



Evolving Intellectual Property Rights Skills for Athletes

D4.1 – Dissemination & Communication Plan

Date of delivery: 17/03 /2024

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PROJECT DETAILS

Project Acronym	IPR-A
Project Title	Evolving Intellectual Property Rights Skills for Athletes
Program	ERASMUS+ SPORT
Starting Date	1 January 2024
Duration	18 months
Grant Agreement No	101134008



DELIVERABLE DETAILS

Deliverable number	D4.1
Work package number	WP4 - Dissemination & Communication
Deliverable title	Dissemination & Communication Plan
Lead beneficiary	Sport Evolution Alliance
Author(s)	Rui Vieira
Due date	29/02/2024
Actual submission date	17/03/2024
Type of deliverable	Report
Dissemination level	Public

CONTROL SHEET

Version	Date	Description
V 0.1	15/2/2024	First draft

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1 BACKGROUND. ABOUT IPR-A PROJECT

For the majority of athletes, including many successful ones, much in their sport, the alternative ways to sustain themselves financially are a reality. IPR-A project addresses the objective of “encouraging Dual Careers of Athletes” by formulating and carrying out a training program for athletes during and after the end of their involvement in sports, focused on their training on a specific field of entrepreneurship skills, the Intellectual Property Rights Skills. Our projects concept approach is spread in three phases which relate to the Work Packages structure and address specific objectives. Our project will work on three levels: supporting the community (by developing educational programs and IPR entrepreneurial based skills), affecting the social aspect by involving athletes in the process and organizing seminars for immediate application of knowledge through specific educational method and affecting at personal level by increasing the beliefs about IPR and build skills so as to equip athletes for successful and active action with entrepreneurship. The first phase of the project will incorporate activities related to design and define the learning outcomes of our projects program. During this phase partners will focus their actions to development of trainer’s manual and to make the educational course available online. On the second phase co-creation studio will be organized, where the modules will be co-designed with the participants effort, and together with the other activities of this phase, the training program will be delivered to the participants in the form of educational seminars through specific educational method. This will equip them with confidence and a deeper understanding of the IPR skills being acquired to encourage them to tackle entrepreneurship more effectively. The third phase is horizontal and will run from day one and all the way through to the end. It will concentrate on the promotion of IPR skills to retired athletes.

2 INTRODUCTION

2.1 Purpose and Scope of the document

The main purpose of this document is to describe the Dissemination Plan of IPR-A project.

This Dissemination Plan means the intentions of the IPR-A consortium regarding the dissemination of the project activities and outcomes.

The document is organized through the following sectors:

- Objectives and structure, where specific objectives of the project are linked to the structure and design of the dissemination plan.
- European Union visual identity to be used in every dissemination action and resource.
- The visual identity of the project, where it is possible to see the main visual features and get to link to the brand book and other related resources of the project.



- Channels and tools that will be used to disseminate the project and its outcomes.
- Procedures to be done by partners in the dissemination processes and its registration.
- Evaluation of the project dissemination.

Here you can see [an example of the tool](#) that will be used to monitor this plan by the dissemination coordinator, Sport Evolution Alliance.



3 DISSEMINATION AND COMMUNICATION PLAN

3.1 Objectives and structure

The specific objectives of the IPR-A project are the following:

SO1. Joint IPR curriculum design and validation: This objective will focus on developing the fundamentals of the IPR curriculum. It will have as main concern to design and define the learning outcomes of the IPR skills educational training.

SO2. IPR curriculum delivery and evaluation: Co-creation studios will be held, where the module will be designed with the active participation of the trainees. Small groups (around four or five people) will converse together around tables and will be asked to define the content, structure, and delivery mode of the module.

SO3. Dissemination & communication: This objective will focus on achieving a wide dissemination of the project's results. Social media will be extensively used along with information provision on events, workshops, meetings where the partners will participate.

The Dissemination Plan will seek to promote the outcomes of the project objectives but also the activities made within its scope. Focusing on that purpose, this document is organised in the following way, representing the dissemination activity's structure.

Structure of the Dissemination Plan

European Union Visual identify	Visual identity of the project	Channels and tools (Where to disseminate the project actions)	Procedures (Content creation, dissemination and registration)	Evaluation (Targets and calendar)	Monitoring			
Use of the EU Erasmus+ funding official logos	Publication of a brand book	<table border="1" style="width: 100%; text-align: center;"> <tr> <td data-bbox="598 1442 994 1514">Online dissemination</td> </tr> <tr> <td data-bbox="598 1514 994 1585">Promotional materials</td> </tr> <tr> <td data-bbox="598 1585 994 1637">Events</td> </tr> </table>			Online dissemination	Promotional materials	Events	Here
Online dissemination								
Promotional materials								
Events								

Table 1 Structure of the Dissemination Plan

The target-audiences of the dissemination are the same assumed for the project implementation and development, namely project partners and their networks, sport policy makers (national, regional and local level), non-governmental and non-profit organizations, educational and research institutions, and media partners.



3.2 European Union Visual Identity

The European Union (EU) funds different projects and initiatives in different domains across the EU and beyond.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

In the following link you can find the [guide](#) for beneficiaries of EU funding and other third parties that communicate about EU programmes (you can also check the European Commission visual identity for different programme's funding in the following official website [HERE](#)).

It provides information and examples on the placement of the EU emblem and funding statement.

IMPORTANT: In the publications developed by partners, if they have the expertise to insert the logo of the EU funding in the images, please do it. If not, at least mentioned on the text.



3.3 Visual Identity of the project

The project identity is the visual representation of the project's values. The overall aim is to ensure a common graphic/visual approach that ease the identification of the project, in line with Erasmus+ Communication features and requirements, in order to share information and engage target stakeholders. It is meant for the project to be recognizable to audiences and partners alike.

To create the project identity of IPR-A project, firstly it was developed and approved by all the partners the [logo](#), and from there, the following materials were produced:

- [Brand Guidelines](#)
- [Book Cover and Pages](#)
- [Letter Head](#)
- [Roll Up](#)
- [Social Media Cover Image](#)
- [PowerPoint Template](#)
- Video (not available yet)
- Leaflet (not available yet)

If any other material is necessary to produce during the duration of the project, SEA should be responsible for this task.



4 CHANNELS AND TOOLS

IPR-A project will be actively disseminated actively through the following channels and tools: (1) online dissemination, (2) promotional materials, and (3) events.

4.1. Online dissemination

The IPR-A project will be disseminated through the following online channels:

Channel/ Tool	Justification	Links
Website	The website is the homebase of the project and where all the activities and resources will be available.	Website of the project Not Available Yet
Social media	IPR-A project will have 4 social media channels (Instagram, Twitter, Facebook, and LinkedIn) where it will be published in a regular basis the activities of the project.	Social media of project <ul style="list-style-type: none"> - https://www.facebook.com/IPRAthletes/ - https://www.linkedin.com/company/evolving-intellectual-property-rights-for-athletes - https://www.instagram.com/ipra_2024/ - https://twitter.com/ipra_2024
Partners' websites and social media accounts	News about the project will be published by the project partners in their own websites and social media.	Tero Monoprosopi IKE <ul style="list-style-type: none"> - https://tero.gr/en/ - https://www.linkedin.com/company/tero-pc/ INQUIRIUM <ul style="list-style-type: none"> - https://inquirium.eu/ - https://www.linkedin.com/company/inquirium/ - https://www.instagram.com/inquirium/ - https://www.facebook.com/inquirium.eu/ Sport Evolution Alliance <ul style="list-style-type: none"> - https://sportevolutionalliance.com - https://www.facebook.com/SportEvolutionAlliance - https://www.instagram.com/sportevolutionalliance/ - https://www.linkedin.com/company/sport-evolution-alliance/
Email	Press Release when the Online Training course is available	N/A

Table 2 Online Channels



Tags of the Project and partners that will be used in the online dissemination process:

<p>Tagging (third parties)</p>	<p>The identification of the project channels and the participants partners through tagging will allow readers to jump to the project pages and also to meet every partner page, which increases the visibility of the project contents and initiatives.</p>	<p>Project tags</p> <ul style="list-style-type: none"> - Facebook: @IPRAthletes - Instagram: @ipra_2024 - Twitter: @ipra_2024 <p>Facebook tags (partners):</p> <ul style="list-style-type: none"> - TERO: N/A - Inquirium: @Inquirium.eu - SEA: @sportevolutionalliance <p>Instagram tags (partners)</p> <ul style="list-style-type: none"> - TERO: N/A - Inquirium: @inquirium - SEA: @sportevolutionalliance <p>Twitter tags (partners):</p> <ul style="list-style-type: none"> - TERO: N/A - Inquirium: N/A - SEA: @sportevolutionalliance <p>Linkedin tags (partners):</p> <ul style="list-style-type: none"> - TERO: @TeroPC - Inquirium: @Inquirium - SEA: @sportevolutionalliance
<p>Hashtags (third parties)</p>	<p>The hashtag of the project (together with the partners' hashtag) will allow to identify online every publication made by the project partners and other organisations</p>	<p>Project</p> <p>#IPRA #IPR #IntellectualPropertyRights #dualcareer #DualCareerofAthletes #OnlineTrainingProgram #EntrepreneurshipSkills #Educationandskillsdevelopmentthroughsport</p> <p>Tero Monoprosopi IKE</p> <p>#TeroPC</p> <p>INQUIRIUM</p> <p>#inquirium</p> <p>Sport Evolution Alliance</p> <p>#sportevolutionalliance</p>

Table 3 Tags of the project and partners



4.2. Promotional Materials

The IPR-A project will be disseminated through the following promotional materials.

Leaflets	Digital Leaflets focused on the project, and specifically, on the online training program for athletes on the "Intellectual Property Right Skills" in all partners languages and English
Video	A 1-minute video in English focusing on the project and its main output: the IPR-A Online training program for athletes
Certificates	Digital certificates will be created. The participants will be able to upload these certificates at the end of the online training
Manual of the project	A report summarizing the main project processes in 15 pages in English
Depository Portal	We will create repository of open, accessible and adaptable artefacts (OERs), including the resources, materials, seminars, manuals and tools used in IPR-A;
Lessons Learnt Report	Summary of guidelines on how to best integrate the IPR training into the study curricular
IPR Curriculum for Students	20 Pages document in english with the main structure of the course and content of the online training
IPR Tainers Manual	20 Pages document in english
IPR curriculum delivery	Summary of the e- learning interactive method

Table 4 Promotional materials



4.3. Events

The IPR-A project will be disseminated through the following events.

Co-Designed Labs	Each partner will be responsible for organizing one co-design lab, where the modules will be co-designed with the active participation of the trainees. The idea is to work on small groups of 4/5 people. The training will be supported by the website will be supported by the online platform/project website where learning resources will be available.
Pilot Program	During this task the partners will run a pilot program to members of the target group and obtain feedback. The feedback data will be used to improve the course curriculum structure and learning content/material to ensure that future learners will acquire the skills and knowledge that the training is intended to provide.
"Trainer the trainers" Seminar	1 Seminar per country / partner
Case Studies Seminar	3 Cohort of Interactive Case Studies Seminars in each country

Table 5 Events



5. PROCEDURES

The content creation, dissemination and registration procedures are proposed in line with the project dissemination structure presented before: (1) online dissemination, (2) promotional materials, and (3) events.

These procedures are very relevant to monitor and accomplish the dissemination objectives stated in the evaluation section.

Dissemination coordinator, SEA, is responsible for registering all the information/publications regarding the project itself. At the same time, all partners are responsible for registering the information/publications made in their own channels, as also the local news and all the events hold related with the project.

The tool for registration all activities is available [HERE](#).

5.1. Online dissemination

The procedures linked to the online dissemination are presented in the table below.

Channel / Tool		Criterion action	Procedures	Responsible	Time
Website		Visitors	Visitors counting (website results management)	TERO PC	M1-M18
Social media	Instagram	Posts	Post registration tool	SEA	M1-M18
		Interactions	Visitors counting (social media results management)	SEA	M1-M18
		Followers	Followers counting (social media results management)	SEA	M1-M18
	Twitter	Post	Post registration tool	SEA	M1-M18
		Interactions	Visitors counting (social media results management)	SEA	M1-M18
		Followers	Followers counting (social media results management)	SEA	M1-M18
	Facebook	Post	Post registration tool	SEA	M1-M18
		Interactions	Visitors counting (social media management)	SEA	M1-M18
		Followers	Followers counting (social media results management)	SEA	M1-M18



	LinkedIn	Post	Videos link registration tool	SEA	M1-M18
		Interactions	Visitors counting (social media results management)	SEA	M1-M18
		Followers	Followers counting (social media results management)	SEA	M1-M18
Partner's website and social media accounts	Website	Number of views on the blog article published on each partners website on the course	All partners	M1-M18	
	Social media	Reach of each post published by the partners that should be updated on the registration tool on the sheet "Partners Social Media"	All partners	M1-M18	
Third parties	News/posts/publications	News/posts/publications update on the registration tool, on the sheet "Online News"	All partners	M1-M18	
	Hashtags	News/posts/publications registration tool (based on the hashtags)	All partners	M1-M18	
Email	Press Release	Number of online news published on the media and third-party websites about the project / online training course Update on the registration tool	All Partners	M1-M18	

Table 6 Procedures linked to the online dissemination

It is expected from all partners to do the following actions:

- To provide information about their organization, namely the logo, the photos of the team members and description on google drive folder created for that effect.
- To follow all project social media and share social media posts on their social media pages
- To share the project social media among their contacts, according to the guidelines [HERE](#)



5.2. Promotional materials

The procedures linked to the promotional materials are presented in the table below.

Material	Criterion action	Procedures	Responsible (For creating the content, disseminating and registration)	Time
Project Manual	Number of views or/and Downloads of the Manual	Check the analytics: views and number of downloads on the website	TERO & SEA	M2
Leaflets	Number of views & users on the page in which the online leaflet will be published Number of downloads	Check the analytics of that specific page on the website and Social Media	SEA	M2/4
Video	1 Promotional video	Views & Shares of the video on social media Number of Views on the website	SEA	M2/M4
IPR Curriculum for Students	Number of views or/and Downloads of the Curriculum	Number of views or/and Downloads of the Curriculum	TERO/SEA	M7
IPR Trainers Manual	Number of views or/and Downloads of the Manual	Check the analytics: views and number of downloads on the website and register on the dissemination tool	TERO/SEA	M7
Certificates	Number of Downloaded certificates	The participants who will do the online training course will be able to download their certificates in the end of the course	TERO/SEA	M9
IPR curriculum delivery	Number of views and/or Downloads	Check the analytics (views, impressions, users, downloads) on the Portal	Inquirum/SEA	M17
IPDR Depository Portal	Number of impressions, views and users on the portal	Check the analytics (views, impressions, users, downloads) on the Portal	Inquirum & SEA	M17
Lessons Learnt Report	Number of views or/and Downloads	Check the analytics: views and number of downloads on the website and register on the dissemination tool	Inquirum & SEA	M17

Table 7 Procedures linked to the promotional materials

5.3. Events

The procedures linked to the events are presented in the table below.



Event	Criterion action	Procedures	Responsible (For event's implementation, dissemination and registration)	Time
Co-Designed Labs/Studios	Number of Participants Diversity (gender balance participation) Skills developments and knowledge learned Participants Satisfaction with their participation on the Lab Identify Areas of improvement for the Lab	All the criteriums will be analyzed through a survey before and after the event take place; Participants will be invited to take photos and publish in their online social media during the event using the project hashtags reinforcing their commitment to the IPR-A purposes.	Main Responsible for creating the structure of the Labs is TERO but all the partners will be involved in organizing a lab in their own countries	Between M1 and M4
Pilot Program	Number of Participants Identify Areas of improvement for the training course	All the criteriums will be analyzed through a survey before and after the event take place;	Main Responsible for creating the structure of the pilot program is TERO but all the partners will be involved in dissemination to the target groups	Between M4 - M6/7
"Trainer the trainer" Seminar (one per country)	Number of Participants Diversity (gender balance participation) Skills developments and knowledge learned Participants Satisfaction with the training	Survey before and after the event ; Consortium will publish a Lesson Learnt Report that can constitute a basis for further improvement on the training	Main responsible is Inquirium but all the partners will organize 1 seminar in their own countries	Between M7/8 and M18
Three Cohorts of Interactive Case Studies per partner	Number of Participants (30) Participants Satisfaction Identify Areas of improvement in the course	All the criteriums will be analyzed through a survey before and after the event take place; As a Result of this process and the answers to the survey, the consortium will publish a Lesson Learnt Report that can constitute a basis for further improvement on the training	Main responsible is Inquirium but all the partners will organize 1 seminar in their own countries	M7/8 - M18

Table 8 Procedures linked to the events



The organiser of each event will be responsible for developing the dissemination planned processes and registering all the data needed.

6. EVALUATION

To following targets and calendar are proposed to measure and to evaluate the project dissemination, and better assess the accomplishment of the project objectives.

The evaluation process proposed is in line with the project dissemination structure presented before: (1) online dissemination, (2) promotional materials, and (3) events.

6.1. Online dissemination

The evaluation targets focused on online dissemination are presented in the table below.

Channel / Tool		Criterion action	Target
Website		Views	More than 2.000 views
Social media	Instagram	Posts	1 post/every week on average
		Followers	Min.350 at the end of the project
	Twitter	Posts	1 post/every week
		Followers	Min.200 at the end of the project
	Facebook	Posts	1 post/every week
		Followers	Min. 600 at the end of the project
	Linkedin	Posts	1 post/every week
		Followers	Min. 150 at the end of the project
Partner's website and social media accounts		Website	Publish all the news in the partners own websites (in original language)
		Social media	Repost the most relevant post from the IPR-A social media Post, at least, once a month a post related with the project
Third parties		Hashtags	Project hashtag will be use at least 250 - 500 times (per consortium partners) Project hashtag will be used at least 100-200 times by third parties and individuals
Email (Press Release)		Number of Articles published in the media (national, regional and local media)	3-6 published articles on media

The dissemination coordinator is responsible for monitoring the results registered by every partner, who are responsible for registering the data needed through the methods proposed in this plan.



6.2. Promotional materials

The evaluation targets focused on the promotional materials are presented in the table below.

Promotional Material	Criterion action	Target
Online Leaflets	Views of that Page / Number of Downloads	1.000 views 250 downloads
Promotional Video	Number of views	500 views
IPDR Depository Portal	Number of views & impressions	200
Manual	Views of that Page / Number of Downloads	50
Evaluation Lessons Learnt Report	Number Questionnaires Analyzed	90 per country
Online Training Certificates	Number of Downloads	90 Downloads / Certificates Sent

6.3. Events

The evaluation targets focused on the project events are presented in the table below.

Event	Criterion action	Target
Co-Designed Labs	Number of participants	5-10 participants
Pilot Program	Number of Pilot Training	3 Pilot Trainings (one per country)
"Train the trainers" Seminar	Number of participants	1 Seminar per country/partner (3 in total) Minimum 3 participants per partner country (minimum 9 in total)
Cohorts of Interactive Case Studies Seminars (3 per partner)	Number of Case Studies Seminars Number of participants	3 Interactive Case studies seminars per country 90 participants total (30 per partner)

7. FINAL NOTES

This Dissemination Plan was built to be used as a basic guideline to be followed by the dissemination coordinator and all the project partners to easily implement their dissemination activities but also to register and monitor its progression.

The strict accomplishment of the plan will guarantee a better implementation and, most of all, a better possibility to show the project results in terms of dissemination impacts.