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DOctoral program in Khmer universities Strengthening the International  
Development of Environmental and maritime research (DOCKSIDE)

Project Number 573790-EPP-1-2016-1-FR-EPPKA2-CBHE-SP

Communication Plan

Work Package 6 Dissemination & Exploitation



## Table des matières

Summary .....	3
Target Groups.....	3
Dissemination Tools and Activities.....	4
Communication and Dissemination Workflow .....	4
Editorial Team .....	5
Communication and Dissemination Activities.....	6
Internal Communication.....	6
External and Public communication.....	8
Public Deliverables .....	10
Project Website .....	11
Project Leaflet .....	11
Social Media .....	11
Final Report .....	11
Templates for Dissemination Tools.....	12
EU Logo.....	12
Project Logo.....	12
Partners Logo.....	12
Template Dissemination Activity Report.....	14
Annexe.....	15
Partner Representatives Contact .....	15
Project General Contact .....	16



## Summary

This document presents project communication and dissemination objectives, strategy and planned activities. The report describes in detail dissemination target groups as well as dissemination actions, channels and tools that will be deployed to reach these groups.

The Dissemination Plan describes an internal procedure (dissemination workflow) that sets the rules for communication among consortium members with regard to publishable results. This procedure protects copyrights and prevents conflicts between partners.

The consortium shall assure spreading information on interim and final results deploying appropriate dissemination tools in proper time.

The document presents dissemination tools, e.g. the project website - the broadest communication channel to the research community, general public and other target groups. The recommendations and report findings will be available on the Open Platform of the Project Website. The project aims at going beyond simply spreading information on activities and results. Almost all project deliverables will be open to the public. The final PMB Meeting will include a showcase to demonstrate the outputs of the project.

DOCKSIDE Project considers dissemination as an activity necessary to make the generated knowledge available to society. It could serve also as an important source of stakeholder's feedback that will help to adjust project activities.

The following issues and messages will be disseminated:

- Current Developments
- Achieved results
- Achieved milestones
- Published deliverables and other publications, like scientific articles
- Attended events and own events, like the annual meeting
- Other important incidents

## Target Groups



Target groups range from student and scientific experts with a good knowledge of the topic through decision makers on different levels and practitioners who will make practical use of the results to the general public. The project targets also civil servants, decision makers, academic staff and teachers in order to improve the higher education and research capacity of the Khmer universities.

Group	Dissemination Tools
Ministry of Education, Youth and Sport	National-wide dissemination activities including events, promotion of the results found
Stakeholder of Partner Institution	Networking and Dissemination Publication, Events
Student	Call of Application, Report on Mobility in Europe, Research Network
EACEA and General Public	Project Results Platform

### Dissemination Tools and Activities

The various target groups identified in the preceding chapter will be addressed by a broad range of dissemination tools and activities. All partners share the responsibility for dissemination and commit themselves to promoting the project's results in a timely manner.

Dissemination tools and activities are designed to make the most of the insights gained by the project and reach the various target groups in an effective and at the same time efficient way. They vary from activities of a more scientific nature such as research articles in relevant journals to easy-to-read social media post.

### Communication and Dissemination Workflow

The binding rules and procedures applicable for the dissemination of results generated within the DOCKSIDE project are stipulated in the Grant Agreement, Article I.10.8, I.10.9, and I.10.10, Section I.6 of the Guidelines for the Use of the Grant. Stipulated in the Partnership Agreement Section 9 and the Guidelines of the Use for the Grants Article I.6.1 of Publicity.



All project partners must respect dissemination rules as formulated in the above documents and assure that their employees involved in the project know, understand and follow these rules and procedures.

The Partners first contact point are the Representative of each partner known as the Project Management Board. The internal communication flows from the Project Coordinator and Manager to each representative and the other way around.

Each representative is obliged to continue the communication line to every person involved in the project, when deemed necessary be it their stakeholders, employees, students, etc.

### Editorial Team

The main tasks of editorial team are:

- ✓ encourage partners to disseminate information on their current activities on their own and provide assistance, if necessary,
- ✓ collect information that will be communicated using central dissemination tools in hand of the WP 6 leader (website, newsletter, etc.) and
- ✓ The process, edit and publish this information.

The editorial team will decide which information is relevant for which channel (e.g. website, social media, Email to the EU Institutions) and will arrange for further actions and publications. The team is also called the Administrator, they manage both the website and the social media account of the project.

The consortium imposed on partners a responsibility to inform the editorial team about all current developments and available results.

It Editorial Team composed of:

- Project Officers of NUM
- Project Manager of RULE
- Project Manager of UN

The Partner Representative provides and acts as a reliable source of information then reach the Editorial Team for dissemination activities. The approach could be both bottom-up and top-down.



The Editorial Team is engaged to have confirmation from the Scientific Committee in regards to scientific articles.

## Communication and Dissemination Activities

Communication activities fall into two categories:

- Internal communications - within the project team (consortium).<sup>1</sup>
- External communications - with interested third parties, stakeholders, end-users, and the general public.<sup>2</sup>

### Internal Communication

#### Objectives

- The PMB communicates effectively with all the project partners on general project related issues.
- Partners are well informed about the actual status in order to coordinate the activities successfully of the project.
- Partners communicate actively with the other project partners.

#### General Activities

- The approved language of the Internal Communication is English
- Set up a mailing list and a contact database.
- Update the contact list database and guidelines as the project proceeds.
- Use an online archive for the project documentation and deliverables.
- Use an online archive to disseminate information and outcomes, communication guidelines, news, issues and views within the project team.
- Update the partners regularly on the progress and problems and to plan immediate priorities.
- Hold communication sessions in the PMB Meeting to suggest the most effective means of communication for the project.

Type	Objective	Medium	Frequency	Audience	Deliverable
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<sup>1</sup> See Annex 1

<sup>2</sup> See Annex 2



<b>Kick Off Meeting</b>	Introduce the project. Review project and management objectives.	Face to Face	Once in December 2016	Consortium and host institution stakeholders	Agenda Meeting Minutes Presentation
<b>PMB Meeting</b>	Review status of the project	Face to Face	Biannual	Consortium	Agenda Meeting Minutes Presentation
<b>Project Status Report</b>	Report and inform on the activities, progress, costs and issues	Email	Monthly	Partner to Partner Coordinator to Partner	Status Report Schedule
<b>Data, Information, Sharing system</b>	Management tools for the projects	Dropbox or Google Drive	As needed	Consortium	Template Official Documents Reporting
<b>Partner Data Contribution</b>	To design the solutions for the project	Online Form	As needed	Consortium	Online Template
<b>Partner Website Contribution</b>	Partner provides expertise on the chosen themes	Web Publication	As needed	Partner to Consortium	Scheduled articles to be published on the website

If you need a clarification on the information from EU official documents, you shall contact the Project Manager.



## External and Public communication

### Objectives

- ✓ Promote quality information and give immediate knowledge relative to the development of the project, to all interested institutions.
- ✓ Promote effective dissemination of news and information Encourage active participation of researchers, policymakers and all other interested third parties in the project initiatives and events (general meetings, working sessions, workshops and dissemination events)
- ✓ Enhance the quality of project's activities and disseminate the project results.
- ✓ Broaden the project network and strengthen capacity building and training.
- ✓ To assure the durability of the project even after it ends.

### External Communication Target Groups

Target Group	Priority
Students and Scientific Community	Exchange of experience and information
Media, NGO, General Public	Provide with professional and accurate information about the project in a comprehensible way
Final user	Continuously inform about the on-going project activities and the results and benefits of the project
Local governments and institutions	Involved in public events. Subject to Capacity building

### General Activities

- Production and circulation of dissemination materials, mailings, bulletins and newsletters, brochures, press releases, and leaflets.
- Publications, tools, and methodologies developed, databases generated and experiences obtained.
- Participation at and organization of events.
- Dissemination plan to be provided as a separate document.

### Channel To Use



Channel	Key content	Method	Frequency	Communicator
<b>Project Website</b>	<ul style="list-style-type: none"> <li>• Tools</li> <li>• Methodologies</li> <li>• News and event</li> </ul>	Publication Article	Monthly	Website Administrator, RULE and SDU
<b>Social Media</b>	News and event Dissemination	Publication	As needed (at least twice per month)	Administrator, Supported by RULE and SDU
<b>Promotional Material</b>	Events such as Training Session, Workshop, Summer School	Both online and printed goods	As needed per event	RULE supported by NUM

### *Workshops and Meetings*

Where a project team participate in conference or meetings, the communication of the DOCKSIDE Projects is part of the engagement of the team member. The team member must assure to promote the work of DOCKSIDE project to the stakeholders met during the external activities. The Project member must provide adequate information to the scientific and nonscientific audiences especially the students, both in graduate and undergraduate levels.

<b>Project Communication Target of Project Website <a href="http://www.dockside-kh.eu/">http://www.dockside-kh.eu/</a></b>
<ol style="list-style-type: none"> <li>1. Publication or display on every Partners' home institution official website, minimum once per year.</li> <li>2. One article publication per month, minimum. RULE and SDU must ensure to reach this target. It does not necessarily about the Project, the article can relate to the EMR Network or the Stakeholders.</li> <li>3. Update photo of every partner and stakeholder meeting including every workshop, training session, visit and informal outing during the project lifetime.</li> <li>4. Upload video (whenever possible, embedded from free service such as YouTube, ask students to film the events or part of it).</li> </ol>



5. Mentioned by the Government website or social media: EU officials, EU delegation, Cambodian Ministries, NGOs, Global institutions, ASEAN, student associations, academic research sites, non-academic website (newspaper, etc.).
6. Partners are encouraged to publish updates, please submit to the WP6 leader: RULE.
7. Whenever the project is mentioned, copy paste the link and send to Project Manager.

Project	Communication	Target	of	Project	Facebook	Page
<a href="https://www.facebook.com/docksideEUproject/">https://www.facebook.com/docksideEUproject/</a>						
<ol style="list-style-type: none"> <li>1. Frequent updates, articles, events, links to the website of our project research areas: higher education international cooperation, maritime and environment, scholarship, internship in partner’s institution, etc.</li> <li>2. 400 Likes by June 2018</li> <li>3. Mentioned on the Government website or social media: EU officials, EU delegation Cambodian Ministries, NGOs, Global institutions, ASEAN, student associations.</li> <li>4. The contribution of the meeting, travel album, institution visit, etc. by the beneficiaries.</li> <li>5. Partners are encouraged to publish updates, please submit to the WP6 leader: RULE or the Project Manager by email.</li> </ol>						

### Public Deliverables

The principle is to provide easy to read, simple and clear information about possible policies and strategies which can be adopted by all universities in order to increase the efficiency of the administration, strengthen the research capacity, improve the quality of the PhD programs and adopt innovative practices in the Higher Education System.

All the presentations, summary, recommendation reports will be made public through the website of the project with links to the sites of partners, and through the online platform. The public can access them through the DOCUMENT section of the EMR Platform.



At the end of the project, a final report will be completed. Along with all achievements, a detailed strategic plan of the project sustainability will be reported. The website, the online platform and research network will provide everyone with the results during the project lifetime.

### Project Website

DOCKSIDE Project is engaged to deliver a project website, not only as a tool of communication and dissemination but also to provide a follow-up and updates to the Executive Agency (EACEA).

The website address: <http://www.dockside-kh.eu/>

There is also an Open Data Platform available on our website, in order to facilitate the communication and networking between the researchers and students interested in Environmental and Maritime Research (EMR), it will be made available only for the authorized user.

The EMR Platform is accessible: <http://www.dockside-kh.eu/emr-platform-dockside/>

### Project Leaflet

In order to promote Project, Events and to enhance the external dissemination process, printings of leaflets and other material (such as posters or kakemono will be made available).

### Social Media

DOCKSIDE Project has a Facebook account with regular updates schedule at least 2 times monthly. Each publication tries to include the link to the Partner Account, on the website or on the Facebook page.

The page: <https://www.facebook.com/docksideEUproject/>

### Final Report

Towards the end of the project, the final report will be published and presented at the final project meeting. And the last annual quality report will include a specific “lessons learned” section to increase and diffuse the experience gained from the project achievement. It shall compile all key findings from the project in a condensed form, suitable to inform all relevant stakeholders. It will be prepared conjointly by all partners of the consortium, with input from all work packages.



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Necessary dissemination to which all relevant stakeholders representing the target groups described above will be invited. Conclusions of the final project meeting will be presented at the website and discussed in the project Website accessible to the general public.

## Templates for Dissemination Tools

### EU Logo

The correct EU logo **has to be used** in any products realized in connection with project activities (catalog, leaflet, brochure, program, poster, invitation, database, website, template etc.)



Include the following text: **“With the Support of the Erasmus+ Program of the European Union”** whenever necessary.



### Project Logo



### Partners Logo





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Universida de Vigo

**SDU** 



UNIVERSITÉ DE NANTES



## Template Dissemination Activity Report

This is a guideline of how to report the dissemination of each activity. This document will support the progress report.

- Activity Description
- Describe the activity
- Attach at least one activity picture
- Insert the website link or video link
- Specification of the cost incurred or another specific cost

### Target Audience and Contacts Reached

Event	Reached
<b>Institution</b>	
<b>General Public</b>	
<b>Etc</b>	

### Type of Dissemination Activity

Event	Check
<b>Organization of Conference</b>	
<b>Organization of a Workshop</b>	
<b>Press release</b>	
<b>Flyer</b>	
<b>Training</b>	
<b>Social Media</b>	
<b>Website</b>	
<b>Communication Campaign</b>	
<b>Participation in Conference or a Workshop</b>	
<b>Participation in activities organized jointly with other EU Projects</b>	
<b>Other</b>	



## Annexe

### Annexe 1

#### Partner Representatives Contact

<b>Institution</b>	<b>Last Name</b>	<b>First Name</b>	<b>Function</b>
<b>Royal University of Law and Economics</b>	MESMANN	Laurent	International Expert, Advisor to the Rector for the international law programs
<b>National University of Management</b>	LY	Sokunthy	Research Officer
<b>University of Battambang</b>	SEAV	Sovanna	Head of Research and Development Center
<b>Royal University of Agriculture</b>	NEANG	Malyne	Lecturer-researcher, Director of ECOLAND research centre
<b>Ministry of Education, Youth and Sport</b>	SAM OR	Angkearoat	Deputy Director General of Policy and Planning of MoEYS
<b>University of Vigo</b>	VARELA LAFUENTE	Manuel	Professor in Economics
<b>Southern Denmark University</b>	VESTERGAARD	Niels	Professor of Ressources Economics
<b>University of Nantes</b>	VALLEE	Thomas	General coordinator of DOCKSIDE project. Professor of Economics



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## Annexe 2

### Project General Contact

[contact@dockside-kh.eu](mailto:contact@dockside-kh.eu)

[www.dockside-kh.eu/contacts/](http://www.dockside-kh.eu/contacts/)