Programme for public information, dissemination and raising awareness

Acronym: WBC-VMnet

Project title: WBC Virtual Manufacturing Network – Fostering an Integration of the Knowledge Triangle,

Project number: 144684-TEMPUS-2008-RS-JPHES

Date: October 2009,

Location: Kragujevac, Serbia

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

Revision Sheet

Release No.	Date	Revision Description
Rev. 1	08/06/2009	The first version of the document structure, done by the PST team and Project Coordinator.
Rev. 2	30/10/2009	Updated version by Project Coordinator

This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

TABLE OF CONTENTS

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

1. INTRODUCTION

D I S S E M I N A T I O N is a process of making results of projects available for a target public, which has not been directly implicated in the project.

Dissemination is described generally as the range of actions, which make project outputs available to persons who are not directly involved in a project. Availability of project results is understood to comprise a full range from pure information up to training exercises or involvement in decision-making.

TEMPUS, TOP Handbook "Sustainability through Dissemination"
Office for Official Publications of the European Communities, 1997

The first version of **Programme for public information, dissemination and raising awareness** was set up in July 2009, and continuous updates will be carried out throughout the projects life span. Following the guidelines from TEMPUS handbook and documents regarding to Dissemination and Sustainability of the project, the Programme covers all the essential elements of communications, relations and dissemination strategy. It presents the information and project results to be disseminated, the target groups to be addressed, and the strategies to be followed for ensuring high visibility of the project outcomes and outputs. It also considers some risks in order to increase dissemination effectiveness, and some key advantages of the outcomes that will facilitate their appreciation by the target groups. All project partners participate in its update and are actively involved in the fulfilment of the agreed objectives.

The main project dissemination goals are:

- to raise awareness of external audience about the project through a number of communication tools;

- to explain the WBC-VMnet target audiences the benefits of integrated knowledge triangle, i.e improved university-enterprise cooperation in the future;

- to communicate the WBC-VMnet results in a wide range of stakeholders, within the WBC region

- to communicate the project results to the target audience;

- to increase awareness of both project partners and general public regarding project issues and promote best practices that lead towards this direction.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

2. WBC-VMnet Audiences

According to perceived needs and constraints in the WBC region, development strategies concerning education, research and innovation policies, the proposed project comprises activities that are in compliance with the programme-wide priorities for TEMPUS IV – Higher Education and Society - Knowledge triangle education-research-innovation. This project was initiated as a result of discussions between WBC and European partners, with Ministries of Education, Economy and Science, representatives of TEMPUS programme, Regional agencies for SME development, and other regional, national and social partners and authorities.

The overall aim of WBC-VMnet project is to enhance, strengthen and unlock the potential of PC universities belonging to Consortium and to integrate three sides of the knowledge triangle, education-research-innovation, together with other key actors in the WBC region, enterprises, SMEs, social partners and other stakeholders, through sustainable long term partnerships.

The scope of the project and the importance of Knowledge triangle as well as development of partnerships with enterprises cause the list of potential project audiences to be quite long.

Primary audiences that will be targeted by the project are:

1. The wider audience of PC Institutions;
2. Academic community;
3. Regional enterprises and SMEs;
4. Teaching staff of Consortium universities;
5. Non-university teachers of PC institutions;
6. Graduates - Engineers; Economists, Programmers, Physicists, Doctors…
7. PC Research institutions, researchers;
8. Students;
9. Government representatives,
10. Policy makers and stakeholders,
11. Social partners (Associations of SMES, Development agencies, Chamber of Commerce…),
12. Members of Ministries,
13. Unemployed graduates
14. Financial fund representatives
15. Innovation facilitators

Participation of the audience in realization of project activities is clearly integrated in the WBC-VMnet project, since VMnet members, students, graduates, trainees, SMEs, participating in PPP, IFP, vocational trainings, and technology transfer programme, will disseminate gained experiences and good practice examples in their academic/business environment, thus bringing new potential users of CTC services.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

3. Project Presentation

Contract number
144684-TEMPUS-2008-RS-JPHES

Project acronym
WBC-VMnet

Project name
WBC Virtual Manufacturing Network – Fostering an Integration of the Knowledge Triangle

Project duration
January 2009 – January 2012

Programme
TEMPUS IV, DG for Education and Culture

Thematic priority
Higher education and society

Project logo

Strategic objective
Within the knowledge triangle of education, research and innovation in the area of virtual product and process development the proposed TEMPUS project is intended to establish efficient and effective mechanisms and structures of collaboration between key actors for the knowledge triangle throughout the WBC region – HE institutions, enterprises (especially SMEs), research and innovation centers, local and regional authorities. The project will contribute to enhance and modernize HE capacity in the area of virtual manufacturing technologies, as condition for success of renewed Lisbon strategy.

Specific objectives
1. To set up and equip regional Collaborative Training Centers in four WBC countries
2. To enlarge VMnet network throughout the WBC region, bringing new experts and members of academia, research, business and governments
3. To develop, assess and implement new regional model for university-enterprise cooperation
4. To modernize and adjust vocational training programme to address the needs of small business and labour market
5. To provide students with opportunity to gain practical experience in industry
6. To raise awareness in the society about necessity of integration of the knowledge triangle for the region proserity and to ensure quality dissemination of project results.

Participant(s)
· University of Kragujevac, Serbia
· University of Ljubljana, Slovenia
· University of Padua, Italy
· Institute for Production Engineering, Denmark
· C3M d.o.o, Slovenia
· University of Podgorica, Montenegro
· University of Banja Luka, Bosnia and Herzegovina
· University of Rijeka, Croatia
· Regional Economic Development Agency of Sumadija and Pomoravlje, Serbia
· SCGM d.o.o, Serbia
· ELCON Geratebau d.o.o, Croatia
· METALIK d.o.o, Montenegro
· TRI BEST d.o.o, Bosnia and Herzegovina

Total cost of the project
720 370 €

Commission funding
673 370 €

Technical approach
Based on comprehensive analysis of EU models of university-enterprise cooperation, intensive communication and interviews, project partners and individual experts will develop and assess the new regional model. In addition, they will undertake all necessary measures and activities for its successful

Tempus Project *University of Kragujevac*

WBCVMnet
WBC Virtual Manufacturing Network
Fostering an Integration of the Knowledge Triangle

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

European Commission
TEMPUS

implementation in the region, including communication with policy makers, promotional, disseminating and raising awareness activities, networking of key actors in the knowledge triangle, as well as the development of efficient and effective mechanisms for cooperation.

The last mentioned comprehends the establishment of four Collaborative Training Centres in each WBC, which will have the necessary human resources (retrained trainers and service providers) and equipment/softwares for the application of VM technologies in product development.

The second collaborative mechanisms will be the enlarged VMnet network throughout the WBC region, supported by communication tools on WEB portal. The portal will provide well-timed information on all important events interesting for network members. Updated systematization of knowledge will be available on WEB portal. The increase in number of VMnet members, for 300 new members and 5 new experts per year, is planned.

The Training/service needs analysis will be undertaken in Serbia, Bosnia and Herzegovina, Montenegro and Croatia, to identify enterprises' needs for advanced trainings and R&D services in the area of product and process development. Also, survey will cover analysis of labour market needs for vocational trainings of unemployed graduates and school leavers in this area. The final goal is to determine knowledge and skills gaps, weaknesses and new competence requirements in regional enterprises, especially SMEs, and labor market.

Teaching material for the developed at least 10 vocational trainings will be redesigned and prepared for setting up at MOODLE platform, supporting e-learning.

All project partners will take part in development of Industrial Fellowship Programme (IFP), establishing sustainable partnerships between universities, enterprises and graduates, leading to mutual benefits.

Project partners will develop sustainable Practical Placement Programme for students, providing them with the opportunity to gain practical experience in industry within the area that is related to their academic studies, and to develop their professional skills.

Established CTC centres and enlarged VMnet network represent the basis for continuation of activities after the project completion. WBC partners will use the equipment of CTC for education of students, vocational trainings, as well as for innovative services in virtual development of products and processes for regional enterprises.

Expected achievements

• Four Collaborative Training Centres (CTC) are established and equipped in each partner country, whose staff are able to effectivelly perform In-Service-Training by June 2010

• VMnet network is enlarged throughout the WBC region providing the enhanced collaboration between the leading players in the knowledge triangle

• Model for university-enterprise cooperation developed in consultation with community members and EU partners and validated using up to case studies

• Training/service needs identified and trainers/service providers selected and retrained, by May 2010

• Programme of vocational training, industrial fellowship and student practical placement developed and carry out successfully throughout the WBC region

• Public information, dissemination and raising awareness programme prepared and delivered constantly during the whole project implementation period

Coordinator contact details

Prof. Dr. Vesna Mandic
University of Kragujevac
Mechanical Engineering Faculty
Sestre Janjic 6
34000 Kragujevac
Serbia
E-mail: mandic@kg.ac.rs
Tel +381 34 501 201
Fax +381 34 501 901

http://www.wbc-vmnet.rs,

http://mfkg.kg.ac.rs/centri-fakulteta/centar-za-irtuelnu-proizvodnju/

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

4. DISSEMINATION STRATEGY

Dissemination is crucial for any project. WBC-VMnet project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfill its purpose. Project team will utilize several methods of dissemination, both formal and informal, in order to engage the target audience. In addition to the dissemination activities included in the Work plan table, and described in this section, it is important to keep day-to-day collaborative work within CTCs and project team, and also to seek to employ other opportunities as they arise. This DISSEMINATION STRATEGY will be continuously reviewed by the project team and at regular Project management meetings, as well as by external stakeholders through relevant procedures, such as questionnaires. Modifications will be made where necessary to ensure that the dissemination actions remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The project will aim at three levels of dissemination:

a) **AWARENESS** - will mainly involve delivering the main message of the project in relation to its aim and objectives (Information days, Motivational seminars, electronic promotional material, such as leaflets, mailing list, VMnet WEB portal);

b) **UNDERSTANDING** - will require providing of more detailed information on the project purposes and methods (Thematic workshops, electronic and printed brochures, electronic material for Systematization knowledge section on WEB portal, e-learning material on MOODLE, vocational training teaching material, IFP manuals, PPP manuals etc.);

c) **ACTION/PARTICIPATION** - involvement in each of these three stages will provide the basis for dissemination for action, where the project outcomes will be presented for further use (partnerships with enterprises, Brokerage events, Vocational training realization, IFP programme realization, PPP programme realization, VMnet membership, joint development & research contracts etc.)

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used for each target group, considering the special characteristics and needs. The following approaches will be considered for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
2. WBC Virtual Manufacturing Network - VMnet;
3. WEB portal of VMnet network, WEB site on the project, web pages of CTC centers;
4. Systematization of knowledge within VMnet network (available on WEB portal for registered members);
5. Informative days, Motivation seminars, Thematic Workshops, Brokerage events;
6. Meetings with policy-makers and key actors for the knowledge triangle;
7. One-to-one (telephone or personal interview);
8. Printed material (brochures, leaflets, reports);

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

9. Demonstration and Good practice reports (available on the web portal);

10. Vocational trainings and e-learning material;

11. Questionnaire

For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Both internal –within project partners and external -mainly through the external experts and involved stakeholders' evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

5. DISSEMINATION TOOLS

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

5.1. The WBC-VMnet Website

The WBC-VMnet website: http://www.wbc-vmnet.rs   serves an essential role in the overall project because it functions as the principle communication tool to disseminate project results and news, and more importantly serves as the communication tool of the Consortium. It provides a wide array of functionalities including registration link for VMnet members, document uploading/downloading for project partners within specially designed so called INTRAPROJECT COMMUNICATION TOOL. It provides several services to Consortium partners and members of the WBC-VMnet with a user centric content management system that allows users to autonomously publish several types of content and to collect feedback. The website has been designed also to collect user statistics and detailed information about the project in order to support its management.

The website will be the main source of information on the project, such as news on different dissemination events, realized mobility of project staff, offered vocational trainings, IFP and PPP programme etc. The website will provide well-timed information on all important events interesting for VMnet network members: conferences, workshops, seminars, trainings, project contests, the state of the art in the world in the area of VM technologies, new products etc. Users of VMnet will have access to LINKS of well-known world producers and R&D institutions in the area of VM technologies, as well as updated systematiyation of knowldege with more then 150 documents.

Main categories in structure of WBC-VMnet website are follows:
1. Home
2. Project
3. Consortium members
4. LFM and Workplan
5. Activities
6. Project results
7. Gallery
8. Contacts
9. News
10. Intraproject communications
11. CTC centres
12. Join and Benefit
13. Systematization of knowledge

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

Screenshot of WBC-VMnet Website

Screenshot of INTRAPROJECT COMMUNICATION web TOOL

Screenshot of INTRAPROJECT COMMUNICATION web TOOL (other documents category)

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

5.2 Project identification: The WBC-VMnet logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the WBC logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.

5.3. Printing and publishing of brochures, leaflets and other material

For the really efficient promotion of WBC-VMnet project, appropriate printed and electronic promotional material will be made and distributed to wider target groups and public at large.

1. Promotional poster on the project,

2. Printed and electronic brochures and leaflets on VMnet network

3. Printed and electronic brochures on WBC-VMnet project, its objectives and outcomes, etc.,

4. Printed and electronic brochures and leaflets on each CTC centre

Posters, brochures and leaflets are prepared and printed, with well thought-out message, which will gather and motivate all potential VMnet members and/or CTC users.

JOIN AND BENEFIT from VMnet!

A flyer has been designed and printed in order to summarize the project methods, objectives and benefits available both on paper and on-line on the WBC communication website. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as seminars, workshops, info days and other. Good practice and demonstration reports (at least 10), will be displayed on the web site, with the most important publishable project results, regarding to CTC cooperation with enterprises.

Tempus Project *University of Kragujevac*

WBCVMnet
WBC Virtual Manufacturing Network
Fostering an Integration of the Knowledge Triangle

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

European Commission
TEMPUS

5.3.1 Poster of WBC-VMnet

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

European Commission
TEMPUS

5.3.2 Flyer of WBC-Vmnet (front and back pages)

WBCVMnet
www.wbc-vmnet.rs • info@wbc-vmnet.rs
tel +381 34 501 201 • fax +381 34 501 901

Tempus Project *University of Kragujevac*
WBCVMnet
WBC Virtual Manufacturing Network
Fostering an Integration of the Knowledge Triangle

Strateški cilj
U okviru trougla znanja koji čine obrazovanje, istraživanje i inovacije u oblasti virtuelnog razvoja proizvoda i procesa, ovim Tempus projektom je predviđeno uspostavljanje efikasnih i efektivnih mehanizama i struktura za saradnju između ključnih aktera u trouglu znanja u regionu Zapadnog Balkana (WBC) – institucija visokog obrazovanja, preduzeća (naročito MSP), centara za istraživanja i inovacije i lokalnih i regionalnih vlasti. Projekat će doprineti poboljšanju i modernizaciji kapaciteta visokog obrazovanja u oblasti tehnologija virtuelne proizvodnje (VM), za uspešno sprovođenje Lisabonske strategije.

Strategic objective
Within the knowledge triangle of education, research and innovation in the area of virtual product and process development the proposed TEMPUS project is intended to establish efficient and effective mechanisms and structures of collaboration between key actors for the knowledge triangle throughout the WBC region – HE institutions, enterprises (especially SMEs), research and innovation centers, local and regional authorities. The project will contribute to enhance and modernize HE capacity in the area of virtual manufacturing technologies, as condition for success of renewed Lisbon strategy.

"Nijedna od tri "strane" trougla znanja ne može se posmtrati odvojeno. Izvrsnost u istraživanju je nemoguća bez kvalitetnog obrazovanja, a istraživački napori su beskorisni – izvrsni ili ne – ako ne vode inovacijama koje unapređuju privredu."
Janez POTOČNIK, Evropski komesar za nauku i istraživanja

"None of the three sides of the knowledge triangle can stand alone. Excellence in research is impossible without quality in education, and research efforts are wasted – excellent or not - if they do not lead to the innovation that builds economies. "
Janez POTOCNIK, European Commissioner for Science and Research

University of Kragujevac
European Commission TEMPUS
Education and Culture DG

Join and Benefit
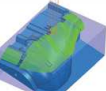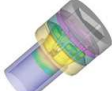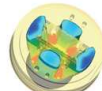Priključite se i iskoristite mogućnosti
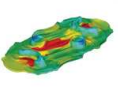
Specifični ciljevi
1. Uspostaviti i opremiti četiri Kooperativna Trening Centra (CTC) u WBC regionu.
2. Proširiti VMnet mrežu kroz čitav WBC region, a time i uključiti nove eksperte i članove iz akademskog, naučno-istraživačkog, poslovnog sveta i vladinih sektora.
3. Razviti, proceniti i primeniti novi regionalni model za saradnju između univerziteta i preduzeća.
4. Modernizovati i prilagoditi programe strukovnih obuka kako bi se izašlo u susret potrebama malih preduzeća i tržišta rada.
5. Omogućiti studentima da steknu praktično iskustvo u industriji.
6. Podići svest društva o značaju integracije trougla znanja radi prosperiteta regiona, i uspostaviti kvalitetnu diseminaciju rezultata ostvarenih projektom.

Specific objectives
1. To set up and equip regional Collaborative Training Centers in four WBC countries.
2. To enlarge VMnet network throughout the WBC region, bringing new experts and members of academia, research, business and governments
3. To develop, assess and implement new regional model for university-enterprise cooperation
4. To modernize and adjust vocational training programme to address the needs of small business and labour market
5. To provide students with opportunity to gain practical experience in industry
6. To raise awareness in the society about necessity of integration of the knowledge triangle for the region proserity and to ensure quality dissemination of project results.

Očekivana dostignuća
• Uspostavljanje i opremanje četiri Kooperativna trening centra (CTC) u svakoj od zemalja partnera, čije osoblje treba da bude obučeno i osposobljeno za efektivno izvodjenje obuka i usluga, do juna 2010. godine.
• Proširenje VMnet mreže u okviru regiona Zapadnog Balkana čime će se omogućiti poboljšana saradnja između vodećih učesnika u trouglu znanja.
• Razvoj modela za saradnju između univerziteta i preduzeća putem konsultacija sa partnerima iz Evropske unije i provera kroz studije slučaja/primere dobre prakse.
• Identifikacija potreba za obukama i uslugama, izbor i obuka predavača/provajdera usluga do maja 2010. godine.
• Uspešan razvoj i primena programa za strukovne obuke, IFP i PPP programa, u okviru regiona Zapadnog Balkana.
Priprema programa za konstantno informisanje javnosti, diseminaciju rezultata i podizanje svesti društva, tokom celokupnog perioda realizacije projekta.

Expected achievements
• Four Collaborative Training Centres (CTC) are established and equipped in each partner country, whose staff are able to effectively perform In-Service-Training by June 2010
• VMnet network is enlarged throughout the WBC region providing the enhanced collaboration between the leading players in the knowledge triangle
• Model for university-enterprise cooperation developed in consultation with community members and EU partners and validated using up to case studies
• Training/service needs identified and trainers/service providers selected and retrained, by May 2010
• Programme of vocational training, industrial fellowship (IFP) and student practical placement (PPP) developed and carry out successfully throughout the WBC region
• Public information, dissemination and raising awareness programme prepared and delivered constantly during the whole project implementation period.

Ulaganje u obrazovanje, istraživanja i inovacije – *trougao znanja* je u srži uspešnih ekonomija, sa visokom stopom privrednog rasta i nivoom produktivnosti.

Investment in education, research and innovation – *the knowledge triangle* - lies in the heart of successful economies, with higher rates of economic growth and higher levels of productivity.

Učesnici
• Univerzitet u Kragujevcu, Srbija
• Univerzitet u Ljubljani, Slovenija
• Univerzitet u Padovi, Italija
• Institut za proizvodni inženjering, Danska
• C3M d.o.o, Slovenija
• Univerzitet u Podgorici, Crna Gora
• Univerzitet u Banja Luci, Bosna i Hercegovina
• Univerzitet u Rijeci, Hrvatska
• Regionalna agencija za ekonomski razvoj Šumadije i Pomoravlja, Srbija
• SCGM d.o.o, Srbija
• ELCON Geratebau d.o o, Hrvatska
• Metalik d.o o, Crna Gora
• TRI BEST d.o o, Bosna i Hercegovina

Participant(s)
• University of Kragujevac, Serbia
• University of Ljubljana, Slovenia
• University of Padova, Italy
• Institute for Production Engineering, Denmark
• C3M d.o.o, Slovenia
• University of Podgorica, Montenegro
• University of Banja Luka, Bosnia and Herzegovina
• University of Rijeka, Croatia
• Regional Economic Development Agency of Sumadija and Pomoravlje, Serbia
• SCGM d.o.o, Serbia
• ELCON Geratebau d.o.o, Croatia
• METALIK d.o.o, Montenegro
• TRI BEST d.o.o, Bosnia and Herzegovina

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

5.3.3 Roll-up of WBC-VMnet

WBCVMnet
WBC Virtual Manufacturing Network
Fostering an Integration of the
Knowledge Triangle
Tempus Project University of Kragujevac

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

European Commission
TEMPUS

5.3.4 Folder of WBC-Vmnet

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

5.3.5 Notebook of WBC-Vmnet (folder and sheet)

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

5.3.6 Logo for pencils of WBC-Vmnet

5.3.7 Logo for bags of WBC-Vmnet

5.4. Enlargement of WBC-Vmnet network

This task envisages the insurance of the maximum visibility, geographical impact and exploitation of the CTC results through broadening of VMnet network in the WBC region. In order to support enlargement of VMnet, numerous promotional activities will be carried out:

- promotions within the WBC region, at Universities, Institutes, Regional Agencies for SME development, Chamber of commerce,

- distribution of electronic and printed promotional materials,

- e-mail and phone communication,

- personal contacts with potential members of network,

- public TV appearances, radio advertisements

6. DISSEMINATION EVENTS

Several events will be organized and sponsored to disseminate WBC-Vmnet project results. These events are being researched and update constantly, and are posted on the communication website in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

6.1   Information days and public appearances

Information days will be organized to inform WBC educational and research community, business sector, especially SMEs, policy-makers and main stakeholders, about the project, its realized outcomes, especially the new model for university-enterprise cooperation, VMnet network, activities of CTC centers and other important information for successful realization of project.

At least 8 information days will take place in Serbia (Kragujevac, Belgrade, Novi Sad, and Nis), Montenegro (Podgorica), Bosnia and Herzegovina (Banja Luka) and Croatia (Rijeka, Zagreb), during the whole implementation period. SMEs associations, Chamber of Commerce, Regional agencies for development, will be engaged in providing information to the wider target groups of participants. The participation of at least 400 participants is expected.

A set of appearances in local and regional media will be organised. Participants would be academic staff and managers from PC project partners, policy-makers and other participants of the events. Use of both commercial and non-commercial terms is planned, as well as promotion in printed media. In addition to that, relevant information on info days, as well as selected presentations will be available on the page NEWS on the WEB site www.wbc-vmnet.rs .

6.2 Brokerage events

Organisation of 3 two-day brokerage events on application of VM technologies in product and process development, as well as other multidisciplinary sectors, is intended in the final year of project realization (April 2011, in Kragujevac, June 2011 in Rijeka and September 2011 in Banja Luka). Brokerage events will enable the information exchange, providing better links for setting up sustainable partnerships for future cooperation programme. SMEs and researchers in the WBC region will have the opportunity to meet European SMEs and researchers within these brokerage events. This will cause the information exchange among the participants and create database to facilitate contacts.

The Brokerage events function as an "interface among university, research and industry" allowing new technologies, processes, patents and licenses to be offered and experience in financing,

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

production, marketing and distribution which will be requested, thus bringing compatible partners together.

These Brokerage events will be the ideal environment for:

- Universities, research institutes, start-ups, investors offering and/or using innovative technologies.
- Enterprises that are looking for expertise and know-how in the areas of production, marketing and distribution or wish to provide this knowledge to others.

Around 300 planned participants of the Brokerage events will have a chance to:

- Establish valuable contacts with WBC universities, research and training centers, and companies active in the field of VM technologies.
- Meet potential partners and clients during the event.
- Identify partners for future joint research projects.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

7. TRAINING DISSEMINATION

Training activities are crucial to the dissemination of the project and will be planned in concurrence to maximize their dissemination potential.

7.1 Motivational seminars

Within the scope of this task, it is planned to organize 3 motivational seminars, one-day duration each, in order to promote New regional model for university-enterprise cooperation. A part of the seminar will be dedicated to promotion of CTC centres and their activities, offers and benefits for both academic and business community. Apart from CTC academic staff and PC experts-trainers, 3 EU expert-trainers will take part in realization of these events. Academic staff, researchers, graduates, students, engineers and managers from the companies and SMEs, stakeholders, policy-makers, NTO staff in Serbia, will be invited to participate in these events (totally 150 participants).

7.2 Workshops

Through realization of 3 thematic two-day Workshops, new achievements in VM technologies developments and applications of CTC academic staff and researchers, and EU project partners from Italy, Slovenia and Denmark, will be presented. At least 150 academic staff, researchers, graduates and students from WBC academic and R&D institutions, non-university teachers from secondary schools, managers, engineers, designers, entrepreneurs from regional enterprises and SMEs, will participate. After identification of needs of regional research and business community, topics covered by planned workshops will be defined in detail. Planned workshops will take place in equipped computer classrooms and laboratories of PC Universities (mainly at Mechanical Engineering faculties). These events will be a good chance for the exchange of knowledge and setting up of new exploitation links.

7.3 Vocational trainings

Based on conclusions of wide-ranging TSNA analysis, identified areas of advanced vocational trainings, PC partners will conduct competition and selection of national and regional experts-trainers, within WBC universities and research institutions. Syllabuses for vocational trainings (at least 10) will be developed by experts-trainers, engaged by CTC. Forty-five-hours trainings will be realized in two ways: intensive training (1 week) or regular three-months training (4 hours per week), according to end user needs and opportunities. Based on TSNA analysis and interest of direct beneficiaries, training topics will be defined, but mainly, they will refer to VM technologies and their application in different sectors, with multidisciplinary approach.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

7.4 E-learning courses

Teaching material for the developed vocational trainings will be redesigned and prepared for setting up at MOODLE platform, supporting e-learning. In that sense, all topics of trainings will be prepared, with distributed content for every page in MOODLE editor, with appropriate navigation. All illustrations, figures, simulations and video material will be prepared separately, and optimized for adequate distribution. Depository with teaching e-material will be accessible only for registered users with previously permit by CTC.

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

8. DISSEMINATION CALENDAR

The WBC-VMnet project will follow the calendar that is defined in the framework of the proposal. Timing of the major communication events is shown in the following table:

Type of Event	Number of Events	Place	Period	Responsa-ble partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Kick off Meeting and Steering Committee Meetings						
Kick off Meeting	1	University of Kragujevac, Serbia	March 2009	UKG	Project Coordinator, Members of PST team, Members of QAPT team, Site managers of PPs, administrative staff of UKG, Financial accountant of UKG.	At least 150 participants: Consortium members, Rectorate staff, Institute and SMEs staff, social partners, representatives of TEMPUS offices, Ministries and other interested stakeholders
The first Steering Committee Meeting	1	University of Ljubljna, Slovenia	October 2009	ULJ		
The second Steering Committee Meeting	1	University of Banja Luka, Bosnia and Herzegovina	April 2010	UBL		
The third Steering Committee Meeting	1	University of Rijeka, Croatia	October 2010	UR		
The fourth Steering Committee Meeting	1	University of Podgorica, Montenegro	April 2011	UP		
The fifth Steering Committee Meeting	1	University of Padua, Italy	October 2011	UPD		
Eight Information days **and public appearances**						
Information days	4	Serbia (Kragujevac, Belgrade, Novi Sad, Niš)	From February until May 2010.	UKG	CTC academic staff; PC experts trainers; service-providers; managers of SMEs (SCGM, METALIK, TRI BEST, ELCON), social partner REDASP; policy makers; representatives of Ministries; Rectorate of PC universities	At least 400 participants: WBC educational and research community, business sector, especially SMEs, policy-makers and main stakeholders…
Information day	1	Bosnia and Herzegovina (Banja Luka)		UBL		
Information day	2	Croatia (Rijeka, Zagreb)		UR		
Information day	1	Montenegro (Podgorica)		UP		

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

Type of Event	Number of Events	Place	Period	Respon-sable partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Three motivational seminars						
First motivational seminar	1	University of Kragujevac, Serbia	December 2009	UKG	CTC academic staff; PC experts trainers; Service - providers; managers of PC SMEs; social partner REDASP; 3 EU experts…	**At least 150 participants:** Academic staff, resea-rchers, graduates, students, engineers and managers from the companies and SMEs, stakeholders, policy-makers...
Second motivational seminar	1	University of Rijeka, Croatia	February 2010	UR		
Third motivational seminars	1	University of Banja Luka, Bosnia and Herzegovina	April 2010	UBL		
Three workshops						
First Workshop	1	University of Kragujevac, Serbia	June 2010	UKG	CTC academic staff; EU partners, PC experts trainers; service-providers; SMEs, REDASP; policy makers; members of Ministries; Rectorate PC universities	**At least 150 participants:** Engineers from industry (SMEs), unemployed graduates, non-university teachers, managers, student's entrepreneurs.
Second Workshop	1	University of Rijeka, Croatia	September 2010	UR		
Third Workshop	1	University of Podgorica, Montenegro	October 2010	UP		
Three brokerage events						
First brokerage event	1	University of Kragujevac, Serbia	April 2011	UKG	CTC academic staff; EU partners, PC experts trainers; service-providers; SMEs, REDASP; policy makers; members of Ministries; Rectorate PC universities	**At least 300 participants:** PC Institutions from Academic community; Enterprises and SMEs, Research centers, local government, policy makers, members of Ministries, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives
Second brokerage event	1	University of Rijeka, Croatia	June 2011	UR		
Third brokerage event	1	University of Banja Luka, Bosnia and Herzegovina	September 2011	UBL		

www.wbc-vmnet.rs
info@wbc-vmnet.rs
tel.: +381 34 501 201
fax: +381 34 501 901

Type of Event	Number of Events	Place	Period	Respon-sable partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Vocational trainings						
I vocational training	1	University of Kragujevac, Serbia	June 2010	UKG	CTC academic staff; VMnet members, VMnet service providers, PC experts trainers; managers of PC SMEs; social partner REDASP; 3 EU experts…	**At least 200 participants:** managers, entrepreneurs employees in industry, unemployed engineers, economists, programmers, physics, designers and constructors in enterprises, school leavers, graduates, students, Non-university teachers…
II vocational training	1	University of Rijeka, Croatia	September 2010	UR		
III vocational training	1	University of Podgorica, Montengro	November 2010	UP		
IV vocational training	1	University of Banja Luka, Bosnia and Herzegovina	January 2011	UBL		
V vocational training	1	University of Kragujevac, Serbia	March 2011	UKG		
VI vocational training	1	University of Kragujevac, Serbia	May 2011	UKG		
VII vocational training	1	University of Podgorica, Montengro	July 2011	UP		
VIII vocational training	1	University of Rijeka, Croatia	September 2011	UR		
IX vocational training	1	University of Kragujevac, Serbia	October 2011	UKG		
X vocational training	1	University of Banja Luka, Bosnia and Herzegovina	November 2011	UBL		