



LEATHUB

**Establishment of Leather Hubs in Russia and Mongolia /
LEATHUB**

Dissemination Plan

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Editor(s)	Bairma Shombueva(ESSUTM)
Contributor(s)	Izabella Zaruga (IPS)
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Abstract	This document is the Dissemination Plan of the LEATHUB project. The aim of dissemination and exploitation is to ensure the visibility and communication of its actions and results vis-à-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the exploitation of the same results. It also aims to spread the expertise acquired through the project lifetime as broadly and as comprehensively as possible; and to disseminate the projects' results to potential multipliers.



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1. Purpose and Methodology

The main goal of this Dissemination Plan is to create an effective and comprehensive methodology and outline actions that will ensure the successful implementation of the project's dissemination strategy. The strategy is designed to reach the project's target audience through the most effective communication channels. The coordinator of Dissemination activities, ESSUTM, will support the consortium partners' own dissemination activities at local and international levels.

The activities will be undertaken with the ultimate aim of:

- Informing
- Engaging
- Raising Awareness
- Promoting
- Contributing to the overall success of the project

The Dissemination Plan is structured around five steps:



Step 1: Identification of Target Audience

Effective dissemination can be achieved by taking into consideration the key audiences and creating messages and information relevant to their activities and useful for them. In this section we try to identify the different stakeholder groups that have possible interest in project objectives, activities and results. Providing specific messages according to the targeted group or creating messages relevant to a number of those groups simultaneously can increase the effectiveness of dissemination.

The main target audience consists of stakeholders who will directly or indirectly benefit from the project results, including stakeholders with an interest in participating in the project's activities. The project identified the main beneficiaries and target groups as follows:

- Universities and Higher Education Institutions (Teaching Staff, Researchers, Students),
- Research Centers,
- Leather Enterprises and SMEs (incl. private farmerage), Business Sector,
- Professional Unions, Business and Industry Associations (e.g. Russian Tanning and Shoe Union, Chamber of Commerce RB, Mongolian Leather Industry Association).

Step 2: Elaboration of Message and Information

In order to attract the appropriate audience to the project and engage their participation, it is important to produce relevant information in a clear and concise format and create a simple and consistent narrative tailored to the audience. The information provided should include a description of the overall purpose of the initiative and the details that will allow the respective audiences to participate in the project and benefit from its results. To raise the profile of this initiative, the message should focus on the advantages and positive impacts of the project results.

Step 3: Identification of Dissemination Tools

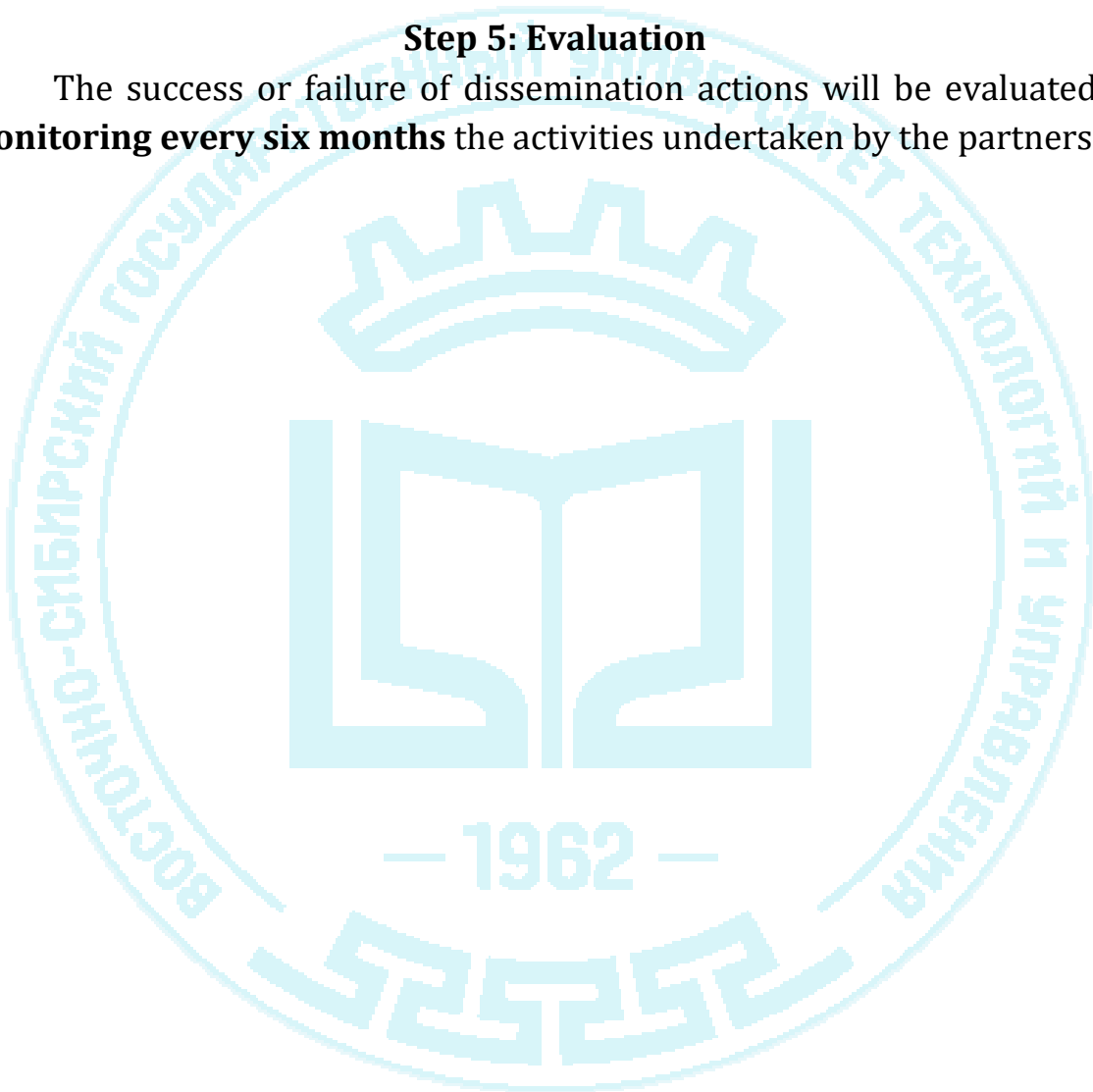
A wide range of dissemination tools will be explored by the consortium in order to reach the targeted audiences quickly and effectively.

Step 4: Planning Dissemination Activities

Each partner will plan and implement dissemination activities which will create the highest impact and reach the relevant audiences at the most effective and lowest cost. For that purpose, they will make use of their networks of contacts to reach the relevant audiences and will use every opportunity to raise general awareness on the project and its benefits.

Step 5: Evaluation

The success or failure of dissemination actions will be evaluated by **monitoring every six months** the activities undertaken by the partners.



2. Project Overview

This project concentrates on strengthening and enhancing the role of higher education institutes and universities in innovation capacity building, technology transfer, commercialization of applied scientific research outcome and brokerage of R&D services in Russia and Mongolia in the leather industry.

Project objectives:

The aim of the project is to bridge the gap between the leather industry and the universities by enhancing the collaboration at a research and development base in schemas where industry will be the innovation seeker. Within an industry's value chain, an innovation seeker is a firm searching for innovation solutions beyond its boundaries. The intense collaboration between industries and universities will:

- Accelerate the pace of applied research in advanced industries in leather sector
- Drive down the cost of advanced industries technologies and accelerate their deployment
- Contribute to workforce development not just at the Ph.D. level but at all levels
- Boost exports and enable the specific regions in Russia and Mongolia to compete effectively in global markets, which in turn will ensure a vibrant national economy

In order to achieve the aforementioned aim the main general objective of the proposal is the establishment and operation of 4 training and innovation centres (Leather Hubs) which will act as intermediary between innovation seekers (industry) and the innovation providers (research teams in the universities, laboratories, spin-offs).

A further general objective is the provision from the Leather Hubs of a holistic bouquet of services that will meet the actual need of companies for fast and effective R&D. The Leather Hubs will seek to accelerate technology deployment, operate demonstration facilities and test beds, support

education and training, and perform applied research on new manufacturing processes—all unlikely activities for private industry on its own.

The specific objectives of the collaborative relationships that Leather Hubs will build with the industry if various sectors are:

- the creation of the ability to identify and respond to the needs of local client companies in the leather sector;
- the effective matching among technology providers and user industries;
- their active involvement through the whole leather value chain;
- the animation of their networks – both local and further afield – as a coherent ecosystem;
- the provision of links to other hubs and competence centers around Europe for a wider exploitation of available knowledge in leather sector

3. Strategy

The strategy is designed to ensure the dissemination of the project to the target audience at local (Mongolia and Russia) and European levels. Coordination between the consortium partners will be essential to ensure the effective dissemination to direct project beneficiaries and other stakeholders at all targeted levels.

A dissemination plan will focus on three main pillars:

- a) promoting innovation culture in the involved universities concerning the leather sector,
- b) linking universities with the leather industry,
- c) fostering the entrepreneurial attitude of young people in the sector under question.

In the first pillar, informative workshops will be held at University departments in collaboration with the Chambers and Associations where informative materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage an ice-breaking climate among participants to share knowledge. A coordinated layout for the information campaign will increase visibility for the project and the partnership who promotes it. Students and researchers will be involved for an active role during the events and also for the choice of most appropriate channels and tools for communication. In process of dissemination results of the activity of Hubs, achieved during project activity will be represented and distributed to a public. Results will be presented as publications, advertising of activity of the Hubs in mass media, carrying out of seminars and conferences, distribution of results through a web site, and by participation in exhibitions and fairs. Presentation of results will serve as means of distribution of the information on activity of the project and will provide a continuous communication with visitors of a web-site.

In the second pillar, e-participation events (e.g. MS Team) will be organized to get the scientific community in touch with the business world through joint discussion and decision-making on some proposed themes.

The aim of these e-participation events, to be organized in Russia (TPP RB) and Mongolia (MLIA) under the direction of PUAS, will be to explore existing barriers to entrepreneurial growth in innovative sectors, to research-based business incubation, to interactions between public and private organizations in the technology transfer process, and will let emerge how the local communities may help to boost the process.

Through the web tools, matchmaking between business challenges and innovative solutions will be enhanced and supported professionally. Good practices referred to the Leather Hubs model and activities will be publicized in order to attract clients from the business system for the science and research offer and the technology transfer facilities and expertise that the involved universities can make accessible.

In the third pillar, the web site will host a repository of information on innovation models and tool-kits for assisting the process from the generation and development of an idea for R&D approach.

Coordination

One person responsible for dissemination from each partner will be nominated at the beginning of the project. Their role will be to raise awareness, inform and promote, engage target groups and stakeholders in project activities, contribute to the project's sustainability, and transfer the results of the project at national (Mongolia and Russia) and European level through multiplying activities.

The activities of the partners' contacts with national stakeholders will be shared among the consortium and the proposed strategy will be followed systematically and periodically revised.

4. Objectives and Goals

The overall aim of LEATHUB's dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders. The objective of the Dissemination Plan is to reach the maximum number of representatives of all the targeted groups outlined in the Target Audience section and to ensure that the tailored messages are communicated clearly and effectively throughout the project lifetime. The Dissemination Plan should lead to a maximum number of participants and engage as many stakeholders from each target group as possible.

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project. The project relies upon shared Google documents to enable collaborative input and the collection of information about LEATHUB activities.

Standard dissemination channels will be used (**website, newsletter, press release, thematic conference events, print information material, etc.**) to maximize the impact of the project and promote the continued exploitation of the results after the end of the project.

The objectives and goals of the communication activities are as follows:

- To inform about the objectives and benefits of the project to all target audiences
- To involve and ensure the participation of specific target audiences in the project
- To update on the current project status and forward planning

To promote dialogue at all stakeholder levels on issues related to the project to gather further support through complementary actions

5.Target Audience

As LEATHUB project intends to facilitate in Russia and Mongolia dialogue among universities and leather industry building new instruments on how to fill the gap between these actors and enhancing the R&D collaboration between universities as technology suppliers and industry as innovation seekers, the Dissemination Plan will target different stakeholders and institutions such as those involved in the partnership, but also more institutions and companies from socio-economical and industrial sectors:

I. Universities and Higher Education Institutions

First direct beneficiary of the project is the staff (academic and administrative) and students of the involved Universities and Organisations.

The University staff will benefit from having new training during mobility activities and study visits, which will allow the partner Universities to get new knowledge concerning technological advances and technical guidance and services, as well as to acquire EU partners' know how about operating Leather Hubs.

University undergraduate and postgraduate students are also identified as a beneficiary group , as they will obviously benefit from the enhancement of innovation and entrepreneurship programmes in the leather sector.

II. Research centers

Leather field researches will benefit from getting access to and usage of an R&D facilitation platform with a database, which will also help them improve their knowledge skill-set for further research in leather technologies. The research centers will also benefit from attracting more investments in technology transfer and getting advantages from transnational networking in the leather sector.

III. Leather Enterprises and SMEs, Business Sector

The leather enterprises and SMEs are the “end users” who need to be reached and invited to discuss about their needs and problems concerning innovation in leather industry with focus on eco-friendly technologies. The

leather industry representatives will increase their efficiency and develop life learning skills through having specialized training courses and seminars on innovations in the leather sphere. Entrepreneurs from the leather industry and farmery representatives will benefit from innovation training, technology agreements with R&D centres for joint projects, testing and demonstration activities.

The dissemination activities will target both SMEs and larger industries. In addition, the dissemination activities will reach associations of enterprises, networks and associations of employers due to their potential for reaching a large number of users.

The project partners will respectively target their national and local networks and organisations, while ESSUTM, Coordinator of Dissemination, will, with the help of Chamber of Commerce RB and Mongolian Leather Industry Association, target associations at National level through its members in order to directly involve SMEs and larger companies.

IV. Professional Unions, Business and Industry Associations

It is important to communicate with and benefit from such organizations as Professional Unions (Russian Tanning and Shoe Union), Business and Industry Associations (Chamber of Commerce RB and Mongolian Leather Industry Association) for their close interaction with local and regional public authorities and policy makers. The consultation with policy makers will allow, during and at the end of the project, to maximise mainstreaming and integration of project results into national and regional policy frameworks (for instance, piloting innovative pre-commercial procurement procedures, etc.)

6. Dissemination Tools and Activities

In this part, a general overview of the LEATHUB dissemination tools that are planned to be prepared and the dissemination activities that will be performed from the start until the end of the project are presented.

6.1 LEATHUB dissemination tools

It is obvious that a variety of tools is needed in order to achieve effective communication towards all the groups of interest. Efforts should be made in order to communicate project results to the main stakeholders as well as to the general public.

The following dissemination **tools** will be used by all project partners when disseminating information about the project to the relevant target audiences:

6.1.1 LEATHUB corporate logo

To diffuse the project information a logo and coordinated image to make the Action easily recognizable and to mark each document, deliverable and product the project logo was elaborated.

A number of suggestions for the project logo were developed by IPS and CGS. In total 11 candidate versions for the logo were presented, and consortium members selected the LEATHUB logo by vote. Partners are invited to use consistently the project logo, the templates proposed by the Coordinator, and all materials generated from outset. This reinforces the image and the perception of the project. Partners are required to use the LEATHUB project logo when publishing dissemination materials for the project. Therefore every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. is making use of this visual identity and be consistent with its style together with the EU logo and disclaimer.

6.1.2 Project website

The website is especially important in promoting the project and posting results and dissemination material. This tool is important as the website can and should be reached by all target groups.

The website for the LEATHUB project is available at <https://leathub.eu/>. It will be used as one of the main channels to promote the project for all target groups. The website includes information on the project such as: project description, partnership description, deliverables and dissemination materials. This is one of the main channels for information dissemination.

The website is to be constantly updated mainly in English, while some specific contents will be updated also in Russian and Mongolian in order to maximize the impact of news, articles, information. Each partner's website links are incorporated to the LEATHUB project's site so that all possible visitors can have access to it. The overall coordination and management of the LEATHUB website is ensured by UNIWA in collaboration of all the project partners.

6.1.3 LEATHUB promotional material

6.1.3.1 Brochure

A brochure was developed by MUST in line with the visual identity established and with the aim of promoting the LEATHUB project. It provides an overview of the project partnership, highlights the strengths of the network and reviews the background and technological/scientific rationale for undertaking the initiative. Targeted results and predictions for long-term impacts are also explained. The electronic version (PDF for web publishing and electronic files suitable for printing) provides the main form of distribution and can be sent as an attachment whenever communication regarding the LEATHUB project occurs. It's been printed in all project languages: English, Russian, and Mongolian.

6.1.3.2 Press releases

Press releases about the project activities and results will be prepared in English and distributed through various media channels throughout the duration of the project. It is planned that a first press release will be prepared whenever an important project milestone is achieved or a significant result is emerged. Each project partner is responsible to translate

the press releases in their language, identify the relevant local media and distribute the LEATHUB press releases to them.

6.1.3.4 Newsletters

Short, regular newsletters are a key dissemination tool to inform relevant target audiences about the progress of the LEATHUB project. They will consist of brief articles and updates about the project progress. Thus, their content may include information on the project different steps:

- Results of survey
- Profile, content of curriculum
- Pilot
- Final recapitulation,

as well as updates on the project events and the third-party events in which the project was presented or is planned to be presented in the future. In order to engage as many stakeholders as possible, the LEATHUB partners are encouraged to distribute the newsletters to their contacts who may be interested in the project.

6.1.4 Banner/link with project description in websites of all project partners

A good practice in regard to linking to a project's website is the creation of a banner. A banner should be interesting and pleasant in order to capture the attention of the website's visitor. A link to the site would be added to the banner so that when one clicks the banner, they are redirected to the project's site in a new window.

6.1.5 Social media

Advantage of using social media networks for dissemination purposes is distinct, because traffic from social media sites is usually highly targeted and the probability to draw attention to the project is generally higher. Such social media network as Facebook (www.facebook.com/leathub) was set up in order to enable a communication with the active university, research and entrepreneurial community from leather sector, as well as to promote the objectives and activities of the project.

The tools will be distributed through different **channels**:

- E-mails
- Project platform
- Communications towards virtual communities, social media
- Conferences and professional meetings where partners participate
- Trade fairs
- Workshops, info-days

6.2 LEATHUB Dissemination Activities

The following dissemination activities are designed to maximise the reach to target audiences at all levels with the cooperation of all project partners, and coordinated by ESSUTM.

6.2.1 *Mass media communication*

Media coverage will be ensured throughout the project activities. There will be a dedicated page on the project's website to include information from Newspapers, TV, radio, specialized magazines and Press releases. The scope of the mass media communication activities will be to inform the general public about the LEATHUB project's progress. The mass media communication will be initiated when the LEATHUB R&D Facilitation Platform platform is ready and the pilot operation of Leather Hubs begins (15-07-2020), so that tangible results are presented to the general public. The LEATHUB partners are encouraged to disseminate the project through mass media on a regular basis.

6.2.2 *Direct e-mailing to stakeholders*

Direct e-mailing to stakeholders can be used when important events are organized by the project's partners. Direct contact with important stakeholders can help keep in touch with key people in European, national, regional or local levels. This tool has to be used widely and with specific aims.

6.2.3 *Participation in targeted events (workshops, trade fairs, etc.)*

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve an effective dissemination is the participation of the LEATHUB partners in targeted events where the project will be presented. Personal contacts and presentations through attendance at relevant workshops, trade fairs and other events are ranking top of the list of most popular dissemination channels. All project partners are encouraged to identify relevant local/ national/ international events in which the LEATHUB project can be presented and reach a wide audience, and report these to WP leader ESSUTM.

6.2.4 Organisation of project events

All project partners are motivated to organise local targeted events in order to disseminate the LEATHUB project in their area and motivate local communities to actively participate in the project. The scope of these events is to increase stakeholders' awareness on the LEATHUB platform and engage further external stakeholders. Each partner can evaluate what kind of event better meets the needs of the local people and can be an effective means of dissemination. The events will be organised under the instructions of the WP4 leader.

6.2.4.1 Workshops and info-days

Informative *workshops* and *info-days* will be held at the involved Universities and informative materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage an ice-breaking climate among participants to share knowledge. A coordinated layout for the information campaign will increase visibility for the project and the partnership who promotes it. Students and researchers will be involved for an active role during the events and also for the choice of most appropriate channels and tools for communication.

6.2.4.2 E-participation events

Such e-participation event, as e.g. MS Team, will be organized to get the scientific community in touch with the business world through joint discussion and decision-making on some proposed themes. The aim of these e-participation events, to be organized in Russia (TPP RB) and Mongolia (MLIA) under the direction of PUAS, will be to explore existing barriers to entrepreneurial growth in innovative sectors, to research-based business incubation, to interactions between public and private organizations in the technology transfer process, and will let emerge how the local communities may help to boost the process.

6.2.4.3 Final conferences

Two final conferences will be organized by ESSUTM and MLIA at the end of project in order to reach a wide range of stakeholders from EU, Russia and Mongolia, as well as to present the project results achieved. The conferences will also allow the meeting between project members and stakeholders to promote the next edition of the LEATHUB project.

7. Reporting

Partners will report every six months to ESSUTM the dissemination activities carried out during that period. Partners should send semi-annual reports to ESSUTM describing the scope of the event, the means of the project dissemination, and the volume of audience reached. These reports should be prepared in the template provided by ESSUTM.

ESSUTM will compile all dissemination activities, publication, and products elaborated by the consortium during the project lifetime.

