



(Project Number: 945301)


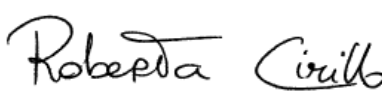

## DELIVERABLE D6.2

### Promotion and Communication Plan

Lead Beneficiary: EVALION SRO

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<b>RE</b>	Restricted to a group specified by the Beneficiaries of the A-CINCH project	
<b>CO</b>	Confidential, only for Beneficiaries of the A-CINCH project	

## Version control table

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*"This project has received funding from the Euratom research and training programme 2019-2020 under grant agreement No 945301."*

## **EXECUTIVE SUMMARY**

The project promotion and communication plan has been created as a tool to coordinate and manage effective communication towards third parties. It will be administered as a living document in cooperation with all project partners.

## CONTENT

<b>1</b>	<b>INTRODUCTION.....</b>	<b>5</b>
<b>2</b>	<b>PROCEDURE OF ELABORATION AND EXECUTION OF THE PCP.....</b>	<b>6</b>
<b>3</b>	<b>GENERAL RULES FOR PROMOTION AND COMMUNICATION.....</b>	<b>7</b>
<b>4</b>	<b>MAJOR PROJECT OUTPUTS FOR PROMOTION AND COMMUNICATION.....</b>	<b>8</b>
4.1	EVENTS.....	8
4.2	PRODUCTS.....	8
4.3	OVERALL PROJECT MISSION AND AIMS.....	9
<b>5</b>	<b>PURPOSE OF PROMOTION AND COMMUNICATION.....</b>	<b>10</b>
<b>6</b>	<b>TARGET GROUPS.....</b>	<b>11</b>
<b>7</b>	<b>PROMOTION AND COMMUNICATION CHANNELS AND TOOLS.....</b>	<b>12</b>
7.1	PROMOTION AND COMMUNICATION CHANNELS.....	12
7.2	PROMOTION AND COMMUNICATION TOOLS:.....	12
<b>8</b>	<b>CONCLUSIONS.....</b>	<b>14</b>

## **1 INTRODUCTION**

The Promotion and Communication Plan (PCP) serves as a tool supporting, coordinating and managing promotion and communication activities of the project. It is a living document that assures overview and planning of major external communication. It has been developed based on inputs from all partners and will be regularly updated. The PCP aims to harmonize overall external communication of the project and ensures for timely inputs and sufficient resources.

The PCP has been elaborated within the WP6 Dissemination & Networking, Task 6.1. Designing a promotion and communication plan.

## **2 PROCEDURE OF ELABORATION AND EXECUTION OF THE PCP**

In order to elaborate the PCP, a matrix has been created to gather and specify the planned project outputs that are to be promoted and communicated to the third parties. It covers: type of product/event/message, purpose of communication, target group, communication channel, timing, partner in charge, and the project Travel Fund resources envisaged (at time of compilation) if relevant. All the project partners were addressed to fill in the appropriate information of their scope of work and project tasks. Based on the gathered information, a master matrix has been prepared and shared via the project storage place<sup>1</sup>.

The promotion and communication activities will be executed according to the plan. The regular updates of the PCP will be made based on the announcement of the partners at the regular project meetings and also via the six-months project internal reporting procedure. The execution of the PCP is carried on in cooperation with all project partners.

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<sup>1</sup> A-CINCH MS Teams: WP6 and Travel Fund – WP6 - A-CINCH Promotion & Communication Plan

### 3 GENERAL RULES FOR PROMOTION AND COMMUNICATION

To ensure for unified promotion and communication of the project and its results and events (also ensuring continuity with previous projects of the CINCH series), to build the unique visibility of the CINCH “trade mark”, and to comply with the project commitments, the following rules applies to all external communication and promotion activities of the project:

- The following A-CINCH logo is used at the communication:



Figure 1 The A-CINCH logo

- The EU publicity obligations are kept. In particular, any publicity, including conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), must specify that the project has received funding from the European Union, EURATOM programme with the statement “This project has received funding from the Euratom research and training programme 2019-2020 under the grant agreement No. 945301”, and display the official European emblem. When displayed together with another logo, the EU emblem must have appropriate prominence. The particular logo with European emblem that has to be used for all promo materials and outputs, is as follows:



Figure 2 The EU emblem

- Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.
- The promotion and communication materials are consulted with the WP6 lead, ENEN, to ensure for unification of the final look.
- The promotion and communication activities are reported to the consortium at the project meetings and via the project internal reporting or ad hoc to ensure for due information spreading within the consortium and to avoid overlapping activities.

A document titled “CHECK LIST for any DISSEMINATION ACTION” has been created (by ENEN and EVALION) and uploaded in the project storage place. (WP6 and Travel Fund > WP6).

## 4 MAJOR PROJECT OUTPUTS FOR PROMOTION AND COMMUNICATION

The following major project outputs for promotion and communication have been recognized:

- Events
- Products
- Overall project mission and aims
  - Main message
  - Means of promotion and communication.

### 4.1 Events

The main events that are planned to be organized in the project have been summarized as follows:

- WP1: Flipped class-room event using VR-Labs
- WP1: Tailored training events for members of regulators and administrative bodies using VR-Labs
- WP2: Virtual reality Hands-on training (HoT) pilot run
- WP3: HoT on Radiochemical spectroscopic analysis
- WP3: HoT on Chemical Dosimetry
- WP3: HoT on Working with Plutonium and Actinides
- WP3: Teachers training
- WP5: Summer school in UK
- WP5: Summer school in Cyprus
- WP7: Travel Fund calls.

### 4.2 Products

The following project results that will be developed, tested, and subsequently promoted and communicated have been identified:

- WP1: Prototype of an augmented reality application for NRC
- WP3: New Interactive Screen Experiments (ISEs)
- WP3: New laboratory videos
- WP3: CINCH MOOC (2<sup>o</sup>-4<sup>o</sup> editions)
- WP3: Updated RoboLabs
- WP3: Updated LabVIEW version of RoboLabs
- WP3: NucWik
- WP4: HoT in D&D course for pilot on Moodle
- WP4: HoT in NF course for pilot on Moodle
- WP4: HoT in RS pilot run on Moodle



- WP4: NRC EuroMaster diploma
- WP5 IonLab running as ISE
- WP5: Case studies on careers in NRC
- WP5: Videos for high school teaching package
- WP5: High school teaching package
- WP5: MOOC “NRC for citizens”
- WP6: A-CINCH Hub
- WP6: First Public Report
- WP6: Second Public Report.

### **4.3 Overall project mission and aims**

Besides the particular project events and results, the overall project mission and aims will be promoted and communicated.

The main project message is:

“The A-CINCH project augments CINCH teaching tools developed in the three previous projects – CINCH, CINCH II and MEET-CINCH – with the state of the art three-dimensional (3D) virtual reality (VR) environment to complete the existing toolbox for radiochemistry education.

It is our belief that including a sophisticated VR radiochemistry lab and integrating it with traditional teaching, training, and advanced distance-learning methods available among the CINCH Tools will make the NRC field more attractive for younger generations and enhance the learning outcome of the very expensive, but indispensable, hands-on training.”

## **5 PURPOSE OF PROMOTION AND COMMUNICATION**

To focus the promotion and communication and to word the message properly, the following purposed of communication have been identified:

- Invitation to testing and pilot runs
- Invitation to participate in a training/course/school
- Information on the events that have been organized
- Promotion of a final product
- Call for applications to the Travel Fund
- General promotion of the project.

Identification of the purpose of the promotion and communication helps to define the target group, the appropriate range of communication, the communication channel and also the target group.

## 6 TARGET GROUPS

The initial matrix that has gathered the information from the project partners also allowed for specification of the promotion and communication target groups. Thanks to the matrix that has become the PCP living document stored on the project storage place, all of the PCP categories have been interlinked and all of the events/products/messages have got assigned their particular target groups that should be addressed.

The target groups are:

- High-school students
- University students (Bc, MSc, Ph.D. students)
- University teachers
- School teachers
- Regulatory bodies members, NRC community
- End-users and Advisory Group members and other experts
- NRC professionals
- Careers' advisors, career changers
- Non-experts and general public.

## **7 PROMOTION AND COMMUNICATION CHANNELS AND TOOLS**

### **7.1 Promotion and communication channels**

Within the project, the dedicated [A-CINCH website](#) has been created as the main information, promotion and communication channel where all the public information on the project are gathered. The website is administered by the project Management and Administration team (MST). The project partners have been invited to established dedicated A-CINCH webpages at their home institutions' websites. The standard procedure when promoting or communicating an event, project output or other message is as follows:

- Compile a comprehensive message
- Inform the MST of the planned promotion/communication
- Address the MST for update of the A-CINCH website with the message
- Start the promotion and communication activity via further channels with reference to the A-CINCH website that provides for details or complement information.

Besides the A-CINCH website, the following communication channels will be used:

- Personal invitations via e-mail
- CINCH dedicated social network account/group administered by the WP6 lead is being considered)
- Existing partners' social network accounts
- CINCH NucWik
- CINCH Moodle
- Journal publications and presentations at conferences
- CINCH VET e-shop
- DNRC (EUCHEM5) web-page and fora
- Existing contacts of the consortium members
- Relevant career fairs, career sites
- Existing NRC networks.

Great part of the promotion and communication will be realized within the WP6 Dissemination and Networking. The WP6 lead, ENEN, the European Nuclear Education Network, gathers almost 80 members from the nuclear field and, thus, can ensure for vast promotion and communication of A-CINCH work.

### **7.2 Promotion and communication tools:**

The major project promotion and communication tools are:

- Project poster
- Project flyer
- Project ppt presentation
- Public reports
- Personal emails and invitations

- Project Travel Fund
- CINCH Hub.

The A-CINCH Travel Fund supports mobility actions within the project. It will be advertised and, thus, also serve as a tool of promotion and communication activities of the project.

The CINCH Hub has started to be developed within the A-CINCH project. It will be designed as a web-based gate to all existing CINCH materials, courses and tools and will allow for easy orientation and user-friendly access.

## **8 CONCLUSIONS**

The PCP has been developed based on the inputs from the project partners. It covers the main rules and procedures to enhance, make effective and unify the promotion and communication to the third parties in order to continuously augment the CINCH audience and number of end-users of the project outputs and build the A-CINCH “trade-mark” that can be recognizable even beyond the end of the project realization.