



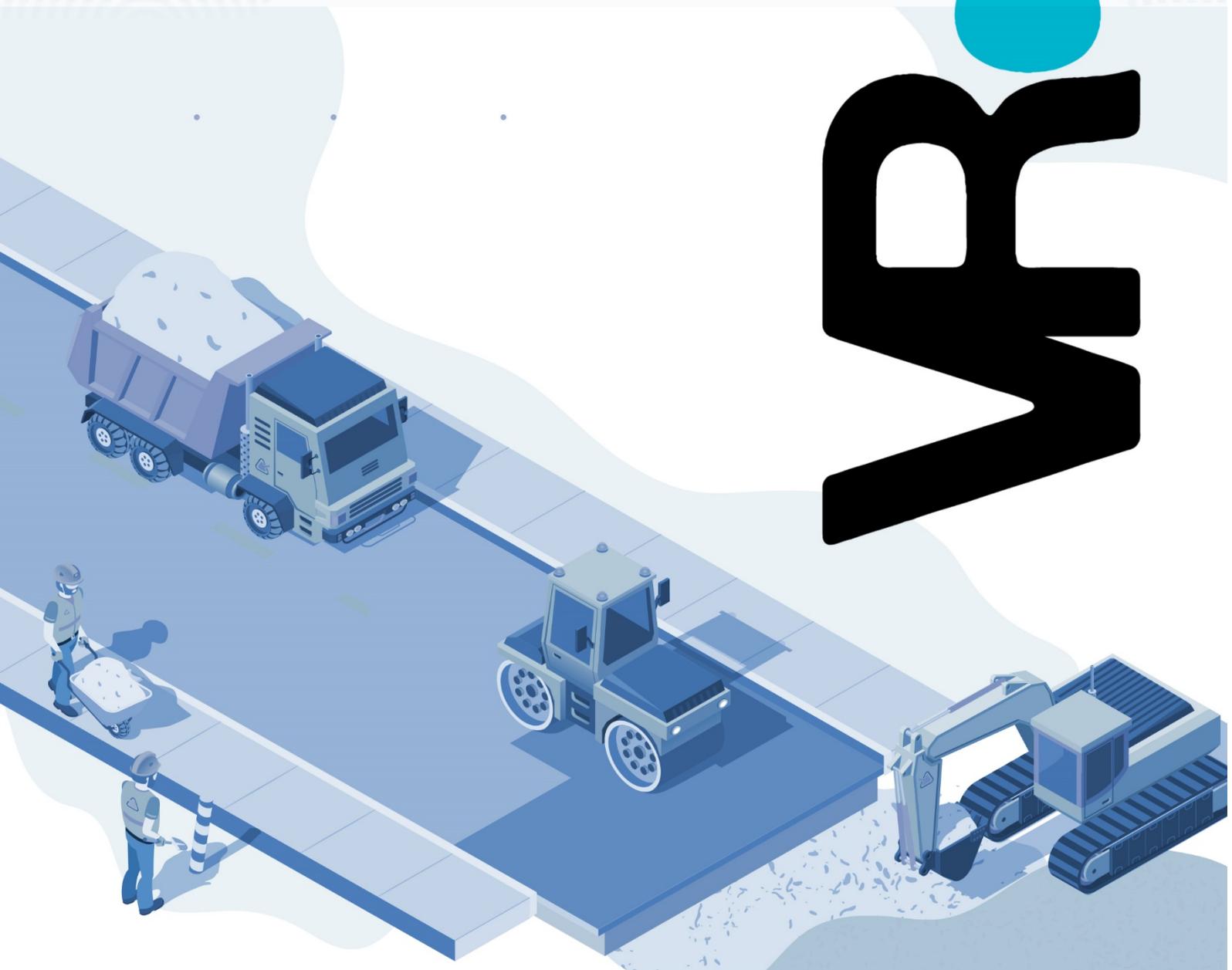
Co-funded by the
Erasmus+ Programme
of the European Union

Virtual Reality applied to roadwork training in European construction industry

Communication, dissemination and
exploitation plan



VR





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of the European Union

Key Action 2 | Call 2018

Cooperation for Innovation and the Exchange of Good Practices

Project number:

2018-1-ES01-KA202-050294

Partnership:

- Fundación Laboral de la Construcción. Spain
- GA Consultores. Spain
- Formedil Piemonte. Italy
- Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul (Cenfic). Portugal
- BTP CFA Indre-et-Loire. France

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VRoad

1. Introduction

The **Communication, Dissemination and Exploitation plan** is a management and planning document where described the communicative program of the VRoad project, in line with the main aims – through the Dissemination Strategy– and linked to the success of the outcomes since it will allow to carry out a control or monitoring, evaluation and to measure the impact of the actions implemented by the project.

This document defines the guidelines for the VRoad partnership, according to professional, methodological and strategy criteria, as a reference tool to inform, to raise awareness and to influence the target groups established in the Strategy from its launching up to the project finalisation.

Fundación Laboral de la Construcción is the main beneficiary institution of the project, in charge of managing the proper implementation of the Dissemination, Exploitation, Sustainability and Impact, as a joint entity that carry a lot of weight in the Spanish Construction sector, and with an extensive experience in development of communication campaigns and training.

Therefore, Fundación Laboral assumes the coordination, design and management of all aspects related to Communication and Dissemination, under the support of the partnership.

In summary, the approach we make in this document we differentiate the three concepts of Communication, Dissemination and Exploitation, which are part of the life of every project.

- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and, in particular, to some specific audiences.
- **Dissemination** is the public disclosure of the results of the project in any media. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.
- **Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

1.1. Project basic information and context

The VRoad project aims at tackling specific needs for Work-based Learning (WBL) and hazard prevention in roadwork training through the development, testing and implementation of a training system based on Virtual Reality (VR), which is a computer-generated scenario that simulates a realistic experience. It is belonging to the Erasmus+ Programme Call 2018, Key Action 2 Cooperation for innovation and the exchange of good practices. It is being co-funded by European Commission (EU) with 214.484€. The project started in October 2018 and its duration is 24 months.

In short, VRoad is focused on three priorities related to the Erasmus+ call 2018: Social Inclusion, the project promote the participation of low-skilled workers (migrants, refugees, young people, etc.) in Vocational and Educational Training (VET) training actions on roadworks; Open educational and innovative practices in the digital area, the aim is to develop a training system on roadwork to be implemented using an innovative technology (VR) in an open educational scope; and introducing a pedagogical and didactic point of view, WBL has become a model to encourage the trainees' learning and VRoad allows to simulate these activities under safety conditions.

Promoters

Five institutions from four member states of the European Union (EU) are participating in the Project, which is coordinated by Fundación Laboral de la Construcción (ES). The other partners are:

- GA Consultores (ES).
- Formedil Piemonte (IT).
- Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul -Cenfic- (PT).
- BTP CFA Indre-et-Loire (FR).

The approach aimed at the Southern European countries allows a homogeneous vision, in relation to common needs and expectations, as well as an objective scope for the application of policies. The matching of professional qualifications for achieve a competitive construction sector will be more effective and easier to develop and apply in Eurozone in which, in addition to similar cultural and educational conditions there are similarities in training and social or labour demands.

The **main outcome** is the development of a Virtual Reality application to boost road training in the European construction industry, which will address towards partnership, VET centres and trainers, low-skilled workers (migrants, refugees and youngsters) and other stakeholders. These main activities will be developed during the course of the project by the consortium:

- Developing a **set of learning outcomes on Roadworks in the construction industry**. The outcome consist in the development of a Handy Guide that includes the knowledge, skills and competences in this field that the professionals of the sector should have, with the aim of guaranteeing the quality and safety of the work.
- Designing of a **Virtual Reality system (VRoad training system) which include virtual scenarios** acting as support for trainers in the teaching-learning process and as a training system for trainees regarding risk prevention and preventive measures related to roadwork. Three virtual

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scenarios will be developed: lane closure, guardrail and traffic signs reparation, and protocol in case of accident, which will underpin the training process for the acquisition of skills that minimize risks impact when working on roads.

- Creating a [Pedagogical and Technological Exploitation didactic guide for VET trainers](#) that will allow them to manage the VRoad application and get the most of the training system.
- Establishing a [Roadmap to ensure the value and impact of the training content](#) (and of the project as a whole), in order to assure the acquirement of new skills with the training system designed, through an action plan to bring on the accreditation thereof.

In short, the main objective is to design, implement and test an innovative tool for Health and Safety in roadwork, developed with VR technology.

1.2. Communication Methodology

The methodology followed by the Communication Plan is based in diverse methods responding to different stages of that planning. Generally, the Plan is based on the [Deming Circle Model](#), or [PDCA](#) (plan-do-check-act).

Regarding structure of the information, it is shown by the adaptation of the journalistic '[Six Ws](#)' technique: What, Who, Why or for what or for whom, How, When, Where.

With regards to the establishment of communication goals, the '[Smart](#)' management methodology by George T. Doran is used.

In order to evaluate results, the Communication Plan bases its analysis through techniques for 'Impact measurement' with the Key Performance Indicators ([KPIs](#)) by Ronald Daniel and Jack F. Rockart.

Regarding the audience definition, the plan uses an adaptation of the sociological theory called '[Concentric Zone model](#)' by Ernest W. Burgess.

The creation of the messages is based on the [analysis of the linguistic message](#).

Finally, the Communication Plan is characterized by its [governance model](#) for decision making.

2. Strategy

The Dissemination Strategy through the Communication Plan draws up the communicative and dissemination guidelines of the project. These guides and objectives will be carried out through a set of tools and procedures, which serve to ensure that the key messages of VRoad reach a previously determined audience; they are also an essential pillar for the achievement of the general objectives defined. Therefore, the vision of the Dissemination Strategy must be holistic, comprehensive, coherent and effective.

The project is committed to the impact of the dissemination of its development and to the creation of communication actions in line with its objectives, which are aligned with the main points of the Communication Strategy of the European Commission (in general) and of the Servicio Español para la Internacionalización de la Educación -Sepie- (in particular); as well as in accordance with the corporate Communication Policies of the partnership. Following this line, the main language used during the project will be English, although some of the main communication tools will be translated into the languages of the participating countries (ES/IT/FR/PT). The aim of this measure is to ensure the existence of clear channels of communication and to promote the understanding of the participants, which will be reflected in the results of the project.

The purpose and the main objectives of the Dissemination Strategy and its Communication Plan are the following:

- Identification, visualisation and positioning of the leitmotiv and the brand of the VRoad project.
- Identification of the dissemination and exploitation contents.
- Promotion of the interest of each participant in the dissemination and exploitation of the results.
- Dissemination of knowledge, products and services developed in the project, as well as benefits, advantages and opportunities according to each target group.
- Sharing publicly the process of project implementation, the experience and the know-how and the results achieved.
- Valuing the institutional and professional support of the project, with the results.
- Supporting the viability of the project, the achievement of its objectives and the transmission of knowledge.
- Strengthening the European cooperation, especially between the participating countries, to develop, implement and test an innovative tool for Health and Safety in roadwork, developed with VR technology.
- Changing the perception of the decision makers who manage the training policies with the contents and evidences of the project.

The Dissemination Strategy must observe both internal and external communication.

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▪ INTERNAL COMMUNICATION (IC)

The internal communication includes the mechanisms and procedures that allow the partners and the European promoters (European Commission and Sepie) to carry out a proper circulation of the project information among the parties involved in its management, also facilitating the fluency in the decision-making processes.

- Partnership:
 - Fundación Laboral de la Construcción (Spain).
 - GA Consultores (Spain).
 - Formedil Piemonte (Italy).
 - Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul -Cenfic- (Portugal).
 - BTP CFA Indre-et-Loire (France).
- European management:
 - Servicio Español para la Internacionalización de la Educación (Sepie).
 - European Commission (EU).

The ways and channels for promoting internal communication are:

- Email, telephone and videoconferences.
- Google drive platform.
- Teams platform.
- Regular follow-up meetings.
- Meetings, workshops and congresses.
- Social networks.

Likewise, it is suggested to use email as the main communication vehicle between the parts, with calls/videoconferences for periodic collective management and coordination, according to the needs of the project.

The tools to support internal communication are:

- Communication and Strategy Plan for Dissemination, Exploitation and Impact.
- Design of logo and creative applications.
- Report templates and presentations.
- Dissemination products: posters, brochures, infopack, etc.
- Dissemination Reports.
- Texts, press releases, articles, photographs.
- Content for dissemination in the corporate newsletters of the partners.

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▪ EXTERNAL COMMUNICATION (EC)

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

The channels foreseen to encourage EC and dissemination of the project are the following:

- Web platform: <http://microsites.fundacionlaboral.org/vroad>.
- Partners' corporate websites.
- Web of the Erasmus+ programme.
- Social networks –those of the project and those of the corporate partners–.
- Professional networks and expert groups.
- Partners' corporate newsletters.
- Organizing multiplier actions –not covered by the multiplier events category– in order to create a properly environment to present the results, and to raise awareness of the Health and Safety in roadworks in the construction industry (webinar, local seminars, etc.).
- Face-to-face forums: events, forums, direct meetings with interest groups, local activities, conferences, awards...
- E-mailings.
- Press releases.
- Communication media.
- Synergies with another projects related to the building sector and skills.

The tools to support external communication and dissemination are:

- The branding design: logo, graphic line, creative applications and merchandising.
- The creation of the web platform <http://microsites.fundacionlaboral.org/vroad>.
- Presentations about the project (documents in Word, Power Point and other documents).
- Information, reports, press releases, articles, interviews, reports preparation, images and audio-visual materials.
- Creation of social networks profiles: Twitter, Facebook and LinkedIn.
- Hashtags for social networks related with the main objective of the project.
- Dissemination material: posters, brochures, infopacks, etc.
- Corporate newsletters.
- Targeted email to specific target audiences from the corporate databases.

2.1. Aims

On the basis of the general objectives, the **specific objectives** of the VRoad Communication Plan are the following:

- Spreading the successes and results of the project as much as possible.
- Contributing to the application and development of European policies and systems.
- Giving visibility to the Erasmus+ Programme and the EU for potential beneficiaries.
- Conveying how European policies have an impact on society.
- Improving the EU systems.
- Raising awareness and increase the impact.
- Getting the interested parties and target groups involved.
- Sharing solutions and practical knowledge.
- Generating new associations.

The communication **operational objectives** are the following:

- Ensuring the identification, visibility and brand positioning and the leitmotiv of VRoad, as well as the dissemination of content, outcomes and products of the project, and the benefits, advantages and opportunities according to each audience group.
- Ensuring that the contents, results, products and the know-how of the project reach all potential users of the European space.
- Ensuring that the dissemination tools are able to communicate easily the contents, results and the products of the project; while allowing the transfer, exploitation and sustainability of the outcomes.
- Involving, from the design of the proposal to the delivery of the final products, the key actors: business, education, sector, political, social and Administration. To integrate innovative knowledge and capitalise on it in European public management structures.
- Establishing a permanent link with VET trainers and providers, and with business, sectorial, political, social and Administration actors. The aim is to participate actively in the technical actions and apply innovative results valuing the institutional and professional support to the project.
- Optimizing and support the viability of the project, the achievement of the aims and the transmission and transfer of the knowledge.

Aims and indicators of VRoad					
Blocks	Ref.	Diffusion Tasks	Communication actions	Indicators and evidence	Date
Brand VRoad	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.	August 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.	November 2018
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 2018 Jan 2019/ Sep 2020
		Partners' corporate Websites	-Project Dissemination, through lasting presence.	-Url of the presence of the project. -Updating.	November 2018
Social Networks	EC T3 T3.1 T3.2	Twitter	-Profile creation. -Profile update.	-Get going. -Number of followers. -Updating.	November 2018
		LinkedIn	-Group creation. -Group update.	-Get going. -Number of followers. -Updating.	November 2018
		Facebook	-Creation of the page. -Updating the page.	-Get going. - Followers numbers. -Updating.	November 2018
		Corporate Social Networks of partners	-Project Dissemination.	-Posts and mentions.	Oct 2018/ Sep 2020
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 2018/ Sep 2020
Newsletters	EC T5	Partners' Newsletters	-Drafting of information and images to be disseminated by partners. -Publication in the corporate newsletters of the partners.	-Publication and dispatch. -Number of subscribers. -Opening indices. -Newsletter URL.	Oct 2018/ Sep 2020
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.	Oct 2018/ Sep 2020
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,	-Periodic reports on monitoring and evaluation of communication.	Oct 2018/ Sep 2020

		Annual Dissemination Report.	Exploitation and Impact Strategy.	-Intermediate Broadcast Report.	Oct 2018/Oct 2019
		Final Dissemination Report.		-Final Dissemination Report (Global).	Oct 2018/Sep 2020
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.	15 th and 16 th November 2018
		Second meeting Torino (Italy)			11 th and 12 th April 2019
		Third meeting (France)			November 2019
		Fourth meeting (Portugal)			June 2020
		Follow-up meetings			Oct 2018/Sep 2020
		French Focus group			29 th January 2019
		Spanish Focus Group			12 th February 2019
		Italian Focus group			20 th February 2019
		Portuguese Focus group			30 th April 2019
Info-days	CE T9	Dissemination events in each country	-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.	-6 dissemination events or multiplier events. -A final dissemination event (Germany). -205 attendees. -Photographs. -Information on the project website. - Dissemination evidences.	Oct 2018/Sep 2020
		Dissemination event organised by Fundación Laboral de la Construcción (Spain)			March 2019
		Dissemination event organised by Formedil Piemonte (Italy)			June 2019
		Dissemination event organised by BTP CFA (France)			October 2019
		Dissemination event organised by Cenfic (Portugal)			April 2020
		Final Dissemination Event organized by Fundación Laboral de la Construcción (Spain)			September 2020
International networks	EC T10	Presentation of results in: -Reforme Network -Conference on Project Development -Energy days 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.	Oct 2018/Sep 2020

 Done!

 Permanent diss.

 Future diss.

 Delay

2.2. Target Groups

The VRoad Communication, Dissemination and Exploitation Strategy are intended to spread key messages about the project to a target audience that is divided into different groups:

- **Group 1.** VRoad project partners and managing responsible officers of the Erasmus+ Programme (direct internal addressees).
- **Group 2.** VET trainers, VET institutions and centres of the construction sector, and also those responsible for training programs (direct external addressees).
- **Group 3.** Low-skilled workers of the construction industry: young workers, migrants and refugees, etc. (direct external addressees).
- **Group 4.** Stakeholders, Public Administration and political decision makers –local, regional, national and European– and construction workers, professionals and trainees, associated institutions, University, companies and enterprises, media and other interesting groups, and the European society in general (direct external addressees).

2.3. Messages

In relation to the Dissemination Strategy, the messages proposed in the Communication Plan are the essence of VRoad project and the basis for all communication actions. Therefore, they must be simple, clear, concrete and relevant, adapted in each case to the specific target audience.

The messages proposed for the dissemination are the following:

Aspects to be disseminated	Messages
Project belonging to the Erasmus+ Programme	"VRoad, as an Erasmus+ project, co-funded by the European Commission, contributes to the European policy improvements by proposing strategic solutions that help strengthen the skills of construction workers, trainers and general public"
European project for the enhance of the access to training and qualifications for all industry	"VRoad aims at tackling specific needs for the methodology 'Work-based Learning' training and hazard prevention in roadwork training through the development, testing and implementation of a training system based on Virtual Reality (VR), which is a computer-generated scenario that simulates a realistic experience"
Context of the project	<p>"Maintenance of road infrastructures is decisive to guarantee their viability and extend their shelf life. According to the European Construction Sector Observatory, European transport infrastructure is considered a key element for the consolidation of the Single Market, as well as a mean to strengthen EU's social and territorial cohesion, with the potential to promote economic development and jobs' creation directly as well as indirectly"</p> <p>"The European Road Federation has underlined that the road maintenance is crucial to ensure road safety and investments' return. In this sense, the partnership decided to start VRoad to promote the health and safety of all road workers"</p>

Improving the innovative training	<p>"VRoad design an innovative tool for Health and Safety in roadworks, developed with VR technology in order to make easier the learning-training processes in construction industry VET, especially with some collectives"</p> <p>"VRoad try to cover the lack of training tools and resources including the experiential item to make easier the learning and increase the trainee's motivation towards training, through his/her participation in an immersive process"</p>
Fostering the Health & Safety	"Strengthening of the preventive culture of construction workers is necessary to reduce the number of deaths in the industry"

2.4. Communication resources and channels

For the development of the Communication, Dissemination and Exploitation Plan, it is essential to have human resources, technical tools, supports and channels that allow for its proper functioning in order to achieve the goals established in the Dissemination Strategy.

a. Human resources

Fundación Laboral de la Construcción, as responsible for communication, is in charge of the communication activities and actions of VRoad. This project task is supported by the Communication and Dissemination area of the International Projects department that is made up of journalists, who have a wide experience in communicating projects results as well as managing social media resources. They have the support of the Corporate Communication department and the Design department of the beneficiary entity.

Institutions	Roles	HR
Fundación Laboral de la Construcción	Main beneficiary partner Communication Coordinator	Area of Communication & Dissemination of International Project department (two journalists and a designer): - Mercedes Oriol - Rosalía Sánchez - Raquel Álvarez
		Support of the Corporate Communications department.
		Support of the Corporate Didactic Resources department (Design).
GA Consultores	Beneficiary partner	Person in charge of communication
Formedil Piemonte	Beneficiary partner	Person in charge of communication
Cenfic	Beneficiary partner	Person in charge of communication
BTP CFA Indre-et-Loire	Beneficiary partner	Person in charge of communication

b. Logo and graphic line

The specific logo design for VRoad and the definition of its visual identity (typographies, range of colours, correct and incorrect applications, and development of graphic applications...) has been included in a specific document on '[Corporate visual project identity manual](#)' with guidelines for the use of the visual identity of the project, prior to this document (it is available in the Teams specific group, created to enhance the Partnership communication).



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Fundación Laboral de la Construcción, as communication manager, is in charge of defining the logo of the project, with the approval of the partnership. It will also be in charge of managing the correct implementation of the project logo both within the partnership and externally, as well as the Erasmus+ programme logo to which the project belongs and the European Commission disclaimer.

The logo of the VRoad project fulfils two complementary key functions: the creation of a distinct graphic identity related to the main objectives of the project and, at the same time, the association with the values and the objectives of the European Commission and the Erasmus+ programme.

The goal is to ensure that the logo is perceived by project prescribers and recipients as the most attractive alternative within its category.

Parallel to the creation of the logo, a common creative line has been designed and proposed, which homogenizes the final branding of VRoad in all its graphic applications, as well as its presence in social networks and the 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 VRoad 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.

c. Web Platform

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

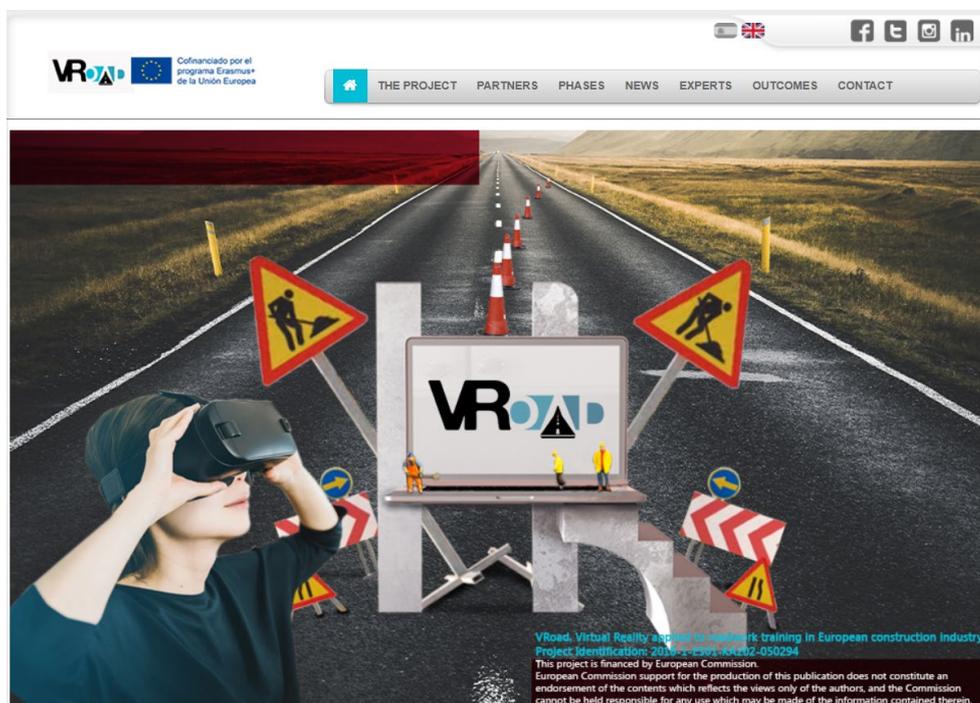
✓ Web/microsite of VRoad

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/vroad>

The *microsite* offers a space for the dissemination of contents, results and actions carried out throughout the three 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 VRoad results.

7. Outcomes: section to publish material and documentation related to VRoad, 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 VRoad 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.

d. Newsletter

The guidelines of VRoad establish the support of the project partners to disseminate the contents developed, through their corporate newsletters, in accordance with the institutional policies of each organization. The aim is to increase the echo by reaching a target interested or specialised in the sector.

In this sense, Fundación Laboral de la Construcción will provide members with content that can be communicated in their corporate newsletters. Also, the main beneficiary entity will disseminate the information in its corporate Digital Bulletin, which is published weekly free. As well as through the quarterly International Projects Newsletter 'Building Europe', Spanish and English versions, launched on 26 October 2018. Both have a reach of more than 24,000 subscribers in the construction industry.



Example of Fundación Laboral de la Construcción Digital Newsletter. These Communications are available at <https://www.fundacionlaboral.org/actualidad/boletin-digital>

BOLETÍN Nº 01 / Octubre/Diciembre-2018
fundacionlaboral.org | 900 11 21 21

Newsletter Nº 01 / October/December-2018
fundacionlaboral.org | 900 11 21 21



Construyendo Europa



Building Europe




La Fundación Laboral de la Construcción trabaja actualmente en 18 proyectos europeos, de cinco programas, junto a más de 75 organizaciones procedentes de 21 países

La entidad paritaria comienza cinco nuevas iniciativas relacionadas con la formación y la Seguridad y Salud, realidad aumentada, chips inteligentes y aplicaciones móviles, junto al marco estratégico (blueprint) de cualificaciones europeo para la industria de la construcción en la Unión Europea (UE).

Fundación Laboral de la Construcción is currently working on 18 European projects in five programmes, together with more than 75 organisations from 21 countries

The Foundation starts five new initiatives related to training and Health and Safety, Augmented Reality, smart chips and mobile applications, together with the Skills Blueprint of qualifications for the construction industry in the European Union (EU).

NOTICIAS



Nueva newsletter trimestral 'Construyendo Europa'

La Fundación Laboral pone en marcha 'Construyendo Europa', una nueva newsletter trimestral, con toda la información de los proyectos europeos en los que participa la entidad paritaria.



I Jornada de Innovación en Formación de la Industria de la Construcción

Siete proyectos europeos para el aprendizaje de los profesionales presentaron sus resultados en la Jornada de Innovación en Formación de la Industria de la Construcción.



Construye 2020+ aplica el modelo de la hélice quintuple

Cada uno de los socios españoles de este proyecto Horizon 2020 organiza una de las cinco hélices de la iniciativa: Política, Social, Medioambiental, Económica y Educativa.

NEWS



New quarterly newsletter 'Building Europe'

Fundación Laboral de la Construcción launches 'Building Europe', a new quarterly newsletter, with all the information on European projects in which the Foundation participates.



I Conference on Innovation in Construction Industry Training

Seven European projects for the learning of professionals presented their results in the I Conference on Innovation in Training of the Construction Industry.



Construye 2020+ applies the Quintuple Helix model

Each of the Spanish partners in this Horizon 2020 project organises one of the five helixes of the initiative: Political, Social, Environmental, Economic and Educational.



Disponibles los vídeos de la Jornada de difusión final del proyecto Lean.Co



Net-Ubiep llega a la Administración regional española, con los avances de este Horizon 2020



Tres MOOC sobre eficiencia energética e instrumentos financieros de Rehabilitación



Available the videos of the Final Dissemination Day of the project Lean.Co



Net-Ubiep reaches the Spanish Regional Administration, with the advances of this Horizon 2020



Three MOOCs on Energy Efficiency and Financial Instruments of Rehabilitation

Example of the International Project Newsletter 'Building Europe' of Fundación Laboral de la Construcción. These Communications can be consulted on: <https://www.fundacionlaboral.org/en/projects/training/training-tools/newsletters-building-europe>

e. Social Networks

As a communications coordinator of the VRoad project, Fundación Laboral opts to disseminate the project through Twitter, Facebook and LinkedIn, as the best ways to spread the information among the target audience groups: steering meetings, launching of project products, infodays, outreach campaign, final diffusion day, dissemination in international, and recruitment of stakeholders for the participation in project activities.

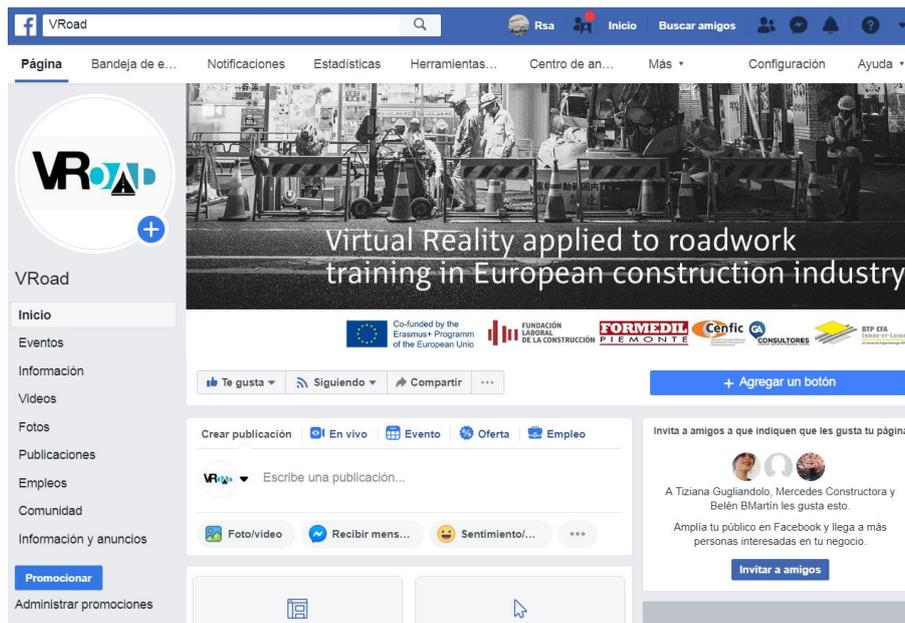
■ TWITTER

To complement and support the dissemination of the project, the profile @VRoadEU has been created. The name of the profile has been selected by the partnership to identify the project with its scope, and the term "EU" has been used to give an international point of view and to enhance the spirit of the consortium.



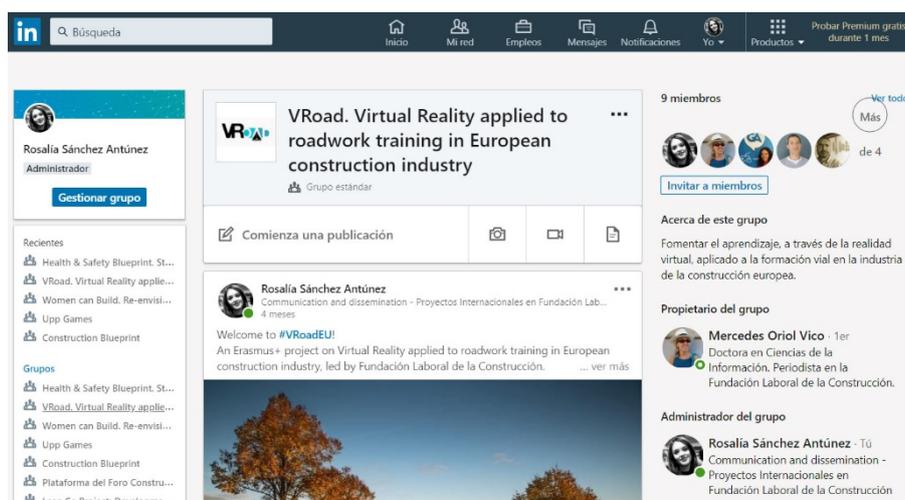
■ FACEBOOK

According to Facebook policy, it is not allowed to create a direct profile for one project. Therefore, the partnership has decided to create a page that is accessible at the following link: <https://www.facebook.com/VRoad-1157550897728819/> or through the profile @VRoad



▪ LinkedIn

According to LinkedIn rules, it is not allowed to create a direct profile for one Project. To increase the presence of VRoad, the Partnership has created a Debate Group in this social network to invite stakeholders to join in. There, we publish information about the project and start up guided discussions about the main construction skills topics. The group can be accessed by entering the name of the project (VRoad. Virtual Reality applied to roadwork training in European construction industry) in the search tool or by the following link: <https://www.linkedin.com/groups/8709816/>



The following table shows the social network presence of the partnership:

Institution	Social networks		Web
Fundación Laboral de la Construcción	Twitter	@Fund_Laboral	http://www.fundacionlaboral.org/
	Facebook	@FundacionLaboralConstruccion	
	LinkedIn	linkedin.com/company/fundacionlaboraldelaconstruccion/	
	YouTube	youtube.com/user/fundacionlaboral	
GA Consultores	Twitter	@Ga__consultores	http://www.ga-consultores.com/
	Facebook	@gaconsultores	
	LinkedIn	linkedin.com/company/ga-consultores-/	
	YouTube	https://www.youtube.com/channel/UCq5H12vbKu69xK0oc68biDQ	
Formedil Piemonte	Twitter	@Formedil	http://www.formedil.it/tag/regione-piemonte/
	Facebook	https://www.facebook.com/groups/83622779786400/854225937986584/?notif_t=group_activity	
	LinkedIn		
	YouTube	youtube.com/user/formedil	
BTP CFA Indre-et-Loire	Twitter	@3CABTP	http://www.btpcfa-centre.fr/accueil-indre-et-loire
	Facebook	@3cabtp/	
	LinkedIn	linkedin.com/company/3cabtp/	
	YouTube	youtube.com/user/3cabtp	
Cenfic	Twitter		http://www.cenfic.pt/
	Facebook	@cenfic	
	LinkedIn		
	YouTube		

To achieve a great impact it is necessary to reinforce the communication on Twitter, Facebook and LinkedIn. In this sense, the partnership should be proactive in social networks, so they should: follow us, give us likes, retweets or share information; also, it is very important to generate conversation and feedback.

To improve the engagement we must create a quality community within the networks, in this case it is important to provide interesting profiles, such as opinion leaders that become a source of information and support the dissemination of VRoad.

Also, we recommend partners to open corporate profiles on different social networks in order to contribute to the dissemination of the project. Within these channels you can publish post of the project outcomes, activities or events.

In short, being present and proactive in social networks is necessary to achieve the full dissemination of VRoad and reach the largest possible audience. And consequently, achieve the project goals set out in the proposal.

f. Meetings and events

At planned meetings and dissemination events, the project team should try to ensure the presence and dissemination of the project's image. As far as possible, VRoad communication materials will also be provided to broaden dissemination and facilitate understanding of the project, for example: brochures, posters and infopacks.

During the Dissemination reports there will be information about meetings and participation in events that have been developed so far, with attendees' data and pictures, accompanied by the impact on media, if any. Finally, all this information will be collected in the Final Dissemination report of VRoad project.

g. International networks, congresses and awards

In the international context, the participation of the project in international networks, congresses and awards plays an important role, which will be identified *ad hoc* throughout the whole lifecycle of the project and in its subsequent exploitation period. In this sense, the cooperation of the partners to identify the most interesting and suitable participation frameworks is essential to ensure a proper projection and recognition of the project.

It is important to disseminate the project in national and international networks, stressing the followings:

- European networks:
 - 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/>
 - Job orienta exhibition
 - EAfA, European Alliance for Apprenticeships: <https://ec.europa.eu/social/main.jsp?catId=1147>
 - BUILD UP Skills platform and exchange activities: <https://www.buildup.eu/en>
- National:
 - Infodays from other international projects.
 - ReferNet from CEDEFOP: <http://www.refernet.es>

3. Communication actions

The collaboration by all the parties and interest group involved in the VRoad is essential to achieve the project aims. Furthermore, it helps to ensure the transparency and clearness of the results. For this reason, the communication actions are aimed at fostering contact with the different targets and to ensure the dissemination of the project contents and its results. In this sense, the success of the communication actions described in this Communication Plan is closely linked to the sustainability of the project and requires the involvement of the partners to achieve a high engagement in their countries and in the European Union.

Next, a description of aims and communication activities are specified, according to target groups (described in the 2.2. section).

Group 1. VRoad project partners and managing responsible officers of the Erasmus+ Programme (direct internal addressees).

AIMS:

- Maintaining a systematic communication and fluid information.
- Ensuring the quality, transparency and success of the Communication Plan and the Dissemination Strategy.
- Ensuring the identification, visibility and positioning of the leitmotiv and brand of VRoad, as well as the dissemination of the content, results and products originated in the project, and the benefits, advantages and opportunities according to each target group.
- Ensuring that the contents, results and products, and the know-how of the VRoad partnership reach all potential users from the European space.
- Ensuring that the dissemination tools manage to communicate in a simple way the contents, results and products of the project, at the same time that they work with the transference, exploitation and sustainability of results.
- Involving from the design stage of the proposal, to the delivery of the final products all those professional business, sectorial, political, social and administrative stakeholders, who are key actors to integrate the identified innovation and capitalize it on the public management structures of the European space.
- Creating a permanent link with the professional, educational, business, sectorial, political, social and administrative actors, so that they actively participate in the technical actions and apply the innovative results that are produced, valuing the institutional and professional support to the project, together with the results.
- Optimizing and support the viability of the project, the achievement of aims and the transmission and transference of knowledge.

COMMUNICATION ACTIONS:

1. Brand development:
 - Design of the project logo, which will be present in all communication and dissemination actions carried out throughout the project, together with the programme logo and the disclaimer of the European Commission.
 - Creation of the graphic line of the project, which will be present in the profiles of the social networks, website and in the project dissemination materials.
 - Creation and update profiles in social networks.
 - Design of posters and signs with the project information, which will be present in the institutions of the partners, as well as in the all events that take place throughout the project: meetings, forums, visits.
 - Preparation and management of dissemination material: press releases, texts and images, etc.
 - Development of VRoad *microsite*, which will serve for sharing the knowledge and the outputs generated in the project.
2. Preparation of the Communication Plan, as a management document and guide of the Dissemination Strategy of the project.
3. Evaluation of the communication objectives, through the Interim and Final report.
4. Organisation and dissemination of face-to-face meetings among parties and the subcontracted organisations, and those required by the project via videoconference.
5. Dissemination of the results developed throughout the project.

Group 2. VET trainers, VET institutions and centres of the construction sector, and also those responsible for training programs (direct external addressees).

AIMS:

- Involving from the design stage of the proposal, to the delivery of the final products all those business, educative, sectorial, political, social and Administration stakeholders, who are key actors to integrate the identified innovation and capitalize it on the public management structures of the European space.
- Creating a permanent link with the professional, educational, business, sectorial, political, social and Administration actors, so that they actively participate in the technical actions and apply the innovative results that are produced, valuing the institutional and professional support to the project, together with the outcomes.
- Optimizing and supporting the viability of the project, the achievement of the aims and the transmission and transference the knowledge.

COMMUNICATION ACTIONS:

- Information and dissemination of the project and its outcomes through direct meetings, VRoad website, social networks, articles and publications, forums, newsletters, posters, merchandising, conferences and workshops...
- Presentation and dissemination of the different outcomes developed during the project: Set of learning outcomes on roadwork; VRoad training system; Guide for trainers; pedagogical use and technological exploitation of VRoad; Experimentation and external validation; Pilot experience and validation of VRoad; and a Standar Recognition of the Learning outcomes.

Group 3. Low-skilled workers of the construction industry: young workers, migrants and refugees, etc. (direct external addressees).

AIMS:

- Involving from the design stage of the proposal, to the delivery of the final products all those business, educational, sectorial, political, social and Administration stakeholders, who are key actors to integrate the identified innovation and capitalize it on the public management structures of the European space.
- Creating a permanent link with the professional, educational, business, sectorial, political, social and Administration actors, so that they actively participate in the technical actions and apply the innovative results that are produced, valuing the institutional and professional support to the project, together with the outcomes.
- Optimizing and supporting the viability of the project, the achievement of the aims and the transmission and transference the knowledge.

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- Information and dissemination of the project and its outcomes through direct meetings, VRoad website, social networks, articles and publications, forums, newsletters, posters, merchandising, conferences and workshops...
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Group 4. Stakeholders, Public Administration and political decision makers –local, regional, national and European– and construction workers, professionals and trainees, associated institutions, University, companies and enterprises, media and other interesting groups, and the European society in general (direct external addressees).

AIMS:

- Involving from the design stage of the proposal, to the delivery of the final products all those business, educational, sectorial, political, social and Administration stakeholders, who are key actors to integrate the identified innovation and capitalize it on the public management structures of the European space.
- Creating a permanent link with the professional, educational, business, sectorial, political, social and Administration actors, so that they actively participate in the technical actions and apply the innovative results that are produced, valuing the institutional and professional support to the project, together with the outcomes.
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In the following table, the main communication actions of VRoad project are summarised, with the general temporal planning of its development.

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.	August 2019	To ensure the identification, visibility and positioning of VRoad 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.	November 2018	

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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 2018 Jan 2019/ Sep 2020	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.	November 2018	
EC T3 T3.1	-Creation of profiles in social networks: Twitter, LinkedIn and Facebook.	-Profiles creation. -Get going. -Hashtag creation. -Number of followers. -Updating.	November 2018 Dec 2018/ Sep 2020	
EC T3.2	-Dissemination of the project through the partners' corporate social networks	-Posts and mentions with project dissemination.	Oct 2018/ Sep 2020	
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 2018/ Sep 2020	
EC T5	-Project dissemination and its contents through partners' newsletters	-Publication and dispatch. -Number of subscribers. -Opening indices. -Url of the bulletins.	Oct 2018/ Sep 2020	
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.	Oct 2018/ Sep 2020	
IQ T7	-Evaluation of the objectives of communication, impact, transfer and exploitation.	-Annual communication report. -Final Dissemination Report.	Oct 2018/Oct 2019 Oct 2018/Sep 2020	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.	15 th -16 th November 2018 11 th -12 th April 2019 November 2019 June 2020 29 th January 2019 (FG) 12 th February 2019 (FG) 20 th February 2019 (FG) 30 th April 2019 (FG)	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.
EC T9	-Dissemination events organized in the countries of the consortium. -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.	-4 info-days with 20 attendances. -Number and description of attendees. -Photographs. -Information on the project <i>microsite</i> . -Dissemination evidence.	Oct 2018/ Sep 2020	Ensure that the content, results, products and know-how of the VRoad consortium reach all potential users in the European space.
	-Final dissemination event in Madrid (organized by Fundación Laboral de la Construcción). -Organization, call and Agenda.	-30 attendances. -Number and description of attendees. -Photographs.	September 2020	Optimise and support project viability, objectives achievement and knowledge transfer and transmission.

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	<ul style="list-style-type: none"> -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. 	<ul style="list-style-type: none"> -Information on the project <i>microsite</i>. - Dissemination evidence. 		
EC T10	<p>Presentation of results in international networks and congresses</p>	<ul style="list-style-type: none"> -Presentations. -Number and description of attendees. -Photographs. -Information on the project <i>microsite</i>. - Dissemination evidence. -Signature sheets. 	Oct 2018/ Sep 2020	<p>Ensure that the content, results, products and know-how of the VRoad consortium reach all potential users in the European space.</p> <p>Optimise and support project viability, achievement of objectives and transfer and transmission of knowledge.</p>

 Done!

 Permanent diss.

 Future diss.

 Delay

4. Chronogram

The Communication and Dissemination activities of VRoad project will be carried out according to the following schedule, which will be adapted to change that may arise during the life of the project if necessary.

Dissemination Schedule VRoad (24 months)																									
Virtual Reality applied to roadworks training in European construction industry																									
Communication Activities	2017			2019												2020									
	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	
Communication Plan																									
Image creation and identity manual																									
Project Microsite																									
Updating the 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																									
4 th Focus group																									
Dissemination events																									
Final Dissemination Event																									
International networks																									

 Actions made with delay
 Proposed actions

5. Monitoring and control: period reports

The periodic reports have the aim of controlling and following-up the project. Therefore, the Reports will be carried out to measure the results of the communication action and to evaluate the impact expected in the [Communication, Dissemination and Exploitation Plan and Strategy](#). In addition, the strategy implemented will be analysed, as well as the suitability of the communication and dissemination measures applied to fulfil the indicators.

In order to measure the results of the communication actions of the VRoad project and to evaluate the measures foreseen in the Communication Plan, several dissemination reports will be made:

- ✓ [Interim Report](#): October 2018 to October 2019.
- ✓ [Final Report](#): October 2018 to September 2020.

These analyses, based on quantitative objectives and monitoring indicators, guarantee a proper control and follow-up of the project, as well as efficient and transparent management.

The table of objectives and indicators presented in this Communication Plan (see section 2.1) and its Dissemination Strategy serve as a starting point and assessment criteria for the reports made throughout the project.

In order to be more effective and facilitate collaborative work with the partners of the VRoad project, templates for collecting communication and dissemination data have been prepared for each member of the partnership to fill in with the actions carried out by each one, during the period corresponding to each planned report. The communication coordinator of this project will collect the local information and prepare the report and periodic global analysis, as well as the final one.

6. Evaluation and Impact: Final Report

The main objective of the evaluation is to analyse the project execution and the results and the impact obtained through the Communication, Dissemination and Exploitation Plan and Strategy. Likewise, compliance with the management and planning of the strategy and the measures applied and the actions carried out will be assessed.

The impact evaluation of VRoad will be presented in the Final Dissemination Report –September 2020– at the end of the project. This final document will include:

- All the information from the previous Dissemination reports and the one corresponding to the end of the project.
- The documentary analysis of the Communication, Dissemination and Exploitation Plan, with a review according to VRoad and the Erasmus+ programme lines, and its management agency Sepie (specifically) and European Commission (in general) .
- Analysis of the action indicators marked in the Communication Plan and the achieved results indicators.
- The conclusions and the presentation on the contribution of the Communication Plan to VRoad project.

7. Exploitation

The actions included in the Plan would ensure the exploitation of the results of the project and its use and support by all interested parties. In this regard, it is important to highlight the commitment to execute this plan not only during the life cycle of the project, but also after its completion, taking advantage of the influence and the dissemination framework offered by the Consortium. To this end, the project coordinator (Fundación Laboral de la Construcción) will be responsible for ensuring that the results of the project are used in the participating countries through a follow-up after conclusion of the project.

The outcomes produced in the project have a high transferability in the consortium countries (Spain, Portugal, Italy and France). Likewise, the outcomes could be transferred to other states of the European Union and to the international space. The exploitation actions will be aimed to maintain the operation of the platform, to capitalise the results obtained and to disseminate them. To achieve this:

- Fundación Laboral de la Construcción, as the project beneficiary, ensures that the website will be hosted on its own server up to 2023 (in the three years following the completion of VRoad).
- The five partners of the project will be involved in the identification of potentially audiences interested in the outcomes exploitation.
- Project partners will ensure the continued dissemination of the VRoad outcomes and their transfer to the potentially interested audience, from the end of the project.

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

Towards the end of the project, the coordinator entity will propose a Sustainability Plan that will allow for the development of the web platform activity and the application 'VRoad' in the future in an autonomous and sustainable manner. This will be done by Fundación Laboral de la Construcción.



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Fundación Laboral de la Construcción. Spain



GA Consultores. Spain



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Professionale nell'Edilizia (FORMEDIL). Italy



Centro de Formação Profissional da
Indústria da Construção Civil e Obras
Públicas do Sul (CENFIC). Portugal



Comité de Concertation et de Coordination
de l'Apprentissage du Bâtiment et des
Travaux Publics (CCCA-BTP). France

