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Communication Plan and Dissemination and Exploitation Strategies

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1. INTRODUCTION

LAPASSION (Latin-America Practices and Soft Skills for an Innovation Oriented Network) is a project from the program Erasmus+ within the line KA2 – Cooperation for innovation and the exchange of good practices – Capacity Building in the field of Higher Education (reference 585687-EPP-1-2017-1-PT-EPPKA2-CBHE-JP). It involves partners from Portugal, Finland, Spain, Brazil, Uruguay and Chile. LAPASSION consortium has as motivation to create a unique solution to address different problems affecting youth in HEI, helping students to obtain a better training in terms of innovation, soft skills, and internationalization. This solution is obtained by LAPASSION MP/I (Multidisciplinary Projects/Internships) for students' teams to help them to co-create, and co-develop projects proposed by enterprises and other organizations, or to accelerate innovative ideas in an international context involving students from several countries.

The aim of LAPASSION is to increase the innovation culture of HEI and the connection with Enterprises/Organizations (E/O) with impact in Employability, and Internationalization. This aim is pursued by implementing multidisciplinary projects/internships(MP/I) for co-creation, co-development and acceleration of innovative ideas, integrated in the educative project of the involved institutions. MP/I will be implemented by means of students' teams involving students with different backgrounds, different graduation levels, and from different countries, and solving challenges posed by E/O.

1.1 Consortium of LAPASSION

LAPASSION is a consortium with 15 partners, including 13 Higher Education Institutions (4 from Europe and 9 from Latin America), 1 Association of Enterprises from Portugal, and 1 Council of the Federal Institutes from Brazil. The list of of the partners is the following:

- Polytechnic of Porto (IPP, Portugal)
- Tampere University of Applied Sciences (TAMK, Finland)
- University of Vigo (UVIGO, Spain)
- University of Salamanca (USAL, Spain)
- Federal Institute Riograndense (IFSUL, Brazil)
- Federal Institute of Triângulo Mineiro (IFTM, Brazil)
- Federal Institute of Goiás (IFG, Brazil)
- Federal Institute of Maranhão (IFMA, Brazil)
- Federal Institute of Amazonas (IFAM, Brazil)

University of the Republic of Uruguay (UDELAR, Uruguay)

Technological University of Uruguay (UTEC, Uruguay)

Foundation of Professional Institute (DUOC, Chile)

Catholic University of Chile (PUC, Chile)

Association of Enterprises of Portugal, Commerce and Industry Chamber (AEP, Portugal)

Council of Federal Institutes of Brazil (CONIF, Brazil)

IPP is the coordinator institution of the project.

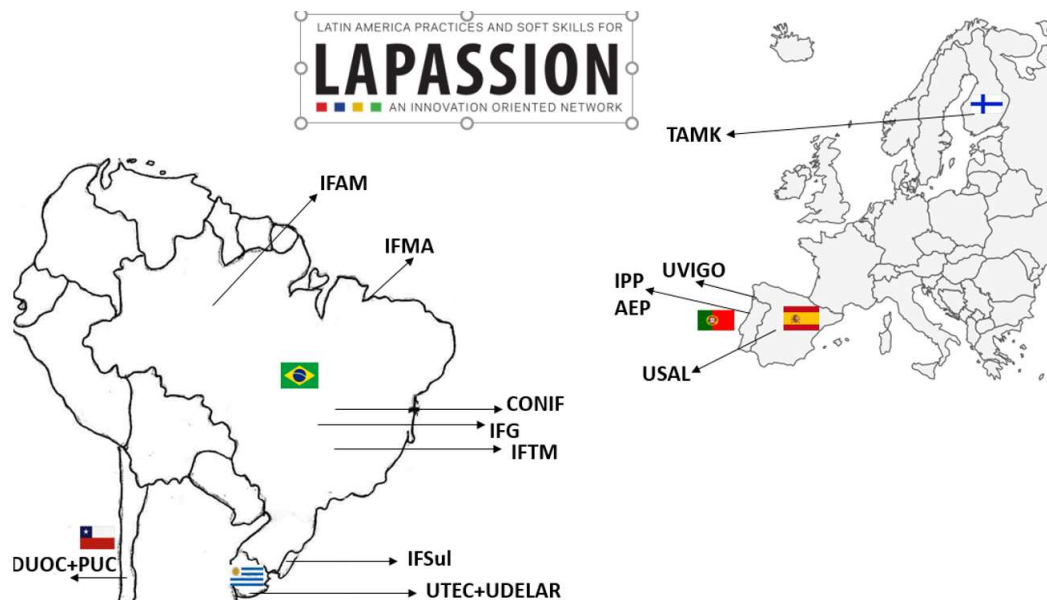


Figure 1 - LAPASSION partners in Latin America and Europe

1.2 Workpackages of LAPASSION

LAPASSION involves the following Workpackages:

WP1 – Preparation and Training for Multidisciplinary Projects/Internships (MP/I)

WP2 – Development of MP/I

WP3 –Quality Planning & Control (QP&C)

WP4 –Communication Plan, Dissemination and Exploitation Strategy

WP5 – Management

Communication, Dissemination and Exploitation are very important aspects for the project, and a specific Work package has been included for this purpose.

In the Work package WP4 –Communication Plan, Dissemination and Exploitation Strategy – it is envisaged to create the website, guarantee the presence in social nets and media, participate in

meetings and events for different purposes, to establish the communication and connection with stakeholders for dissemination, and to promote the valorization, mainstreaming, multiplication, and sustainability of the project results. Costs are related with staff and subcontracting.

The Workpackages are coordinated always by 1 European partner and 1 Latin America partner. In the case of WP4 CONIF and AEP share the responsibility for the workpackage. Anyway, as in all Workpackages, all partners participate, since questions related with Communication, Dissemination, and Exploitation involve all partners.

2. OBJECTIVES OF LAPASSION

Different levels of objectives can be found in LAPASSION, and Communication, Dissemination, and Exploitation are involved in several wide and specific objectives of the project.

The wider objective (WO) of the project is the following:

Increasing the innovation culture of HEI and the connection with Enterprises/Organizations (E/O) with impact in Employability by implementing multidisciplinary projects/internships (MP/I) for co-creation, co-development and acceleration of innovative ideas, integrated in the educative project of the involved institutions, by means of teams involving students with different backgrounds, different graduation levels, and from different countries, and solving challenges posed by E/O.

The indicators for the WO are the following:

- IWO1: Multidisciplinary level (medium number of different backgrounds of students in the MP/I);
- IWO2: Internationalization level (medium number of international students in MP/I, and the medium number of international institutions involved);
- IWO3: Level of Interaction between HEI and E/O (number of E/O involved in the projects);
- IWO4: Level of Training (number of supervisors trained during LAPASSION);
- IWO5: Impact on involved HEI (number of Programs adopting LAPASSION MP/I principles);
- IWO6: Impact on other HEI (number of other HEI interested in LAPASSION).

It is clear the impact of Communication, Dissemination, and Exploitation in the results of indicators like IWO1, IWO3, IWO5, and IWO6.

The Specific objectives of LAPASSION are the following:

- SO1 - Awareness-raising of Education Programmes Directors & Institutional Administration;
- SO2 - Training of Supervisors;
- SO3 - Creation of MP/I in partner institutions to allow the assignment of credits;
- SO4 - Involvement of students from other institutions in MP/I;
- SO5 - Monitoring and quality control procedures of MP/I;

- SO6 - Dissemination to other HEI, and Exploitation of LAPASSION results.

Communication, Dissemination, and Exploitation have impact on specific objectives, like namely SO1, SO4, and SO6.

3. EXPECTED IMPACT OF THE PROJECT

Multidisciplinary Projects/Internships (MP/I) of Students' Teams of LAPASSION will have a clear impact. Students report MP/I as a unique experience they have. This is possibly one of the better ways for improving Soft Skills. Failure in Soft Skills training is an identified weakness of new employed graduates reported by enterprises. Since enterprises will be involved in the process, LAPASSION will be a clear benefit for approaching enterprises and the academic institutions, and their students and graduates.

When institutions like IPP, TAMK, UVIGO, and USAL implemented MP/I the motivation of the involved students rise, originating what Prof. Kalevi Ekman, who conceived Design Factories, call Passion Based Learning. However, MP/I are the exception, usually few institutions, Programmes and courses, and a reduced amount of students, are able to contact with MP/I. On the other hand, the adoption of LAPASSION by LA institutions from Brazil, Chile, and Uruguay will allow to implement MP/I in their Programmes and Institutions. LA has not been involved in a reform of Higher Education like in Europe. Programmes and courses are too centred on the teaching process. Integrative projects, joining competences from several curricular units of the same semester, are not a usual practice in LA. We do believe that the adoption of MP/I will passionate LA students. The good use of Communication, Dissemination, and Exploitation is essential for the expansion of practices like MP/I envisaged by LAPASSION.

The main question is how can LAPASSION partners guarantee that impact will continue behind the end of this funding? In order to answer this question, we need to guarantee that cooperation between institutions continues and a sustainable strategy for the activities of the project LAPASSION is developed. Again, we can find here that Communication, Dissemination, and Exploitation are protagonists for this purpose.

4. COMMUNICATION PLAN

Fifteen institutions are involved in LAPASSION, all of them with their Communication Offices, and different objectives for the communication. To define a common view for the Communication is something complex that needs to be discussed and proposed for LAPASSION project. Involvement of some Rectors, Vice-Rectors, and Pro-Rectors as members of the project,

and Presidents or Vice-Presidents of CONIF and AEP as well, prove it that all participant institutions recognize LAPASSION as a strategic project, and not just one more project.

The Communication Plan (output of activity 4.1 from Workpackage WP4, OA4.1.1) specifies all aspects related with the communication of LAPASSION. It is important to identify who will be involved in the communication, this is important because we have potential audience in 6 countries participating in the project, but also in other countries. The identification of the target audiences is important (general public; managers of the HEI; Enterprises and other Organizations; Teachers; Students). The timing of the communication must be planned. The messages to be communicated must be clearly defined (a vision; the results). The platforms used to communicate should be chosen. Here we can refer the website and social networks (output of activity 4.1 from Workpackage WP4, OA4.1.2), mailing lists and newsletters, publication of papers, reports, and books, presence in radio, TV, newspapers, magazines, participation in divulgation events and conferences, participation in meetings, etc.

Special attention should be given to the Execution of the Communication Plan (output of activity 4.1 from Workpackage WP4, OA4.1.3), a report that will be produced during the LAPASSION project, corresponding at the end to the final report of activity A.4.1. Special moments for the execution of the Communication Plan are the Opening Ceremonies and the Demo Days of MP/I. This activity will have impact on the indicators of the wider objective (IWO1: Multidisciplinary level; IWO2: Internationalization level; IWO3: Level of Interaction between HEI and E/O; IWO5: Impact on involved HEI; IWO6: Impact on other HEI).

4.1 Logo and Visual Image of LAPASSION

The creation of the LAPASSION Logo is very important to be used in all reports, presentations, publications, promotional materials and merchandising of the project. LAPASSION is a strong acronym so it is important that it appears clearly in the logo of the project. The following logo has been proposed and adopted by LAPASSION project:



Figure 2 - LAPASSION Logo

The LAPASSION acronym and complete name of the project appears in the logo, together with 4 squares representing important colors (red, blue, yellow, and green) on a white background color in the flags of the 6 countries involved in the project: Portugal (green, red and yellow), Spain (red and yellow), Finland (blue and white), Brazil (green, yellow, and blue), Chile (red, blue and white), and Uruguay (blue and white).



Figure 3 - LAPASSION Logo on Cookies

4.2 Erasmus+ Logo

It is mandatory to use the Erasmus+ Logo, with the text “Co-funded by the Erasmus+ Programme of the European Union” in all reports, promotional material, communications, presentations, posters, and merchandising if possible.



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

Figure 4 - Erasmus+ Logo

4.3 Disclaimer

It is also mandatory to write the following disclaimer:

“This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein”.

4.4 Site

Considering the already existence of a “lapassion” domain the project has decided to use the following address:

<https://lapassionproject.eu/>

USAL is the partner responsible for the creation and maintenance of the LAPASSION project website.

The structure of the site involves: Home; Description; Aims and Objectives; Partners; Workpackages; Last News; Video; Documents, and Contact. Erasmus+ logo and Disclaimer are



present always in the LAPASSION site, and links to LAPASSION Facebook and Twitter as well. “Home” briefly describes the project, shows the last news about the project. “Description” is a field with a more detailed description of the project. “Aims and Objectives” field shows the project aims and specific objectives. “Partners” is a field with a table of all 15 partners of LAPASSION, their logos and brief descriptions. It involves a map from Europe and Latin America showing the partners location. “Workpackages” is a field with a description of the 5 Workpackages of the Project, and the scheduled activities. “Last News” is a field with the news about the project, news involves a title, date, text, and a photo or image. With some care in placing news on the Website we will have an excellent repository of the project activity. “Video” field joins videos produced by the partners about the project, and news that appear on the television (broadcast or institutional TVs). There is one part for “Documents”. Finally, “Contacts” field shows the contacts of the Coordinator and responsible for the project in each partner. University of Salamanca is the partners responsible for the development, update and maintenance of LAPASSION project. Partners would be well represented and balanced in the news and video fields.

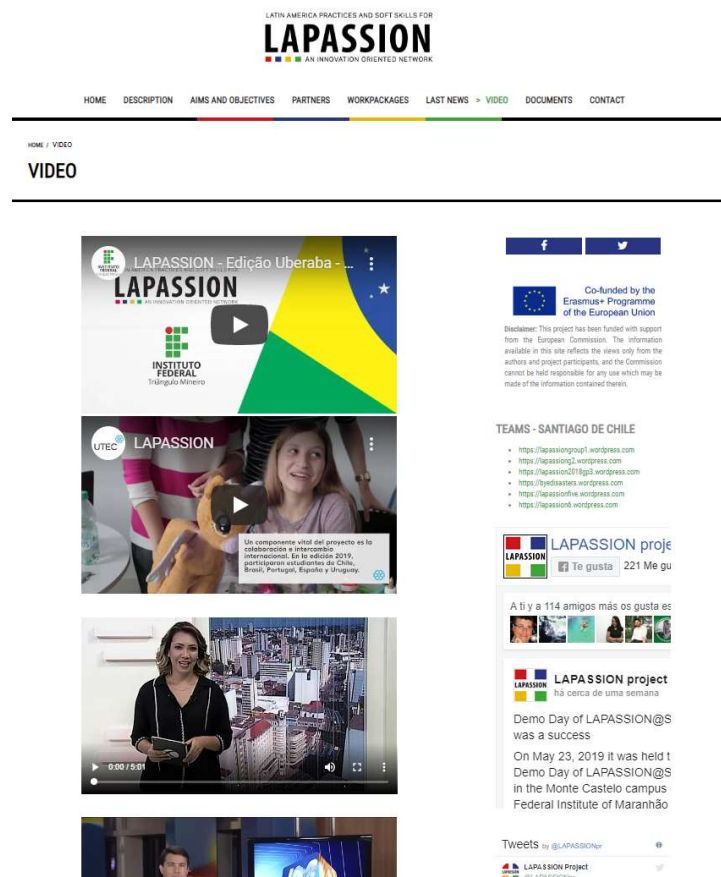


Figure 5 - LAPASSION site

The first version of the site was produced, just in English language, as the official language of the project. However, it was decided to have 2 other languages (Portuguese and Spanish)

considering that these languages are used in Latin America partners of LAPASSION, in order to increase the impact of the site and project.

4.5 Social Networks

The huge impact of Social Networks (Facebook, Twitter, Instagram, etc) on the last decade has created the need to be present in this space to establish a good communication about any project. The creation of a space in any social network is simple, however, to keep and maintain updated information to attract target groups and stakeholders is a considerable effort. Some important aspects to consider are to ensure a regular presence in the selected Social Networks, with attractive contents, and try to guarantee attention from target audience. It is also important to post contents as they are occurring and considering the importance of the associated events. A balanced involvement of all partners is also important, and not just those more directly involved with the responsibility of the communication.

For the project LAPASSION the presence in the 3 main social networks (Facebook, Twitter, Instagram) is important, starting with Facebook. At least one post must be available for each meeting of LAPASSION (Management, Preparation, and Quality). The Development of Students' projects deserves several posts, since they will be extended for 10 weeks, with particular attention to the Opening Ceremony and the Demo Day, but with intermediate posts during the weeks between both events. Development projects occur during the periods from March to June, and after the end of the students projects it is important to ensure some activity, a good possibility is to animate the social network with the presentation of specific projects of students. When some member of the consortium presents some communication or organizes some event related with LAPASSION this must be announced in Social Networks as well. With some care in placing posts on Social Networks we will have an excellent repository of the project activity.

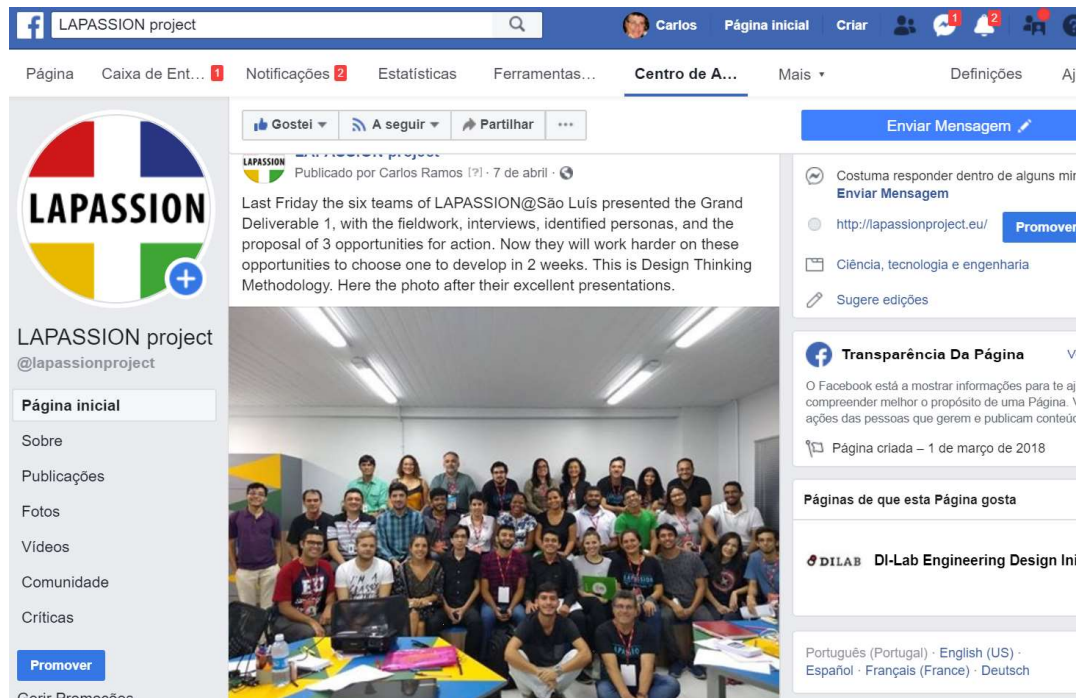


Figure 6 - LAPASSION Facebook

4.6 Blogs

Blogs are understood as a special type of website where activity are intense in certain periods of time, being a good way to promote the evolution of a project. In LAPASSION it was decided that the Multidisciplinary Teams of Students use blogs as the way to register the weekly evolution of their projects, allowing a description of the challenge and sub-challenge assigned to the students' teams, the members of the team, and a week report of the evolution of the students' project. Each member of the group should make a report of her/his view during the week involving comments related with the project and the intercultural experience they are living.

Blogs are also a good way to allow a public view of the evolution of students and teams in their experience with multidisciplinary projects. On the other hand, students can use their blogs to obtain feedback from readers.

4.7 TV, radio, newspapers, and magazines

While many concerns exist around the future of television and other traditional broadcast, and the impact of these media channels on young generations, we continue to think that a good presence on TV, radio and newspapers is a very good way for promoting the project and impacting the stakeholders.



Since LAPASSION will have activities in several different countries from Europe (Portugal, Spain, Finland) and Latin America (Brazil, Chile, Uruguay) it is important to involve the Communications sectors of the several institutions to try to have a presence on the media in different places. LAPASSION Students' Development projects are the most attractive initiative for being covered, namely the Opening Ceremonies and the Demo Days, and the media must be invited for these events. The divulgation of LAPASSION in a TV News programme, radio, or newspaper is something valuable to promote in other channels, like Social Networks or Websites.

Press releases are a good way to transmit information to the media. In this way journalists can obtain knowledge about some project or activity and reproduce the press release or to decide to do something more specific, like an interview or news about the project.



Figure 7 - News in a Newspaper

4.8 Institutional Communication channels

Today institutions have their own communication channels (Site, Social Networks, institutional TVs, Newsletters, Magazines, etc). It is important that LAPASSION partners' members connect

their own institutional communication sectors to guarantee a good presence of LAPASSION in these places, that are divulgated to all community of managers, employees, students and general public.



Figure 8 - IPP TV – Interview with 2 students selected to go to LAPASSION@santiago in Chile

4.9 Printed Material

Some printed material may be an effective way to communicate in events and exhibitions. Banners, posters, leaflets, flyers, pamphlets, brochures, and newsletters are some of the ways to promote the image of a project like LAPASSION.



Figure 9 - Poster of LAPASSION for attracting students

4.10 Gifts

Some gifts are interesting to promote the image of a project. During the Students' development projects small value gifts may act as unification and sense of belonging by project participants. Good examples are T-shirts causing a unification effect for photos and videos, pins, bags, glasses and mugs, bottles for water/tea, paper notepads, pen, etc.



Figure 10 - Gifts are important to create a sense of belonging

4.11 Planning and Scheduling of the Communication

In the Workplan of the LAPASSION proposal it is shown the planning of the communication concerning its scheduling for the activity A4.1 - Communication Plan & Execution – from the Workpackage WP4. This Scheduling is different in Europe and Latin-America concerning the place where the main meetings and developments take place.

Even before the starting of LAPASSION some news appeared in institutional sites, and also in press in Portugal, where it is installed the coordinating institution of the project. This effort in communication occurred in the period from August, when the acceptance of the project was announced, till the starting of the project in October 15, 2017.

At the beginning of October 2017 Carlos Ramos, the project Coordinator, was in a session in Pontevedra campus of UVIGO, together with the Rector of UVIGO and the Dean of the Campus to present LAPASSION. Several local newspapers placed news about this session.



Figure 11 - PonteVedra Viva!com digital media announcing the starting of LAPASSION involving UVIGO Pontevedra Campus

The following moments were considered as good opportunities for LAPASSION Communication:

- First Management Meeting in João Pessoa, Brazil, considering that the meeting is collocated with REDITEC'2017, the big annual event of the Federal Institutes of Brazil, with more than 1000

participants from all 41 institutions of the Federal Institutes network, covering all Brazilian States. Some printed material (prospects) were produced and a stand was available for the promotion of some IPP projects, including LAPASSION.

- Second Management Meeting, organized in Porto and Pontevedra at the end of February 2018, collocated together with the First Preparation Meeting and Training Session, here it was produced the first video of LAPASSION with images from these two meetings, involving declarations from Constanza Miranda (PUC) and Rodrigo Alvarez (DUOC) that will organize in the period April-June 2018 the first Development Multidisciplinary projects for students, and declarations of the 2 students from IPP selected to go to these project in Santiago de Chile.

- First Development Multidisciplinary Projects for students in Santiago de Chile, from April to June 2018. Several printed items (banners, posters, leaflets, flyers, pamphlets), gifts (bags, glasses) and institutional videos are envisaged, and the publication in a newspaper. During this period it will occur the Second Preparation Meeting and Training Sessions and the First Quality Meeting, both with presence of members of other partners outside Chile, also a good opportunity to involve them in the communication process of the project.

- All the following Management Meetings (Tampere in September 2018, Porto in June 2019, Montevideo in December 2019, Brasilia and Porto in 2020 more close to the end of the project).

- All the following Preparation Meetings (São Luís, Uberaba and Montevideo in November 2018, and Manaus, Goiania, Pelotas, and Santiago in November 2019), again an opportunity to produce some material, and have institutional news and videos.

- All the following Development projects (São Luís, Uberaba and Montevideo from March to May 2019, and Manaus, Goiania, Pelotas, and Santiago from March to May 2020), these are the main opportunities for the communication, in which it is more easy to have the promotion of LAPASSION in the television, radio and newspapers, besides institutional channels. Printed material and small gifts are expected in each institution receiving the project. The main opportunities for Communication are the Opening Ceremony and the Demo Day, it is important to notice that the Quality Meetings of LAPASSION are collocated in the last week of the project when the Demo Day occurs, allowing to guarantee some international presence in the event, something that is important for the media.

The updating of the LAPASSION site and social networks during all these events is very important, namely during the development projects where several news and posts must be placed to attract people during the all 10-weeks of students' projects.

Also during all the project partners are encouraged to use all opportunities of communication they have in the media to promote LAPASSION, for example in interviews for newspapers or TV, even if the main objective of the interview is not the project, LAPASSION can be used to illustrate the speech with an excellent example in all levels (innovation, training, research, connection University-Enterprises, etc).

5. DISSEMINATION STRATEGY

The Dissemination Strategy (output of activity 4.2 from Workpackage WP4, OA4.2.1) should be based on the stakeholder analysis. A stakeholder analysis is an exercise in which stakeholders

are identified, listed, and assessed in terms of their interest in the project and importance for its success and further dissemination. We want that stakeholders are aware of the work of LAPASSION project. Audiences need to be target directly (eg. Enterprises, to attract more MP/I proposals), they need to be aware about the activities and outcomes of the project, thus a deeper understanding of the project is necessary. It is important to identify people able to influence and bring about change within their organizations. They will need to enter much more in contact with LAPASSION project, for example, observing the MP/I of LAPASSION in action. Dissemination to people with strong decision-making abilities is important, like policy makers, and top-level HEI and E/O managers. The Dissemination Strategy will define the moments in which the dissemination actions are necessary. Dissemination takes place during all phases of the project.

This activity will have impact on the indicators of the wider objective (IWO1: Multidisciplinary level; IWO2: Internationalization level; IWO3: Level of Interaction between HEI and E/O; IWO5: Impact on involved HEI; IWO6: Impact on other HEI).

5.1 Workshops

To organize workshops in specific thematic events is an excellent way to divulgate a project. Workshops gave us an important period (morning, afternoon, day) to present a structured view of a project like LAPASSION. Being LAPASSION an Erasmus+ project it is important to achieve certain stakeholders, like International Relations representatives from Academic Institutions, so it is important to select events devoted to Academic International Relations and organize workshops there. Being Erasmus+ Capacity Building a very competitive Programme, some participants may be interested in understanding better how a specific project was prepared in order to have more success in the applications of the proposals of their institutions. Another example is to focus on stakeholders like Companies, trying to attract their attention for funding the activities of the project, and to guarantee part of the necessary sustainability.



Figure 12 - 46 people assembled on a Saturday afternoon in Rio de Janeiro to participate in a Workshop organized by LAPASSION. The workshop of 3 hours was titled "How to prepare good proposals to Erasmus+ Capacity Building for Higher Education". 46

participants from 39 different institutions from 16 Brazilian states and 3 other countries were trained under the scope of this workshop collocated with FAUBAI'2018, the annual event of the Brazilian Association for International Education

5.2 Conferences

Presenting papers and communications to Conferences is another way to promote a project. It is important to adapt the presentation for the attendees of the Conference (managers of HEI, companies' employees, International Relations Officers, Researchers, Professors, Students).

5.3 Invited Talks

Being LAPASSION a big project it is natural that the persons with the responsibility in the project are invited to speak about the project to specific audiences. This is an excellent opportunity to promote and disseminate the project.

5.4 Erasmus+ Dissemination Platform

The Erasmus+ Dissemination Platform is another way to disseminate the project results. As the project evolve in time and activities it is important to report the main results of the project in this platform, namely for a better understanding about everybody involved in Erasmus+ Programme about the success of the on-going project.

5.5 Meeting with Stakeholders

Once identified the main stakeholders for the project it is important to schedule meetings with them to promote and disseminate the project. In the case of LAPASSION main stakeholders are the managers of Enterprises and Higher Education Institutions, managers of Enterprises and other Organizations, people involved in local/regional/national Government at different levels, International Relations Offices of HEI, Professors and Teaching Staff, Students, and Researchers.



Figure 13 - 46 people assembled on a Saturday afternoon in Rio de Janeiro to participate in a Workshop organized by LAPASSION. The workshop of 3 hours was titled "How to prepare good proposals to Erasmus+ Capacity Building for Higher Education". 46 participants from 39 different institutions from 16 Brazilian states and 3 other countries were trained under the scope of this workshop collocated with FAUBAI'2018, the annual event of the Brazilian Association for International Education

If possible, the involvement on coordinating structures for these meetings can be the better way to impact many people (eg. a presentation in a Council of Rectors, or in an Association of Enterprises).

5.6 Toolkits and e-books

LAPASSION will produce two Toolkits (one for the Preparation of Students' Multidisciplinary projects and another for the Development of these projects). The Development Toolkit will join all experience and suggestions for the period from the decision to organize a Multidisciplinary project with the characteristics of LAPASSION projects till the starting of the projects by students (decision about the main Challenge and sub-challenges, identification of Stakeholders and Counterparts, Training of Professors and Coaches, Selection of Students, Support for students from abroad concerning information about the Country and City, accommodation, transports, visa, insurance, etc). The Development Toolkit is to help the institutions after the starting of the project (how to create teams and enrol them into the projects, training for students involved in Multidisciplinary projects, Soft Skills to train, Negotiation, Problem Solving, Conflict Management, Documentation, Presentations, etc).

Together the Preparation and Development toolkits will be an excellent pair of materials to HEI interested in the methodologies used by LAPASSION (eg. Design Thinking). An e-book will be published joining the material of both Toolkits but adapted for the needs of the e-book.

5.7 Using Communication to Scale Dissemination

Communication and Dissemination are different, but they are strongly connected. A good use of Communication channels may be a good way to attract stakeholders and disseminate the message of the project to them. For example, if an Opening Ceremony of the Multidisciplinary Projects for students appear on the news of an important Television, it will be easier to schedule meetings with stakeholders or to receive invitations for invited talks. Thus, all items described in section 4 need to be carefully considered and combined for the success of a Dissemination Strategy of a project.

5.8 Planning and Scheduling of the Dissemination

In the Workplan of the LAPASSION proposal it is shown the planning of the Dissemination concerning its scheduling for the activity A4.2 – Dissemination Strategy – from the Workpackage WP4. This Scheduling is different in Europe and Latin-America concerning the place where the main meetings and developments take place.

Even before the starting of LAPASSION Dissemination events occurred. At the beginning of October 2017 Carlos Ramos, the project Coordinator, was in a session in Pontevedra campus of UVIGO, together with the Rector of UVIGO and the Dean of the Campus to present LAPASSION to Professors of UVIGO.

Just at the beginning of the project Carlos Ramos was invited for a meeting table to present LAPASSION project in the session “Innovating Methodologies of VTE: Teacher Training and Curriculum” in the aims of the Meeting of the MERCOSUL Ministries of Education seminar on the topic of “Global and Regional Perspectives in Professional and Technological Education” held on 23 to 25 of October, 2017 in Brasília, Brazil. Carita Prokki and Virpi Heinonen from TAMK have been invited for this meeting too.



Figure 14 - Virpi Heinonen and Carita Prokki (TAMK) at the left side and Carlos Ramos (IPP) at the right side - Meeting of the MERCOSUL Ministries of Education seminar on the topic of “Global and Regional Perspectives in Professional and Technological Education”

The following moments were considered as good opportunities for LAPASSION Communication:

- First Management Meeting in João Pessoa, Brazil, considering that the meeting is collocated with REDITEC’2017, the big annual event of the Federal Institutes of Brazil, with more than 1000 participants from all 41 institutions of the Federal Institutes network, covering all Brazilian States. Carlos Ramos has made a presentation of LAPASSION project to the attendees of this event. Other opportunities to meet all Rectors from Federal Institutes are in the CONIF’s President takeover, usually always in February, and in other REDITEC meetings (expected for September 2018 in Búzios, and September 2019 in Florianópolis).
- Second Management Meeting, organized in Porto and Pontevedra at the end of February 2018, collocated together with the First Preparation Meeting and Training Session. A good moment to motivate Students and Professors from IPP and UVIGO for LAPASSION.
- First Development Multidisciplinary Projects for students in Santiago de Chile, from April to June 2018. During this period it will occur the Second Preparation Meeting and Training Sessions and the First Quality Meeting, both with presence of members of other partners outside Chile, also a good opportunity to involve them in the dissemination process of the project.
- All the following Management Meetings (Tampere in September 2018, Porto in June 2019, Montevideo in December 2019, Brasilia and Porto in 2020 more close to the end of the project). Namely these 2 last meetings will be the main opportunities for the Dissemination of LAPASSION since they will be organized after the end of all Students’ Development Multidisciplinary projects, allowing an overall view of LAPASSION.
- All the following Preparation Meetings (São Luís, Uberaba and Montevideo in November 2018, and Manaus, Goiania, Pelotas, and Santiago in November 2019), again an opportunity to motivate local Students, Professors, Companies and other Organizations.

- All the following Development projects (São Luís, Uberaba and Montevideo from March to May 2019, and Manaus, Goiania, Pelotas, and Santiago from March to May 2020), these are the main opportunities for the dissemination, using the Opening Ceremony and the Demo Day. Contacts with supporting Companies/Organizations and other HEI are important. The Quality Meetings of LAPASSION are collocated in the last week of the project when the Demo Day occurs, allowing to guarantee some international presence in the event and in other dissemination actions.

Also, during all the project partners are encouraged to use all opportunities for dissemination that they have for LAPASSION, for example invitations for talks to specific stakeholders.

6. EXPLOITATION STRATEGY

With the Exploitation Strategy (output of activity 4.2 from Workpackage WP4, OA4.2.2) we will be able to provide the valorization, mainstreaming, multiplication, and sustainability of LAPASSION. End-users of LAPASSION resources, decision makers as well as other interested parties and stakeholders need to be involved, ensuring that the LAPASSION innovation-oriented network is relevant and meet their needs. It is important to distinguish the Exploitation from the Dissemination. For example, the Dissemination oriented to the stakeholders of the type Enterprise will be initially oriented to receive proposals of challenges for MP/I, and possibly some seed money for running one project or another. On the other hand, Exploitation will be oriented to attract Enterprises understanding that involvement of international students is important for the success of the training of the students, even for the national students, possibly the future talented employees of the Enterprise. To do that Enterprises' decision makers will need to verify the success of LAPASSION MP/I.

This activity will have impact on the indicators of the wider objective (IWO1: Multidisciplinary level; IWO2: Internationalization level; IWO3: Level of Interaction between HEI and E/O; IWO5: Impact on involved HEI; IWO6: Impact on other HEI).

6.1 Protection of the Intellectual and Industrial Property

Another dimension of the Exploitation Strategy is the Protection of the Intellectual and Industrial Property. In the context of LAPASSION this protection may be very complex, since in the same students' team we involve students from different institutions and countries working together with coaches, professors, and researchers from the receiving institution, and staff from Enterprises or other organizations. It is a very complex scenario if the students' project opens a way for a possible register of a model, a software, a brand, or even a patent. Considering the short duration of LAPASSION multidisciplinary projects for students, 10-weeks, it is not expected that this happens with many projects, but certainly it will appear this need. Authors and Rights are different things in intellectual and industrial protection field, that need to be negotiated carefully. LAPASSION approach is to motivate the Technology Transfer Offices of the HEI to connect external Enterprises and Organizations about the approach to use. It is important

that part of the work is done before the starting of the project, in order to be clear to all involved participants.

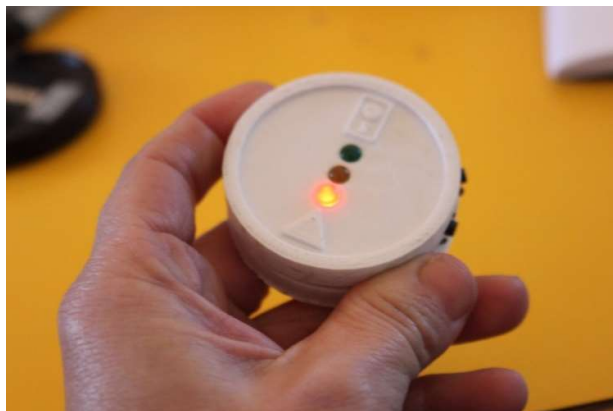


Figure 15 - Some Students' Multidisciplinary projects create prototypes/devices/products that can be patented

6.2 Exploitation from the point of view of involved HEI

Being expected a great success for LAPASSION project it is important that the involved HEI are aware about their new abilities after the end of the project to manage Multidisciplinary projects like those in which were involved during LAPASSION. This give HEI from Europe a good know-how and recognition to proceed with the connection with other HEI from Latin America or other geographical regions. The same is true for Latin America partners, being expected that other institutions from the same country or neighbor countries will try to benefit from this experience of the Latin America partners of LAPASSION.

However, it must be understood that LAPASSION is a singular project of Erasmus+ Capacity Building Programme that cannot be continued by another project from the same Programme, so institutions will have to find a sustainable way for the development of LAPASSION. Another challenge is the scale. How to go from an experience for dozens of students to hundreds or even thousands of students in the institution. This will imply to find a way to develop a LAPASSION at low-cost approach (LAPASSION@LowCost).

6.3 Exploitation from the point of view of Students

The participation in a Multidisciplinary project like LAPASSION is an excellent added value that each student will have in her/his Curriculum Vitae. Experience with Erasmus programme, and extensive studies made on top of millions of mobility processes, demonstrate that an international experience give to graduates a clear advantage in the labor market, what is expected in a global world where most of Companies and Organizations are faced to act globally. Additionally, LAPASSION is oriented to train Soft Skills, clearly considered by Employers as the most important for Employees, namely those covering Complex Problem-Solving, Critical Thinking, and Creativity (the 3 first in the Soft Skills 2020 list). Thus Students, future graduates,

have in LAPASSION an excellent opportunity for benefiting to participate in this amazing experience.

But how to conclude that? It will be important that institutions make a follow-up of their students involved in LAPASSION to have reliable information to support this conclusion.

6.4 Exploitation from the point of view of Human Resources of Enterprises/Organizations involved

LAPASSION Students' projects can be a good opportunity for Enterprises and other Organizations to find talented students to be hired later. This cannot be an immediate action, just after the 10-week development projects, since it is recommended that students complete their Programmes. It will imply some follow up of students after the end of the project.

6.5 Exploitation of the projects developed by students

Students' Multidisciplinary projects are amazing experiences intensively developed during the 10 weeks of the project. But, after the end of the Multidisciplinary projects, students return to their previous routines, in their countries and campi. It is natural that they concentrate in on-going curricular units, examinations and works, and it is natural that the LAPASSION students' projects remain forgotten during some days, weeks, and months. It is here that Exploitation of the developed Multidisciplinary projects enters, since a strategy to continue the project beyond the end of the 10-weeks experience is very important. Local students need to take care of the projects, and Professors/Coaches need to establish a strategy for the continuation. A good example is to use the project in the final Program students' projects, involving other local students if necessary.