



WP7

Dissemination Plan

Date: 12.11.2018

Version: V4

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Statement of originality

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1.0 Introduction

1.1 IoT Rapid-Proto Labs

The IoT Rapid-Proto Labs project (IoT Labs) will design and implement a multidisciplinary higher education (ICT, Industrial Design and Electrical/Electronic Engineering) course curriculum which is focused on real problem-based activities (innovative IoT product development for European small and medium sized enterprises (SME's) and Start-ups). Cross-border (remote) teams of students, teachers (coaches), and practitioners will jointly develop solutions to challenging IoT applications (Internet-connected objects), add value for enterprises, and strengthen the employability, creativity and career prospects of students.

Remotely distributed teams of multidisciplinary students (within three European countries) will be supported by a Project Arena (web-platform) which enables effective project collaborate on rapid-prototyping of IoT products/services. The Project Arena will also stimulate the flow of knowledge and innovation between higher education institutions, enterprises and other stakeholders. Each IoT Lab student-centred team will rapidly set-up, trial and test an innovative IoT solution for their SME/Start-up client (18 client organisations in the complete project cycle – 2018/2020).

The specific aims of the IoT Labs project include:

- **Curriculum:** Design a multidisciplinary, cross-border (remote), IoT Rapid-Prototyping Project-based Learning course curriculum, test and validate the design.
- **Arena Platform:** Construct a web Arena which enables a project marketplace, supports the curriculum, and helps to disseminate project knowledge.
- **Piloting:** Validate the curriculum/platform through an iterative development approach in three cycles (18 projects, 160+ students and 15/20 faculty members).
- **Dissemination:** Transfer knowledge and learning to a wider EU audience.
- **Sustainability/Exploitation:** Assess the scalability and long-term viability of the IoT Labs collaboration network.

1.2 Project Dissemination

The Dissemination Plan has been created in conjunction with the IoT Rapid-Proto Labs project – bringing Higher Education Institutions and businesses together to accelerate Internet of Things (IoT) product development. This project is funded by the European Union's Erasmus+ Programme (EAC/A03/2016), under grant agreement 588386-EPP-1-2017-1-FI-EPPKA2-KA (IoT Labs). The Dissemination Plan forms part of Deliverable 7.1 and is part of Work Package (WP7) – Dissemination and Exploitation.

The primary objective of this Dissemination Plan is to offer dissemination guidance and direction for all project partners during the implementation of Work Package 7 in order that:

- All project consortium members understand the goals of WP7 along with their individual responsibilities within the work package.



- An Action Plan is available for the project consortium members which highlights individual partner responsibilities, a time-line for the implementation of those activities, reporting of activity outcomes and when needed, updating and revision of activities.
- All project consortium members have clarity on how to communicate the IoT Labs project goals, achieve progress on the realisation of those goals, have access to tool which support the process of achieving goals, are aware of the primary target audiences being addressed and understand how the dissemination activities will be carried out in a timely manner.
- All project consortium members have a better appreciation of the importance of the coordination of dissemination activities and timely dissemination.
- All project consortium members have a better understanding about how they might leverage their individual communication networks and dissemination competences for the benefit of the project.

The Erasmus+ Programme offers promotion and dissemination guidelines/advice along with a results platform which all consortium partners should review:

- Erasmus+ Programme Guide – Annex II ([Dissemination and Exploitation of Results](#)).
- EACEA Visual Identity and Logos ([Guidelines for Funded Projects](#)).
- Erasmus+ Project Results database ([Erasmus+ Project Results](#)).

All dissemination activities (content) will contribute to the strategic aims of the IoT Labs project.

- Provide cost-effective IoT Rapid-Prototyping support (to SME's/Start-ups).
- Support internationalisation, networking and curriculum development in EU higher education institutions (HEI's).
- Facilitate HEI faculty development (multidisciplinary collaboration).
- Enhance HEI student employability and competences/skills development.
- Others aims (EU, regional and national level):
 - Support the EU Innovation Agenda
 - Cross-border multidisciplinary knowledge sharing
 - Enhance SME/Start-up competitiveness & HEI student employability.

1.3 Organisation of Dissemination

Specific dissemination actions have been defined in the IoT Rapid-Proto Labs E+ KA Grant Agreement. This dissemination plan concentrates on those agreed pre-conditions and how those dissemination activities will be implemented over the life of the project.

The Dissemination Work Package Leader is responsible for coordination of all project dissemination activities. Those responsibilities include:

- Planning and Coordinating the dissemination activities of all partners in the project.
- Monitoring the dissemination results of all partners in the project.
- Managing social media channels (content creation, postings, sharing etc.).
- Co-creating the IoT Labs Event (Italy)

- Ensuring that all dissemination content is easily accessible to partners via the internal project reporting platform (AdminProject).

The dissemination leader will also ensure that one responsible dissemination contact person is appointed within each project partner institution. That contact person will plan and monitor partner-level dissemination activities (publications, events, presentations, public relations efforts and social media etc.).

WP7 reporting will include updates on project-level dissemination efforts and partner-level activities. Key performance indicators for dissemination activities (at project and partner levels) will be monitored and reported on a regular basis (quarterly). Dissemination KPI's are summarised in Table 5 of this report.

Table 1: Dissemination Organisation and Reporting

Project Steering Group (Coordinator and WP Leaders)							
	WP7 Leader						
	Activities: Support content creation/delivery, monitoring and reporting (impact)						
	Partner 1	Partner 1	Partner 3	Partner 4	Partner 5	Partner 6	Partner 7
Appoint national coordinator	Coordinates national activities	Coordinates national activities	Coordinates national activities	Coordinates national activities	Coordinates national activities	Coordinates national activities	Coordinates national activities
Fulfil dissemination tasks	Based on WP7 budget	Based on WP7 budget	Based on WP7 budget	Based on WP7 budget	Based on WP7 budget	Based on WP7 budget	Based on WP7 budget
Feed content to WP7 leader	Local content	Local content	Local content	Local content	Local content	Local content	Local content
Disseminate WP7 content	Coordinate dissemination	Coordinate dissemination	Coordinate dissemination	Coordinate dissemination	Coordinate dissemination	Coordinate dissemination	Coordinate dissemination
Partners report dissemination activities quarterly (Section 3 below)							

1.4 Dissemination Priorities

The IoT Labs project will complete the above aims through the implementation of eight interconnected work packages.

WP7 7.1 - Dissemination activities will be implemented in parallel with the other work packages during the IoT Labs project life. The Dissemination Plan defines activities that will; support **awareness** building, stimulate a deeper **engagement** with IoT Labs (membership), and facilitate the **recruitment** of future IoT Labs project participants (higher education institutions and SME's/start-ups).



IoT Labs **Project Awareness** will be realised by:

- Targeting priority audiences; project partner organisations (internal communication channels), national stakeholders (relevant higher education institutions, SME's & Start-up companies, higher education faculty/students etc.), and European stakeholders (public and private institutions, industry bodies etc.). As the project progress the dissemination activities will focus more on engagement and recruitment (higher education institutions and companies). Target audiences will be evaluated periodically (quarterly).
- Deploying a variety of tools (Arena website, Twitter, LinkedIn, YouTube and Podcasts), distribution of public project outputs, organisation of the IoT Labs event (Italy 2020) and collaboration with other funded projects (University Business Forum). The suitability and effectiveness of these tools will be evaluated periodically (quarterly).
- Creating a unique visual and graphic identity in order that the target audiences will recognise and understand the project.

IoT Labs **Project Engagement** will be realised by:

- Offering a compelling Arena membership proposition (value);
 - One-stop access to public deliverables.
 - One-stop access to information about ongoing projects and upcoming projects.
 - One-stop access to other project outputs (articles, blogs, videos, podcasts etc.).

The Arena membership application form will be designed to identify attractive partners for future project recruitment (higher education institutions and companies). Project engagement activities will be evaluated periodically (quarterly).

IoT Labs **Project Recruitment** will be realised by:

- Designing and creating a project proposal online application form.
- Designing a process for dissemination of project proposals (call to offer/join a project)
- Designing a process for matching project proposal candidates (call to join).

Table 2: Dissemination Priorities and Timing

	2018				2019				2020			
Awareness												
Engagement												
Recruitment												

2.0 Dissemination Activities

2.1 Project Partner-Level Activities

Individual project partners will disseminate information/content about the IoT Labs project throughout their individual institutions. The target audiences will include (multipliers within institutions):

- Educational program-level managers and relevant managers within non-educational partners.
- Relevant faculty
- Students (domain specific)
- Institutional leadership
- Social media channels

2.2 Project Partner Network-Level Activities

Individual project partners will disseminate information about the IoT Labs project throughout their existing partner networks:

- Existing higher education institution partnerships
- Existing industry and individual company partnerships
- International networks
- Other networking relationships (domain specific)

2.3 Country-Level Activities

At the individual partner country-level, the primary target audience for awareness and information dissemination will be other higher education institutions (design, ICT, electronics) and SME's/start-ups with an interest in IoT product development. Furthermore, Government Agencies, Chambers of Commerce, Industry Associations and others involved in initiatives related to IoT will be involved in this country-level outreach.

2.4 European Level Activities

The primary targets for awareness and information dissemination will be organisations who represent European-wide interests including; the University Business Forum, European Chambers of Commerce, European Associations, and other educational-government and European Agencies). Furthermore, dissemination content will be entered into the and E+ KA Project Portal database.

2.5 Engagement-building Activities

The IoT Labs project involves eight work packages. Within these work packages there are 12 deliverables which are publicly available (as agreed in the project proposal). These publicly disseminated deliverables will widely distributed (promoted). The deliverables output will support the engagement of members (higher education institutions and SME's/Startups) to the IoT Labs



Arena. Table 3 below, summarises the project public deliverables and their relevance for effective engagement (value to potential Arena members).

Table 3: Public Deliverables, Messaging and Timing

Work Package	Description	Format	Impactful Message	2018	2019	2020
WP3	3.1 – Best Practices	Report	Desk-research covering the state of art, best practices, and processes which are highly relevant for the IoT Labs course curriculum (remote, multidisciplinary project-based learning).			
WP4	4.2 – Pilot Curriculum	Syllabus	A project design (hypothesis) which expands on the Pilot Curriculum; learning objectives, activities, assessments and validation of learning outcomes.			
WP4	4.3 – e-Competences	Report	The most relevant e-Competences for IoT Labs and the process for evaluating e-Competences in relation to WP4 – 4,2.			
WP4	4.5 – Final Curriculum	Syllabus	The validated IoT Labs curriculum which incorporates findings (learning) from the three projects Pilots.			
WP6	6.2 – Pilot 1	Report	The findings from curriculum testing on three projects.			
WP6	6.3 – Pilot 2	Report	The findings from curriculum testing on six projects.			
WP6	6.4 – Pilot 3	Report	The findings from curriculum testing on nine projects.			
WP7	7.1 – Dissemination Plan	Report	Dissemination strategy for the IoT Labs project (awareness, engagement and recruitment activities).			
WP7	7.2 – Publications & Presentations etc.	Documents	Valuable insights into; remote, multidisciplinary project-based learning (teaching/learning curriculum, methods, and tools).			
WP7	7.4 – IoT Event	Programme	Showcasing the IoT Labs project outcomes, knowledge sharing, and project recruitment (exploitation).			
WP7	7.5 – IoT Event	Report	Summary of the IoT Event content, and outcome (messages, participation level and feedback).			
WP7	7.6 – Dissemination Summary	Report	IoT Labs dissemination strategy impact (summary of activities, awareness levels, engagement levels and recruitment levels).			

Note: A list of impactful Journals and Conferences was produced in the project proposal phase which reflects the domains represented in the IoT Labs project. This list will be revised as the project progresses.

2.6 Recruitment-building Activities

Why should Higher Education Institutions (HEI's) join IoT Labs?

The primary benefits from joining the IoT Labs project include: internationalisation, building new partnerships, resource sharing, improving quality of teaching, supporting multi-disciplinary co-operation and enhancing student e-competences/soft-skills. All dissemination activities will be directed towards reinforcing this value proposition message.

Why should SME's and Start-ups join IoT Labs?

The IoT Labs project will help these parties to overcoming major IoT development challenges including: enhancing co-creation capabilities (identify end-user pain problem areas in non-technical way) and increasing their capacity to prototype (build and iterate towards a rapid-prototype). All dissemination activities will be directed towards reinforcing this value proposition message.

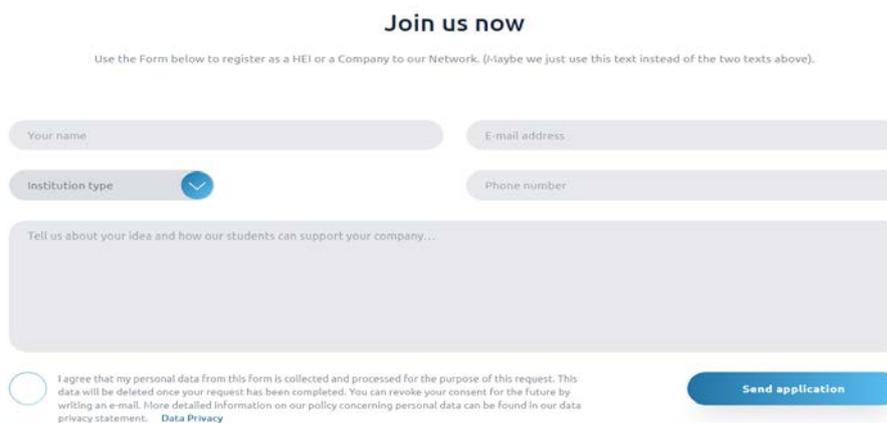
Why should Other Organisations join IoT Labs?

Research Organization (public and private RTO's) can collaborate with higher education institutions and industry. This collaboration will support the strengthening of the EU Knowledge Triangle. Collaboration between RTO's/Universities/Industry is beneficial due to knowledge infrastructure sharing and the expansion of bilateral research.

2.7 Recruitment Process

Based on the outreach activities described above, an online registration process (call to action) will be designed to support engagement and pilot partner recruitment (IoT Labs Arena). A sample engagement registration form is shown below (Figure 1). This registration form will be continually adapted during the pilot rollout process.

Figure 1: Project Arena (Online) Membership Form



Join us now

Use the Form below to register as a HEI or a Company to our Network. (Maybe we just use this text instead of the two texts above).

Your name E-mail address

Institution type Phone number

Tell us about your idea and how our students can support your company...

I agree that my personal data from this form is collected and processed for the purpose of this request. This data will be deleted once your request has been completed. You can revoke your consent for the future by writing an e-mail. More detailed information on our policy concerning personal data can be found in our data privacy statement. [Data Privacy](#)



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3.1 Dissemination Analytics & KPI's

A process for gathering data on dissemination will be established, managed (KPI's) and monitored. This process will be coordinated in coordination with the Quality Control Process Leader (WP 2) and Evaluation Leader (WP8). Periodic reporting/analysis (quarterly) along with interpretation of data will support the content strategy.

A list of preliminary performance metrics for dissemination activities can be seen in the Table 5 below (KPI Reporting). However, more specific KPI's will be agreed upon by project partners as content is delivered. These KPI metrics will be reported on a quarterly basis.

Table 5: KPI Reporting (example metrics)

Activity	Leading Indicators	Tertiary KPI's	Secondary KPI's	Primary KPI's
Social Media	Followers	Impressions	No. of Shares	No. of Followers
Publications (type) <ul style="list-style-type: none"> Journals Conferences Blob Etc. 	Output		Breakdown by type	No. of Publications
Events	Participant Feedback	Media Coverage (mentions)	No. of Participants	Feedback Rating
Arena	Registered Users	Views (pages)	No. of Site Visits	No. of Registrations

3.2 Content Management

Content creation and management (accessibility) is essential for any dissemination strategy to succeed. Content generated from the IoT Labs project deliverables is predictable and actionable. However additional content creation has been agreed upon in the IoT Labs project proposal. The timeline for the creation of this additional content is provided below (Table 6).

Table 6: Other Dissemination Activities (completion and timing of these activities may be altered)

Activity	Coordinator	Contributor(s)	2018			2019			2020		
Database of Influencers (Public, media, educational, industry etc.)	Dissemination leader	All partners									
Press Release (Successful Proposal)	Dissemination leader	All partners contribute									
Press Release (Project Launch)	Dissemination leader	All partners contribute									
Press Release (Project Launch)	Dissemination leader	All partners contribute									
Article (Blog Post etc.)	Dissemination leader	Any partner									

4.0 Visual Identity Guide

The guide will support the awareness and understanding of the project within the wider public. IoT Labs have created a clear, distinctive and original graphic identity which will help to convey an impactful and consistent image of the project. Publicly available dissemination content will follow these guidelines whenever representing the project.

The primary elements:

4.1 The IoT Labs Logo

During the 2018 project kick-off meeting partners voted on the most suitable logo. The final choice made was considered to represent best the IoT Labs concept.

“The seven extensions of the IoT Labs logo represent the seven founding partners. The three dark-colour extensions represent the multidisciplinary project piloting partners (design, ICT and electronics). The red core of the logo represents the project Arena and is also symbolic of IoT connectivity.”



4.2 E+ KA logo and Disclaimer

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission: "The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects 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."



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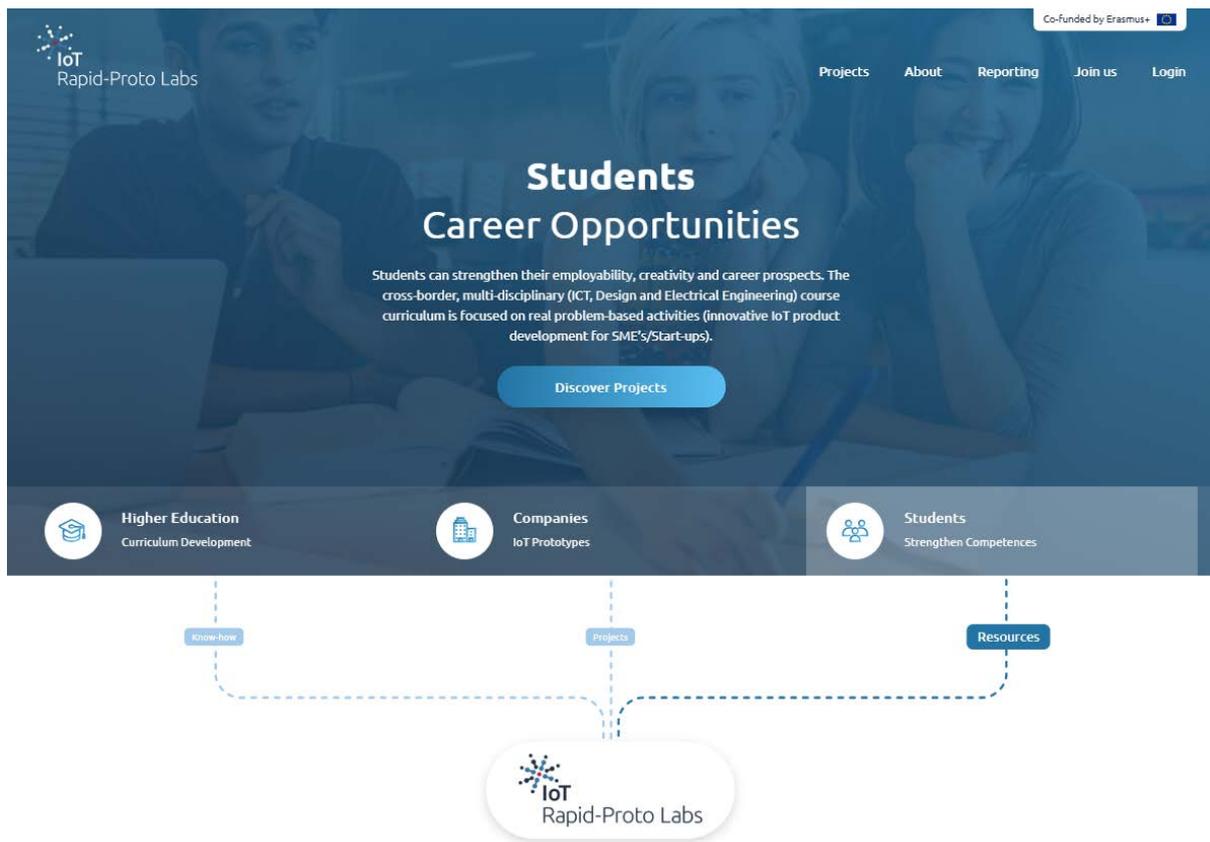
5.0 Communication Tools and Channels

The entry point to the IoT Labs project communication is the online project Arena. The Reporting Section of the Arena will act as the dissemination content archive for the public and specific target groups. The Reporting Section may also be used as the landing page in the early stage of the IoT Labs project, as this might better support early-stage awareness building activities.

5.1 Project Website (Arena)

During the project awareness-building stage the arena will act as the information hub of the IoT Labs project. General information on the project will be accessible and regularly updated. The Arena will also represent a one-stop source of ongoing project activities, social media content and publicly available deliverables (engagement). At a later stage of the project the Arena will be deployed to recruit new members (higher education institutions) and engagement recruitment.

Figure 2: Project Arena (Online) Homepage

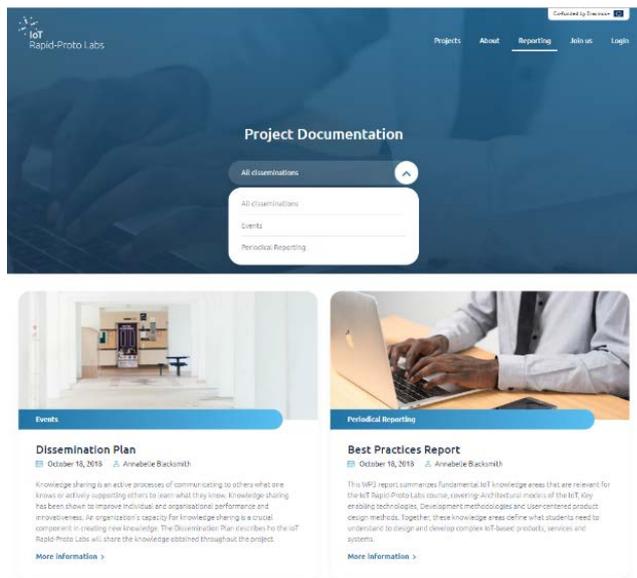


5.2 Dissemination Material

Partners are invited to follow Annex 4.2 for all dissemination activity to be made in the occasion of events that showcase the MY-WAY project. Examples of dissemination material include brochures, posters, business cards, registration sheets, name labels.

Please also make sure Startup Europe logo is also well visible in every event, workshop or conference you organise, as we are looking at a harmonisation of identities, besides from activities.

Figure 3: Online (Arena) Membership Form



5.3 Social Networks

Online Social Networking is the major tool that Young Adults today utilize to communicate with each other and to be informed on current issues. For this reason, Social Media will be utilized to access and engage Targeted Young Adults into MY-WAY activities.

The project is active on Facebook, Twitter, LinkedIn and Google Plus. These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.



Twitter

<https://twitter.com/IoTProtoLabs>

Figure 4 – Twitter screenshot



TWITTER IS EFFECTIVE FOR GETTING ATTENTION AT THE MOMENT (ESPECIALLY ON MOBILE DEVICES). VIDEOS, IMAGES AND LINKS TO CONTENT ARE EASILY ACCESSED BY RELEVANT AUDIENCES WITHIN SPECIFIC DOMAINS AND STUDENTS.

LinkedIn

<https://www.linkedin.com/company/iot-rapid-proto-labs/>

Figure 5: LinkedIn screenshot



LINKEDIN IS ESPECIALLY EFFECTIVE FOR ADDRESSING BUSINESSES PROFESSIONALS ACADEMICS AND DOMAIN SPECIFIC GROUPS. SHORT SUMMARIES OF ACTIVITIES AND LINKS TO PROJECT DELIVERABLES CAN BE EASILY SHARED TO A WIDE AUDIENCE.



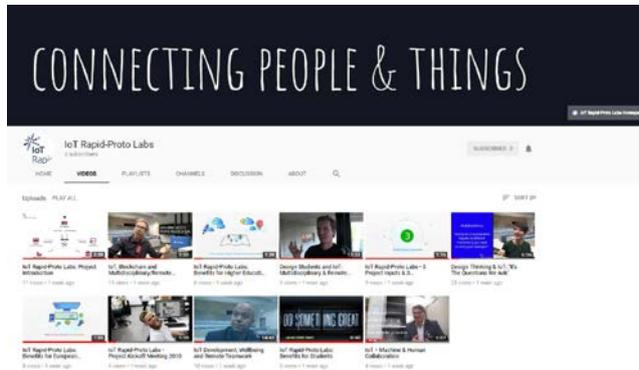
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YouTube

https://www.youtube.com/channel/UCwAObmF59kHQngZqbU_F-UQ

Figure 6: YouTube Channel screenshot



VIDEO IS ONE OF THE MOST DYNAMIC CONTENT MARKETING FORMATS. THE IOTLABS YOUTUBE CHANNEL WILL SUPPORT THE SHARING OF RELEVANT CONTENT (VIDEO SUMMARIES OF DELIVERABLES, EVENTS AND OTHER CONTENT).

5.4 IoT Labs Event (2020)

Figure 7: IoT Event Poster



IN YEAR THREE OF THE PROJECT (2020) THE IOTLABS EVENT WILL BE HELD IN ITALY. THIS EVENT WILL SHOWCASE PROJECTS COMPLETED DURING THE THREE PILOTS AND SUPPORT THE SUSTAINABILITY AND EXPLOITATION OF THE PROJECT.



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Annex 1: Sources

Erasmus+ Programme Guide – Annex II (Dissemination and Exploitation of Results).

https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en

EACEA Visual Identity and Logos (Guidelines for Funded Projects).

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

Erasmus+ Project Results database (Erasmus+ Project Results).

<https://ec.europa.eu/programmes/erasmus-plus/projects/>

Annex 2: Glossary of Terms

Table 8: Glossary

AdminProject Folder	AdminProject is the IoT Labs project document depository which is accessible by all project members. Membership can be obtained through the project coordinator (<u>AdminProject</u>)
Creative Commons	Creative Commons helps to legally share knowledge and creativity in order to build a more equitable, accessible, and innovative world (<u>Creative Commons</u>).
E+ Project Portal	The <u>Participant Portal</u> is an electronic platform used to manage the Erasmus+ programme. The <u>portal</u> offers a variety of features, services and tools for Erasmus+ participants to make it easier to apply for, monitor and manage proposals and/or projects online.
Grant Agreement	The Grant Agreement and Project Proposal contain all project activities, budgets, penalty conditions and other important documents (<u>Proposal and Consortium Agreement</u>)
NA	Not available
Post-project Reach	Activities and efforts made post-project to ensure the sustainability of the project idea (business model).
SME (Small and Medium Sized Enterprises)	The European Commission defines SMEs as those enterprises employing fewer than 250 persons that have a turnover of less than 50 million euros and/or a balance sheet total of less than 43 million euros (see Commission Recommendation 2003/361/EC).
TBA	To be agreed
University Business Forum (UBF)	UBF is an annual event which is sponsored by EACEA. Each E+ KA funded project must attend the event at least once during the lifetime of the project.

