

COMMUNICATION ACTIVITIES

April - September 2018 report

Linkyou Project

Cooperation between Latin America and Europe to employability



Partner in charge of dissemination: P5
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Santa Fe, Argentina

Executive summary

The main objective of this report is to provide information about the communication activities carried out between January and September of 2018 in order to accomplish the dissemination of Linkyou Project. These actions are focused not only on the internal community of partner's institutions but also on external communities of the countries and regions of each partner.

The core activities made by partners are linked with the developing of Challenge Academy rooms, the trainings of trainers and teacher trainings, workshops implementation and meetings with companies. Moreover, they reported actions that provide an institutional presentation of the Project and maintain its identity with digital and paper presence.

The recommendations in order to improve communication actions are:

- To improve and increase the numbers of interactions on social media; to remember to LA partners that all events should be recorded, photographed and listed with name, institution and email of the attendants;
- To give examples of dissemination activities to the partners and present an improved report template;
- To increase the Linkyou Project presence on regional media; to reach out for more circulation of the information by using emailing lists to share articles and other materials about the Project.

Contents

1. Introduction	4
2. Communication activities.....	5
2.1. Partner 2	5
2.2. Partner 3	7
2.3. Partner 4	10
2.4. Partner 5	15
2.5. Partner 6	18
2.6. Partner 7	21
2.7. Partner 10	24
2.8. Partner 12	27
2.9. Partner 13	29
3. Conclusions, recommendations and next steps	31

1. Introduction

The following report is focused on the communication activities carried out between April and September 2018 in order to accomplish the dissemination of Linkyou Project. These actions are focused not only on the internal community of partner's institutions but also on external communities of the countries and regions of each partner.

As we stated at the Linkyou Communication Plan, we aim of multiplying the number of partners of Higher Education Institutions (HEI) in the project in the Europe and LA region, to expand the win-win benefits in this transatlantic cooperation. The diffusion is fully engaged with this main task and communication actions are one of the keys to reach out targets audiences and create new networks and company-HEI relations.

In addition, is important to remember the Linkyou project diffusion objectives: 1. Spread the experience and show the project results; 2. To give visibility to the organizations engaged with the project; 3. To improve Challenge Academy Platform as an Educational tool.

With this on mind, the communication activities reported by each LA partner were gather to offer an analysis on the information in a stage where the staff from HEI are improving their skills in employability, mentoring, innovation and knowledge transfer by participating in the Linkyou Project. Furthermore, the companies are participating on diverse dissemination activities -invited by HEIs- as a way of binding and merge on the Project.

Initially, the report distinguishes between internal communication (inside each partner's entity or between partner's entities, in both cases involving people outside the project teams) and external communication (with external organizations). It contemplates the different types of diffusion and materials:

- Online: Web-based platform; social media; mass media; partners' institutional web page; e-mail marketing; e-newsletter; other websites from business or HEI's associations;

- Paper: poster presentations, leaflets, brochures, and press releases;
- Face-to-face: workshops, coaching, trainings, platform launches, meetings with stakeholders, focus groups and participation in conferences.

The core activities that were informed by partners are linked with the developing of Challenge Academy rooms, the external diffusion of partners meetings, the trainings of trainers and teacher trainings, workshops implementation and meetings with companies. Moreover, they reported actions that provide an institutional presentation of the Project and maintain its identity with digital and paper presence.

2. Communication activities

2.1. Partner 2



INTERNAL COMMUNICATION

Activity: Emailing to teachers to invite them to the training in charge of ISCTE-IUL members.

Date: April 2018.

Place: Universidad Austral.

Participants: Florencia Daura (teacher), Susana Urrutia, Silvia Martino (teacher), Andrea Samper, Mauro Galeana (teacher), Dolores Dimier (teacher) and Carolina Sánchez Agostini.

Attachment: Email



Summary:

Total of 5 publications, of which 3 was on webpage, 1 was made on website and 2 was social media post.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/ Quantitative Indicators (number)
Media News	Universidades Hoy http://www.universidadeshoy.com.ar	La Escuela de Educación de la Universidad Austral integra el Proyecto LinkYou	5/4	http://bit.ly/2pbfEM4	Article about the Project and Austral School of Education role.	
Website	Institutional website (Austral School of Education)	LinkYou Teacher Training	30/5	http://bit.ly/2OrYp4h	Article about teacher's training in charge of ISCTE-IUL. . This activity made possible that people know the trainings.	Teachers
Social media post	Facebook (School of Education)		30/5	http://bit.ly/2OxoDIL	Post about I ISCTE – IUL training at Austral. 13 likes.	Media/20
Social media post	Facebook (School of Education)		20/7	https://bit.ly/2NY815t	Post about training teachers and companies representatives training in order to people know LinkYou.	Teachers / 20
Website – Media News	Institutional website (Austral School of Education)	La Universidad Austral es primera en Challenge Academy	22/8	https://bit.ly/2EGa9Ib	Article about the platform in order to people know Challenge Academy	Young people

2.2. Partner 3



Person in charge of Dissemination and Exploitation: John Jairo Escorcia, Manager – Juliana Serna, Administrative.

EXTERNAL COMMUNICATION

Activity: Publication of the project link on the main page of the FUCN.

Date: April 2018 until now.

Place: <https://www.ucn.edu.co/Paginas/Inicio.aspx>

Attachments: FUCN website screenshot.

Participants: 133800 visitors to the website and 20 companies registered on the platform.



Activity: Opening event of the Challenge Academy room in Santa Rosa de Osos.

Date: June 20th.

Place: Santa Rosa de Osos.

Participants: More than 100 people (Representative people of Church, business sector, members of the academy).

Attachments: Flickr photo album – link at Summary.



Activity: III Meeting with the Productive Sector.

Date: June 27th.

Place: Fundación Universitaria Católica del Norte, Medellín.

Participants: Business representatives and academy members. 20 people.

Attachments: Flickr photo album – link at Summary.



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Activity: Twitter post about the partners meeting carried out at Madrid.

Date: June 29th.

Place: Madrid, Spain.

Participants: Linkyou project partners.

Attachments: Screenshot at Appendices. Link at

←—————→
Summary.

Activity: Article on the institutional bulletin “Pulso & Gestión” (June edition) about the partners meeting in Madrid.

Date: June 29th.

Place: Madrid, Spain.

Participants: Partners of Linkyou project.

Attachments: Link at Summary.

Summary

Total of 5 publications, of which 2 was on the website and 3 social media post.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/Quantitative Indicators (number)
Social media post	Flickr	Challenge Academy Room	20/6	http://bit.ly/2NPF1AP	Opening event of the Challenge Academy Room.	34 views.
Social media post	Flickr	III Meeting with the Productive Sector	27/6	http://bit.ly/2MzUFfb	34 photos. 24 photos.	32 views.
Social media post	Twitter		29/6	http://bit.ly/2NldfwQ		3 likes. 3 retweets. 1 comment.
Website	Pulso y gestión		June	http://bit.ly/2OCIdNI	Article about the partners meeting in Madrid.	
Website	LMS Canvas (an institutional platform where all students enter virtually)	Announcement for students	September/October	https://fucn.instructure.com + Photo	Announcement for students to participate in the challenge at Challenge Academy site. The call was made through LMS Canvas (an institutional platform where all students enter virtually). It was published in 2 groups of the entrepreneurship course of the Business Administration program and 4 courses of the Computer Engineering program	Students/700

2.3. Partner 4



Person in charge of Dissemination and Exploitation: Mariella Olivos and Mylene Sandoval.

INTERNAL COMMUNICATION

Activity: Open Day (activity for the Community) is an activity carried out by our university for future students or students applying to Esan. In this activity, parents / students are explained about the different activities in Esan, including the Erasmus + Challenge Academy Project –

Participants: approximately 270.

Date: June 23rd.

Place: Universidad Esan.

Activity: Dissemination of Linkyou at ESAN with diffusion materials: Article online/leaflets.

Date: January – June 2018.

Place: Online and at ESAN Campus.

Attachments:

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

Activity: Meeting with the students from East Carolina University to explain them the project

Date: 10/07/2018

Place: Esan Campus

Participants: 19 students registered on the platform



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Attachments: photos

←—————→

Activity: Meeting with the students from the junior assistant program to explain about the project. This activity made possible that the junior asisstant can explain to other students from Esan about the project.

Date: 19/07/2018

Place: Challenge Academy room at Esan Campus.

Participants: 27 students. They registered on the plataform

Attachments: PDF resume (includes photos, list of participants and other information)

←—————→

Activity: Meeting with the international students in the welcoming activities. To attract to the platform users from different regions.

Date: 06/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 21 students from partners universities know about the project

Attachments: PDF resume (includes photos, list of participants and other information)

←—————→

Activity: Meetings to coordinating the workshops

Date: 18/07/2018 and 23/07/2018

Place: Esan Campus

Participants: 6 students

Attachments: Participants lists

←—————→

Activity: Workshops to the students with the topics of creativity and innovation

Date: 07/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 23 students participated in the workshop

Attachments: PDF resume (includes photos, list of participants and other information)

←—————→

Activity: Workshops to the students with the topic of employability

Date: 08/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 23 students participated in the workshop

Attachments: PDF resume (includes photos, list of participants and other information)

Activity: Workshops to the students with the topic of entrepreneurship

Date: 09/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 23 students participated in the workshop

Attachments: PDF resume (includes photos, list of participants and other information)

Activity: Workshops to the teachers with the topics of creativity and innovation

Date: 13/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 10 teachers participated in the workshop.

Attachments: PDF resume (includes photos, list of participants and other information)

Activity: Workshops to the teachers with the topic of employability

Date: 14/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 10 teachers participated in the workshop.

Attachments: PPT resume (includes photos, list of participants and other information)

Activity: Workshops to the teachers with the topic of entrepreneurship

Date: 15/08/2018

Place: Esan Campus (Erasmus's Laboratory.)

Participants: 10 teachers participated in the workshop.

Attachments: PPT resume (includes photos, list of participants and other information)

Activity: Job fair at Esan (activity for the Community). This activity made possible that students from Esan know about the project

Date: 28/09/2018

Place: Universidad Esan.

Participants: 246 students from Esan that are interested in the project.

Attachments: PPT resume (includes photos and other information).

EXTERNAL COMMUNICATION

Activity: Participation in a conference (Inchipe). To increase the crowdsourcing use to bring stakeholders together in one single network.

Date: 05/09/2018

Place: Piura University and it was held at its campus in Lima.

Participants: companies representatives at the benchmark and events. 38 institutions know about the project

Attachments: PPT resume (includes photos and other information)

Activity: Open Day (activity for the Community) is an activity carried out by our university for future students or students applying to Esan. In this activity, parents / students are explained about the different activities in Esan, including the Erasmus + Challenge Academy Project – Participants: 362 potencial students and 22 parents

Date: 15/09/2018

Place: Universidad Esan.

Participants: 362 students and 22 parents

Attachments: PPT resume (includes photos and other information)

Activity: Facebook post about the workshops of the project.

Date: 27/09/2018

Participants: 46 likes.

Attachments: <https://bit.ly/2yXMog2>



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Activity: Job fair at Esan (activity for the Community). This activity made possible that students from Esan know about the project

Date: 28/09/2018

Place: Universidad Esan.

Participants: 246 students from Esan that are interested in the project.

Attachments: PPT resume (includes photos and other information).

Summary

Total of 3 media new publication.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/ Quantitative Indicators (number)
Website	Sala de prensa ESAN Graduate School of Business	ESAN, CLADEA y Global Business School Network organizaron Seminario Internacional "Learning By Doing".		http://bit.ly/2OH34iy	Article about Global Business School Network (GBSN) Summit, where the Linkyou project appears.	
Social media post	Facebook		27/9	https://bit.ly/2vXMog2	Post about training teachers and students.	Teachers and students / 46
Website	Blog Oficial	La Universidad ESAN y el proyecto de la Unión Europea trabajando para mejorar la empleabilidad de los jóvenes peruanos	22/9	https://bit.ly/2vWLxwt	Article about meetings with students and teachers	Teachers and students

2.4. Partner 5



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Person in charge of Dissemination and Exploitation: Marianela Morzán and Anisé Casim.

EXTERNAL COMMUNICATION

Activity: Post on Linkyou social media with flyers about Linkyou project.

Date: 2/4.

Place: Facebook, Twitter and Instagram.

Participants: Marianela Morzán and Anisé Casim.

Attachments: Social media post (link at Summary).



Activity: Trainings of trainers at UNL carried out by ISCTE-IUL.

Date: 23rd and 24rd of April.

Place: UNL, Santa Fe, Argentina.

- Post on social media (24/4) at Summary.

<https://www.instagram.com/linkyouproject/> (photos and videos on a featured story)

- Interview with Marina Ventura from ISCTE-IUL for UNL's TV news ("Punto Info") at Summary.

(Screenshot on Appendices)

Participants: 12 teachers / 3 staff from HEI



Activity: Linkyou presentation videos on the Project YouTube channel and post on Project social



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media.

Date: 3/5.

Place: Online.

Participants: Marianela Morzán and Anisé Casim.

Attachments:

- English video: <https://youtu.be/vkcd5-o0Jas> (32 views)
- Spanish video: <https://youtu.be/8MEv-Jb2HBY> (85 views)
- Post on social media at Summary.

Activity: Post on Linkyou social media about trainings of trainers of partners.

Date: 7/5 and 14/5.

Place: Linkyou social media. Bogotá (JAVERIANA) and Buenos Aires (AUSTRAL).

Participants: JAVERIANA and AUSTRAL.

Attachments: Post on social media at Summary.

Activity: Fourth face-to-face partners meeting at FUE – Madrid. Linkyou social media post.

Date: 28/6.

Place: online.

Participants: Linkyou partners.

Attachments: Post on social media at Summary.

Summary

Total of 24 publications, of which 23 are social media post and 1 is media new publication.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target Quantitative Indicators (number)
Social media post	Twitter		2/4	http://bit.ly/2Qyvvr6	Post with flyer about the Project.	4 likes.
Social media post	Instagram		2/4	http://bit.ly/2xcD	Post with flyer about the	6 likes.



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Social media post	Facebook		2/4	5ZV http://bit.ly/2xeLLDy	Project. Post with flyer about the Project.	116 reached people. 2 likes.
Social media post	Facebook	Post with photos of the training at UNL.	24/4	http://bit.ly/2MyH5bP		3 times shared. 557 reached people. 3 likes.
Social media post	Twitter	Post with photos of the training at UNL.	24/4	http://bit.ly/2xcwSNE		3 likes.
Social media video	YouTube	Video online on UNL's television channel	4/5	https://youtu.be/RDmqkaXfZog?t=8m47s		52 views. Video sent by UNL's newsletter (sent to 2400 students, graduates, journalists, teachers and staff).
Social media post	Twitter		8/6	http://bit.ly/2xoz2Zw	Post with Linkyou presentation video.	1 retweet.
Social media post	Facebook	About us	May	http://bit.ly/2NOa7c6	Linkyou presentation video – English version.	49 views. 2 likes. 2 times shared.
Social media post	Facebook	Sobre nosotros	May	http://bit.ly/2pamHEB	Linkyou presentation video – Spanish version.	44 views. 3 likes. 2 times shared.
Social media post	Instagram		7/5	http://bit.ly/2Qzof7Q	Post about staff training at Javeriana.	4 likes.
Social media post	Twitter		7/5	http://bit.ly/2NKRvcZ	Post about staff training at Javeriana.	2 likes.
Social media post	Instagram		14/5	http://bit.ly/2NKiw0e	Post about staff training at Austral.	2 likes.
Social media post	Twitter		14/5	http://bit.ly/2MzUm3R	Post about staff training at Austral.	
Social media post	Facebook		14/5	http://bit.ly/2pdrp4p	Post about staff training at Austral.	3 likes. 34 reached people.
Social media post	Facebook		28/6	http://bit.ly/2QA0yw0	Post about partners meeting at FUE – Madrid..	8 likes. 4 times shared. 667 reached people
Social media post	Instagram		28/6	http://bit.ly/2Or75YI	Post about partners meeting at FUE – Madrid.	5 likes.
Social media post	Twitter		28/6	http://bit.ly/2xonEXp	Post about partners meeting at FUE – Madrid.	8 retweets. 4 likes.
Social media post	Facebook		29/6	http://bit.ly/2QBULuP	Post about partners meeting at Madrid: Group photo.	9 likes. 12 times shared. 1.673 reached people.
Social media post	Instagram		29/6	http://bit.ly/2D5p718	Post about partners meeting at Madrid: Group photo.	3 likes.
News	Corporate Media web. Institucional Bulletin	El desafío de mejorar la empleabilidad de los jóvenes	4/9	https://bit.ly/2EGcVEZ	News on corporate media web of UNL. Send by Institucional Bulletin	Studen52ts: 3682 Entrepreneurs : 3221

						Staff from HEIs: 1830 Companies: 3100
Social Media Post	Facebook		8/9	https://goo.gl/45Da8S	post on facebook to announce the Challenge Academy	Company/ students/ HEI staff: 706
Social Media Post	Twitter		20/9	https://bit.ly/2PYvG4c	post on Twitter to announce the Challenge Academy	Company/ students/ HEI staff: 698
Social Media Post	Facebook		10/9	Screen print	Brief about the article "El desafío de mejorar la empleabilidad de los jóvenes"	Students / graduates/ Hei staff: 612 likes
Social Media Post	Linkedin		20/9	https://bit.ly/2D3kK05	Brief about the article "El desafío de mejorar la empleabilidad de los jóvenes"	Students / graduates/ Hei staff: 25733 follows

2.5. Partner 6



Person in charge of Dissemination and Exploitation: Diana Díaz Alvarado.



INTERNAL COMMUNICATION



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Activity: Flyer sent to members of Innovation Office and professors to a previous meeting before ISCTE-IUL visit and training.

Date: April.

Participants: Innovation Office and professors.

Attachments: flyer

EXTERNAL COMMUNICATION

Activity: Post on LinkedIn with Linkyou presentation videos (the video links changed after the post was done).

Date: 17/04.

Place: LinkedIn.

Attachment: Social media post at Summary.

Activity: Post on social media about visit and training carried out by ISCTE-IUL.

Date: 3/5.

Place: Facebook.

Participants: Posts elaborated by Diana Diaz.

Attachment: Social media post at Summary.

Activity: Social media post about partners meeting in Madrid.

Date: 1/7.

Place: Facebook.



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Attachment: Social media post at Summary.



Activity: Social media post about partners meeting in Madrid.

Date: 1/7.

Place: LinkedIn.

Attachment: Social media post at Summary.



Activity: Four workshops to professors and professionals of Innovation Direction.

Date: 20/09/2018 and 24/09/2018

Place: PONTIFICIA UNIVERSIDAD JAVERIANA

Participants: 11 teachers and HEI's Staff participated in the workshop.

Attachments: Photos, videos and attendance sheet



Activity: External Event (conference, congress, etc, organized by external stakeholders, etc).

Presentation of the project and the University results in the External event called Tour: Bogotá una ciudad Innovadora organizada by Connect Bogotá Región.

Date: 31/09/2018

Place: PONTIFICIA UNIVERSIDAD JAVERIANA

Participants: 19 members of companies and entrepreneurs.

Attachments: Photos, videos and attendance sheet

Summary

Total of 5 publications, of which 5 are social media post.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/ Quantitative Indicators (number)
Social media post	LinkedIn		17/4	http://bit.ly/2MDZcgj	Post on LinkedIn with Linkyou presentation videos	Companies/entrepreneurs/ HEI staff: 69 followers. 3 recommendations.



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					(the video links changed after the post was done).	
Social media post	Facebook		3/5	http://bit.ly/2xeLnQN	Post on social media about visit and training carried out by ISCTE-IUL.	Companies/entrepreneurs/ HEI staff/ academies: 4 likes. 2 times shared. 312 reached people
Social media post	Facebook		1/7	http://bit.ly/2D2rfGP	Social media post about partners meeting in Madrid.	Companies/entrepreneurs/ HEI staff/ academies: 2 likes
Social media post	LinkedIn		1/7	http://bit.ly/2xsBrSW	Social media post about partners meeting in Madrid.	Companies/entrepreneurs/ HEI staff/ academies: 11 recommendations.
Social media post	LinkedIn		31/9	https://bit.ly/2ytiukF	Social media post about some activities done in the project frame.	Companies/entrepreneurs/ HEI staff/ academies. 27 recommendations.

2.6. Partner 7



Person in charge of Dissemination and Exploitation: Carlos Arrunátegui.

EXTERNAL COMMUNICATION

Activity: article on media news (teachers training).



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Date: 10/05.

Place: Piura, Peru.

Participants: professors of Universidad de Piura, students, interested professionals.

Teachers: Eduardo Sánchez, Brenda Silupú, José Arámbulo and Reynaldo Raygada.

Attachments: Article link at Summary.



Activity: Article about partners meeting in Madrid (IV Workshop).

Date: 11/07.

Place: Article on institutional website.

Participants: University community – UDEP. Diana Seminario and Ursula Castillo.

Attachments: Article link at Summary.



Activity: Social media post about Madrid Partners meeting.

Date: 13/07.

Place: Facebook.

Participants: Professors of Universidad de Piura, students, interested professionals.

Diana Seminario and Ursula Castillo.

Attachment: Social media post at Summary.



Activity: Press release to promote the Linkyou project and Challenge Academy

Date: 29/08

Place: Media Publication / Walac.pe

Link: <https://bit.ly/2D2xz0c>



Activity: Press release to promote the Linkyou project and Challenge Academy



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Date: 29/08

Place: Media Publication / El regional de Piura

Link: <https://bit.ly/2LIVuC4>

Activity: Presentación de Linkyou y Challenge Academy en evento "Network UDEP". This activity has achieved that graduates and external public can know the project and Challenge Academy within their networking.

Date: 17/08.

Place: UDEP

Participants: Alumni. 50 peoples.

Attachment: Photo.

Activity: Presentation of Linkyou and Challenge Academy in closing of project participation INCHIPE in Lima. It's has allowed national and international professionals to know about the project and to know the contribution.

Date: 5/09.

Place: UDEP

Participants: Alumni. 15 peoples.

Attachment: Photo.

Summary

Total of 5 publications, of which 4 are media news and 1 is social media post.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/ Quantitative Indicators (number)



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Media news	UDEP Hoy	Proyecto Linkyou capacita a docentes UDEP en empleabilidad e innovación	10/5	http://bit.ly/2pgVK22	Article about teachers training at the University.	
Media news	UDEP Hoy	UDEP participó en IV workshop del proyecto Linkyou	11/7	http://bit.ly/2OAeftw	Article about partners meeting in Madrid (IV Workshop).	
Social media post	Facebook		13/7	http://bit.ly/2xkvEzV	Social media post about Madrid Partners meeting.	Companies/entrepreneurs/ HEI staff/ academies: 32 likes / 2 shares / 111.801 followers
Media news	Walac.pe	Ayudarán a jóvenes a encontrar trabajo desde plataforma virtual	29/8	https://bit.ly/2D2xz0c	Article to promote the Linkyou project and Challenge Academy	Graduates/media
Media news	El regional Piura	Piura: ayudarán a jóvenes a encontrar trabajo desde plataforma virtual	29/8	https://bit.ly/2LIVuC4	Press release to promote the Linkyou project and Challenge Academy	Graduates/media

2.7. Partner 10



Person in charge of Dissemination and Exploitation: Martín Díaz and Yanina Pelegri.

INTERNAL COMMUNICATION

Activity: Presentation about Linkyou at Welcome to the Company: reception of students from UNL, of Chemistry Engineering, where the student had direct contact with our Company. They stay with us for two months.

Date: 14/5.

Place: Lipomize SRL.

Participants: Agustin Stegger, Axel Echevarria/ Escuela Pizarro/student.

Attachment: Full presentation on <http://bit.ly/2NutrvA>

Activity: Presentation about Linkyou at Welcome to the Company: Participation in a Program called "Padrinos of the University (UNL)" where Lipomize received a student from Germany of a Master in Business and Administration scholarship. The student had direct contact with the Company during two months.

Date: 15/05.

Place: Lipomize SRL.

Participants: Linquin Liu /UNL/ student.

Attachments: Full presentation on <http://bit.ly/2NutrvA>

Activity: The company receives periodically students from University to do the practical work with us and as well from secondary school for work experience. We give the welcome to the company and tell them about the Linkyou project.

Date: 30/07.

Place: Lipomize SRL/ PTLC Sapem



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Participants: estudents/company (2)

Attachments: photo



Activity: The company receive periodically student from University to do the practical work with us and as well from secondary school for work experience. We give the welcome to the company and tell the about Linkyou project

Date: 06/08.

Place: Lipomize SRL/ PTLC Sapem

Participants: estudents/company (2)

Attachments: photo

Summary

Total of 2 publications, of which 1 is media news and 1 is social media post.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/ Quantitative Indicators (number)
Media news	PTLC News	La empresa Lipomize participa de un proyecto de cooperación internacional	30/7	https://bit.ly/2yui8tM	brief about to the project to the PLTC press to divulge the project	Company/ Entrepreneur/692
Social media post	Facebook		15/8	Attachements – screen print	Article about project	Company/ Entrepreneur: 13 likes.
Social media post	Twitter		15/8	Attachements – screen print	Article about project	Company/ Entrepreneur. 278 prints

2.8. Partner 12



Person in charge of Dissemination and Exploitation: Juan Carlos Fahsbender Cespedes.

EXTERNAL COMMUNICATION

Activity: Conference to announce the LinkYou project.

Date: April 2018.

Place: Universidad Peruana Antenor Orrego – sede Piura.

Participants: 80 participants. Engineering students and Academy Director, Ing. Gerardo Acuña Lara.

Attachments: photos



Activity: Meeting to explain the project to professor at the National University of Piura, Dra.

Economist Lourdes Valdiviezo, PhD.

Date: May 2018.

Place: Universidad Nacional de Piura.

Participants: Another professor of Economic Faculty.

Attachments: photos



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Activity: Meeting to explain the project to manager Helvetas Swiss Intercoperation, Iván Miflin.

Date: May 2018.

Place: Hotel El Angolo, Piura.

Participants: Iván Miflin.

Attachments: photo



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

Date: Permanent.

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



Activity: Dissemination through personal social networks. Dissemination through the interaction communities of the course with students in the University.

Place: <https://plus.google.com/u/1/+JuanCarlosFahsbender>

Participants: followers and students.



Activity: Dissemination through social networks of the Google Business Group Piura program.

<https://plus.google.com/+GBGPiuraGoogleBusinessGroupPiura>



Activity: Dissemination through social media of the Google Business Group Piura program.

Place: <https://www.facebook.com/gbgpiura/>

Attachments: Social media posts at Summary.

Summary

Total of **3** social media posts.

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info



Funded by the
Erasmus+ Programme
of the European Union

Social media post	Facebook (Fahsbender)		4/4	http://bit.ly/2OAz9	Post with video of Linkyou flyers made of P5. 4 likes. 1 time shared. 68 views.
Social media post			21/6	http://bit.ly/2prp5Hm	Post with link to the website project. 1469 followers.
Social media post	Facebook of Google Business Group Piura program		4/4	http://bit.ly/2xzivCg	Post with Linkyou flyers made of P5. 3 likes. 3 times shared.

2.9. Partner 13



Person in charge of Dissemination and Exploitation: German Gallego.

INTERNAL COMMUNICATION

Activity: Explanation of the project to CIS' employees

Date: 16/5.

Place: CIS Offices.



Funded by the
Erasmus+ Programme
of the European Union

Participants: 15 employees.

Attachments: photo

Activity: Meeting to explain CIS' challenge to Javeriana's researchers and teachers. This activity helped Javeriana researchers and teachers to better understand the scope of CIS challenge, in order to propose a solution

Date: 28/5.

Place: Javeriana University

Participants: 7 Teachers testing and using the challenge academy platform from Javeriana

Attachments: 2 photos

EXTERNAL COMMUNICATION

Activity: Article about fourth partners meeting on CIS' webpage.

Date: July 2nd.

Place: Online.

Attachments: link on Summary.

Summary

1 media new and 1 social media post

Type of publication	Name of media	Title of the publication	Date	Link	Description/other info	Target/Quantitative Indicators (number)
		La CIS asiste a la	2/7	http://bit.ly/2MON50j	Article about	HEI's and

Website	CIS'website	cuarta reunión del proyecto Linkyou			fourth partners meeting	Companies partnerships signed agreements
Social media post	Twitter		28/9	https://bit.ly/2EISFT5	Post with	-students/ companies. 1 Rt / 1 like

3. Conclusions, recommendations and next steps

Target groups achieved

Academics (professors)	148
Students / alumni	5738
Staff from HEIs	1866
Staff from companies and entrepreneurs	4129
unspecified (includes all previous groups)	327038

Media news	14
Social media posts	36
Graphic materials (banners, leaflets, flyers) and videos	7

After having analysed the different actions reported by the partners, we considered relevant to highlight:

- The partners reported the training of trainers and teachers training.

- The partners reported the identification of the Challenge Academy Room and other events with materials as banners and posters.

- The partners reported institutional activities were they given diffusion to the Linkyou project.

Recommendations:

- To improve and increase the numbers of interactions on social media, by sharing the Linkyou social media posts and label the Linkyou social media.

- Remember to LA partners that all events should be recorded, photographed and listed with name, institution and email of the attendants, in order to have a complete report of the communication activities and proper quality and quantity information.

- P5 should give examples of dissemination activities to provide good practices on this matter and present an improved report template.

- To increase the Linkyou Project presence on local, regional and national media, such as newspapers and television.

- To reach out for more circulation of the information by using emailing lists to share articles and other materials about the Project.

Next steps:

Until October, all partners are responsible for:

- Disseminate the workshops – Develop the workshops developed under Linkyou Project
- Maintain the social media actualized with news. Partners should send news to P5
- Guarantee publications in mass media (paper and online)
- Disseminate the Good Practices Report
- Disseminate the Project itself in National Project events.

A new Report Model will be presented by P5 to use it on next reports, focused on targets and main indicators.