

# Digital Dissemination and International Visibility of the SMTMC Project

## *Achieved result of the SMTMC project*

- Over 50 public dissemination events and exhibitions
- Strong institutional and media outreach: national TV, press, online platforms
- Participation in Erasmus+ events and national innovation fairs
- Scientific recognition through peer-reviewed publications and international conferences
- Promotion of the TMC-KNOWLEDGE platform as a digital hub for maintenance education
- Multi-stakeholder visibility involving universities, industry, and government bodies

## 1. Introduction

The SMTMC project implemented a robust and multi-channel dissemination strategy to ensure its results would reach and influence diverse stakeholders including universities, companies, policymakers, and the broader public. This strategy combined scientific publications, media exposure, online content, national exhibitions, and institutional partnerships to promote awareness and facilitate adoption of the project's outcomes at both national and international levels.

## 2. Key dissemination activities

### *a. Public events, exhibitions, and outreach*

- Organisation of **over 50 dissemination events**: information days, student fairs, open workshops, and national seminars.
- Presence at major Tunisian innovation and industry events:
  - *MEDIBAT – Salon international du bâtiment (Sfax)*
  - *Salon de l'Entreprise*
  - *UnivExpo – Foire universitaire nationale*

- Demonstrations of VR tools, maintenance simulations, and training catalogues at exhibition stands and training booths.

*b. Erasmus+ community engagement*

- **Presentation of SMTMC results at the Erasmus+ Tunisia National Workshop (2023)**, alongside other Capacity Building in Higher Education (CBHE) projects.
- Participation in **Erasmus Days** and thematic cluster meetings focused on *Industry 4.0 in Tunisian universities*, organised by the **Erasmus+ Tunisia National Office**.
- Feature of SMTMC in international capacity building seminars and Erasmus+ promotional material.

*c. Media and online coverage*

- **Television broadcasts** on national Tunisian channels such as Wataniya 1 and Hannibal TV with interviews and reportage on SMTMC achievements.
- Articles and features in national and regional press:
  - *La Presse* (Dec. 2024) – [“Industrie 4.0 : Lancement du premier Centre d’excellence en maintenance”](#)
  - *Entreprises Magazine* (Dec. 2024) – [“Lancement du Centre d’Excellence SMTMC”](#)
  - *Ikigai.tn* (Jan. 2025) – [“Clôture du projet SMTMC”](#)
  - *Managers.tn* (Juin 2023) – [“Lancement officiel du centre SMTMC”](#)

*d. . Scientific dissemination and publications*

- **Peer-reviewed publication at IEEE EDUCON 2022:**
  - “Towards a Maintenance 4.0 Framework for Higher Education in the South Mediterranean”
  - DOI: [10.1109/EDUCON52537.2022.9766693](https://doi.org/10.1109/EDUCON52537.2022.9766693)
- **Academic visibility via ResearchGate:**
  - [“The SM-TMC South Mediterranean Tunisian Maintenance Centre of Excellence project”](#)
- Participation in international academic panels, including thematic conferences on vocational education, maintenance, and innovation in engineering education.

## Digital platforms and communication tools

- Development and promotion of the **TMC-KNOWLEDGE platform**:
  - <https://ent.smtmc.org>
  - Offers open-access modules, VR demonstrations, training catalogues, and maintenance case studies
- Video testimonials, virtual demonstrations, and digital brochures shared on the **SMTMC Facebook page**
  - <https://www.facebook.com/smtmcproject>
- Partner universities' websites and newsletters featuring SMTMC updates and success stories.

### 3. . Partner visibility and European engagement

- Dissemination of the project on the websites of European partners including:
  - **University of Vigo** – SMTMC presentation: <https://opi.uvigo.gal>
  - **University of Galati** – International meeting news: <https://en.ugal.ro>
  - **University of Carthage** – Project profile on UCAR PMO:  
<https://pmo.ucar.rnu.tn>

### 4. Impact and recognition

The dissemination and communication strategy of SMTMC contributed to:

- High national visibility and public engagement
- Endorsement by academic, industrial, and governmental actors
- Transfer of the SMTMC model to other institutions and regions
- Broad awareness of Industry 4.0 innovations in Tunisian higher education
- International scientific recognition of SMTMC as a reference Erasmus+ project

This result illustrates how a strategically managed dissemination effort can amplify the reach, credibility, and sustainability of a capacity building initiative beyond its original scope.