

jOiNEd For sUsTainability - bUilding climate REsilient communities in WB and EU

Project Study Visit
UNS-Novı Sad

CCIT; CEM & KFBİH
Development of the 1FUTURE PLATFORM

December 06th 2023



Co-funded by the
European Union

Introduction

The major aim of creating a strategy for reaching out to the business sector to disseminate about the platform is to generate awareness and interest, to present the development and the outcome of the project, and to engage with interested audiences in order to convince people to use the 1Future Platform and its marketplace. Based on this approach, general guidelines for professional communication in terms of chosen channels, messages, frequency of messages, and reach of target groups are basically explained in the Dissemination Plan of the 1Future project.

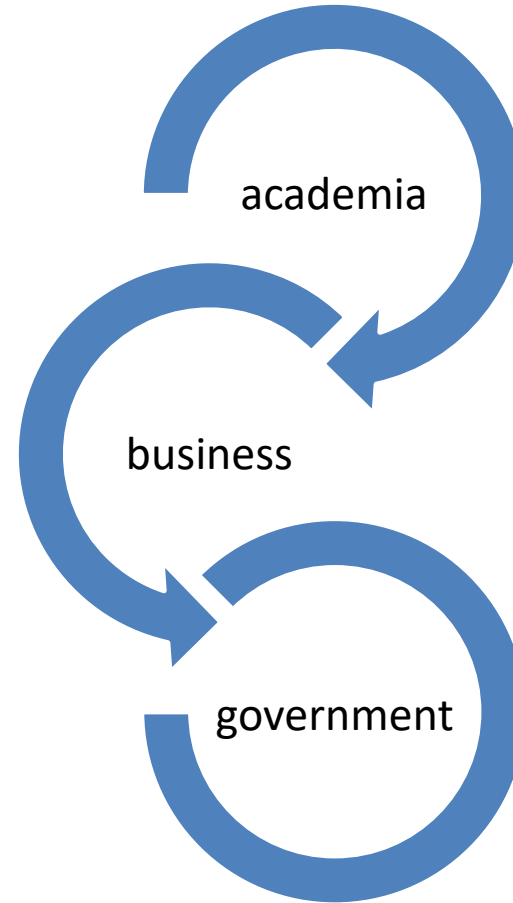
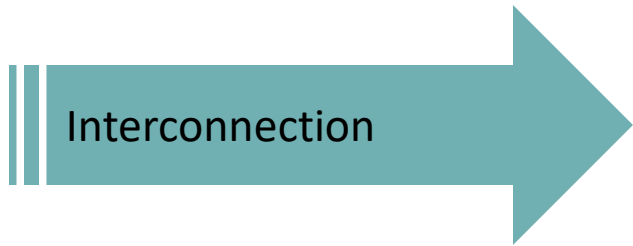
Objectives

A hand holding a red marker is shown writing the word 'Objectives' in a large, bold, black font. A red horizontal line is drawn across the word.

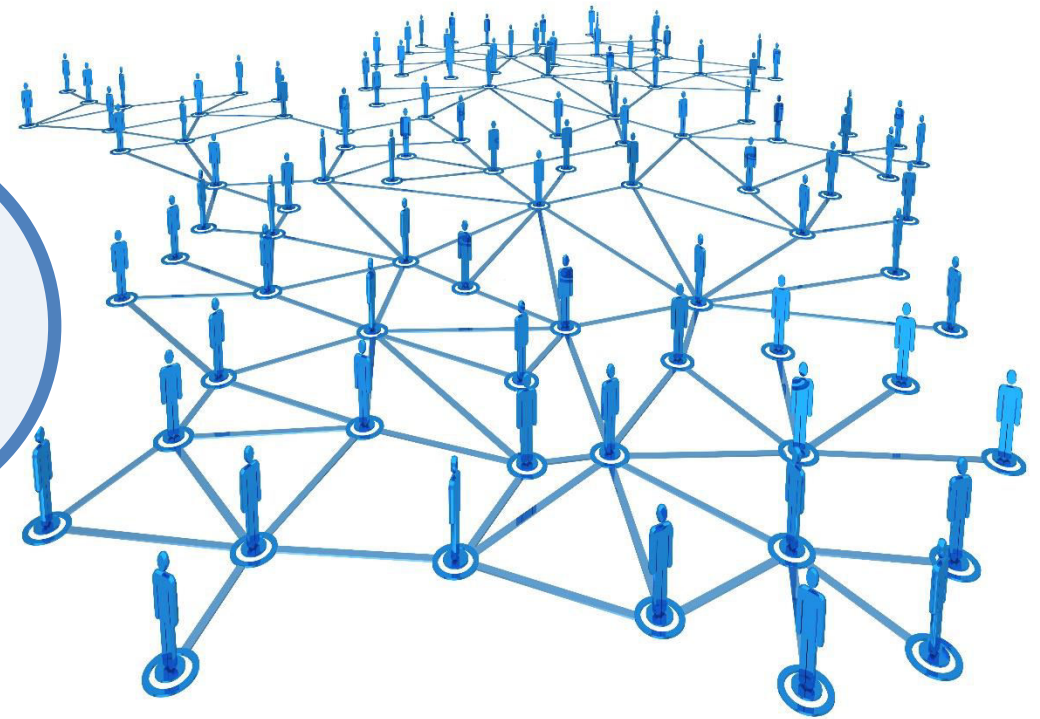
- Raise attention and inform about the development of the overall project phases of implementation
- Make project outcomes and explicit applications available to targeted audiences
- Demonstrate that 1Future Platform adds value to European society and its markets



Platform



“Strategy for reaching out to the business sector to disseminate about the platform”



Dissemination Strategy for the 1Future platform

There are two major communication and dissemination tasks for the 1Future platform. The task 1 is primarily to gear up, create awareness about the project and its business cases, and connect to relevant communities. Task 2 builds upon the achievements of Task 1 and its aim is to engage users with the prototypes and demonstrate the added value that the 1Future Platform contributes to different kinds of businesses.

Task 1: Inform and Network

The first communication phase of the project has two main goals: Firstly, to spread the word and to inform target audiences about the 1Future Platform and its major objectives. And secondly to start interacting with relevant communities, which might differ in the scope of different business cases.

The “Inform and Network” phase will be active during the whole lifetime of the project. In order to reach the relevant targeted groups, we are producing dissemination material and promoting the project through our website and social media channels.

Task 2: Promote, Collaborate and Convince

The second task is about demonstrating progress, showing models and innovative features to targeted audiences, and identifying key actors. We are aiming to engage with target groups and start as early as possible and we will ask them for feedback because it is really important.



Target Groups

Defining the Audience

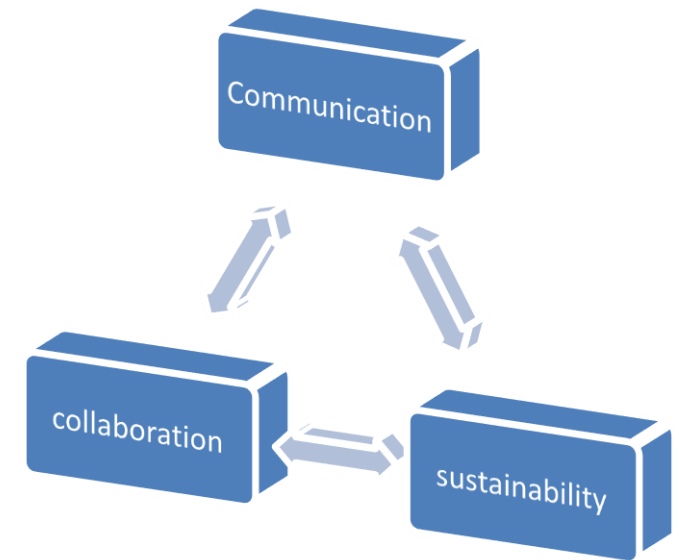
The audience of stakeholders of the 1Future Project is already defined in the previous tasks of the project activities.

- Public Institutions
- VET
- SMEs

Main channels of communication for target groups

- In order to effectively address these different target groups, it is important to notice that – beyond providing information on the website and social networks - each group has its preferred channels.
- We should approach each group by finding the best way of communication in order to reach the objectives.

ATTENTION!



Communication channels

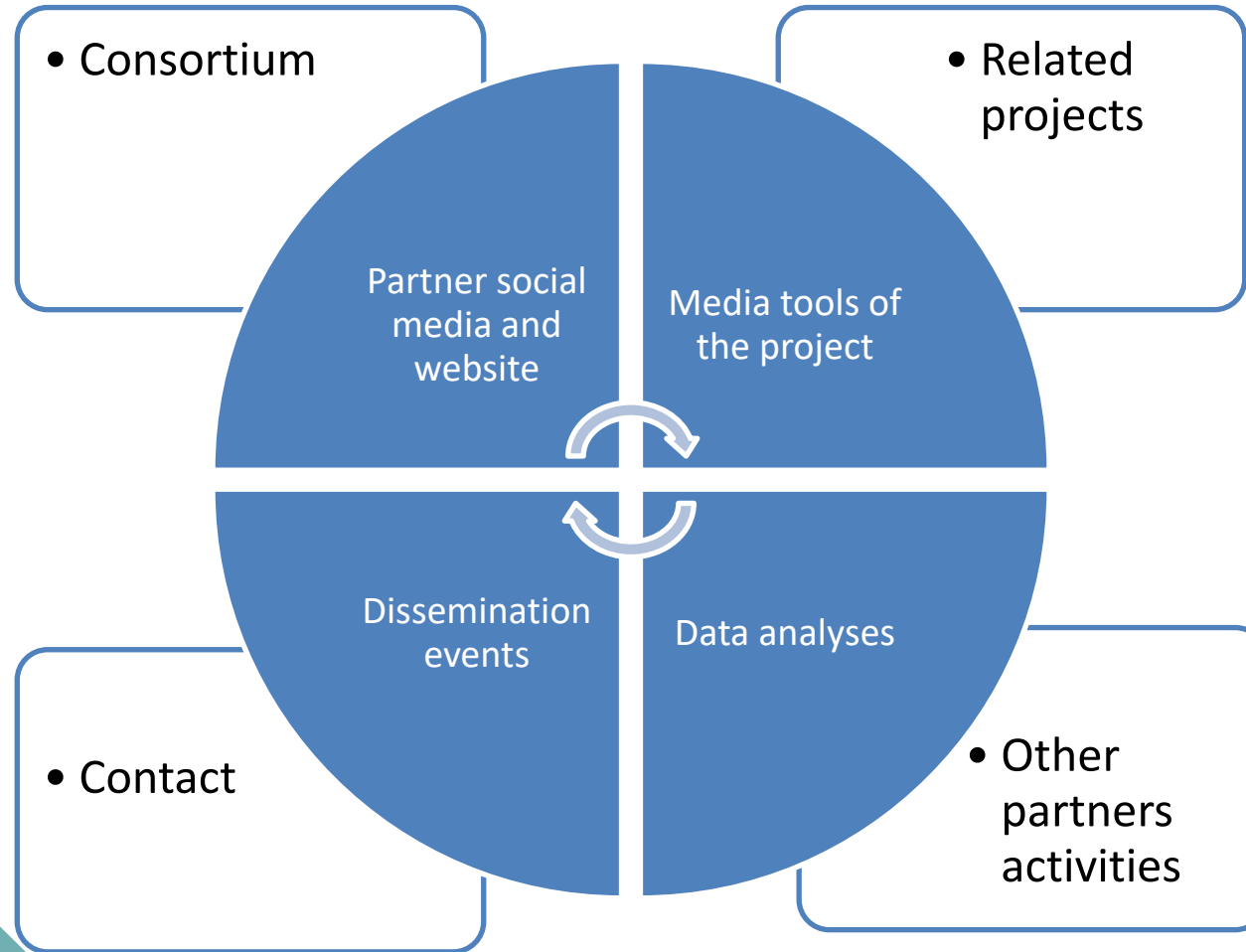


Communication Approach for SME

- Raise awareness about the project's objectives of building climate-resilient communities.
- Highlight the business benefits of adopting sustainable practices.
- Contribute articles and case studies to industry publications and newsletters.
- To engage and share project results, utilize online platforms like LinkedIn groups and forums.
- Provide access to research papers, reports, and studies through the e-library section on the project's website.
- Leverage existing communication channels of business associations, such as newsletters, industry publications, and online platforms.
- Conduct targeted workshops and webinars for enterprises, addressing specific sustainability challenges.
- Arrange meetings and roundtable discussions with representatives from enterprises and business associations.



Other ways of reaching out to the business sector to disseminate about the platform are through:



Chamber of Engineers of Montenegro

- CEM promoted the 1FUTURE project within majority of the events organized for mandatory professional training for engineers of all professions
- As a reminder - CEM is a large organization of 2,500 engineers, who are also representatives of a large part of the business sector
- Additionally, we used the opportunities of all other types of gatherings and events to present the project.



Chamber of Engineers of Montenegro

- We used roll-up banner on every event where we presented the 1Future project.



- Meeting organized by general secretary Zdenka Perović with president of the General Assembly of CEM, in order to get acquainted with the upcoming activities on the project.



Date:
21.06.2023.
CEM



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European Union

- Professional lecture:
***Ventilation and fire safety
of traffic tunnels with an
overview of binding
standards and guidelines***

The lecturer: PH. D. Milan
Šekularac, expert in the field of
mechanical engineering.

The lecture was presented in a
hybrid format.



NUMBER OF PARTICIPANTS

14 in situ
170 on-line

Date:
27.09.2023.

CEM



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European Union

- International Conference

VII DAYS OF ELECTRICAL ENGINEERS OF CEM

NUMBER OF PARTICIPANTS

450



Date:
18/19.10.2023.
Imanje Knjaz
Podgorica



Co-funded by the
European Union

- Professional lecture:
*Sustainability of beaches:
processes, analyzes and
measures of beach
stabilization*

The lecturer: associate professor
Ph.D. Veljko Srzić, University of Split

The lecture was presented in a
hybrid format.

NUMBER OF PARTICIPANTS:

26 live

213 on-line



Date:
24.10.2023.
CEM



Co-funded by the
European Union

- Professional lecture: ***Renewable energy sources – biomass***

The lecturer: PH. D. VLADAN IVANOVIĆ,
professor of Faculty of Mechanical
Engineering UMN.

The lecture was presented in a hybrid
format.

NUMBER OF PARTICIPANTS:

23 live

270 on-line



Date:
26.10.2023.
CEM



Co-funded by the
European Union

- *Ceremony delivery of the Certificates of the professional examination*



Date:
30.10.2023.
CEM



Co-funded by the
European Union

- *Ceremony delivery of the Certificates of the professional examination*



Date:
28.11.2023.
CEM



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- Web

16:08 [social icons] [signal icons]

Stručni ispit u četvrtom ispitnom roku

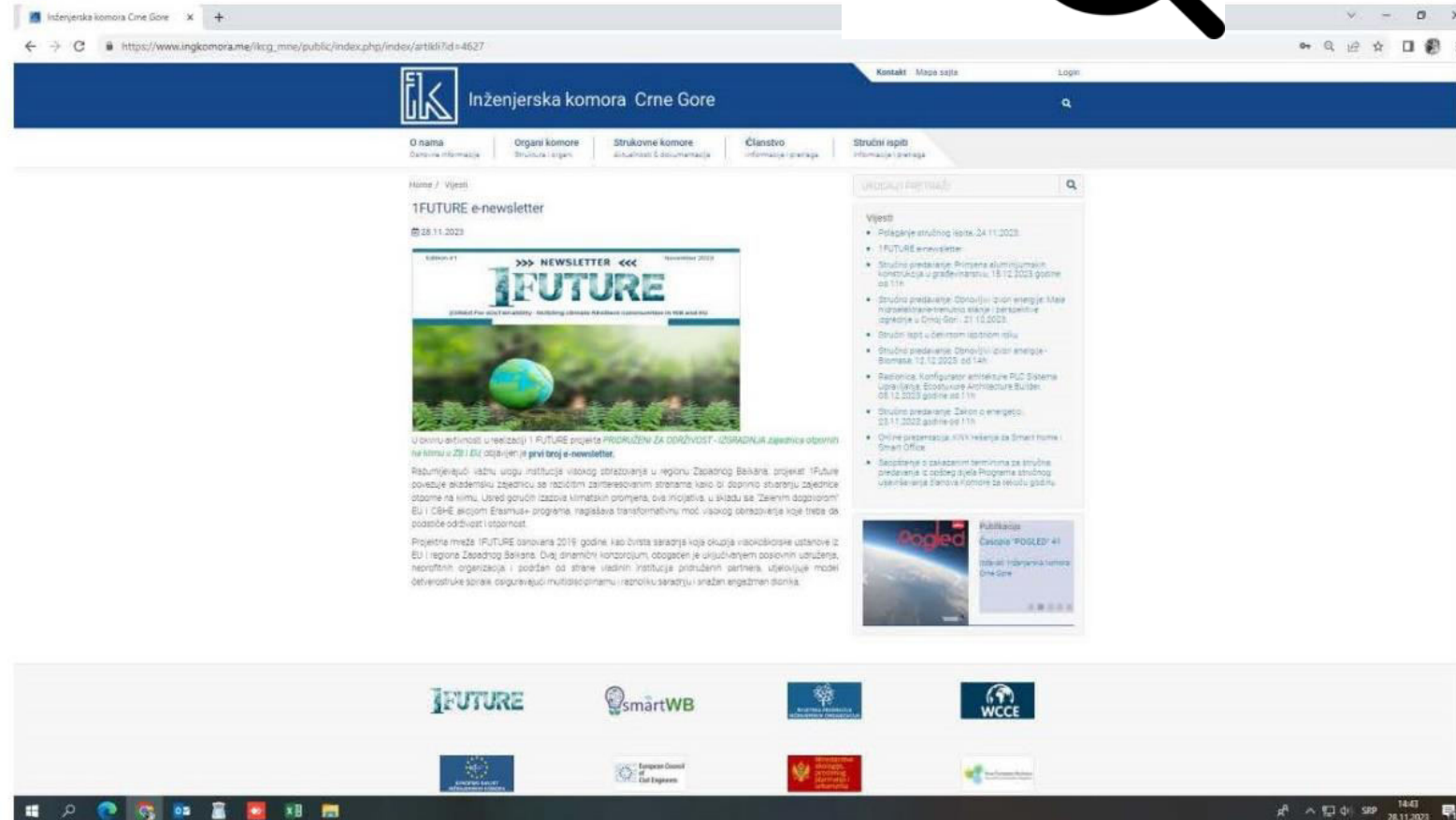
[Opširnije >](#)

Objavljeno prije 6 dana

[Ostale vijesti >](#)

Kalendar događaja

01 Dec	II VANREDNA SJEDNICA SKUPŠTINE STRUKOVNE KOMO...
31 Dec	POTPISAN UGOVOR O POSLOVNOJ SARADNJI IKCG I...
01 Nov	Pravilnik o uslovima za izradu tehnicke dokumentacije za...
01 Nov	1FUTURE e-newsletter
05 Dec	Konfigurator arhitekture PLC Sistema Upravljanja, Ecotuxure...
06 Dec	Legalizacija bespravnih objekata (UŽIVO praćenje)



The screenshot shows a web browser displaying the website of the Inženjerska komora Crne Gore. The main content area features an article titled "1FUTURE e-newsletter" dated 28.11.2023. The article includes a thumbnail image of the newsletter cover with the "1FUTURE" logo and a globe. Below the thumbnail, there is a short introduction in Serbian, followed by a detailed paragraph about the newsletter's content, which includes information about the "PROJEKAT ZA ODŽIVOST" and the "1FUTURE" project. The footer of the website contains logos for "1FUTURE", "smartWB", and "WCCE".

Published
8.11.2023.

https://www.ingkomora.me/ikcg_mne/public/index.php/index/artikli?id=4627



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- Banner on the CEM web site

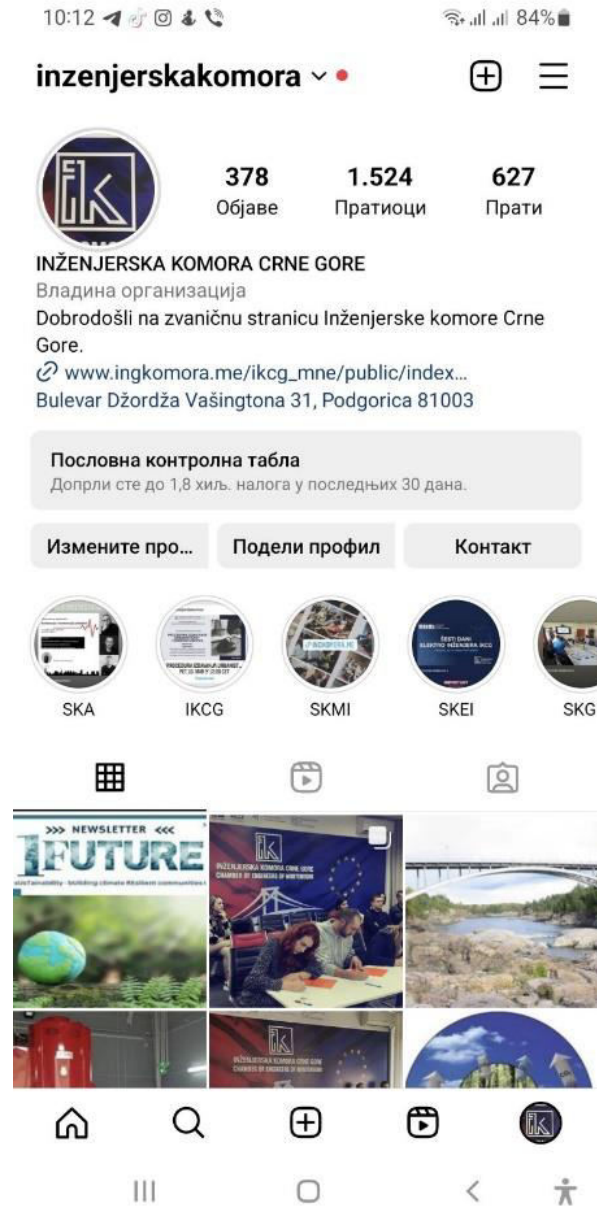
The screenshot shows a web browser window with the URL https://www.ingkomora.me/ikcg_mne/public/index.php/index/artiklifid=4622. The main content area features a photograph of an exam session, followed by text in Serbian: "Polaganje stručnog ispita održano je 23.11.2023. godine, u četvrtom ispitnom roku nakon donošenja Smjernica za realizaciju stručnog ispita. U ovom ispitnom roku ispitu je pristupilo 12 kandidata, a položilo 10 kandidata. Čestitamo uspješnim kandidatima! Uvjerenja o položenom stručnom ispitu biće svečano uručena na prigodnom događaju 28.11.2023. godine u 11 časova, u prostorijama Inženjerske komore Crne Gore, Džordža Vašingtona br. 31, Podgorica." Below the text is a section titled "FOTOGRAFIJE". To the right of the main text is a sidebar with a list of events and a small advertisement for the journal "POGLED". The footer of the website contains several logos: IFUTURE, smartWB, a logo for the Montenegrin Engineering Chamber, WCEE, the European Council of Civil Engineers, the Ministry of Economic Planning and Infrastructure, and the New European Bauhaus. A green arrow points from the left towards the IFUTURE logo in the footer.

Published
18.10.2023.



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- Instagram



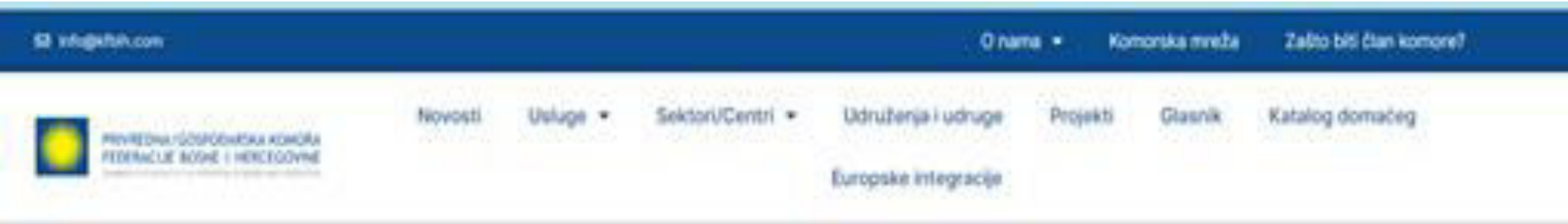
Published
28.11.2023.



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The membership about all the activities so far on the 1Future project via the chamber's website and digital media.



PRIVREDNA KOMORA FEDERACIJE ZVANICNO DIO KONZORCIJA NA REALIZACIJI PROJEKTA

19 svibnja, 2023



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News always are shared in KFBiH social media

The screenshot shows the website of the Chamber of Economy of the Federation of Bosnia and Herzegovina. The header includes the organization's logo and name, and a navigation menu with items: Novosti, Usluge, Sektor/Centri, Udruženja i udruge, Projekti, Glasnik, and Katalog domaćeg. Below the header, there is a section titled "Evropske integracije". The main content area features a news article with the headline: "U okviru projekta 1Future Privredna komora FBiH upriličila posjetu Univerzitetu Lund u Kraljevini Švedskoj". The article is dated "3 srpnja, 2023". To the right of the text is a group photograph of approximately 20 people, mostly men in blue shirts, standing outdoors in front of a building.



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Meeting with chamber associations.

Together with colleagues from CEPISA, we organized a joint presentation of the 1Future project to the leaders of chamber professional associations in the chamber

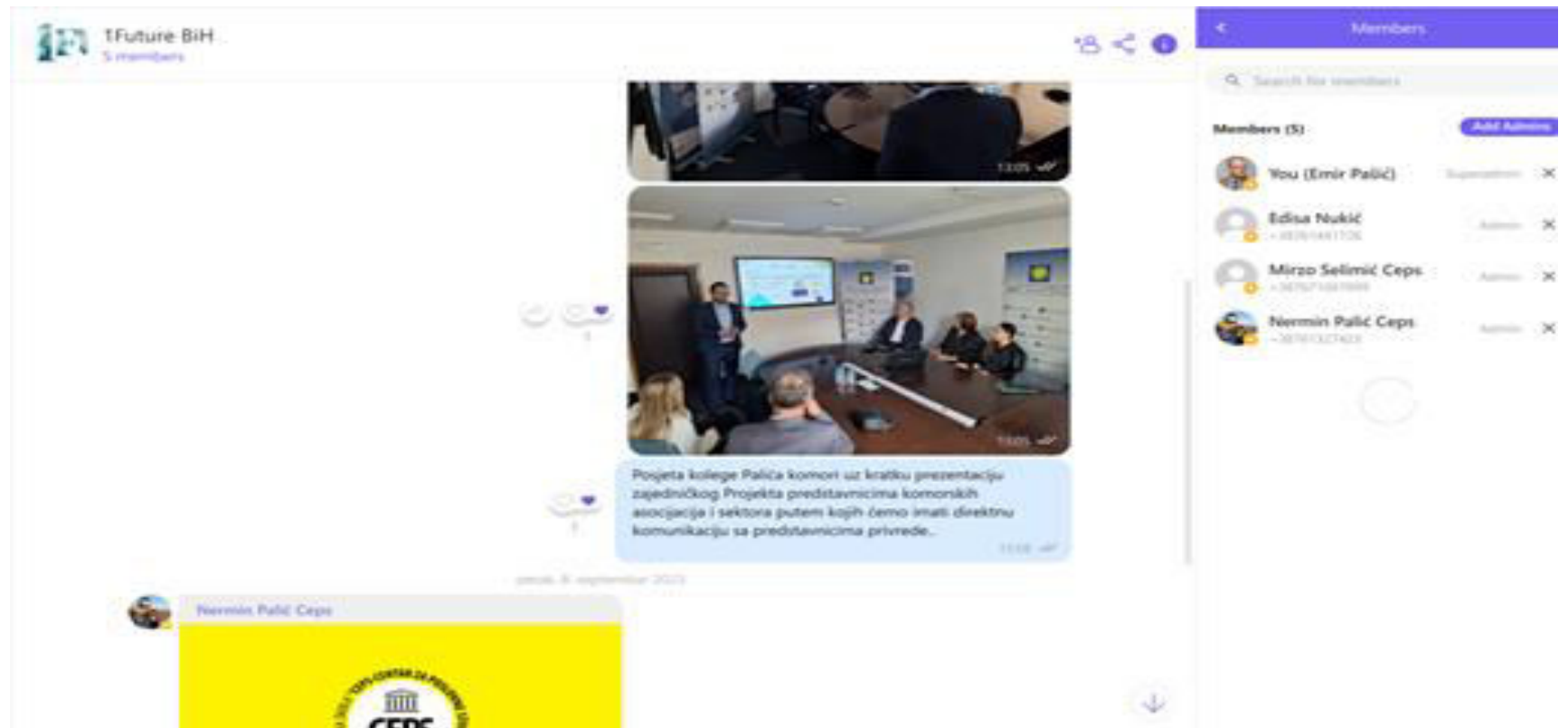
**THE
WAY
WE
WORKED**



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To better organize the communication between partners at the level of BiH, we organized the Viber group 1Future.To





With the aim of joint activities with colleagues from the University of Tuzla on tasks related to surveying the business community within the 1Future project, we organized a visit to the Faculty of Mining and Geology in Tuzla,





Thank you for your attention!



PRIVREDNA/GOSPODARSKA KOMORA
FEDERACIJE BOSNE I HERCEGOVINE
CHAMBER OF ECONOMY OF THE FEDERATION OF BOSNIA AND HERZEGOVINA



Inženjerska komora
Crne Gore



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