



CAMPMASTER

Development of European Curriculum in the Field of Sustainable Camping Resort Management

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ID 3 – Dissemination and Exploitation Plan

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1. Introduction

Recognizing the need of the fast-growing camping industry for quality trained staff with specific knowledge and skills, three European universities, in partnership with national camping associations, have launched an initiative to align the needs of the camping industry with skills and qualifications acquired in specialized study programmes at the European level. In addition to universities and employers, students from three partner universities will be involved in the development of the new curriculum.

Project activities include:

- Defining learning outcomes for the future study programme,
- Elaboration of module content and
- Development of a digital on-line platform where case studies in the field of camping resort management will be published.

The main goal of the project is to develop the first European curriculum in the field of sustainable management of a camping resort - CAMPMASTER.

This document is meant to provide key messages and information regarding the project dissemination: it will be reviewed during the project implementation in order to ensure consistency between planned objectives and actual needs and results. It will be the reference document for the dissemination activities at all levels. Finally, through the dissemination of the project results, especially the Learning platform, entrepreneurs and managers in the wider camping industry will benefit from better research, resources and know-how on sustainability in camping management.

The document is composed by 6 chapters as follows:

1. Introduction
2. CAMPMASTER partners
3. CAMPMASTER project communication objectives
4. CAMPMASTER target groups
5. CAMPMASTER branding strategy
6. CAMPMASTER online strategy
7. CAMPMASTER dissemination monitoring and evaluation



2. CAMPMASTER partners

Table 1 Name and logo of the partner

| LOGO | PARTNER | COUNTRY |
|---|--|-------------|
|  <p>UNIVERSITY OF RIJEKA FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT</p> | University of Rijeka – Faculty of Tourism and Hospitality Management (FTHM) | Croatia |
|  <p>Universitat de Girona</p> | Universitat de Girona (UdG) | Spain |
|  <p>Breda University OF APPLIED SCIENCES</p> | Stichting Breda University of Applied Sciences (BUAS) | Netherlands |
|  <p>Campings in Girona Costa Brava Pirineus</p> | Associacio de Càmpings de Girona (CAG) | Spain |
|  <p>LeadingCampings</p> | The Leading Camping & Caravaning Parks of Europe e.V. (LEADING) | Germany |
|  <p>Croatian Camping Association</p> | Kamping udruženje Hrvatske (KUH) | Croatia |

Dissemination and exploitation will be led by LEADING, which will be responsible also for the delivery of ID3 – Dissemination Plan in coordination with KUH and CAG. All dissemination activities will be approved with the coordinator UNIRI FTHM.



LEADING will create Dissemination & exploiting plan including target groups and audience, dissemination activities, budget and time plan. Beside this plan, each partner will be responsible for national dissemination in its own country, and will provide translations needed to all tools by using internal resources. As well, each partner will participate in European dissemination under the coordination of LEADING partner.

LEADING will be also responsible for reporting of dissemination and exploitation activities.

Dissemination plan and reports will be uploaded on the project online repository, where activities and outcomes of these will be continuously recorded. This will also allow to understand if the plan as initially drafted is effective or if revisions should be made. The review of the dissemination plan will take place at least on a six-monthly basis and will be discussed during the project coordination meetings.

The actual working group for dissemination and exploitation is Adriano Palman from KUH, Ward Wijngaert from CAG led by Eicke Schueermann from Leading Campings and coordinated by Josipa Cvelić Bonifačić and Tajana Brajković from FTTHM.

3. CAMPMASTER project communication objectives

Dissemination within CAMPMASTER is conceived as a planned process of communicating information on the project -including its aims, features and outputs- to specific target groups. As a general strategy, dissemination will be mostly based on the use of online tools, leaflets and magazines. Live Events and printed leaflets and magazines will be used if possible in accordance with the epidemiological situation. Also, journalists, influencers and PR actors will be actively involved in dissemination activities.

Internal dissemination refers to the communication through the internal channels of the different partners of the partnership consortium. Target groups for such dissemination activities are students and teaching staff of the partner universities as well as representatives of stakeholder organisations. Inside the universities, dissemination will take place at multiplier events and through the use of institutional channels. Internal communication flows, both addressed to specific targets (e.g. mailing lists of students and students associations, academic staff, technical staff) and newsletters sent to students, alumni, partners in companies and universities, research staff etc. In addition, university profiles on social media will be used both for internal and external audience dissemination. Universities will also use their internal meetings and large public events such as Career Days, Open days or Student events to disseminate the programme through offline and online tools.



Camping associations (KUH; CAG and LEADING) will present and discuss the project results with their campsite members and other involved stakeholders at their annual conferences. KUH and CAG organize annually (usually in October/November) and Leading twice a year (January and September/October) camping industry conferences and additionally an annual staff training for key employees in the member campgrounds in April. Internal dissemination among members of camping associations which are partners in the project will also be based on the use of all regular offline (flyers, advertorials in internal info channels, conference promotions, etc.) and online marketing tools (websites, newsletters, social network posts etc.). Finally, multiplier events will be an important opportunity for both the internal and external dissemination towards industry representatives.

External dissemination refers to the communication with a wider group of stakeholders outside the project activities who nevertheless have an interest in the project progress and outcomes. Target groups for dissemination activities outside the partnership at regional, national and EU level are: HE students of other European universities, other staff from European universities and researchers, camping industry professionals outside the partner associations, government associations and boards & tourism organisations and press representatives such as journalists, influencers and PR agencies, environmental protection and/or sustainability-friendly organisations. Environmental protection activists will be invited to join according to their interest in topics as well as government body representatives in the destinations.

a. General principles

The CAMPMASTER project has been funded by European fund. This implies the compliance with some regulations related to the funding programme. Moreover, some general principles, applicable to communication should be taken into account.

b. Visibility of the European Union and of the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.





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- Examples of acknowledgement of EU funding and translations of the text are available at https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en
 - The brand name of 'Erasmus+' shall not be translated
 - Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

Please note that the Erasmus+ logos in the languages of the consortium are also available in the Google Drive of the consortium and remember that when using the project logo the use of the Erasmus+ logo is **compulsory**.

c. Erasmus+ Project Results Platform

An Erasmus+ Project Results Platform was established to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded. For most Erasmus+ projects, beneficiaries are required to provide a summary describing their project in English at application stage.

The following elements should be part of the summary: context/background of the project; objectives of the project; number and profile of participants; description of activities; methodology to be used in carrying out the project; a short description of the results and impact envisaged; the potential longer-term benefits. Direct link to the platform: <http://ec.europa.eu/programmes/erasmus-plus/projects/>

M1 Kick off meeting, Opatija, Croatia, UNIRI FTHM premises - establishment of working group for dissemination and exploitation, The timeline will be discussed and the framework for internal deliverables (implementation manual, evaluation and quality plan and dissemination and exploitation plan).

M7 Coordination Meeting 2, Breda, Netherlands, BUAS premises - evaluation and quality sessions, including evaluation of transversal activities carried out and planning of the upcoming; any other business related to the outcomes and questions that arose during the first seven months of the project (including tools in use for communication, dissemination and others).



4. CAMPMASTER target groups

The target groups in this project are students and university teaching staff who will participate in the preparation and future implementation of the joint Master programme as well.

As regards these groups, the following targets have been set up in Table 2.

Table 2 Target groups

| ACTIVITIES | HIGHER EDUCATION STUDENTS | UNIVERSITY TEACHING STAFF | CAMPING INDUSTRY PROFESSIONALS | POLICY MAKERS |
|---|---------------------------|---------------------------|--------------------------------|---------------|
| Involved in IO1 | 60 | 10 | 100 (IO1 – IO4) | 10 |
| Involved in Multiplier events | 30 | 10 | 60 | 10 |
| Involved in online learning events | 100 | 10 | 40 | |
| Included in final conference | 20 | | 30 | 10 |
| Kept aware and studying cases related to the project concept and activities | 200 | | | |
| Informed about the project aims and outcomes (online and offline communication) | 2500 + | | | 50 + |
| Involved in case study development | | 12 | 12 | |
| Involved in design, development of new curriculum and delivery of learning material: | | 20 | | |
| Informed by means of scientific and teaching community channels: | | 300 + | | |
| Those who will receive news and updates about the project concept and activities and involved in community learning activities: | | | 500 + | |



a. Channel and tools for each group

The dissemination channels to this audience will be refined in the Dissemination Plan, however the project team envisages the following specific channels for external dissemination at this stage:

- HE Students outside the partner universities - through online channels and social media campaigns, using PR tools and media
- Other universities in Europe - through national networks of the involved universities and Erasmus exchange programmes, in order to involve further territories in the project action, to promote the concept of European joint study programme.
- Researchers - mostly through direct contacts (national scientific communities and associations), followed by online communication for updates, news, etc.
- Camping industry professionals - through offline and online channels relying on membership organisations such as EFCO (European organisation of camping organisation), FICC (Federation of Camping and Caravanning) and other national and regional associations. Furthermore, offline promotional channels such as meetings and fairs, adverts in professional media and similar will be utilised.
- Companies from economic branches related to the camping industry (such as caravan producers) and other stakeholders will be reached through online, PR and marketing activities (website, newsletters, social networks etc) and use of conferences of partner associations like assemblies, fairs etc.
- Eco representatives of destinations will be involved in multiplier events and online dissemination.
- Government representatives will be reached through direct contacts and through online communication;
- Press representatives in offline and online channels, journalists, influencers and PR creators will be regularly informed through press releases, social media campaigns and will be invited to Multiplier events and informed through press releases;
- providing space in Google Drive for uploading proofs of done dissemination activities such as PDF, ppt, pictures, videos (at least links to videos), training materials, advertising.



As regards specific target groups:

Higher education students:

- Number of participants to project activities;
- Number of individual or group meetings for career guidance as above explained;
- Number of students reacting to the dissemination action (number of contacts overall);
- Number of students asking for further career guidance for tourism / camping industry.

Camping industry professionals and other stakeholders:

- Number of meetings between camping managers and project partners;
- Number of respondents to invitation to join the project activities and learning resources;
- Number of respondents to invitation to join the project activities as work placement partners in the study programme
- Number of contacts from private players (through all available channels,, social, e-mails, etc.) to join project activities (including learning);
- Number of participants to learning activities.

Researchers:

- Number of attendants to conferences, seminars and other events where the project will be presented;
- Number of contacts received about the project concept and intermediate results (through all available channels);

Higher education institutions:

- Number of contacts received to ask for information about the project;
- Number of respondents to general newsletters/mails and other forms of communication asking to know more about the study programme or the intellectual outputs.

Policy makers and other intermediaries providing career guidance and job matching:

- Number of contacts established;
- Number of meetings between policy makers and project partners
- Number of mentions in media pressclippings



5. CAMPMASTER branding strategy

a. Project logo

To provide the project with the higher visibility possible, all partners are encouraged to include the project logo on their own websites and use logo in any appropriate circumstance (e.g. internal events of the organisations; presentations; etc.). The project logo is available on Google Drive.



Dots-version represents

- Green = sustainability
- 3 dots = 3 universities

b. Project format (report and texts)

A standard format for reports and other textual materials has been developed and made available on the Google Drive.

c. Project presentation (power point)

A standard power point presentation has been developed and made available on the Google Drive. The presentation will include project's rationale, objectives, outcomes, activities and partners.

This tool serves as a basis for the partners and can be modified according to the needs of communication and to the project stages of implementation.

d. Project printed materials

Wherever needed and required by the project's needs, the partners will develop promotional posters, leaflets and roll-up, which will be used during events organised within the CAMPMASTER project framework but also at other events related to the topic of the project.

Through printed materials, social media and web page communication, this project will also raise awareness among local policy makers about the role of higher education in ensuring sustainable development on local level.



6. CAMPMASTER online strategy

As a general strategy, the dissemination will be focused on the multiplier events and the use of online tools and means of communication. It should be stressed that the partners in the consortium are both the disseminators and themselves stakeholders so the ID3 plan includes strategies for both internal and external dissemination activities.

a. Project website

The project website is the main online reference of the project, from which all other tools of CAMPMASTER (e.g. the Learning platform) will be linked, and the results published.

The project website has the following address:

www.camping-master.eu

b. Social media

In addition to the project website, Social Media is also used to disseminate events and achievements, as well as to promote discussions and engage former participants to events, and other potential audiences.

The main objectives in the use of social media are: reach a bigger audience, besides the internal contacts of each partner, create engagement of different external stakeholders and possible students and create a committed digital community to spread efficiently the actuality of the program.

c. News

Each news/newsletter should include at least:

- Basic information about the project
- Key information about the result achieved or the event to be promoted
- Contacts and useful resources
- It should be noted that project was funded by the Erasmus + program.



7. CAMPASTER dissemination monitoring and evaluation

a. Dissemination and exploitation activities

- Detailed identification of the target groups and their characteristics (stakeholder analysis, audiences identification – names, addresses, contact persons etc.);
- Identification of the most effective communication channels to reach each of these groups;
- Identification and definition of the messages for each target group (then identification of the interests of each of them, and planning of messages to be sent to involve them into the project at the right level, attracting potential interest);
- Identification of possible synergies and initiating contact early on (with previous projects' beneficiaries, other projects having similar focus, already established services in the field, etc.);
- Design, development and maintenance of the project website;
- Detailed planning of the dissemination actions (when the relevant information should be delivered to whom), including discussions led in online social communities, such as LinkedIn, Facebook, Twitter, news on the project progress press releases and involvement of media, publication of articles on different platforms ;
- Participation at relevant conferences, workshops, other meetings in the field of camping management to foster synergies with players in the field; organisation of 4 multiplier events.



b. Planning forward

This document will be reviewed, according to the intermediate results of monitoring and evaluation of dissemination activities at M7 (progress report), at M17, and at the last Steering Committee held, in order to make possible adjustments in case of need.

Exploitation will be pursued during the project by means of dissemination: the planned activities focus on different levels of action, and different types of stakeholders and players, all concerned and involved in the topic. To some extent, the project is expected to be exploited already during the project implementation, in particular on the networks in which the involved universities take part. This is in particular related to use of formats for learning events.

