

2023

PROJECT DISSEMINATION PLAN



IoT Green Transformation for Academic Society and
Business Oriented Ecosystem in Western Balkans

IoT - ECO



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PROJECT DISSEMINATION PLAN (PDP)

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Table of Contents

List of Figures	4
1. Introduction	5
2. Project Dissemination Strategy.....	8
2.1 Digital marketing and multichannel marketing	10
2.1.1 Materials for dissemination roll up, poster, flyer, brochure	10
2.2 Key Features of the digital marketing strategy of the IoT – ECO Project	15

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List of Figures

Fig. 1 Consortium setup.....	7
Fig. 2 Project logo.....	9
Fig. 3 Erasmus+ logo	9
Fig. 4 Disclaimer in the English language	9
Fig. 5 IoT – ECO project roll-up	10
Fig. 6 IoT – ECO project poster	11
Fig. 7 IoT – ECO project flyer	13
Fig. 8 IoT – ECO project brochure	14
Fig. 9 Structure of the dissemination strategy	15
Fig. 10 The intersection of three key online media types.....	16
Fig. 11 RACE strategy model	17



1. Introduction

Albania, Kosovo, and Montenegro are Partner Countries in the Western Balkans (WBs) region with a young population, dynamic economy, and serious need for growth, development, and green transition. The priorities set out in the latter represent the priorities of the ministries in the three countries as well as the approximation to the priorities at the regional level set by the EU. The IoT-ECO project falls into the category of Capacity building projects which typically focus on strengthening relations between higher education and the wider economic and social environment and Strand 2: Partnerships for transformation in higher education, which aims to have a large and wider impact on innovation, university/business relations, and institutional governance.

The European Council recently paved the way for the opening of membership negotiations with Albania in June 2019 and the country is trying to improve and harmonize its regulations with European standards to prepare its institutions and residents for successful integration into the European Union (EU). The European Green Deal, the Sustainable European Investment Plan, and the Sustainable Industry come to lead the development in all three countries.

This project aims to address these specific needs by proposing opportunities for intelligent solutions based on Internet of Things (IoT)/Internet of Everything (IoE) technology, their implementation for green transformation, and the development of institutional and academic capacities toward national and regional cooperation between Higher Education Institutions (HEIs) in the WBs. The feasibility study of a human capacity building and infrastructure initiative is one of the pillars of this project. In addition to the academic dimension, this project aims to achieve the business and social dimensions. This joint project uses IoT to upgrade technology in higher education to address the needs identified by each partner country. Since we are in Industrial 4.0, preparing and informing IoT-related individuals will help them access these futuristic technologies.

Each WB HEI vision is to build capacity and create an innovative ecosystem that, firstly, will allow the institution to grow and secondly, provide the community and society with IoT/IoE solutions. According to various studies, IoT/IoE can help developing countries grow and achieve sustainable economics and green transformation. Albania's main economic sectors include agriculture, tourism,

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and energy. In all these sectors the IoT has been seen as a tool for innovation and change toward sustainable growth, especially in achieving the Sustainable Development Goals of Agenda 2030 (Bitri, Aida; Marinova, Galia; and Hajrizi, Edmond, "The Internet of Things". to assist in the implementation of SDGs: A case of Albania and Kosovo, opportunities, and challenges "(2019). UBT International Conference. 331.). Six WB HEIs from Albania, Kosovo, and Montenegro want through this proposal to build the necessary capacity and invest in knowledge and practical application in the field of IoT and green transformation.

Training and knowledge exchange with the 3 EU HEIs from Bulgaria, Greece, and Austria will be a founding step towards a green future in WB HEIs and region. Three associate partners – an innovation fund, a port, and an ICT company are here to model the academic society and business-oriented innovative ecosystem. IoT-ECO hub will be developed since IoT hubs are utilized for energy efficiency (power management), and air pollution (e-health) (Green Car Congress, 2019; Sandro Nižetić, Petar Šolić, Diego López- de-Ipiña González-de-Artaza, Luigi Patrono, Internet of Things (IoT): Opportunities, issues, and challenges towards a smart and sustainable future, Journal of Cleaner Production, Volume 274, 2020, 122877, ISSN 0959- 6526, <https://doi.org/10.1016/j.jclepro.2020.122877>). Furthermore, WB HEIs will create a network with each other to collaborate on common projects for green transformation.

IoT-ECO as a capacity-building project will support WB HEIs to:

1. Assist academic staff in improving their knowledge and expertise in the field of the green ecosystem - energy efficiency, air pollution, and Industrial IoT.
2. Introduce IoT to society and raise awareness of its potential for green transformation.
3. Establish an IoT - ECO hub in the WB HEIs network to facilitate creative projects, design, and technology transfer with a focus on resilient solutions.
4. Develop a virtual prototype of the green transformation ecosystem model of the Port of Durrës and make it available at the IoT-ECO hub.
5. Integrate and harmonize study programs with the needs of the industry in relation to IoT and green transformation. Develop new and updated

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PROJECT DISSEMINATION PLAN



courses and integrate them into the syllabi for providing the skills and competencies that future engineers need.

The main target beneficiary of mobilities courses and training are the students in the WB HEIs. A larger impact on society will be obtained through networking and dissemination activities with a focus on younger students, people with disabilities, business representatives, and governmental institutions.

The consortium is set up by 12 partners, where 9 of them are universities from Albania, Kosovo, Montenegro, Bulgaria, Greece, and Austria and 3 are associated partners.

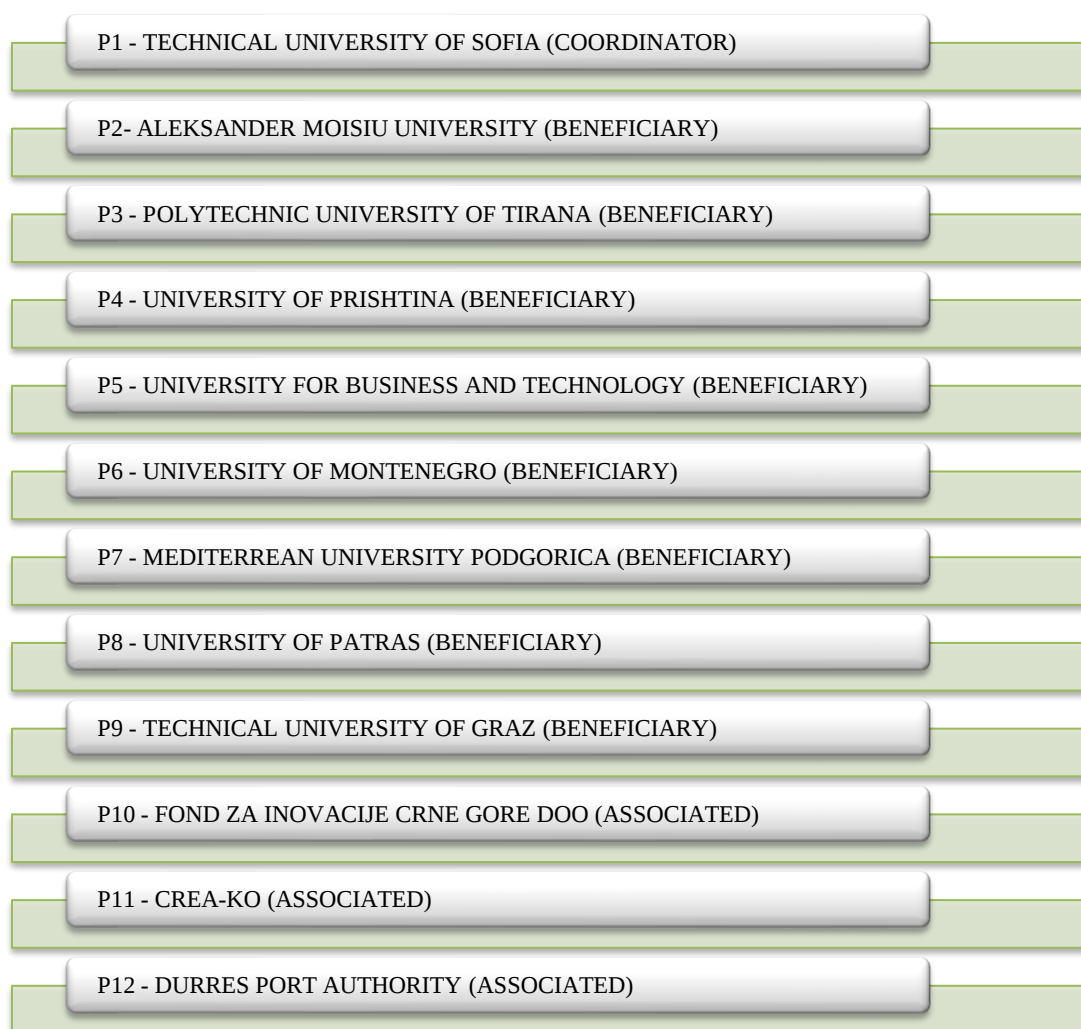


Fig. 1 Consortium setup

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2. Project Dissemination Strategy

Project dissemination strategy is very important throughout the whole lifetime implementation of the project. The consortium will use all the 5Ds of digital marketing, alongside traditional marketing techniques, to get closer to audiences and target groups.

The aim of the Project Dissemination Plan (PDP) is to provide a comprehensive guide to the concepts, techniques, and best strategies to support all possible digital marketing processes to reach a successful promotion of the project. The practical aspect developed through reviewing these concepts and best practices is intended to enable and exploit all the opportunities offered by the digital marketing of the project.

Digital media and technology are no longer new – indeed, they are around us since the World Wide Web was created. Yet, over this time we have seen huge developments in digital media and marketing technology to provide new ways for dissemination and exploitation across the stakeholders. To understand the importance of digital marketing for the IoT – ECO project, the consortium has focused on the importance of audience interactions.

Digital marketing for the project means involvement in the following ‘5Ds’:

-  **Digital devices.** Our stakeholders interact using a combination of smartphones, tablets, laptops, desktop computers, TVs, gaming devices, virtual assistants, and other connected devices forming the Internet of Things (IoT).
-  **Digital platforms.** Most interactions on these devices are through a browser or apps from the major ‘platforms or online services, e.g., Facebook™, Instagram™, YouTube™, Twitter™, and LinkedIn™.
-  **Digital media.** Different communications channels for reaching and engaging audiences are available, including advertising, email and messaging, search engines, and social networks.
-  **Digital data.** The project website and social media will provide protection of the audience profiles with respect to General Data Protection Regulation (GDPR).

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- ✚ **Digital technology.** Marketing technology is used to create interactive experiences from websites and mobile apps and different promotion campaigns.

The first step toward project dissemination and exploitation is building the visual identity of the IoT – ECO project. The leader of the WP8 has proposed 4 different logo designs and the consortium has selected the final version of the logo as shown in Fig. 2.



Fig. 2 Project logo

Furthermore, all partners of the consortium will ensure the visual identity presence and disclaimer as Erasmus+ project requirements.



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Fig. 3 Erasmus+ logo

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Fig. 4 Disclaimer in the English language

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2.1 Digital marketing and multichannel marketing

The use of digital media, data, and technology to support the promotion of all project activities will be done mostly by using digital marketing, or else known as Internet marketing, e-marketing, and web marketing. The usage of a wide range of digital platforms to interact with audiences will mostly be complemented by some of the traditional marketing models such as promotional material preparation and distribution.

2.1.1 Materials for dissemination roll up, poster, flyer, brochure



Fig. 5 IoT – ECO project roll-up

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**IOT Green Transformation for Academic Society and Business
Oriented Ecosystem in Western Balkans**

**101083018 (IoT-ECO) ERASMUS-LS, ERASMUS-EDU-2022-
CBHE-STRAND-2**

**THEMATIC PRIORITY: GREEN ECOSYSTEM
ENERGY EFFICIENCY,
AIR POLLUTION,
INDUSTRIAL IOT GREEN ECOSYSTEM**

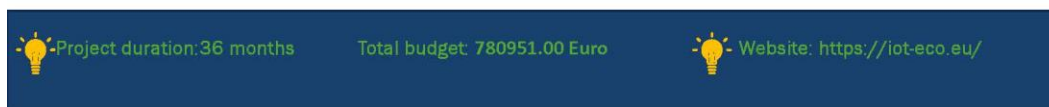


Fig. 6 IoT – ECO project poster

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101083018 (IOTECO) ERASMUS-EDU-2022-CBHE-STRAND-2



IoT-ECO as a capacity-building project will support WB HEIs to:

- *Assist academic staff in improving their knowledge and expertise in the field of the green ecosystem – energy efficiency, air pollution, and Industrial IoT.*
- *Introduce IoT to society and raise awareness of its potential for green transformation.*
- *Establish IoT-ECO hub in the WB HEIs network to facilitate creative projects, design, and technology transfer with a focus on resilient solutions.*
- *Develop a virtual prototype of the Green transformation ecosystem model of the Port of Durres and make it available at the IoT-ECO hub.*
- *Integrate and harmonize study programs with the needs of the industry in relation to IoT and green transformation. Develop new and updated courses and integrate them into the syllabi for providing the skills and competencies that future engineers need.*



Fig. 7 IoT – ECO project flyer

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Vision

Albania, Kosovo, and Montenegro are Partner Countries in the Western Balkans (WBs) region with a young population, dynamic economy and serious need for growth, development and green transition. The priorities set out in the latter represent the priorities of the ministries in the three countries as well as the approximation to the priorities at the regional level set by the EU. The IoT-ECO project falls into the category of Capacity building projects which typically focus on strengthening relations between higher education and the wider economic and social environment and Strand 2. Partnerships for transformation in higher education, which aims to have a large and wider impact on innovation, university / business relations and institutional governance. The European Council recently paved the way for the opening of membership negotiations with Albania since June 2019 and the country is trying to improve and harmonize its regulations with European standards to prepare its institutions and residents for successful integration into the European Union (EU). The European Green Deal, the Sustainable European investment Plan and the Sustainable Industry come to lead the development in all three countries.

Objectives

IoT-ECO as a capacity-building project will support WB HEIs to:

- Assist academic staff improving their knowledge and expertise in the field of green ecosystem – energy efficiency, air pollution, Industrial IoT.
- Introduce IoT to society and raise awareness of its potential for green transformation.
- Establish IoT-ECO hub in the WB HEIs network to facilitate creative projects, design, and technology transfer with a focus on resilient solutions.
- Develop a virtual prototype of Green transformation ecosystem model of the Port of Durres and make it available at the IoT-ECO hub.
- Integrate and harmonize study programs with the needs of the industry in relation to IoT and green transformation. Develop new and updated courses and integrate them in the syllabi for providing the skills and competences that future engineers need.

Contact Us

gim@tu-sofia.bg

www.iot-eco.eu

Fig. 8 IoT – ECO project brochure

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Of course, what is important for this project are not the terms, but the activities that comprise digital marketing, which must be prioritized according to the relevance of each project implementation phase. In practice, digital marketing will be focused on managing different forms of online presence, such as websites, mobile apps, and social media pages, integrated with online communications techniques introduced, search engine marketing, social media marketing, and online advertising. These techniques are used to support the objectives of the project results and outputs to reach a broader spectrum of stakeholders and target groups. However, for digital marketing to be successful there is still a need for integration of these techniques with traditional media such as print, TV, and direct mail as part of multichannel marketing communications.

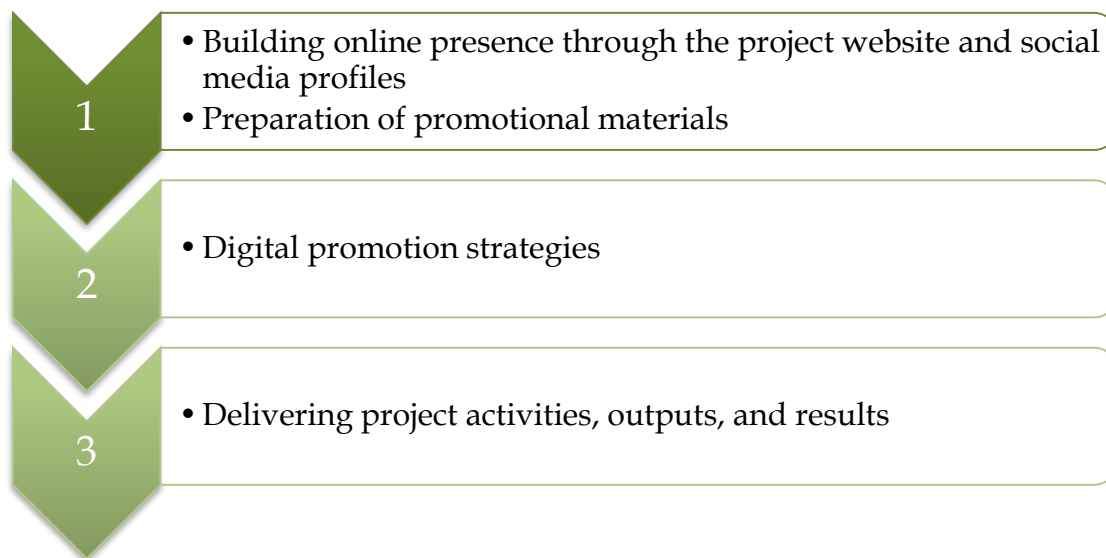


Fig. 9 Structure of the dissemination strategy

2.2 Key Features of the digital marketing strategy of the IoT – ECO Project

The interaction and integration between digital and traditional channels are a key point of the digital dissemination strategy of the IoT – ECO project. Project Dissemination Plan provides the digital promotion strategy and it should:

- ✚ be aligned with project aims and specific objectives; use clear objectives for the project, brand development, and online contribution through the Internet and social media;
- ✚ be consistent with the needs of the stakeholders and target groups who

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- use and can be effectively reached through different channels;
- ✚ define a compelling, differential value proposition for the channel, which must be effectively communicated to customers;
- ✚ specify the level of the mix of online and offline communication tools used to attract stakeholders to the website, or interact with other digital media;

A powerful method of evaluating the strategic marketing opportunities of using the Internet used to achieve three strategic directions:

- 1) **Penetration rate.** The Internet can be used to disseminate and exploit project activities, reports, and results.
- 2) **Promotional branding development.** The consortium will provide a wide range of branding production not only digital but also distribution of promotional materials. All partners will take advantage of the low-cost forms of advertising.
- 3) **Diversification.** The Internet supports not only the content creation of digital promotional products but also the distribution at national levels and even internationally.

For this purpose, the consortium has decided to integrate the analytics tool provided by the online platforms to measure the level of audience reach, impressions, likes, shares, and different dissemination tools.

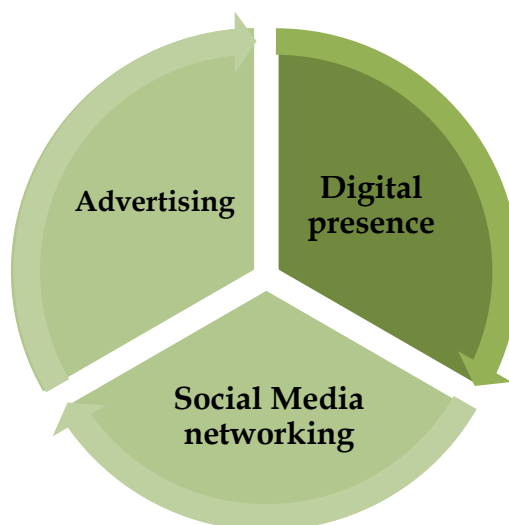


Fig. 10 *The intersection of three key online media types*

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The most appropriate model to implement all the features and strategies mentioned above is the RACE (*Reach-Act (Interact)-Convert-Engage*) model. The RACE model consists of four steps designed to help engage the audience with the project aim throughout the lifecycle:

Step 1: Reach – Build awareness strategies regarding the IoT – ECO project.

Step 2: Act – Engage the audience with the project website or other online presence.

Step 3: Convert – Achieve conversion to generate sales on web presences and offline.

Step 4: Engage – Build relationships through time to achieve the project dissemination goal.

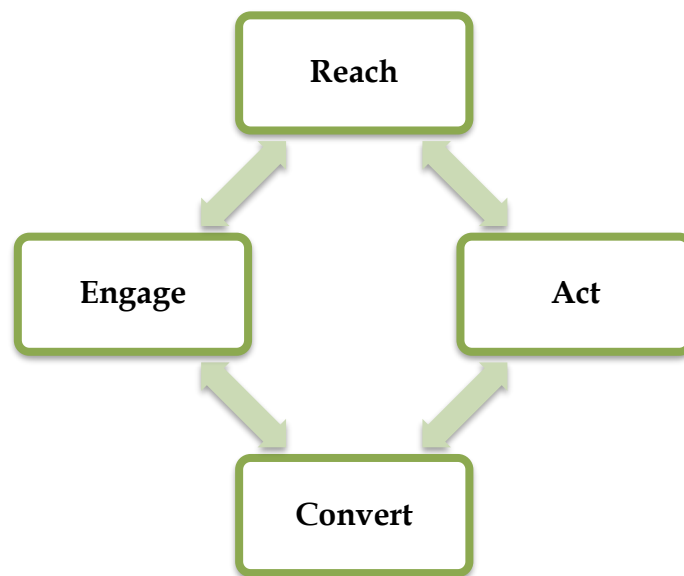


Fig. 11 RACE strategy model