

COMMUNICATION ACTIVITIES

September 2017 - March 2018 report

Linkyou Project

Cooperation between Latin America and Europe to employability



Partner in charge of dissemination: P5
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Executive summary

The main objective of this report is to provide information about the communication activities carried out between September 2017 and March 2018 in order to accomplish the dissemination of Linkyou Project.

During this period, Project partners made 30 publication in websites, blogs and social media posts.

During the first months, Partners were more focused on general dissemination. However, as the implementation goes further, we should start to implement specific strategies to reach each target.

It is also important to quantify, in the future, the number of people on each target that has contact with the project and understand how communication can contribute to achieve the project indicators.

According to the communication plan, the predicted activities for this report period were the following:

Contents

1. Introduction	4
2. Communication Materials.....	4
3. Communication Activities	5
3.1. Partner 1	5
3.2. Partner 2	5
3.3. Partner 3	7
3.4. Partner 4	7
3.5. Partner 5	9
3.6. Partner 6	11
3.7. Partner 7	13
3.8. Partner 8	13
3.9. Partner 10	14
3.11. Partner 12	14
3.10. Partner 13	15
4. Implementation analysis.....	16
4. Conclusions and next steps.....	17

1.Introduction

The following report was focused on the communication activities carried out between September 2017 and March 2018.

During the next chapters, the main advances in Project Communication under Linkyou Project will be presented, including the 2nd Partners meeting, contact with several organizations and development of partnership agreements to disseminate the platform and Project presentation at external events.

Predicted				Executed
Activity	Description Product	Responsibility	Evidences	Executed
Press Kit	To put available the press kit at the website	P5	Online Website	✓ Created X available on Project website
Social Media	To maintain the social media actualized with the news that should be sent by all partners	P5 All Partners	Posts Online	✓
Internal Dissemination	To present the project for the internal community	Latin American Partners	Signatures sheet Photography's news	✓

2.Communication Materials

During this period, the following support materials were created:

- Slogan for dissemination of the Challenge Academy platform (P5);
- Press kit, press notes, and other dissemination materials shared (P5) with partners on DropBox folder into "Communication" folder;
- Banners and other graphics materials shared (P12) with partners on DropBox folder into "Communication" folder.

3.Communication Activities

This section gathers the information produced by the project for visibility and promotion purposes, in the report period.

Below, you can find a summary of the main publications made by each partners during this period.

3.1. Partner 1



Summary:

Total of 1 publication, of which 1 was on website.

Type of publication	Name of media	Title of the publication	Date	Link	Description/ other info
Website	Institutional website	ISCTE-IUL leva crowdsourcing académico ao Perú	15/9/17	Link	Article about Challenge Academy platform presentation in Peru

3.2. Partner 2



Activity: Identification of computers and the Challenge Academy Room, with its labels (February 2018).

Evidence: Photos

Summary:

Total of 7 publications, of which 5 were on the website and 2 are social media post.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/ other info
Social media	Facebook (School of Education)		6/2	http://bit.ly/2PLzx7G	66 likes. 12 comments. 6 times shared.
Social media	Facebook (School of Education)		15/2	http://bit.ly/2NVCVzx	Post about the presence in third partners meeting. 33 likes. 1 comment. 5 times shared.
Website	Institutional website (University website)	La Escuela de Educación integra el Proyecto LinkYou	28/3	http://bit.ly/2NQV4Pa	Article with general information about the Project
Website	Institutional website (Austral School of Education)	Proyecto LinkYou	28/3	http://bit.ly/2NdV3Ff	Brief article about the role of the School of Education on the project
Website	Institutional website (Austral School of Education)	Segundo encuentro del Proyecto LinkYou	28/3	http://bit.ly/2CYf51F	Brief article about the presence in second partners meeting
Website	Institutional website (Austral University and School of Education websites)	Nuevo laboratorio LinkYou Project	28/3	http://bit.ly/2Op7bzX and http://bit.ly/2Mz9nTr	Brief article about Challenge Academy room at Austral University
Website	Institutional website (Austral School of Education)	Tercer Encuentro Regional de LinkYou Project	28/3	http://bit.ly/2NNlyQa	Brief article about the presence in third partners meeting

3.3. Partner 3



Summary

Total of 2 publications, of which 1 was on website, and 1 was social media post.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Social media	Twitter (UCN)	@SoyUCN y @Unijaveriana en el encuentro colombiano de proyectos CBHE de Erasmus + en el marco de LACHEC; expusimos	23/11/17	Link	Annual Colombian meeting of CBHE of Erasmus +
Website	Católica del Norte press room	Católica del Norte hace parte del proyecto LINKYOU del programa Erasmus + de la Unión Europea	13/3/18	Link	Article with general information about the Project

3.4. Partner 4



Activity: Lab implementation – equipment and storytelling (3/10/17).

Evidence: storytelling and photos



Activity: Dissemination of Linkyou at ESAN with diffusion materials: Article online/leaflets (January – June 2018). Online and at ESAN Campus.

Evidence: - Photo of leaflets at Campus.

- In the Lab (Challenge Academy Room): Linkyou presentation videos and Survey was posted on each computer.



Activity: Presentation of Erasmus+ Challenge Academy to Esan Alumni (February 13th)

Participants: 54 alumni.

Evidence: Attendance sheet



Activity: Presentation of the Erasmus+ Challenge Academy Project to Peruvian Companies (January 24th).

Participants: 23 participants from 20 companies.

Evidence: Attendance sheet



Activity: Presentation of the Erasmus+ Challenge Academy to participants of the Global Business School Network (GBSN) Summit (March 15th & 16th).

Participants: 45 GBSN Participants.

Evidence: Attendance sheet

Summary

Total of **3** publications, of which **1** was on website, and **2** was made on blogs.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Website	ESAN Webpage (Press room)	América Latina y Europa en cooperación para la empleabilidad de jóvenes graduados	N/A	Link	Article with general information about the Project
Blog	ESAN's blog	La Universidad ESAN es parte de proyecto de cooperación entre América Latina y Europa para la empleabilidad	20/9/17	Link	Article with general information about the Project
Blog	ESAN's blog	Inauguramos el laboratorio del proyecto de cooperación para la empleabilidad entre América Latina y Europa	24/11/17	Link	Article about challenge Academy Room

3.5. Partner 5



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Activity: Challenge Academy Banner and identification of Challenge Academy UNL's room. Room and equipment installed in 1. Technology Transfer Office building, in the city center close to 2 schools and the main University building. 2. Tic's Building (PTLC – SAPEM), close to UNL campus and 6 schools (March – April 2018)

Evidence: Photos and banner



Activity: Article sent by e-mail about the Project to the network Asociación de Universidades Grupo Montevideo (AUGM) (5th March)

Attachments: E-mail screenshot



Activity: Flyers about Linkyou project sent to all partners by e-mail (28/3.)

Evidence: Flyers

Summary

Total of 5 publications, of which 5 were on website (two includes paper distribution).

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Paper	El Paraninfo	La UNL participó en la segunda reunión del proyecto LinkYou en Perú	October 2017	Link	Second meeting article published on the 133 rd , October 2017 edition. on UNL's newspaper. (Free distribution – 10.000 copies in printed version and digital circulation).
Website	UNL Press room (website)	La UNL participó en la segunda reunión del proyecto LinkYou en Perú	3/10/17	Link	2 nd Partners meeting
Website	UNL Press room (website)	La UNL participó en la tercera reunión del proyecto LinkYou Erasmus+	21/2/18	Link	3 rd Partners meeting
Website	Youtube (UNL)	Punto Info: La Universidad es noticia. Edición del 20 de febrero de 2018	21/2/18	Link	3 rd Partners meeting
Website And Paper	El Paraninfo	La UNL participó de una reunión del proyecto Linkyou Erasmus+	March	http://bit.ly/2NLk Kwd	Article about 3 rd partners meeting on UNL's newspaper. (Free distribution – 10.000 copies in printed version and digital circulation).

3.6. Partner 6



Activity: Design of materials of Linkyou project for Challenge Academy room and other spaces.

Participants: Innovation Office.

Evidence: Banners



Activity: Equipping the support room (photos provisional Challenge Academy Room).

Evidence: Photos

Summary

Total of 7 publications, of which 5 were on the website and 2 were Social Media Posts

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Website	Linkedin Javeriana	La Dirección de Innovación hace part del proyecto LinkYou, el cual es financiado por el Erasmus + Programa de la Comisión Europea (...)	2/18	Link	Article with general information about the Project
Website	Innovation website (University website)	Dirección de Innovación trabaja en el convenio internacional de cooperación Linkyou	9/2	http://bit.ly/2Ot0Q6u	Press note about Linkyou project and third partners meeting at Innovation website.
Website	Institutional website (University website)	Convenio internacional de empleabilidad Linkyou	12/2	http://bit.ly/2pkCZLv	Press note about Linkyou project third meeting at University

	website)				website.
Website	Javeriana Press room	Convenio internacional de empleabilidad Link You	13/2/18	Link	Article with general information about the Project
Website	Javeriana Researcher page	Dirección de Innovación trabaja en el convenio internacional de cooperación Link You	N/A	Link	3rd Partners meeting
Social Media	Investigar PUJ (Facebook)	La Dirección de Innovación está trabajando en el convenio internacional de cooperación Link You.	9/2	Link	general information about the Project
Social Media	Investigar PUJ (Facebook)	La semana pasada, la directora de la Dirección de Innovación Fanny Almario y el profesional de Gabriel Cárdenas, asistieron a la University Of Wolverhampton (...)cooperación LinkYou - Erasmus+ project	12/2	Link	3rd Partners meeting

3.7. Partner 7



Summary

Total of 2 publications, of which 1 was made on website and 1 was a social media post.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/ other info
Website	UDEP Hoy	Socios del proyecto LinkYou se reunieron en la UDEP	15/9/17	Link	2nd Partner's meeting
Social Media	Flickr UDEP	LinkYou es un proyecto de cooperación entre América Latina y Europa para la empleabilidad, cofundado por el programa Erasmus+	N/A	Link	2nd Partner's meeting. These publications were shared on the website of the University of Piura, the Facebook fanpage of the same university and Alumni, as well as the Alumni LinkedIn.

3.8. Partner 8



Maastricht University

Summary

Total of 1 publications, of which 1 was on Website

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/ other info
Website	Maastricht University News Room	LinkYou: Faculty of Psychology and Neuroscience shares its expertise in employability in Latin America	2/3/2018	Link	Share of best practices for employability and for improving university business collaboration

3.9. Partner 10



Activity: Participation on the 3rd meeting of the Entrepreneurship in Biotechnology Program (November 30th 2017, Buenos Aires). 3 companies and 10 students.

Evidence: Photos



Activity: Presentation about Linkyou at Welcome to the company: Incorporation of young people at our company with the help of the national government, with the plant "Acción de Entrenamiento" (2/1)

Participants: Teves Candela Florencia, Brian Ezequiel Miranda. (The government helps young peoples to find a career).

Evidence: Photo

3.10. Partner 12



Activity: Dissemination of Linkyou activities through actualization of the project website.

Date: Permanent.

Evidence: <https://linkyou.fahsbender.pe/en/home/>

Summary

Total of 3 publications, of which 1 was on Website and 2 were social media posts

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Website	Maastricht University News Room	LinkYou: Faculty of Psychology and Neuroscience shares its expertise in employability in Latin America	2/3/2018	Link	Share of best practices for employability and for improving university business collaboration
Social Media	Twitter (Fahsbender)		2/2; 8/2	Link / Link	Posts sharing Linkyou Twitter posts.
Social Media	Posts sharing Linkyou Facebook Fan Page posts.		2/2; 14/2	Link	Posts sharing Linkyou Facebook Fan Page posts.

3.11. Partner 13



Activity: Explanation of the project to CIS' boards annual meeting (March 23rd).

Participants:

- Mauricio Alviar-Universidad de Antioquia Rector
- John Fernando Escobar Martínez- Politécnico Jaime Isaza Cadavid
- Pbro. Julio Jairo Ceballos- Universidad Pontificia Bolivariana Rector
- John Willian Branch Bedoya- Universidad Nacional Medellín Vicerector
- Juan Alberto Gallego-CIS Director
- Patricia Fernández-CIS Administrative Director

Evidence: Photo



Summary

Total of 1 publications, of which 1 was on Website

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/other info
Website	Partners Webpage	La Corporación participa en el proyecto LinKYou, financiado por el programa Erasmus+ de la Unión Europea.	N/A	Link	Article with general information about the Project

4. Implementation analysis

Predicted				Executed
Activity	Description Product	Responsibility	Evidences	Executed
Press Kit	To put available the press kit at the website	P5	Online Website	✓ Created X available on Project website
Social Media	To maintain the social media actualized with the news that should be sent by all partners	P5 All Partners	Posts Online	✓
Internal Dissemination	To present the project for the internal community	Latin American Partners	Signatures sheet Photography's news	✓

4. Conclusions and next steps

Target groups achieved	
Students	10
Alumni	54
Staff from companies / Entrepreneurs	68

Media publications	
Website news	22
Social media posts	10
Total	32

Conclusions

The internal dissemination continues to follow Project implementation through different ways.

Press Kit was created according to the Communication plan, and it can be seen on social media and YouTube.

The number of website publications shows dissemination. However, the number of social media publications can be higher, and adapted to specific target.

It is mandatory, to all partners, to attach, to each activity, the support documents.

It is also mandatory, for all partners, to quantify targets related to project dissemination in each activity (number of organizations, number of professors, number of HEI staff that receive communication information or attended some specific event).

Next steps:

- ✓ We should start to implement specific strategies to reach each target instead of a general strategy.
- ✓ It is also important to quantify, in the future, the number of people on each target that has contact with the project (and that was directly or indirectly impacted by it).
- ✓ It is also important to understand how communication can contribute to achieve the project indicators.
- ✓ Press kit should be also available on the Project website.
- ✓ We should increase the number of social media publications. In addition, when the Challenge academy platform is fully operation, we should start to ensure massCommunication Report media publications.

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<https://linkyou.fahsbender.pe>