

# Enhance

Maintenance - Production - Quality

619130-EPP-1-2020-1-FR-EPPKA2-CBHE-JP

Selection: 2020

KA2 – Cooperation for innovation and the exchange of good practices –  
Capacity Building in the field of Higher Education

**strENgtHening skills and training expertise for TunisiAN  
and MorocCan transition to industry 4.0 Era / ENHANCE**

## D4.1. Strategic plan for awareness raising, communication and dissemination

Deliverable Identifier	D4.1
Deliverable Date	M06 – 15/07/2021
Deliverable Version	V 1.4 - 2022
Deliverable Leader	ULL
Deliverable participants	All
Dissemination Level	Public

## Document Control Page

Title	Strategic plan for awareness raising, communication and dissemination
Version	V1.4 - 2022
Deliverable number	D4.1
Work-Package	WP4
Status	<input type="checkbox"/> Draft <input type="checkbox"/> Under Review <input type="checkbox"/> Under Update <input type="checkbox"/> Accepted by the coordinator <input checked="" type="checkbox"/> Submitted to the commission
Authors	Nejib Moalla
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Peer Reviewers 1:	Dr. Rami B. H. Kacem (UCAR)
Assigned Date	27/03/2022
Received Date	06/04/2022
Peer Reviewers 2:	Saber Darmoul
Assigned Date	11/04/2022
Received Date	01/06/2022
Date of Delivery	08/06/2022
Dissemination level	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Confidential, only for ENHANCE Consortium (including EC) <input type="checkbox"/> EU-Restricted

## Version History

Version	Date	Description	Edited by
1.0		Initial Version	
1.1		Draft for Consortium sharing	
1.2		Final Draft with integration of comments from reviewers	
1.3		Final Version	
1.4		Submitted to the commission	

## **Executive summary**

This dissemination and communication document presents the dissemination and communication strategy of the ENHANCE project along with its implementation plan to be used by all partners to ensure high accessibility, promotion, and visibility of the ENHANCE project and its results during the grant period. This dissemination and communication plan will be a reference communication impact assessment and dissemination activities that will be updated as the project progresses. To achieve the highest possible impact of its activities, the dissemination and communication plan targets key stakeholders having relevant contribution and role in the activities undertaken in the project, as well as the large public to raise awareness on the project and its achievements.

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## 1. Introduction

This document is developed as part of the ENHANCE project

### 1.1. Purpose of the document

This document presents the dissemination and communication strategies of the ENHANCE project. In addition, it illustrates the proposed actions and highlights and the potential reorientation decisions necessary to adjust proposed actions.

### 1.2. Reference documents

NA

### 1.3. Applicability

This document is public and will be published on the project website after its acceptance in M18.

### 1.4. Definitions

**Dissemination actions:** concern the sharing of the project results to the targeted audience.

**Communication actions:** concern the sharing of information about the whole project to keep the targeted audience connected with the evolution of the project activities.

### 1.5. Structure of the document

This document is organized in 7 sections:

- Section 1: introduction
- Section 2: ENHANCE project overview
- Section 3: Dissemination Strategy
- Section 4: Communication strategy and master plan
- Section 5: Roadmap for the dissemination and communication activities
- Section 6: Synergies with ongoing initiatives
- Section 7: Potential reorientation of the dissemination and communication strategy

### 1.6. List of acronyms

NA

## 2. ENHANCE project overview

ENHANCE – strENgthening skills and training expertise for TunisiAN and MorocCan transition to industry 4.0 Era – is an Erasmus Plus project founded under the KA2 Cooperation for innovation and the exchange of good practices (Capacity Building in the field of Higher Education) programme by the European Commission under Grant Agreement N° 619130, to be conducted in the period January 2021 until January 2024. It engages 7 partners from 5 countries with a total budget of 779k€. Further information can be found at <http://eplus-enhance.eu/>.

The emergence of industry 4.0 concepts and applications brings new paradigms impacting all the industrial business domains when they need to conduct successful digital transformations or increase workshops connectivity. The evolution of Maintenance, Production and Quality Engineering (MPQ 4.0) represents the main application domains where Industry 4.0 produces effective beneficial results.

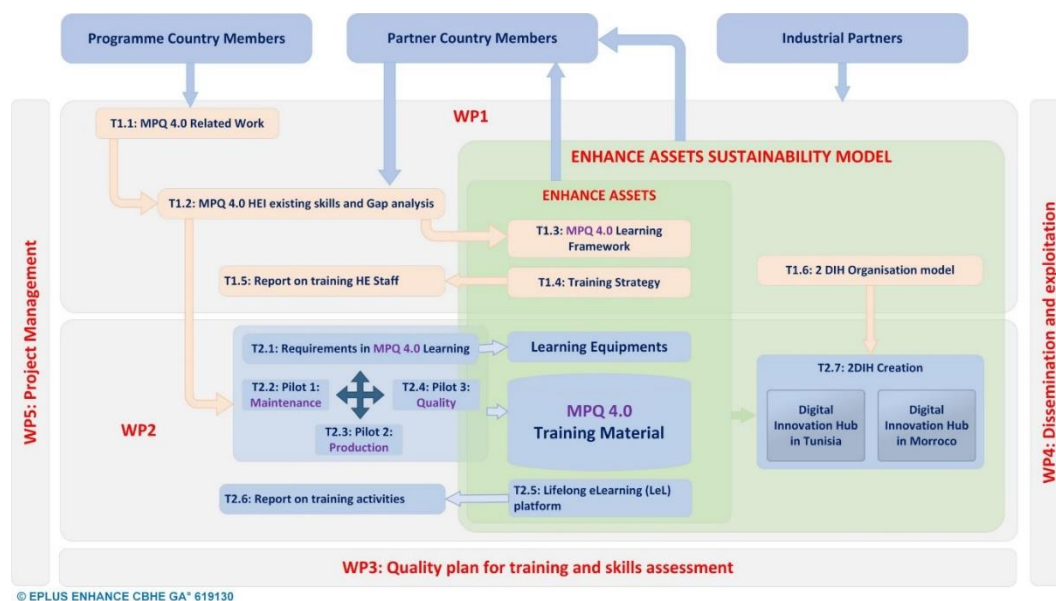


Figure 1. ENHANCE project organization.

The ENHANCE project focuses on building new MPQ training capacities at Higher Education Institutions (HEI) in Tunisia and Morocco to establish interactions between the following stakeholders:

- European universities and research institutions (from France, Germany and Portugal) confirmed MPQ 4.0 competencies, training materials, collaborative research projects, full operational Digital Innovation Hubs (DIH), technology transfer experiences, etc.
- Partner country universities (from Tunisia and Morocco) with teaching and training activities in MPQ and existing connections with their local industrial partners.

The ENHANCE project will create several outputs and two primary tangible outcomes:

- New MPQ 4.0 equipment and training materials developed in connection with the existing training programmes and consolidated through three industrial pilots. The new material will be used to train the trainers and the students in the different partner country universities.
- Two DIHs, one in Tunisia and one in Morocco to sustain the project outcomes through their reuse for training in industry.

ENHANCE aims to propose a Learning Framework for creating effective and sustainable training material for MPQ 4.0 in both partner countries with content approved by academia and industry.



### 3. Dissemination Strategy

The ENHANCE dissemination strategy (about project results) aims at maximising the impact of project results for academia and industry in both partner countries. Therefore, the target audience of dissemination activities is any potential user of the project results: the universities in partner countries, scientific community, stakeholders, industry, policy makers, investors, civil society, etc.

Consequently, we propose in the following sub-section the set of potential primary and secondary results in the exploitation and dissemination plan, as well as their target audience and the means to achieve them: learning framework, learning materials, scientific papers, public databases, workshops, etc.

#### 3.1. Objectives of the dissemination activities

The successful definition of an effective dissemination strategy for the ENHANCE project is set out in the project description. The following table summarises the objectives of the dissemination activities.

Table 1 : Scope and related dissemination activities objectives

Scope	Dissemination activities objectives
Short term objectives	All the partners will share the same understanding of the project objectives and to agree on the dissemination strategy. Awareness of the workshop series as a place to share and gather knowledge from universities and industry
Long term objectives	Internal: To build upon and consolidate the production of dissemination materials External: Awareness of the expertise gathered to provide innovative training services for academia and industry External: to promote the services to be provided by the two DIHs in both partner countries
Smart objectives	To promote industry 4.0 related advances (AI-based solutions) in Manufacturing, Production and Quality engineering in industry
Associated realistic goals	Gather and integrate the local industry requirements in the definition of the three industrial pilots
Project identity development	Promote ENHANCE as the most up to date and effective training material provider for industry 4.0 skills and techniques related to MPQ 4.0.

#### 3.2. Dissemination stakeholders

**The ENHANCE project website.** As soon as the project deliverables will be approved by the commission, they will be available in the project website. Public (PU) and the outline of confidential (CO) deliverables will be published on the project website.

**Academic partners involved in the project.** The seven universities participating on the ENHANCE project will promote the project outcomes internally to support their education staff in the exploitation of the proposed materials in the improvement of other education programmes.

**Associated industrial partners** identified during project submission will promote the learning material developed during the project to maximise their exploitation in the continuous training of their workers.

**Industrial partners linked to the project members** will relate to the release of the project outcomes and will inform their internal workers and their interested partners on the exploitation capabilities of the proposed training materials.

**The four competence centres** to be proposed by the four institutions on Tunisia and Morocco will refer to the released learning material on their respective catalogues.

**The two Digital Innovation Hubs (DIHs)** to be created by Tunisia and Morocco will refer to the released learning material on their respective catalogues.

### 3.3. Dissemination target audiences

**Universities and HE institutes** (through the ENHANCE project website) in Tunisia and Morocco will be informed by the project outcomes and the possibility to reuse them in improving their programmes related to MPQ 4.0.

**HE students** (through the PC websites) in Tunisia and Morocco will be informed about the new specificities of the proposed programme in the fields of MPQ 4.0.

**Industrial partners** (end-users, IT companies, consultancy companies, etc) in PC will be informed about the new perimeters of the education programmes in the field of industrial engineering.

**National associations** (chambers of commerce, industrial associations, etc.) in PC will be informed about the new education programmes and the capabilities of the new graduates entering the job market.

### 3.4. Messages to be disseminated

The first message to disseminate will concern the availability of project deliverables after their release and approval. The following table summarises the list of ENHANCE deliverables.

		Effort duration in M	Miles	Lead	Type	Dissemination level
<b>WP1 Analysis &amp; Trainers Skills Enhancement</b>				<b>UNL/UCAR</b>		
D1.1	Literature review about required skills related to MPQ4.0	6	M6	BIBA	R	PU
D1.2	Gap analysis between HEIs and industry 4.0 skills related to MPQ4.0	10	M8	UCAR	R	CO
D1.3	MPQ4.0 learning framework (LF-MPQ4.0)	7	M12	UNL	R	PU
D1.4	Design of training strategy for partner HE staff	6	M8	IIT	R	PU
D1.5	Report on Train Tunisian and Moroccan HE staff according to the LF-MPQ4.0	5	M12	UIT	R	CO
D1.6	The administrative organisation of the DIH	6	M12	ULL	R	CO
<b>WP2 Implementation of the learning framework LF-MPQ4.0 and digital innovation hub (DIH)</b>				<b>BIBA/ECC</b>		
D2.1	Requirements in learning materials for targeted MPQ4.0 skills	14	M18	IIT	R	PU
D2.2	Pilot 1: Maintenance Engineering	21	M30	ECC	TM, R	PU
D2.3	Pilot 2: Production Engineering.	21	M30	UCAR	TM, R	PU
D2.4	Pilot 3: Quality Engineering	21	M30	UIT	TM, R	PU
D2.5	The Lifelong eLearning (LeL) platform	9	M24	ULL	TM, R	CO
D2.6	Reports on the conducted training rounds	14	M30	UIT	R	CO
D2.7	The 2 Digital innovation Hubs	19	M35	IIT	TM, R, E, S	PU
<b>WP3 Quality plan for training and skills assessment</b>				<b>ULL/IIT</b>		
D3.1	Strategic Quality Plan	18	M4, M18	UNL	R	PU
D3.2	Sustainability assurance plan	8	M24	BIBA	R	PU
D3.3	Quality Audit reports	16	M26, M33	ULL	R	CO
D3.4	Quality expert team training reports	6	M12	ECC	R, E	CO
<b>WP4 Dissemination and exploitation</b>				<b>UCAR/UIT</b>		
D4.1	Strategic plan for awareness raising, communication and dissemination	6	M6	ULL	R	PU
D4.2	Project identity and guidelines	9	M12	UCAR	R	PU
D4.3	Project website	33	M36	UCAR	R, S, P	PU
D4.5	Meetings report	33	Quarterly	UCAR	E, R	CO
D4.7	Reports on Communication, dissemination and awareness	33	M21, M36	UCAR / UNL	R	PU
D4.6	Publications in indexed journals & conferences	27	M18, M35	BIBA	R	PU
D4.4	Project Workshops	24	Quarterly	ECC	R, S	PU
<b>WP5 MANAGEMENT</b>				<b>ULL</b>		
D5.1	Project Management, Quality and Risk Plan	14	M18	ULL	R	PU
D5.2	Project periodic reports	34	M18, M36	ULL	R	CO
D5.3	Project final report	5	M36	ULL	R	CO
D5.4	Project quality and risk management guidelines	6	M18	UNL	R	PU

Figure 2: ENHANCE deliverables

Project deliverable's types are:

- R: Report
- TM: Training / Teaching / Learning Materials

- E: Event
- P: Product
- S: Service

Deliverables dissemination levels are:

- PU: Public
- CO: Confidential (reserved to the commission and the project partners)

The second message to disseminate concerns the results from the different industrial workshops to be organized during the ENHANCE timeline.

The third message to disseminate concerns the feedbacks from the training sessions:

- Train the trainers' sessions
- Train the students' sessions
- Trains the industrial workers sessions.

### 3.5. Dissemination tools and channels

**Online project website, Facebook, LinkedIn channels** will be updated during the timeline of the ENHANCE project to maximise the visibility of the project activities and the availability of public materials.

**Non-electronic supports** (flyers, kakemono, etc.) will be used or disseminated during the project events to keep participants informed about the Erasmus + programme supporting the ENHANCE project, the defined objectives, the expected outcomes, the possible networking facilities, and the necessary information (weblinks, social media, etc.) helping the audience to keep connected with the project.

**Physical events** (academic and industrial workshops) will help participants to understand the project methodology, the exploitation capabilities of the project outcomes. In addition, such events will help to catch the expectation of the project stakeholders (HEI, industrial partners and students).

### 3.6. Expected Impact of the dissemination activities

**Project website:** the number of the website visitors will be monitored to accentuate the communication about the role and the outcomes of the ENHANCE project.

**Social media:** the number of the project followers (students, teachers, industrial actors) will help to measure the main audience connected with the project and define specific actions to attract the others. The project will use mainly **2 social media** channels: Facebook and LinkedIn.

**Publications:** scientific and industrial publications will help to promote the project concepts: related works (D1.1), the gap analysis (D1.2), the learning framework (D1.3), MPQ 4.0 pilots (D2.2, D2.3 and D2.4), etc. We expect to publish at least **4 scientific publications** during the ENHANCE timeline.

**Project related events:** we plan to organise at least **2 industrial workshops per year** and **6 academic workshops** (online or remote) during the project timeline.

**Participation in external events:** the project members will disseminate about the project during their research and academic activities. Each partner will present the project on at least **2 events** related to the activities of his own institution.

## 4. Communication strategy and master plan

The ENHANCE communication activities (about the whole project) target a much wider audience, including the media and the general public. Our strategy is to use a less technical language so that a non-specialist audience can easily understand the goals and means of the project. For example, communication activities include visual identity (logo, graphic charter, etc.), public website, leaflets and flyers, social media, videos, press releases, etc. The consortium proposes a detailed communication plan since the beginning of the project covering the entire project timeline.

### 4.1. Objectives of the communication activities

The main objectives of the ENHANCE communication activities are:

- Raise academic and industrial awareness and ensure maximum visibility
- Announce and promote the project activities and results
- Support the dissemination objectives

### 4.2. Communication target audience and related messages

The ENHANCE project will address communication messages to a wide audience composed of 6 stakeholders. The following table presents them and summarises the messages to be communicated to each audience type.

Table 2: Related communication messages per targeted audience

Target Audience	Related communication messages
HEI in PC	Information about the new programmes, their cursus to develop new knowledge through train the trainers' sessions. The new learning capabilities, the acquisition channels (Learning Platform, etc.), and the sustainability strategy
HE students in PC	Information about the new programmes, their originality, their link with industrial requirements. The new learning capabilities, the acquisition channels (Learning Platform, etc.),
Industrial companies in PC	Events related to the ENHANCE results to be shared with industry to stress the new skills developed by the students
National specialised magazines in PC	Information about the project objectives, outcomes, key findings, etc.
Erasmus+ Offices in Tunisia and Morocco	Information about the project objectives, outcomes, key findings, impact on the training programmes, etc.
European Commission (Project Officer)	Information about the evolution of the project, the tricky subjects to validate

### 4.3. Communication tools and activities

The communication tools and activities are summarized in the following points:

Online media:

- Infographics for project templates: logo, presentation, deliverable, etc.
- Media kit: website with graphical interface, content for web pages, etc.
- Social media: Facebook, LinkedIn, etc.
- Videos: examples of training courses using the partners equipment's and the interest in industry.

- Newsletters: to be shared with industrial partners to keep them connected with the evolution of the project activities.

Paper media:

- National press-releases: to publish each year in specialised magazines in Tunisia and Morocco.

#### 4.4. EC communication guidelines

The consortium partners commit to follow the EC guidelines on communication and will therefore include in all dissemination and communication materials:

- The sentence: « The research leading to these results has received funding from the European Union's Erasmus Plus 2020 Programme under the grant agreement n° 619130. » on any of the publications that will be elaborated under the scope of the project.
- A disclaimer stating that any communication or publication related to the action, made by the beneficiaries jointly or individually in any form and using any means reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

#### 4.5. Expected Impact of the communication activities

Mapping between Communication activities for the targeted stakeholders and their expected impacts are summarised in the following table:

*Table 3: Expected Impact per targeted audience*

Target Audience	Expected Impact
HEI in PC	Inform all the HEI implementing Industrial Engineering programmes
The 4 HEI partners in ENANCE	Improve 8 existing programmes Develop 1 new master programmes in UIT
HE students in PC	Attract between 5 and 10 % more students applying for the 8 improved programmes proposed by the four partner countries.
Industrial companies in PC	Attract 50 industrial workers trained by all the partners in ENHANCE. Four industrial training sessions to be hosted by the four PC are planned in 2023
National specialised magazines in PC	1 publication per year in Tunisia and Morocco
Erasmus+ in Tunisia and Morocco	1 publication per year regarding the project results
European Commission (Project Officer)	On demand communications to inform about the evolution of the project

## 5. Roadmap for the dissemination and communication activities

The following tables present the list of dissemination and communication activities in each project period

Table 4: Planning of the activities (M1-M8)

Activities	Related dissemination actions	Related communication actions
Gap Analysis in D1.2: Organise an industrial workshop to collect industrial requirements in MPQ 4.0	Share workshop report on industrial requirements	Publish a short summary of the report to wider industrial audience.
Gap Analysis in D1.2: Organise academic workshops with the four PC to analyse their programmes' requirements in MPQ 4.0	Share workshops report on academic requirements (deliverables D1.2) to the teachers on the four PC universities	Publish a short summary of the report to wider academic audience.

Table 5: Implementation phase (M3-M12)

Activities	Related dissemination actions	Related communication actions
MPQ 4.0 Learning Framework (LF): share the Framework capabilities to support the training of MPQ 4.0 activities	Publish a short report of the D1.3 deliverable on the PC universities	Communication about the capabilities of the LF during the train of trainers' sessions.

Table 6: Monitoring Activities (M10-M30)

Activities	Related dissemination actions	Related communication actions
Development of the 3 pilots in WP2	Release a flyer to present the 6 courses and the 3 uses cases activities.	Communication about the pilots on the PC universities.
Improvement of existing courses in the targeted PC programmes	Share with teachers and students the syllabuses of validated courses impacted by the new MPQ 4.0 activities	Communication about the evolution of the PC teaching programmes
Development of the Learning Framework	Propose a testing profile for teachers and students to test the training material as orchestrated through the learning platform.	Share the testing sessions schedule with teachers and students on the PC universities.
	Propose a testing profile for workers in industry to test the training material as orchestrated through the learning platform.	Share the testing sessions schedule with industrial workers on the PC network.

Table 7: Sustainability of the project outcomes (M30-M36)

Activities	Related dissemination actions	Related communication actions
Publish the new training services (orchestration of activities) on the four competence centres catalogues.	Propose an exploitation guideline for users (students, teachers, and industrial workers)	Share information about the four catalogues on the ENHANCE website and inform targeted stakeholders about available exploitation capabilities.
Create the Two DIH in Tunisia and Morocco	Publish the proposed services on the DIHs websites	Communicate about the two DIHs as one-stop-shop for training MPQ4.0 related activities for industry.



## 6. Synergies with ongoing initiatives

To create synergies between the ENHANCE project and other related initiatives dealing with MPQ 4.0, we propose the following activities:

Table 8: Targeted initiatives and related actions

Targeted initiatives	Related actions
Other ongoing Erasmus + projects in PC	After 18 months of ongoing projects development, we plan to organise joint events (workshops, etc.) with connected E+ identified through the information published on their website.
Other ongoing Erasmus + connected with the activities of the PgC	After 18 months of ongoing projects development, we plan to organise joint events (workshops, etc.) with connected E+ identified through the information published on their website.
Events chaired by industrial association on the PC	We plan to present the ENHANCE training capabilities on MPQ 4.0 and identify the possibilities to connect with industry to train their salaries.

### 6.1. List of ongoing Erasmus + projects (connected with MPQ 4.0 topics) in Tunisia

Among the ongoing Erasmus + projects in Tunisia, the ENHANCE consortium will contact these three projects, selected for their connection with Industry 4.0 concepts, to organize joint dissemination actions and analyse possible assets sharing:

- The **NePREv** – Setting up a multidisciplinary joint master degree dedicated to the Next Production Revolution – project (<https://neprev.com/>) is an ongoing Erasmus+ project (2020-2023) aiming at creating a new master in the field of engineering with an innovative program that is encompassing three different focal areas, namely “Industry 4.0”, “Renewable Energy” and “Management of Innovation & Entrepreneurship”.
- The **SM-TMC** – Southern Mediterranean Maintenance Centre of Excellence – project (<https://smtmc.org/smtmc2021/>) is an ongoing Erasmus+ project (2021-2024), led by the University of Sfax, establishes, among others, a framework for Higher Education in Maintenance Engineering to equip students with competences in Industry, Informatics and Communications to lead generic maintenance skills and, in particular, Maintenance 4.0.
- The **MS@CPS** – Master of Cyber Physical System – project ([www.ms-cps.eu/](http://www.ms-cps.eu/)) provides a specialized and unified view of the industry-oriented research field, aiming to prepare the students to be highly skilled analyser, designers and developers of both the software and hardware aspects for various industry related systems and applications in the context of CPS. By enrolling in this program, the students will interact with people from several distinct countries, with diverse cultural backgrounds to promote globalization and technological development based on students’ choices and expectations.

### 6.2. List of ongoing Erasmus + projects (connected with MPQ 4.0 topics) in Morocco

Among the ongoing Erasmus + projects in Morocco, the ENHANCE consortium will contact this project, selected for its connection with education evaluation processes, to organize joint communication actions and analyse possible assets sharing:



- The CORETEV – Strengthening of relations between HEIs and the wider economic and social environment – project (<https://www.coretev.com/>) is an ongoing Erasmus+ project (2020-2023) aiming at modernizing education systems by using the evaluation lever to improve the quality of training. It is part of an innovative approach of co-construction and empowerment of HEIs in a North-South configuration.

## **7. Potential reorientation of the dissemination and communication strategy**

Dissemination and communication activities are planned to help the consortium meet the project objectives:

- An assessment of the project communication and dissemination activities will be detailed in deliverable D4.7a in M21.
- Additional reorientation activities can be planned and implemented between M21 and M36 and then reported in D4.7.b in M36