



## LAB-MOVIE

### Labour Market Observatory in Vietnam universities

## Dissemination Plan

<b>Project reference:</b>	609653-EPP-1-2019-1-IT-EPPKA2-CBHE-JP
<b>Objective:</b>	To promote and disseminate the activities carried out in the LAB-MOVIE Project
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*LAB-MOVIE: Labour Market Observatory in Vietnam Universities*  
609653-EPP-1-2019-1-IT-EPPKA2-CBHE-JP



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## 1. Introduction

### WP5 - Dissemination and Exploitation

Lead Organization: P3-Universidade Nova de Lisboa (UNL)

Co-leading Organization: P10-Hanoi Small and Medium Enterprises Association (HanoiSME)

Participating Organizations:

P1-UNIPD, P2-USAL, P4-Steps, P5-HANU, P6-HAUI, P7-NTTU, P8-TNU, P9-VNAU

**Table 1.** List of the Lab-Movie Partners and the respective websites

Partner Number	Partner Organization Name	Acronym	Country	Web link
P1	Università Di Padova	UNIPD	IT	<a href="http://www.unipd.it">www.unipd.it</a>
P2	Universidad de Salamanca	USAL	ES	<a href="http://www.usal.es/">www.usal.es/</a>
P3	Universidade NOVA de Lisboa	UNL	PT	<a href="http://www.unl.pt/">www.unl.pt/</a>
P4	STEPS SRL	Steps	IT	<a href="http://www.stepseurope.it/">www.stepseurope.it/</a>
P5	Hanoi University	HANU	VI	<a href="http://www.hanu.vn/vn/">www.hanu.vn/vn/</a>
P6	Hanoi University Of Industry	HAUI	VI	<a href="http://www.haui.edu.vn/en">www.haui.edu.vn/en</a>
P7	Nguyen Tat Thanh University	NTTU	VI	<a href="http://ntt.edu.vn/">ntt.edu.vn/</a>
P8	Thai Nguyen University	TNU	VI	<a href="http://en.tnu.edu.vn/">en.tnu.edu.vn/</a>
P9	Vietnam National University of Agriculture	VNAU	VI	<a href="http://eng.vnua.edu.vn/">eng.vnua.edu.vn/</a>
P10	Hanoi Association of Small & Medium Enterprises	HASME	VI	<a href="http://www.hanoisme.vn/">http://www.hanoisme.vn/</a>

## 2. LAB-MOVIE objectives

The aims of the LAB-MOVIE project are:

- To improve the students' employability and quality of training at Partner Vietnamese Universities, providing an overview of the local labour market.
- To adapt and transfer the methodology for a Local Labour Market Observatories from EU countries to Vietnam.
- To foster the cooperation between education and labour market.
- To list all the professional roles within the enterprises in the three economic sectors (agri-food; tourism; telecommunications and information technology), and to describe them in detail (tasks, activities, competencies and skills).
- To support the development of knowledge economy, supporting local businesses, creating jobs, stimulating economic growth and improving living standards.





- To provide useful information to the HEIs students, in order to guide them in the employment search.
- To adapt the training offer at the Vietnamese Universities to the effective needs of companies and enterprises.
- To carry out publications and reports about the three economic sectors in Vietnam.

### 3. Dissemination strategy

The objective of the dissemination work package WP5 is to raise the awareness about the outputs and the developments that have been achieved within the LAB-MOVIE project. Within this WP, all Partners and key stakeholders (academics, public administrations, relevant enterprises and research institutions) will be involved to foster the impact of the project activities and results.

The Dissemination Plan aims to provide the whole partnership with information and responsibilities on the communication activities related to the project. The structure will show the specific objectives, the target groups of reference and the means of communication proposed to implement the actions. The Dissemination Plan sets up information channels to ensure efficient communication between the project management, coordinator and partners of the project. It lists the ways in which the outcomes of the project will be disseminated to partners and key external stakeholders. The strategy will design and use communication tools geared to both partners and audience, including information for partners, regular updates on project progress and work with the key stakeholders and media.

All the dissemination activities will aim at reaching the target groups in the best way, and involving as many as beneficiaries as possible for all the project duration and beyond.

### 4. Implementation of dissemination and promoting activities

The Dissemination Plan identifies target groups, describes measures taken to ensure awareness of project objectives and results, identifies a schedule for dissemination. This plan intends to provide practical, useful and easy to follow advice on how to maximize the impact of LAB-MOVIE project by ensuring that the results are effectively used and disseminated.

The target groups will be University students, Teaching staff, Trainees, Administrative staff, Technical staff, Enterprises, Vietnamese Ministries, and other stakeholders.

The dissemination level can be Department/Faculty, Institution, Local, Regional, National and International.





### Implementation Mechanism:

Before event organisation: *The teaching, training and learning material to be prepared by the respective work package leader and then shall be sent to the WP5 leader and co-leader in appropriate time so as to disseminate the information.*

After event organisation:

- Reporting: *Each Partner University will send within a week after the implementation of the program organised at their campus, a detailed report with relevant pictures, news and links to the coordinator and WP5 leader.*
- Promotion: *The proper schedule of the dissemination could be within two weeks after the meetings, conference, dissemination events and consortium meetings. All the partner Universities should engage in the promotional activity and the proof of the activities should be sent to the co-leaders of the WP5 and Project Coordinator.*

*The actions will be promoted in all project channels.*

## 5. Roles for implementation of dissemination

All partners are responsible for the dissemination implementation at their own institution. Each partner will appoint one editor who is going to be responsible for the feeding of posts in the site and social media.

### NOVA Lisbon University (UNL) – leading organisation of WP5

- will coordinate all dissemination activities among partners to ensure its transparency and relevance and report to PM
- will develop the main dissemination strategy
- will develop promotional materials: project logo, leaflets, roll up, project template (powerpoint, word), etc
- will design, develop and feed project website in English
- will create and feed Social Media Accounts: *Facebook, LinkedIn, Twitter, Instagram, etc*
- will establish social network accounts to reach different groups of stakeholders
- will organize one annual conference (Lisbon in May 2021), prepare conference report and prepare on-line publication
- will prepare a Dissemination report at the end of each year concerning the activities carried out in the LAB-MOVIE project
- will draft and contribute to the Sustainability Plan

### Hanoi SME –Co-leader of WP5

- will coordinate all dissemination activities among Vietnamese partners to ensure its transparency and relevance and report to PM
- will feed project website, social media and networks in Vietnamese





- will take responsibilities for replying, checking and explaining all of the questions or concerns from Vietnamese students, enterprises and stakeholders.
- will monitor all dissemination activities
- will be involved in preparing dissemination strategy
- will develop promotional materials: project logo, presentation, and leaflet
- will support the organisation of conferences and workshops at local level
- will contribute to the Sustainability Plan

### Hanoi University (HANU)

- will be the main coordinator for the Vietnamese Partners
- Will translate all the dissemination contents from English to Vietnamese, working in close collaboration with the Co-Leaders of WP5

### Vietnamese partners

- will report their dissemination activities, according to the schedule
- will organize national workshops, seminars, round tables, focus groups, and specific conferences in Vietnam, where the project outputs will be showed to the audience, with the participation of key external experts, report to PM.

### EU partners

- will support all dissemination activities
- will use its communication channels (Website, social media and networks) to disseminate the results of the project.
- Will report their dissemination activities, according to the schedule

All EU and Vietnamese partners will promote the project at own university and local environment.



**Table 2.** List of focal points for Dissemination Activities from each Partner Institution and their e-mail contacts.

Partner Number	Partner Organization Name	Acronym	Contact	e-mail	editor local site	e-mail	editor social media	e-mail
P1	Università Di Padova	UNIPD	Sara Raponi (Mrs.)	sara.raponi@unipd.it				
P2	Universidad De Salamanca	USAL						
P3	Universidade Nova De Lisboa	UNL	Arlete Meneses (Mrs.)	ameneses@unl.pt	Graça Santos (Mrs)	gsantos@fcs.h.unl.pt	Graça Santos (Mrs.)	gsantos@fcs.h.unl.pt
P4	STEPS Srl	Steps	Roberto Righi (Mr.)	rrighi@stepseurope.it				
P5	Hanoi University	HANU	Mrs. Nguyễn Thị Ánh Tuyết (Mrs.)	tuyetnta@hanu.edu.vn	idem		idem	
P6	Hanoi University Of Industry	HAUI	Pham Duc Cuong (Mr.)	cuongphamduchau@gmail.com	Phan Thanh Hoa (Mrs.)	phanthanhhoa@hau.edu.vn	Phan Thanh Hoa (Mrs.)	phanthanhhoa@hau.edu.vn
P7	Nguyen Tat Thanh University	NTTU	Nguyen Phuong Thong (Mr.)	npthong@ntt.edu.vn				
P8	Thai Nguyen University	TNU	Nguyen Bich Hong (Mrs.)	nguyen.bich.hong85@gmail.com	Mrs. Nguyen Bich Hong	nguyen.bich.hong85@gmail.com	Mrs. Do Thuy	dothuylinh242@gmail.com
P9	Vietnam National	VNAU	Hoang Anh Nguyen	hoanganhcntp@vnu.edu.vn	Hoang Anh Nguyen	hoanganhcntp@vnu.edu.vn	Pham Quang	pqdung@vnu.edu.vn





	University of Agriculture					vn	Dung	
P10	Hanoi Association of Small & Medium Enterprises	HASME	Phan Thi Mai Anh (Ms)	phanmaianh158@gmail.com	idem		idem	



## 6. Dissemination Tools

### 6.1 Promotional materials

To ensure a unique visual identity of the project, the project logo was designed. It will be included in the project websites, project documents and all the promotional materials (presentations, infographics, etc).

The selected logo is shown in Fig.1. It includes two sprockets, one representing Vietnam and another the labour market observatory.



**Fig. 1:** Selected logo for the Lab-Movie Project. A) Horizontal logo, B) Vertical logo

The Visual identity requirements from EACEA will be implemented. The European Union emblem (flag) must be used and the name of the European Union displayed in full in: Equipment, Dissemination material, Official publications, studies, Website and social media accounts. (e.g. footer on this document).

The following disclaimer needs to be added to the inner pages of the publications and studies written with support from the European Commission:

“The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect 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.”

### 6.2. Website

The Project official Website will include the Labour Market Observatory platform, when it will be ready during the WP3 - to ensure an easier promotion of both platforms. In order to start the project dissemination as soon as possible, the project website will be implemented in the first months of the project. It will include a short project description, a list of Results and Partners, a section with news about the



project and the related topics. The Partners access section will be linked to the online project repository mentioned in 6.5.

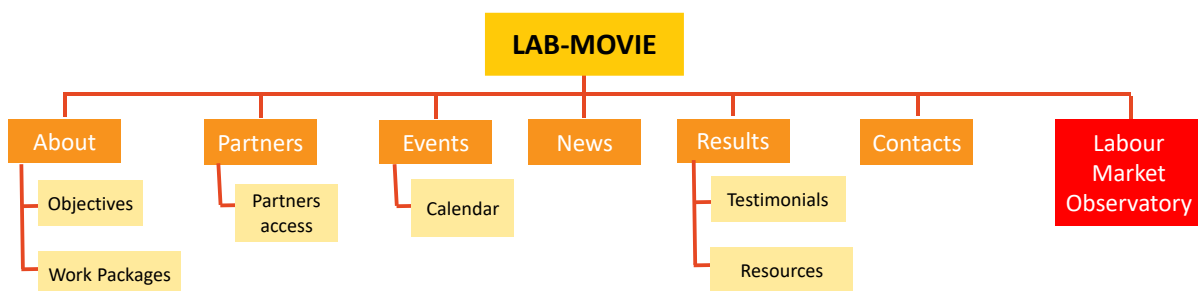
The News can include:

- LAB-MOVIE events at Partner Universities
- External events where LAB-MOVIE will be disseminate
- Internal operational updates
- LAB-MOVIE presence on social media and news

The Testimonials section can include profiles of participants in the project, with a short biographical note and testimony of the advantage of participating in LAB-MOVIE (e.g. a short video recorded with the mobile phone).

The contacts section will include the Project official e-mail address that will be checked and managed by the HASME contact-point.

The information of the project will be also disseminated through all the Partner's websites.



**Fig. 2:** Proposed structure for the Lab-Movie website content

### 6.3. Social network

The project social media pages (Facebook, Twitter, LinkedIn, Instagram, etc) will be developed and used to deliver key messages and provide up-to-date information about the project and about the overall project progress, reaching different groups of stakeholders.

The different media will be used to target different groups:

- **Twitter:** Stakeholders, politicians. We should establishing a project hashtag and use it consistently.
- **Instagram:** Visual content, young audience
- **Facebook:** Longer format videos, storytelling
- **LinkedIn:** Professional Networks, Companies, Professional Stakeholders
- **ResearchGate:** Academic/Research platform and networking tool, and a good repository for the open access published material of the LAB-Movie





#### 6.4. Online Project Repository

The Project Consortium has put in place Google Drive shared folders for internal use as a project repository. All partners have access and editing privileges. This will be the main repository of the project and a support tool for any user who requires precise information about the Project (Dissemination, Management and Reporting), thus facilitating the information or data they are looking for.

An Excel file named Dissemination Repository will be shared with partners in Google Drive to collect all data about dissemination activities (partners access only).

#### 6.5. Articles and scientific contributions

Creation and publication of press releases, articles, presentations, to increase the project visibility to a wider audience. At least two papers on project activities and results will be submitted for presentation at relevant international conferences and/or publishing in relevant scientific magazines (peer-reviewed).

Papers and presentations will be deposited on **ResearchGate** (an academic platform network, and a good repository for the published material of the LAB-Movie).

### 7. Indicators for implementation

- a) Project logo designed and selected
- b) Project website created and maintained
- c) Project social media accounts created and maintained
- d) Presentations and brochure designed
- e) Reports on project results drafted
- f) 3 conferences at Vietnamese universities
- g) 1 conference in Europe (UNL)
- h) 1 Sustainability Plan drafted and published
- i) on-line publications on conference materials developed

The following dissemination activities will be developed:

- National workshops, seminars, round tables, focus groups will be organized in the partner countries, where the project outputs will be shown to the audience, with the participation of key external experts. These events will support the transnational debate, giving the opportunity to local actors to directly meet experts and colleagues coming from other countries.





- Annual conferences – four annual conferences will be organized to ensure dissemination of taken activities. It is foreseen that trained academics who will prepare a paper and share their experience with applying gained skills to the workplace, will participate. On-line publications will be developed and open in the project web platform.

**Table 3.** List of events and meetings planned for the Lab-Movie Project: venue institution, date, location and topic

Type	Institution	Date	Location	Topic
Kick off meeting	UNIPD	13 -17 of January, 2020	Padova, Italy	Project Presentation; 1st Steering Committee (SC) Meeting; Management of the project and financial issues; Partnership Agreement; Next steps, definition of partners' role and related tasks.
2nd Transnational Meeting	HAUI	June 2020 (delayed due to COVID19 pandemic)	Hanoi, Vietnam	Project Follow-up; 2nd SC; Management of the project and financial issues;; Next steps
1 <sup>st</sup> Training Action	HAUI	June 2020 (delayed due to COVID19 pandemic)	Hanoi, Vietnam	Training to transfer the knowledge about the Observatory implementation, targeting 4/5 staff members for each partner HEI. (one researcher, one professor/teacher, at least one expert of statistics, at least one IT expert).
3rd Transnational Meeting	NTTU	November 2020	Ho Chi Minh, Vietnam	Project Follow-up; 3rd SC; Management of the project and financial issues; Next steps
1st Project Conference	NTTU	November 2020	Ho Chi Minh, Vietnam	Presentation of the research and the first information gathered by the survey with enterprises Presentation of papers and outcomes. Dissemination Event; Stakeholders Network.
2 <sup>nd</sup> Training Action	NTTU	November 2020	Ho Chi Minh, Vietnam	Follow-up of the initial training, to test the acquired competencies.





4th Transnational Meeting	UNL	June/July 2021	Lisbon, Portugal	Project Follow-up; 4th SC; Management of the project and financial issues; Next steps
2 <sup>nd</sup> Project Conference	UNL	June/July 2021	Lisbon, Portugal	Presentation of the WP2 results. Presentation of papers and outcomes. Dissemination Event; Stakeholders Network.
5th Transnational Meeting	HAUI	November 2021	Hanoi, Vietnam	Project Follow-up; 5th SC; Management of the project and financial issues; Next steps
3 <sup>rd</sup> Project Conference	HAUI	November 2021	Hanoi, Vietnam	Presentation of the Labour Market Observatory Platform, of the final WP2 outcomes and recruitment of students for the piloting Presentation of papers and outcomes. Dissemination Event; Stakeholders Network.
6th Transnational Meeting	USAL	March 2022	Salamanca, Spain	Project Follow-up; 6th SC; Management of the project and financial issues; Next steps
4 <sup>th</sup> and Final Project Conference	HAUI	October 2022	Hanoi, Vietnam	Presentation of the final project results, the Observatory outcomes, the guidelines and recommendations. Presentation of papers and outcomes. Dissemination Event; Stakeholders Network.
7th Transnational Meeting	HAUI	October 2022	Hanoi, Vietnam	Project Follow-up; 7th and Final SC; Management of the project and financial issues; Projects sustainability issues. Preparation of the Final Report.

### Implementation Mechanism:

- *Dates for the Promotional events finalised*
- *The venue and the type of all the promotional activities have also to be planned by each Partner Universities for the Conferences*
- *The process of the criteria of results and submission of the same to be informed to the WP leaders*





## 8. Languages used

Language: English (main) and Vietnamese wherever possible, namely in the Website (bilingual).

## 9. Time framework

- Promotions should be an ongoing process by all partners, through each appointed editor at each stage of the project.
- If any partner is responsible for one activity then, the details of that activity will be promoted by all the other partners also
- After every activity by the partners, the detailed matter in a promotional manner should be sent to the Lead partner or co-Leader for WP5 Dissemination, to be posted on the LAB-MOVIE website)
- If the original news/post is in Vietnamese, the Co-leader of WP5 (P10-HanoiSME) will have to provide an English version to be posted on the website and social media too.

## 10. Beyond LAB-MOVIE lifetime

- The project impact and activities do not end with its formally announced completion duration.
- The activities under the project will be continued in future with collaboration among the partners.
- The project objectives can be further continued with discussion of the same in conferences, seminars and through other events.
- The establishment of the Labour Market Observatory is a key strategy in the project life time and taking it beyond the partnership.
- A Sustainability Plan will be drafted, including:
  - Guidelines on the methodology to create the Observatory
  - Recommendations on the way to make the project sustainable, with indication of alternative funding to be used when the project ends.





## 11. Template of reports

### FORMAT OF REPORT

#### (Dissemination Report under Lab-Movie)

Name of University/Project Partner: \_\_\_\_\_

Place/Venue of the event

Type of activity:

- Work Package meeting/Training/PMB/ others: \_\_\_\_\_

Period of activity:

- From \_\_\_\_\_ to \_\_\_\_\_

Participating Universities:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Participants:

- Role:
- Name and details (mail address)
- Number of participants (attach signature sheets)







Objective of the Program/Activity:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Program Details:

Eg.

- Type of Program: Training under WP 2
- Trainer: \_\_\_\_\_
- Brief content of Training Program:
- Major Outcomes:
- Next course of action:
- Glimpses of the Program: (Photos with caption)
- Attendance signature sheets
- Coordinating Person of the Program:
- Link to press (or social media) releases when available
- Synergies (when available): to other projects, organizations, experts...

