

UPP GAMES. BASIC HEALTH AND SAFETY SKILLS ON WORKS AT HEIGHT THROUGH SERIOUS GAMES

Communication Plan

Dissemination, exploitation and impact



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Partnership

- Fundación Laboral de la Construcción (Spain)
- Institut de Formation Sectoriel du Bâtiment (Luxembourg)
- Open Universiteit Nederland (Netherlands)
- Westdeutscher Handwerkskammertag (Germany)
- Centre IFAPME Liège-Huy-Waremme -Ifapme- (France).
- Centro Edile Andrea Palladio (Italy)
- Chamber of Construction and Building Materials Industry of Slovenia (Slovenia)

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UPP GAMES

BASIC HEALTH AND SAFETY SKILLS ON WORKS AT HEIGHT THROUGH SERIOUS GAMES

1. INTRODUCTION

The Upp Games Communication Plan is a management and planning document in which the communicative programme of the project is defined, aligned with the general objectives -through the Dissemination Strategy- and linked to the achievement and transfer of the results of the same -through control and monitoring, evaluation and impact.

It is the guide that sets the guidelines for the consortium of Upp Games partners, according to professional, methodological and strategic criteria, as a reference tool for informing, raising awareness, training and influencing the audiences defined in the Strategy, from its implementation to the end of the project.

The Fundación Laboral de la Construcción (*Construction Labour Foundation*) is the main beneficiary institution of the project, responsible among other things for the transversal work package of Dissemination, Exploitation and Impact of Upp Games, as a peer entity that represents a great weight in the Construction sector in Spain, being also an organization specialized in the launching of extensive communication and training campaigns.

Therefore, the joint entity assumes the coordination, design and management of all aspects related to Communication and Dissemination, under the supervision and approval of the partners.

After a preliminary study and analysis of the methodology to be applied, the design of the Upp Games Communication Plan has been structured in the following parts:

- **Dissemination Strategy:** the core director who determines what is to be achieved - objectives-, who is to be addressed -audiences-, what is to be communicated - messages-, with what resources and through which channels.
- **Communication actions:** practical lines of action, which must adhere to honest communication, that is to say, intelligible, truthful and coherent.
- **Chronogram:** global and annual work calendar of the activities set out in the Plan.
- **Control and monitoring:** periodic verification of the effective development of the Communication Plan, which is embodied in regular Dissemination reports.

- **Evaluation and impact:** final evaluation of the Communication Plan, which is compiled in the final Dissemination Report and is completed with the Project Exploitation Plan, included in this document.

The Communication Plan must therefore integrate fundamental aspects for its optimal development, which include the following characteristics:

- **Proportional:** in line with the size of the cooperation programme and the budget and staff allocated to its Communication.
- **Strategic:** it must take into account the communication strategies and policies of the European bodies that give it a framework for action and that support it financially, as well as adapt to the corporate communication policies of the beneficiary institutions that carry it out.
- **Integral:** it must have the implication and the explicit commitment, and *de facto*, of all the parts that participate in the project, that is to say, of each one of the partners that conform the consortium, and their representatives.
- **Flexible:** it must be dynamic enough to introduce changes during its elaboration and application, depending on the project evolution, with the aim of giving solution to possible deviations that could happen.
- **Transparent:** it must treat communication with its addressees in a clear manner, even more so if it is a question of the destination of the public funds that are handled, and inform on an equal footing.
- **Visible:** it must have the ability to raise awareness of the Erasmus+ Programme and European policies.
- **Coherent:** it must be absolutely consistent with the principles of sustainability, non-discrimination and equality.

The objectives of the Dissemination Strategy of the Upp Games Communication Plan are in line with the objectives set out in the Dissemination Strategy of the Erasmus+ Programme, which are as follows:

- To disseminate project successes and results as widely as possible.
- To contribute to the implementation and development of European policies and systems.
- To give visibility to the Erasmus+ Programme and the European Union for potential beneficiaries.
- To transmit how European policies have an impact on society.

- To improve the systems of the European Union.
- To sensitize and broaden the impact.
- To get stakeholders and target groups involved.
- To share solutions and know-how.
- To generate new associations.

The first months of any initiative are crucial to achieve the proposed communicative objectives, which are undoubtedly an intrinsic part of achieving the project's own objectives. Therefore, the initial phase of Upp Games focuses on the organization and planning of the Communication Plan, the Dissemination Strategy and the communication actions of the project.

Adequate dissemination of the activities and results achieved is a fundamental foundation, closely linked to the success and subsequent impact of the overall actions and the results of the project itself. Hence, the involvement of each and every partner is essential, as well as the support of professionals and representatives of the institutions involved.

1.1. Basic project information and context

The main objective of the Upp Games project is to promote the acquisition of basic Health and Safety skills for work at height, through the development and implementation of serious games for mobile devices. It is part of the 2017 call of the Erasmus+ Programme of the European Union, under Key Action 2 of Cooperation for Innovation and Exchange of Good Practices.

In this sense, and taking as its starting point the success of the **Health & Safety Games** project -an initiative led by the Fundación Laboral de la Construcción, developed between 2015 and 2017-, Upp Games intends to continue working and reduce the high levels of occupational accidents in work at heights, as well as addressing the lack of innovative training methods in the area of Occupational Risk Prevention (ORP).

In conclusion, the current project aims to reduce occupational accident rates by combining innovative didactic methodologies with the possibilities offered by Information and Communication Technologies (ICT), through the use of an open and innovative educational tool that helps meet the challenges in training (improving specialized training and the attractiveness of the sector) and innovation.

Driving Agents

Seven institutions from seven member countries of the European Union are participating in this project, coordinated by the Fundación Laboral de la Construcción (Spain). The rest of the partners are:

- Institut de Formation Sectoriel du Bâtiment -IFSB- (Luxembourg).
- Open Universiteit Nederland -OUN- (Netherlands).

- Westdeutscher Handwerkskammertag- (*West German Chamber of Crafts*) -WHKT- (Germany).
- Centre IFAPME Liège-Huy-Waremme -Ifapme- (France).
- Centro Edile Andrea Palladio -CEAP- (Italy).
- Chamber of Construction and Building Materials Industry of Slovenia -CCIS- (Slovenia).

To achieve the essential objective of the project, the consortium will develop and implement training results - in the form of didactic products - to equip current and future professionals in the construction sector with basic competencies in the field of Health and Safety at Work at height, with the ultimate aim of supporting the transition towards a more competitive and qualified construction industry.

Five main products will be developed targeting: Vocational Education and Training (VET) trainers and trainees; construction workers; migrants, low-skilled workers and young people. Specifically:

- To define a framework for theoretical and practical learning of the main risks, hazard factors and preventive measures for work at heights, involving trainers, students and VET experts from the outset. These results will be materialized in a **Handy Guide**, which will support the training processes.
- To propose an innovative educational approach through the development, testing and implementation of formative games through the development of an **App**. Thanks to the gamification of learning, the learner is placed at the centre of the training process; while the trainer becomes a key actor in the learning process through the development, use and planning of future improvements of these tools. For this reason, a **Guide for trainers** will be developed in order to get the most out of the didactic tools.
- Provide autonomy, exploitation and transfer to the learning and training processes that are achieved during the development of this initiative, even beyond the end of the life cycle of the project. In order to ensure the success of the pedagogical tools, they will be subjected to a **validation report** from a technical, pedagogical and technological point of view.
- Design a **Roadmap** setting out the standards and steps necessary for the recognition of the proposed training, in accordance with the European Qualification Framework (EQF) and the European Credit system for Vocational Education and Training (EQAVET).

This project, which is funded by the European Commission with €173,925.00, began in December 2017 and will last 24 months, ending in December 2019.

1.2. Communication Methodology

The methodology followed in the Communication Plan of the Upp Games project is based on several methods that respond to the different parts of this planning.

In general, the Plan is fundamentally based on the '**Deming Circle**' or method of Edwards Deming's continuous quality improvement cycle, also known as the PDCA cycle (from the English *plan-do-check-act*; *plan-do-verify-act*), as it is the development of a short and medium-term communicative process such as that involved in a project of this type, which also requires continuous monitoring and updating of the Plan.

From the point of view of the structure of the information contained in the Communication Plan, this is provided by adapting the journalistic technique of the '**Six Ws**': *What? / Who? / Why or for what or for who? / Why or for whom? / How? / When? / Where?*

With regard to the determination of communication objectives, George T. Doran's '**Smart**' management methodology is applied, as a rule of the properties to be fulfilled:

- ✓ **S:** *Specific* (also Strategic).
- ✓ **M:** *Measurable*.
- ✓ **A:** *Attainable/Reachable*.
- ✓ **R:** *Relevant*.
- ✓ **T:** *Time-Related*.

To evaluate the results, the Communication Plan bases its analysis through '**Impact Measurement**' techniques with Ronald Daniel and Jack F. Rockart's **Key Performance Indicators (KPIs)**. These indicators must be aligned with the objectives pursued and the deadlines by which they must be met in order to study the relevant information on the actions impact and facilitate the subsequent measurement of strategic performance.

In relation to the definition of the audience, an adaptation of the sociological theory of '**Concentric Circles**' by Ernest W. Burgess is used, applying it to the expansion of communication and diffusion, as a continuous process that expands and completes in several phases through the different circles of audiences. In this way, the process of succession and decentralization of information is made possible.

The creation of the messages of the Communication Plan is based on the **analysis of the linguistic message, the semiotics and the rhetoric**, applied to social communication, with special attention to the denotation and connotation of communications, and the correlation with each target audience.

Finally, Upp Games Communication Plan is characterised by its **governance model** for decision-making. The decision process for each aspect of dissemination is always carried out through the consensus of all partners: the project manager, who coordinates the communication, proposes the approaches worked, which will be validated by the partners for the final decision.

The objective of this procedure is to ensure that each partner feels identified with the project, its graphic image, as well as with the messages to be transmitted and the way to act.

2. STRATEGY

The Dissemination Strategy is a master document that outlines a guide, through the Communication Plan, with a set of tools and procedures that serves to ensure that the key messages of the project reach the target audience. It is also an essential pillar for the achievement of the general objectives set out in the proposal.

Therefore, the vision of the Dissemination Strategy must be holistic, integral, coherent and effective, elements that must also be reflected in the Communication Plan as a systematic tool for the implementation of the strategy.

Upp Games is committed to extending the impact of dissemination during its development and to creating communication actions in line with its objectives, which in turn are in line with the main points of the Communication Strategy of the Erasmus+ Programme, and is in line with the corporate communication policies of the consortium partners. Hence, although the main language of the project is English, the main communication tools will be translated into the languages of the consortium, as assessed by the partnership itself, in: Spanish, French, German, Dutch, Italian and Slovak.

The purpose and key general objectives of the Dissemination Strategy and its Communication Plan are as follows:

- Identification, visualization and positioning of the *leitmotiv* and brand of the Upp Games project.
- Identification of dissemination and exploitable contents.
- Promotion of the interest of each participant in the dissemination and exploitation of the results.
- Dissemination of knowledge, products and services originated in the project, as well as benefits, advantages and opportunities according to each audience group.
- To share publicly the project implementation process, the experience and *know-how* of the consortium and the results achieved.
- To value the institutional and professional support of the project, together with the results.
- To support the viability of the project, the achievement of its objectives and the transfer of knowledge.
- Strengthen European cooperation, in particular in the consortium countries, for the improvement of basic safety and health skills for work at heights in the community construction industry.
- To change the perception of the decision-makers who manage the training policies with the contents and evidences of the project.
- Contribute ideas and knowledge to find a way to bring about important structural changes and proceed with a long-term restructuring of the sector, based on innovation, workers' skills and economic and environmental sustainability.

Before locating the communication actions and analysing the optimum channels for their dissemination among the audiences defined during the project period, the Dissemination Strategy must contemplate the two areas from which the information flows start: internal communication and external communication.

✓ INTERNAL COMMUNICATION (IC)

Internal communication encompasses the mechanisms and procedures that allow the Upp Games consortium to circulate information about the project among the people involved in the project management, facilitating the fluidity of the decision-making processes. Likewise, internal communication includes communications within the entities that participate as partners in the project and also with the local, national or European authority that supervises the project, among other issues, for the transfer of the project progress, when it demands it.

- Consortium:
 - Fundación Laboral de la Construcción (Spain).
 - Institut de Formation Sectoriel du Bâtiment -IFSB- (Luxembourg).
 - Open Universiteit Nederland -OUN- (Netherlands).
 - Westdeutscher Handwerkskammertag- (*West German Chamber of Crafts*) - WHKT- (Germany).
 - Centre IFAPME Liège-Huy-Waremme -Ifapme- (France).
 - Centro Edile Andrea Palladio -CEAP- (Italy).
 - Chamber of Construction and Building Materials Industry of Slovenia -CCIS- (Slovenia).
- European Managers:
 - Servicio español para la Internacionalización de la Educación -Sepie- (Spain).

The ways and channels to foster internal communication are as follows:

- E-mail, telephone and videoconferencing platforms.
- Google Drive Platform and Teams Platform.
- Regular follow-up meetings.
- Meetings, workshops and congresses.
- Planned visits.
- Social networks.

It should be remembered here that the coordinator, in this case the Fundación Laboral de la Construcción, is the only member of the consortium authorized to communicate directly with the bodies responsible for European management: Sepie.

Likewise, it is suggested to use email as the main vehicle of communication among the partners, with calls/videoconferences to carry out the management and periodic coordination, according to the project needs.

The tools to support internal communication are:

- Communication Plan and Dissemination, Exploitation and Impact Strategy.
- Logo creation and creative applications.
- Report templates and presentations.
- Intermediate and final diffusion reports of the project.
- Texts, press releases, articles, photographs.
- Dissemination material: posters, roll-ups, brochures, etc.
- Content for dissemination in the corporate newsletters of the partners.

✓ EXTERNAL COMMUNICATION (EC)

External communication covers the orchestration of the actions dissemination in the different project phases, through the channels available and with the help of the tools available, in order to promote the visibility and dissemination of the contents and results developed, and their impact, as well as to promote their exploitation, among the determined target audiences (see section 2.2).

The ways and channels to promote communication and external dissemination are as follows:

- Web/microsite: <http://microsites.fundacionlaboral.org/upp-games> in Spanish and English.
- Corporate partners' websites.
- Website of the Erasmus+ Programme.
- Social networks -proper project and corporate networks of the project partners, and their representatives-.
- Professional networks and expert groups.
- Partners' corporate newsletters.
- Face-to-face forums: events, forums, direct meetings with interest groups, local activities, conferences, prizes.
- Targeted Mailings.
- Media.

The tools to support communication and external dissemination are:

- Logo creation and creative applications.
- Creation of the web platform <http://microsites.fundacionlaboral.org/upp-games>.
- Presentations about the project (documents in Word, Power Point and other formats).
- Information, reports, press releases, articles, interviews, reports, images.
- Creation of profiles in social networks: Twitter, Facebook and LinkedIn.
- Hashtags for social networks: #UppGamesEU, #juegosserios o #seriousgames, #innovación, #formación, #prevención, #riesgoslaborales, #PRL.
- Dissemination material: posters, roll-ups, brochures, etc.
- Partners' corporate newsletters.

In conclusion, the Dissemination Strategy of Upp Games project responds to the communicative objectives, in a specific way, and to the global objectives in a general way. To this end, communication actions will be implemented, which will be monitored and followed up by the partnership, through the measurement of indicators and the carrying out of a periodic evaluation and a final analysis of the communication impact.

2.1. Aims and Objectives

On the basis of the general objectives described above, the **specific objectives** of the Communication Plan of the Upp Games project are as follows:

- To disseminate project successes and results as widely as possible.
- To contribute to the implementation and development of European policies and systems.
- To give visibility to the Erasmus+ Programme and the European Union for potential beneficiaries.
- To transmit how European policies can impact on society.
- To improve the European Union systems.
- To sensitize and broaden the impact.
- To get stakeholders and target groups involved.
- To share solutions and know-how.
- To generate new associations.

The **operational** communication **objectives** are as follows:

- To ensure the identification, visibility and positioning of Upp Games' *leitmotiv* and brand, as well as the content dissemination, results and products originating from the project, and the benefits, advantages and opportunities according to each audience group.
- To ensure that the content, results, products and *know-how* of Upp Games consortium reach all potential users in the European space.
- To ensure that the dissemination tools are able to communicate in a simple way the contents, results and products, while working on the transfer, exploitation and sustainability of its results.
- To involve, from the design stage of the proposal to the delivery of the latest products, the business, sector, political, social and administrative actors who are key to integrating the identified innovation and capitalizing it in the public management structures of the European space.
- To encourage the implementation of an innovative educational approach by addressing the opportunities offered by ICT and digital tools or formats.
- To increase synergies and partnerships between the actors in the construction sector, promoting work dynamics that make visible the existing needs around the prevention of accidents at work at heights and the potential of innovative teaching methodologies.
- To optimise and support project viability, achievement of objectives and transfer and transfer of knowledge.

The project's communication objectives will be impregnated with Upp Games' holistic vision and, at the same time, aligned with verifiable and measurable indicators, as well as adaptable to the corporate communication policies of the consortium partners.

Table of objectives and indicators of the Upp Games project					
Blocks	Ref.	Diffusion Tasks	Communication actions	Indicators and evidence	Date
Brand Upp Games	IC/EC T1 T1.1 T1.2	Dissemination Strategy and Communication Plan ES/EN	-Development of the Dissemination Strategy and Communication Plan. -Get going.	-Internal document. -Annual update.	February 2019
		Creation of the logo and the graphic line of the project	-Creation of the logo. -Incorporation of the logo to all dissemination actions. -Manual for the use of project and program logos.	-Logo. -Templates for letters, reports, diffusion... (Word and Power Point). -Correct use by partners.	December 2017
Web microsite	EC T2 T2.1 T2.2	Project web/microsite ES/EN	-Structure and design of the web/microsite. -Launch of the web/microsite and get going. -Updating of the web/microsite. -Dissemination of the microsite contents through social networks.	-Project microsite. -Communication of the launch by social networks. -Number of visits.	December 2017
		Partners' corporate Websites	-Project Dissemination, through lasting presence.	-Url of the presence of the project. -Updating.	December 2017
Social Networks	EC T3 T3.1 T3.2	Twitter	-Profile creation. -Profile update.	-Get going. -Number of followers. -Updating.	December 2017
		LinkedIn	-Group creation. -Group update.	-Get going. -Number of followers. -Updating.	December 2017
		Facebook	-Creation of the page. -Updating the page.	-Get going. - Followers numbers. -Updating.	December 2017
		Corporate Social Networks of partners	-Project Dissemination.	-Posts and mentions.	Dec 2017/ Dec 2019
Advertising campaign	EC T4	Advertising campaign: posters, brochures, etc.	-Design of materials. -Dissemination, through location, in partner buildings, events, meetings, etc. -Dissemination of brochures at events.	-Posters for events (recommended poster A3 and roll up). -Brochures printed and delivered.	Dec 2017/ Dec 2019
Newsletters	EC T5	Partners' Newsletters	-Drafting of information and images to be disseminated by partners.	-Publication and dispatch. -Number of subscribers. -Opening indices.	Dec 2017/ Dec 2019

			-Publication in the corporate newsletters of the partners.	-Newsletter URL.	
Media	EC T6	Relations with local, regional and national media	-Dissemination of press releases (NP), articles, reports, images, materials, etc.	-References and media appearances. -News url, title, date, medium. -Number of media. -Number of NP.	Dec 2017/ Dec 2019
Reports	IQ T7 T7.1 T7.2	Evaluation of communication, impact, transfer and exploitation objectives.	-Compilation, analysis and conclusions of the Communication Plan and the Dissemination, Exploitation and Impact Strategy.	-Periodic reports on monitoring and evaluation of communication.	Dec 2017/ Dec 2019
		Annual Dissemination Report.		-Intermediate Broadcast Report.	Dec 2017/ Oct 2018
		Final Dissemination Report.		-Final Dissemination Report (Global).	Dec 2017/ Dec 2019
Meetings and Focus Groups	CI/EC T8	Kick-off meeting Madrid (Spain)	-Organization, call and Agenda. -Signature sheet. -Preparation of presentations. -Dissemination, at least, on the project website, which may be completed with support by all possible means.	-Number and description of attendees. -Photographs. -Information on the project website. -Evidence of diffusion.	19 and 20 February 2018
		Focus Group Ljubljana (Slovenia)			12 April 2018
		Focus Group Heerlen (Netherlands)			19 April 2018
		Focus Group Germany			9 May 2018
		Focus Group Madrid (Spain)			18 May 2018
		Focus Group Luxembourg			22 May 2018
		Focus Group Vicenza (Italy)			8 June 2018
		Second meeting Heerlen (Netherlands)			13 and 14 June 2018
		Third meeting Vicenza (Italy)			13 and 14 December 2018
		Fourth meeting Luxembourg			4 and 5 April 2019
		Fifth meeting Germany			December 2019
		Follow-up meetings	-Organization, call and Agenda.	-Teleconferences.	December 2017/ December 2019
	CE T9	Dissemination events in each country	-Organization, call and Agenda. -Signature sheet. -Preparation of presentations.	-6 dissemination events or multiplier events.	Sep 2018/Dec 2019
		Dissemination event organized			Sep 2018/Dec 2019

		by OUNL (Netherlands)	-Dissemination, at least, on the project website, which may be completed with support by all possible means.	-A final dissemination event (Germany). -205 attendees. -Photographs. -Information on the project website. - Dissemination evidences.	
		Dissemination event organised by Fundación Laboral de la Construcción (Spain)			22 October 2018
		Dissemination event organized by CEAP (Italy)			Sep 2018/Dec 2019
		Dissemination event organised by Ifapme (France)			Sep 2018/Dec 2019
		Dissemination event organised by IFSB (Luxembourg)			Sep 2018/Dec 2019
		Dissemination event organized by CCIS (Slovenia)			Sep 2018/Dec 2019
		Dissemination event organised by Fundación Laboral de la Construcción (Spain)			Sep 2018/Dec 2019
		Final Dissemination Event organized by WHKT (Germany)			Nov-Dec 2019
International networks	EC T10	Presentation of results in: -Reforme Network -Conference on Project Development -Energydays exhibition (IT) -Job Orienta exhibition	-Preparation of presentations. -Signature sheet. -Dissemination, at least, on the project's website.	-Participation in events. -Number and description of attendees. -Photographs. -Information on the project website. - Dissemination evidences.	Dec 2017/ Dec 2019

2.2. Audience

Upp Games' Communication Plan and Dissemination Strategy aim to convey key messages about the project to a target audience divided into the different groups presented below:

- **Group 1.** Partners of the Upp Games project and responsible for the management of the Erasmus+ Programme (direct internal addressees).

- **Group 2.** Trainers and apprentices in Vocational Education and Training (VET), VET institutions and training centres in the construction sector, as well as those responsible for training programmes (direct external addressees).
- **Group 3.** Professionals in the construction sector, including: migrants, low-skilled and young workers, etc. (external direct addressees).
- **Group 4. Stakeholders;** Public Administration -local, regional, national, European- and public entities from other member countries of the European Union; Companies, clusters and key business associations from the European construction sector; reference sector organisations in VET in the consortium countries; media; and other interest groups or society in general (external indirect addressees).

2.3. Messages

The messages set out in the Communication Plan in relation to the Dissemination Strategy are the essence of the Upp Games project and the basis for all communication actions. Therefore, they must be simple, clear, specific and relevant, adapting in each case to the specific audience to which they are addressed.

In addition, messages should recall the objectives, the value of the project's content and the benefits it brings.

The definition of Upp Games' messages is carried out from the project's Communication coordination, led by the Fundación Laboral de la Construcción, with the support, supervision and approval of the rest of the consortium partners.

The messages proposed for the diffusion of Upp Games are the following:

Key messages for the dissemination of the Upp Games project	
Aspects to be disseminated	Message
European project to promote the learning of basic skills in Safety and Health at work at height	"The European project Upp Games is an initiative of the European Union aimed at promoting the learning of basic skills in the field of Health and Safety of professionals in the construction sector who work at height, through serious games designed for mobile devices".
Project belonging to the Erasmus+ Programme	"Upp Games, as part of the Erasmus+ programme, co-financed by the European Union, contributes to improving the training of professionals in the construction sector in Europe, with an innovative proposal that will help carry out the necessary transformation of the sector towards a qualified, competitive, safe and sustainable industry".
Benefits of opting for innovative training methodologies	"The implementation of attractive and innovative pedagogical methodologies and tools favours the learning or training processes of the construction industry, and thanks to the experiential element facilitate learning and increase the motivation of the student".
Strengthening the preventive culture of construction workers	"Upp Games aims to reduce the high rates of accidents at work, especially in work at heights, betting on the training of professionals in the sector in skills on Health and Safety".

Optimally adapt VET to the labour market needs	<p>"Construction VET providers will benefit from a modernization of their didactic contents thanks to the development of the Upp Games App that meets the requirements of companies and the labor market".</p> <p>"The Trainer's Guide developed by the project allows building VET trainers to get an open, clear, dynamic, innovative and easy-to-use resource to improve and adapt the serious games included in the App".</p>
Contribution to the professional development and promotion of the sector's competitiveness	<p>"The transformation of a traditional model in crisis by a new framework more innovative, competitive and sustainable, requires qualified professionals to make possible the evolution of the construction sector".</p>

2.4. Resources and communication channels

To develop the Communication Plan, it is essential to have human resources, technical tools, supports and means that allow it to function properly in order to reach the achievements set out in the Dissemination Strategy.

The tools and key elements for dissemination and communication are: human resources; logo and graphic line; *online* platform; partners' newsletters; social networks; meetings and events; international networks, congresses and awards.

2.4.1. Human Resources

Each partner participates in the transversal task of Communication with its own human resources of the institution to which it belongs, through its representative in the project and, ideally, through a communication spokesperson from its organization who is in contact with the communication coordination of the project to address the dissemination actions.

As project coordinator, the Fundación Laboral de la Construcción will be in charge of managing the correct implementation of the dissemination and exploitation activities, with the support and collaboration of the consortium partners.

Specifically, the direction of the dissemination activities will be done by the Communication Department of the Fundación Laboral de la Construcción, made up of journalists who have extensive experience in communicating the results of projects, as well as in managing resources in the media and social networks.

Therefore, the Communication team of Upp Games project is made up of the following entities and people, who assume the following roles:

Upp Games Project Communication Team		
Institution	Roles	People
Fundación Laboral de la Construcción	Principal Recipient Partner Communication Coordinator	Area of Communication and Dissemination of International Projects (two journalists): - Mercedes Oriol. - Rosalía Sánchez.
		Support from the Corporate Communication Department.
		Support from the Didactic Resources Department (Design Area).
Building Sector Training Institute (IFSB)	Beneficiary partner	Responsible for Communication
Open Universiteit Nederland (OUNL)	Beneficiary partner	Responsible for Communication
Westdeutscher Handwerkskammertag (WHKT)	Beneficiary partner	Responsible for Communication
Centre IFAPME Liège-Huy-Waremme (Ifapme)	Beneficiary partner	Responsible for Communication
Centro Edile Andrea Palladio (CEAP)	Beneficiary partner	Responsible for Communication
Chamber of Construction and Building Materials Industry of Slovenia (CCIS)	Beneficiary partner	Responsible for Communication

2.4.2. Logo and graphic line

The specific design of pp Games logo combines the fundamental elements of the project: innovation, Health and Safety, and work at heights in the construction sector.

Accompanied by the European Union's Erasmus+ logo, the Upp Games project logo fulfils two key complementary functions: the creation of a distinctive graphic identity in accordance with the main objectives of the project and, at the same time, the association with the values and objectives of the Erasmus+ programme.



The correct use of the project's visual identity is provided to partners in a short Logo Use Guide (ANNEX).

The aim is to ensure that the project and the Erasmus+ programme logos are correctly applied, and that Upp Games is perceived by the prescribers and receivers of the initiative as the most attractive alternative within its category.

Parallel to the log creation, a creative line has been designed and proposed that homogenizes the image of Upp Games in all the tools developed by the project, in social networks and internet.
















Once the logo and the graphic line of the project have been designed, the templates for different supports have been developed. Among them: posters, templates for documents, web and social network profiles, brochures...









On the part of the Upp Games Communication coordination, it is recommended, throughout the project, to design and produce official posters with information about the initiative. Specifically, we propose the design of posters for meetings and relevant project events, such as the final dissemination event.

In addition, English standard documents have been created to facilitate the communication of the consortium and so that, insofar as it is necessary or predictive, it can be translated into the rest of the partnership languages to meet the dissemination and development needs of the project: templates for documents (presentation template, report cover, internal sheet or letter and model documents to help the internal communication of the partnership), microsite and project profiles on social networks (Twitter, Facebook, LinkedIn) - dissemination tools that will be dealt with in section 2.4.5.



Report cover template and letter or inside sheet (ES/EN)

<p>  Cofinanciado por el programa Erasmus+ de la Unión Europea <small>Cooperación para la innovación y el intercambio de Buenas Prácticas Número de Proyecto: 2017-5-ES01-KA202-038262</small> </p> <p>  FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN </p> <p>  UPP GAMES </p> <p> Competencias básicas en materia de Seguridad y Salud para trabajos en altura </p> <p> Título presentación </p> <p> <i>Autor/a: nombre, cargo y organización</i> País, fecha </p> <p>  </p>	<p> Tema general </p> <p>T.X. Título tarea</p> <p>  </p> <p>  Texto  Texto  Texto </p> <p>  WPX Título del paquete de trabajo </p>
<p>  Co-funded by the Erasmus+ Programme of the European Union <small>Cooperation for Innovation and the Exchange of Good Practices Project Number: 2017-5-ES01-KA202-038262</small> </p> <p>  FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN </p> <p>  UPP GAMES </p> <p> Basic Health and Safety skills on Works at Height through Serious Games </p> <p> Presentation title </p> <p> <i>Author/a: name, position and organization</i> Country, date </p> <p>  </p>	<p> General theme </p> <p>T.X. Title Task</p> <p>  </p> <p>  Text  Text  Text </p> <p>  WPX Title of the Work Package </p>

Power Point Presentation Template (ES/EN)

<p>COMPETENCIAS BÁSICAS EN SEGURIDAD Y SALUD EN TRABAJOS EN ALTURA ADQUIRIDAS A TRAVÉS DE JUEGOS SERIOS</p> <p>Título <i>Subtítulo</i></p> <div style="text-align: center;">  </div> <div style="text-align: right;">Fecha</div> <div style="text-align: center; margin-top: 10px;">  Cofinanciado por el programa Erasmus+ de la Unión Europea </div>	<div style="display: flex; justify-content: space-between; align-items: center;">  <div> Cofinanciado por el programa Erasmus+ de la Unión Europea </div>  </div> <p style="text-align: center;">ERASMUS+ Programme Key Action 2 Call 2017 Cooperation for Innovation and the Exchange of Good Practices</p> <p style="text-align: center;">Project Number: 2017-1-ES01-KA202-038262</p> <p>Partnership:</p> <ul style="list-style-type: none"> » Fundación Laboral de la Construcción (Spain) » Institut de Formation Sectoriel du Bâtiment (Luxembourg) » Open Universiteit Nederland (Netherlands) » Westdeutscher Handwerkskammertag (Germany) » Centro Edile Andrea Palladio (Italy) » Chamber of Construction and Building Materials Industry of Slovenia (Slovenia) <p style="font-size: small;">The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</p>
<p>BASIC HEALTH AND SAFETY SKILLS ON WORKS AT HEIGHT THROUGH SERIOUS GAMES</p> <p>Document title <i>Subtitle</i></p> <div style="text-align: center;">  </div> <div style="text-align: right;">Date</div> <div style="text-align: center; margin-top: 10px;">  Co-funded by the Erasmus+ Programme of the European Union </div>	<div style="display: flex; justify-content: space-between; align-items: center;">  <div> Co-funded by the Erasmus+ Programme of the European Union </div>  </div> <p style="text-align: center;">ERASMUS+ Programme Key Action 2 Call 2017 Cooperation for Innovation and the Exchange of Good Practices</p> <p style="text-align: center;">Project Number: 2017-1-ES01-KA202-038262</p> <p>Partnership:</p> <ul style="list-style-type: none"> » Fundación Laboral de la Construcción (Spain) » Institut de Formation Sectoriel du Bâtiment (Luxembourg) » Open Universiteit Nederland (Netherlands) » Westdeutscher Handwerkskammertag (Germany) » Centro Edile Andrea Palladio (Italy) » Chamber of Construction and Building Materials Industry of Slovenia (Slovenia) <p style="font-size: small;">The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</p>

Template for Periodic Dissemination Reports - Internal Coordination

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Dissemination Template for Reports of the Upp Games project

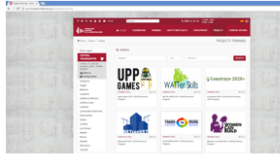
Each partner must complete the following Dissemination Template of the Upp Games project, which must be submitted together with the project's Financial internal justification, in the following months: May 31st 2018, September 30th 2018, March 31st 2019 and September 30th 2019.

In this way, the partners will inform about the actions and activities of communication and dissemination that they are carrying out during the development of the project, specifically about the followings aspects:



1. Presence in corporate websites of partners

Each partner must indicate the permanent presence of information of the project in its corporate web with screenshot of its web and the corresponding link (in as all cases as you have published), as the example that we accompany.

Name of the partner



Link: <http://www.fundacionlaboral.org/en/projects/training>

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December 2017/May 2018

2. Dissemination in Media

In the next table, each partner must indicate the presence of information of the project in local, regional and national Media, as in its corporate newsletters.

If it is the corporate newsletter, please indicate the newsletter number, number of subscribers and opening index, if possible.




We accompany an example.






Partner	Media	Date	Link
Fundación Laboral de la Construcción	Newsletter	15/12/2017	http://www.fundacionlaboral.org/en/newsletter/15-12-2017
Fundación Laboral de la Construcción	Newsletter	15/12/2017	http://www.fundacionlaboral.org/en/newsletter/15-12-2017

3. Dissemination in Social Networks

In the next table, each partner must indicate the dissemination of information of the project in its corporate Social Networks (Twitter, Facebook or LinkedIn) with screenshot of its inputs – and those of its representatives –, as the example that we accompany.



You can follow us on Twitter: [@UppGamesEU](https://twitter.com/UppGamesEU) and use our hashtag #UppGamesEU. And soon, on Facebook and LinkedIn.

Upp Games. Basic Health and Safety skills on Works at Height through Serious Games.
Erasmus+ Key Action 2. Identification of the project: 2017-1-ES01-KA202-038262

Template for declaration of cooperation with NAGs (National Advisory Groups) - internal coordination (EN)

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DECLARATION OF COOPERATION AND SUPPORT TO

The organization, Full name of organization in national language and in its name project NAG representative Full name of person/representative in project is familiar with the purposes and goals of the Upp_games project. Hereby we confirm active project support and commit ourselves as a project strategic partner. With this declaration and statement of support, we voluntarily join the National Advisory Group (NAG):

"Upp Games: Basic Health and Safety skills on Works at Height through Serious Games"
(Key Action 2 - Cooperation for Innovation and the Exchange of Good Practices)
Project number: 2017-1-ES01-KA202-038262

NAG Commitment to project activities: testing of app and feedback given on the Guide for trainers, endorsement of recognition of the learning outcomes (in the ECVET framework)

Project Upp Games consortium offer statement for NAG member: expert collaboration in a European project, national and international visibility of project (via project consortium media and communication channels), project consortium contacts and network, free access to the project final product, possible development of field work, benchmarking.



NAG Representative of the strategic partner (member of NAG):

Full name and position: _____

E-mail: _____

Signature: _____

Date, place and country: _____





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¹ For the purposes provided in the current Data Protection Law (Spanish acronym: LOPD), you are informed of the following basic information about data protection regulation and processing:

Responsible of the data collection: NAME OF YOUR ORGANIZATION, which will assign these data to FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN. **Responsible of the data processing: FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN.** **Objective of the data processing:** justify the participation as a member of the NAG group in Upp_games project, a European project led by FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN. **Legitimation of the data processing:** Consent of the interested party. **Receiver of the data processing:** Their data shall not be given to third parties, unless legal obligation or the company financing the project has to be informed, in order to show its participation in it. **Rights of the interested parties:** he or she may exercise his or her rights of access, correction, elimination, objection and limitation of the processing of data, just as it is described in **additional information (información adicional)**, in the following link: <http://www.fundacionlaboral.org/ingles/privacy-policy-data>

According to the Spanish Law 34/2002 (Spanish acronym: LSSI/CE), you may revoke by e-mail and at any moment the consent given for the reception of notices, objecting the regulation of your data, as it is indicated in: <http://www.fundacionlaboral.org/ingles/privacy-policy-data>

Template for the declaration of cooperation with the TAGs (Technical Advisory Groups) - internal coordination (EN)

<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: right;">  <p>Co-funded by the Erasmus+ Programme of the European Union</p> </div> </div> <p style="text-align: center; margin: 20px 0;">DECLARATION OF COOPERATION</p> <p>Mr. or Miss Full name of person participating in project is familiar with the purposes and goals of Upp_games project. Hereby she/he confirms her / his active participation in project Upp_games as member of Project Technical Advisory Group (NAG):</p> <p>"Upp Games - Basic Health and Safety skills on Works at Height through Serious Games" (co-financed project by the European Union Erasmus+ Program, Key Action 2 - Cooperation for innovation and the Exchange of Good Practices)</p> <p style="text-align: center;">Project number: 2017-1-ES01-KA202-038262</p> <p>TAG activities in the project: to support the development of the survey protocol; to take action in the development of the scenarios that will form different games; and to participate in the technical and pedagogical assessment of the App</p> <p>I declare to collaborate in Upp_games project as member of the TAGs group:</p> <p>Full name: _____</p> <p>E-mail: _____</p> <p>Signature: _____</p> <p>Date, place and country: _____</p>	<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: right;">  <p>Co-funded by the Erasmus+ Programme of the European Union</p> </div> </div> <p><small>¹ For the purposes provided in the current Data Protection Law (Spanish acronym: RGPD), you are informed of the following basic information about data protection regulation and processing:</small></p> <p>Responsible of the data collection: NAME OF YOUR ORGANIZATION, which will assign these data to FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN. Responsible of the data processing: FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN. Objective of the data processing: Justify the participation as a member of the NAG group in Upp_games project, a European project led by FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN. Legitimation of the data processing: Consent of the interested party. Receiver of the data processing: Their data shall not be given to third parties, unless legal obligation or the company financing the event has to be informed, in order to show its participation in it. Rights of the interested parties: He or she may exercise his or her rights of access, correction, elimination, objection and limitation of the processing of data, just at is described in additional information (información adicional), in the following link: http://www.fundacionlaboral.org/consulta-proteccion-datos</p> <p><small>According to the Spanish Law 34/2002 (Spanish acronym LSSICE), you may revoke by e-mail and at any moment the consent given for the reception of notices, objecting the regulation of your data, as it is indicated in: http://www.fundacionlaboral.org/consulta-proteccion-datos</small></p>
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2.4.3. Websites: Upp Games *microsite* and partners' websites

The project dissemination via *online* is carried out through the project's own website/microsite, as well as the different corporate partners' websites.

✓ Web/microsite of Upp Games

The creation and development of the project *microsite* has been in charge of the leader - Fundación Laboral de la Construcción-, available both in English and Spanish and linked to the project social networks, with the following domain: <http://microsites.fundacionlaboral.org/upp-games>

The *microsite* offers a space for the dissemination of contents, results and actions carried out throughout the two years of project lifetime, which will be enriched through the corresponding sections of the page:

1. **Home:** welcome to the project, containing the identification of the project and its belonging to the Erasmus+ programme of the European Union, as well as the mandatory legal information.
2. **The Project:** basic information about the initiative.
3. **Partners:** information and description of the seven project partners.
4. **Phases:** summary of the phases and of the results or didactic products associated with the different stages.

5. **News:** updated information on the activities and partnership meetings, as well as serving as a section for the transmission of the different results achieved by the project.
6. **Experts:** information on the *stakeholders* involved in the validation of Upp Games results.
7. **Results:** section to publish material and documentation related to Upp Games, thus facilitating downloads and public dissemination of the results obtained, in order to ensure transparency and open data.
8. **Contact.**

After completing the design and development of all the sections and contents of the *microsite*, the platform has been submitted to the partnership for evaluation/approval and subsequent launch.

✓ Corporate Websites

All the partnership members undertake to dedicate a permanent section to Upp Games project, with the fundamental data (name, programme and action to which it belongs, identification of the project, duration, budget, partners, web/microsite), as well as a brief description of its content and objectives, together with the official logo, the SEPIE and the Erasmus+ programme, with the corresponding coercive legal legend by the European Commission.



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The leader partner will also include the SEPIE logo in its website.



In the same way, the partners undertake to disseminate as much as possible, through their corporate channels, information about the projects and their results or progress.

2.4.4. Newsletters

The Upp Games guidelines propose the support of the consortium partners to disseminate the contents generated by the project, through the digital bulletins from their institutions, adjusting to the institutional policies of each organization.

The Fundación Laboral de la Construcción will provide members with content available to be communicated through these bulletins. For its part, it will disseminate the contents through the weekly corporate Digital Bulletin, to the extent permitted by the internal communication policy. As well as through the quarterly newsletter of International Projects "Building Europe", in Spanish and English versions, which the joint entity launched on 26 October 2018. Both have a reach of more than 24,000 subscribers in the construction industry.



Example of the newsletter of International Projects of the Fundación Laboral de la Construcción. Consultation link:

http://www.fundacionlaboral.org/mailling/001_construyendoeuropa_octubrediciembre2018/001_ConstruyendoEuropa_octubre-diciembre-2018.html

https://www.fundacionlaboral.org/mailling/001_buildingeurope_octoberdecember2018/001_BuildingEurope_october-december-2018.html



Example of the Digital Bulletin of the Fundación Laboral de la Construcción. The Foundation's Digital Newsletters are available at: <http://www.fundacionlaboral.org/actualidad/boletin-digital>

2.4.5. Social Networks

The Fundación Laboral de la Construcción has opted to disseminate the project via Twitter, LinkedIn and Facebook, as the optimum means of echoing the information among the target audience groups.

The main objectives to be achieved through these communication channels are:

- To increase the project notoriety, knowledge and objectives.
- To establish a new channel of communication and relationship between partners, media and stakeholders.

- To establish new professional relationships, develop collaborative networks and create new contacts.
- To report on the project development and its milestones.
- To disseminate information and data related to innovation in training and occupational risks prevention, specifically in works at heights in the construction sector, with priority in the European Union and the rest of the world.

The contents to be disseminated through social networks will be made both in English and in the partners' languages, and will focus on:

- Information about the project.
- Information on activities organized by the partners of the consortium, related to the project matters.
- Information on innovative training techniques, digital tools for training and prevention of occupational risks, with emphasis on prevention at work at heights in the construction sector, etc.
- Contents of the different sections of Upp Games microsite.

As a declaration of intentions in an ideal situation, the criteria to be followed for publications will be:

- A minimum rate of one tweet per day and three posts per week on Facebook. For LinkedIn, and based on the characteristics and purpose of the network, we evaluate the need to disseminate only project content.
- The publications will include, as far as possible, links to the *microsite* to generate traffic to the project's contents, to the documents and materials shared on the web and to the news published on the platform.
- Likewise, images and videos will be incorporated as far as possible, as well as links to other news and websites of interest for the project and the consortium.
- An informative tone will be sought, avoiding opinions or value judgments, adapted to each network.
- The content of related activities carried out by other partners or third parties related to the project, as well as information on the central themes of Upp Games, will be shared.

The profiles to be followed through the social networks will be related to:

- Partners (their institutions and professionals).
- European agencies and authorities.
- Other related projects.
- Teachers/trainers, vocational training centres, universities, etc.
- Opinion leaders in training and new technologies or innovative digital tools.
- Media (general and specialized).
- Portals specialized in the construction sector, in training and apprenticeship, in companies, etc.
- Companies and business organizations.
- Unions.
- Professionals and their organisations.

It is necessary to remember that the collaboration of partners is vital to maximize the social networks potential. In this sense, it is essential:

- Interaction in social networks with Upp Games profiles (likes, retuits, follows and follows back, mentions, interventions...).

- Keep informed and send to the people responsible for the project in the Fundación Laboral de la Construcción updated information on dissemination events of the project, news related to it disseminated in their countries and regions.
- The participating institutions involvement in the project with Upp_Games profiles and with the people who collaborate supporting this European initiative.

✓ TWITTER

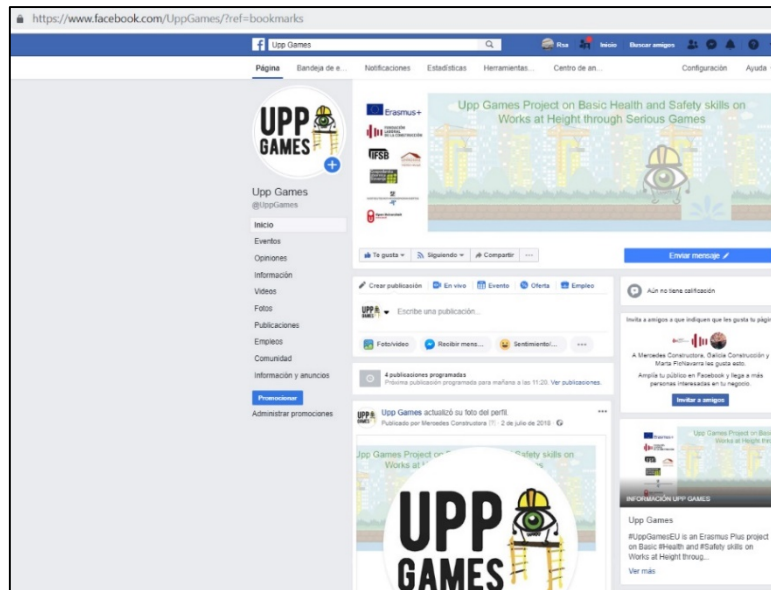
Upp Games profile, created in June 2018, is @UppGamesEU, and the recommended key hashtag is #UppGamesEU.

This social network allows the launching of clear, concise and continuous messages about Upp Games, the project initiatives and its partners, and about information related to the innovation of the training processes and the importance of the qualification and acquisition of professional competence on the part of the workers of the sector. In this way, it is hoped that, with time and dedication, the Upp Games profile will become a source of reference information.



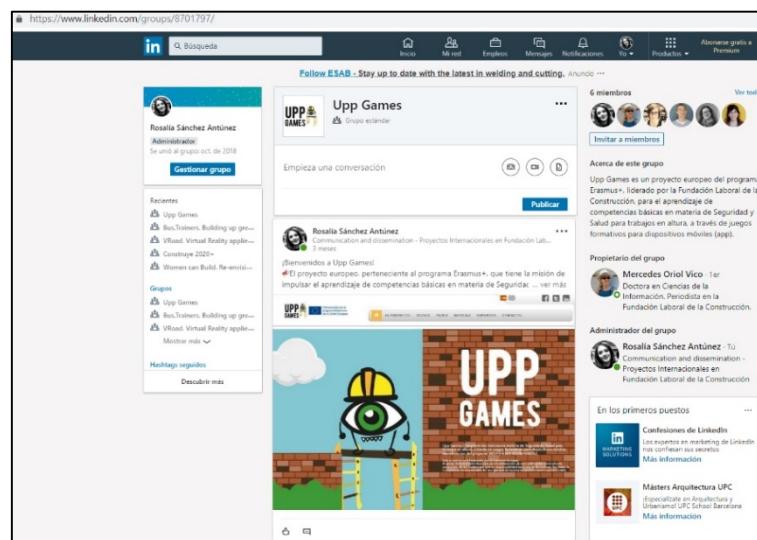
✓ FACEBOOK

In compliance with the Facebook rules, which do not allow the direct opening of a project profile, we have opted for the creation of a page, accessible through: <https://www.facebook.com/UppGames/>



✓ LINKEDIN

In accordance with the LinkedIn rules, which do not allow a direct profile of a project to be opened, a discussion group has been chosen to allow consortium partners and other interested parties to participate with their input and knowledge on the project subject matter. The profile of the social network is accessible through the following link: <https://www.linkedin.com/groups/8701797/>



The following table summarises the Upp-Games presence in partners' internet websites, with the corporate websites and the corresponding profiles in the three social networks in which the project is present.

Profiles and Internet presence of interest of the project Upp Games		
Institution	Social Network/Web	URL
Fundación Laboral de la Construcción	Web	http://www.fundacionlaboral.org/
	Twitter	@Fund_Laboral
	Facebook	https://www.facebook.com/FundacionLaboralConstruccion
	LinkedIn	https://www.linkedin.com/company/fundaci-n-laboral-de-la-construcci-n
Westdeutscher Handwerkskammertag (WHKT)	Web	https://www.whkt.de/startseite/
	Twitter	
	Facebook	@ Westdeutscher Handwerkskammertag
	LinkedIn	
Chamber of Construction and Building Materials Industry of Slovenia	Web	https://constructionindustry.gzs.si/
	Twitter	@GZSnovice
	Facebook	@GZSsi
	LinkedIn	Chamber of Commerce and Industry of Slovenia
Centre IFAPME Liège-Huy-Waremme	Web	http://www.centrelhw.ifapme.be/
	Twitter	@ifapme
	Facebook	@centreifapmelhw
	LinkedIn	Centre IFAPME Liège - Huy - Waremme ASBL
Andrea Palladio Edile Centre	Web	https://centroedilepalladio.it/
	Twitter	
	Facebook	@centro.edile.andrea.palladio
	LinkedIn	
Building Sector Training Institute	Web	https://www.ifsb.lu/
	Twitter	
	Facebook	@IFSBformations
	LinkedIn	IFSB-Building Sectoral Training Institute
Open Universiteit Nederland	Web	https://www.ou.nl/
	Twitter	@OU_Nederland
	Facebook	@openuniversiteit
	LinkedIn	Open Universiteit

2.4.6. Meetings and events

At planned meetings and dissemination events of the project results, the main beneficiary and the organising beneficiaries should try to ensure the presence of the project posters and other graphic elements, as well as at the final dissemination event.

The periodic reports of Dissemination will include data and photographs of the meetings and participation in events that have taken place so far, accompanied by any media repercussions. Finally, all the data will be collected in the final Dissemination report of the Upp Games project.

2.4.7. International networks and congresses

Regarding the international visualization of Upp Games, the participation of the project in international networks, congresses and awards, which will be identified *ad hoc throughout* the project lifetime and in its subsequent exploitation period, plays an important role. In this sense, the collaboration of the partners to identify and point out the most interesting and opportune participation frameworks is essential to ensure a timely projection and recognition of the project.

It is important to disseminate the project in national and international networks, both on their respective websites and at their events, highlighting the following networks:

- European level:
 - Reforme, the Network for the Vocational Education and Training in the construction sector in Europe: <http://www.reforme.org/>
 - Conference on Project Development (CPD): <https://sites.google.com/site/conferenceonprojectdevelopment/>
 - International fairs:
 - Job Orienta exhibition: <https://www.joborienta.info/en/exhibit/>
 - Energydays exhibition: <https://www.districtenergydays.org/>
- National level:
 - *Info days* from other European projects.
 - Refernet: <http://www.refernet.es>

3. COMMUNICATION ACTIONS

The collaboration of all the parties involved and stakeholders in Upp Games project is fundamental to the achievement of its objectives. It is also a guarantee of transparency and clarity. For this reason, the communication actions are aimed at promoting contact between the parties and the dissemination of the contents and results.

The partners play an active role in the project dissemination, so that communication activities are approached in a participatory way, so that the consortium contributes to increasing the multiplier effect of the information and reaching the defined audience groups.

The project sustainability and the success of the communication actions described in the Communication Plan depend on the involvement of each and every one of the beneficiary partners of the Upp Games consortium.

The effectiveness of communication actions is based on the point of convergence between the specific communication objectives and the selected indicators, which are aimed at the different target audiences.

The following is a description of the communication objectives and activities, by audience group.

Group 1. Partners of Upp Games project and managers of the Erasmus+ Programme.

OBJECTIVES:

- Maintaining systematized communication and fluid information.
- Ensuring the guarantee, transparency and success of the Communication Plan and the Dissemination Strategy.
- Ensuring the identification, visibility and positioning of the *leitmotiv* and brand of Upp Games, as well as the dissemination of the content, results or products from the project, and the benefits, advantages and opportunities according to each audience group.
- Ensuring that the content, results, products and *know-how* of the Upp Games consortium reach all potential users in the European space.
- Ensuring that the dissemination tools are able to communicate in a simple way the contents, results and products of the project, while working on the transfer, exploitation and sustainability of its results.
- Involving from the design stage of the proposal until the delivery of the products, the political actors and from the public Administration who are key to integrate the identified innovation and capitalize it in the structures of public management of the European space.
- Creating a permanent link with business, sector, political, social and government actors, so that they actively participate in technical actions and apply innovative results that are capitalized or produced, valuing institutional and professional support to the project, together with the results.
- Optimising and supporting project viability, objectives achievement and knowledge transfer and transmission.

COMMUNICATION ACTIONS:

- 1) Brand generation:

- Design of the project logo, which will be present in all communication and dissemination actions carried out throughout the project.
 - Creation of the project graphic line, which will be present in the social networks profiles and in dissemination materials.
 - Creation and update of social networks profiles.
 - Design of the posters with information about the project, which will be present in the consortium partners' institutions, as well as in all the events that take place throughout the project: meetings, forums, visits...
 - Elaboration and management of materials for dissemination: press releases, texts and images, etc.
- 2) Development of Upp Games *microsite*, which will serve as the nerve centre from which to share the knowledge generated in the project and offer the services described in it.
 - 3) Preparation of the Communication Plan, as a management document and guide for the project's Dissemination Strategy.
 - 4) Evaluation of communication objectives, through periodic evaluations, interim and final reports.
 - 5) Celebration and diffusion of the face-to-face meetings between the partners, and those that the project requires by videoconference.
 - 6) Dissemination of the results developed during the project.

Group 2. Trainers and apprentices in Vocational Education and Training (VET), VET institutions and training centres in the construction sector, as well as those responsible for training programmes.

OBJECTIVES:

- To create a permanent link with the sectorial, educational, business, political, social and administrative actors, in such a way that they actively participate in the technical actions and apply the innovative results that are capitalized or produced, valuing the institutional and professional support to the project, together with the final result.
- To involve from the design stage of the proposal, and until the delivery of the latest products, the business, educational, political and government actors who are key to integrate the innovation identified and capitalize on it in the public management structures of the European space.
- To optimise and support project viability, objectives achievement and knowledge transfer and transmission.

COMMUNICATION ACTIONS:

- 1) Information and dissemination of the project and its results through direct meetings, Upp Games *microsite*, social networks, articles and publications, forums, newsletters, posters, conferences and workshops...
- 2) Presentation and diffusion of the project and its didactic products: Handy guide with the learning results in the field of ORP; App with serious games in the field of Health and Safety of work at height; Guide for trainers to improve the use and exploitation of the App; Validation report of the project pedagogical tools; and the development of a proposal for a new accreditation system and recognition of the proposed training.

Group 3. Professionals in the construction sector, including: migrants, low-skilled and young workers, etc.

OBJECTIVES:

- To create a permanent link with the sectorial, educational, business, political, social and administrative actors, in such a way that they actively participate in the technical actions and apply the innovative results that are capitalized or produced, valuing the institutional and professional support to the project, together with the final result.
- To involve the business, educational, political and government actors who are key to integrate the innovation identified and capitalize on it in the public management structures of the European space from the design stage of the proposal to the latest products delivery.
- Optimise and support project viability, objectives achievement and knowledge transfer and transmission.

COMMUNICATION ACTIONS:

- 1) Information and dissemination of the project and its results through direct meetings, Upp Games *microsite*, social networks, articles and publications, forums, newsletters, posters, conferences and workshops...
- 2) Presentation and diffusion of the project and its didactic products: Practical guide with the learning results in the field of ORP; App with serious games in the field of Health and Safety of work at height; Guide for trainers to improve the use and exploitation of the App; Validation report of the pedagogical tools of the project; and the development of a new system of accreditation and recognition of the proposed training.

Group 4. Stakeholders; Public Administration -local, regional, national, European- and public entities from other member countries of the European Union; companies, clusters and key business associations from the European construction sector; reference sector organisations in VET in the consortium countries; media; and other interest groups or society in general (external indirect addressees).

OBJECTIVES:

- To ensure that the contents, results and final product, and the *know-how* of the Upp Games consortium reach all potential users in each of the countries participating in the project and in the European space.
- To ensure that the dissemination tools are able to communicate in a simple way the contents, results and final products of the project, while working on the transfer, exploitation and sustainability of its results.

COMMUNICATION ACTIONS:

- 1) Information and dissemination of the project and its results through direct meetings, Upp Games *microsite*, social networks, articles and publications, forums, newsletters, posters, conferences and workshops...
- 2) Presentation and diffusion of the project and its didactic products: Practical guide with the learning results in the field of ORP; App with serious games in the field of Health

and Safety of work at height; Guide for trainers to improve the use and exploitation of the App; Validation report of the pedagogical tools of the project; and the development of a new system of accreditation and recognition of the proposed training.

Communication actions of Upp Games				
Ref.	Actions	Indicators and evidence	Date	Aims and Objectives
IQ T1 T1.1	-Development and implementation of the Communication and Exploitation Plan.	-Communication and Exploitation Plan.	January 2019	To ensure the identification, visibility and positioning of Upp Games' leitmotiv and brand, as well as the dissemination of the content, results and products originating from the project, and the benefits, advantages and opportunities according to each audience group.
EC T1.2	-Creation of the logo and the graphic line of the project. -Use of templates. -Management of logos.	-Logo. -Graphic image. -Creation of sample documents. -Manual for the use of logos.	December 2017	
EC T2 T2.1	Creation of the structure and design of the project microsite. -Updating of the microsite. -Dissemination of contents through social networks.	-Web platform. -Communication of the launch by social networks.	December 2017 Dec 2017/ Dec 2019	Ensure that the dissemination tools are able to communicate in a simple way the contents, results and product of the project, while working on the transfer, exploitation and sustainability of its results.
EC T2.2	-Dissemination of the project on a permanent basis on the corporate partners' websites.	-Url of the presence of the project.	December 2017	
EC T3 T3.1	-Creation of profiles in social networks: Twitter, LinkedIn and Facebook.	-Profiles creation. -Get going. -Hashtag creation. -Number of followers. -Updating.	December 2017 February 2018 Dec 2017/ Dec 2019	
EC T3.2	-Dissemination of the project through the partners' corporate social networks	-Posts and mentions with project dissemination.	Dec 2017/ Dec 2019	
EC T4	-Creation of the advertising campaign: posters, brochures, etc. -Design of materials. - Project dissemination in the partners' organizations, events, etc.	-Posters -Roll up. -Number of impressions and deliveries.	Dec 2017/ Dec 2019	
EC T5	-Project dissemination and its contents through partners' newsletters	-Publication and dispatch. -Number of subscribers. -Opening indices. -Url of the bulletins.	Dec 2017/ Dec 2019	
EC T6	-Relationship with local, regional and national media. -Dissemination through Press Releases (NP), articles, images and other materials.	-Number of references and appearances in the media. -News url, title, date, medium. -Number of media. -Number of NP.	Dec 2017/ Dec 2019	

IQ T7	-Evaluation of the objectives of communication, impact, transfer and exploitation.	-Annual communication report. -Final Dissemination Report.	Dec 2017/Oct 2018 Dec 2017/Dec 2019	To ensure the guarantee, transparency and success of the Communication Plan and the Dissemination Strategy.
IC/EC T8	-Meetings of the Steering Committee of the consortium. -Periodic monitoring meetings. -Focus Groups. -Organization, call and Agenda. -Preparation of the dissemination elements. -Creation of signature sheets and image transfer. -Elaboration of news both for the project's <i>microsite</i> and, as far as possible, for the partners' websites.	-Number and description of attendees. -Photographs. -Information on the project <i>microsite</i> . -Dissemination evidence.	Dec 2017/Dec 2019 19 and 20 February 2018 12 April 2018 (FG) 19 April 2018 (FG) 9 May 2018 (FG) 18 May 2018 (FG) 22 May 2018 (FG) 8 June 2018 (FG) 13 and 14 June 2018 13 and 14 December 2018 May/June 2019 December 2019	Involve from the design stage of the proposal until the delivery of the products, the political actors and the Administration that are key to integrate the identified innovation and capitalize it in the structures of public management of the European space. To create a permanent link with business, sector, political, social and government actors, so that they actively participate in technical actions and apply innovative results that are capitalized or produced, valuing institutional and professional support to the project, together with the results. Ensure that the content, results, products and know-how of the Upp Games consortium reach all potential users in the European space. Optimise and support project viability, objectives achievement and knowledge transfer and transmission.
EC T9	-Dissemination events organized in the countries of the consortium. -Final diffusion event in Germany (organized by WHKT). -Organization, call and Agenda. -Preparation of the dissemination elements. -Creation of signature sheets and image transfer. -Elaboration of news both for the project's <i>microsite</i> and, as far as possible, for the partners' websites.	-6 dissemination events or multiplier events. -A final dissemination event. -More than 205 attendees. -Number and description of attendees. -Photographs. -Information on the project <i>microsite</i> . -Dissemination evidence.	Sep 2018/Dec 2019	
EC T10	Presentation of results in international networks and congresses	-Presentations. -Number and description of attendees. -Photographs.	Dec 2017/Dec 2019	Ensure that the content, results, products and know-how of the Upp Games consortium reach all potential users in the European space.

		<ul style="list-style-type: none"> -Information on the project <i>microsite</i>. - Dissemination evidence. -Signature sheets. 		<p>Optimise and support project viability, achievement of objectives and transfer and transmission of knowledge.</p>
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4. CHRONOGRAM

The Communication and Dissemination activities of the Upp Games project will be carried out according to the following schedule, which will be adjusted, if necessary, to the changes that may arise throughout the project lifetime.

Dissemination Schedule Upp Games Project (24 months)																									
Project for the development of basic competencies in Health and Safety in work at height acquired through serious games.																									
Communication Activities	2017	2018												2019											
	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Communication Plan																									
Image creation and identity manual																									
Project Microsite																									
Partners Corporate Website																									
Project Social Networks																									
Updating the project's social networks																									
Partners’ Social networks																									
Advertising campaign																									
Partners’ newsletters																									
Dissemination in the press and NP																									
Dissemination Reports																									
Meetings																									
Dissemination events																									
Final Dissemination Event																									
International networks																									

5. MONITORING AND FOLLOW-UP: PERIODIC EVALUATION

In order to measure the results of Upp Games' communication actions and evaluate the measures envisaged in this Communication Plan, periodic internal evaluations will be carried out, as well as an interim report that will include the communication and dissemination activities carried out between December 2017 and October 2018, which will be included in the Final Dissemination report until December 2019.

These analyses, based on quantitative monitoring objectives and indicators, ensure adequate project monitoring and follow-up, as well as efficient and transparent management.

The table of objectives and indicators presented in this Communication Plan (section 2.1.) and its Dissemination Strategy (section 2.) serve as a starting point and evaluation criterion for the reports to be carried out throughout the project.

In order to be more effective and facilitate collaborative work with Upp Games partners, templates have been prepared for the collection of communication and dissemination data (section 2.4.2.) so that each member of the consortium can complete them with the different activities carried out under their competence. The project communication coordinator will gather local information and prepare the periodic report and analysis, as well as the final report.

The partners shall report through the abovementioned standard document on the communication and dissemination actions and activities which they have carried out during the reference period of the project, specifically on the following aspects:

- Presence in the corporate partners' websites, indicating the presence of the information in their corporate website, with corresponding url and screenshots.
- Dissemination in the media, indicating the presence of the project in local, regional and national media, as well as in corporate bulletins (if any); and including the name of the media, dates and url where the information has been published. With respect to corporate newsletters, whenever possible, also the number of the newsletter, the number of subscribers and the opening rate.
- Dissemination in social networks, indicating the presence of Upp Games in corporate social networks (Twitter, Facebook or LinkedIn), and screenshots.
- Launch of Press Releases (NP): although this type of dissemination will be done in coordination with the main beneficiary of the project, each partner will compile the press releases they have managed in their region, indicating the number of media to which they have sent them, link to the corporate website (in case it is uploaded to the website), NP, as well as the photographs included in the press release.
- Project dissemination in events, indicating all the forums in which Upp Games was presented or disseminated, specifying the name of the event, date, number of attendees, photographs and a brief description of its nature (professionals, local institutions, etc.).

6. EVALUATION AND IMPACT: FINAL REPORT

The main objective of the evaluation is to analyse the implementation process and the results and impacts obtained through the Communication Plan and the Dissemination Strategy. In addition, compliance with the management and planning of the strategy and the measures implemented and actions carried out will be assessed.

The evaluation and impact of the Communication Plan of Upp Games project will be presented in the final Dissemination report -December 2019-. In this last document:

- All the information from the previous Dissemination reports and that corresponding to the end of the project will be compiled.
- The documentary analysis of the Communication Plan and the Dissemination strategy will be carried out, with a revision in accordance with the Upp Games project and the lines of the Erasmus+ programme.
- An analysis on the actions indicators set out in the Communication Plan and the results indicators achieved will be made.
- The conclusions and the presentation on the contribution of the Communication Plan to the Upp Games project will be developed.

7. EXPLOITATION

The actions included in the Plan would ensure the exploitation of the project results and their use and support by all stakeholders. In this regard, it should be noted that the consortium undertakes to implement this plan, not only during the project lifetime, but also when the project has been completed. To this end, the Fundación Laboral de la Construcción will be responsible for ensuring that the project results are used in the participating countries through a six-monthly follow-up during the first three years after the conclusion of the project.

The results offered by Upp Games are highly transferable in the consortium's own countries, as well as in other European States and international space. The operating actions will be aimed at maintaining the operability of the platform, the capitalization of the results obtained and their dissemination. For that:

- La Fundación Laboral de la Construcción, as the main beneficiary partner of Upp Games project, guarantees that the website will be hosted on its server until 2022.
- The seven partners of the consortium will be involved in the identification of public potentially interested in the exploitation of the results.
- The seven consortium partners will be responsible for ensuring the continued dissemination of Upp Games results and their transfer to the potentially interested public, starting in 2019.

Near to the end of the project, the coordinator of Upp Games will propose a Sustainability Plan that will allow the activity of the web platform to be developed in the future in an autonomous and sustainable way, which will be carried out by the Fundación Laboral de la Construcción.

In relation to the critical analysis and balance of the results obtained in Communication, included in the final Dissemination report, la Fundación Laboral de la Construcción will indicate a series of measures and steps to be followed to maximise the scope of the communication indicators and support the exploitation and sustainability of Upp Games project.

ANNEXES

CORPORATE VISUAL IDENTITY GUIDE TO THE PROJECT Upp Games

INSTRUCTIONS FOR DISSEMINATION ACTIONS

1. Use of the official logo of the European Union

You have the main logo on Google Drive:



Co-funded by the
Erasmus+ Programme
of the European Union

However, you have several design versions of this logo, such as black and white or blue and white for colored backgrounds. It is also available in different languages.

You can find **all official versions in all languages** and the visual identity manual in:
http://eacea.ec.europa.eu/about-eacea/visual-identity_en

2. Include the disclaimer (where possible):

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

You can find the **version in all languages** in:
http://eacea.ec.europa.eu/about-eacea/visual-identity_en

3. Use the project logo

You can find the image of the project on Google Drive:



4. Use the logos of the partners





All partner logos are available for use on Google Drive. If a member detects that something is wrong or missing, they should inform the project leader (Fundación Laboral de la Construcción) to correct the correct logo.

5. References (when necessary)

Program

ERASMUS+

Project number:

2016-1-EN01-KA202-025694.

Duration

24 months [from Oct. 2016 - Sep. 2018]

Budget:

154.630,00 €.

Partnership

Fundación Laboral de la Construcción (Spain),
 Institut de Formation Sectoriel du Bâtiment (Luxembourg).
 Open Universiteit Nederland (Netherlands).
 Westdeutscher Handwerkskammertag (Germany).
 Centre IFAPME Liège-Huy-Waremme (France).
 Centro Edile Andrea Palladio (Italy).
 Chamber of Construction and Building Materials Industry of Slovenia (Slovenia).

6. Evidence of dissemination events: signature sheets and images

The greater the dissemination, the greater the impact. Every time you/your institution holds or participates in an event (such as a conference, international meetings or any other forum), you can take advantage of the opportunity to promote Upp Games project. It is very important to collect evidence for justification against the National Agency (Sepie), such as signatures of attendees, photos, videos, etc.

The template for the Signature Sheets to be used in Broadcast Events is available on Google Drive. You must modify it when it is convenient (date, place, name of the event or *info day*, etc.).

7. Social Networks

For dissemination actions on Twitter, Facebook and LinkedIn, use the following hashtags to classify shared publications and allow anyone to find and follow them through the browser.

Hashtags:	#UppGamesEU
	#juegosserios
	#seriousgames
	#innovation
	# Formation
	#Prevention
	# Labor risks
	#PRL

Of course, you can add # in your national languages. Consider that a hashtag should be written in one word without spaces.

We also ask that you mention the users/institutions involved in your messages. To mention someone on Twitter and Facebook, add their username preceded by the @. In this way, the users/institutions involved will receive a notification of the messages you send related to the Upp Games project and will be able to interact (reply, retweet, likes...) if they so wish.

It is always necessary to mention the project profile (@UppGamesEU) and the project coordinator (@Fund_Laboral).

To mention the Project's Twitter profile	Twitter	@UppGamesEU
	Facebook	@UppGamesEU
To mention ERASMUS+:	Twitter	EUrasmusPlus
	Facebook	EUrasmusPlusProgramme
To mention the Spanish National Agency:	Twitter	@sepiegob
	Facebook	ErasmusPlusSEPIE
Fundación Laboral de la Construcción	Twitter	@Fund_Laboral
	Facebook	@FundacionLaboralConstruccion
Westdeutscher Handwerkskammertag Congress	Facebook	@ Westdeutscher Handwerkskammertag
Chamber of Construction and Building Materials Industry of Slovenia	Twitter	@GZSnovice
	Facebook	@GZSsi
Centre IFAPME Liège-Huy-Waremme	Twitter	@ifapme

	Facebook	@centreifapmelhw
Andrea Palladio Edile Centre	Facebook	@centro.edile.andrea.palladio
Institut de Formation Sectoriel du Bâtiment	Facebook	@IFSBformations
Open Universiteit Nederland	Twitter	@OU_Nederland
	Facebook	@openuniversiteit

As far as possible, we recommend that technicians or other project participants and their teams interact with the project's social networks by sharing content or generating *feedback*, whenever possible and appropriate.

8. Inform the Foundation about the dissemination actions carried out

To do this, you must use the template provided by the Fundación Laboral de la Construcción, available on Google Drive.

You must also communicate to the team of the Fundación Laboral de la Construcción and send via email, any dissemination of the project, whether photos, sheets of signatures, brochures, etc.

Leader:



FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN
Spain

Partners



INSTITUT DE FORMATION SECTORIEL DU BÂTIMENT
Luxembourg



OPEN UNIVERSITEIT NEDERLAND
Netherlands



WESTDEUTSCHER HANDWERKSKAMMERTAG
Germany



CENTRE IFAPME LIÈGE-HUY-WAREMME
Belgium



CENTRO EDILE ANDREA PALLADIO
Italy



**CHAMBER OF CONSTRUCTION AND BUILDING
MATERIALS INDUSTRY OF SLOVENIA**
Slovenia