through the formation of startups;
- 3) involving government agencies that contribute to improving the efficiency of the ICT entrepreneurial ecosystem,
- 4) defining the expectations of all stakeholders,
- 5) dissemination of results in a strategic and targeted manner.

A coherent, multi-layered strategy to effectively publicize and exploit UXiship's findings will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, transmission and use of results is key to successful high-impact research, especially when a project involves multiple groups of academic and non-academic partners and audiences. WP4 is a Dissemination package that will coordinate the dissemination and use of project deliverables. Its main goals are to:

- 1) build a community around the project, including all relevant stakeholders, ensuring long-term impact and use of the results,
- 2) establish an easily recognizable project identity, and
- 3) raise awareness of UXiship nationally and internationally.

Based on the experience gained in previous projects and with various stakeholders, WP4 will, thus, use different communication channels and tools to:

- disseminate the results and results of the UXiship project,

- communicate effectively throughout the project, involve and actively involve relevant stakeholders as needed,

- promote the full use of the results and results by different groups and audiences. Efficient and effective publicity and communication will ensure wide-ranging exploitation of UXiship’s results and facilitate their extended use in other contexts and projects.

Table 1: Main target groups for ENERGISE and plans to reach these groups

Dissemination and Use of the Results for different target groups					
Characteristics	Policy makers at different levels	Experts, academics, researchers	CSOs (NGOs, communities, civil society networks)	Utilities and Businesses	Media
Aims:	Involve in discussion Disseminate results to Use and build on UXiship results for future policy making and project funding Sustainability Assessment Toolkit	Involve in UXiship project content discussion Disseminate results to Use and build on UXiship results in future research Sustainability Assessment Toolkit	Involve in UXiship project content discussion Use examples for UXiship research Involve in UXiship Living Labs implementation on Use and build on UXiship results in future project planning and implementation Sustainability Assessment Toolkit	Involve in UXiship project content discussion Comment on UXiship methodology planning Use and build on UXiship results Sustainability Assessment Toolkit	Media partnerships for dissemination and communication. Influence through the media on content. Informing a wide audience about the UXiship project, entrepreneurship programs, startups.

Measures and channels:	Stakeholder workshops Policy briefs Policy papers	Stakeholder workshops Academic/expert conference presentations Academic/expert publications	Stakeholder workshops Labs Publications aimed at expert audience: project summary brochures, information in the media	Stakeholder workshops Publications aimed at expert audience: project summary brochures, information in the media	Regular press releases Events open to the press Interviews
	<p style="text-align: center;">For all:</p> <ul style="list-style-type: none"> - Website - in English and in local languages - Biannual newsletter - Public deliverables published on website - Social media: Facebook - Interactive multi-stakeholder closing event 				

The high visibility of the project and the promotion of active interaction with key stakeholders are elements of accountability that will enable both hardware (device, middleware boards) and software industry (business and customer data services) to understand why it is worth investing money in order to support this Research & Innovation Action. In other words, it is highly important to deliver the highest possible impact to stakeholders outside the project partnership and ensure that:

- 1) Project outputs can be fully exploited and be used in the most effective manner, i.e. the scaling-up of the demonstrated solutions is facilitated;
- 2) Knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations;
- 3) Elements of excellence of the project can be reused and replicated in other projects, becoming a reference point triggering further developments in the field and beyond;
- 4) Project reaches decision-makers to contribute improving future policies;
- 5) Benefits that project outcomes will bring to society (services, employment, economy) are well pointed out.

2.2. Communication plan

Communication planning in a project is the process of identifying the information and communication needs of interested parties in an international project.

Although the need for information exchange exists in all projects, the specific information needs and methods for its dissemination can vary significantly. Important factors for the success of a project are identification of information needs of interested parties, in particular, provision of information in accordance with the requirements of the state or regulatory authorities, and determination of methods for satisfying these needs. The requirements for a project's communications system can also be influenced by factors such as the geographical distribution of personnel, their affiliation with different cultures, and characteristics of individual organizations.

Communication planning should be carried out in the early stages of project planning immediately after the identification and analysis of target groups. The process should be regularly repeated and revised as necessary to ensure high communication efficiency throughout the project. The communication plan being created captures the agreed information expectations of the parties and should be available to relevant participants throughout the project.

The main input and output data of the communication planning process are given in in Figure 1.

Partner Universities Responsible for Implementing project Work Packages:

- WP1 Preparation (leader - Peter the Great St. Petersburg Polytechnic University, Russia)
- WP2 Development (leader - Almaty Management University, Kazakhstan)
- WP3 Quality (leader - A. Baitursynov Kostanay Regional University, Kazakhstan)
- WP4 Dissemination (leader - Rostov State University of Economics, Russia)
- WP5 Management (leader - Hochschule Wismar, University of Applied Sciences, Technology, Business and Design, Germany)

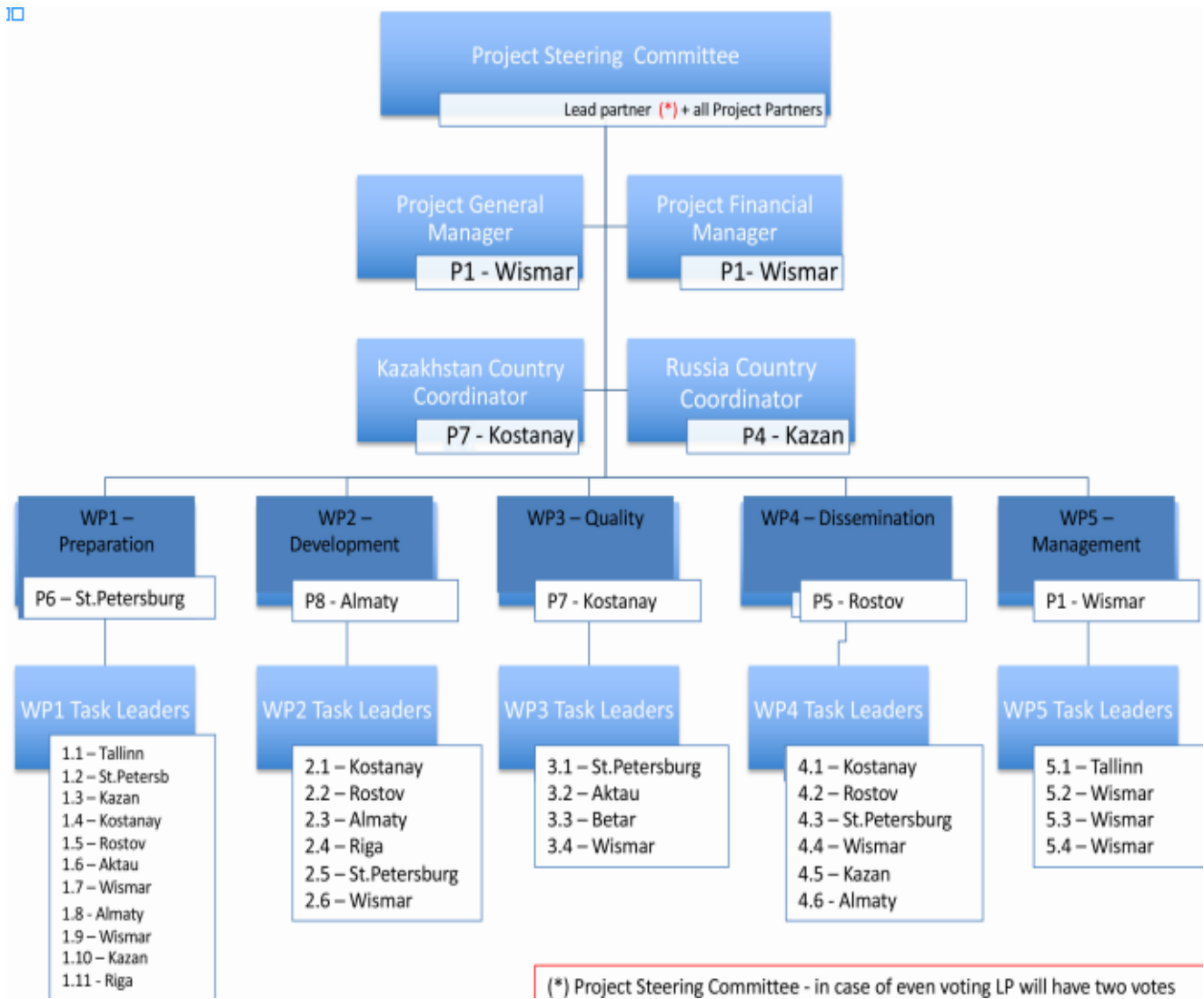


Figure 1. Distribution of functional responsibilities among UXiship partners

2.3. Dissemination material

2.3.1 UXiship logo

The UXiship logo was designed to convey the main aspects of the UXiship project to the viewer. Two colors are selected for the image - orange and blue. The orange color of the drawing details characterizes vitality and positive emotions. The blue color of the logo elements symbolizes the sky, nobility and glory. The monitor correlates the goals and objectives of the ICT project.



Figure 2. UXiship logo

2.3.2 UXiship Website

The project's central website will be launched in 2020 (<https://uxiship.rsue.ru/>), and it will be maintained for at least five years after the end of the project. Regular updates will be available in English with information about the project, project partners, research activities and results.

In addition, web sites of each partner university have been created to inform the general public and partner organizations about the progress and implementation of the project. These websites are available in various languages that are necessary to inform the target audience (English, Russian, Kazakh).

2.3.3 Social media (Facebook/ Instagram).

The use of social media helps to establish and maintain social interaction with the project. Promotion in social networks is one of the priority areas for project development, communication, effective advertising. It is recommended that UXiship project partners contribute to the project by communicating the results on local accounts in social networks Facebook / Instagram, for example: university, institute, department or individual level.

2.3.4 Media reports and appearances

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. The overall objective is to achieve 20 media appearances (printed, online, radio, TV, etc.) in WP leader partner countries, and 10 in general partner countries. Partners are expected to provide the proof of publications (news clippings, print screen of online presence, voice recordings, etc).

2.3.5 Press releases

Regular press releases (one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages.

2.3.6 Project brochures

UXiship will provide a range of materials for non-academic audiences, including a project brochure in all the languages of the project partners, which details the goals, objectives, ambitions of the project, methodology for the formation of modules of the educational program for ICT specialties, etc. Special efforts will be made to present complex ideas in an accessible but authoritative manner. All brochures will be available in electronic and printed form.

2.3.7 Project presentation

A set of slides will be prepared as a presentation material for the UXiship project. The presentation illustrated the current trends in the development of the global IT industry, the digitalization of the economy, the problem of the formation of entrepreneurial thinking, the principles of creating a start-up in ICT specialties, and

also explained the position of the project. In addition, a high-level project architecture is presented, depicting the entities of the UXiship ecosystem, internals, middleware, and APIs. Overall, the presentation briefly and comprehensively explains UXiship's goals and the path it will follow to achieve them.

2.3.8 UXiship newsletter

A UXiship newsletter was released after the start of the project with the aim of raising awareness about the project, detailing aspects and goals of the project, and conveying the most illustrative examples of the project's use (<https://ksu.edu.kz/cooperation/erasmusplus/uxiship/dissemination/>). In the future, newsletters will be sent to provide additional information on the progress of the project and its dissemination activities. In more detail, the newsletter will present a high-level project architecture that illustrates the individual components of a project and the overall life cycle. In addition, details of all ongoing dissemination efforts are provided.

2.4. Communication and Dissemination Stakeholders

Identifying stakeholders is an important and fundamental step to complement the communication activities of the UXiship project. In the process, we identify individuals and groups that may or will be influenced by our proposed actions and results. We then group them based on their influence and factors of interest in action, and the influence that actions might have on them. By evaluating this information, the consortium gains a clearer understanding of how the interests of these stakeholders should be taken into account in terms of communication and project dissemination and related activities. However, all partners of the UXiship consortium can use their industrial partners, standardization activities and years of experience in EU-funded projects to participate in communication and dissemination activities throughout the life of the project. Key stakeholders of UXiship target audience have been regrouped into several categories (see table below).

Table 2. Key stakeholders identified as the target audience of UXiship

State, small and large business spheres	End users	Facilitators
<p>Decision-makers in leading sectors of the economy (IT industry, agro-industrial complex, energy, mechanical engineering, social enterprises, etc.) Scientific community (mainly focused on software development for IT products, digital technologies, etc.). Educational establishments.</p>	<ul style="list-style-type: none"> - research institutes - educational establishments - computing centers - IT companies - energy enterprises - robotics enterprises - web-studios - individual enterprises and entire industries that create automated production planning and management systems; - enterprises that develop and maintain queuing systems and information and reference systems; - developers of digital systems - blockchain technology - edge computing architects - designers of artificial neural networks - DevOps engineers 	<p>EU Institutions (European Commission, European science foundation) National public authorities (ministry and regional councils) Standardisation Bodies Civil Protection Agencies Related EU-funded projects.</p>

2.5. Communication channels

In the following communication channels to be utilized in the UXiship project are briefly described.

2.5.1 UXiship Website

This section introduces the project website and explains the elements that make up the website. The UXiship website is located at <https://uxiship.rsue.ru/>. It was

created to provide information about the UXiship project, information about the consortium and its 9 partners from five different countries in Europe and Asia, the results of the project, including publications, materials and presentations, press releases, access to news and events related to the project. The UXiship website is divided into several segments:

- The News and Events segments are located on the main page and carry information about ongoing meetings, seminars, conferences, training courses, etc.
- The “Our project” segment informs about the goals and objectives of the project, its relevance;
- The “Outputs & Outcomes” segment contains information on the results of the activities of project groups according to the work plan and control packages of documents.
- The “TEAM” segment offers information about all project participants from partner universities;
- The “DOWNLOADS” segment displays the results and news of the target groups of the project;
- The “Contacts” segment displays information about project contacts - managers, partners, developers, job seekers, etc.

2.5.2 UXiship Newsletter

There will be a regular UXiship e-newsletter to help communication and dissemination with stakeholders and the UXiship community. The newsletter will be published every 6 months. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc.

2.5.3 Policy briefs and reports

A minimum of 20 policy briefs and reports will be published throughout the project. Policy recommendations will be targeted at European institutions, national governments, and front-line engagers (e.g. universities, NGOs, third sector organisations).

2.5.4 Press releases

Regular press releases (one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages.

2.5.5 Media reports and appearances

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. The overall objective is to achieve 30 media appearances (printed, online, radio, TV, etc.) in WP leader partner countries, and 15 in general

partner countries. Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc).

2.5.6 Social media (Facebook/ Instagram)

Use of social media contributes to establishing and maintaining public engagement with the project.

Peter the Great St. Petersburg Polytechnic University will manage the English Facebook account of the project, but other partners are also welcome to contribute to the Social media content.

2.5.7 Academic publications

UXiship results will be arranged into key themes, to develop a minimum of 50 peer-reviewed articles, book chapters and reports intended for scientific audiences.

These scientific outputs will cover theoretical issues, conceptual and methodological questions and key results.

2.5.8 Presentations at scientific conferences and holding seminars

The UXiship Consortium will aim at hosting meaningful scientific conferences and seminars organized by national, European and international organizations that involve and / or represent research communities in business and entrepreneurship management. It is proposed to discuss the design of the content of the educational program on entrepreneurship in bachelor's, master's and doctoral studies, its filling with training courses and profiles, as well as the approximate list of training courses necessary to form students' competencies for entrepreneurship on a professional basis.

2.5.9 Startup Competitions

UXiship aims at engaging stakeholders more actively in the implementation of startups. Discuss the range of tools and mechanisms for stimulating innovation, highlight the main trends in venture capital investment. Identify the main problems of development and finding sources of funding for startups in Russia and Kazakhstan. Based on the research data obtained, develop an algorithm for choosing one instrument or a set of financing instruments in accordance with the traditional stages of development of a startup project (seeding stage, launch stage, growth stage, expansion stage, exit stage) and the amount of investment, and also describe the logic of its application to find the optimal financing instrument for a specific startup project. Conduct at least two start-up contests with the involvement of students from all partner universities in the 2nd and 3rd years of the project. The universities responsible for organizing the competitions are A. Baitursynov KRU (Kazakhstan) and A.N. Tupolev KNITU KAI (Russia). All event materials will be available on the UXiship website.

2.5.10 Interactive multi-stakeholder closing event

The project will conclude with an interactive multi-stakeholder event.

3. DISSEMINATION

Information on project activities is necessary and useful for all target groups: both students and graduates; teaching staff of partner universities; business community and city administration structures, other stakeholders and general public.

Therefore, partner universities should provide information on their activities, including implemented modules and expected learning outcomes for these programs, information about teachers, students, assessment procedures, academic achievements and educational opportunities provided to students, as well as information on employment opportunities for graduates taking into account development of entrepreneurial competencies.

The implementation of the project at the level of educational programs establishes a procedure for managing published information necessary for:

- definition of requirements for the types of information, including implemented modules and educational programs;
- analysis of information planned for publication for reliability;
- updating published information;
- prevention of the provision of false and irrelevant information.

The university can independently establish requirements for the level of availability of published information (including for foreign partners).

The university applies information security management measures that guarantee the trust of consumers and other interested parties. Where possible, the measurement and analysis of the results achieved in relation to the satisfaction of society in terms of implemented modules (or the educational program as a whole) is carried out.

The project distribution strategy includes the following actions:

- publication of events and achievements of the project on the project website and partners' websites;
- designing and distribution of printed flyers, posters among target groups;
- publications in the printed and electronic media of Kazakhstan and Russia;
- conference at the last semester meeting will be organized as an excellent opportunity to involve interested parties to discuss the challenges they face in their work;
- information days for project environment;
- consultations and individual work with industry;
- active use of social networks: Facebook.

3.1. Dissemination plan

No of the activity	Planned period of the dissemination activity	Partner university, responsible for the activity	Short description of the activity	Target groups
Project website				
1	December 2019 – February 2020	Rostov State University of Economics	Creating the project main website in English and information pages on the partner universities websites in English and national languages	All target groups
2	December 2019 – November 2022, when necessary	All partner universities	News and Events in the project main website and local websites	All target groups
Video				
3	January 2022, when necessary	All partner universities	Information video of the university at the initial stage of the project, presentation on the results of the project on regional (republican) television on the results of the project at the final stage of the project	All target groups
Publications at Newspapers				
4	January 2020 – November 2022, when necessary	All partner universities	Article in Russia and Kazakhstan local Newspaper about the project	Students Academic staff of partner and non-partner universities
5	April 2020 – November 2022	All partner universities	Article in Russia and Kazakhstan local Newspaper about the project	Industry Indirect target groups
Flyers				
6	May 2020 - September 2022, when necessary	All partner universities	Dissemination of flyers about the project	Students, academic staff
7	Period of professional orientation	All partner universities	Dissemination of flyers about the educational program	Students, academic staff of partner and non-partner universities

Publications in social networks				
8	March, 2020 – October, 2022; when necessary	All CA partner universities	Publications in Facebook	All target groups
Seminars and information days				
9	March, 2020 – October, 2022; when necessary	All CA partner universities	Organizing seminars and information days of the project	Academic staff of partner and non-partner universities Industry partners
Conference				
10	Last semester meeting of the project		Organization of a conference	Academic staff of partner and non-partner universities Industry partners

4. EVALUATION AND REPORTING

4.1 Key performance indicators

The task of disseminating information is an ongoing process that continues throughout the life of the project. This raises awareness of the goal and objectives of the project. It is useful to be able to follow the progress of this procedure and evaluate its effectiveness. This ongoing assessment enables partners to

1. evaluate the overall effectiveness of the dissemination of information;
2. determine which communication strategies need to be improved;
3. identify possible barriers to achieving specific objectives;
4. adjust the dissemination strategy as needed;
5. remain focused on information dissemination plans.

To this end, several Key Performance Indicators (KPIs) need to be defined.

Table 3 provides a preliminary set of such indicators.

Table 3. Preliminary indicators for evaluation of the Updated Communication Objectives

Indicator name	Period M1-M12 Means of verification: internal review			Period M1 – M24 Means of verification: Internal review, External review			Period M1 – M36 Means of verification: Internal review, External review		
	Poor	Good	Excellent	Poor	Good	Excellent	Poor	Good	Excellent
N. of overall participants in UXiship workshops	N/A	N/A	N/A	0-15	16-25	25+	16-25	25-40	40+
N. of project workshops	N/A	N/A	N/A	0	1	2	1	2	3+
N. of participants in the final workshop	N/A	N/A	N/A	N/A	N/A	N/A	0-35	36-50	50+
N. of contributions	0	1-3	3+	3	4-5	5+	6-7	8-9	10+

ons to relevant conferenc es & exhibition s and events									
N. of papers submitted for scientific publicatio n	0	1	2+	3-4	5-6	7+	7-8	9-9	10+
N. of online articles published including press releases	0-9	10-14	15+	15-19	20-24	25+	20-25	25-29	30+
N. of visitors of the website	1000	1000-1499	1500+	1500-1999	2000-2499	2500+	2500-2999	3000-4000	4000+
Average time spent on the website per visitor	15 sec	15-29 sec	30+ sec	16-30 sec	30-35 sec	35+ sec	35-40 sec	40-45 sec	45+ sec
N. of brochures dissemina ted	0-100	100-150	150+	150-200	200-250	250+	250-300	300-400	400+
Networkin g events and workshop s	1	1-3	3+	4	5	6	3	5	7
Generate positive media coverage & releasing project	1 newsletter 0 publicati ons	2 newsletter 2-4 publicati ons	3 newsletter 5-7 publicati ons	1 newsletter 1 publicati ons	2 newsletter 4-6 publicati ons	3 newsletter 5-8 publicati ons	2 newsletter 2 publicati ons	3 newsletter 5-10 publicati ons	3 newsletter 8-12 publicati ons

publications									
Cluster with Relevant Projects & initiatives	0	1	2+	1	2	3+	3	4	5+
Create Project Identity and Branding	Create project branding and identity. Finalize Logo and colour scheme.			Revise Branding and Identity as required by project partners			Revise Branding and Identity as required by project partners		
Design Dissemination Materials	Create dissemination materials including giveaways, leaflets, brochure, poster and other materials.			Update materials according to project feedback. Create versions in other languages where possible with project partners.			Update materials according to project feedback. Create versions in other languages where possible with project partners.		
Create Project Website	Take project website live including the information about consortium members and project function.			Update the website with portal information and open data repository.			Update open data repository and add access to the UXiship platform.		

4.2 Dissemination results

For the first year, UXiship consortium has achieved a number of milestones, indicating the overall progress and effectiveness of the planned communication and dissemination process. Table 4, illustrates the achieved milestones.

Table 4. Achieved KPI Milestones

Indicator name	Period M1-M12 Means of verification: internal review			Period M1 – M24 Means of verification: Internal review, External review			Period M1 – M36 Means of verification: Internal review, External review		
	Poor	Good	Excellent	Poor	Good	Excellent	Poor	Good	Excellent
N. of overall participants in UXiship workshops	N/A	N/A	N/A	0-15	16-25	25+	16-25	25-40	40+

N. of project workshops	N/A	N/A	N/A	0	1	2	1	2	3+
N. of participants in the final workshop	N/A	N/A	N/A	N/A	N/A	N/A	0-35	36-50	50+
N. of contributions to relevant conferences & exhibitions and events	0	1-3	3+	3	4-5	5+	6-7	8-9	10+
N. of papers submitted for scientific publication	0	1	2+	3-4	5-6	7+	7-8	9-9	10+
N. of online articles published including press releases	0-9	10-14	15+	15-19	20-24	25+	20-25	25-29	30+
N. of visitors of the website	1000	1000-1499	1500+	1500-1999	2000-2499	2500+	2500-2999	3000-4000	4000+
Average time spent on the website per visitor	15 sec	15-29 sec	30+ sec	16-30 sec	30-35 sec	35+ sec	35-40 sec	40-45 sec	45+ sec
N. of brochures disseminated	0-100	100-150	150+	150-200	200-250	250+	250-300	300-400	400+

Networking events and workshops	1	1-3	3+	4	5	6	3	5	7
Generate positive media coverage & releasing project publications	1 newsletter 0 publications	2 newsletters 2-4 publications	3 newsletters 5-7 publications	1 newsletter 1 publications	2 newsletters 4-6 publications	3 newsletters 5-8 publications	2 newsletters 2 publications	3 newsletters 5-10 publications	3 newsletters 8-12 publications
Cluster with Relevant Projects & initiatives	0	1	2+	1	2	3+	3	4	5+
Create Project Identity and Branding	Create project branding and identity. Finalize Logo and colour scheme.			Revise Branding and Identity as required by project partners			Revise Branding and Identity as required by project partners		
Design Dissemination Materials	Create dissemination materials including giveaways, leaflets, brochure, poster and other materials.			Update materials according to project feedback. Create versions in other languages where possible with project partners.			Update materials according to project feedback. Create versions in other languages where possible with project partners.		
Create Project Website	Take project website live including the information about consortium members and project function.			Update the website with portal information and open data repository.			Update open data repository and add access to the UXiship platform.		

5. CONCLUSION

In this report, we presented UXiship's goals and aspirations concerning the project's dissemination plans and tools and elaborated on the project's impact on the general public. To achieve those goals, and live up to the project's aspirations, taking ~~under~~ into consideration the European Commission's guidelines for social media dissemination tools, we have created a set of social accounts and prepared a plan for attendance in international conferences and workshops, as well as the preparation of scientific papers, to allow UXiship to inform groups of "what" the project has to offer. A set of key performance indicators (KPIs) concerning the dissemination progress's success and overall penetration, has been set.

This will help the consortium identify any barriers towards achieving the best possible outcome, adjust the dissemination strategy if needed and efficiently plan the action's next steps towards informing the world about UXiship.

This report is the first report on the dissemination activities and plans. It is a living document and will evolve throughout the project's lifetime.