



## Dissemination, Communication and Exploitation Plan

URL for iPEN Dissemination Actions: <https://ipenche.chania.teicrete.gr/dissemination-team/>

### Deliverable 4.1

**Project Number:** 586165

**Project Title:** Innovative Photonics Education in Nanotechnology

**Project Acronym:** iPEN

**Project Coordinator:** Hellenic Mediterranean University (HMU)-(P1)

#### Partners:

P2	Politecnico di Milano	Italy
P3	Universiteit Twente	Netherlands
P4	Friedrich – Alexander Universitaet	Germany
P5	Web2Learn	Greece
P6	Bar Ilan University	Israel
P7	Weizmann Institute of Science	Israel
P8	Sami Shamoon College of Engineering	Israel
P9	Holon Institute of Technology	Israel
P10	MEITAL	Israel
P11	Ben Gurion University of Negev	Israel
P12	Technion – Israel Institute of Technology	Israel
P13	IESL – FORTH	Greece

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## 1. Executive Summary

The Dissemination, Communication and Exploitation plan explains how the project will (a) disseminate and communicate its progress, its outcomes, its planned actions; (b) how the consortium will ensure the visibility of the project and disseminate of its results though its lifetime and beyond; and finally (c) will explain how the results will be exploited & be sustained among its consortium members and beyond its 'borders'.

**Dissemination:** *This is defined as a planned process of providing the information on the quality, relevance and impact of the results of programs and initiatives to stakeholders. It occurs as and when the results will become available. This activity happens within a project's consortium, beyond it and in program level*

**Exploitation:** *Consists of mainstreaming and multiplication. The former regards the transfer of the successful results of the project to appropriate decision makers in local, regional, national and international systems. Multiplication refers to the plan convincing individual stakeholders to adopt and apply the project's results and initiatives. Sustainability is linked with the exploitation since refers to the exploitation of the project's outcomes beyond its funding period*

The Dissemination, Communication and Exploitation Plan identifies key stakeholder groups and establishes the most relevant communication channels and messages for each target audience. It defines the branding and promotion tools, and the channels to be employed, describing the methodology, the timeline to be followed for carrying out and tracking each activity. The Dissemination, Communication and Exploitation Plan assigns roles and responsibilities to all the partners. The aim is to achieve all the envisioned targets, guiding the partners in the implementation of this Workpackage through a coherent, effective in time and use of funds approach. The constant monitoring is necessary requirement to be followed. The regular access, renewal and adaption to the new requirements and opportunities arise will be executed.

## **2. Part I: Dissemination and Communication Plan**

### **1. Strategy**

#### **i. Project Context and Communication Objectives**

The motivation to implement iPEN project is triggered by the lack of a coherent source of modules to support the education & training of final year undergraduate and postgraduate students in photonics tools employed in nanotechnologies. The non-deep understanding on these tools reduces the confidence of students to apply them and understand the acquired measurements. To support even more the main iPEN objective, the project envisions to support the teaching abilities of teachers of the consortium by providing a training through running intensive courses and developing modules how to teach science. Better teachers for sure result in better students. iPEN does not envision only to cultivate the technical knowledge of its students & researchers but also to enhance their soft skills particular these ones will need as future nanotechnologists as: (a) Negotiation Skills; (b) Management Skills; (c) Resilience Skills; (d) Lab Management Skills; (e) presentation skills; (d) Scientific Writing

The main outcome of the project are (a) offline and online modules on hard skills relating to photonic tools & techniques applied in nanoscience; (b) offline and online modules focused on the cultivation of the aforementioned soft skills development; (c) offline and online modules assist the more efficient teaching of science; and (d) training events (Intensive Courses) for teachers and students. All the material will be generated through iPEN project will support existence modules within the consortium or be introduced as new modules. iPEN curriculum is the 1<sup>st</sup> attempt to build a coherent course curriculum that addresses the most modern photonic tools & techniques employed in nanotechnology. Moreover the curriculum is supported by a series of modules that aim the development of a scientist teaching and soft skills. Such a course does not exist anywhere right now. All of its outcomes will be sustained and beyond the project's lifetime. This will support the life long learning priorities in Europe and Israel as well.

iPEN project's consortium takes very seriously its dissemination across its lifespan. iPEN dissemination team will communicate and aware about its progress and extracted outcomes all the primary and secondary project's stakeholders using all the available tools (check here all the taken dissemination actions: <https://ipenche.chania.teicrete.gr/dissemination-team/>). The plan will be updated during the project in a yearly base to adapt the project evolution.

The main objectives of the dissemination & communication plan are:

- Define a communication strategy adapted to the different targeted groups
  - To plan communication activities
  - To guide partners throughout communication and dissemination activities
- Prepare a project branding package and set of materials for the dissemination of the project and its outcomes
  - Develop project's logo, website, social media pages, posters, leaflets and banners
  - To raise the awareness of the project's outcomes and solutions
  - To setup a regular flow of information & communication with the project's stakeholders
  - To introduce achievements and results in scientific and specialised publications and events (e.g. Erasmus Weeks, Educational and Scientific Conferences) in regional, national and international level
- Track and monitor the Communication and Dissemination Plan activities. Measure their impact using online and offline tools
- Enhance the reputation and visibility of the Consortium Partners at local, national and international level

The dissemination plan is supervised by the dissemination team. Coordinator of the execution of the dissemination plan is Bar Ilan University in close collaboration with iPEN project's coordinator Associate Professor Konstantinos Petridis

## ii. Stakeholders targeted

The targeted stakeholders of the iPEN are very dictated by the need analysis performed before and immediately after the kick off meeting of the project. The targeted stakeholders can be segmented into two categories: Primary target group and Secondary target group.

- **Primary target group**, which aims at potential users: (a) Undergraduate & Postgraduate Students with an interest in Nanotechnology and Photonics; (b) Researchers that employ photonics based tools and characterization techniques

along their research; (c) High School Teachers that teach STEM and more particular Nanotechnology to young students

- **Secondary target group**, which can be reported as ‘communication hub’:  
Nanoscience Industry, STEM Life Long Learners, Erasmus Offices & International Relationship Offices, Other Erasmus Plus Project Coordinators & Networks, The iPEN Associated Partners Network

**Table 1** provides a short description of two aforementioned stakeholder groups and the objectives establish a communication with them.

Primary Target Groups		
Target Group Type	Objectives	Description
Undergraduate Students, Postgraduate Students ,Researchers engaged in Nanoscience	<ul style="list-style-type: none"> <li>• Aware them for the iPEN philosophy and objectives</li> <li>• Get a feedback from them regarding their view for hard, soft skills in relationship of studies in nanoscience. Survey their opinion on what is missing and what iPEN can offer</li> <li>• Engage them during the running of iPEN events, developing of modules and teaching strategies – Get their feedback</li> <li>• Request their feedback (satisfaction, comments and suggestions) after the attending iPEN modules and events</li> <li>• Aware them of forthcoming iPEN events and future actions</li> </ul>	<p>This group of stakeholders to shape the actions of the iPEN project (e.g. the final constitution of the modules build the iPEN curriculum)</p> <p>The Consortium Students following the planned training schools, modules within the consortium</p> <p>STEM Students &amp; Researchers within and beyond the consortium</p>
Academics Teaching Nanotechnology and Photonics	<ul style="list-style-type: none"> <li>• Aware them for the iPEN philosophy and objectives</li> <li>• Engage them during our educational activities e.g. Intensive Courses as lecturers or attendees</li> <li>• Get their feedback regarding their view of what is missing regarding the Photonics</li> </ul>	<p>The Consortium Scientists and their local network</p> <p>Nano-Scientists beyond the consortium</p>

	<p>Education of young students and researchers engaged in nanoscience</p> <ul style="list-style-type: none"> <li>• Take their view of the importance of soft skills along a scientist’s career</li> <li>• Communicate them to leverage the iPEN pool of modules for the training of their students; and enrich their existed modules</li> <li>• Request their feedback (satisfaction, comments and suggestions) after the application of the iPEN provided solutions and tools</li> <li>• Exploit them to evaluate the iPEN modules after their offline completion</li> <li>• Provide them tips of how to teach nanotechnology to young students and researchers</li> </ul>	
<p>Departments &amp; University Decision, Industry Makers</p>	<ul style="list-style-type: none"> <li>• Aware them of the motivation and the objectives of the iPEN</li> <li>• Aware them of the evaluation our modules have received</li> <li>• Aware them of the iPEN actions taken</li> <li>• Communicate with them to update the knowledge and skills they request from their employee candidates</li> </ul>	<p>During and Beyond the Project Lifetime</p>

Secondary Target Groups – Communication Hub		
Target Group Type	Objectives	Description
<p>International Relationship Offices</p>	<ul style="list-style-type: none"> <li>• Aware them of the actions of the iPEN</li> <li>• Collaborate with them and disseminate the iPEN actions through their International and National network</li> </ul>	<p>International Offices of the Consortium Partners</p> <p>Consortium Partners Network</p>
<p>Israeli Erasmus National Office</p>	<ul style="list-style-type: none"> <li>• Aware them the iPEN actions</li> <li>• Aware them for the iPEN philosophy and objectives</li> </ul>	<p>Erasmus Plus International Offices within the</p>

	<ul style="list-style-type: none"> <li>• Inform them for our results after the application of the iPEN tools and philosophy</li> <li>• Disseminate through their network iPEN outcomes and successful results (within Israel)</li> <li>• Communicate with them to get informed for the organization of Dissemination Events – Opportunities to disseminate iPEN Project beyond consortium</li> </ul>	consortium & beyond the consortium
iPEN Associated Partners Network	<ul style="list-style-type: none"> <li>• Aware them the motivation of the iPEN project</li> <li>• Aware them for the iPEN philosophy and objectives</li> <li>• Feedback their opinion about the iPEN</li> <li>• Disseminate through their network iPEN outcomes and successful results</li> <li>• Communicate with them to get informed for the organization of Dissemination Events – Opportunities to disseminate iPEN Project beyond consortium</li> </ul>	iPEN Associated Partners Network already described within the project's proposal

**Table 1:** Primary and Secondary iPEN Stakeholders

iii. **Visual and written identity**

The branding of the iPEN project is of a high importance regarding the identification of its outcomes and its impact. Towards the implementation of this objective the following actions should be planned and executed:

1. The design of eye catching logo that contains the context of the project
2. The launching of a website in English and the formulation of satellite webpages in the partners language that disseminate the context of the project in a local level
3. Templates to be used during presentations and reporting. All the partners logos and iPEN website and social media pages will appear on these templates
4. The design and production of (a) posters; (b) banners; (c) leaflets; and (d) electronic newsletter

5. The development of a Moodle platform where all the modules and videos generated during the project will be uploaded. The appropriate labelling should be used
6. The launching of a Facebook & LinkedIn pages with all the appropriate logos to communicate with more people beyond the consortium

By using these templated and logos, the consortium will ensure that the branding is consistent throughout the iPEN lifetime.

**iv. Communication channels and tools**

Different communication tools will be employed based on the targeted group. These channels and tools can be online and offline. They will be focused on stimulating the various stakeholders interest and engagement with the project. Table 2 contains a summary of the planned tools to launch during the project.

Communication Channel	Type of Communication Channel	Objective	Targeted Stakeholder
iPEN Website	Online	Showcasing all the information available about the project developments Link to various partners webpages Repository area of all the documents related to the project's management Map the number of engagements with the 'outside' world	All the primary & secondary stakeholders
iPEN Webpages	Online	Webspages in local languages that disseminate the project in local & national targeted communities	Stakeholders in local, National and International Level

<p>Webpages in Erasmus International Offices</p>	<p>Online</p>	<p>Webpages where the project is disseminated through the local Erasmus International Offices</p>	<p>Especially important for the case of iPEN project the latter to appears through the Israeli NAs / and International Offices of the collaborative Partners</p>
<p>Social Media</p>	<p>Online</p>	<p>A facebook, Youtube Channel, LinkedIn sites to be created Registering in respective Facebook Group Teams e.g. Erasmus Partner Search Network Within the Youtube Channel all the lectures during the Intensive Courses will be uploaded</p>	<p>Students and Teachers Stakeholders</p>
<p>Leaflet, Poster, Souvenirs, folders, and a Banner</p>	<p>Offline &amp; Online</p>	<p>An Initial version of all of them have been generated and have been uploaded onto the website ad on the shared file directory  The souvenirs will be distributed to the participants of the Intensive Courses &amp; Multiplier events</p>	<p>Primary and Secondary Stakeholders</p>
<p>Events</p>	<p>Offline</p>	<p>All the partners should participate in at least</p>	<p>iPEN Stakeholders</p>

		<p>two different events for disseminating iPEN</p> <p>Events could be: Erasmus Weeks, Educational Conferences, Research Conferences, Events organized by the Erasmus National Offices, Erasmus Info Days organised by the partner Universities, Meetings with the Industry</p> <p>A multiplier event will be organized in Israel towards the end of the project</p> <p>iPEN will organize its own events / workshops during its lifetime</p>	
Stakeholders Emailing Lists	Online	Generate emailing lists with the projects' stakeholders for fast communication	All Project's Stakeholders
e-Newsletters	Online	<p>Already the 1<sup>st</sup> Newsletter has been released</p> <p>Newsletters will be send to the projects' stakeholders when milestones have met – expected in six months base</p>	All Project's Stakeholders

Publications	Offline	Publications in high profile National & International Conferences and Journals are very much encouraged	Scientific Community related with the IPEN objectives
Press releases	Offline and Online	Press releases regarding the project's context, outcomes and actions in local level are very much encouraged	Local and National Stakeholder Communities
Project Videos	Online	To convey project results and also for commercial purposes the consortium can prepare videos. The latter will be uploaded onto the Website and to the Social Media Pages of the project	All Project's Stakeholders
The Participant Portal	Online	All the dissemination actions will be uploaded the EU Participant Portal Page	All Project's Stakeholders
Internal Communication	Shared Google Drive File Repository Skype Group Meetings	Remote Meetings	Project's Partners

**Table 2:** Communication Channels to be employed by the iPEN Project

## 2. Networking with Other Projects

iPEN project will also work in expanding its network by searching other projects in similar themes. Collaboration with peers in the same area or similar topics (e.g. STEM education) should be established. Projects funded by the various Erasmus Plus actions related with the iPEN should be identified and collaboration and sharing of results with them should be implemented. Searching tools could be (a) the beneficiary portal of Capacity Building projects

in the EACEA area; (b) the Erasmus National Offices & Websites; and (c) partners' network and other projects.

Some projects related to iPEN are:

- Applied Curricula in Technology for East Africa (ACTEA)
  - o Funded as a National Capacity Building Project by the Erasmus Plus
  - o Shared topics with the iPEN: Teaching STEM sciences
  - o Network: Europe and Ethiopia, Uganda and Tanzania
  - o <https://www.actea.net>
- Critical Skills for Electronic Engineers for 2020 (CRETE)
  - o Funded by the Strategic Alliances Erasmus Plus Call
  - o Shared topics with the iPEN: Modern Teaching methods in STEM (e.g. PBL and POPBL)
  - o Network: Europe
  - o <https://crete2020.chania.teicrete.gr/the-objectives/>

Partners are encouraged to participate in the events organised by these projects and to create contact with these consortia. In order to create cross dissemination, it will be considered to create a joint event with these projects.

### **3. Monitoring and Tracking**

The main monitoring tools to track the project website and social media statistics will be Google Alerts tool. An Excel sheet has been formulated and have started to be completed to register and track all the dissemination actions along the project's lifetime. The Excel file has been uploaded and shared with the partners in the one drive shared files repository. The information can be registered onto this Excel sheet includes: (a) responsible partner; (b) type of activity; (c) stakeholders; (d) number of audience; (e) countries addressed; (f) interaction with other projects; (g) attachments

The following indicators will be used for evaluation:

- Web statistics – number of visitors and downloads of documents

- Social Media number of followers and engagement received (e.g. number of likes in Facebook)
- Events – number of workshops and other events organized, number of participants and international coverage
- Press impact – number of articles published on website, conferences, workshops and scientific journals

To be mentioned that all the dissemination actions taken have been listed and appear in the iPEN website. Please follow this link: <https://ipenche.chania.teicrete.gr/dissemination-team/>

#### **4. Dissemination after the end of the project**

Communication and dissemination activities will continue beyond the funding period of the project. The iPEN consortium will keep the website and social media pages alive and continuously updated. The modified existed modules will exist to be taught after the application and modifications required the iPEN policies applied, tested and evaluated during the project's lifetime.

#### **5. Plan**

##### **i. Role of Consortium Partners**

The collaboration and the active involvement of all the partners in the dissemination and communication activities is essential for the success of the iPEN project. Partners organizations are also crucial since they have already established their networks in local, national and international level; these networks can highly contribute to facilitate and support the exposure of the iPEN project. The latter is their project and thus are the most appropriate part to disseminate and communicate the project's results with its stakeholders.

Dissemination is strongly rely on the effort its partner to present the project and its results. All the partners should contribute to the various planned activities with different roles and actions. For example all the partners should notify the iPEN management committee for the following:

- a. Relevant stakeholders that probable are interested in iPEN results e.g. Departments of Physics, Material Science, Electronic Engineering and Nanotechnology Centers, of other Universities beyond the iPEN consortium within their countries

- b. Dissemination events e.g. Erasmus Weeks, International Days, NA dissemination events and educational conferences taking place; special focus should be given to events taking place in the targeted areas e.g. Israel
- c. Establish dissemination contacts with the Associated Partners & Industry

**ii. Materials to disseminate to stakeholder groups**

Table 3 contains the various dissemination material and tools have been employed or will be employed to reach the various stakeholder of the project.

	Project Website	Social Media	News Letters	Surveys	Videos	Publications	Curriculum	Posters / Leaflets	Events
Scientific Community	X	X	X	X	X	X	X	X	X
Associated Partners	X	X	X	X		X	X		X
Industrial Partners	X	X	X	X	X		X		X

**Table 3:** Dissemination tools and stakeholders

**iii. Timeline and Workplan**

Dissemination of the iPEN project has started from its very beginning. The actions have been taken have been contained into a special excel sheet has been formulated for the needs of the project. The timeline of the dissemination actions will follow the evolvment & implementation of the project’s work-packages & timeline. More specifically:

1. **Preparation Phase (WP1, Months 1 – 6):** During this period, need analysis & motivation for the project’s necessity, among some selected partners, has been implemented. The Scientific Community (academics, students and Market world) has been surveyed for modules exist or missing regarding the hard and soft skills skillthe a nanotechnologist should have. During these surveys, the specific stakeholders informed about the iPEN objectives. During this period, the website, the newsletter and the social media started to be constructed and the information between the project and its stakeholders enabled to be established

2. **Development Phase (WP2, Months 6 – 34):** This is the period where the (a) proposed curriculum; (b) the proposed educational tools & methods generated, assessed and modified if this will be requested. Moreover training events for students, teachers will be planned and be implemented. Dissemination materials & tools e.g. posters, banners, newsletters, website, social media, surveys and publications should be prepared and communicated to the respective partners. Dedicative events such as Erasmus Weeks and International Days should be attended and communicate the project's stakeholders for its progress and successes. This phase is expected to progressively increase both the frequency and the relevance of communicating activities and therefore increase the audience interest and expectations about the project.
3. **Communication of the Project's Results (Months: 24 – 36):** Reports with the findings and the effectiveness of the iPEN tools, methodologies will be highlighted, be released and be sent to the stakeholders. Participation in high profile conferences (sometimes under the self contribution set up) should be attempted and be managed. This will be the peak of the project's communication plan and the beginning of the pre-marketing activities to be conducted up to the adaption of the iPEN modules in other Institutions or modules.

#### **4. Conclusions**

The communication and dissemination plan plays a key role in the success of the project. It is very essential to be set and be discussed among the partners from the very beginning of the project. It provides the consortium partners a guidance about the project's stakeholders and the use of resources and tools to be used to:

- Establish visibility of iPEN
- Establish communication and awareness with project's main stakeholders
- Be visible in the main events related to the project's theme and scopes
- Disseminate the European principles and Erasmus spirits among and beyond the partners' consortium

Project's stakeholders should be stimulated by the project's dissemination actions and get actively involved with it. Their interest for the project should be developed and grow together with the project's evolvement. We aim iPEN platform to be adopted by the partners and other partners in Israel but also from the European partners as well. Photonics is a technology with expanding applications in everyday life and with a high impact to nanotechnology. The latter is new kid of the block of the 4<sup>th</sup> Industrial revolution and its applications should dominate every aspect of our life. Knowledge of photonics tools applied in nanotechnology will be a strong qualification for whoever get it. Therefore is important that all partners contribute to communication and dissemination activities within their country and beyond, whenever is possible. The registration and reviewing of the dissemination actions will be assessed in six months base by the project's coordinator and the dissemination team.

## **Part II: Exploitation Plan**

### **1. An Introduction**

The issue of exploitation of the iPEN's results is very high on the management agenda of the project. The exploitation plan will be continuously revised and be updated. The main objectives of the iPEN project are (a) to build the confidence of our students involved in nanosciences by strengthening their knowledge on the photonic tools & techniques employed; (b) make our teachers better teachers; and (c) aware the students & academics of the high importance of specific soft skills our students should have as scientists. These objectives will be implemented by (a) building offline and audio modules that address the most requested hard and soft skills as the surveys during the preparation phase revealed; (b) adoption of the modern techniques the project promote; and (c) organization of Intensive Courses that will provide a short introduction of the modules under development. iPEN project envisions to build a pool of short and long modules, upload it onto a Moodle platform, that will support student's understanding in photonics, photonics tools employed in nanotechnology and also help them to cultivate specific soft skills. The latter address the qualifications a nano-scientist should have as a student and a future group leader. The aim of the project leader and the partners is the exploitation of all the modules within the consortium partners according to their needs. The accreditation of the iPEN modules & modules within the consortium and particular from the Israeli site is a very important action to confirm the full exploitation of the project's main outcomes.

The exploitation of the iPEN's methodologies and tools is supported by the need analysis took place during the preparation phase: for the hard and soft skills a nanotechnologist should have in the theme of photonics in nanosciences. All the stakeholders of the project have participated in these surveys. The awareness of these stakeholders from the very beginning will be chased from the very beginning and at the first chance appears.

### **2. What to exploit**

The iPEN outcomes to be leveraged by the partners and beyond the consortium are the following:

- The modules, short and long one, developed in photonics; it is expected that all the partners Europeans and Israelis to exploit some of the generated modules
- The modules developed in the most important soft skills a nano scientist should have

- The offline and online material produced during the implemented Intensive Courses. These material will function as supporting material to the offline modules developed during the project
- The educational activities of the planned Intensive Courses as part of the studies of the participant students
- The moodle platform where all the material, bibliography, videos and quizzes have been uploaded
- The teaching methods will be developed suitable for teaching nanotechnology

All the outcomes (training materials, tools and visualizations) of the project should be intellectual protected. Special discussions among the consortium **will let us decide the intellectual protection scheme to select for our products**. A copyright agreement for the ownership of the projects' outcomes is strongly suggested to be sign. This agreement should describe the following:

- Ownership of the project products
- Duties and Rights of each partner with regard the use of the products after the end of funding
- Processes of modifying jointly developed products
- Information and/or permission duties regarding the use of products
- The duration of the agreement

### **3. The Plan and the Timeline**

The iPEN's timeline plans to intensify during its last year, where concrete results will start to appear the accreditation and exploitation of the iPEN results /outcomes. First of all a report will be composed to explain how these results will be exploited and which modules can be accredited into Israeli curricula (and of course on the European partners' curricula as well).

The exploitation activities of the iPEN project will be evaluated as has been previously mentioned. The evaluation of the project's results will be re-assessed in six months base. A proposed list of topics to be discussed could be:

- Have there been obstacles to the implementation of dissemination and exploitation activities?
- How has the needs analysis been carried out in the planning phase of the project and was it sufficient?
- What were the products and other outcomes of the project, how they have been evaluated and what was the received feedback?
- Were all the test and not only Institutions involved in the exploitation activities?
- Were the objectives in creating new contacts and networks reached during the project?

The sustainability of the project's results should address the following parameters:

- *Building a network with stable relationships:* The partners should establish co-operation bonds between them. Moreover the collaboration perspectives beyond currently projects should be build. The exploitation of partners stakeholder networks should be merged
- *Finding an institutional home:* The project's outcomes and topics should be among the regular activities of the partner Institutions. Additionally the project's objectives should be among the partners' priorities in order the findings & outcomes to be supported beyond project's lifetime. Moreover project's outcomes should stimulate the engagement of other partners beyond project's consortium
- *Integrating the results into national systems:* The integration of the project's results into educational systems is the best option to guarantee for the project's impact. To support such an action the consortium should consider the following: (a) does the project approach (partially) coincide with local or national policy aims?; (b) do policy and decision makers in the partner countries know about the project?; and (c) are any decision makers regularly aware of the project?
- *Quality, transferability and ongoing relevancy:* It is important the project's results to be able to be facile adapted. So the following questions should be replied during the project's development: (a) does the project develop generic or replicate results; (b) are there any other sectors the project's results could be applied?; (c) will be the project's results reviewed and be updated?

The iPEN project's exploitation plan envisions the following:

- The project's website and moodle platforms sustainability beyond project's financial supporting period (at least three years beyond its financial supported period); a contact person in each partner University will exist beyond project's lifetime
- The project's results will be integrated within the existed curricula the partner Universities and Centers

#### **4. Conclusions**

The project's exploitation plan is of high priority. Expresses the steps to be followed in order the investment of funds and human resources will have an impact mainly in the project's targeted regions: Israel, but also European Partners and Beyond. As in the case of the dissemination strategy, the involvement of all the partners is essential. Figures of merit of a good exploitation plan are (a) evaluation of the project's outcomes quality; (b) awareness of all the project's stakeholders and decision makers; (c) addressing stakeholders' needs & priorities.

#### **Appendixes**

All the appendices have been uploaded onto the shared google drive shared files, in the dissemination workpackage area (WP4)