



BAS4SC

Business Analytics Skills
for the Future-proofs Supply Chains

Project number – 2022-1-PL01-KA220-HED-000088856

Dissemination strategy

Co-funded by the European Union

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Source: Source

Basic assumptions



AIM OF DISSEMINATION

The aim of dissemination of the BAS4SC project is to inform as many members of the target group as possible about the existence of the project and its results



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SUPPORTING AIMS OF DISSEMINATION

- ✓ Identifying a target group
- ✓ Developing a quadruple helix
 - Academics, companies, local society, media
- ✓ Creating a dissemination tools
- ✓ Organizing dissemination events
- ✓ Organizing Conference
- ✓ Sending newsletters
- ✓ Developing project website
- ✓ Developing scientific papers



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Project logo



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Business Analytics Skills for the Future-proof Supply Chains

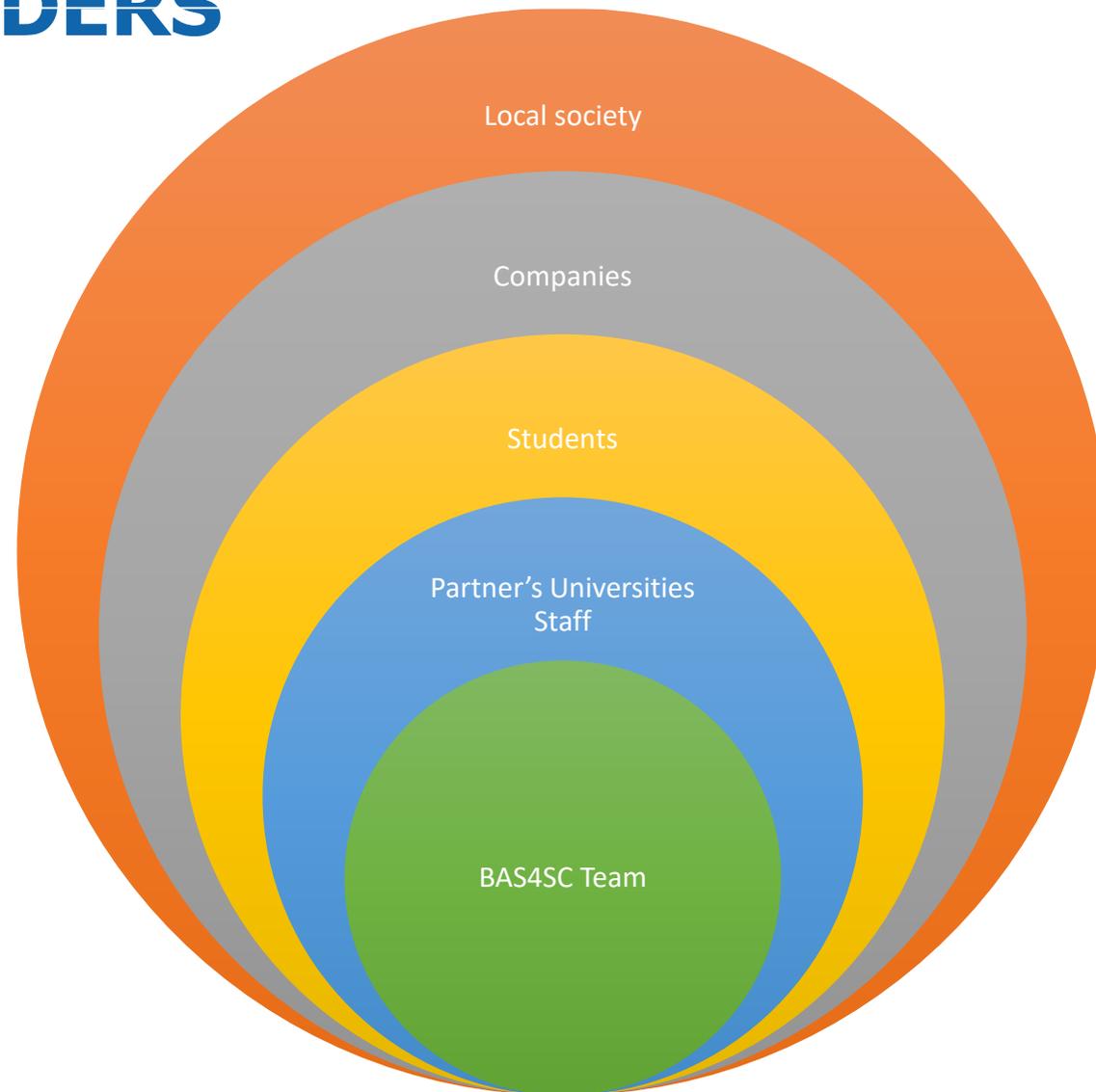


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BAS4SC STEAKHOLDERS



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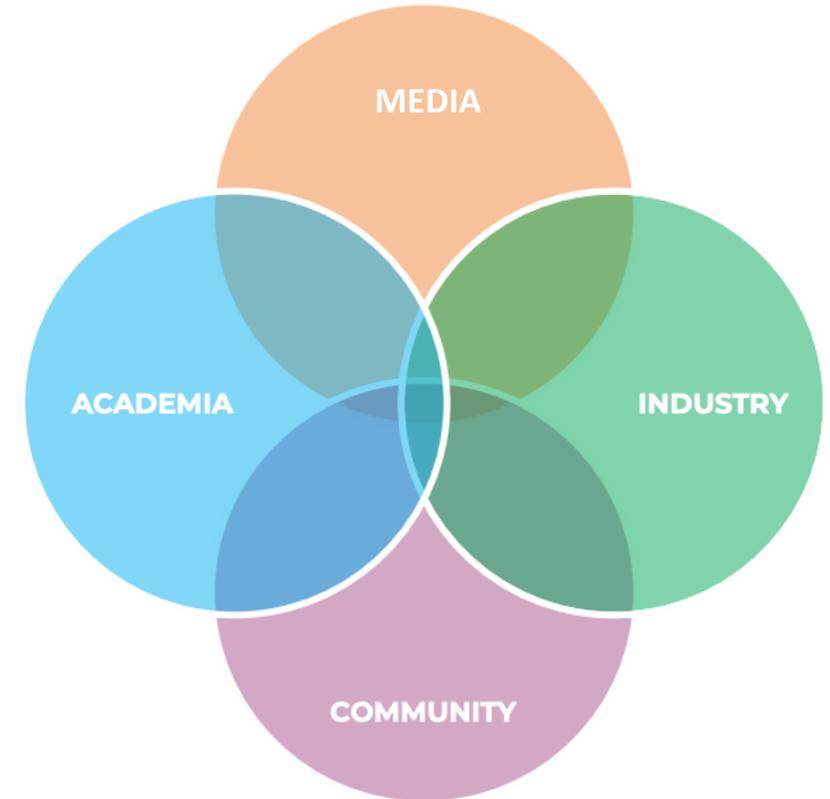
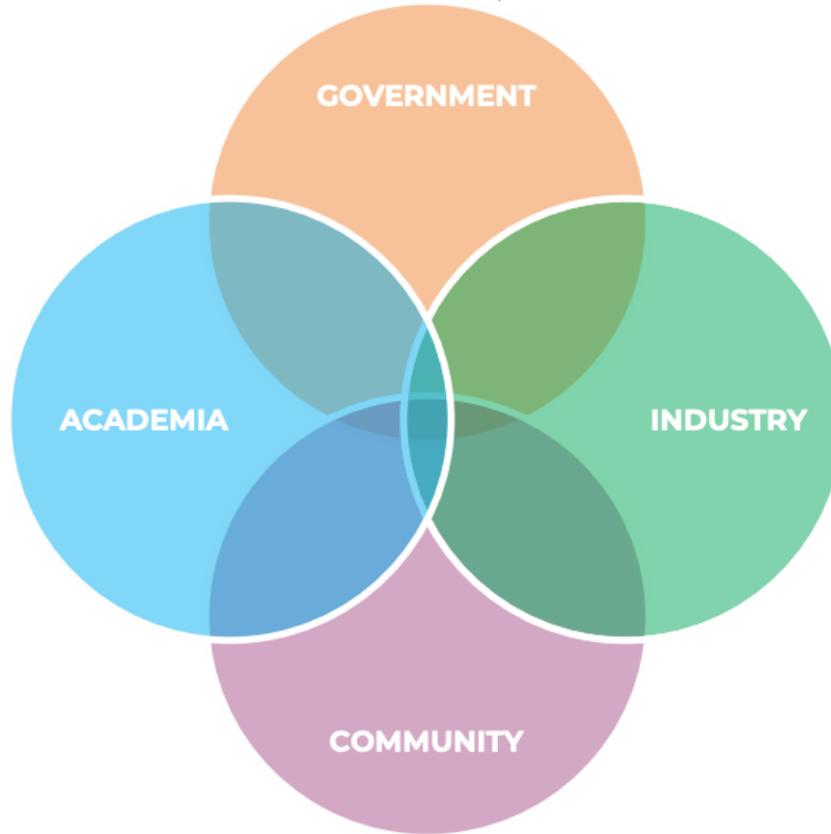




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QUADRUPLE HELIX OF BAS4SC

In BAS4SC project GOVERNMENT will be placed by MEDIA in quadruple helix



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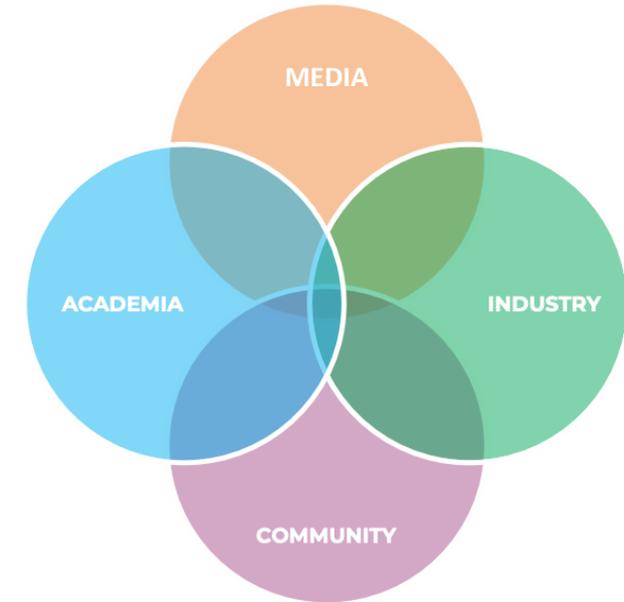


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QUADRUPLE HELIX OF BAS4SC

The quadruple helix of the BAS4SC project includes 4 groups of stakeholders which, in the opinion of the implementers, should be interested in the course of the project as well as its results. In these groups are distinguished:

- ✓ Academia (understood as both academic teachers and students);
- ✓ Government, including public institutions, such as centers dealing with modern education, operating for the needs of the modern economy, as well as technical secondary/ vocational schools, preparing staff for logistics; this group also includes the media as a tool for disseminating knowledge about the project and its results;
- ✓ Industry as a particularly important stakeholder and potential beneficiary who will use the modern competences of the young staff and at the same time verify the project's results in the long term;
- ✓ Community understood as the community potentially interested in changes taking place in education under the influence of the development of information technology.





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Tools

- ✓ Project website
- ✓ Newsletter
- ✓ Social media
- ✓ Multiplayer events
- ✓ Scientific paper
- ✓ Dissemination materials use during multiplayer events



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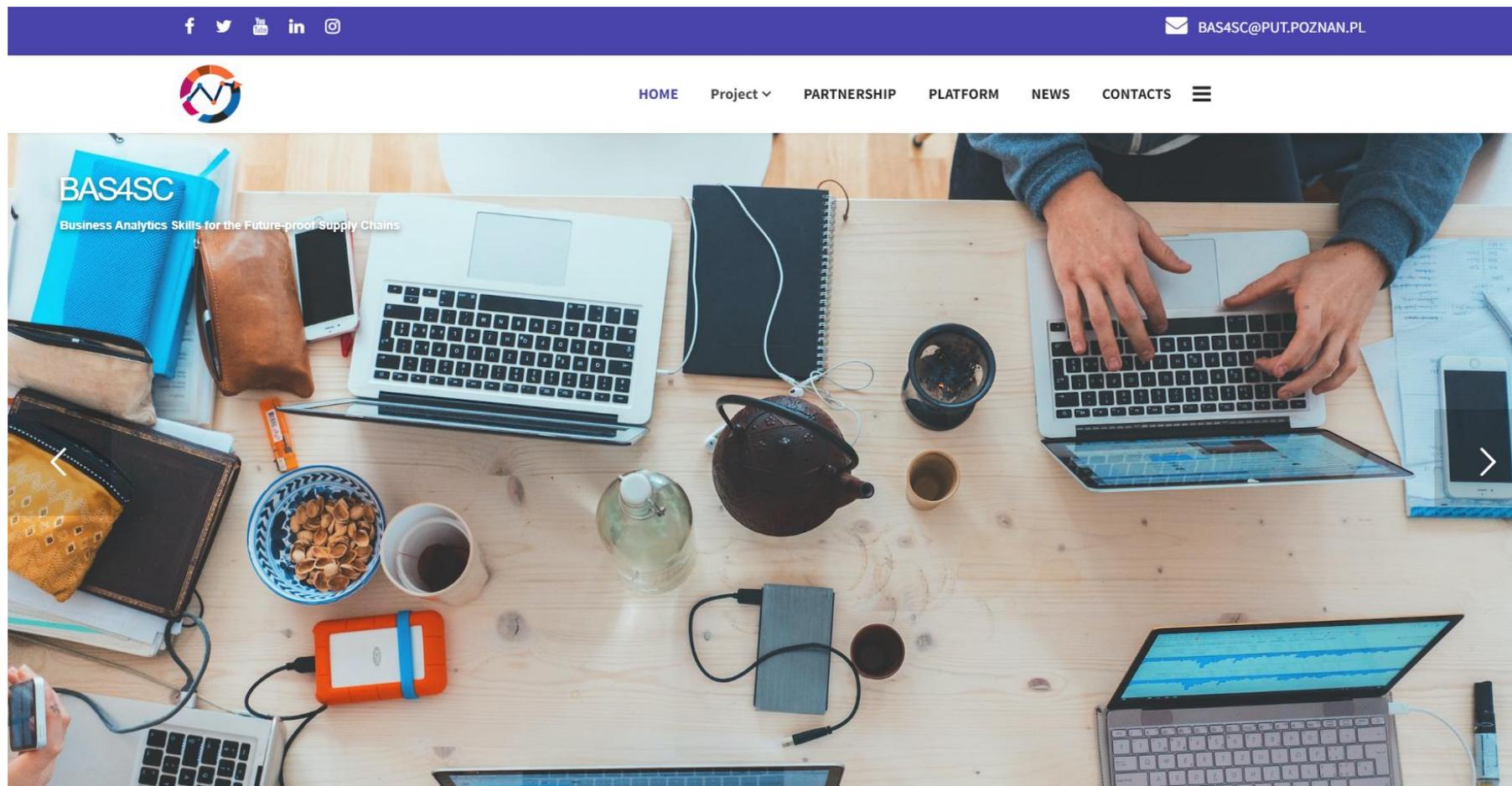


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Tools - website

✓ Project website



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Tools - social media

✓ Social media



✓ <https://www.facebook.com/Project-Business-Analytics-Skills-for-the-Future-proof-Supply-Chains-113152368299859>



✓ <https://www.youtube.com/@bas4sc/>



✓ <https://www.linkedin.com/showcase/bas4sc/>



✓ <https://twitter.com/bas4sc>



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Tools – documents templates

✓ Presentation

The screenshot displays a presentation software interface with a slide template. The slide content includes:

- Slide Title:** Title of the course
- Slide Subtitle:** Title of the presentation
- Slide Content:** Type of the material
- Logo:** BAS4SC Business Analytics Skills for the Future-proofs Supply Chains
- Project Number:** Project number – 2022-1-PL01-KA220-HED-000088856
- Footer:** Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

The interface also shows a sidebar with slide thumbnails and a navigation bar at the top.

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Tools – documents templates

✓ E-book



BAS4SC - Business Analytics Skills for the Future-Proof Supply Chains

1. CHAPTER

At the beginning of each chapter there should be a brief indication of the content and issues discussed therein.



- Issue 1
- Issue 2
- ...

1.1. Subchapter

Text of a document, Text of a document.

For in-text citations, please use Harvard style. Put the author's last name and year of publication in parentheses after the colon in which there is quoted text (Author, year). If the source has two authors cite both surnames connected with "&" (Author1 & Author2, year). However, if the source has three or more authors, you should write the first author's name and add "et al." as in the case of text stating the reasons for holding inventory (Author1 et al., year).

- Bullet list
- Bullet list

TITLE OF A DOCUMENT

Authors: Name and surname, Name and surname



BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOFS SUPPLY CHAINS -



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TITLE OF A DOCUMENT

6



BAS4SC - Business Analytics Skills for the Future-Proof Supply Chains



Figure 1.1. Title. Source: (9 et)

Table 1.2. Title of the table (10 et)

Source: (9 et)



If you want to highlight something interesting, you can use this format.

TITLE OF A DOCUMENT

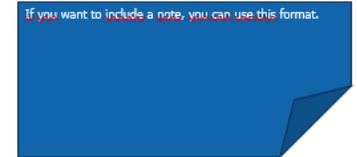
7



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If you want to highlight something interesting, you can use this format.



If you want to include a note, you can use this format.

REFERENCES

Book with one author:

Hugos, M. (2006). Essentials of Supply Chain Management, 2nd Edition, Hoboken, New Jersey: John Wiley & Sons, Inc.

Book with two authors:

Chopra, S. & Meindl, P. (2012). Supply Chain Management: Strategy, Planning, and Operation, 5th Edition, New Jersey: Prentice Hall

Book with more than two authors:

Bowersox, D., Closs, D. & Bixby, Cooper, M. (2012). Supply Chain Logistics Management, 4th Edition, New York: McGraw-Hill/Irwin

Journal article:

Waller, M. A. & Fawcett, S. E. (2013). Data Science, Predictive Analytics, and Big Data: A Revolution That Will Transform Supply Chain Design and Management. Journal of Business Logistics, 34(2), p. 77–84.

Edited book:

TITLE OF A DOCUMENT

8

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Tools – documents templates

- ✓ Dissemination event list of attendance



DECLARATION OF PARTICIPANT OF BAS4SC MULTIPLIER EVENT

Name&Surname	
Email	
Institution	

Note about the privacy policy:

This form is a part of the European project "BAS4SC – Business Analytics Skills for the Future-proof Supply Chains" supported by the EU Erasmus+ Cooperation partnerships in higher education Programme (Project Number: 2022-1-PL01-KA220-HED-000088856).

You understand that your declaration of participant in BAS4SC multiplier event will be confidential and will only be used in the context of the BAS4SC project. The e-mail address provided is only used to send information about the project in the form of a newsletter. The name of the represented institution is required to determine membership in the project's target group.

The personal data and information collected from you will be managed according to the regulations of the GDPR (<https://gdpr-info.eu/>) and the results of this study will be used for research purposes only.

The Administrator of your personal data is Poznan University of Technology (coordinator of the project). You may contact the Administrator writing at: Politechnika Poznańska, J. Rychlewskiego 2, 61-131 Poznań, Poland.

If you would like to contact the members of the project team for any reason or question, please e-mail bas4sc@put.poznan.pl.

.....
Signature

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Tools – dissemination activities evidence

✓ Dissemination activities – evidence:

- ✓ No
- ✓ Partner
- ✓ DATE START
- ✓ DATE END
- ✓ ACTIVITY TYPE
- ✓ ACTIVITY DETAILS / SHORT DESCRIPTION
- ✓ TARGET GROUP
- ✓ ACTIVITY AIM
- ✓ URL
- ✓ LOCATION IF FACE2FACE
- ✓ NO OF PARTICIPANTS
- ✓ COMMENTS/FEEDBACK/RESULTS

No	Partn	DATE ST	DATE EN	ACTIVITY T	ACTIVITY DETAILS / SHORT DESCRIPTION	TARGET GROU	ACTIVITY AIM	URL	LOCATION IF FACE2FACE	NO OF PARTICIPAN	COMMENTS/FEEDBACK/RESULTS
1	PUT	7/13/2022	-	Information at the PUT's website	Information about the Project - POZNAŃ UNIVERSITY OF TECHNOLOGY	PUT website's visitors	Presentation of the new project and its aim	https://fem.put.poznan.pl/artykul/sukces-naukowcow-wiz-w-konkursie-erasmus	Online	Number of website visitors	
2	PUT	10/19/2022	10/19/2022	Kick-off meeting	The main objectives of the project and its results have been discussed. The strategy for managing, planning and monitoring the tasks has been developed. A graphic symbol identifying the BAS4SC project has been proposed and selected. The first tasks to be performed are scheduled.	All partners	The main objectives of the project and its results have been discussed. The strategy for managing, planning and monitoring the tasks has been developed. A graphic symbol identifying the BAS4SC project has been proposed and selected. The first tasks to be performed are scheduled.	https://fem.put.poznan.pl/artykul/spotkanie-inaugurujace-projekt-bas4sc	FEM PP	15.00	The main objectives of the project and its results have been discussed. The strategy for managing, planning and monitoring the tasks has been developed. A graphic symbol identifying the BAS4SC project has been proposed and selected. The first tasks to be performed are scheduled.



Tools – EU logos

✓ Partners have to use EU logos



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Tools & Target groups

	Academic teachers	Students	Comapnies	Local society
Multitier events	✓	✓		
Website	✓	✓	✓	✓
Newsletters	✓	✓	✓	
Permanent dissemination	✓	✓	✓	✓
Social media	✓	✓	✓	✓
Research papers	✓	✓		



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Dissemination activities

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ACTIVITY 1: Develop the dissemination strategy the website and social media presence

- ✓ developing a dissemination strategy
 - indicator: Number of dissemination strategies developed (target value: 1)
- ✓ creating a website for the project
 - indicator: Number of project websites (target value: 1)
- ✓ creating project at least 4 profiles in social media (LI, Facebook, TikTok, YouTube)
 - indicator: Number of social media profiles of the project (target value: 4)

PUT – development of the project website

WSL – development of project profiles in social media



ACTIVITY 2: Develop newsletters

- ✓ development of periodic newsletters and making them available to project stakeholders
 - indicator: Number of newsletters sent to project stakeholders (target value: 6)

WSL – developing newsletters



ACTIVITY 3: Develop two research articles

✓ Research articles

- indicator: Number of scientific publications produced (target value: 2)

There will be a representative of each partner in the writer team



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ACTIVITY 4: Organizing an international conference on the use of business analytics in logistics

- ✓ organizing a conference at which the results of the project will be presented (competence research, developed educational programs, developed materials) and the results of other scientific research and the implementation of business practice in the use of business analytics in the area of logistics
 - Indicator 1: Number of conferences organized (target value: 1)
 - Indicator 2: Total number of conference participants (target value: 50)
 - Indicator 3: Number of business representatives participating in the conference (target value: 10)
- ✓ The main organizer of the conference will be PUT, but all other partners will be involved in co-organizing the conference and disseminating information about the conference in their countries



ACTIVITY 5: Perform regular dissemination and communication of the project results as specified in the dissemination and communication strategy

Indicators:

- Number of pilot participants – academic teachers (target value: 15)
- Number of students taking part in an international competition (target value: 25)
- Number of people who downloaded teaching materials from the project's website (target value: 300)
- Number of students who participated in the classes with the use of the developed materials (target value: 150) SI 50, WSL 50, PUT 50
- Number of respondents participating in the competency survey – from the group of students (target value: 175)
- Number of respondents participating in the competency survey – from the group of academic teachers (target value: 50)
- Number of respondents participating in the competency survey – from the group of representatives of logistics companies (target value: 90)



ACTIVITY 5: Perform regular dissemination and communication of the project results as specified in the dissemination and communication strategy

Each partner will be responsible for the ongoing information about the project implementation through its website, entries in their social profiles and entries on social profiles of the project (also in national languages), involvement in the project implementation of a group of stakeholders composed of academic teachers, university authorities and representatives of logistics companies, industry associations or organizations.



ACTIVITIES 6-15: Organise the 10 multiplier events

- ✓ organization of 10 dissemination events (two by each partner)
 - Indicator 1: number of dissemination events organized (target value: 10)
 - Indicator 2: number of participants in dissemination events (target value: 200)
 - Indicator 3: number of members of the target group informed about the implementation of the project and its results (target value: 2000)

- ✓ Each partner will be responsible for organizing two dissemination meetings



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Partner's responsibilities

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Partner's responsibilities

- ✓ Coordination of dissemination activities, conducting social media profiles



- ✓ Permanent dissemination, Multiplier events, research papers, newsletters



POZNAN UNIVERSITY OF TECHNOLOGY



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Timelines



Dissemination timeline

Permanent activities

		2022												2023												2024												2025											
WPs	Activity	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9
WP5		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36												
	5.1 Strategy	[Green bar]																																															
	5.2 Newsletters	[Green bar]																																															
	5.3 Research articles	[Green bar]																																															
	5.4 Conference	[Green bar]																																															
	5.5 Perform regular dissemination	[Green bar]																																															
	5.6 Multiplier event E1 (PUT)	[Green bar]																																															
	5.7 Multiplier event E2 (PUT)	[Green bar]																																															
	5.8 Multiplier event E3 (WSL)	[Green bar]																																															
	5.9 Multiplier event E4 (WSL)	[Green bar]																																															
	5.10 Multiplier event E5 (UM)	[Green bar]																																															
	5.11 Multiplier event E6 (UM)	[Green bar]																																															
	5.12 Multiplier event E7 (EFOS)	[Green bar]																																															
	5.13 Multiplier event E8 (EFOS)	[Green bar]																																															
	5.14 Multiplier event E9 Novi Sad	[Green bar]																																															
	5.15 Multiplier event E10 Novi Sad	[Green bar]																																															

Events





Attachments to the dissemination strategy

- ✓ BAS4SC document template
- ✓ BAS4SC presentation template
- ✓ List of attendance



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Dissemination strategy