



585687-EPP-1-2017-1-PT-EPPKA2-CBHE-JP

OA4.1.3 – Communication Plan Execution

Developed by IPP, AEP, and CONIF
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Contents

| | |
|---------------------------------------------------------|----------|
| 1. INTRODUCTION | 3 |
| 1.1 Consortium of LAPASSION..... | 3 |
| 1.2 Workpackages of LAPASSION..... | 4 |
| 2. OBJECTIVES OF LAPASSION | 5 |
| 3. IMPACT OF THE PROJECT | 6 |
| 4. COMMUNICATION PLAN EXECUTION | 7 |
| 4.1 Logo and Visual Image of LAPASSION..... | 7 |
| 4.2 Erasmus+ Logo! | 9 |
| 4.3 Disclaimer | 11 |
| 4.4 Site..... | 11 |
| 4.5 Social Networks | 13 |
| 4.6 Blogs | 13 |
| 4.7 TV, radio, newspapers, and magazines..... | 14 |
| 4.8 Institutional Communication channels | 16 |
| 4.9 Printed Material | 21 |
| 4.10 Gifts | 22 |
| 4.11 Planning and Scheduling of the Communication | 23 |

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 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.

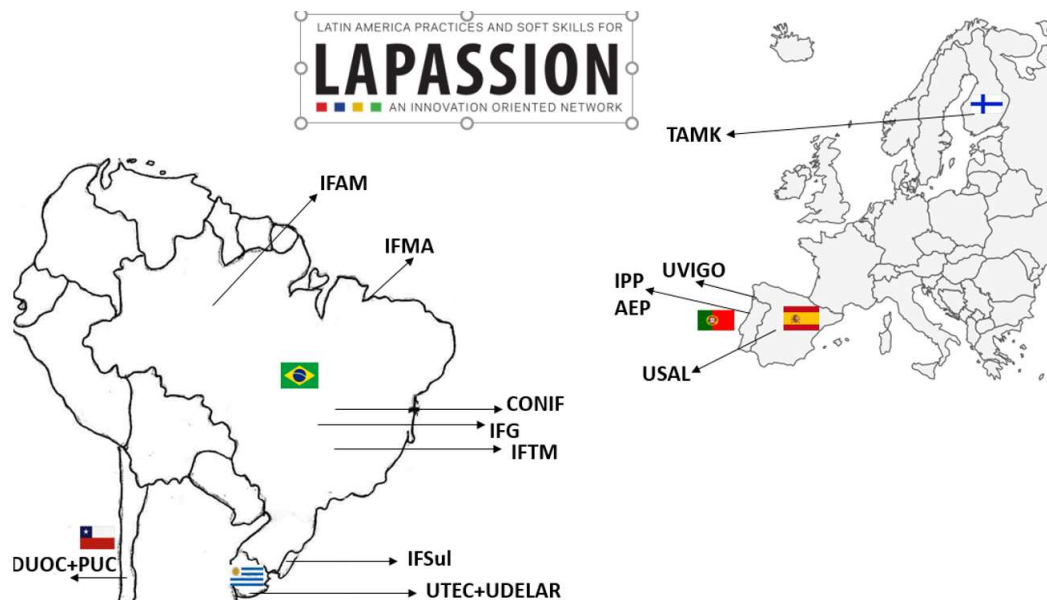


Figure 1 - LAPASSION partners in Latin America and Europe

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. IMPACT OF THE PROJECT

The aim of LAPASSION was 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 MP/I for co-creation, co-development and acceleration of innovative ideas, integrated in the educative project of the involved institutions. MP/I was 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. The sustainability of the project is currently ensured in Brazil, Chile, and Uruguay, and can be extended to other Latin-America countries, like Colombia.

In Brazil LAPASSION introduced the challenge-oriented projects, team working, multidisciplinary projects, user-centric, ideation, and Design Thinking, a complete set of new practices for HEI teachers and students. These practices impacted directly the 5 Federal Institutes that are in LAPASSION consortium, but other 10 Federal Institutes have sent students to LAPASSION projects. The Ministry of Education has decided to support a set of 143 IFMakers (FabLab-type spaces) for Federal Institutes (76 already supported) and LAPASSION-based projects will run in these spaces. This has been already done in Goiás state, in the Itumbiara city that received one of the IFMakers space and organized a set of 4 multidisciplinary projects for students based in LAPASSION practices. EMBRAPII Poles (Brazilian Research & Innovation entities organization) are Science&Technology poles supported in HEI in Brazil to allow Universities to work close with the Enterprises and real problems of the Society. In 2020 it was decided to create 4 of these poles in the Federal Institutes of Brazil, and in many applications 3 of the successful proposals were made by Federal Institutes involved in LAPASSION (Federal Institutes of Amazonas, Goiás, and Triângulo Mineiro). The areas of actuation of these 3 EMBRAPII poles are related with the challenges launched in the LAPASSION projects for students.

In Chile the complete coupling of a traditional and big University like PUC with DUOC, a HEI oriented for Professional training and practice, around the same international project is really amazing. Students did not find any discontinuity between the project when using PUC DI-Lab or DUOC Design Factory. Brazilian and Uruguayan partners recognized LAPASSION@Santiago as a top edition of the set of Multidisciplinary projects for students, what is amazing, considering that this was the first edition, and all partners learn a lot with PUC and DUOC cooperation. While PUC and DUOC have developed the first edition of LAPASSION projects for students in Santiago (LAPASSION@Santiago) with the involvement of Municipality entities as counterparts, the continuation of LAPASSION in Chile involved going to other cities (Concepción and Viña del Mar) and involving companies like Viña Ventisquero, Nestlé Chile, Agrosuper, Buin Zoo, Conservas Centauro, and North Star. DUOC and the

Design Factories of Bogota and Cali, in Colombia (settled in Universidad Javeriana), have established an innovation course for students based in the practices of LAPASSION, 23 students (13 from DUOC and 10 from Colombia) have been involved. This is a clear extension of LAPASSION to another Latin-America country not involved in the project partners, and this was an excellent first step to go from countries funded by LAPASSION to other countries.

In Uruguay, in a traditional University like UDELAR, LAPASSION motivated the development of Multidisciplinary projects involving students from different Programmes. Espacio Interdisciplinario (Interdisciplinary Space) from UDELAR gained visibility in UDELAR, and now different Faculties are experiencing the benefits of Multidisciplinary projects for students. In new Universities, like UTEC, created at the end of 2012, LAPASSION was a great motivation for the cooperation University-Enterprise and for the internationalization of the institution. #INNOVA was created by UTEC and projects based in LAPASSION practices are being developed. Células de Innovación are students' teams, combining students from UTEC and other Universities, like UTU (Universidad del Trabajo de Uruguay). Up to now 4 editions of the Células de Innovación projects have been developed involving 94 students in 25 teams, a total of 24 Enterprises participated launching challenges for students' teams.

4. COMMUNICATION PLAN EXECUTION

As it can be seen from the previous section LAPASSION is having impact in Latin America countries. It seems that the Communication Planning has achieved its results.

4.1 Logo and Visual Image of LAPASSION

LAPASSION acronym is a strong name, this is why the project acronym appeared clearly in the logo, with 4 squares in colors red, blue, yellow, and green, in a clear reference to the main colours of the countries flags of Portugal, Spain, Finland, Brazil, Chile, and Uruguay. An the name of the project to make clearer what is LAPASSION.

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR

LAPASSION
 ■ ■ ■ ■ AN INNOVATION ORIENTED NETWORK

Figure 2 - LAPASSION Logo

The LAPASSION logo was extensively used, from cookies to tshirts



Figure 3 - LAPASSION Logo on Cookies



Figure 4 – One of the LAPASSION T-shirts, please see the coloured squares in i, j, i, and ! from “I survived LAPASSION and enjoyed it!”



Figure 5–LAPASSION pins

4.2 Erasmus+ Logo!

Erasmus is a very strong brand in Latin America. For International Relations Offices of Universities and Ministries of Education from Latin America Erasmus is a kind of model to follow. Thus it is very important to associate LAPASSION to Erasmus+, not only because it is funded by Erasmus+ Programme but because this association makes the project stronger. Erasmus+ logo has been placed in the main documents, site, presentations, and in all merchandising of LAPASSION.



Co-funded by the
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of the European Union

Figure 6 - Erasmus+ Logo



Figure 7 - Erasmus+ Logo together with LAPASSION logo in T-shirts

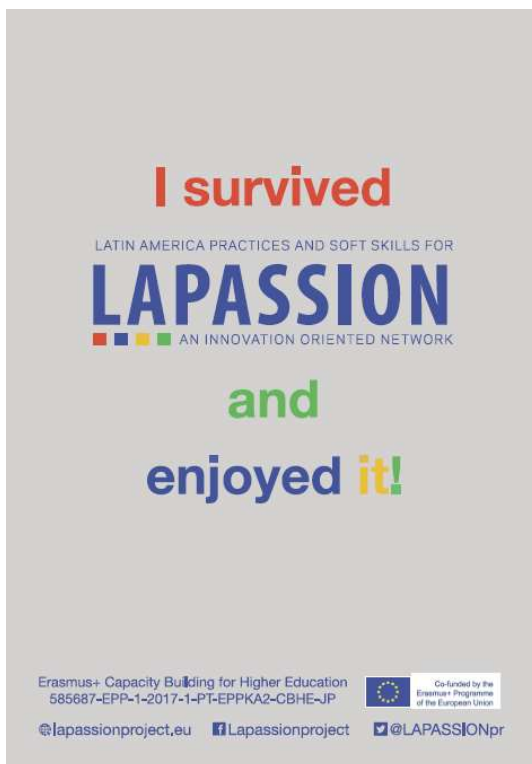


Figure 8 - Erasmus+ Logo in Moleskine

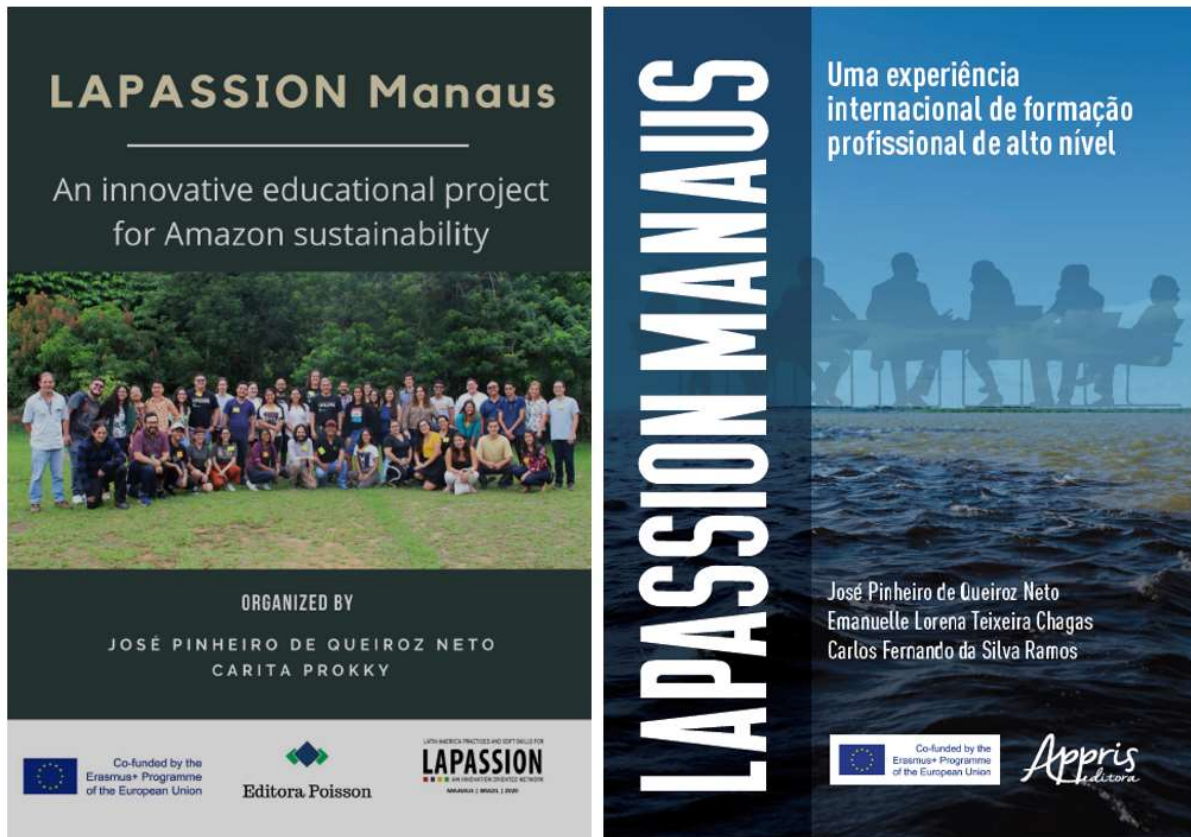


Figure 9 - Erasmus+ Logo in a books' covers of LAPASSION

4.3 Disclaimer

The disclaimer has been used in all main documents of LAPASSION, namely in the Reports. The used text was the following:

"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

The following address was used for LAPASSION site:

<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.

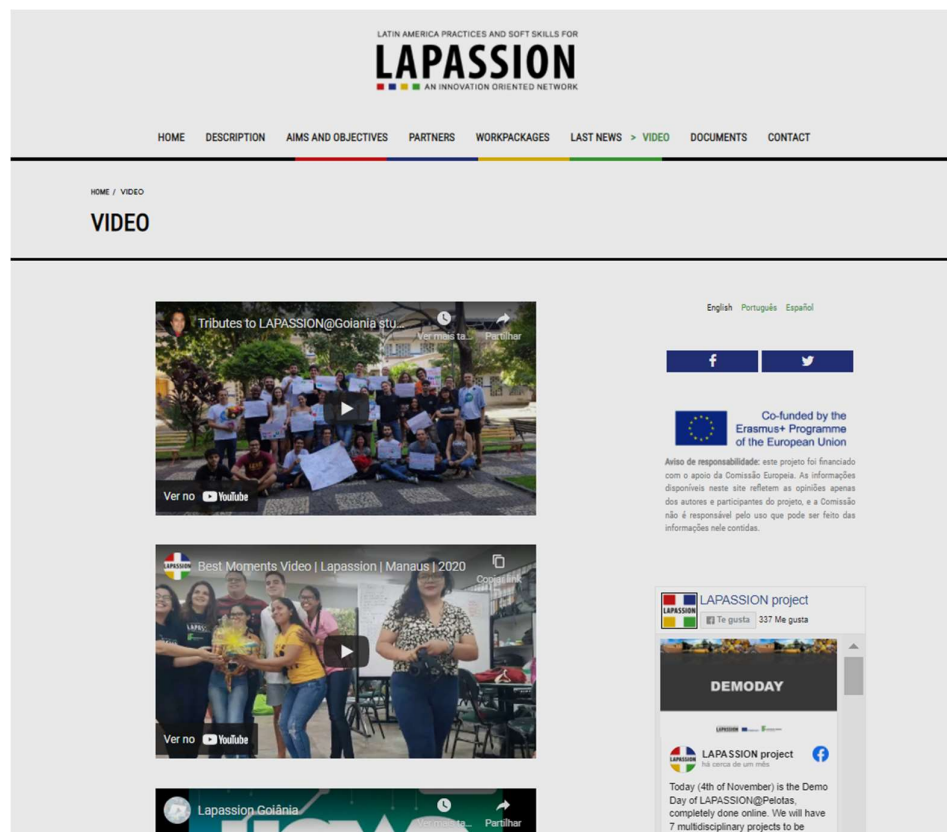


Figure 10 - LAPASSION site showing some of the videos of the project

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

Social Networks have been used during the project to promote the main activities and results of LAPASSION. This is an important presence and an easy way for people to know about the project evolution.

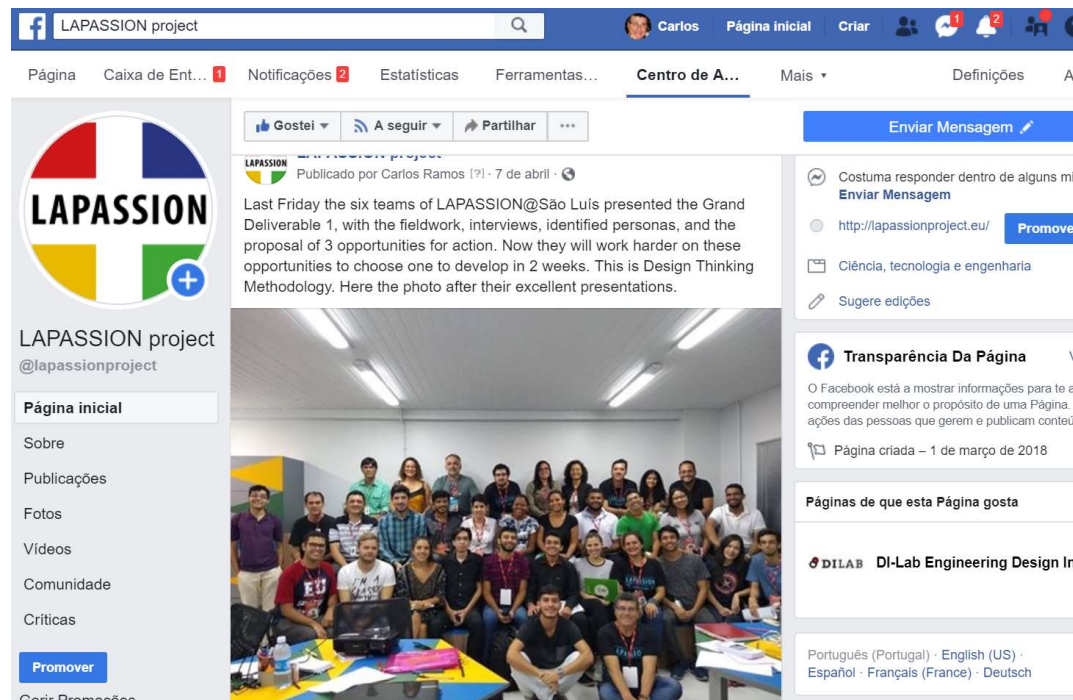


Figure 11 - LAPASSION Facebook

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.

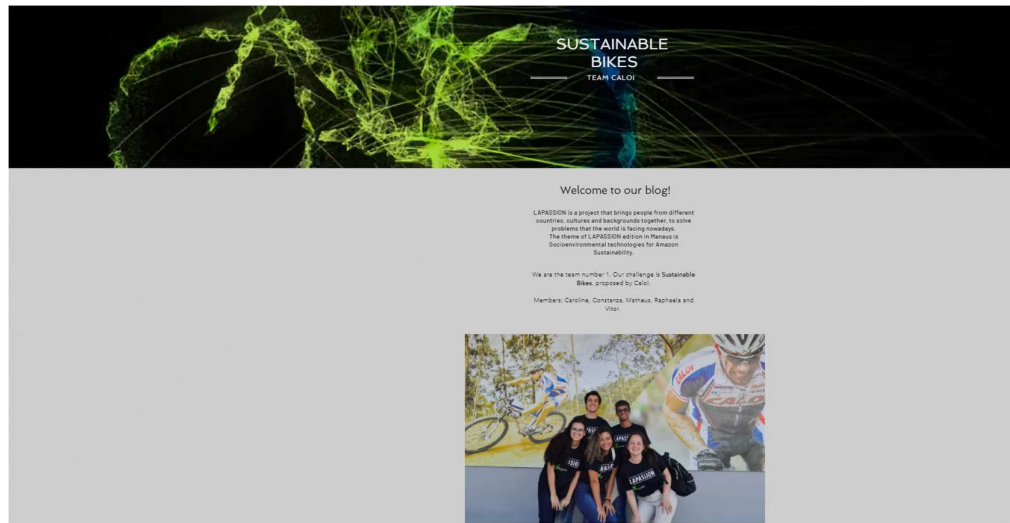


Figure 12 - LAPASSION Team Blog

4.7 TV, radio, newspapers, and magazines

A special attention was given to the visibility of LAPASSION on TV. This goal has been achieved with great success in Brazil. The opening ceremony of LAPASSION@SãoLuís gave origin to news in primetime of the two main Brazilian TV channels (Globo and SBT). The involvement of LAPASSION@Uberaba with the Enterprises gave origin to news in primetime of Globo as well.

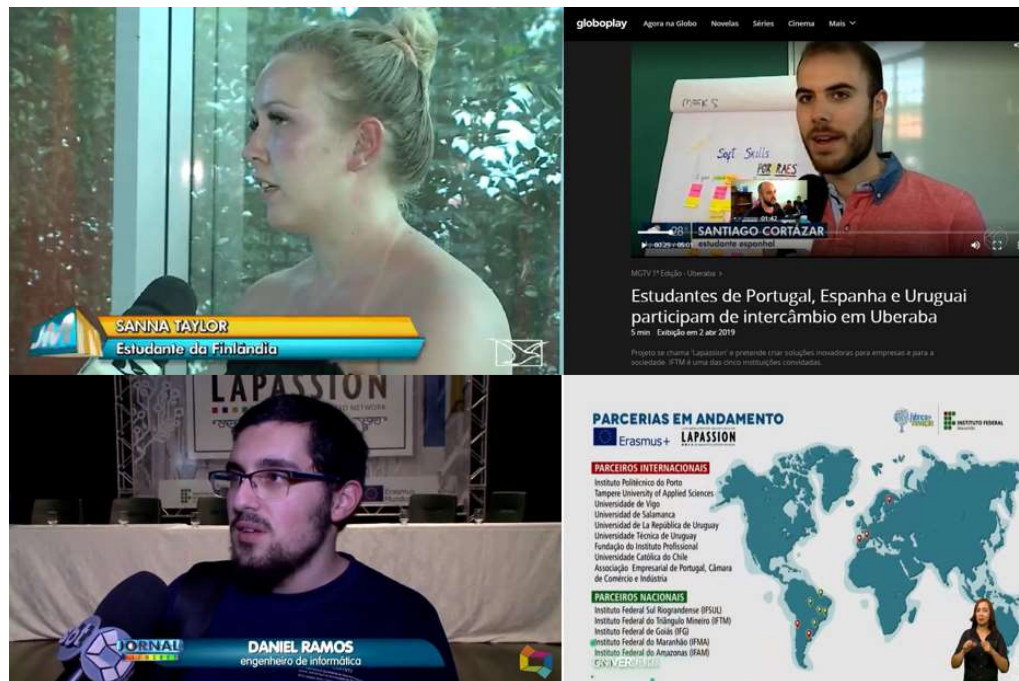


Figure 13 - Students of LAPASSION Multidisciplinary projects appearing in Brazilian TV News Primetime



Newspapers and Magazines were another presence of LAPASSION on Media.

LATERCERA Viernes 24 de agosto de 2018 19

EDICIONES ESPECIALES > Duoc UC > www.duoc.cl



LAPASSION Duoc UC se suma a proyecto internacional de innovación

Alumnos de Duoc UC participaron en el proyecto LAPASSION - Latin America Practices and Soft Skills for an Innovation Oriented Network- financiado por el programa de la Unión Europea Erasmus+, que promueve la movilidad de los estudiantes y la innovación. La iniciativa convoca a jóvenes de distintos países y carreras en torno a desafíos propuestos por entidades de gobierno y organizaciones sin fines de lucro.

Este año, 39 jóvenes de Duoc UC, de la Pontificia Universidad Católica de Chile e instituciones de educación superior de Finlandia, Uruguay, Brasil, España y Portugal, aportaron sus ideas para mejorar la calidad de vida de los adultos mayores, conforme con los desafíos propuestos por la Fundación Oportunidad Mayor, Unidad de Ciudades Inteligentes del Ministerio de Transportes y Telecomunicaciones, Parque Metropolitano y Centro de Investigación para la Gestión Integrada de Desastres Naturales (CIGIDEN).

Valiosa oportunidad

Para los estudiantes de Duoc UC, su participación en LAPASSION les permitió profundizar su cultura de innovación y establecer conexiones con empresas-organizaciones, que favorecen su empleabilidad y la internacionalización.

"Estamos contentos con la adjudicación, por primera vez, de un fondo internacional como este, proveniente de la comunidad europea y con foco en el fortalecimiento de la innovación en educación superior", comentó Carmen Gloria López, vicerrectora Académica de Duoc UC.

Referente en innovación

"Esta iniciativa nos posiciona como referente en el ámbito de la innovación a nivel regional. Esto es, para nosotros, una nueva metodología de trabajo que podría ser replicable, que genera transformaciones en las personas y que desarrolla competencias de empleabilidad, necesarias en el contexto de los cambios tecnológicos actuales que tendrán nuestros alumnos", destacó Pablo Vaillant, director de Innovación e Investigación Aplicada de Duoc UC.

Por su parte, el estudiante de la carrera Diseño Industrial de sede San Carlos de Apoquindo, José Marchant comentó que LAPASSION se convirtió en una experiencia única en innovación y desarrollo: "Potenciamos habilidades creativas a partir del trabajo en equipo, el ambiente colaborativo facilitó el desarrollo íntegro del proyecto", destacó el estudiante.

Alumnos representantes de equipos multidisciplinarios expusieron sus propuestas durante la ceremonia de cierre LAPASSION.



Rodrigo Álvarez, subdirector de Innovación y Emprendimiento Estudiantil de Duoc UC; Juan Carlos De la Llera, decano de la Facultad de Ingeniería UC; Carmen Gloria López, vicerrectora Académica de Duoc UC; Pablo Vaillant, director de Innovación e Investigación Aplicada de Duoc UC; y Angelina Vaccarella, directora Área Escuelas de Diseño y Comunicación de Duoc UC.

"Esta iniciativa nos posiciona como referente en el ámbito de la innovación a nivel regional". Pablo Vaillant, director de Innovación e Investigación Aplicada de Duoc UC.

Para los estudiantes de Duoc UC, su participación en LAPASSION les permitió profundizar su cultura de innovación y establecer conexiones con empresas-organizaciones, que favorecen su empleabilidad y la internacionalización.

Figure 14 - News about LAPASSION@Santiago in a Newspaper in Chile

22 // Abr 2019 // Investigação // TheRoute

TheRoute chega ao Brasil através do projeto LAPASSION

O THEROUTE (TOURISM AND HERITAGE ROUTES INCLUDING AMBIENT INTELLIGENCE WITH VISITANTS' PROFILE ADAPTATION AND CONTEXT AWARENESS - REFERÊNCIA SAICT/023447) É UM PROJETO DE I&D FINANCIADO PELA FUNDAÇÃO PARA A CIÊNCIA E A TECNOLOGIA, PELO PROGRAMA OPERACIONAL DA REGIÃO NORTE DE PORTUGAL (PO-NORTE) E PELO PROGRAMA FEDER.

Trata-se da maior experiência de I&D multidisciplinar dentro do Instituto Politécnico do Porto (IPP), estando envolvidos professores, investigadores e boiseiros de todas as oito escolas do IPP. Com tanta multidisciplinaridade, é natural que o TheRoute consiga projetar-se através de outro projeto do GECAD – Grupo de Investigação em Engenharia e Computação Inteligente para a Inovação e Desenvolvimento, o grupo de pesquisa vocacionado para a Inteligência Artificial do Instituto Superior de Engenharia (ISEP) do IPP. O projeto LAPASSION é um projeto Erasmus+ Capacity Building que visa o desenvolvimento de projetos multidisciplinares por parte de alunos pesquisadores, de modo a dar resposta a desafios abertos.



Alunos LAPASSION recebidos pelo Governador do Maranhão

Neste exato momento, estão a decorrer três conjuntos de projetos multidisciplinares LAPASSION na América do Sul: dois no Brasil e um no Uruguai. De realçar que o projeto em curso em São Luis do Maranhão – com o desafio de como aumentar o Índice de Desenvolvimento Humano nesse Estado – tem dois subprojetos inspirados no The-

Route, com aplicação no Turismo para as cidades Maranhenses de São Luis e Santo Amaro.

O projeto LAPASSION em São Luis do Maranhão começou com uma cerimónia envolvendo o Instituto Federal do Maranhão (IFMA), com a presença do governo do Estado.



Carlos Ramos, investigador responsável pelo projeto TheRoute

Passaram nessa mesma semana de arranque dois documentários nas principais televisões do Estado, filiadas na Globo e SBT. Os professores e alunos envolvidos foram também recebidos no Palácio dos Leões, sede do governo do Estado do Maranhão, a convite do próprio Governador Flávio Dino. Dois alunos do ISEP estão em São Luis em conjunto com alunos da Finlândia, Espanha, Uruguai e sobretudo Brasil, com alunos de cinco Estados do país (Maranhão, Amazonas, Pernambuco, Alagoas e Rorônia). O projeto decorre durante 10 semanas.

Dalana Marques é a aluna que está no projeto de Turismo para Santo Amaro, um dos locais onde estão os famosos Lençóis Maranhenses, e seu o grupo envolve também alunos da Finlândia e do Brasil. Daniel Ramos está no projeto de Turismo para São Luis, cidade famosa pelo Património Histórico reconhecido pela UNESCO,

e o seu grupo envolve também alunos do Uruguai e Brasil.

Por volta de setembro, 16 alunos do Instituto Federal do Maranhão irão para o Porto para fazer estagios de pesquisa no GECAD e em outros grupos de pesquisa do ISEP. Cinco deles irão integrar o projeto TheRoute no Porto.



Aluno do ISEP entrevistado na Televisão SBT Brasil

O projeto TheRoute efetua estudos, pesquisa e experimentação à volta do desafio de geração automática de rotas para turistas e visitantes de pontos de interesse relacionados com o Turismo, Património, Artes e Cultura. As rotas sugeridas são adequadas ao perfil dos visitantes, e grupos de visitantes, e estarão atentas ao contexto (por exemplo, as situações climáticas). Os tours sugeridos poderão desenvolver-se à volta de um local ou rota ou à volta de um tema. O sistema desenvolve-se em ambiente de Computador, Tablet e Smartphone, cobrindo o ciclo de vida da experiência do visitante. Alguns exemplos de rotas específicas são, por exemplo, as rotas do Caminho de Santiago de Compostela, rotas do Graffiti, ou rotas de artistas e escritores. O projeto é liderado pelo IPP e envolve o ISEP, através do grupo de I&D GECAD, o Instituto Politécnico de Viana do Castelo e a empresa Douro Azul.

Esta articulação entre o TheRoute e o LAPASSION permite dar um alcance internacional de implantação do TheRoute, na Europa e América Latina. O GECAD dispõe ainda do projeto Groupplanner, também do programa SAICT, para Rotas para Grupos de Turistas Chineses. Juntos, os três projetos representam um investimento de cerca de 1 milhão e meio de euros.

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 divulged to all community of managers, employees, students and general public.



Figure 16 - IPP TV – Interview with 2 students selected to go to LAPASSION@Santiago in Chile in 2018



Figure 17 - DUOC TV –LAPASSION@Santiago in Chile in 2018



Figure 18 - PUC TV –LAPASSION@Santiago in Chile in 2018



Figure 19 – IFTM TV – Rector of IFTM describing LAPASSION@Uberaba in 2019



Figure 20 – IFMA TV – Flávio Dino, Governor of Brazilian State of Maranhão speaking about LAPASSION@SãoLuís 2019



Figure 21 - UTEC TV –LAPASSION@Uruguay in 2019



Figure 22 - IFG TV –LAPASSION@Goiania in 2020, before coronavirus pandemic crisis



Figure 23 - IFAM TV –LAPASSION@Manaus in 2020, before coronavirus pandemic crisis

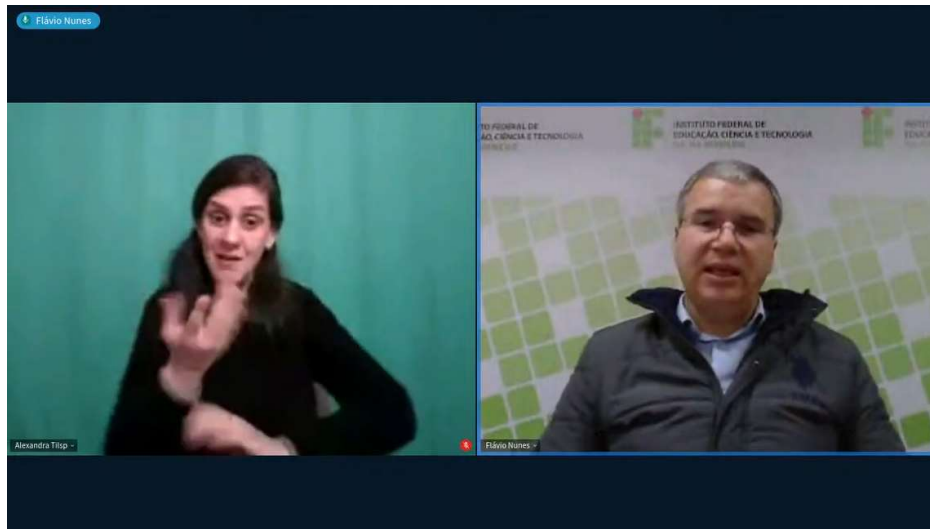


Figure 24 – IFSUL TV – Rector of IFSUL describing LAPASSION@Pelotas in 2021

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 25 - Poster of LAPASSION for attracting students



Figure 26 - LAPASSION poster

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 4 - 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 28 - 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, and Salamanca in 2021).
- 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
- Additional Preparation Meetings when covid crisis opened space for some intercontinental flights (preparation meetings of 2021 in Tampere, Porto and Florica-Uruguay)
- All the following Development projects (São Luís, Uberaba and Montevideo from March to May 2019, Manaus and Goiania, from March to May 2020, and Pelotas from September to November 2021), 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. Coronavirus impacted the Development projects of Manaus, Goiania, and Pelotas, but they were also a learning opportunity on how to proceed with communication in pandemic times
- Internationalization Meetings, like FAUBAI in Brazil
- Rectors and Institutional Managers Meetings like REDITEC from Federal Institutes of Brazil, with presential participations in 2017, 2018, and 2019, and online in 2020 and 2021
- Invitations to present LAPASSION in several meetings, workshops, and conferences
- events organized by EACEA, Erasmus+, and European Union like the 2021 CBHE Virtual Fair
- Meetings with Enterprises and/or Associations of Enterprises

- invitations to visit Governmental/Municipal bodies, like the invitation of the Maranhão State Governor Flávio Dino invitation to all students and professors of LAPASSION to visit the Governmental Palace to speak with him.



Figure 29 – Maranhão State Governor receiving students and professors in Governmental Palace (Palácio dos Leões)