



Higher Education Classroom Of the Future

D6.1 Communication and Dissemination Plan

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Abbreviations and acronyms

Abbreviation	Definition
HEI	Higher Education Institutions
AI	Artificial Intelligence
VR	Virtual Reality
VET	Vocational education and training

Executive Summary

The HECOF initiative aims to revolutionize higher education teaching practices and education policies by creating a personalized and adaptive learning system that utilizes digital data from students' immersive learning experiences and leverages computational analysis from data science and AI. The project will focus on the field of Chemical Engineering and involve teachers and students from two pilot universities in its design and implementation. Additionally, HECOF will address ethical and legal concerns surrounding AI by providing recommendations on the responsible use of AI for personalized learning. By fostering the development of safe and lawful AI, HECOF will support the first priority of the Digital Education Action Plan and contribute to building a high-performing digital education ecosystem. The initiative will also help to educate educational institutions on how to maximize the benefits of digital technology for teaching and learning at all levels and across all sectors.

This report is part of the deliverables from a project called "HECOF" which has received funding from the European Union's ERASMUS+ research and innovation program under grant agreement No 101086100. It presents the dissemination strategy and activities for the project.

The present Dissemination and Communication Plan (6.1) introduces the HECOF project dissemination and communication strategy and its implementation plan to be used by the Consortium to ensure the high visibility, accessibility and promotion of the project and its results.

This document will outline the mandatory requirements and guidelines for briefings, written materials, press conferences, presentations, invitations, publishing web content, and all other tools used to disseminate the project and its results. It will also include the activities that will be carried out by the consortium, identify the specific channels that will be used to disseminate the project, its findings, and progress, as well as the key stakeholder categories (national governments, academia, education and training providers etc.), as well as the key stakeholders.

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1. INTRODUCTION

1.1 About the project

The Higher Education Classroom Of the Future (HECOF) project is a partnership between organizations from different sectors with the goal of creating systemic change in higher education teaching practice and national education reforms. The project aims to develop an innovative personalized, adaptive way of teaching that uses digital data from students' learning activities in immersive environments and computational analysis techniques from data science and AI. The project will focus on the academic discipline of Chemical Engineering and engage teaching staff and students from two pilot universities in its design and testing. HECOF also aims to provide insights on ethical and legal issues around the design of the system and drive the policy agenda by formulating recommendations on the role and use of AI for personalized, adaptive learning. The technology has the potential to be mainstreamed in the vocational education and training sector for employees in the chemical engineering sector, and will support the development of a high-performing digital education ecosystem, in line with the Digital Education Action Plan (2021-2027).

1.2 Overall Objective

The primary goal of the HECOF project is to drive systemic change in higher education by promoting innovation in teaching practices and national education reforms. This will be achieved by developing and testing an innovative, personalized, and adaptive approach to teaching that utilizes digital data from students' learning activities in immersive environments, and incorporates computational analysis techniques from data science and AI.

1.3 Specific Objectives

1. To design and develop instructional content and personalized adaptive learning systems in immersive learning environments with a conceptual focus on "Chemical Engineering" academic discipline.
2. To engage teaching staff and students in shaping and co-designing the learning system.
3. To foster the development and uptake of safe and lawful AI that respects fundamental rights by providing insights on ethical and legal issues around the design and ethical educational deployment of AI-based technologies for teaching and learning.
4. To pilot and assess the performance of the HECOF prototype system at the EU level, in a real classroom setting in two pilot studies, in terms of (i) effective and adequate learning experience (completeness), (ii) perceived benefits compared to traditional pedagogical model (quality), and (iii) user experience (acceptance).
5. To create awareness and understanding of the benefits and challenges of leveraging VR with AI for VRimmersive and AI-adaptive learning in the higher education sector with a view to kick-starting sustainable and systemic impact.
6. To drive the policy agenda by formulating recommendations on the role and use of AI for personalised, adaptive learning in the higher education sector and by wide dissemination of the HECOF work at EU and national political level.

1.4 Expected Outcomes

- The HECOF system is expected to increase motivation and engagement among students by providing more personalized education that meets their individual needs.
- Students who use the HECOF system will develop self-directed, self-disciplined, and self-monitored thinking skills, as well as better communication and problem-solving abilities.
- The use of emerging technologies such as AI and VR is expected to improve students' competencies and skills in these areas.
- The HECOF system is also expected to stimulate students' interest in the chemical academic discipline, promoting psychological internal motivation to continue learning.
- The teaching staff involved in the project will improve their digital competence in the implementation of emerging technologies in their teaching practices, better tracking students' progress, and reducing administrative burden.
- The project aims to inform policymakers from EU and national level about HECOF's innovative approach and potential to become mainstreamed in the HE and VET sectors.
- HECOF will promote the ethical application of trusted AI technology in education and share evidence-informed effective practices in using AI for learning, teaching, monitoring, and evaluation of education.

1.5 Purpose of the document

The success of the HECOF project is closely tied to effective and well-organized dissemination and exploitation activities. The Communication and Dissemination Plan outlines the process for identifying and categorizing the target audience, determining the methods and goals for disseminating information, scheduling and coordinating activities, and evaluating the success of dissemination efforts. This plan also addresses the confidentiality concerns regarding the communication of project information.

Communication Objectives:

- Increase public awareness of the project and its results, showing the benefits of project results to society.
- Ensure that the project's outcomes receive proper attention and widespread dissemination beyond the consortium, at the local, national, and European levels.
- Attract potential supporters and early adopters of the project outcomes as well as foster the acceptance of the project's outcomes, hence creating an active community of potential customers and ambassadors of the HECOF technology.

2. STAKEHOLDER ENGAGEMENT AND COMMUNITY BUILDING

In the following section, we consider all stakeholders who may have an impact on or be impacted by the project. It is essential to identify all stakeholders, understand their characteristics, interests, and needs, in order to develop an effective engagement plan. The engagement strategy will prioritize the engagement of end-users of the project's outputs, as they will play a crucial role in improving the design, implementation, and overall usefulness of the project activities and results. The focus of this stakeholder categorization is to prioritize the engagement of end-users.

#	Target audience type	Target audience description	Target audience potential interest in HECOF
A	Researchers	Their focus is on managing change in various fields such as education, psychology, learning science, computer science, software engineering, artificial intelligence, human factors, and user experience design, through conducting research, scientific work, and developing innovations.	They are interested in a) developing and promoting future research activities in the domains tackled by HECOF through the extension and/or re-utilisation of the research know-how developed by HECOF.
B	HEI teaching staff	Their main responsibilities involve educating and evaluating students, developing instructional materials, and giving feedback on students' proficiency in acquiring specific knowledge. To enhance their professional skills and enhance their performance, they require regular opportunities for personal and professional growth.	Their focus is on utilizing digitally advanced pedagogies and methods in technology-enabled learning to promote inclusivity and accessibility in all courses, thereby enhancing the quality of teaching and learning. They seek to gain insights into the specific learning outcomes of each learner and identify any additional support required based on individual learning styles.
C	Students	They are studying to get an academic degree and gain a recognised qualification in the job market.	Their interest lies in enhancing their academic performance and motivation for learning through engagement in immersive learning experiences that transform passive learning into active exploration.
D	HEIs Management staff and members of Governing structures	Their primary role is to contribute to the attainment of the University and Faculty's strategic goals with regards to teaching and learning.	They are keen on advancing the modernization of Higher Education Institutions (HEIs) and achieving human resource objectives, such as staff development. For instance, they are interested in identifying the training requirements for university lecturers to effectively use new educational technologies.
E	Education	Involved in policy making who	They can potentially gain significant strategic,

	Policy planners	influence education policies, as well as learning and teaching standards, at the local, national, and EU levels.	financial, and social advantages by incorporating emerging technologies in educational practices within Higher Education Institutions (HEIs) under their jurisdiction.
F	IT industry companies	Vendors and suppliers who provide innovative Education Technology (EdTech) solutions to promote inclusive education, personalized learning, and skill development.	Their focus is on utilizing and building upon the outputs of HECOF, including the methodology and technology employed. They aim to enhance and/or extend the project results, and develop and provide improved products and/or services based on this foundation.
G	Prospective teachers/lecturers	They attend courses (pre-service education) to help them acquire teaching skills.	They are interested in receiving adequate training in relation to new educational technologies such as those proposed by HECOF.
H	Edtech financiers and investors	They fund EdTech companies.	They could be interested in investing.
I	HE students associations and unions, EU networks in the HE area, employers associations	These are advocacy organizations representing participating countries in the project, as well as at the EU level. They aim to improve the integration of graduate students into the labor market and support the digital transformation of the Higher Education sector in the EU.	They could be interested to be multipliers of project results at national and EU level.
J	General public	As taxpayers, EU citizens are keen to learn about the funding provided by the EU that addresses various societal challenges.	They might express interest in the societal benefits and impact of HECOF.

Table 1. Target Audience

2.1 Key Messages

Effective communication requires the transfer of clear, concise key messages. These messages are the central points that need to be conveyed to relevant stakeholders, and they will be more readily received when tailored to their interests and needs. To achieve this, HECOF aims to customize its messages based on the audience classification: simple language for the general public, more scientific language for academic communities, and more technical and market-oriented language for industries and potential end-users. The key messages component of the Dissemination and Communication Strategy will provide the arguments, reasons, and facts to persuade the targeted audiences of the value of using HECOF results. The messages are designed to provide relevant and meaningful content that communicates the HECOF value proposition to each group. It is important to note that identifying and engaging with stakeholders is a collaborative effort that will be carried out by all project partners.

The HECOF project:

- Will revolutionize higher education teaching practices and national reforms by using AI and machine learning to provide personalized, adaptive learning to students in an immersive environment.
- Will formulate recommendations for the role and use of AI in education for personalised, adaptive learning focusing on ethical and legal issues.
- The HECOF technology has the potential to be adopted in vocational education and training for employees in the chemical engineering sector.
- Will support the development of a high-performing digital education ecosystem by building capacity and understanding of the opportunities offered by digital technologies for teaching and learning.
- Will innovate in the field of digital tools and teaching and learning methods in higher education by combining the power of virtual reality (VR) and artificial intelligence (AI) for VRimmersive and AI-adaptive learning.

3. KEY DISSEMINATION & COMMUNICATION TOOLS AND CHANNELS

Under the HECOF project, dissemination refers to the sharing of the knowledge generated with relevant target audience and the community. This process is aimed at promoting scientific advancement and contributing to the overall benefit of European society. To achieve this goal, dissemination is divided into two categories, including:

- Traditional communication activities
- WEB 2.0 Communication activities (online)
- Events

3.1 Traditional communication activities

3.1.1 Project Visibility

The HECOF project identity and public image are critical components of the project's overall success. As the project moves forward, it is important to establish and maintain a clear and consistent image that accurately reflects the project's values, goals, and objectives. This will help to build recognition and credibility with stakeholders and the wider community, and ensure that the project is seen as a leader in its field.

3.1.1.1 Project Logo

KT designed four (4) different versions of the HECOF logo, and after polling partners, they have chosen the following design.



The HECOF project logo was created as a visual representation of the project's values and mission. The design captures the essence of the project, showcasing its purpose and goals. The logo symbolizes the project's commitment to excellence and its determination to achieve its objectives. It serves as a recognizable symbol for the project, helping to promote its mission and values to stakeholders and the wider community. The HECOF project logo will be an important element in the project's communications and dissemination efforts, serving as a powerful tool for raising awareness and attracting support for the project.

3.1.1.2 PPT presentation template & other materials

The HECOF project has taken a proactive approach to establishing its brand and image, developing a comprehensive set of materials that help to promote its mission and values. These materials include a professional and visually appealing PowerPoint presentation template, as well as a template for various deliverables.

The templates are designed to be both flexible and easy to use, allowing project team members to quickly and easily create professional-quality presentations that accurately reflect the project's goals and objectives. The materials are consistent with the project's visual identity, and incorporate the project's logo and color scheme, ensuring that all presentations are aligned with the project's overall image.

3.1.1.3 Project video

The HECOF project video is an important component of the project's dissemination strategy, serving as a visual representation of the project's goals and objectives. The video will be designed to be engaging and informative, providing stakeholders and the wider community with a clear and concise overview of the project and its impact.

The video of at least <3 min will be used to disseminate information about the project through a variety of channels, including the project's website, social media, and presentations. The video will also be made available on the project's YouTube channel and through all partners' digital channels, making it accessible to a wider audience.

3.1.1.4 Leaflet

The leaflet will be designed to be informative and visually appealing, providing stakeholders and the wider community with a quick and concise understanding of the project's objectives, impact, and progress. The leaflet will be distributed to various events but also through a variety of digital channels, including the project's website, social media, and presentations.

3.1.1.5 Poster

The HECOF project poster will serve as a visual representation of the project and its goals at conferences, webinars and other events. The poster will be designed to be informative, engaging, and visually appealing, providing an opportunity for the project team to engage with stakeholders and the wider community, answer questions, and build recognition and credibility for the project. The poster will also be made available for download from the project's website, allowing stakeholders and the wider community to access it at any time.

3.1.2 Scientific, Technical & Industry Publications

The project team will actively pursue publication opportunities in relevant scientific, technical, and industry journals, as well as conference proceedings. The team will also engage with industry partners, stakeholders, and the wider community, to ensure that the project's research findings are widely disseminated and have maximum impact.

3.1.2.1 Press releases

By issuing well-crafted and timely press releases, the project team will ensure that project activities, events, and achievements receive broad visibility and recognition.

The project team will follow the schedule of press releases, to ensure that project news and updates are communicated in a timely and consistent manner. The press releases will be crafted to be newsworthy and engaging, highlighting the project's key achievements, progress, and impact.

In addition to traditional media outlets, the project team will also explore alternative dissemination channels, such as social media and online news platforms, to reach a wider audience. The project team will also develop relationships with key journalists and media outlets, to ensure that the project's news and updates receive broad visibility and recognition.

The consortium is committed to following these guidelines and using them to guide the development and dissemination of all press releases:

- Information accuracy: The information presented must be carefully chosen to ensure that it raises interest amongst the identified readers.
- Headline: The headline of a press release should be catchy and self-explanatory. A subtitle can be added if necessary.
- Length: the length should ideally not exceed one A4 page.
- Legible: Information must be reader-friendly, clear, concise and to the point.

3.1.2.2 Project deliverables

Project public deliverables will provide comprehensive information about HECOF outcomes and, upon submission to the European Commission, will be made publicly accessible on the ERASMUS+ portal and the project's website. By doing so, the results of the project can be easily accessed and viewed by the general public.

3.1.2.3 Articles for magazines

The HECOF consortium is committed to publishing tailored materials that showcase the project outputs in open-access and peer-reviewed journals or specialized magazines such as *ieee.org*, *springer.com*, *sciencedirect.com* etc.). These publications will be produced when the project has significant findings to disseminate.

3.2 WEB 2.0 Communication activities (online)

To effectively reach and engage with the target audience, the HECOF project will utilize a variety of Web 2.0 communication tools and platforms. This will include social media outlets such as LinkedIn, Twitter, Facebook and Youtube, as well as the creation of project-specific webpage and open access repository. The aim is to provide real-time updates, share project news, and promote interactive discussions on key topics related to the project. These Web 2.0 activities will help to build a strong online community around the HECOF project, and increase the visibility and impact of the project's results.

3.2.1 Project website

The HECOF project website aims to serve as a central platform for all online communication and dissemination activities. It offers detailed information about the project's goals, activities, and partners, as well as links to the project's social media accounts. The website will be updated regularly as the project progresses. It will also include information about use cases, press releases, and a video library.

Website Content/Structure

Homepage

Important information about HECOF project can be directly accessed from the homepage, where highlights of each section, or topic are displayed.

The homepage is a centralised area that provides general information about this project.

Moreover, visitors have direct access to information on:

- description of the project and its context
- the partners of the consortium
- the activities carried out
- the expected impacts and objectives
- the latest news and upcoming events
- all published reports, newsletters, and promotional materials
- Links for the related social media channels
- the link to the partner area

3.2.2 Social networks: LinkedIn /Twitter/Facebook/Youtube

HECOF will leverage the immense potential of digital and social media to connect with specific audiences and foster a sense of community support for the project. The consortium will utilize the social media platforms of Facebook, LinkedIn, YouTube, and Twitter to share vital information with the public. These platforms will serve as channels for disseminating important updates and news related to the project. KT is responsible for opening social media channels for HECOF project in M2.

3.2.3 Interviews at Radio /TV

After the evaluation of the HECOF platform, the consortium will make the results public by distributing them via radio or TV through interviews. The consortium aims to disseminate the results to as many people as possible, thereby increasing the visibility of the HECOF platform and its impact. These media will provide an excellent opportunity to share the public results with a diverse and global audience, and to promote further engagement and interest in the project.

3.2.4 Online Newsletters

As part of the dissemination plan, the project will distribute online newsletters as a way to increase awareness of its goals and progress as well as to foster communication with external stakeholders. The target is to reach 200 website subscribers. A total of 5 newsletters are planned, each covering the following subjects:

No.	Topic	Approx Delivery Time
1	General concept of the project	M4
2	Defined use cases of HECOF	M12
3	Vision Statements	M18
4	The determined tech. objectives	M22
5	Illustrate results with potential applications	M25
6	Results of the HECOF project	M30

Table 2. Newsletter delivery planning

Each partner will be responsible for providing relevant information for the newsletter, including updates and news related to their specific area of work. The goal of the newsletter is to keep everyone informed and engaged with the progress of the project.

The distribution of the newsletter will be done upon agreement among the partners, to ensure that the content is accurate and relevant.

3.2.5 Open access repository

As part of the project's commitment to open access and the sharing of knowledge, the consortium will disseminate the results of the research in Zenodo.

In addition to promoting open access, the use of Zenodo will also help to ensure that the results are preserved and archived for the long-term. By making the research outputs available through Zenodo, the consortium will foster collaboration and enable others to build on the findings of the project.

3.3 Events

The events in the HECOF project are a key aspect of the dissemination plan, aimed at promoting the project and its outcomes to a wide audience. These events serve as platforms for exchanging knowledge, sharing experiences and best practices, and engaging with stakeholders and partners.

The events in the HECOF project can be divided into several categories, including:

3.3.1 EU level Conference

The HECOF consortium aims to ensure the effective dissemination and exploitation of the project's outcomes. A final EU-level conference in Brussels will be held in the last month of the project, with the goal of presenting the results and lessons learned to potential adopters of the project methodology and technology. This one-day conference will target researchers, higher education (HE) stakeholders, including policymakers, students' associations and unions, EU networks in the HE area, HE personnel, employers' associations, and others.

The conference will be organized and implemented by the Project Coordinator, with support from all partners. The event will provide an opportunity for the consortium to showcase the results and achievements of the project, and to engage with potential adopters and stakeholders. The conference will also provide a platform for discussions on the management of Intellectual Property Rights (IPR) both during and after the project period.

The HECOF consortium will take all necessary steps to exploit the commercial potential of the project's outcomes. This will include formulating appropriate business models and carrying out IPR procedures to ensure that the results of the project can be turned into a commercial product in relevant markets. Additionally, the consortium will support the dissemination of the project's outcomes by making them accessible to the scientific community, technology experts, and the general public.

In conclusion, the final EU-level conference in Brussels will be an important step in ensuring the long-term impact and sustainability of the project.

3.3.2 Training sessions/Webinars related to the project (AI in HE)

Users Training

Task T5.3 will facilitate the organization and implementation of training sessions at each of the two pilot partner sites. The training will be provided to the training staff and students who will be using the HECOF system, in order to help them understand its application and benefits. During these sessions, they will receive an introduction to virtual reality (VR) as a learning tool, an overview of the specific story content, a demonstration of the application in action, and information about the smart performance measurement and data collection capabilities of the system.

To disseminate the results of Task T5.3, the following steps can be taken:

- Publish the training course details and agenda on the project's website and relevant educational platforms to attract interested participants.
- Utilize social media channels (such as LinkedIn, Twitter, Facebook, etc.) to promote the training sessions and reach a wider audience.
- Encourage attendees to share their feedback and experiences from the training sessions through online forums or surveys, which can be used to further improve the HECOF system and future training sessions.
- Prepare a report or brochure highlighting the key outcomes of the training sessions and its impact on the training staff and students.
- Present the training sessions and its results at relevant conferences, workshops, and other educational events to reach a wider audience and increase the visibility of the project.
- Share the results of the training sessions with relevant stakeholders, such as educational institutions, VR technology companies, and government bodies, to encourage further adoption of the HECOF system.

3.3.3 Workshops

In the dissemination plan for T2.1, end-users such as teachers and students from pilot sites will actively participate in co-design workshops and interviews. The purpose of these sessions is to gather information about the needs, requirements, and ideas of the participants when it comes to utilizing new educational technologies. Additionally, T2.1 will gather technical requirements for HECOF components, including data interfaces, schemas, and operational requirements. Finally, storyboards will be created to illustrate the use cases, user activities, and devices involved.

To disseminate the results of T2.1, the following steps can be taken:

Presentation of Results: The public results gathered from the co-design workshops and technical requirements analysis will be presented in a clear and concise manner to stakeholders, including the pilot site participants and project team members.

Publication of Results: The public results will be published in relevant academic journals, conference proceedings, and online platforms to reach a wider audience.

3.3.4 Third-party events

Project presentations will be given at third party events/conferences. A special emphasis will be given to the clustering with other related projects for cross- dissemination as described below.

4. COMMUNICATION & DISSEMINATION SUPPORTS & CHANNELS

TARGETS: MAIN <u>X</u> SECONDARY <u>O</u>	A Researchers B HEI teaching staff C Students D HEIs Management staff and members of Governing structures E Education Policy planners F IT industry companies G Prospective teachers/lecturers H Edtech financiers and investors I HE students associations and unions, EU networks in the HE area, employers associations J General public									
	A	B	C	D	E	F	G	H	I	J
Leaflet	X	X	X	X	X	X	X	X	X	X
PPT presentation	X	X	O	X	X	X	O	O	X	O
Project newsletter	X	X	O	X	X	O	O	O	X	O
Articles and proceedings	X	O	O	O	O	O	O	O	O	O
Project deliverables	X	X	O	X	X	X	O	O	X	O
Open access repository	X	O	O	O	O	O	O	O	O	O
Project video	X	X	X	X	X	X	X	X	X	X
Project website	X	X	X	X	X	X	X	X	X	X
LinkedIn	X	X	O	X	O	X	O	O	O	O
Twitter/Facebook	X	X	X	X	X	X	X	X	x	X
Training sessions	O	O	X	O	O	O	X	O	O	O
EU level Conference	O	X	O	O	X	O	O	O	X	O

External events	X	X	O	O	X	X	O	X	x	O
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Table 3. Newsletter delivery planning

5. KEY PERFORMANCE INDICATORS (KPIs)

The project's dissemination and communication activities will be evaluated based on a set of Key Performance Indicators (KPIs) outlined below, which are intended to measure their overall impact.

Communication activity	KPIs
Project website setup and maintenance	>2000 accesses 1 st year, 25% growth in website traffic 2 nd year; >5000 visits by the end of the project;>300 downloads of public reports and dissemination material;
Project logo design	
Social media accounts management	> 1000 Twitter and Facebook followers;>100 members on LinkedIn ;>1000 views on YouTube;
Distribute project information via digital publishing	>1000 views
Training material and training course	>20 trained user (students and training staff)
Public presentations at HECOF events	>20 participants per event
Press releases issuing/ interviews at radio and TV	> 10 articles/interviews in media
Newsletters distributed to subscribers	>200 subscribers
Leaflets distributed to various events	>200 leaflets distributed
Liaison with similar projects and initiatives	>3
Organize a conference at EU level to present the final results	>30 participants

Table 4. Key Performance Indicators (KPIs)

The Key Performance Indicators (KPIs) will be measured using various methods, including Google Analytics for the project website, Facebook Insights and Twitter Analytics for the project's social media accounts, and direct observation of likes, downloads, and shares on other social media platforms such as LinkedIn and YouTube.

8. TIMELINE

8.1 Deliverables

Delivery deadline	ID	Description	Editor	Dissemination Level
M2	D1.1	The Management and Quality Assurance Handbook	KT	PU
M16	D1.2	Periodic Report for Period 1	KT	PU
M30	D1.3	Periodic Report for Period 2	KT	PU
M12	D2.1	User Requirements and Functional Specifications	NURO	PU
M12	D2.2	Ethical, Privacy and Data Protection Impact Assessment	KT	PU
M12	D3.1	Learning Design Document for HECOF's NTUA pilot class	ADAPTEM Y	PU
M12	D3.2	Learning Design Document for HECOF's POLIMI pilot class	ADAPTEM Y	PU
M22	D4.1	Integrated system-first release	KT	PU
M26	D4.2	Integrated system-final release	KT	PU
M21	D5.1	Pilot monitoring and evaluation methodology	NURO	PU
M24	D5.2	First evaluation of pilot activities & user requirements refinement	NURO	PU
M30	D5.3	Final evaluation and impact assessment	NURO	PU
M2	D6.1	Communication and Dissemination Plan	KT	PU
M30	D6.2	Sustainability and Exploitation Plan	KT	PU
M30	D6.3	White Paper	KT	PU

Table 5. Deliverables

9. RULES AND GUIDELINES

Here are some suggestions for the given set of rules and guidelines for partners when implementing and reporting dissemination and communication activities:

- KT is responsible for coordinating the dissemination and communication process and keeping all partners informed.
- Before publishing or uploading promotional materials, articles, press releases, and newsletters, the consortium shall review them internally.
- Partners are responsible for submitting press releases to media outlets in their respective countries.
- All partners will monitor media coverage of the project in their countries and report back to the consortium.
- Presentations at events will adhere to the PPT template designed for this purpose.
- Partners are responsible for identifying suitable events in their countries where they can present the project.
- If partners organize workshops or presentations at third-party events, they will inform KT so that the information can be disseminated on the project website and social media.
- When organizing press events, a list of participants should be circulated at the beginning of the event. Short questionnaires should be prepared for collecting feedback from the audience at the end of the event.
- All public events will have printed leaflets distributed to participants.
- Partners will collaborate to produce articles that can be submitted to topic-specific magazines and journals.
- Partners report all dissemination and communication activities to KT and the project manager regularly.

CONCLUSION

The communication and dissemination plan of the HECOF project outlines a comprehensive approach that will aid in effectively sharing the outcomes and activities of the project. The partners involved in the HECOF project will utilize this plan as a starting point, which can be adjusted as they evaluate the effectiveness of various dissemination materials and strategies in reaching specific stakeholders and achieving project goals. By identifying the key target groups and the best methods for reaching them, future efforts to spread information about the HECOF project will aim to generate increased interest and showcase the project's results to the chosen audiences.

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