

Dissemination Strategy

European Platform for Urban Greening



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EuropeanPlatform UrbanGreening

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The project aims to increase the knowledge and skills required to address climate adaptation, biodiversity and well-being in the urban, green living environment, and to broaden the expertise among professionals in Europe.

Main Objectives

1. Provide a space to identify current needs in the field of urban green landscaping
2. Create a training and experience centre to tackle learning needs within the skills ecosystem, specifically on vertical green landscaping
3. Co-create relevant, innovative and attractive curriculum on biodiversity, climate adaptation and well-being in the urban, green living environment
4. Strengthen the full green education column
5. Facilitate translating scientific findings into practical conduct for green professionals all over Europe
6. Improve the relevance and image of VET programs on urban green landscaping

Main Deliverables

1. 6 Centres of Vocational Excellence, all connected through 1 Platform
2. Training offer for a continuing professional development of VET teachers
3. Innovative curricula for students and employees in the field of urban green landscaping
4. Development of an experience centre on vertical green landscaping
5. Virtual and blended learning methods for students and employees

Erasmus+ Programme: Key action 3 'Support for Policy Reform'

Agreement number: 620456-EPP-1-2020-1-NL-EPPKA3-VET-COVE

Grant agreement EACEA – The Education, Audiovisual and Culture Executive Agency

Lead Beneficiary: Stichting Wellant

Country: The Netherlands

Start date: 2020-11-01

End date: 2024-10-31

Dissemination Strategy

Workpackage / Activity Type: Dissemination and Exploitation of results

Disclaimer

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Document Information

Grant Agreement Number	620456-EPP-1-2020-1-NL-EPPKA3-VET-COVE
Project Acronym	EUROPEAN PLATFORM URBAN GREENING
Work Package	WP 7
Task(s)	T7.1 - T7.2 - T7.3 - T7.4
Results	R7.1 - R7.2 - R7.3 - R7.4
Title	Strategy: Dissemination and Exploitation of results
Lead	ELCA European Landscape Contractors Association
File Name	EU Platform Urban Greening_WP7_Dissemination Strategy

WP7	Dissemination	Lead European Landscape Contractors Association Belgium
Tasks	<ul style="list-style-type: none"> • Create Dissemination Strategy, including project brand (T7.1) • Implement online dissemination (T7.2) • Create printed publication (T7.3) • Organise offline dissemination (T7.4) 	
Results	<ul style="list-style-type: none"> • A Dissemination Strategy (R7.1) • An implemented Dissemination Strategy (R7.2) • A brochure (R7.3) • 6 public events (R7.4) 	

Executive Summary

The Dissemination Strategy (WP7) and its implementation plan in order to ensure high visibility, accessibility and promotion of the project and the Exploitation of results.

This document is the reference framework for evaluating the impact of communication and dissemination activities and will be updated during the project process. The ultimate success of the European Platform Urban Greening project is strongly dependent on well-coordinated dissemination and exploitation activities.

The **main purpose** of the Dissemination Strategy is to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the European Platform Urban Greening project outcomes can be identified and encouraged to interact with the project on a regular and systematic basis.

The project **key message** is as follows: **This WP is created to share the outcomes of the project with other VET schools, businesses and stakeholders within skills ecosystems to create a bigger impact outside the project consortium. It also aims to promote VET education as relevant, innovative and attractive for young people. Through this, the image of the educational programs will be further improved. An online platform, open to the public, will be created for this purpose. But the sharing does not stop there, while a Dissemination Strategy will define all steps to promote and share this platform as well as all other ways to share the project outcomes with the wider world.**

The **target audiences** for European Platform Urban Greening project cover the whole wave urban greening development lifecycle and potential user of results. They have been grouped into five different categories, namely the education community, stakeholders, policy makers, public bodies and general public.

All the information used for dissemination and communication purposes will be tailored to the specific dissemination channel. The **project website** will be the primary information source for the target audiences. **Open access** to scientific publications and research data is also important for the Platform, and in particular for the applied research organisations and academia. The European Urban Greening Platform believes that **social media** is a good means of reaching the public and enabling broad communication. **Mass media** shall be conceived as additional avenues for the promotion of the project objectives and results. Last but not least, Platform partners will actively participate in external **events** and the organisation of project workshops.

This may include any of the following possibilities as well as many more:

Most materials will be **virtual**, such as the online platforms, social media contributions, newsletters, digital marketing, to keep the dissemination sustainable, while limited printed materials will be created only when really required for a specific purpose, such as during press/public events CoVE and PoVE launches.

Partners will use their current **network** to disseminate the online publications, while new parties will be included in these mailing lists.

A project **brand/logo/identity** will be developed to create a clear image of the project.

Consortium **partners** will also present during national and European conferences to share the outcomes of the CoVEs and PoVE activities.

Annual **reports** and other regular and frequent moments of communication by the partners will be used to mainstream the information about the CoVEs and PoVE as well.

The **support by the European Commission** will be acknowledged in all public announcements.

The materials will be communicated in English, as well as translated into the **languages** of each partner country involved, in order to reach out to the European/international and local level.

Not only the outcomes of the project, such as educational materials, **will be shared**, but also templates for contracts, MoU's, handbooks, etc. will be published, so that other VET schools, businesses and consortia can use these to facilitate the exchange between the stakeholders within the skills ecosystem, or the creation of their CoVE or PoVE.

Whichever result or output may be published will be indicated in the **dissemination level** in the next section (Section 1 - VI.2).

Project partners are also willing to share their experiences regarding the organisation of **CoVEs and PoVE** within this Erasmus+ Key Action 3 program in order to support future applicants and project consortia that may face similar questions and challenges as the ones the consortium on urban green landscaping may have had.

Katapult has already started doing so on **www.wearekatapult.eu** and the project consortium will make use of this as well. This has the benefit as it is an already acknowledged platform for knowledge sharing on CoVE and public private partnership in vocational and professional education in general.

Tasks

The following tasks (T) will be implemented during WP7. These are directly connected to the results (R) in VI.2 of this WP. T7.2-T7.4 will be part of the implementation of the dissemination strategy, as created in T7.1:

T7.1 Create Dissemination Strategy, including project brand

- Draft Dissemination Strategy and project brand (by lead partner)
- Collect feedback from all partners
- Finalise Dissemination Strategy and project brand (by lead partner)

T7.2 Implement online dissemination

- Creation of online public platform (by lead partner)
- Publish the public platform
- All partners to publish relevant project outputs (in line with the Dissemination Strategy as set in T7.1), both related to the outcomes of the activities as well as the templates/guidelines/handbooks created to implement the project
- Implement social media campaign (by all partners)
- Implement online marketing (by all partners)
- Create mailing lists (by lead partner, based on all partners' network)
- Develop newsletters (by lead partner, based on all partners' inputs)
- Disseminate newsletters (by lead partner)

T7.3 Create printed publication

- Draft printed publication (by lead partner)
- Collect feedback from all partners
- Finalise printed publication (by lead partner)

T7.4 Organise offline dissemination

- Organise dissemination events
- Organise public events, such as CoVE launches, PoVE launch
- Present at existing conferences at national and European level, such as through European Landscape Contractors Association

Figure 1: Dissemination



Figure 2: Overview of dissemination & communication strategy



Figure 3: Overview of target audience

Education Community	Stakeholders	Policy Makers	Public Bodies	General Public
<ul style="list-style-type: none"> •Academia •Teachers •Reseachers •Training 	<ul style="list-style-type: none"> •Companies •Suppliers •Investors 	<ul style="list-style-type: none"> •Authorities •International •European •National •Regional 	<ul style="list-style-type: none"> •Associations •International •European •National •Regional 	<ul style="list-style-type: none"> •Citizens •Individual •Students •Organisations

Figure 4: Overview of dissemination channels

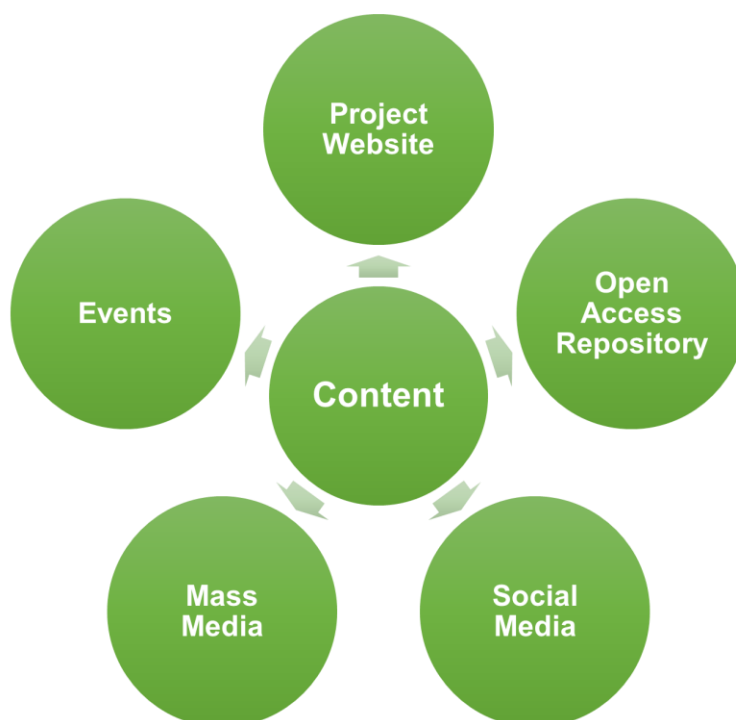
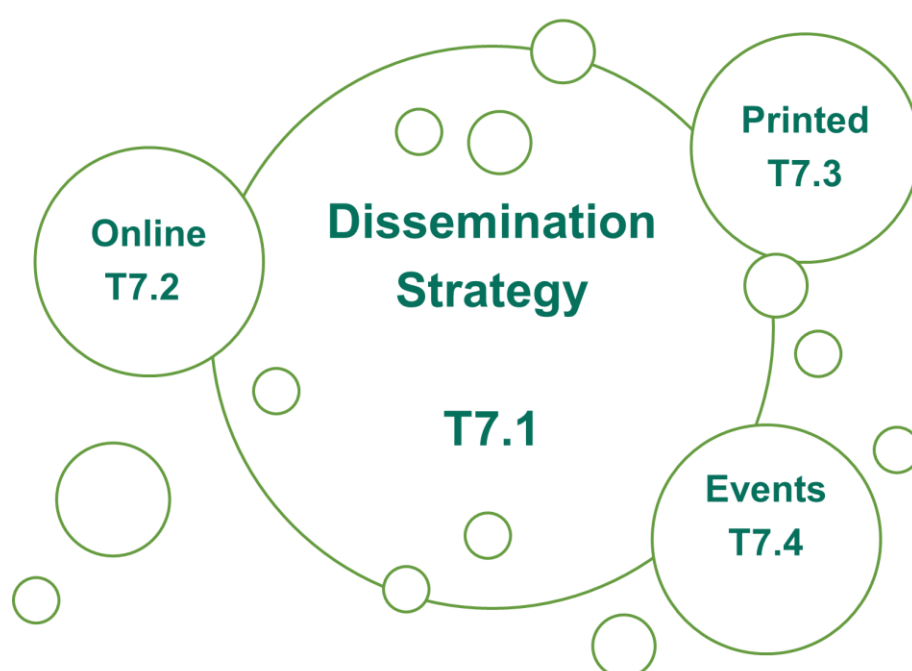


Figure 5: Overview of the tasks



Quality Assurance of WP7

As for any other WP, quality assurance makes possible to **measure the progress towards the success and ongoing adjust to meet the success.**

A. It is approached at 3 levels:

- **Outputs** = deliverables /immediate results
direct results of the performed actions, in our direct control
- **Outcomes** = intermediate to long term effects
*combination of results and external circumstances conducting to some changes in the initial situation, we can influence but can't control;
could be expected as well as unexpected*
- **Processes** = methods used so that the outputs : *immediate results*
lead to relevant outcomes: *long term results/effects/impact*
we can adopt to better influence that the outputs will lead to outcomes

B. It follows the “Deming circle”

- **plan – do – check/study – act/adjust**
- on all the **3 levels** above

C. It is meant to IMPROVE/ADJUST for better results at 3 levels:

- at the **project management level**: improve efficiency, efficacy
how well are resources used and the objectives achieved
- at the **target group level**: improve relevance, coherence
how well the intervention is fitted to the needs and the context of the target groups
- at the **systemic level**: sustainability and impact
how the intervention will continue to make a difference at a bigger scale

D. It combines **quantitative and qualitative measurements**

for better **UNDERSTANDING** what is *happened*
and what can be *improved*

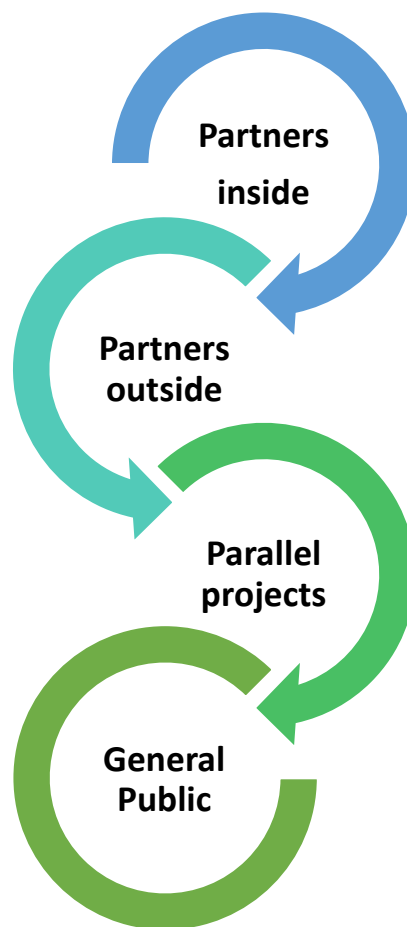
1. Outputs measurements: *Project Management*

(deliverables, immediate expected results of our actions, in our direct control, related with project management)



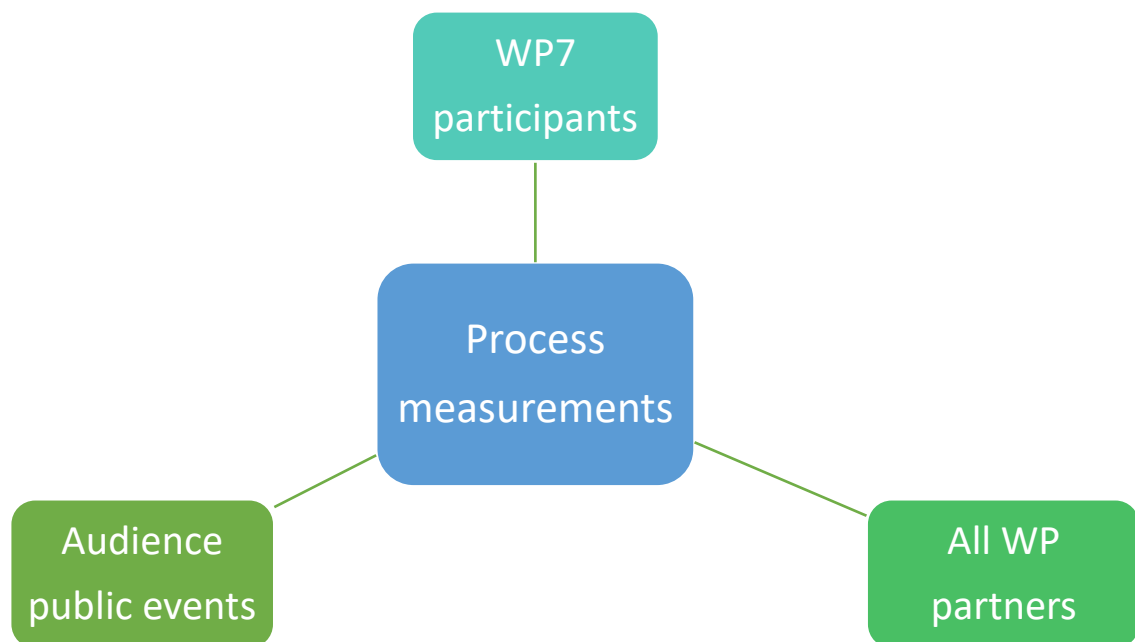
2. Outcome measurements: *changes at the level of target groups*

(intermediate to long term effects, can be influenced but not controlled, related to changes at the level of target groups)



3. Process measurements: *systemic level*

(methods used so that the outputs lead to relevant outcomes, adopted to better influence the outputs and outcomes, related to premises for effects at the systemic level)



Project Branding Elements

Brand logo variant 1: regular

EuropeanPlatform
UrbanGreening 

Brand logo variant 2:
square version for social media

European
Platform
Urban 
Greening

About the brand logo

- No abbreviation, but full name for a clear message
- Also working on small scale (i.e. in the corner of a ppt slide) and as black/white
- Fresh, modern type font
- Shades of green symbolize various focus areas within the field of urban greening
- The leaf refers to the organic growth of European collaboration that we envision
- The 6 segments of the leaf represent the 6 regional CoVEs in our project

Brand colours palette



RGB: 5,112,92
HEX: #05705c



43,164,130
#2ba482



170,208,60
#aad03c



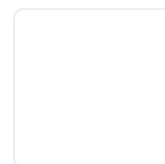
202,234,74
#caea4a



69,134,45
#45862d



47,77,110
#2f4d6e



255,255,255
#ffffff

Brand fonts

Title in Book Antiqua, font size 24.

Subtitle in same font, but size 13. (Sub)title in black or white on contrasting background

Headings in Book Antiqua, font size 16. RGB colour code: 5,112,92/ #05705C

Body text type is sans-serif: Tahoma 10pt with Arial 11pt as fall-back option. Always use 1,15 line spacing.

Good to know:

Templates and guidelines for project branding, e.g.

- letter template,
- ppt presentations,
- agendas,
- reporting progress templates for the regional captains,
- etc

are available on the project's virtual workspace on MS Teams.

