

19-20 October 2017

ASSEMBLE Plus

Association of European Marine
Biological Laboratories Expanded

KICK OFF MEETING

WP2 – Management and Communication

WP Leader - UPMC

WP2: Management and Coordination

OBJECTIVES

1. Coordinate the project in conformity with the objectives, methods and quality standards described in the contract;
2. Ensure the administrative and legal management of the project in conformity with the planned allocation of resources, and accordingly to the contractually agreed rules and procedures;
3. Ensure Innovation Management;
4. Oversee and facilitate effective communication across the partners and outside the consortium, promote the project using various tools;
5. Ensure effective management of the TA and VA activities;
6. Manage a Knowledge Transfer platform.

WP2: Management and Coordination

TASKS

| No | Task Title | Lead Partner | Deliverables |
|-----|--|---------------------------|--|
| 2.1 | Scientific Coordination Leader | UPMC | D2.1 (M1, 12, 24, 36, 48); D2.6 (M48) |
| 2.2 | Administrative Management Leader | UPMC | D2.2 (M3) |
| 2.3 | Internal Communication Leader | UPMC (assisted by AquaTT) | D2.3 (M3) |
| 2.4 | External Dissemination and exploitation activities | AquaTT | D2.4 (M12); D2.5 (M12) |
| 2.5 | Management of TA and VA activities | UPMC | D2.6 (M12), D2.7 (M24), D2.8 (M36), D2.9 (M48) |

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Task 2.1

Scientific Coordination Lead (UPMC)

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The Management Team composed of the Scientific Coordinator, the Project Manager, the Scientific and Access Officer and the Communication Officer will ensure the day-to-day operational activities by:

- Being the intermediary body between the EC and the beneficiaries
- Coordinating the administrative, scientific and technical activities
- Ensuring the completion of deliverables and milestones
- Updating the collaborative platform
- Organising the General Assembly meetings

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Task 2.2

Administrative Management Lead (UPMC)

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The MT being responsible for meeting the obligations of the project toward the EC, the PM will be in charge of:

- The financial management of the project (control of financial resources, support for the preparation of the financial reports, etc.)
- The legal management (preparation and implementation of the consortium agreement, legal counselling in relation with partners' legal departments)
- The management of the project risks and problems that may arise within the consortium (D2.3 Risk management plan)
- The management of the information and the communication

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Task 2.3

Internal Communication Lead

(UPMC, AquaTT)

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Task 2.3: Internal Communication Lead (UPMC, AquaTT)

Deliverable: D2.4 (M3) Communication and dissemination plan

1. Management of internal communication of the project objectives, partnership, expected impacts, outputs and results of the project
2. Facilitation of communication flow of project partners
3. Development and updating of plan for internal communication

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AquaTT

- To set-up **Basecamp**, and provide user guide to partnership
- To develop and implement **Communication and Dissemination Plan** (D2.4), later referred to as Dissemination and Exploitation Plan (DEP) by M3 (including external communications)
- To develop **branded collateral for partners to use** to include a logo, presentation/deliverable templates, pull-up stand, and factsheet

UPMC

- To manage contact list of partners and make most up-to-date version available on Basecamp
- To manage Basecamp account – check/prompt task progress, upload of deliverables, and version control (e.g. contact list)
- To ensure regular updates of results are provided by WP leaders on a bi-annual basis (via a simple template)


The background of the slide is a photograph of a coastal area. In the foreground, there is a body of blue water with several floating structures, possibly aquaculture racks or piers, made of dark wood or metal. Some of these structures have white cylindrical floats attached to them. In the middle ground, there are more floating structures extending across the water. In the background, there is a coastline with buildings and hills under a clear blue sky. A large, bright pink trapezoidal shape is overlaid on the right side of the image, containing the text.

What is Basecamp?

Basecamp 2 | **Projects** | Calendar | Everything | Progress | Everyone | Me

Jump to a project, person, label, or search...

ALL PROJECTS



New Project

Templates

Competence Node Network

Last updated on Sep 26

Management Team

Last updated on Apr 20

WP1 - Coordination & Project Management

Last updated on Sep 26

WP10 ☆

Dissemination & Knowledge Management

To-do lists [Add a to-do list](#)

WP10 Task 10.1 Dissemination and Exploitation Plan
Task Leader: AQUATT, Participant list: All partners

- WP10 Del 10.1 Dissemination & Exploitation plan (including stakeholder database) and internal Knowledge Output Template (AQUATT, month 4, also to include Task 10.2) 4 comments Cliona Ni Cheallachain · Fri, Feb 28
- WP10 Del 10.2 Project branding resources: Project website, Project Logo, PPT template, other suitable promotional material (AQUATT, month 4) 4 comments Cliona Ni Cheallachain · Fri, Feb 28
- Stakeholder Database 1 comment

[Add a to-do](#)

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Purpose:

Internal project communication and project management tool

- ✓ Collaboration
- ✓ Communication
- ✓ Organisation
- ✓ Storage

Training:

Guidelines will be provided.

Note: An intranet is only useful if used, and used correctly, by all partners



KNOWLEDGE TRANSFER
DISSEMINATION
EDUCATION & TRAINING
STAKEHOLDER ENGAGEMENT
PROJECT MANAGEMENT

**What is the
Dissemination and
Exploitation Plan?**

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Dissemination and Exploitation Plan – LIVE DOCUMENT

Guidelines

- EC rules and regulations
- Basecamp

Protocols (including external)

- Branding
- Written communication: Social media, press releases and publications
- Knowledge management
- Data protection (including IPR)
- Events



What branded collateral will be produced?

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Branding Guidelines

- Logo – several options will be developed
- Resulting logo will be implemented into the website design, presentation/deliverable template, pull-up stand, and factsheet

Factsheet

The information leaflet will be developed at the start of the project (M3) to describe the consortium, objectives, activities and expected impacts within the project. It will be distributed by all partners during conferences, stakeholders meetings and to the general public.

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Task 2.4

External dissemination and exploitation activities

(AquaTT)

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Task 2.4: External dissemination and exploitation activities (AquaTT)

Deliverable: D2.5 (M12) Project website and video


1. Manage external communication, outreach and dissemination of the objectives, partnership, expected impacts, outputs and results of the project
2. Implementation of public relations and outreach activities
3. Develop and update a detailed plan for external communication, dissemination and outreach, aiming to build a large and responsive community of stakeholders for the uptake of the project's output and participating the networking activities

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AquaTT

- To implement **Communication and Dissemination Plan/ DEP** (D2.4) for external communication
- Develop **press releases and news articles** based on results highlighted by WP leaders, including event promotion
- Maintain a **stakeholder database**
- Engage with a community of stakeholders using **social media**
- Update **external-facing website** pages
- Produce **five e-newsletters** (M6, 13, 25, 37, 49) and a **project video** (D2.5) due in M12

VLiZ will develop the ASSEMBLE Plus web portal, which will include a “one-stop shop” for information and TA applications to marine stations of the consortium (*design based on branding guidelines*).

An underwater photograph of a coral reef. The water is dark blue, and the coral is a vibrant red. A diver is visible in the upper left, partially obscured by a blue, wavy graphic element. A large, light blue, trapezoidal shape is overlaid on the center of the image, containing white text. The overall scene is illuminated with blue light, creating a deep-sea atmosphere.

**How will we
communicate
externally?**

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Press releases and news articles

- Press releases and promotional articles will be developed and distributed regularly using existing established dissemination channels: *AquaTT/EurOcean/EuroMarine newsletters, LinkedIn, local and regional business networks (e.g. Forúm Oceano), chamber of commerce.*

External-facing website (M12)

- The project website will be continuously reviewed and updated
- It will adopt EC best practice communication guideline principles
- It will outline the objectives, target end users, planned tools and channels, responsibilities, resources and measurement metrics for carrying out impactful dissemination and exploitation.

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Stakeholder database

- A database will be developed to cover a diverse range of stakeholders and dissemination channels. This will be initially developed and maintained by AquaTT, but partners will be asked to contribute. Contacts for networking and brokerage events will be combined in this database.

Social media

- LinkedIn will be utilised to develop an active and engaged community. Twitter will also be utilised to link back to the website and highlight topics/events of interest.

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E-Newsletters (M6, 13, 25, 37, 48)

- Five newsletters will be produced over the course of the project to disseminate project results.

Video (M12)

- A short video will be produced to promote the work of ASSEMBLE Plus and be disseminated to identified stakeholders to raise awareness. The video will be posted on the project website, youtube and vimeo.

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Task 2.5

Management of TA and VA activities (UPMC)

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The Access Officer will manage the TA and VA activities by:

- Implementing the procedures of the TA-policy document
- Establishing a network of TA-liaison officers
- Assisting the Project Implementation Committee (PIC) with the establishment of the User Selection Panel
- Preparing and delivering the access reports

THANK YOU

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