

DISSEMINATION ACTIVITIES

Dissemination started from the very beginning of the project with the project dissemination plan, which included objectives and actions to be taken.

Target groups in KTT sector:

- Policy Makers;
- Practitioners / Associations;
- Training Providers developing courses for practitioners
- Stakeholders / Companies

Main dissemination tools and activities:

- Project logo
- Project website
- Dissemination activities during the whole project duration (fairs, conferences, workshops, articles, etc.) at local (regional/national) and transnational level
- Official PowerPoint presentation
- Contact list
- Final conference
- Brochure (electronic and printed)
- Video

Project logo and image

The original logo description:



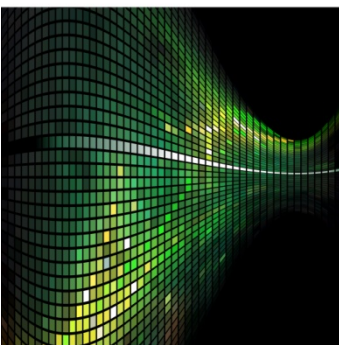
The logo is placed on the white background. The circle of nine yellow stars is merged on the level of letter “K” with the blue sign “EUKTS”, the sign “EUKTS” breaks through this circle. The crossbar of letter “E” is connected with upper part of letter “U”, the letter “T” connects with its crossbar letters “K” (lefts) and “S” (rights). This sign is completed with two lines sign “European Knowledge” (first line) and “Transfer Society” (second line).

The color codes are blue RGB 27/49/104 and yellow 255/217/0.

During the project life another logo was also used in communication materials, with the original logo all black version together with the text “consortium” in red, so underlying the role of the project partnership.



The final version of the project layout was developed in last project period, when biggest event (conference) was organized. The image selected was a sort of green “electronic” wave.



Promotional materials have been published and restyled by using this image.

For future development of the EuKTS a restyle of the original logo has been also proposed, turned to green and with the payoff “European Knowledge & Technology Transfer Society”



Information by the web: EuKTS Project website

Information about the project website are included in the following Section dedicated to it.

Dissemination activities

Several dissemination initiatives have been realized by project partners at local, national and international level, based on their competences and missions. Around 50 activities during the 2 project years have been performed, mainly presentations at conferences and workshops all over Europe, addressed to over 3500 people among Scientific Community, Policy Makers and Industry representatives involved at different level in knowledge transfer. The complete list of dissemination activities is included in Section A2 of the report.

Official PowerPoint Presentation



The PowerPoint presentation has been created from the project first year and frequently updated during the project life, by following different outputs and results.

The presentation includes the following items

- The background: why the project was set up
- The project aims and objectives
- Main results: Feasibility Study of the EuKTS
- Description of EuKTS main functions and procedures:
 - Standards and core competences of the profession
 - Accreditation of courses
 - Certification of individuals
 - Data collection
- Support from organizations all over Europe
- Future steps

In the last period the main updates have been done on the layout and on future steps for implementation of the EuKTS after the FP7 project conclusion. During the project life the presentation has been used (with modifications/adaptations) by partners for their dissemination initiatives.

The presentation is available on the project website.

Contact list

A list of contacts for dissemination activities/communications have been collected by partners. Around 600 contacts from all over Europe are included, among them:

- 45 policy makers
- 150 training providers
- 265 stakeholders

The list of contacts has been used for the invitation to the final conference.

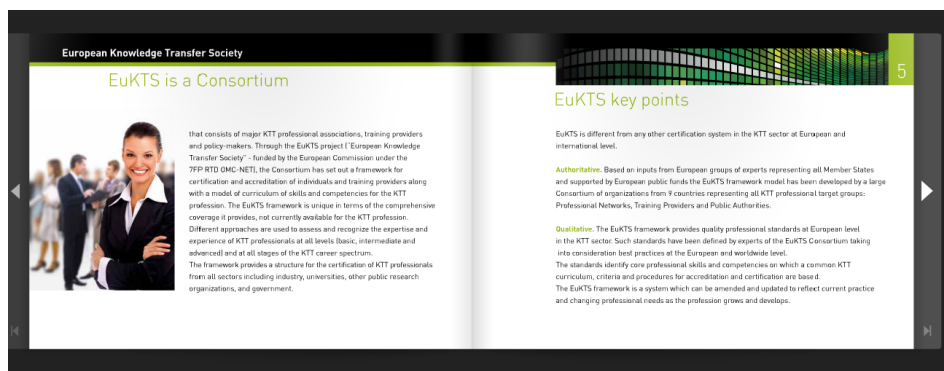
Brochure

The project brochure has the aim to easily introduce the project aims and objectives, main contents of the Feasibility Study and Consortium partners. It presents the future EuKTS framework for recognition of the KTT profession and its main functions, with details

of the certification and accreditation procedures. The brochure has 36 pages reproduced in 1.500 printed copies

The brochure is available on the project website in the Download sector:

<http://www.eukts.eu/index.php/promotion-download>



Prospectus

A special material addressing perspective sponsors/supporter of the EuKTS implementation after the project conclusion has been realized. It presents the main aspects of the EuKTS Feasibility study and figures from the Business Plan. The aim of the prospectus is to describe EuKTS future deployment in terms of initial funds required and the self-sustainability timeline. The material has been reproduced in limited number of copies and distributed to selected target groups, mainly enterprises and enterprises associations, foundations, banks. It has been recently updated and available in electronic version on demand.



Video

An audiovideo of around 4 minutes was produced in order to synthesize main project message/concept and findings. The video has been showed during the final conference in Brussels and actually available on the website, in the Download sector:

<http://www.eukts.eu/index.php/promotion-download>

Final conference Knowledge Transfer: recognition of a profession. Delivering of accreditation and certification system

The one day final conference was held in Brussels in 2012, December 15 at Ellipsgebouw - Koning Albert II-laan 35 Brussels – BELGIUM / Auditorium room 006 – Groundfloor. Such event represents the final step of the whole project and the opportunity to present the most important results to European Commission, International expert and representatives of professional associations, policy makers and training providers. 60 people participated to the event. 9 external speakers, representing policy makers, universities and enterprises, have been involved, distributed between the two sessions of the morning.

A kit of EuKTS branded materials have been distributed to participants:

- over 100 Project brochures
- about 100 Folders, pens and papers
- about 100 USB keys
- 20 Shoppers

- 20 copies of EuKTS Prospectus with fundraising scope have been distributed to selected group of people representing relevant stakeholders.
- All materials with relevant contents presented during the Summit are available on the project website. They have also been circulated to the list of participants and to the wider contact list.

The conference was organized by ASTER with the support of IWT, in which premises was held.

Last proposed materials for future EuKTS deployment: Leaflets and EuKTS Certificate template

The project was prolonged for 3 months: during this period additional dissemination materials have been sketched. They may be printed/available in the next future through the website. Among them **3 leaflets** have been designed to shortly introduce main EuKTS issues to different target groups:

- **General** leaflet with general information on the initiative addressing the general public
- **Accreditation** leaflet addressing training providers who want to be accredited
- **Sponsors** leaflet focused on the fundraising campaign (based on the Prospectus)

It was also provided a template for the **EuKTS Certificate** to support training providers who certified students of EuKTS Accredited Basic level Courses. Some recommendations are also provided on how to manage the certificate.