



DCGM

DEEP.COM goes mobile

WP3 DCGM Services for Project Managers

3.02 DCGM online support conception

First planning draft March 2013

Update implementation draft November 2013

Developed by

[CESIE – Centro Studi ed Iniziative Europeo](#)



This project has been funded with support from the European Commission.
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Lead: CESIE – European Centre of Studies and Initiatives www.cesie.org

Please refer to: Irene Pizzo, irene.pizzo@cesie.org

Preface

This document describes the kind of services identified within the online support, why they are chosen and any deviations from the original proposal.

CESIE delivered a **Service Development Plan** in order to identify and list the relevant services for the project managers and a **Service Implementation plan** for assuring these services, that are available via **EU-Xchange** web platform, all needed features at the web portal are described in a **Story card**. After the configuration of all services there was a **User test**, through which all partners have checked the availability of all services.

The **DCGM online support** will be provided in En, De, It, Fr and Es, these services are offered throughout the duration of the project and beyond.

Online Support conception

After the kick-off meeting the consortium identified the various services to implement within the Online support, that are:

- **The Marketing & Licensing FAQs**

The Consortium wanted to create the **M&L FAQs** in order to produce an online support action for GRU project managers about the Marketing & the Commercialization ensuring sustainability of EC project and related products. The FAQs had to be created identifying useful topics about marketing and Commercialisation, then they had to be provided online and continuously updated. GRU project managers could interact in the platform adding their own FAQs.

- **And the Expert Evaluation**

The expert evaluation is an Info-point for GRU project managers to get on-line support for specific Marketing and/or Licensing related issues. A specific e-mail address was created (dcgm@eu-xchange.com) in order to give the possibility to send their own queries to project's experts team and peer-review knowledge of other EU project managers.

Deviations

Before implementing the new services the consortium agrees to replace the online service **M&L FAQs** with the [Marketing & Licensing blog](#). Partners agreed about this change because the blog was considered more interactive than the FAQs, it's a virtual space where Grundtvig Project Managers can exchange their experiences, ask questions and receive answers from peers and marketing experts about important issues concerning the marketing of EU project results.

Reached Impact

There were 5 main discussions in the **M&L Blog**; project managers interacted in the blog about: Product and its specifics USP (unique selling point), benefits, Public/Target groups obvious and possible new ones, Price of the service or learning material, comparison with similar products, market-relevant prices, Promotion of the service or learning material, advertisement, public relation, social media; message, means, costs, reach of target groups, analysis of the chances and risks of marketing a project result. Moreover, project managers shared their experiences about the commercialisation of EU project's results showing the benefits of market the products. 50 users interacted in the blog with comments.

As for the **Expert Evaluation** service: 6 project managers sent an e-mail to the DCGM e-mail address writing in English. they asked information about the EU-Xchange platform and the DCGM services.

This service is still active and It will be active beyond the lifespan of the project.

Concerning the impact of DCGM services in the "Final evaluation questionnaire – Section Impact", 66,66 % of responses states a good level of involvement in the online support.

Irene Pizzo

CESIE, European Centre of Studies and Initiatives
Palermo, November 2013