



Work package 1

## Deliverable 1.3

# i-MASTER communication and coordination plan

## D1.3 i-MASTER communication and coordination plan

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## 1. Project communication plan

This document details how information is to be communicated among project partners and various stakeholders for the entire duration of the project. Clear and effective communication is the cornerstone for successful projects and should be properly planned, executed, and evaluated at every project phase.

This plan is divided into two parts: the first part contains a detailed internal communication plan for the partners involved in the project consortium. The second part specifies the project external communications plan, detailing the ways in which progress will be communicated to the public, and outlining how the visibility and sustainability of the project outputs and outcomes can be maximized. Both parts will be constantly monitored, reviewed and potentially adjusted throughout the course of the project.

### 1.1. i-MASTER internal communication plan

This section defines how the project management team establish a common communication network that ensures quick and accurate distribution of essential information related to the project in line with Art. 13 Grant Agreement (Confidentiality and Security).

#### 1.1.1. Purpose of internal communication

Internal communication is the communication among the consortium partners and communication between the consortium as a whole and the EU. The communication between the consortium and the EU will go via the Coordinator.

The purpose of internal communication is to establish a steady flow of information that keeps consortium partners connected, informed, and aware of ongoing and future activities. Regular meetings are organized (see Table 1). The aim is to increase involvement and engagement among the partners of the consortium.

### 1.1.2. Internal Communication tools

In this section, communication tools employed by the consortium will be briefly outlined.

#### Synchronous Communications

The partners within the project will use the following tools for synchronous communications:

**Live events and conferences:** The consortium will be gathered at the same location prior to project review meetings.

**Video conference:** Zoom or Microsoft Teams will be used to conduct consortium meetings, status meeting update calls and steering committee meetings whenever a physical meeting is not appropriate.

#### Asynchronous Communications

The partners within the project will use the following tools for asynchronous communications:

**Email:** This is the main channel for internal asynchronous communication between scheduled live events and (video)conferences according to the project meeting plan (Table 1).

Microsoft Teams channel: In M1, a Microsoft Teams group has been created for the project consortium to share work-in-progress, updates, activities, questions and answers.

Project website: In M1, a project website (<https://imaster-project.eu>) was established. Apart from being an external communication tool, a password restricted members only area serves as common repository and archive of non-classified documents in compliance with Art.15 of the Grant Agreement.

### 1.1.3. Project meeting plan

Table 1: Project meeting plan

What	Who/Target	Purpose	When/Frequency	Type/Method(s)
Kick-off meeting	All project partners and relevant stakeholders	Initiate project and encourage communication among project stakeholders	1st September 2022	Physical meeting
Consortium meeting	All project partners	Discuss both scientific and administrative aspects of the project	One meeting at least every 3 months. Initiated by the coordinator.	Remote meeting
Status update meeting	WP leaders and relevant project partners	Provide updates and discuss the tasks involved in the project and provide expertise related to the topics	Initiated by the coordinator or WP leaders on a need basis.	Remote meeting
Project review meetings	Project consortium and EU project officer	Assessment of the project by the project officer	RV 1 (M14) RV 2 (M26) RV 3 (M48)	Location, ideally, in a country where Europe / European programmes (widening country) should be promoted.



Steering committee meetings	Steering committee members	Discuss and decide regarding the critical issues of the project.	Once a year as agreed by the consortium.	Remote or physical meeting
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### 1.1.4. Minutes of meetings

The consortium has agreed that the chairperson of the meeting shall produce minutes of meeting, which will be the formal record of all decisions taken. He/she shall send a draft of these minutes to all Members within 14 calendar days of the meeting.

The minutes will be considered as accepted if, within 15 calendar days from receipt, no Party has sent an objection to the chairperson with respect to the accuracy of the draft minutes by written notice.

The chairperson shall send the accepted minutes to all the Members, and to the coordinator, who shall archive them and retain copies.

### 1.1.5. Templates

An important asset in terms of communication activity within the project is to have homogeneous templates related to project deliverables, documents, presentations or any other item eventually produced. For this purpose, the Coordinator designed a set of logos, and produced different templates available for all members of the consortia and provided these via a dedicated Microsoft Teams channel – later on, it will be available on a password restricted members area on the project website.

## 1.2. i-MASTER external communication plan

This section specifies the project external communications plan, detailing the ways in which progress will be communicated to the public, and outlining how the visibility and sustainability of the project's outputs and outcomes can be maximized.

### 1.2.1. Purpose of external communication

External communication is the communication with people or organisations outside the consortium. The aim is to promote i-Master and its progress by providing targeted information to multiple audiences in a strategic, coherent and effective manner in line with Art.17 of the Grant Agreement. This includes to integrate social media and personal communication offered at scientific and/or practitioner events or conferences. However, wider audience outside the maritime domain including media and public need special care as they are considered to be non-specialists concerning the use of marine simulators in vocational education and training. Hence, here a wider public policy perspective of i-Master will be stressed that focuses on the positive societal impacts of i-Master. The role of the EU in supporting I-MASTER will be acknowledged in external communications.

### 1.2.2. External communication tools

In this section, external communication tools employed by the consortium will be briefly outlined.

#### Synchronous Communications

The partners within the project will use the following tools for synchronous communications:

Live events and conferences organised by the consortium: Three project review meetings are scheduled in connection with public event towards a wider audience with +300 EU citizens in mind.

**Other events or conferences:** All members of the consortium are invited to attend and contribute to scientific and/or practitioner events or conferences to spread information about and disseminate results of I-Master to targeted groups in academia and practice.

### Asynchronous Communications

Here, the partners within the project will use the following tools as outlined in detail in D1.6:

- **Email:** As noted, this is the main channel for external asynchronous communication when it comes on addressing media, associations and interest groups and sending out personalized invitations to events and conferences organized by the consortium.
- **Project website:** In M1, a project website (<https://imaster-project.eu>) was established, and will be filled subsequently with public information about the i-Master project.
- **Print material:** To convey the main aims of i-Master especially in personal communication at scientific and/or practitioner events or conferences, dedicated print material like a leaflet will be produced that will be subsequently updated with project progress. This will be an ideal resource for events such as the international workshop.
- **Newsletters:** A project newsletter on a 'sign-up' basis on the project website will be published out on regular basis. It is intended to send out at least six newsletters per year with project updates and/or summaries of published research articles.

- **Press releases:** To reach a wider audience, major milestones in the project are made public via press releases to selected media, associations and interest groups.
- **Social media platforms:** Presence in following social media platforms for blog posts have been established during M1 with cross-reference to the project website:
  - **LinkedIn:** <https://www.linkedin.com/company/i-master-horizon-europe>
  - **Facebook:** <http://facebook.com/iMASTERHorizon>
  - **Twitter:** [http://twitter.com/i\\_MASTER\\_HE](http://twitter.com/i_MASTER_HE)
  - **Instagram:** <https://www.instagram.com/imasterhorizoneurope/>

In addition to this, video material for the public will be produced and published via YouTube (<https://www.youtube.com/>) and cross-linked with project website and other social media platforms.

### 1.2.3. External communication strategy

Given the nature of i-Master, a diverse audience from both academia and maritime practice have to be addressed in different ways to be efficient. In the context of the international to global setting of maritime industry, international to global reach is necessary when it comes to the targeted audience.

The first and foremost group to target is those **engaged in remote and on-site simulator-based maritime education and training. These include:**

- Educational institutions (including vocational training providers)
- Ship owners, managers, operators
- Ship crew management agencies
- Companies that develop and produce marine simulators

- Maritime e-learning platform and technology providers

This group will be addressed by explicitly inviting them to events and conferences organised by the consortia. Additionally, invitation to online/physical seminars through the project website newsletter and LinkedIn will be send out. The aim is to inform and engage in two-way contact with potential users of simulator-based maritime education and training activities.

The next group to include are those **engaged in remote and on-site simulator-based education and training in other domains** (i.e. inland navigation, road, rail, air). These include:

- Educational Institutions (including vocational training providers)
- Owners, managers and operators of vehicles
- Companies that provide personnel for these vehicles
- Companies that develop and produce such simulators
- e-learning platform and technology providers

This group will be addressed by explicitly inviting them to events and conferences organised by the consortia, too. Additionally, invitation to online/physical seminars through project website newsletter and LinkedIn will be send out. The aim is to inform and engage in two-way contact with potential users of simulator-based education and training activities in other domains.

Another group are **media, associations and interest groups** from the maritime domain or from the wider context of the whole transport and logistics industry. This includes

- Media outlets of trade press in the maritime domain or wide context
- Transport and logistics associations
- Policymakers and regulators in the maritime domain
- Associations and interest groups dealing with education in general

Main communication tool of reaching this group is press releases and newsletters sent out on regular basis, invitation to events organised by the consortia aimed to establish a two-way communication.

Finally, the last group is the **wider audience beyond maritime, transport and logistics industry** that consists of persons from the research and scientific community or/and educational sector with an interest in vocational education and training, learning analytics to self-regulated learning and/or adaptive scaffolding to support remote and onsite education and training in other domains like health care.

This diverse group are best addressed via project website, newsletters and social media.

#### 1.2.4. Basic rules for external communication

For the external communication, every project member should follow the description below to be in line with the EU regulations described in the Grant Agreement.

Communication activities of I-Master shall use the templates provided by the Coordinator as provided via a dedicated Microsoft Teams channel – later on it will be available on a password restricted members area on the project website, too. Moreover, EU support will be acknowledged by displaying the European flag (emblem) and the funding statement (translated into local languages, where appropriate) as described in detail in Art. 17 of the Grant Agreement.

Planned external communication activities in direct relation to i-Master, e.g., publications, organisation or attendance at events or conferences, are subject to prior notification to the Coordinator. Before engaging in a communication activity expected to have a major media impact, the granting authority will be informed via the Coordinator.

### 1.2.5. Next steps

At time of submission of this deliverable, next steps in the external communication strategy will be as follows:

- Finalizing project website and presence on social media platforms.
- Preparation of a first version of printed material in the form a project leaflet.
- Identification of other scientific and/or practitioner events or conferences that are not organized by i-Master but frequented by targeted groups in academia and maritime practice.
- Collection of a recipient list of institutions and companies engaged in remote and on-site simulator-based education and training in the maritime or other domains
- Collection of a recipient list of media, associations and interest groups from the maritime domain or from the wider context of the whole transport and logistics industry.

The identification of scientific and/or practitioner events or conferences not organized by i-Master as well as collection of contact addresses will be an ongoing joint effort by the consortia member and aims to lay a basis of an efficient and targeted external communication.



## 2. Project coordination plan

The project proposal, Annex 1 - Description of the action (part B), has established the objectives, tasks, and methodologies for the project, as well as the way in which the project activities shall be performed, the roles and responsibilities of all partners involved, and the duration and cost estimates. The project team will execute the research and innovation activities according to the proposal and will consult the EU Project Officer if any modification or adjustment is deemed necessary.

The Coordinator, UiT-The Arctic University of Norway, is the intermediary between the parties and the Granting Authority and perform all tasks assigned to it as described in the Grant Agreement and in this Consortium Agreement.

In particular, the Coordinator is responsible for the followings, as agreed in the Consortium Agreement:

- monitoring compliance by the Parties with their obligations under this Consortium Agreement and the Grant Agreement
- keeping the address list of Members and other contact persons updated and available as required
- collecting, reviewing to verify consistency and submitting reports, other deliverables (including financial statements and related certification) and specific requested documents to the Granting Authority
- preparing the meetings, proposing decisions and preparing the agenda of Steering Committee meetings, chairing the meetings, preparing the minutes of the meetings and monitoring the implementation of decisions taken at meetings

- transmitting promptly documents and information connected with the Project to any other Party concerned
- administering the financial contribution of the Granting Authority and fulfilling the financial tasks
- providing, upon request, the Parties with official copies or originals of documents that are in the sole possession of the Coordinator when such copies or originals are necessary for the Parties to present claims
- coordinate the research process, review the task progress, involve the Steering Committee in decision-making, ensure the project is on track in accordance with the established objectives, resolve conflicts between stakeholder groups and facilitate smooth interdisciplinary knowledge transfer and effective collaboration

If one or more of the Parties is late in submission of any Project deliverable, the Coordinator may nevertheless submit the other Parties' Project deliverables and all other documents required by the Grant Agreement to the Granting Authority in time.

i-MASTER has a distributed management structure. Each WP leader is responsible for leading and coordinating the tasks and deliverables designed in their WPs. There are total eight WPs and the leader for each of them is detailed in Table 2.

Table 2. WP leader for each work package

No	Work Package Title	WP leader	No. of Tasks	Task leader	No. of Deliverables
WP1	Project management, communication and coordination	UIT	4	UIT, WU, VTI	9
WP2	Review of the state-of-the-art ILS technologies and KPI development	VTI	4	VTI, FhG	5
WP3	Development of ship simulation scenarios, learning resources and performance standards	USN	4	USN, AMA, TERP	7
WP4	Maritime learning analytics dashboard development, experimental testing and expert validation	Fraunhofer	5	FhG, USN, UIT	5
WP5	Testable prototypes of the Intelligent Learning System (ILS)	UIT	4	UIT, TERP	4
WP6	Intelligent Learning System (ILS) advancement and integration	TERP	4	TERP, FhG	5
WP7	Implementation & Evaluation	AMA	4	AMA, UIT, UGOT	5
WP8	Dissemination, exploitation, and impact-maximization activities	WU	5	USN, WU, TERP	8

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