



MIND

Erasmus+ strategic partnership for Higher Education

CROSSING BORDERS: DEVELOPMENT OF MECHATRONICS SKILLS AND INNOVATIVE LEARNING METHODS FOR INDUSTRY 4.0

Dissemination plan

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1 Introduction

The responsibility for the dissemination of the MIND project result will lay upon each of the partner institutions. The lead function for the dissemination of project results lay on STU.

MIND dissemination plan focus to obtain three main objectives:

- the target groups to be able to obtain the project's achievements and to receive the relevant information. All through this path, it's maximizing the impact by keeping the stakeholders informed about the MIND project progress and its results.
- maximization of the intellectual outputs and MIND results, which are advertised among the stakeholders in the mechatronics & Industry 4.0 sector, and that the broad public learns about the achievements of MIND project.
- contribution on the development of mechatronics skills and innovative learning methods for Industry 4.0 to national and European policies. Academic partners will participate in the future at all kind of workshops, meetings and conferences and they can use the opportunities to directly or indirectly include their points into the discussions. The project activities will be carried out in a long term strategic view towards continuity, complementary and capitalization of results which were already achieved in their previous work.

From all dissemination activities will be created photo documentation and attendance list.

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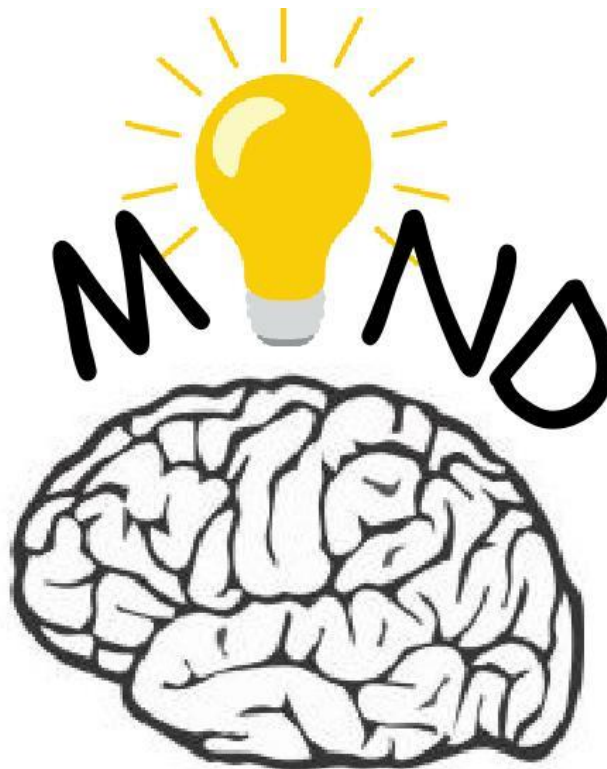
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2 Dissemination strategy for MIND project

The responsibility for the dissemination of the MIND project result will lay upon each of the partner institutions.

2.1 Logo design

The official logo of MIND project:



This logo will be use at all project documents.

2.2 Multiplier events

Multiplier Events are one of the main channels to disseminate the project results. After each transnational project meeting will be realized the multiplier event. Responsibility to multiplier event organisation are in the given partner, who organize the project meeting.

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During a multiplier events the invited guests from mainly from industry, will be informed about a current state of project. Also, will be discussed the future focusing of the project tasks with invited guests. These tasks must meet the contemporary needs of industry.

The framework structure of multiplier events minutes is the part of project documentation.

2.3 *MIND project website*

Another important form of dissemination is the creation of a dedicated MIND project Web portal. It will be used as a repository for the internal distribution of relevant documents and project deliverable. It will also act as a magnet for collecting references, links, and resources available to the partners.

The main partner TU Cluj-Napoca will develop and manage the project webportal.

Each university partners found the MIND project web pages on its University websites. On these web pages will inform about a contemporary state of project. These web pages will be created at national languages and will contain a basic information about a project. At these web pages will be also the link to project website at TU Cluj-Napoca.

The project partner from industry will inform about this project on its websites and link directly to project webportal.

2.4 *MIND e-learning platform*

The main project partner TU Cluj-Napoca responsibility is the prepare common platform for e-learning for this project. The other project partners prepares the materials for this platform. All of the project partners will use this platform for e-learning.

The e-learning will contain full study materials, training materials, videos, tests, etc.

2.5 *MIND – social media*

The project partners will have project presentation on social media too. The Facebook account for project will be prepared. All videos materials will be published by Youtube.

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2.6 *Promo materials*

All partners can prepare promo materials from local sources. This material will be distributed in time of multiplier events and in case of visits in other universities.

Development and distribution of promotional material (e.g. brochures, DVD, etc.) in various forms though existing or granted resources. Informative material will principally have in view all target groups and be available for general use but also special-purpose and group oriented material may be produced. Distribution will be done via many means but most effectively at organized presentations and workshops.

2.7 *Other promo activities*

Project partners will make project presentations during visits at not involved universities. From these presentations will made photo documentation and attendance list.

Promotional and demonstration actions, to generate publicity and get opinions from relevant actors in potential end-use sectors: showing the movie in conferences and exhibitions, aiming to inform the public and attracting potential industrial users.

The project partners will make project presentation at different trade-fairs, open door days, excursions and other promotional events.

Business partners will participate in the future at networking events, hr events, trade fairs and they will use these opportunities to disseminate the results of this project.

2.8 *Performance indicators*

The performance indicators are defined in project proposal:

- MIND project website
- Number of visits to the project website > 400
- Average length of visits to projects website > 20 min
- Number of visitors from each country > 80

MIND e-learning platform

- Number of visits to the platform > 400
- Average length of visits to the platform > 10 min
- Number of accounts created > 200

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- Number of percentage of visitors that are converted in accounts >15%
- Number of visitors from each country > 100

Offline activities:

- Number of events (conferences, trade fairs, networking events) at which all the partners attended >10
- Number of participants at multiplier events > 20
- Number of promotional materials distribute (brochures, DVD) > 3
- Number of participants at training > 50

Social media activities:

- Number of followers for the Facebook and LinkedIn page > 50
- Number of video views >400
- Number of shares on social media >100
- Number of views on Slideshare >20

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3 Target group and contact list

The target group of the project result users can be divided into few parts.

Educational part – this part contains the universities, professors, and students who are not directly connected to this project but who can use the outputs of this project by the publicly accessible channels (internet, publications, ...).

Industrial part – this part contains the different SMC, who are connected indirectly to this project. It means they can have benefited from project results. Their future employers (our students now) can have better prepared for tasks in these companies. The representatives of these companies can be invited to different project publicity actions (multiplier events, discussions...)

Involved part – this part contains the universities, professors, students and companies directly involved into project. These peoples and organisations are directly interested in project and its results. They create and use the project results

The project results dissemination is focused primarily to first two parts of potential users.

All project partner must recognize and make contact the potential partners from first two part and give to him information about a project. The project partners prepare the list of contacted subjects – contact list and will share it by other project partners. On base of this contact list will be send invitation to project events (multiplier events, ...).

The contact list must minimally contain a following information: Contact person, company, mailing address, email address, phone number and registration number (in case of company).

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