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COMMUNICATION AND DISSEMINATION PLAN

TABLE OF CONTENTS



	SUMMARY CARD	3
	ABSTRACT	4
	LIST OF PARTNERS	5
I	PROJECT OVERVIEW	6
II	DISSEMINATION STRATEGY	8
III	DISSEMINATION TOOLS AND ACTIVITIES	10
	Logos and disclaimers	10
	Document templates	11
	Project Website	12
	Social networking communication tools	12
	Distribution of informative materials	13
	Project Leaflet	13
	Events	13
	The dissemination measures, channels and quantitative indicators	14
	Key-role staff for dissemination activities	15
	Dissemination Report	16

SUMMARY CARD

Project name:	Bridging the gap between university and industry: Master Curricular Supporting the Development of Green Jobs and Digital Skills in the Ukrainian Building Sector
Project Acronym:	The BRIDGE
Project reference no.	101127884
Call	ERASMUS-EDU-2023-CBHE-STRAND-2
Type of action	ERASMUS Lump Sum Grants

Project start date	1st November 2023
Project duration	36 months

Deliverable D5.1: Communication and Dissemination plan

Work Package:	WP5 Transfer of the improved educational elements and project results
Deliverable Status:	V01_Jan.2024
Due Date:	31/01/2024
Submission Date:	31/01/2024
Lead Institution	Lviv Polytechnic National University - UA (LPNU)
Responsible person	Prof. BLIKHARSKYY Zinoviy, LPNU, zinovii.y.blikharskyi@lpnu.ua Prof. HOTS Nataliya, LPNU, cie@lpnu.ua
Dissemination Level:	Sensitive

ABSTRACT

The current document is the Communication and Dissemination plan of THE BRIDGE project. The aim of the Communication and Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in Ukraine. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

For the dissemination aspect, the project is embedded in a strong partnership of universities, public organisations and a governmental body, which adopts a leadership role in the current “circuits of influence”. Additionally, THE BRIDGE can guarantee a wide network of contacts for a successful dissemination of project news, events and results.

For the exploitation aspect, the objective of valorising THE BRIDGE project is to enable its results to become sustainable. When the project comes to its end, specific measures will ensure that results are still available for usage by different groups. A strategy for exploitation of project results after termination is defined as a valorisation strategy, aiming to fulfil the goal of sustainability. Part of the strategy is indeed to identify and sustain the best practice strategies of training programme in the field of international mobility, so to enable spill over to and implementation by the other Ukrainian Universities.

The Communication and Dissemination plan will contribute to achieve the following objectives:

- to promote and disseminate project outcomes beyond the key target groups and multiply its results to the general community;
- to raise awareness of the target audiences and relevant stakeholders about the innovative nature of THE BRIDGE, its outputs and potential of transferability beyond the project duration;
- to engage and establish a network of users of THE BRIDGE learning resources from both academic and non-academic institutions;
- to foster and advance the cooperation between academic institutions and business sector at national and international levels;
- to ensure that national and relevant international policy makers and experts are well-informed about THE BRIDGE project and its outcomes, so they can encourage multiplication and spill-over of these results;
- to inform regularly national and international stakeholders about project activities and outcomes;
- to maintain smooth and regular communication within THE BRIDGE consortium and with the EACEA representatives.

LIST OF BENEFICIARIES

5

Number	Short Name	Legal Name	Country
P 1	PSACEA	Prydniprovska State Academy of Civil Engineering and Architecture	Ukraine
P 2	LPNU	Lviv Polytechnic National University	Ukraine
P 3	KNUCA	Kyiv National University of Construction and Architecture	Ukraine
P 4	OSACEA	Odessa State Academy of Civil Engineering and Architecture	Ukraine
P 5	CPNU	Chernihiv Polytechnic National University	Ukraine
P 6	NGO ACU	Ngo "The Academy of Construction of Ukraine"	Ukraine
P 7	STUBA	Slovenska Technicka Univerzita v Bratislave	Slovakia
P 8	UNISANNIO	Universita degli Studi del Sannio	Italy
P 9	WUT	Politechnika Warszawska	Poland
P 10	RWTH AACHEN	Rheinisch-Westfaelische Technische Hochschule Aachen	Germany
P 11	SKSI	Slovenska Komora Stavebných Inzinierov	Slovakia
P 12	IPQ	Instytut Profesijnykh Kvalifikatsii	Ukraine
PA13	MESU	Ministry of Education and Science of Ukraine	Ukraine

I. PROJECT OVERVIEW

The establishment of new Master Programmes (MPs) on BIM Technology in Construction and Civil Engineering in Ukrainian Universities (UAUs) aims at promoting the EU best practices in terms of educational methodologies and specific knowledge related to the energy efficiency and sustainability of buildings and communities, drawing on the requirements set by UN 2030 Agenda, with specific reference to SDGs 7, 10, 11 and the priorities of the EU Green Deal and an economy that works for people.

The project objectives are as follows:

1. Curricular development tailored to labour market requirements and enable graduates in Architecture and Construction to support their employability expectations. The new study programs will be implemented in 5 UAUs with different training directions according to the local needs. The development process will be completed by updating BIM centres and new teaching materials to publish jointly by UA and EU teachers.
2. Foster links university-enterprises to address mismatches between the requirements of employers and the offer of HE institutions and propose integral solutions to enhance better employability of students in civil engineering and construction sectors.
3. Digitalization of 10 elective modules, 2 from each UAU so that the consortium participants could use them openly on a joint e-Bridge platform in order to move towards virtual mobility in the long run.
4. Main beneficiaries of the outputs to be produced will be about: 60 UA senior teaching staff, 50 UA junior teachers, 100 final year students as well as new graduates and students enrolled in Master Programmes.

The BRIDGE will be deployed in 11 specific objectives which are summarized below:

1. Establishment of 5 Master programmes (T2.3), i.e., one per each UAU, enrolling at least 15 students each.
2. Development of 6 innovative modules to be integrated in an existing master course in OSACEA (T2.3), enrolling at least 15 students.
3. Intensive retraining (about 6 days staying at UNISANNIO plus 6 days staying at STUBA plus 6 days staying in WUT plus 6 days staying in RWTH Aachen University) of 30 members of the junior teaching staff of the UAUs (6 from each UA site) (WP3).
4. Organization of at least 5 capacity buildings seminars for senior academics of the partner universities involving at least 20 participants per session (WP1, T1.2, T1.3).
5. Development of a series of lecture notes composed by a set of 5 digital volumes (T2.2) published with ISBN.
6. Development of 10 case studies collected in a digital volume published with ISBN (T2.2) for the implementation of BIM-related collaborative teaching approach
7. Development of 5 fully equipped teaching BIM laboratories, i.e., one per each UA site (T2.1).
8. Establishment of 1 national stakeholders' platform on BIM-related technology in Architecture, Construction and Engineering, articulated in 5 local hubs, one per each of the covered region, grouping at least 100 members (T1.4).
9. Development of massive open online courses (consisting of 10 elective modules) in the field of BIM technology in AEC and their adaptation to the wider public (WP2).
10. Raising awareness about the project results by reaching the relevant target groups (WP5).
11. Continuation of the project after its end through solid exploitation and sustainability actions (WP6).

The dissemination deliverables of THE BRIDGE project presented in Work Package 5 (table 1).

Table 1 - Work Package 5 (Dissemination) key deliverables

Outputs (deliverables)	OBJECTIVELY VERIFIABLE INDICATORS
WP5. Transfer of the improved educational elements and of the project results. D5.1 Dissemination Plan D5.2 Project website platform. D5.3 Reports on organization of Induction Events and FDC D5.4 Reports of dissemination activities	- Dissemination activities through the BRIDGE website and printing editions among the public authorities to share indicators of quality of education. - Updating of the website sources and access monitoring. - Wide distribution of the printed material.
Activities:	OBJECTIVELY VERIFIABLE INDICATORS
T5.1 Definition of the Dissemination Plan T5.2 Project website, social media, and platform for coordination issues. T5.3 Intermediate events and Induction Days T5.4 Final Dissemination Conference on Project results	(5.1) Communication tasks by PSACEA, LPNU, and UNISANNIO aimed to formulate a Dissemination Plan. (5.2) Subcontracting for project website design and registration. (5.2) Maintenance and updating of the project website and social media by UA technicians. (5.3) Mobility flows from EU to UA by participants to the Induction Events and the FDC. (5.3) (5.4) Subcontracting for leaflets, brochures and media.

The dissemination shall take place according to dissemination plans of THE BRIDGE project. The timetable of Work Package 5 (Dissemination) presented in table 2.

Table 2 - Timetable of Work Package 5 (Dissemination)

ACTIVITY	YEAR 1				YEAR 2				YEAR 3			
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
Task 5.1 - Definition of the <u>Dissemination</u> Plan												
Task 5.2 - Project website, social media, and platform for coordination issues												
Task 5.3 - Intermediate events and Induction Days												
Task 5.4 - Final <u>Dissemination</u> Conference on Project results												

II. DISSEMINATION STRATEGY

Dissemination Strategy is a set of principles (table 3) for presenting and disseminating the results and impact of projects, as well as for achieving greater visibility of the project.

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme, this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Dissemination Strategy of THE BRIDGE project define the next principles for presenting and disseminating the results and impact of THE BRIDGE project:

Table 3 - Dissemination principles and indicator of THE BRIDGE project

Dissemination principles and indicator	
Dissemination objectives (why you want to do it)	<ul style="list-style-type: none"> - to inform and shape public opinion about project activities; - to promote the project outcomes and inform stakeholders; - to encourage other HEIs and target groups to take part in project activities; - 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.
The specific target groups (to whom?)	<ul style="list-style-type: none"> - students of Ukrainian HEIs; - junior academic staff; - senior academic staff; - administrative staff; - businesses; - Ministry of Education and Science of Ukraine.
Dissemination messages (what you want to say)	<p>The task is to disseminate tangible and intangible results of the project.</p> <p>To tangible project results for dissemination belong:</p> <ul style="list-style-type: none"> - THE BRIDGE website with the Stakeholders platform; - reports on the final needs analysis on BIM Technology in AEC in Ukraine; - 5 Programme Handbooks including programme description and syllabi; - 10 MOOC professional qualifications (micro-credentials); - training materials produced during teaching staff trainings; - newsletters of the dissemination events; - Final Dissemination Conference (FDC). <p>To intangible results belong:</p> <ul style="list-style-type: none"> - knowledge and experience gained by participants, learners or staff; - increased skills or achievements; - improved cultural awareness; - better language skills.
Dissemination channels (how you want to say it)	<ul style="list-style-type: none"> - dissemination through the Internet; - development, publication and dissemination of promotional materials; - dissemination through events on the project objectives, activities and results (internal and external info days and networking activities).
Dissemination actions (what you want to do)	<ul style="list-style-type: none"> - website; - written posts; - links to External Content; - images; - videos; - infographics; - contests.

Dissemination activities will be implemented at different levels:

- Consortium level: good communication workflows will be ensured, so that all project partners will be aware of project progress and exploitation of the results in each partner institution. This will be important to ensure their participation in the capacity building as well as networking activities and will go beyond the staff regularly involved in the project deployment.
- Institutional Level: academics, researchers, students, management and technical staff. This will be essential to ensure their participation in training activities, replication seminars and sustainability campaigns.
- Policy Level: Higher Education and other relevant authorities in Ukraine and at the partners' local and regional levels. This will be important to foster multi-stakeholder networking, ensuring participation in the round tables and national events, and to foster policy-level dialogue on the introduction of the BIM-technology in the education process.
- Societal level: reaching general media and relevant actors from civil society. This will be strategic to the introduction of the BIM-technology in the education process, on THE BRIDGE Network and the national events.

Dissemination will be possible by using different approaches and means:

- On-site (offline): network management, face-to-face events and meetings, seminars, press releases and media interviews, among others.
- On-line: project website, project social media channels (as well as online channels available at each project partner institution), in-house media, newsletters and audio-visual contents generation, among others.

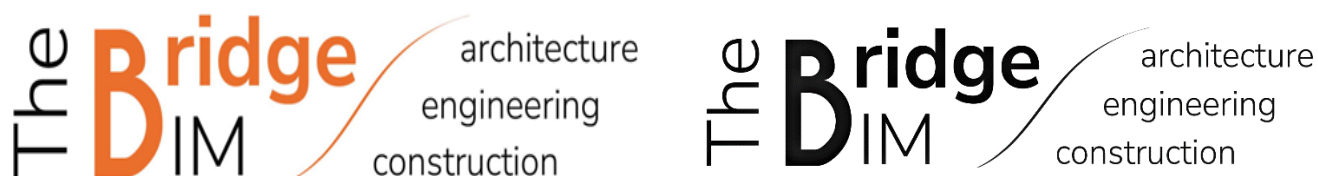
III. DISSEMINATION TOOLS AND ACTIVITIES

The dissemination activities will target students, researchers and professionals of Ukraine, managerial and other staff of the participating PCUs, stakeholders, policy makers, funding agencies, business and professional associations, and HEIs not directly involved in the project. A set of dissemination materials will be designed. It is required that the consortium systematically adopts it in the different types of activities to promote the project in the partner countries and abroad.

Project Logo

Logo and project acronym are the most important elements for the identity of THE BRIDGE project, thus essential features for project promotion and dissemination.

The logo, either colourful or black and white, is integrated in all the materials of THE BRIDGE project, from the website to leaflets, publications and reports. The colours of the logo shall serve as the palette to be used in other promotional materials.



EU Logo

It is also compulsory to have EU Logo along with project logo in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. The logo may not be changed, or unproportionally scaled, distorted or rotated. The use of other typefaces is not permitted. No colour versions may be used apart from those defined here or on the website [FACEA Visual identity and logos](#). The position of the logo elements may not be altered. The omission of elements is not permitted except with authorisation from Commission services.



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EU Disclaimer

The EU disclaimer in a respective language must be used on the first, second or last page in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.

EN: This project has been funded with support from the European Commission. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

UA: Цей проєкт був профінансований за підтримки Європейської Комісії. Підтримка Європейською Комісією виробництва цієї публікації [повідомлення] не означає схвалення її змісту, який відображає погляди лише авторів, і Комісія не може нести відповідальності за будь-яке використання інформації, що міститься в ній.

DOCUMENT TEMPLATES

According to the foreseen needs of project partners, THE BRIDGE project has created several templates that will be used by project partners when preparing documents within UNICAC, even if such documents are solely for internal use. All the templates will also be shared on TeamWork. The templates created include:

Text document, books, didactic materials (Word);

- Presentation (PowerPoint) - Annex 1;
- Attendance list (Word) – Annex 2;
- Agenda (Word) – Annex 3;
- Meeting minutes (Word) – Annex 4;
- Certificate of attendance (Word) – Annex 5;
- Dissemination Report (Word).

All text documents should be in line with the following visual identity:

a) DOCUMENT TITLE

- Font: Calibri, Arial, Century Gothic, Times New Roman or Trebuchet MS
- Colour: black
- Size: 18 pt
- Paragraph: centred
- Interline: 1.00
- Spacing before: 0
- Spacing after: 0

b) TEXT LEVEL

- Font: Calibri, Arial, Century Gothic, Times New Roman or Trebuchet MS
- Colour: black
- Size: 12 pt
- Line spacing: 1 or 1.15
- Paragraph spacing: space before and after the paragraph
- Margins: top (with the project and EU logo) 3.5; bottom (with page numbers) 2.5; left 3; right 2
- Alignment: justify
- References must be organised according to the APA citation style, 6th edition (guidelines are available here http://www.tandf.co.uk/journals/authors/style/reference/tf_APA.pdf)

c) TEXT IN THE TABLE

- Font: Calibri, Arial, Century Gothic, Times New Roman or Trebuchet MS
- Colour: black
- Size: 10 bold caps lock
- Paragraph: left
- Interline: 1.00
- Spacing before: 0
- Spacing after: 0

Project Website

The project includes the establishment of the project website with open access to all the promotional and educational materials which are to be distributed as wider as possible; a limited-access area will be set-up in order to circulate some internal documents, e.g., the minutes of the meetings (alternatively a restricted folder on platforms such as Teams, Dropbox, etc. will be activated for internal dissemination of the material). The download of all the training / teaching material will be openly accessed free, as well. Furthermore, a social media page of the project will be created on a relevant platform to be identified at the beginning of the project (e.g., LinkedIn, local social media, Facebook, etc.).

Each university-partner of THE BRIDGE project creates a project web-page on its university's website, where it displays information about the project.

In addition to the individual web-page of the project partners, a project website will be set up in April 2024, developed by the all-time of the project and continuously updated.

The project website, available at <https://thebridge.org>, is user-friendly in terms of navigation (intuitive) and contents. LPNU will regularly upload information, news and events of interest to the target groups.

THE BRIDGE website contents will be uploaded in English and Ukrainian language. It will provide a free-access area and another one with access limited, by Google Driver, to the consortium members. LPNU will oversee the design / setting-up / uploading of material of THE BRIDGE website. Ordinary maintenance and regular update will be jointly carried out by LPNU.

Social networking communication tools

Social media marketing is a powerful method by which the THE BRIDGE project can further increase its online reach and boost its visibility.

LPNU will take care of the setting-up, management and updating of the social media as follows.

The dissemination of the project will be supported by means of three social networks: YouTube, Facebook, and Instagram:

- Facebook **@ THEBRIDGE_facebook_page** will be the general channel of the project, targeting the main planned objectives: University managers, teachers and students, institutional stakeholders, and policymakers, both within and without the consortium.
- Instagram **@ THEBRIDGE_instagram_page** will be mainly used for disseminating and raising awareness messages among the youngest audience.
- YouTube channel **@THEBRIDGE_youtube_page** will serve as a video publication platform.

Distribution of informative materials

Distribution of informative materials during the dissemination events (leaflets with the core information on the project, gadgets, stationery, with the ERASMUS+ logo and with the BRIDGE one, which will be drawn-up by the opening of the project website). Furthermore, some advert pages will be published on specialized press. A mailing-list of institutions will be issued for the distribution of leaflets and booklets.

Project Leaflets

A leaflet was produced in line with the visual identity established and with the aim of promoting the THE BRIDGE project and giving a brief overview of its objectives. 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 THE BRIDGE project occurs. Leaflets will be distributed in specific dissemination events and all Partners to the different target groups. The leaflets will promote the website as the main source of information.

Events

Dissemination will be through two intermediate events, in October 2024 and October 2025, in occasion of two project milestones: the conclusion of the retraining intensive course attended by the junior teachers and the beginning of the Master Programmes in the consortium UAUs.

In month 34, a Final Conference will be organised in Kyiv (alternatively in WUT, Poland) with enlarged participation.

The event, coordinated by the hosting institutions, will see an integrated system of orientation actions having the following aims:

- to find emerging professional positions in the field of BIM Technology;
- to awaken the young graduates' interest in the issues of sustainable architecture, engineering and construction and their environmental impact;
- to exploit the role of the trainers in the spread of knowledge on the most innovative topics of Building and Renovating in the construction and energy efficiency sectors;
- to help the university students in featuring their study programmes;
- to foster exchanges aimed at the transfer at international level of “best practices”;
- to define models of cooperation between the university system and other levels of education.

At the end of the project a booklet containing the proceedings will be published with attached USB flash card containing promotional materials on the five Master Programmes.

Actions 1 and 2 will be achieved through a set of specific activities which will be defined in a detailed dissemination plan released within the first three months from the beginning of the project, and it will be continuously updated.

The following table reports a set of exemplary dissemination measures to implement with the corresponding target groups, and the numerical indicators for monitoring.

The dissemination measures, channels and quantitative indicators

The dissemination measures, channels and quantitative indicators according the needs of target groups presented in the table 4.

Table 4 - The dissemination measures, channels and quantitative Indicators according the needs of target groups

Target Group	Channels	Key Message	Quantitative Indicators
TG1 – Students	Website, social media, informative materials in physical events	<ul style="list-style-type: none"> - rising awareness regarding energy sustainability of buildings; - arising job opportunities in the field of energy sustainability of buildings; - presentation of the master courses and the corresponding learning outcomes. 	<ul style="list-style-type: none"> - number of publications on website and social media; - website and social media profile visits - number of references in local media; - number of events attended by the BRIDGE partners.
TG2 – Junior Academic Staff	Website, social media, local seminars, project’s conferences	<ul style="list-style-type: none"> - rising awareness regarding the most innovative topics related to energy sustainability of buildings; - illustration of innovative teaching/learning approaches, such as challenge-based and solution-focused learning; - presentation of the EU experiences on the topic and current “push” solicited by the EU Green Deal. 	<ul style="list-style-type: none"> - number of publications on website and social Media - website and social media profile visits - number of Junior Academic Staff participating in the BRIDGE events - number of events attended by the BRIDGE partners
TG3 – Senior Academic Staff	Website, local seminars, project’s conferences, informative material	<ul style="list-style-type: none"> - spreading Bologna Process approach to the design of study courses; - illustration of the principle for ensuring quality assurance of study programmes; - rising awareness on the impact of Internationalisation on study courses; - presentation of the latest multidisciplinary trends (e.g., engineering, architecture, construction, economics, etc.) in the construction field. 	<ul style="list-style-type: none"> - number of publications on website and social media - Website and social media profile visits - number of Senior Academic Staff participating in the BRIDGE events - number of events attended by the BRIDGE partners
TG4 – Stakeholders	Website, local seminars, project’s conferences, informative material	<ul style="list-style-type: none"> - illustrating the importance of an enforced labour market-academia cooperation; - rising awareness regarding sustainability and energy efficiency in the construction sector; - presentation of the EU experience regarding Cooperation between labour market and academia; - illustration of possible partnership opportunities between labour market and academia; - providing information on new possibilities regarding the developed microcredentials. 	<ul style="list-style-type: none"> - number of publications on website and social media; - website and social media profile visits; - number of Stakeholders participating in the BRIDGE events - number of events attended by the BRIDGE partners

Key-role staff for dissemination activities

Table 5 - List of the responsible persons for dissemination activities

#	Name	Institution	Position	Contact	Other contacts
1.	Svitlana Tsyhankova	Prydniprovsk State Academy of Civil Engineering and Architecture	Head of the Department for International Cooperation	tsygankova.svetlana@pdaba.edu.ua	+380506979218
2.	Nadiia Kopiika	Lviv Polytechnic National University	Post-graduate student	kopijka.nadija.1999@gmail.com , nadiia.s.kopiika@lpnu.ua	+380982106969
3.	Olena Dupliak	Kyiv National University of Construction and Architecture (KNUCA)	Professor, executor of the BRIDGE project	dupliak.ov@knuba.edu.ua duplyak2009@gmail.com	+380 50 918 97 45
4.	Anastasiia Pandas	Odessa State Academy of Civil Engineering and Architecture (OSACEA)	Associate Professor, executor of the BRIDGE project	intercom@odaba.edu.ua	+380 93 445 72 47
5.	Maksym Bolotov	Chernihiv Polytechnic National University (CPNU)	Associate Professor, executor of the BRIDGE project	bolotovmg@gmail.com	+380 63 335 39 06
6.	Nataliia Kholiavko	Chernihiv Polytechnic National University (CPNU)	Professor, executor of the BRIDGE project	project.university@ukr.net	+38 066 646 95 99
7.	Sergii Prytomanov	Institute of Professional Qualifications	Vice-President	psa220855@gmail.com	+38 050 342 4141

It is responsibility of each project partner to send LPNU news, posts, etc. about project activities implemented in their institutions to upload on the web.

Dissemination Report

As stated, Consortium members must provide evidences of dissemination activities carried out. For that purpose, each institution will need to complete a dissemination matrix (Annex 5), in which detailed information about activities will be registered. All dissemination activities should be registered in the dissemination matrix and the corresponding reporting materials should be attached as per the instructions included. The template includes the following sections
DISSEMINATION MATRIX (table 6) should be used by each of the partner institutions.

Table 6 – DISSEMINATION MATRIX

Date:
Reporting period: mmm/yyyy to mmm/yyyy
Institution (acronym):
Contact person for dissemination:

No.	Type of action (*)	Date	Place / Means	Title	Target groups (**)	No. of particip.	Link to source
1							
2							
3							
4							
5							
...							

(*) Type of action: event, publication, presentation, interview, meeting, other (please specify)

(**) Target groups: university managers, innovation-related staff, researchers, students, innovation agencies, business associations, policy-makers, general public, other (please specify)

(***) When possible, in particular if there is no link to any website, images or other elements such as meeting minutes should also be attached to the report as evidence of the activity reported.

Short description of the activity