

Exploitation plan
Edinburgh, 1-3 July 2010



Andrejs Ozolins
Kristiina Möller
Abdul Mohammed

Linneaus University, Sweden



With the support of the Lifelong Learning Programme of the European Union

1

**Erasmus Academic Network
Partners' Exploitation Plan
August 2010**



Education and Culture DG

Lifelong Learning Programme

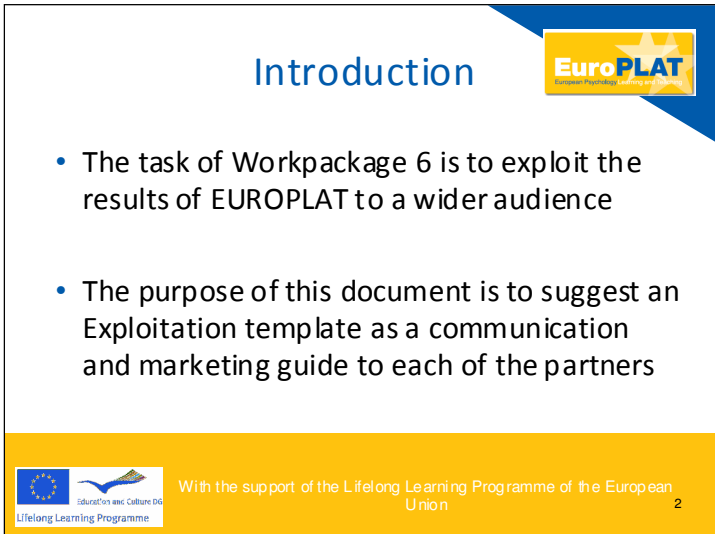


This project has been funded with support
from the European Commission.

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

1.	Introduction	4
2.	Current Dissemination Strategies.....	5
3.	National Strategies.....	6
3.1.	Exploit national committees and psychology departments.....	6
3.2.	Encourage each partner to promote EUROPLAT nationally	7
3.2.1.	To the business community	7
3.2.2.	To the wider academic community.....	7
3.3.	Monitoring the needs of national markets	10
3.4.	New members	11
3.5.	EUROPLAT Academic Journal	12
3.6.	Submitting articles to e-journals	13
3.7.	Student and academic staff exchange programmes	14
4.	Dissemination budget.....	15

1. Introduction



Introduction

- The task of Workpackage 6 is to exploit the results of EUROPLAT to a wider audience
- The purpose of this document is to suggest an Exploitation template as a communication and marketing guide to each of the partners

With the support of the Lifelong Learning Programme of the European Union

“EUROPLAT wishes to create a sustainable network...and through appropriate exploitation of the research reports, newsletters and conference activities, EUROPLAT will be able to reach a wider range of citizens, members of the business community, future students... and policy makers in Europe”.

The chief task of Work Package 6 is to exploit the results of EUROPLAT to a wider audience.

Work Package 6 (Linnæus University) intends to maximise the impact of each project output, to advise partners on dissemination activities and exploitation of project outputs within their own countries.

The purpose of this document is to suggest an exploitation template as a communication and marketing guide to each of the partners.

2. Current Dissemination Strategies

Current dissemination strategies

- www.europlat.org
- Europlat powerpoint template presentation and newsletters

With the support of the Lifelong Learning Programme of the European Union

At present, there is the EUROPLAT website, free-to-use PowerPoint presentation and Associate Partners flyer.

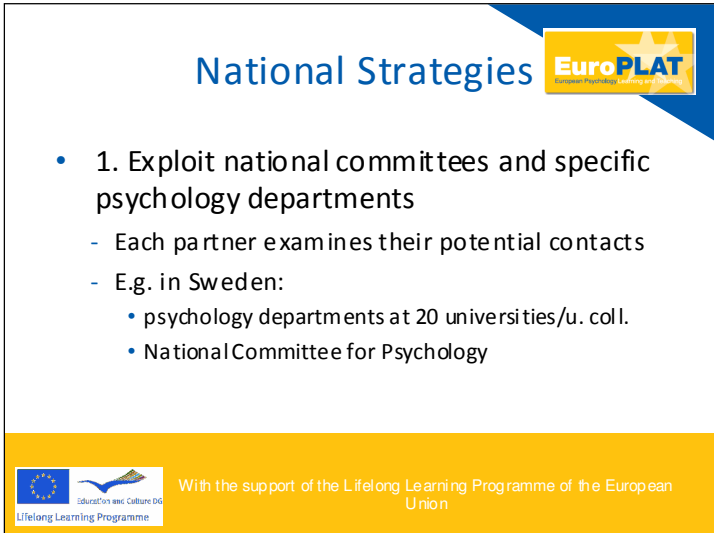
Actions

1. Partners can promote the Europlat website at www.europlat.org
2. Partners can distribute the Associate Partner flyer to other departments and organisations.
3. Partners can use the power point template at conferences and visits to other departments www.europlat.org/publications.htm

3. National Strategies

Each partner is expected to contact relevant associations and organisations in its country and inform them about Europlat. The suggested activities are examples from Sweden, but we expect that the specific situations are quite different in each country, so these are mere suggestions and may serve as an inspiration for other ideas of your own. Activities may include:

3.1. Exploit national committees and psychology departments



National Strategies EuroPLAT

- 1. Exploit national committees and specific psychology departments
 - Each partner examines their potential contacts
 - E.g. in Sweden:
 - psychology departments at 20 universities/u. coll.
 - National Committee for Psychology

With the support of the Lifelong Learning Programme of the European Union

- Each partner examines their potential contacts
- E.g. in Sweden:
 - psychology departments at 20 universities/university colleges
 - National Committee for Psychology: <http://sncfp.psychology.su.se/eng/>¹

Actions

Send Associate Partner Flyer to organisations and departments in the partner country.²

¹ "The Swedish National Committee for Psychological Sciences is one of the scientific committees appointed by the Royal Swedish Academy of Sciences, and associated with the International Council for Science. The aim of the Swedish National Committee for Psychological Sciences is to promote research, training, and development within psychology, and to represent Sweden in the International Union for Psychological Science (IUPsyS), an international association for the science of psychology. The Committee acts to promote cooperation with related fields of science. It offers consultative services for universities and other institutions for research and professional training. It also acts as an advisory body of experts to the Royal Swedish Academy of Sciences. The Committee initiates activities that promote academic development in psychology".

² Associate Partner Flyer released to all project partners in September 2010

3.2. Encourage each partner to promote EUROPLAT nationally

3.2.1. To the business community



National Strategies 

- 2. Promote EUROPLAT to...
 - ...the business community in each country
 - Example from Sweden:
 - local factories and other non-academic organizations have expressed interest in psychology, regarding marketing strategies, etc.
 - Each partner establishes contacts in similar ways depending on conditions in the country

 With the support of the Lifelong Learning Programme of the European Union 5

Many businesses are ill informed about the skills of psychology graduates and part of each partner's mission is to develop understanding around employing graduates with psychological literacy.

To start with, the partner can expand on an already existent network of contacts (for instance, non-academic organisations for internship in specific educational programmes in Human Resource Management). Thus, each partner establishes a list of contacts depending on the conditions in their country.

3.2.2. To the wider academic community



National Strategies 

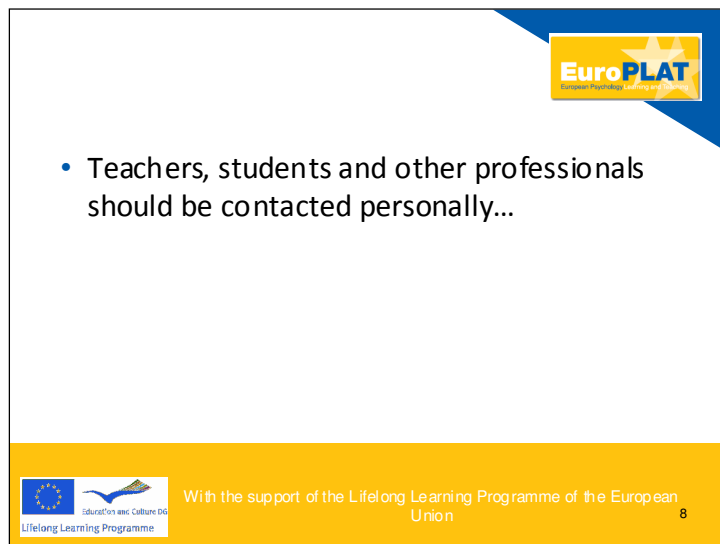
- ...exploit EUROPLAT to universities in the country with programmes related to psychology, including...
 - Personnel administrators (career advisors, recruiters)
 - Sports sciences departments
 - Police academies
 - etc.

 With the support of the Lifelong Learning Programme of the European Union 6

The work of Europlat extends to those teaching psychology to other groups:

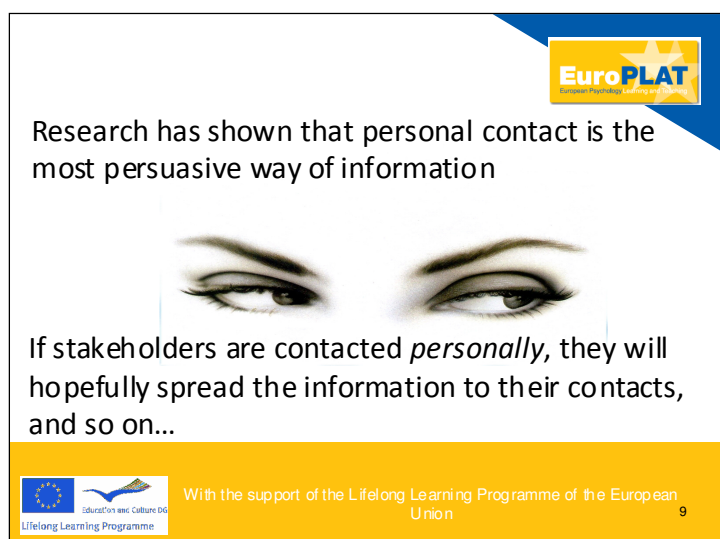
- Universities in the country with programmes related to psychology, including:

- Personnel administrators (career advisors, recruiters)
- Sports sciences departments
- Police academies
- Teacher programme
- Nursing programme
- Social work programme
- etc.



This slide features the EuroPLAT logo in the top right corner. The main text is a bullet point: "Teachers, students and other professionals should be contacted personally...". At the bottom, there are logos for the European Union and the Lifelong Learning Programme, along with the text "With the support of the Lifelong Learning Programme of the European Union" and the number "8".

The exploitation of the EUROPLAT concept to a wider audience is more effective if teachers, students and other professionals are contacted personally, since personal contact is among the most persuasive way of informing and motivating. We think that enhancing motivation is one of the more challenging tasks in “selling” the ideas of EUROPLAT, and in building a productive network for the benefit of psychology in Europe. If stakeholders are contacted personally, they will hopefully spread the information to their own contacts, and so on.



This slide features the EuroPLAT logo in the top right corner. The main text reads: "Research has shown that personal contact is the most persuasive way of information". Below this is a close-up image of a person's eyes. The text continues: "If stakeholders are contacted *personally*, they will hopefully spread the information to their contacts, and so on...". At the bottom, there are logos for the European Union and the Lifelong Learning Programme, along with the text "With the support of the Lifelong Learning Programme of the European Union" and the number "9".

- Information can additionally be spread through:
 - websites
 - newsletters

- brochures
- leaflets
- pod casts
- etc.

Actions

- Generate a list of organisations and an appropriate means of contacting those groups

3.3. Monitoring the needs of national markets



National Strategies 

- 3) Monitoring the needs of national markets
 - In the future, WP6 needs input from partners about each country's situation

 Education and Culture DG
Lifelong Learning Programme

With the support of the Lifelong Learning Programme of the European Union 11

In the year to come, WorkPackage6 (WP6) will need input from partners about employability in each country. How can the national labour market be described in terms of employment possibilities, and areas of employability? What is the match between the type and number of psychologists leaving universities, and the absorbing labour market in each country? How can the needs of the market be exploited and developed?

Actions

- Answer the questions listed above about the employability of psychologists in each partner country

3.4. New members



The slide is titled "National Strategies" and features the EuroPLAT logo in the top right corner. The main content is a bulleted list under the heading "4) New members". The list item is "Establish criteria for membership, and encourage new members to join Europlat as Associate Partners". At the bottom of the slide, there is a yellow banner with the European Union flag, the text "Education and Culture DG Lifelong Learning Programme", and the text "With the support of the Lifelong Learning Programme of the European Union". The number "12" is in the bottom right corner of the banner.

National Strategies EuroPLAT

- 4) New members
 - Establish criteria for membership, and encourage new members to join Europlat as Associate Partners

With the support of the Lifelong Learning Programme of the European Union 12

We encourage partners to recruit new members to join EUROPLAT as Associate Partners. The website has details about the benefits of associate membership. These include:

- Access to project research
- Invitation to the Europlat Annual Conferences
- Project Newsletter
- Link to the psychology network and other partners
- Potential participation as a full partner from 2010

Requests for Associate membership should be sent to York and will be agreed by the core project management committee.

For example:

- Swedish contacts are currently developing links with the East Africa Psychology Association (EAPA)
- Each partner is encouraged to build links with and invite associate partnerships.

3.5. EUROPLAT Academic Journal

The slide is titled "National Strategies" and features the EuroPLAT logo in the top right corner. The main content is a bulleted list:

- 6) EUROPLAT Academic Journal
 - The need for a journal cannot be assessed at the current state


At the bottom of the slide, there is a yellow footer containing the European Union flag logo, the text "Education and Culture DG Lifelong Learning Programme", and the text "With the support of the Lifelong Learning Programme of the European Union". The number "14" is in the bottom right corner of the footer.

There are a number of academic journals in the area of teaching and learning, also as regards psychology, and the specific need for a new journal cannot be assessed at present. However, we encourage the partners to screen the presence of relevant journals in their own country and evaluate their content and standing.



Actions

- Partners to screen and evaluate journals in their own countries, relevant to Europlat

3.6. Submitting articles to e-journals

National Strategies 

- 7) Submitting articles to e-journals
 - Partners are encouraged to research and publish in the area of teaching and learning psychology

 With the support of the Lifelong Learning Programme of the European Union  15

Partners are encouraged to research and publish in the area of teaching and learning psychology, for presentation at conferences, etc. The PLAT Journal (www.symposium-journals.co.uk) is recommended.

Actions

- Research and publish in the area of teaching and learning

3.7. Student and academic staff exchange programmes



National Strategies 

- 8) Encourage student and academic staff exchange programmes
 - Programmes in Sweden:
 - Erasmus
 - STINT
 - Wallenberg
 - etc.
 - Similar programmes in other countries

 With the support of the Lifelong Learning Programme of the European Union  16

Partners are encouraged to investigate national and international funding with the aim of facilitating staff and student exchange within the EUROPLAT community.

A preliminary scan of programmes in Sweden gives some hits: Erasmus, STINT, Wallenberg. There are many more.

Actions

- We ask partners to prepare a preliminary list of for similar programmes in their countries.

4. Dissemination budget

Each partner has a dissemination and exploitation budget depending on their involvement in the specific work packages, the details are provided in individual partner contracts but can be summarised as follows:

- €500 - €1000 marketing and publicity per partner
- Up to €370 per partner for communications

This money is to be used by each partner to support national dissemination activities, for example, disseminating Europlat leaflets, publicity and flyers.

Actions

- Use budget for local dissemination activities
- Provide copies of all materials to York to present to the EC