



DISSEMINATION AND EXPLOITATION STRATEGY AND PLAN

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Abstract	In the scope of the recently started project Sustainable Tourism, Optimal Resource and Environmental Management (STOREM), the work package on dissemination and exploitation (WP4) will play the important role of designing and producing communication material, and disseminating the project knowledge and products to target audiences. In order to achieve the project's general of implementing new masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region, an effective dissemination effort will be needed to promote these training pathways to students and encourage enrollment. To ensure an adequate implementation of WP4, the present dissemination and exploitation strategy and plan has been
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	prepared to what will be disseminated, the target audience, the dissemination channels, the specific actions to be taken and a timetable for these actions.
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TABLE OF CONTENT

DOCUMENT CONTROL SHEET	2
CONTRIBUTION HISTORY	2
TABLE OF CONTENT	3
LIST OF ABBREVIATIONS	4
EXECUTIVE SUMMARY	4
1. INTRODUCTION	4
2. OBJECTIVES	5
3. DEFINITIONS	7
4. TARGET AUDIENCE	8
5. DISSEMINATION CHANNELS	9
6. DISSEMINATION ACTIONS	11
6.1. WEBSITE	11
6.2. SOCIAL MEDIA CAMPAIGN	14
6.3. DISSEMINATION MATERIALS	16
6.4. DISSEMINATION EVENTS	17



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7.	TIMELINE	18
8.	VISIBILITY OF THE EUROPEAN UNION	18



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LIST OF ABBREVIATIONS

EU: European Union

HEI: higher education institution

IDP: Internally Displaced Populations

LAC: Latin American and Caribbean region

STOREM: Sustainable Tourism, Optimal Resource and Environmental Management

WP4: work package on dissemination and exploitation

EXECUTIVE SUMMARY

In order to achieve the project's general objective of implementing new masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region, this Dissemination and Exploitation Strategy and Plan has been prepared to outline the work package activities. The work package on dissemination and exploitation (WP4) has a general objective to share the knowledge and products developed by the project to the target audiences. Students, educators and stakeholders involved in themes of sustainable tourism and environmental management have been identified as the target audience. The dissemination channels have been categorized as online channels, traditional media channels (e.g. television, radio), physical print, or in-person communications. The specific actions to be taken consist of the design and production of the project website and dissemination materials, implementation of a social media campaign and the organization of events aimed at the participation of the target audience. A timetable outlines when these specific actions will be carried out during the 3-year project timeline.

1. INTRODUCTION

The recently started project Sustainable Tourism, Optimal Resource and Environmental Management (STOREM) has a general objective to develop and implement new masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region (Barbados, Colombia, Costa Rica) in the field of sustainable tourism and environmental management. In collaboration with European project partners, the 5 HEIs in the Latin American and Caribbean region (LAC) will be faced with the challenge of not only developing new masters' curricula, but also promoting these training pathways to students in order to encourage enrollment and ultimately implement these curricula within each HEI's



respective master's program. In order to achieve this objective within the relatively short time scale of the 3-year project timeline, the STOREM project will depend on the effectiveness of its dissemination and exploitation efforts to communicate the project's progress and eventual curriculum availability to various target audiences, including students, educators and stakeholders.

For this purpose, the STOREM project will implement a specific work package on dissemination and exploitation (WP4). The objectives of WP4 are twofold: 1) To design and produce communication material, and 2) To disseminate the knowledge and products developed by the project to the target audiences. In order to effectively carry-out this work, an important first step is to define the project's dissemination objectives, identify the target audience and conceptualize the different activities that will be carried out. For example, what will the communication materials include? How will they be designed and produced? What channels will be used to disseminate these products? To establish these definitions and concepts, the present strategy and plan has been formulated in preparation of the activities of the Dissemination and Exploitation work package.

2. OBJECTIVES

An essential foundation to the implementation of a project or specific activity is the definition of objectives. A clear understanding of these objectives will orient the implementation of each activity towards ultimately satisfying the objectives of the work package and overall project. As such, the following objectives have been compiled and formulated.

General Objective of the STOREM Project:

To develop and implement new masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region (Barbados, Colombia, Costa Rica) in the field of sustainable tourism and environmental management.

Specific Objectives of the STOREM Project:

1. To design and develop 2 new Master degree curricula and a set of new courses in cooperation with partner HEIs;
2. To develop a model of interaction between HEIs and private and public stakeholders;
3. To establish Observatories on Sustainable Tourism and Environmental Protection at HEIs, which will be used for teaching, research, policy evaluation and raising awareness on the issues of sustainability;
4. To strengthen the peace process in Colombia by promoting higher education and labor market inclusion opportunities for Internally Displaced Populations (IDPs) in



the new Master degree, as well as to build local capacities through training activities and support inter and intra community dialogue.

Objectives of Work Package 4 on Dissemination and Exploitation:

We propose, as a general dissemination objective, to share the knowledge and products developed by the project to the target audiences. This general objective will be fulfilled by accomplishing the following specific objectives:

1. To publicize the STOREM pathway to the target audience in order to promote enrollment in the master's programs developed through the project.
2. To share the project's knowledge and products in order to generate consciousness on sustainable tourism and environmental management, and to encourage the support of stakeholders.
3. To design and produce communication material that is visually appealing, straightforward and uncomplicated, in order to capture the attention and interest of target users.
4. To promote higher education and labor market inclusion opportunities for the Internally Displaced Population (IDP) in Colombia.

Objective of the Dissemination and Exploitation Strategy and Plan:

1. To define what dissemination is and what exactly needs to be disseminated
2. To identify the target audience for which dissemination activities will be designed
3. To identify the dissemination channels that will be utilized
4. To specify the dissemination actions that will be taken and define their specific purposes and target audiences
5. To devise a timetable for the implementation of these actions
6. To determine the dissemination materials that will be designed and produced



3. DEFINITIONS

What does dissemination mean in the context of the project? Dissemination is the action of sharing or spreading information and knowledge.

What needs to be disseminated? In the case of the STOREM Project, that which needs to be disseminated is the information and knowledge generated by the project. The knowledge that will be generated by the project may be summarized as knowledge on the themes of sustainable tourism, environmental management and sustainable development, which is generated by the activities of teaching, research and awareness raising at each HEI. Along with this conceptual knowledge, a diverse content of useful information will also be disseminated including:

- Project activities (past and upcoming)
- Availability, usefulness and enrollment processes of the Master degree programs
- Opportunities of higher education and labor market inclusion for IDPs in Colombia
- Career opportunities for students of the STOREM education pathway

What is a target audience? A target audience consists of the people or institutions that are intended to receive the dissemination and around which the dissemination strategies are designed.

What is a dissemination channel? A dissemination channel is a means by which information and knowledge is shared. These can include online channels (e.g. websites, email distribution, social media communications), traditional media channels (e.g. television, radio), physical print (e.g. newspapers, newsletters, pamphlets), or in-person communications (e.g. meetings, workshops, conferences).

What are dissemination materials? Dissemination materials are graphic-design communication products that can be delivered to a target audience in digital or printed form to carry the information and knowledge that is intended to be shared. Such examples typically include posters, brochures, pamphlets and banners.

What is a dissemination action? A dissemination action is an activity or task carried out with the objective of spreading information and knowledge to the desired target audience. Such actions may include the dissemination of information and knowledge via different channels, the design and production of a website and dissemination materials, or the organization of events aimed at distributing information in physical print and through in-person communication.



4. TARGET AUDIENCE

As dissemination consists of the sharing of information and knowledge, the effectiveness of a dissemination effort is completely dependent on its ability to reach the persons or institutions intended to receive the desired communication. These persons or institutions that are the recipients of the dissemination comprise the target audience. The target audience may consist of multiple people or institutions that differ in their communication preferences and interests. Therefore, the definition of the different groups of the target audience is essential to identifying which information is of most interest to them and what are the most effective channels to reach them.

Table 1: The different groups that comprise the target audience.

Target Audience Group	Group Examples
Students	<ul style="list-style-type: none"> • Students currently enrolled in the STOREM pathway • Potential future student interested in enrolling in the STOREM pathway • Students from Internally Displaced Populations (IDP) • Interns / Trainees
Educators	<ul style="list-style-type: none"> • Academic University Personnel • Administrative University Personnel • Ministries of Education
Stakeholders	<ul style="list-style-type: none"> • Potential employers of graduates of the STOREM pathway • Private sector of tourism • Public sector of tourism • Public sector of environment

An overarching interest of all groups of the target audience are world news concerning themes of tourism, environmental management and sustainable development. Students are interested in these news items due to the relation to their studies and the potential applications of their studies post-graduation at the professional level. Educators are interested in these news items as they relate to the research of academics and may have future impacts on their institution’s priorities and financing. Likewise, such news items can have a direct impact on the work of the stakeholders. Environmentalists, which likely comprise a large portion of all these groups, likely have interest in world news about environmental management and sustainable development due to a personal passion for conservation.

Specific interests of the Students group of the target audience are likely focused on opportunities for enrollment in the STOREM pathway and career opportunities post-graduation. Certain project activities such as training workshops and career events would be of particular interest to currently enrolled students and interns. Knowledge-based resources would also be beneficial to the education of current students. Potential future



students and those of IDPs would likely be more interested in information regarding the content of the master's programs and opportunities for financial support.

Dissemination of information to IDPs will be done exclusively in Colombia and will be directed to specific channels. These channels as well as specific associate partners will be identified during year 1 of the project through the IDP Advisory Board established in deliverable D1.6. Information for this specific group of the target audience in Colombia will be made available on the project website and through the institutional channels of UniMagdalena and EAFIT. The strategy will aim to address a wider IDP participation, identify scholarship opportunities and facilitate the pre-enrolment of beneficiaries.

Educators would have a specific interest in project activities and the achievement of project milestones. As these activities may represent management indicators of their respective institutions or may align with similar activities being implemented by colleagues, the progress of project activities represents beneficial information to educators. Knowledge-based resources would also be beneficial to educators who wish to remain updated with new knowledge and share this with their students.

Stakeholders in both the public and private sectors would likely be interested in advances made by the project to establish observatories on sustainable tourism and environmental protection. The STOREM master's programs would likely be of much interest to stakeholders as an opportunity for capacity building for some of their permanent staff. Stakeholders could also be interested in identifying current students to carry out internships at their institutions, or the identification of graduates as potential future employees. Some stakeholders may also have interests in providing societal contributions and wish to make donations to initiatives of the STOREM project or related activities.

5. DISSEMINATION CHANNELS

There are various dissemination channels through which the information and knowledge of the project will be shared. These will include online channels, such as the project website, email distribution and social media communications. Nearly all of the dissemination materials used currently are focused on online distribution. Even physically printed materials, such as newsletters or brochures, are typically offered in both a printed and digital form with a view to online distribution.

An extremely important aspect of this strategy will be the utilization of the institutional channels. As the effectiveness of dissemination depends on the size and interests of the community of followers, it is important to recognize the large size of the communities established by each HEI. The time required to build a large community of followers can be 1-2 years, but given the relatively short duration of the 3-year STOREM project, building a community independently through the project may be an ineffective or even fruitless effort.



In this regard, the most effective means of communicating project information will be through the institutional channels of each HEI. Each university has its own website, social media communities, press releases and newsletters or magazines. As such, the strategy herein proposed will be to disseminate as much as possible through these institutional channels.

Some traditional media channels, such as television and radio, can also be utilized when the opportunity presents itself. These media channels typically focus on larger pieces of news, which makes access to these channels more difficult. As such, large project events, such as the kick-off meeting held in Barbados, will be the focus when approaching these traditional media channels.

The STOREM project will also include the coordination of various events, particularly in the second half of the project, which represent an important in-person channel for dissemination. These events will include workshops, conferences and career days which provide an excellent opportunity to utilize in-person communications, such as presentations and printed material. Smaller events, such as meetings with specific stakeholders in each partner country, are also opportunities to utilize presentations and printed materials.

A relevant aspect to keep in mind when utilizing any of the mentioned dissemination channels will be the language. Among the STOREM project consortium there are 4 different languages spoken as first-languages: English, Spanish, Italian and French. Though it has been established that English will be the official language of the project, dissemination efforts will need to use the most appropriate language for each dissemination activity. For example, the website will be in English and Spanish. However, in order to reach the target audience in each partner country, it would be preferable to utilize the first-language of each partner country for communications aimed at their respective institutional channels or their respective national stakeholders.



6. DISSEMINATION ACTIONS

There are four main dissemination actions (or activities, or tasks) that will be carried out during the project with objective of spreading information and knowledge to the desired target audience. These actions are listed below and described in detail in the following sections.

Main actions:

- **Website:** design and production of a project website with web 2.0 technologies to disseminate project activities and news, to serve as the nexus of the social media campaign, and to provide up to date information to target audiences.
- **Social media campaign:** use of social media and professional networks to make the target audience aware of the project and its results, aiming to get them actively involved in the project.
- **Dissemination materials:** design and production of graphic-design communication products (digital or printed) that inform the target audience.
- **Events:** organization of events aimed at the participation of the target audience and including the dissemination of project knowledge and activities to this audience.

6.1 WEBSITE

A website will be designed and produced specifically for the project to disseminate the activities and news of STOREM. This website will have web 2.0 technologies, meaning that the site has a dynamic layout and an automatic feed from social media. A dynamic layout means that the site's layout will automatically adjust its size according to the screen size being used by the viewer, such that the layout view will be complete whether it is being viewed on a computer screen, a tablet or a smartphone. The automatic feed from social media allows posts being disseminated via social networks to be immediately uploaded to the news section of the website. The website will also host dissemination materials, such as posters and pamphlets, and provide useful links to online knowledge-based resources. In this way, the website will serve as the nexus of the project's communication campaign as essentially all dissemination products will be made available on the site: a 1-stop destination for all STOREM knowledge and information. In Box 1 below, a detailed description of the planned content for the website is presented.



Box 1: Proposed content for the STOREM Project website.

WEBSITE CONTENT

PAGES (6): Home, About, Partners, News, Resources, Contact, *Observatories

HOME:

- Full project title
- Brief description (1 sentence / slogan)
- Project objectives (brief, formatted as icons)
- Recent news (latest 3-5 new items)
- Project Logo
- Social media links

ABOUT

Sub-Pages (4):

- Project Description
- Objectives
- Project Methodology
 - Work Package description
 - Activities/tasks
 - Expected results
 - Timetable
- Erasmus+
 - Action description
 - Project Number/Code
 - Link to project page on Erasmus page
 - <https://ec.europa.eu/programmes/erasmus-plus/projects>

PARTNERS

For each institution:

- Logo (high resolution image file)
- Webpage link to Institution
- Project contact (Name & Email)
- Webpage link to Institutional Department that is leading project activities
- Webpage link to Masters' program (if existent)
- Webpage link (or contact) to the University's Career Services Office (if existent)
 - To be added later (EAFIT & UniMag): information on enrolment strategies for conflict affected people



Box 1 (*continued*): Proposed content for the STOREM Project website.

NEWS

- Updated listing of news “notes” (brief articles)
 - o Implemented project activities (meetings, events)
 - o Upcoming events (e.g. conferences)
 - o Calls for applications (masters’ program enrollment)
 - o News articles of interest from the project (e.g. content from project partners)
 - o News articles of interest from other sources (e.g. newspaper articles)
 - o New publications from project partners (articles or dissemination materials)
 - o Automatic feed of social media messages

RESOURCES

Sub-Pages (3):

- Project Reports
 - o Final deliverables
- Dissemination materials
 - o Newsletters
 - o Posters
 - o Brochure
 - o Presentations
- Knowledge Materials
 - o Recommended bibliography (links to key reports, books, articles from other sources available online)

CONTACT

- Project Manager contact (Name, email)
- Partner contacts (link to Partners Sub-page)
- Social media links

***OBSERVATORIES**

- Description of observatories established in the region (and external web links)
- Results gathered by observatories

*The observatories on sustainable tourism and environmental protection established by the project will be added to the website as a sub-page at a later date following the definition and creation of observatories. This sub-page will include descriptions of the observatories, links to external webpages (if existent) and advances in their gathering of results. Depending on the final design of the observatories, the data gathered could be made available as well, though this would need to be decided upon by all project partners. Nevertheless, a responsible expert interpretation of the results gathered should be made publically available on the website for students, educators and stakeholders in the public and private sectors, towards enhancing stakeholder cooperation and environmental awareness.



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6.2 SOCIAL MEDIA CAMPAIGN

The main purpose of using social media platforms (Facebook, Twitter and Instagram) is to reach the target audiences in a virtually instantaneous way. We will support our publications by using a #hashtag #STOREM along with the hashtag #ErasmusPlus, and by tagging each institution. For example, for EAFIT we will use @EAFIT, @CienciasEAFIT, and #SomosDescubrimiento to reach followers of Universidad EAFIT and School of Sciences accounts, which will comprise the student and educator groups of the project's target audience. Publications will be based on news related to sustainable tourism in the Caribbean, as well as those intrinsic of the STOREM project (events, milestones reached, etc.). Note that social media could provide a launch point for potential "users" that, in our case correspond to either decision-makers or potential students of the master's program.

In Box 2, some examples are provided for the types of posts that could be disseminated. Some posts are designed to be directed to students and educators as a type of institutional news. Other posts utilize a strategy of disseminating news stories from the national or international press that are related to the themes of the STOREM project. Yet another strategy shown in Box 2 are posts that disseminate knowledge on interesting facts, intended to spawn the interest of the target audience.



Box 2: Examples of posts with different strategies that could be disseminated via social media.

Example Posts – Institutional news

A new project to develop master’s programs in Sustainable Tourism, Optimal Resource and Environmental Management (STOREM) unites 7 universities in Europe and the Caribbean.

Learn more at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

EAFIT colabora con otras universidades en Colombia, Costa Rica, Barbados, Francia e Italia para desarrollar maestrías en turismo sostenible y manejo ambiental. Infórmate del nuevo proyecto en [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

UniMagdalena inicia el proceso de crear una nueva maestría en turismo sostenible y manejo ambiental. Infórmate de este y de otros temas de interés en [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

Example Posts – national or international news

Another wave of Sargassum hits the coast of Barbados and its tourism sector. Learn more about UWI’s education efforts to build capacity in sustainable tourism and environmental management at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

Costa Rica declares a new marine protected area. Interested in master’s studies in sustainable tourism and environmental management? Learn more at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

El proceso de paz en Colombia da un gran paso adelante. Infórmate de oportunidades de becas de estudios posgrado para personas desplazados en [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

UNEP publishes new report on the State of the Caribbean Environment. Learn more about master’s programs in Sustainable Tourism and Environmental Management at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

Example Posts – facts of interest

Did you know that 85% of the wastewater in the Caribbean is discharged to the sea without treatment? Learn more about master’s programs in Sustainable Tourism and Environmental Management at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

Sabías que la deforestación de la cuenca del Río Magdalena ha llegado a un 70%? Infórmate de programas Master en Turismo Sostenible y Manejo Ambiental en [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM

Did you know that coral restoration efforts have the potential for a 5% increase of the Caribbean’s coral reef cover by the year 2030? Learn more about master’s programs in Sustainable Tourism and Environmental Management at [www.\(storem-website\).org](http://www.(storem-website).org) #STOREM



6.3 DISSEMINATION MATERIALS

Various graphic-design communication products will be designed and produced by the project. An important first-step in the design of these materials, as well as the website, is the project's branding. The term branding signifies a conceptual design for the project that will be maintained through all dissemination materials, the website and of course, the project logo. The logo in essence encompasses the project brand. The color schemes, fonts, line structure and images used in the brand are thus also used for the rest of the dissemination products.

All dissemination materials will be made available digitally, while some will be printed in physical form for dissemination events. These dissemination materials will be designed with the aim of reaching the different groups of the target audience, such as potential students or managers of local companies, in order to give them overviews of the project's activities. Listed below are the dissemination materials planned:

- Brochure
- Poster
- Banner
- Presentation
- Newsletter

Additionally, templates will be designed and prepared for the continuous production of some dissemination materials through the project timeline. These templates are listed below.

- Newsletter
- Posters
- Presentations



6.4 DISSEMINATION EVENTS

Various events will be organized during the project which include the participation of the target audience and will thus be utilized to also disseminate project knowledge and activities to this audience. These events will involve students, educators and stakeholders, with an effort to include the participation of high-level representatives of each institution. In this way, the project could identify beneficiaries and generate future collaborations on tourism management and sustainability with a larger community. These events will include capacity building workshops, training activities for professionals in tourism and environmental management in the LAC region, student career days and a final project conference to disseminate the final project achievements. The reports from these events will also be disseminated to selected stakeholders with the aim to ensure that continuous professional development and lifelong learning opportunities are integrated with courses and case studies offered as part of the academic pathways. Specific events planned in the project are listed below:

- Two different Capacity Building workshops (5-8 days) will be organized in each EU HEI (D2.7 and D2.12) by 15/09/2020.
- Training activities for professionals in tourism and environmental management in LAC (D2.11) by 15/12/2020.
- Career events with an aim of matching the students' career perspectives with the National and Regional labour market. Selected private organizations and public stakeholders will be invited to these events. The program will include presentations, seminars, and professional talks. Career events will be held by 15/06/2021.
- Final conference is to disseminate the project resources, outcomes, share progress, lessons learned, best practices, and allow for further collaboration for content development and sharing of learning resources



7. TIMELINE

The timeline for the various actions planned in WP4 are outlined below in Table 2. These actions correspond to the aforementioned strategy & plan, website, dissemination materials, social media campaign and events described in this document. This strategy and plan will also be updated regularly as new dissemination needs are identified and in accordance with the processes of quality control and the evaluation of project results.

Table 2 Timeline of the dissemination actions planned in WP4.

Dissemination Actions	Year / Semester					
	2019		2020		2021	
	1	2	1	2	1	2
Strategy & Plan	X					
Website	X					
Dissemination Materials	X					
Social Media Campaign	X	X	X	X	X	X
Events				X	X	X

8. VISIBILITY OF THE EUROPEAN UNION

As stipulated in the project agreement, any notice or publication by the project, including at a conference or a seminar, must specify that the project is being co-financed by EU funds within the framework of the Erasmus+ Programme, and must comply with the visibility rules laid down in Articles I.10.8 and I.10.9 of the Grant Agreement, as well as in section 1.7 of the Guidelines for the Use of the Grant.