

**D5.2 WHITE PAPER**

Framework for Communication and *Dissemination* of ERCULES Outputs

Methodological framework at Month 6

ERCULES / PROJECT 101260656 / WORK PACKAGE 5

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WORK PACKAGE / TASK	WP5 / T5.3
PROGRAMME	Erasmus+ – ERASMUS-EDU-2025-PEX.COVE
TASK / DELIVERABLE LEAD	Intenz P/S
PROJECT COORDINATOR	UNIVPM – Università Politecnica delle Marche
CONTRIBUTORS	All project partners
DUE / LEVEL	M6 30 September 2026 PU – Public
FINAL FORMAT	English PDF for publication and dissemination through official project channels

1.

Purpose and *scope* at Month 6

The approved ERCULES proposal defines D5.2 as a public English white paper under T5.3, led by Intenz with contributions from all partners and due in M6. The deliverable is intended to focus on results obtained, methodologies employed and best practices acquired, and to make this knowledge available to stakeholders, policymakers, research institutions and industry through the project website, newsletter, social media and later project events.

At Month 6, ERCULES is in the foundation and early implementation phase. The project has already produced concrete WP5 results and established methods for communication, dissemination, monitoring and evidence collection. At the same time, most substantive outputs from the research, curriculum development, piloting and validation work packages are scheduled for later project months. D5.2 therefore reports the results, methodologies and early implementation practices that can be evidenced at M6, and sets out the framework that will be applied as further project outputs mature. This approach applies the approved scope of D5.2 to the evidence available at M6, while allowing subsequent project results and validated practices to be disseminated through this methodology as they mature.

SCOPE AND GRANT AGREEMENT ALIGNMENT

This M6 white paper applies the approved D5.2 description to the evidence available at this stage of implementation. It distinguishes between results already achieved, methodologies already in use, and early implementation practices that are not yet claimed as validated best practices. As ERCULES generates further evidence, these practices can be tested, refined and disseminated through the same framework.



2.

M6 evidence against the D5.2 scope

Results and operational outputs established by M6

D5.1; CoVE Sales public identity and toolkit; communication operations manual; official channels and shared repository; activity intake and reporting procedures; WP5 action plan and KPI tracker; partner communication focal -point alignment.

Methodologies employed by M6

Stakeholder-centred audience segmentation; output-to- audience adaptation; central coordination with national activation; pre -activity intake; post- activity reporting and evidence collection; KPI - based monitoring; quality checks for accuracy, relevance, identity, EU visibility and traceability.

Early implementation practices at M6

Use one shared public identity; treat the website as the public source of truth; adapt outputs for different audiences and channels; plan evidence collection with communication; use partner networks for trusted national reach; monitor response and reuse beyond publication.

M6 MATURITY NOTE

The practices above are documented implementation practices, not yet validated best practices. Monitoring and later project evidence will determine which practices are suitable for wider replication.

3.

Methodology for communicating and disseminating ERCULES outputs

The methodology starts with the verified project output rather than the communication channel. Each significant ERCULES output is matched to a defined audience, adapted into a format that the audience can use, distributed through appropriate central and national channels, and accompanied by evidence that allows WP5 and the consortium to assess reach, engagement, follow -up and reuse.

1

OUTPUT

Verified project result

2

AUDIENCE

Who needs it

3

ADAPT

Message and format

4

CHANNEL

Where it travels

5

EVIDENCE

What we record

6

LEARN

Improve and reuse

3.1 Minimum information needed before dissemination

Output identity: title, work package or task, responsible partner and maturity status.

Substantive content: the verified result, method, lesson or practice that can legitimately be communicated at that point in the project.

Evidence and limitations: what supports the claim, what remains preliminary, and what should not yet be generalised.

Audience: the stakeholders who can use the output and the value it should create for them.

Adaptation: the message, language, level of detail and format required for that audience.

Channels and timing: where and when the output will be communicated, including central and national partner channels.

Ownership and approval: who provides content, who checks accuracy, and who approves publication where needed.

Monitoring evidence: links, screenshots, analytics, participant data, downloads, follow-up actions and signs of reuse.

3.2 Audience and channel logic

OUTPUT FAMILY	PRIMARY AUDIENCE	ADAPTATION	MAIN CHANNELS	EVIDENCE
Research & evidence	Researchers, VET/HE, policy actors	Academic and practitioner versions	Website, publications, LinkedIn, events	URL, downloads, citations, feedback
Educational resources	Teachers, trainers, students, workers	Accessible teaching formats and OER	Website, partner channels, webinars, YouTube	Downloads, attendance, reuse
Industry & practice	Companies, sales professionals, associations	Concise cases, tools and actionable messages	LinkedIn, newsletter, CoVE networks and events	Engagement, follow-up, adoption
Policy & ecosystem	Policy makers, industry bodies, regional actors	Evidence-based briefs and recommendations	Website, direct dissemination, roundtables	Responses, invitations, uptake
CoVE & community	Students, employers, educators, wider ecosystem	Event stories, visual summaries, calls to action	Instagram, LinkedIn, newsletter, website	Participants, photos, reach, sign-ups

CHANNEL PRINCIPLE

The website acts as the public source of truth. LinkedIn supports professional reach, the newsletter supports relationship and retention, Instagram supports visual community building, YouTube supports reusable knowledge, and partner channels provide national reach and trusted local access.

4. Coordination, monitoring and quality *assurance*

ACTOR	CORE RESPONSIBILITY IN THE FRAMEWORK
Intenz / WP5 lead	Maintain the common plan, website, newsletter, official channels, templates, tracker and consolidated reporting.
CoVE communication focal points	Adapt and amplify common communication in national networks; contribute stories, events and evidence.
All partners	Communicate outputs, use approved identity and EU visibility, and provide evidence promptly.
UNIVPM / Project Coordinator	Maintain formal project oversight and alignment with the Grant Agreement and official project record.

4.1 Monitoring and evidence

WP5 connects planning and communication directly to evidence collection. Significant activities are registered when coordination is needed and reported promptly after completion. The shared tracker records ownership, deadlines, channels, KPI targets and evidence. Activity reporting is reviewed monthly and KPI performance on a recurring quarterly cycle.

4.2 Quality gate for public outputs

Accuracy Facts, dates and claims are verified.	Audience relevance The output is useful and understandable.	Strategic alignment It supports ERCULES and CoVE Sales objectives.
Visual identity Approved CoVE Sales identity is used.	EU visibility Funding acknowledgement is present.	Evidence The activity can be documented and monitored.

5.

Early implementation *practices* identified at M6

Central consistency with local activation: WP5 maintains the common identity while CoVEs activate content through national networks.

Evidence by design: plan the reporting evidence together with the communication activity.

Adaptation by output and audience: research, teaching and policy outputs require different formats.

Reuse across channels: across website, newsletter, social media, webinars and partner channels.

Monitor beyond publication: record reach, response and signs of reuse.

6.

From M6 to project *results*

From M7 onward, this methodology will be applied to emerging ERCULES research, sales- role mappings, curricula, educational resources, policy outputs and stakeholder initiatives. Each output can then add new evidence to the three D5.2 dimensions: results obtained, methodologies employed and practices suitable for wider replication. WP5 monitoring will provide the traceability needed to distinguish reach from engagement and, later, adoption or reuse. Knowledge will be disseminated when sufficiently mature rather than held until the final event, while later synthesis activities can consolidate the evidence accumulated across the project.

Reference basis: approved ERCULES proposal and Grant Agreement documentation; D5.1 Communication, Dissemination and Exploitation Plan; Annex 1 Visual Identity and Communication Toolkit; Annex 2 Communication Operations Manual; Annex 3 WP5 Action Plan and KPI Tracker; WP5 status material of 2 September 2026; communication alignment material of 18 September 2026.