



COMMUNICATION AND DISSEMINATION STRATEGY

 **ÜLYSSES**

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS





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1. INTRODUCTION

This document outlines a **detailed strategy towards the Ulysses Competition** (hereinafter: Ulysses) **project's communication and dissemination** to ensure continuous communication about the project activities and results throughout its lifespan. The document also includes a guideline for all partners on how to drive activity on each designated platform, how to follow project dissemination and communication protocol and how to reach the desired impact of communication.

Dissemination material will be prepared to create **awareness** of the needs that the project addresses, and the solutions and the resources the project offers. Social media activities, project website, promotional material, and partner platforms will help raise awareness and interest among our target group.

In order to **reach the designated dissemination aims**, the document briefly outlines and introduces the main Ulysses project dissemination tools, social media accounts, dissemination activities and deadlines with responsible parties. This document provides a thorough understanding of the Ulysses project's dissemination guidelines and directions to make sure the project reaches the desired impact.

Thank you for adhering to the project dissemination guidelines.

The Ulysses Dissemination Team





2. AIMS, TARGET GROUP, MISSION STATEMENT

2.1 PROJECT AIMS

The Ulysses Competition project **aims to organize a digital case study competition** based on cases from family firms in Austria, Italy and Hungary. Furthermore, case studies aim at developing entrepreneurship competences, the EntreComp Framework developed by the EC will serve as the basis for the development of case studies.

Ulysses Contest is a complex case study team competition which is based on the solution of **case studies** compiled about family firms specifically targeted under the framework of the project. A complex collection of case studies presents the practical problems of local family firms in a way that they could be solved by the **entrepreneurship competences** set out in the EntreComp Framework.

Moreover, the central aim of the project is to organize a **digital student competition** and provide an easily adaptable guidance for further adaptations in other institutions. We consider this important because the collection of case studies alone would not guarantee that those cases will indeed be used in a wide and complex way in education. **The Ulysses Contest is a motivation for students** to solve case studies as thoroughly as possible. It also strengthens the international orientation of participating students. Based on the results and lessons-learned of Ulysses Contest pilot competition a roadmap will be constructed that provides a step-by-step guidance for other institutions to organize similar competition.

2.2 TARGET GROUPS

The primary target groups of the Ulysses project include **HEI students (1)**, as it is a challenge for students to study along the lines of traditional education methodology: they have a desire to use modern tools and get familiar with real-life challenges i.e., to converge education with the platforms of their everyday lives. A further challenge for students is that the education of entrepreneurship competences is still in its infancy, and as a result, students do not learn the competences that they need.

For HEI students, the project offers support in the following areas:



- New methods to acquire entrepreneurship competences
- Direct contact with family firm representatives and in-depth insight into their challenges
- Learning in a digital environment that meets students' needs better
- Solving tasks as a member of an international group – that simulates the working atmosphere of a global firm nowadays

HEI lecturers (2) are also a target group for the Ulysses project. The need of this group arises from the fact that, on a daily basis, lecturers face the challenges of teaching and motivating younger generations, and they wish to improve their teaching methodology to respond to these challenges. Providing practical and real-life knowledge and work-like atmosphere is challenging from within the academia.

- Primarily, the project aims to support lecturers in the following areas:
- Providing a new education methodology resource (Case study methodology)
- Improving digital competences (Virtual platform)
- Support for teaching entrepreneurship competency (Case study collection)
- Providing an opportunity to involve students into an international online competition (Ulysses contest)

Family firms (3) serve as an indirect target group of the Ulysses project. This target group is based on the compilation of a contact database by HEI partners. They can provide their insights and expertise to the **successful realization** for the Ulysses Competition.

Family firms have the following benefits of joining the Ulysses project:

- Strengthening/establishing relationship with higher educational institutions
- Collecting solutions to special problems related to family businesses through proposed solutions of student case studies
- Directly contacting Generation Z that is otherwise hard to approach



2.3 MISSION STATEMENT

In order to successfully reach the above-mentioned aims and target groups, the project partners determined the following **mission statement**, to which they adhere to via the whole lifespan of the project:

“For entrepreneurial skills with family businesses”

This mission statement is used widely in the dissemination platforms and during the dissemination activities of Ulysses.



3. ULYSSES – SOCIAL MEDIA ACCOUNTS

Although there are several dissemination tools to be used throughout the project's lifespan, we assign a significant role to social media channels as these fit perfectly with the digital topics and the target group's needs. Fundus and USZ are responsible for social media activities, but **all partners contribute** to social media content. Moreover, **partners share the content** of the Ulysses dissemination channels, if necessary, with translations to their own national languages.

The following social media accounts are created and used during and after the end of the project: Facebook, LinkedIn, Twitter.

Facebook

- Aims:
 - o to reach HEI students the easiest way, as Facebook is a platform widely used by this target group
 - o to inform and raise the awareness of HEI students on hot topics regarding family firms and the case study competition
 - o to promote and inform students about family firms in general
 - o to promote the Ulysses Contest digital competition
 - o to create a sub-group of interested youngsters and start the conversation about family firms
- Link: <https://www.facebook.com/Ulyssescontest>
- Responsible: Fundus + USZ (+ All partners)
- Partner to do: Share content on own partner institutional (or personal) profile. If necessary, translate content to national languages.
- Hashtags to be used: #ULYSSESCONTEST #ULYSSES



LinkedIn

- Aims:
 - o to ensure the visibility and popularity of the contest among interested parties (e.g.: educators, other HEIs, NGOs, institutions, decision-makers, etc.)
 - o to reach the HEI students via stakeholders of the project, such as educators, other HEIs, institutions, NGOs and decision makers
 - o to promote the Ulysses Contest, as it may welcome the youth candidates from HEIs
 - o to disseminate project outcomes and establish further connections with educators, other HEIs, institutions or NGOs
- Link: <https://www.linkedin.com/company/ulysses-contest>
- Responsible: FUNDUS + USZ (+ All partners)
- Partner to do: Share content on own partner institutional (or personal) profile. If necessary, translate content to national languages.
- Hashtags to be used: #ULYSSESCONTEST #ULYSSES

Instagram (Instead of Twitter) Twitter is not such a widely used platform, compared to Instagram, so we decided to use IG instead.

- Aims:
 - o to reach the HEI students, as this platform is widely used by them.
 - o to inform and raise the awareness about family firms and the Ulysses Contest
 - o to promote the results of the competitions
- Link: <https://www.instagram.com/ulyssescontest/>
- Responsible: FUNDUS + USZ (+ All partners)
- Partner to do: Share content on own partner institutional (or personal) profile. If necessary, translate content to national languages.
- Hashtags to be used: #ULYSSESCONTEST #ULYSSES



4. ULYSSES – OTHER TOOLS FOR DISSEMINATION AND TRANSLATION

Even though social media channels are crucial for dissemination, project partners also utilize other forms and tools for dissemination. As expressed in the project proposal, the following tools are used during the lifetime of the Ulysses project: Communication and Dissemination Strategy, Project Brand Manual, Project Branded Power Point and Word Templates, flyer, e-brochure, roll-up banner, 1 promotional video, website, direct marketing material and contact database, email newsletters (6), press releases (4) and multiplier events (3).

Communication and Dissemination Strategy, Project Brand Manual, Templates

The present document (Communication and Dissemination Strategy) and the Project Brand Manual are closely related.

- Aims: They set out the main aims for dissemination and note down the responsibilities of each partner.
- Responsible parties: Both documents are created by the joint collaboration of FUNDUS and USZ. Other project partners also contribute their ideas on the development of these documents.
- Every document is created in a project-branded template (word, PPT) created by Fundus.

Promotional and direct marketing material

Due to environmental reasons and the nature of the project, Ulysses uses e-documents when it comes to promotion. Therefore, both our flyer, brochure, direct marketing material, newsletters and promotional video are created in e-format. Roll-up banners are physically when necessary. These materials incorporate the project logo and visual identity, plus the compulsory Erasmus+ project elements.

- Aims: to provide an easy-access and easy-to-understand material for the interested parties of the project
- Responsible: FUNDUS and USZ are responsible for producing these materials, but every project partner contributes to them



Contact database

Project partners agreed to reach out to potential collaborators, interested parties, colleagues, but most importantly, to family firms. In order to keep track of their contacts, a contact database is created to collect the contact information of partners comprehensively.

- Aims: to reach out to stakeholders and potential participating firms in case-study collection and in the competition
- Responsible: Every partner takes part in the collection of contacts

Website

The Ulysses Contest will have an individual website. All related materials are available on the website, with specific emphasis on the Ulysses Contest.

- Aims:
 - o to provide a platform for interested students to engage with the topic of family firms and find more information on the Ulysses Contest
 - o to promote the Ulysses Contest
 - o to disseminate competition results
- Responsible: FUNDUS is responsible for the management of the website, but all partners contribute to the content of the website

Newsletters

Newsletters are used to inform the interested parties about the latest news regarding the Ulysses Contest. The content of the newsletters is determined jointly and with the agreement of partners. 6 newsletters are created during the project lifetime.

- Aims:
 - o to disseminate latest project news and accomplishments
 - o to make sure of the visibility of project results
 - o to raise awareness towards the topic of the project
- Responsible:
 - o Fundus digitalizes the newsletters and shares it via our online platforms



- All partners share it/send it to interested parties and potential stakeholders
- Each partner is responsible for providing content for the newsletters (for further details on task distribution, please check the 'Dissemination' table)

Press releases

Press releases are additional tools for making an even bigger impact with the Ulysses Contest. Press releases are timed so that they could disseminate the start of the project, the case study and partner family firm introduction, students' initial viewpoints based on pilot testing, and the call for Ulysses Contest.

- Aims:
 - to increase the project visibility at a national and/or international level
 - to raise awareness towards the topic of the project
 - to promote the Ulysses Contest
- Responsible:
 - Each partner is responsible for assembling the press releases throughout the project lifetime (for further details on task distribution, please check the 'Dissemination' table)

Multiplier Events

Multiplier events make sure that the dissemination activities and their impact is multiplied, as stakeholders of the project are invited for these events.

- Aims: to raise awareness, disseminate and invite students for the Ulysses Contest
- Responsible:
 - UniBZ organizes a Multiplier Event in Italy.
 - MCI (potentially with the help of UniVIE and Fundus) organizes a Multiplier Event in Austria.
 - USZ organizes a Multiplier Event in Hungary.
 - Each partner is responsible for disseminating calls for the multiplier event in their own network.



Translation

Project partners might feel that a translated version of any promotional material will be useful for reaching target groups. Partners are free to translate the material to their own national languages and upon request, will be provided an own national language version of the original English-language document.

- Aim: to reach more interested parties
- Responsible: each partner translates to their desired national language, Fundus + USZ puts the national language text into the English template.

5. DISSEMINATION AMONG PROJECT PARTNERS

During the course of the project, dissemination and communication among partners will be maintained through a number of activities and instruments which will increase efficiency, and hereby the impact the project intends to achieve.

Coospace Folders

Every detail of the project (dissemination included) is shared and collected in the common Ulysses Contest project folder on the Coospace system of the University of Szeged. This ensures that each project partner can reach any project material at any time. Transparency is a main and basic element in the Ulysses project.

Dissemination input and output are collected in the common Dissemination folder of the shared Coospace Scene.

Link: <https://www.coosp.etr.u-szeged.hu/Scene-636255>

Regular Online Meetings

Project partners agreed to have regular partner meetings to ensure the continuation of the project and provide high-quality communication standards. Regular project meetings are conducted via Coospace and through BigBlueButton (BBB) a video conference system, where partners can see and hear each other and are also able to share presentations with each other.



Partner Meetings and Multiplier Events

International partner meetings encourage the work of project partners and ensures the easy and flawless communication between them.

Multiplier events, on the other hand, make sure that project outputs can effectively reach the target group of the project.

Each partner is responsible for preparing for partner meetings and hosting their own multiplier events.

Email communication

Communication via e-mail is also encouraged with the inclusion of all partners.



6.1 AM A PROJECT PARTNER. HOW SHOULD I DISSEMINATE?

In this chapter we are providing a **step-by-step description** on the role of each and every project partner on the dissemination activities. Dissemination is a key part of every project. Therefore, it is the common task and responsibility of each partner to contribute to it.

If you do not know how to start, **please follow the steps** below that might ensure high-quality project dissemination:

1. Please follow the social media accounts of the Ulysses project (detailed above).
2. Like and comment on project news on the Ulysses project dissemination platforms.
3. Always share the content of main Ulysses dissemination platforms with your own accounts (either institutional, or if you feel like it, on your personal account as well – this latter one is of course optional).
4. If necessary, translate all the news into your own national language and share it with the relevant stakeholders.
5. If you disseminated the project (either in English or in your own national language), please always send the link or photo (or any proof) of that dissemination to Fundus no later than at the end of each month.
6. Fundus collects all the partners' dissemination activities and reminds partners at the end of each month to send them the disseminated material.
7. Please disseminate in each and every month.
8. If you need ideas on what to disseminate about, follow the Ulysses main social media accounts closely, or check our dissemination schedule and intended topics in Coospace. Link: <https://www.coosp.etr.u-szeged.hu/Scene-636255/Folder-2222414>

Happy dissemination to everyone! ☐



7. DETAILED DISSEMINATION TIMELINE AND TASKS FOR PARTNERS

It is crucial for the Ulysses project partners to always know what the main tasks and the responsibilities of each partner are. One of the aims of the current document is to **make sure that each partner understands their role** in the dissemination activities of the project. Additionally, it is also the purpose of this document to clarify the roles and responsibilities of partners regarding dissemination.

As the Ulysses project intends to have a great **impact** both on a national and international level, a **joint effort** from its partners is needed. Therefore, a dissemination indicator table was created to show the exact tasks, desirable dissemination indicators, the timeline, and the topics for dissemination.

Project partners agree to always keep track of their own progress, while continuously reporting to Fundus about their dissemination activities. The **dissemination indicators' excel table** can be found and consulted any time here online: https://uszeged-my.sharepoint.com/:x:/g/personal/keri_anita_o365_uszeged_hu/ERAk42vflsFCgTmVKRYGAccBaX0CPNcor6QnDyROCH-qKQ?e=99gUGY



8. SUSTAINABILITY

At the **local level**, the project will have significant long-term impacts to enhance and improve students' knowledge on environmental issues and the fashion industry in an artistic way. At the national and **European level**, the project will promote implementation of the EU Agenda for broadening the knowledge on entrepreneurship competences and family firms, and the competition might successfully be later implemented in other regions as well, which will create possibilities for the contribution to the economic and social progress in the long run.

The Ulysses project aims to react to a **trend** that is crucial in the business world. It is expected that in the future the educational use of digital competitions connected to family firms, challenges of family firms and entrepreneurship competences will become even more well-known. The goal of this project is to be among the **first to provide an insight** into these topics.

The **long-term sustainability** of the project's outputs is guaranteed by the following actions and solutions:

- The Ulysses Contest sets a trend for future rounds of the competition.
- Following the closure of this project, the HEI partners involved are dedicated to **run 3+ rounds (years) in the competition**.
- All the **materials** (cases, template for the organization, competition rules, etc.) will be present for future rounds.
- Ulysses Contest is an open competition for other institutions to join.
- Following the closure of this tender, the Ulysses project's **webpage will still be active for five years** and thanks to its interactivity, the webpage will be a platform for dynamically changing interactions, debates, and opinion.
- Another feature of our dissemination strategy is our willingness to use technology to **track our success** and detect further opportunities. For example, we will identify which results are the most relevant for dissemination by studying the website statistics and social media interaction (by understanding which page is the most consulted, which documents the most downloaded, and which news



items or content produces most commentary we can better focus our dissemination).



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