

MARKETING AND SUSTAINABILITY STRATEGY FOR CSI WEEKS

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EURO4SCIENCE: EXPLORING “CSI EFFECT” AND FORENSIC SCIENCES TO BOOST THE APPEAL OF SCIENCE TO YOUNG PEOPLE AND REINFORCE INTERDISCIPLINARITY IN EUROPEAN HIGH SCHOOLS

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1. INTRODUCTION

1.1. BACKGROUND OF THE DELIVERABLE

The EURO4SCIENCE project aims at providing European schools with innovative practices, tools and methodologies, by engaging teachers and pupils of different ages and countries in exciting activities connected to the “CSI Theme”. The project activities include: develop, test and implement a Forensic Science Education Toolbox and organise three CSI weeks with a range of exciting activities engaging the whole learning community.

The CSI weeks (Portugal, the UK and Bulgaria) host a programme with different activities including: sharing experiences of Educational Forensic Science Projects; presentation of “CSI cases” and development of activities around them; bioethical debates; conferences and debates with teachers, students, and other stakeholders/organisations; Science fair, etc.

The CSI Weeks are one of the main outputs of EURO4SCIENCE, so they should be organized and implemented properly. This Marketing strategy aims to support the partners that will organize these events. To be based on a concrete example, this document is focused on the CSI Week Portugal (Aveiro) and aims to outline all promotion and dissemination activities to be undertaken by the partnership and more precisely by the Portuguese partner responsible for organize the event. This deliverable will be available in electronic format. Throughout the final months of the project, based on the experience and feedback from the CSI weeks carried out under EURO4SCIENCE, it will be reformulated and updated with information more suitable to be used as guide for other stakeholders that want to organize this CSI Weeks in their cities/countries – the final result of these adjustments will take the form of “Marketing and Sustainability Strategy for the CSI Weeks”.

This marketing campaign intends to help the partners to promote the CSI weeks as to ensure that the results of the events and of the whole project are appropriately recognised, demonstrated and implemented on a wide scale, maximizing the impact. The results of projects funded through EU programmes and initiatives need to achieve maximum impact: they should radiate as widely as possible so that the valuable lessons and experience gained by one group can benefit others. This can only happen if connections are made with the wider community.

This deliverable intends to be a guide to promote the EURO4SCIENCE CSI weeks, helping the organizations that want to use the project materials to organise CSI Week in their schools.

After this introduction, the deliverable includes the following sections:

- Presentation of the CSI Weeks, their main goals and principal results
- Objectives and principal strategies for CSI week Marketing Campaign
- Definition of Campaign target group, Channels and tools, timings and Assessment indicators.
- Sustainability strategy
- Report and main conclusion of the CSI Week Marketing campaign

2. EURO4SCIENCE CSI WEEKS

2.1. BACKGROUND AND OBJECTIVES OF THE CSI WEEKS

During the project development, desk research and consultation with schools, teaching staff, partners and other organisations was carried out, to collect and produce different materials related to the use of “CSI themes/initiatives” in a school context. This information includes suggestions to be used in the classroom (e.g. with the Toolbox) but also outside the classroom (e.g. in the CSI week). Besides a compilation of initiatives, this collection include parts addressing relevant issues such as: the potential impact of this kind of activities in decreasing school-dropout; the importance of involving multiple disciplines and students of different ages/levels in these activities; the importance of putting pupils on contact with “role-models” who inspire them in terms of school/career options; the importance of developing activities capable of integrating/fostering the integration of pupils with different characteristics, including those at risk and/or with disabilities.

Based on that research EURO4SCIENCE consortium built a plan to organize and implement CSI weeks in partner’s schools as pilot test of the methodology. The EURO4SCIENCE CSI weeks will take place in the UK, Bulgaria and Portugal in connection with national multiplier events and other learning activities.

The present document intends to support partners in the preparation of the CSI week. The host organization will use it as guideline with specific activities that can be carried out during the CSI week, the objectives to be achieved, the students and teachers to be involved, useful tips for the organization of the events and other relevant information.

Within EURO4SCIENCE, the CSI week will involve the mobility of school pupils and staff members, being necessary a more elaborated logistic plan. Involving different schools from different countries makes the event more interesting as pupils from other countries will participate in the CSI week of the hosting country and exchange experiences, especially about the use of the Forensic Sciences Educational Toolbox.

Considering that one of the main objectives of EURO4SCIENCE is to combat early school dropout, the CSI weeks should take place in High Schools (secondary schools), but students (ages 14-16) will be asked to carry out activities directed to younger students (11-13 years old), as younger students tend to use the older ones as “role-models”. With this methodology, not only high school students take an active role in the implementation of the CSI week, but they have a decisive influence in motivating younger students to scientific subjects, hence deviating them from potential early dropout.

The CSI week should be highly promoted at local, national and international level and, whenever possible, be conciliated with local events. Organising partners should also make all efforts to involve other relevant organisations in the implementation of the CSI week, including police and criminal departments, professionals connected to forensic sciences, local authorities, among others. In EURO4SCIENCE, CSI weeks are planned to have the participation of a minimum of 60 students of high school level and 10 teachers.

In terms of timing, it is very important for the organising entity, in cooperation with local schools and other local organisations, defines the most suitable week to organise this activity. One priority here is to have into account the school calendar (not to overlap holidays, exams seasons, etc.) and, when possible, consider other aspects such as weather conditions (for possible activities outside) and other factors that might influence (e.g. pricing of travel and accommodation in certain periods in case the event hosts students from other schools).

In the CSI week, the organising entities could apply all the activities presented in the EURO4SCIENCE forensics toolbox. As example of some possible activities for the CSI week we have: sharing experiences of Educational Forensic Science Projects; presentation of “CSI cases” and development of activities around them, such as theatre/drama with a crime scene scenario; bioethical debates; conferences and debates with teachers, students, and other stakeholders/organisations with law enforcement and forensic scientists; implementation of the toolbox; Science fair.

2.2. STRATEGIC OBJECTIVES

The CSI Weeks marketing campaign aims to:

- Raise and increase awareness of the EURO4SCIENCE project’s results, its objectives and achievements, progress and accomplishments;
- Recruiting participants for the CSI Week events;
- Informing target groups about results of the project and create conditions for them to further exploit these results;
- Involving and obtaining feedback from relevant stakeholders - promote the active involvement of key actors;
- increase the networking among interested stakeholders (mostly schools).
- Maximizing the impact of the CSI Week activities improving the sustainability of the final outcomes.

To achieve these results and have success on the marketing campaign the organizers of the CSI weeks are encouraged to use a methodology based on Peter Drucker philosophy. This strategy is based on 5 main pillars:

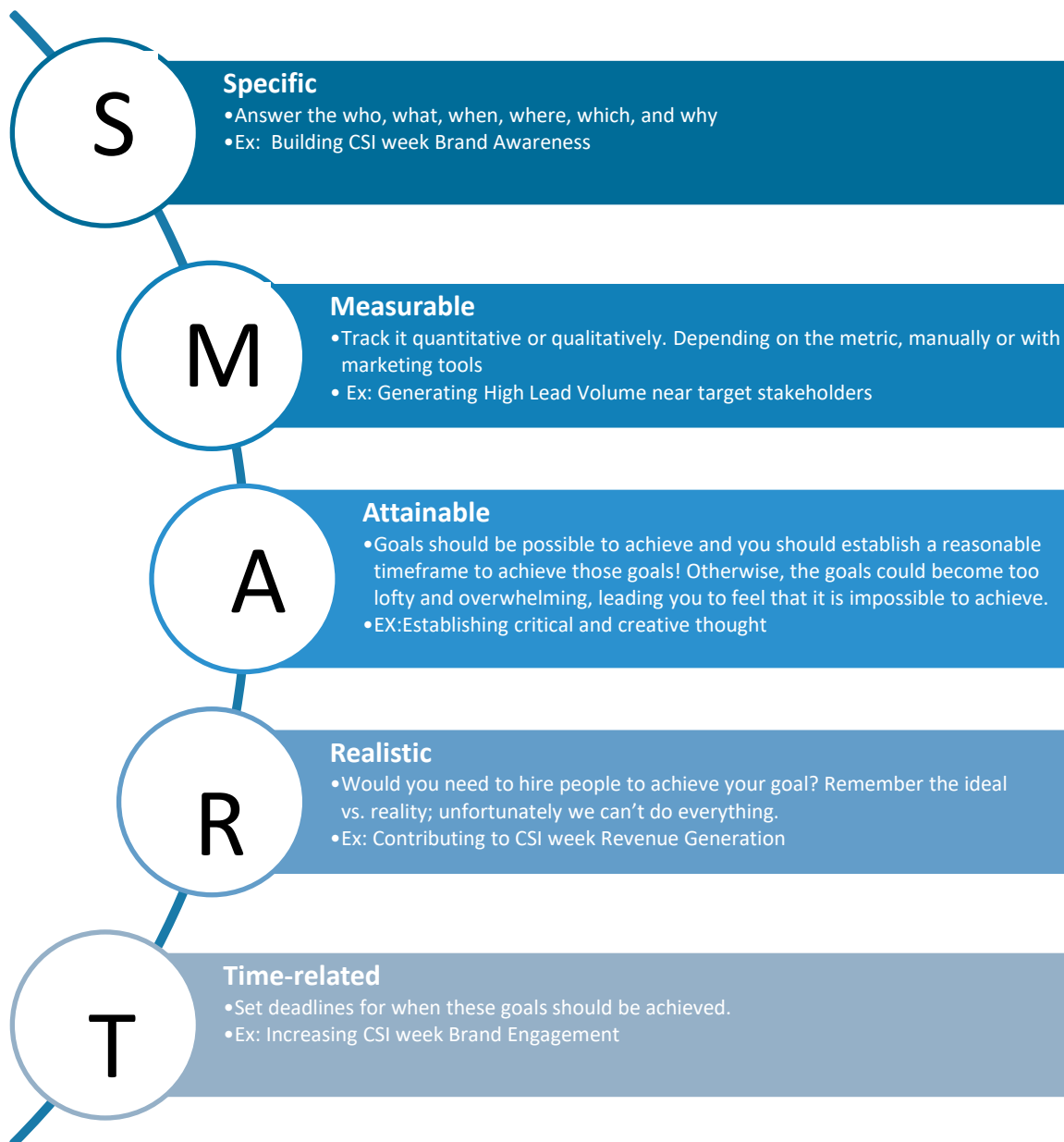
- Building CSI week Brand Awareness
- Generating High Lead Volume near target stakeholders
- Establishing critical and creative thought
- Contributing to CSI week Revenue Generation
- Increasing CSI week Brand Engagement

As specific objectives, this campaign focus on:

- Target audience awareness about the importance of Forensic Sciences to stimulate learning
- Disseminate the results and materials created during EURO4SCIENCE project execution, which are now the bases of the CSI Weeks.
- Create new networks and markets
- Valuing the CSI week Brand and increase the visibility of the event.
- Evaluate the impact of the CSI week event.

This marketing campaign will follow also one commonly used framework for setting the goals of the CSI Weeks. This framework is the SMART criteria commonly attributed to Peter Drucker’s management by objectives concept. SMART is an acronym for:

Diagram 1 – CSI Week SMART Framework



3. MARKETING STRATEGY

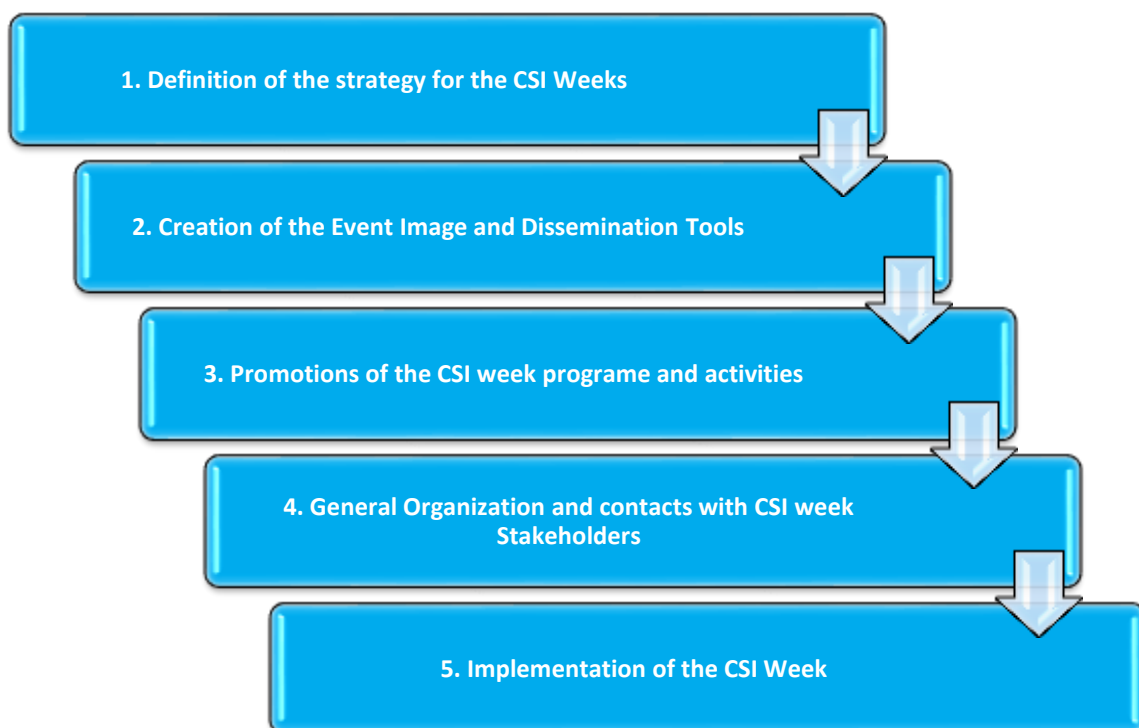
In order to improve and strengthen the visibility of CSI Weeks, EURO4SCIENCE consortium is developing a strong and multi-channel marketing strategy. We believe that the development of a strategy focused on the CSI weeks and on the promotion of “CSI_ence” engaging activities at schools could bring a major added value to the project results and to their future users, because:

- It will mobilise from an early stage several people/organisations that can contribute to organise and implement the CSI weeks, e.g. sponsors that can provide materials for different activities, representatives from institutions who can participate in specific activities (e.g. detectives, police officers, etc.) – this can be translated in an even higher cost-efficiency plus maximizing the impact of the project.
- It can be used as an example/base methodology to promote the implementation of scientific activities at schools: this marketing strategy will convey appealing messages and materials that can be easily used in the future by other schools.
- It will relate to all the other promotion, communication and dissemination activities and therefore explore the already existing visual identity of the project, webportal, list of stakeholders for dissemination, etc.

This marketing strategy has tools, messages, targets and resources required for the promotion of the CSI weeks. After the CSI weeks, this document will be adapted and simplified, to be included in the Guidelines for the implementation of “CSI_engaging events in schools”. The assessment of the CSI weeks will allow understanding which were the most successful activities, collect suggestions of improvement, and refine a programme of activities based on the “CSI week” model.

The diagram below explains the different steps of the CSI Week organizational process.

Diagram 2 – CSI Week general methodology



1 – The first step is related to the whole structure of the initial idea we have for CSI Week. At this stage we start working on the initial logistics issues, as the definition of the organizing team, date and place to hold the event.

2 – The second Step has to do with the definition of the strategy to be implemented. It is this stage that this document "Marketing and sustainability strategy" is more important. Here we draw the entire dissemination strategy for the event.

3 – With the strategy well defined, **the third step** is related with the promotion of the event, in the first moment near the key stakeholders and after that near the general public.

4 – After a strong dissemination campaign, it is time to start the organization of the event in detail. The whole logistics activities, speakers, participants, catering, meals, documentation support, etc., is planned at this stage.

5 – Then comes the implementation step of the CSI week. At this stage, all the activities and logistics should be perfectly planned and the responsible marketing and dissemination of the event should monitor and record all details of the event so that the collected data can be analyzed in the next step.

6 - The last step is related to the event assessment and evaluation, where the general results (qualitative and quantitative) and feedbacks should be analyzed. This phase ends with the production of a general document about the event and its results, which among other issues it should include the lesson learned of the event and future activities that flow from it.

3.1. CSI WEEK TARGET GROUPS

We can consider that the CSI Weeks main target groups are the same of EURO4SCIENCE project. These target groups are teachers and students (average 13 to 16 years old) in the EU. The table below describes the main target groups. The picture thereafter illustrates the different level of involvement/interest of CSI weeks to all its target groups and stakeholders.

Table 1 – CSI Week target groups

Main groups	Description
European teachers of sciences	Teachers of natural sciences namely biology, chemistry and other subjects, especially those of secondary schools
European students	Students from general and vocational education, not only those studying sciences but also other fields such as arts and social sciences (age of 16 years as a reference).
Other groups	<ul style="list-style-type: none"> - Other members of the school community (e.g. counsellors, parents and families) - Universities (e.g. Educational Departments), will be invited to monitor the project. - Law Enforcement and Forensic Science institutions, who will be asked to collaborate adding a professional point of view. - Local /national media - Public at large

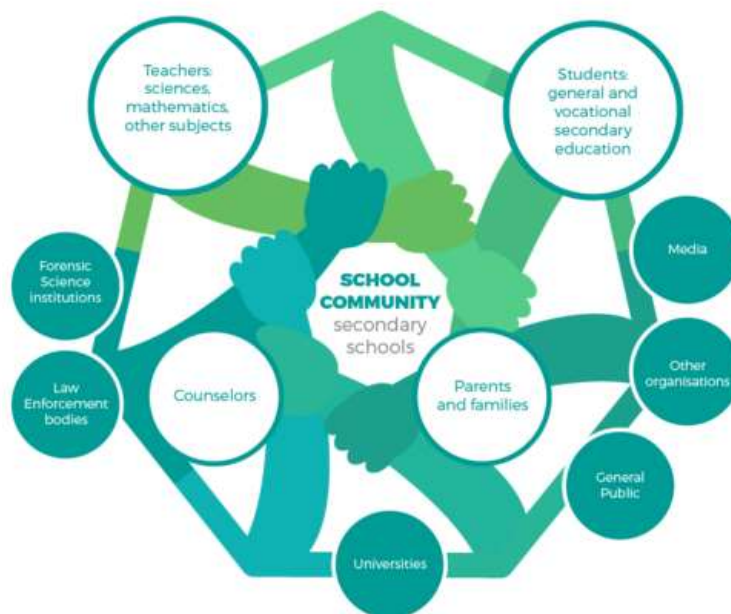


Figure 1 – Interaction between CSI Week target groups

3.2. MARKETING CAMPAIGN TARGET

The CSI weeks should be disseminated internally in the partner institutions and networks to which the organizer entity belongs. The CSI weeks also should be disseminated externally to the target groups, to associated partners and to the wider public, more specifically:

- Partner schools, associated schools and other potentially interested schools.
- Teachers, especially teachers of sciences: teachers of natural sciences (namely biology, chemistry) of Secondary vocational students. Also teachers from other subjects, especially those involved in compulsory education.
- Students: Especially those in the fields of science, those involved in compulsory education, students from secondary general education and younger students.
- Other members of the school community (e.g. counsellors, parents, local /national media) will be invited to assist the CSI Week activities.
- Universities (for example Educational Departments) will be invited to monitor the experience of Project. Aiming at a wide outreach, the Projects results will be disseminated by promoting presentations on education meetings and congresses at national and international level and by assuring publication in peer review international journals.
- Law Enforcement and Forensic Science institutions of each participating country.
- The media will also represent a target for dissemination with press releases, tv interviews with team members and documentaries for which the project will prepare the appropriate materials and facilities.

Different communication approaches will be used for each target group, allowing distinctive impacts.

3.3. CSI WEEK IMAGES

The CSI weeks should have their own image. The logo chosen will be visible in all project-related documentation, or web-based and print-based material used for the promotion of the network.



Figure 2 – Example of CSI Week Logo

As the materials and methodology of CSI Weeks are based on results of the European project EURO4SCIENCE, the CSI Weeks should always refer to the project and its financed entity by inserting their logos in the documentation and activities of that CSI Week.



Figure 3 – EURO4SCIENCE logo



Figure 4 – Erasmus+ Logo

In studies and publications produced, the following disclaimer shall be added to the inner pages of the publications: *"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."*

All materials/publications should also have the: *Grant Agreement nr 2014-1-PT01-KA200-001012*

3.4. CHANNELS AND TOOLS TO BE USED

The public campaign to increase the visibility of CSI weeks should use very powerful communication channels, very familiar for the generality of the target groups. Each target group is different so different target groups require different tools and strategies. The principal channels to be used in the CSI weeks marketing campaign are:

- ☑ **Twitter:** CSI Week organizers will be encouraged to tweet about the CSI Week through their own Twitter account (where this exists). A hashtag such *#CSIweekportugal* may be adopted to highlight the reference to the tool. At an initial stage the information should be focused on attracting stakeholders to know more about this event; and a later stage the communication can focus on other more specific themes that should be highlight.
- ☑ **Internal communication tool (ex: Yammer, Facebook group...):** Information about the CSI Week will be posted in an internal communication group created for increase the communication between the direct partners involved in the organization of the CSI Week.
- ☑ **LinkedIN:** Partners will be encouraged to post information on the CSI Week on their own profiles, as well as in groups in which they are engaged and that may be interested in the tool. It could be interesting to create a private group to discuss with experts some topics related with CSI weeks themes.
- ☑ **Facebook page:** CSI Week organizers will be encouraged to post about the CSI Weeks through their own account. It could be interesting to create a public page to interact directly with the general public that follow the CSI Week brand.
- ☑ **Web-sites and on-line pages:** CSI Week organizers will be encouraged to publish information on the CSI Week on their institutional web-sites, as well as in other on-line pages they might be managing (e.g. project's pages, blogs...).
- ☑ **Media and newsletters:** CSI Week organizers will be encouraged to issue press releases about the CSI Week to try to publish information about the event in media and newsletters.
- ☑ **Meetings and events:** CSI Week organizers will be encouraged to spread information about the CSI Week concept at any meeting and/or event they attend.
- ☑ **Mobilisation of relevant actors:** the CSI Week brand was developed based on the work previously done by EURO4SCIENCE consortium, their stakeholders, and thematic Networks. The representatives of these groups shall be contacted to encourage them to disseminate information to their network members.
- ☑ **Other tools:** CSI Week organizers will develop their own dissemination materials as Leaflets, newsletters, PPT, posters, and Website (Example of the templates - Annex I)

3.5. TIME PLANNING

In terms of timing for the implementation of the marketing campaign, and as soon as the CSI week organizers is set and made available the date of the event, the following planning is proposed:

Table 2 – CSI Week time planning

Channel	When
Twitter	<ul style="list-style-type: none"> At the time of the launch of the CSI Week event date Continuously (e.g. a new tweet related to any new update) Retweet the most important tweets
Internal communication tool	<ul style="list-style-type: none"> At the time of the launch of the CSI week event date As “posts” of other messages, as for instance when announcing relevant news related to this CSI Week. Continuously (use this tool and the email for continuous internal communication)
LinkedIn	<ul style="list-style-type: none"> At the time of the launch of the CSI Week Event date Continuously (e.g. a new tweet related to any new update)
Facebook	<ul style="list-style-type: none"> At the time of the launch of the CSI week event date Continuously (e.g. a new post related to any new update)
Web-sites and on-line pages	<ul style="list-style-type: none"> At the time of the launch of the CSI week event date Continuously (e.g. share news and relevant information)
Media and newsletters	<ul style="list-style-type: none"> At the time of the launch of the repository As a “footnote” of other press releases, as for instance when announcing new projects/collaborations
Meetings and events	<ul style="list-style-type: none"> Continuously
Mobilisation of relevant actors	<ul style="list-style-type: none"> At the time of the launch of the CSI week event date Continuously until Step 4 of the CSI week general methodology

3.6. CAMPAIGN ASSESSMENT

This activity includes the development and implementation of a series of mechanisms based on indicators that can be used in the assessment of the CSI weeks and in future similar events. An assessment plan will be developed encompassing the stages of preparation, implementation and follow up of the CSI weeks. To assess the reach of the marketing campaign for attracting Stakeholders and target group members several indicators shall be considered, as follows:

Table 3 – CSI Week campaign assessment indicators

Channel	Indicators
Twitter	<ul style="list-style-type: none"> Number of tweets about the CSI week Number of tweets using for example the #CSIweekportugal hashtag Number of retweets Number of contributors

Internal communication tool	<ul style="list-style-type: none"> • Number of messages/posts shared about the CSI Week • Number of members using the tool/group
LinkedIn	<ul style="list-style-type: none"> • Number of messages shared about the CSI Week • Number of contributors
Facebook	<ul style="list-style-type: none"> • Number of posts shared about the CSI Week • Number of contributors • Number of target group reach
Web-sites and on-line pages	<ul style="list-style-type: none"> • Number of news published about the CSI Week
Media and newsletters	<ul style="list-style-type: none"> • Number of news published about the CSI Week
Meetings and events	<ul style="list-style-type: none"> • Number of meetings and events attended in which information about the CSI week was shared
Mobilisation of relevant actors	<ul style="list-style-type: none"> • Number of messages/emails sent to relevant actors with information about the CSI Week.

Besides indicators reported from the intensive marketing campaign, other indicators should be considered to collect all the information needed to analyse the real impact of the event and its quality. Some of these indicators include:

- Degree of satisfaction of all actors involved in the preparation and implementation of the events (e.g. partners, teachers, students, associated partners, external organisations supporting the CSI weeks).
- Assessment of cost-efficiency for the organisation and implementation of the event.
- Competences developed during the preparation and implementation of the CSI week.
- Suggestions of improvement for future editions.

4. SUSTAINABILITY

A global Exploitation and Sustainability Strategy for the EURO4SCIENCE project is being prepared and updated during the project. On the other hand, a document specifically addressing the sustainability and exploitation of the CSI weeks will be prepared: after the CSI weeks and their respective assessment, partners will develop **Guidelines for the implementation of “CSI_ence engaging activities”** with detailed information for other schools in Europe to implement similar events. The assessment of the CSI weeks will allow understanding which were the most successful activities, collect suggestions of improvement, and refine a programme of activities based on the “CSI week” model. With this information, partners will prepare a handbook with detailed guidelines for schools to implement initiatives similar to the CSI weeks, i.e. guidelines for schools/teachers to implement science-related activities under the “CSI” motto in their schools. e.g. Bioethical debates (Ex. Philosophy classes), other non-lab activities such as “The crime scene scenario” (with arts students).

This report is very focused on marketing campaign developed around the exploitation of the CSI weeks and as such it shall be a major tool to be used in the exploitation and sustainability of the project results. The CSI Weeks compile the main materials and methodologies developed during the project life time, so they are considered as the principal reference guide for the replication and exploitation of the project results.

After the project ends, the results will be available on the project website so that they can be consulted during the following 5 years. At the same time the consortium will prepare all the necessary documentation related to the intellectual propriety rights and exploitation rights of the project materials by other entities. These potential end-users will be contacted directly by members of the EURO4SCIENCE consortium and they will be encouraged to reply the materials and organize CSI week in their cities / countries. The entities which have a wish of organize a CSI week, will receive all the support needed from EURO4SCIENCE partners.

5. CONCLUSIONS

To ensure the successful implementation of the Marketing campaign detailed in this report, it is fundamental to have a strong contribution and collaboration of all EURO4SCIENCE members in the dissemination of the information through the various communication channels. Also, getting the cooperation of all members of their networks can be a great value to widely reach the target groups, in different countries and to prevent that the information about the CSI Weeks is limited to the EURO4SCIENCE stakeholders. To achieve the success expected for this campaign the CSI week dissemination activities will be supported by the partner responsible for the dissemination activities but each partner hosting/organising a CSI week is the main responsible for its promotion.

The public campaign begins at moment that the CSI Week is launched. During the Month1 the dissemination campaigns will be launched in social networks with a main goal to make known the event. At month 3 and already with more information, it will begin to disseminate information of some activities in social networks, websites and blogs. At month 4, the CSI Week has already some maturity and it will be displayed at events, meetings and seminars related to the CSI subject. After month 6 it will begin to disseminate the final list of invited personalities, draft of the agenda, and other logistic issues. All activities done during the first six months of activity will be intensified until month 9, date where the CSI Week will be implemented. After the implementation, the marketing campaign should continue until month 12. During these final 3 month the campaign should be focus on the dissemination of the CSI week results in all dissemination tools and channels. The campaign ends at month 12 with the publication of the final report with the lesson learned, final conclusions and plans for future steps.

To facilitate an accurate monitoring and assessment of the dissemination and exploitation activities, and to understand the impact of the actions carried out, it is necessary for all partners involved in the organization of the CSI Week, to record the activities that they implement. These activities include both the previewed activities and the ad-hoc activities. Therefore, all partners should:

- Prepare their dissemination intentions to support the CSI weeks;
- Implement concrete dissemination actions according to the marketing campaign designed;
- Record the activities undertaken in the dissemination reporting document with all the indicators and evidences;

Some of the tools and channels used in the CSI Weeks marketing campaigns have their own indicators measurement tools and statistic data, however for a proper record of the marketing and dissemination activities, the following evidences are suggested for different types of activities:

I. Evidence of face-to-face activities (e.g. meetings workshops, other events):

- Invitation for the event
- Attendance list (list of the participants with their signatures)
- Evaluation questionnaires
- Short reports from attended events
- Photos

II. Evidence of internet based activities (e-mails, e-newsletters, electronic articles, etc.) can be:

- Screen shots/Images of the emails, articles
- Electronic version of the newsletters
- Reports on the activity of the websites (e.g. counter, number of visits, number of posts)
- List of e-mails sent

6. ANNEX I

Complementary to the logo, templates (PowerPoint, Word and other) with the graphical image has also been created and made available to all Organizers of the CSI Weeks. Some examples are provided below.

Figure 4, 5 – Example of CSI Week PPT and CSI Newsletter

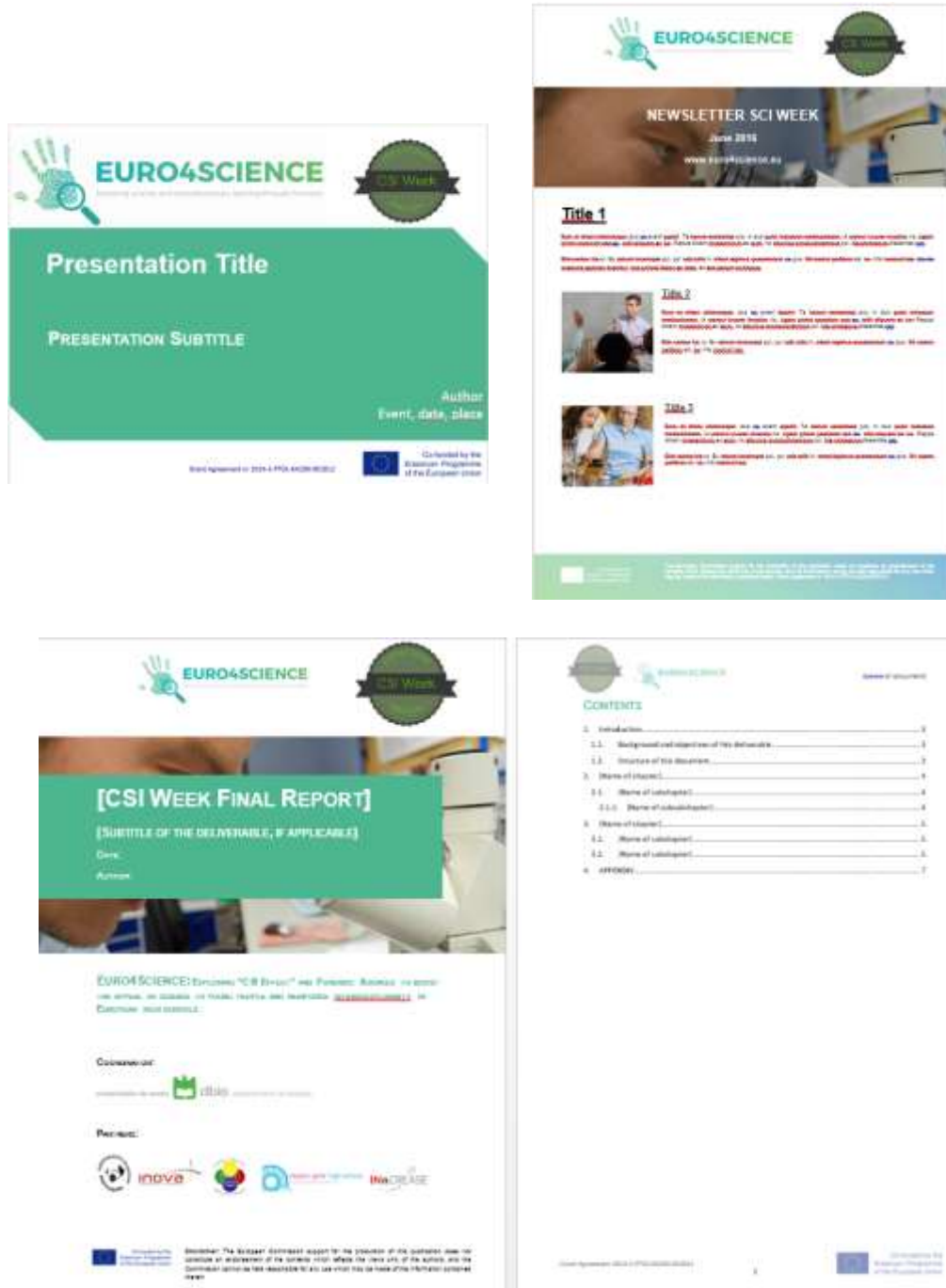


Figure 6 – Example of CSI Week report template



Figure 7 – Example of CSI Week Leaflet template

Grant Agreement number 2014-1-PT01-KA200-001012

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Planned dissemination Action to support the CSI Week

Partner	Country	Level (1)	Multi-target group	Start/End
<i>Write here the name of your organization!</i>	<i>your country</i>	<i>EUROPEAN UNION</i>	<i>(period to which the campaign refers)</i>	

Activities	Brief description (name of event/activity, theme, if applicable, website address, organization name, etc.)	Dates, duration and/or frequency	Plan	Level (1)					Multi-target group involved (2)	Sustainability of organization / partner involved	Evidence available (photos, registration, conference, presentation notes, etc.)
				L	R	N	U	O			
a) inside your Organization											
workshop to plan or disseminate the CSI Week (internal events for staff of your organization)											
events organized by your organization with external stakeholders to Disseminate the CSI Week											
workshop (internal or-visit to staff of your organization)											
Internet publications (news and publications on your website, blogs, Facebook)											
paper publications (including newsletters, magazines and others)											
flyers, posters, brochures, newsletters											
Other											
b) outside your Organization											
workshop to plan or disseminate the CSI Week (internal events for staff of your organization)											
events organized by your organization with external stakeholders to Disseminate the CSI Week											
workshop (to external stakeholders)											
Internet publications (news and publications on website, blogs, Facebook of other organizations)											
paper publications (including newsletters, magazines and others)											
flyers, posters, brochures, newsletters											
Videos, animations, infographics, podcasts											
radio / TV											
other											

(1) - L - Local, R - Regional, N - National, EU - European, O - Other
(2) - Plans refer to the main project target groups and beneficiaries - Students, teachers, other educational staff, schools, parents, universities, law enforcement organizations, local authorities, policy makers, etc.

Figure 8 – Example of CSI Week Dissemination plan template

EURO4SCIENCE - EXPLORING "CSI EFFECT" AND FORENSIC SCIENCES TO BOOST THE APPEAL OF SCIENCE TO YOUNG PEOPLE AND REINFORCE INTERDISCIPLINARITY IN EUROPEAN HIGH SCHOOLS

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Grant Agreement no 2014-1-PT01-KA200-001012

Stakeholders list - CSI Week

Organization	Name of	Contact Person	Phone	Email	Website	Type of organization	At relevance for the project (i.e. to which purpose should be connected)
							Mailing list - inform about project activities
							Social Media/letter
							Social Press Release
							invite to national events (workshops, CSI week)
							invite to local conference
							Other (please specify)

Figure 9 – Example of CSI Week Stakeholders List template

