

DISSEMINATION PLAN

WP7: Dissemination

WP Leader: AASKM

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Document prepared by:	dr Danijela Zubac, dr Bojan Prlincević, dr Ljiljana Pecić
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Coordinator:	Prof. Dr. Ljiljana Pecic, ATUSS
Participants:	Akademija tehničko-umetničkih strukovnih studija Beograd (ATUSS) Univerza v Ljubljani (ULFE) Univesidad Politecnica de Madrid (UPM) University of Mitrovica (UPKM) Akademija strukovnih studija kosovsko metohijska Laposavić (AASKM) Sveučiliste Hercegovina (SVEHERC) Univerzitet u Bihaću (UNBI) W3 LAB Digital Solutions (W3L) Asocijacija rektora privatnih univerziteta (ASRPV)

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1. Introduction

1.1 Project summary

The overall goal of the WBNET project is to introduce joint short study programs in the higher education institutions (HEIs) of the Western Balkans (WB) through the establishment of the Centres for Short Study Programs.

The role of the Centres would be:

- Analysis of the situation and identification of the needs of employers in order to identify the problem - lack of knowledge and skills to perform a specific job that corresponds to higher education in terms of type and level of competence and complexity;
- Creation of a curriculum of short study programs in the technical-technological field, a designed set of subjects and practice/training aimed at ensuring the acquisition of narrower and functionally related knowledge and skills, in order to train participants to perform specific work that corresponds to higher education in terms of type and level of competence and complexity;
- Registration of a short study program with competent national bodies;
- Implementation of a short study program;
- Keeping records of completed short study programs and issued certificates in accordance with national laws, through using micro-credentials.

Within the framework of the project, a joint program of short studies in the field of multimedia engineering and computing would be implemented. The study programs would be implemented in a combined way (online - teaching, live - taking exams and professional practice). Teaching would be conducted by teachers from partner institutions WB and EU HEIs, as well as experts from the business sector.

The focus is on the exchange of experience, transfer of knowledge and exchange of best practices between EU and WB HEIs and the introduction of dual education, as well as increasing cooperation between HEIs WB and EU and cooperation between HEIs and economic companies.

1.2 Dissemination objectives

The main objectives of dissemination plan are to ensure that the project's results are effectively communicated to the relevant stakeholders and that the project outcomes are utilized to their maximum potential.

The primary goal of project dissemination is to engage all relevant stakeholders and provide an updated information on project results. To accomplish this, dissemination activities will concentrate on following:

- Making accessible tangible project products (project outputs);
- Raising awareness and extend the impacts (project outcomes)

In order to achieve its main ambition, the project is to enhance synergies between higher education community and labour market in Kosovo and B&H. The project overall goal clearly defines the project direct and indirect beneficiaries and stakeholders, i.e. target groups, towards whom main dissemination activities are going to be directed.

The dissemination of the project will encompass activities at institutional, national, and international levels, with a primary focus on promoting both the project itself and its participants. The goal is to enhance public awareness regarding the potential benefits derived from the project outcomes. An initial task within this work package involves establishing the project website, serving as a comprehensive

platform to showcase all project-related activities. Notably, significant efforts will be directed towards promoting the project across social networks, particularly on platforms like Facebook and LinkedIn. The awareness campaign will extend to traditional media channels, including television, radio, and digital news channels.

Ensuring the efficient dissemination of project results is crucial for transferring the developed knowledge to the intended target groups. This dissemination is vital for garnering acceptance and integrating the knowledge into regular use, thereby optimizing the project's impact and playing a pivotal role in determining its overall success. By addressing these objectives, a dissemination and exploitation plan aims to maximize the impact and sustainability of research and development projects, ensuring that the knowledge and outcomes generated are effectively utilized and contribute to broader societal and economic goals.

2. Target audience & communication channels

The dissemination will be organized on different levels (department, institutional, local, regional, national, and international), aimed at different target groups (academic staff, current and prospective students, universities in partner countries, industrial and business communities) and carried out during and post the project.

Main target groups aimed to be tackled with dissemination activities are:

- Students of participating WB HEIs,
- Academic staff of participating WB HEIs,
- Universities in surroundings,
- Industrial and business institutions in partner countries including techno parks, business incubators, foundations for the development of innovative businesses and start-ups, and similar,
- Individuals willing to up-skill themselves.

Different tools & channels will be used to reach out project target groups:

- Students at universities in WB countries: information sessions; partners' websites and social media; partners' media (i.e. newsletter, bulletins etc.); project website and social media; project newsletter;
- Staff of participating universities: university-level meetings and presentations; information sessions; partners' websites; intranet (if applicable); partners' media (i.e. newsletter, bulletins etc.); project website and social media; project newsletter;
- Industrial and business communities: information sessions; partners' and project websites and social media; project presentations at events of different level (local, national, international conferences); publications; project newsletter;
- Associated partners with their channels (websites, newsletters, meetings etc.).

3. Dissemination activities

Dissemination activities will be implemented in line with the Dissemination Plan developed and approved during the Kick-off meeting. Dissemination work plan will be with the list of specific project outcomes and outputs to be disseminated, dissemination levels, list of tools and channels linked to specific target groups and particular time period along with the list of indicators and evidences.

A number of project activities envisaged will contribute to project dissemination to both target groups and wide audience: desk and field study, home multiplier training, intensive school in engineering management.

Dissemination of the project will encompass both ongoing activities during the whole life of the project (such as project website population, continuous posting in project social media groups, publication of announcement and news on partners' websites and social media, project presentation at events of different levels, biannual newsletters etc.) and dedicated activities and events.

Table 1: Dissemination activities at different phases of project cycle:

Project cycle phase	Dissemination activity
Project preparation phase	<ul style="list-style-type: none"> ○ drafting the dissemination plan, ○ definition of the expected impact and deliverables, ○ identification of target audience & communication channels.
During the project	<ul style="list-style-type: none"> ○ contacting relevant media e.g. at local or regional level, ○ conducting regular activities such as training, study visits, ○ assessing the impact on target groups, ○ involving other stakeholders in view of transferring results to end users/new areas/policies, ○ evaluating the dissemination in the mid-term period.
Final reporting period	<ul style="list-style-type: none"> ○ uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform
After the project	<ul style="list-style-type: none"> ○ continuing further dissemination, ○ developing ideas for future cooperation, ○ evaluating achievements and impact, ○ contacting relevant media, ○ contacting policy-makers if relevant, ○ cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

The activities will be led by **Dissemination Board** composed of the representative from each HEI, while associated partners will help. Its main task is to guarantee ongoing dissemination activities. In particular, it will provide the most complete information regarding the project and to make acquainted a wider public to the themes of the project and to promote the recruitment of non-project stakeholders from WB countries, business, governmental and non-governmental organizations. The Dissemination Board members (selected during the kick-off meeting) will be responsible for organizing dissemination activities in their HEIs as well as for compliance with the Dissemination work plan. Members of the DB will discuss each of task and make consultations about design and after approval on the level of DB. During the life-time of the project the DB will produce logo, establish project website, and serial number of materials packed in promo – kits.

4. Dissemination tools

Dissemination tools and materials will be developed to provide concrete support to dissemination activities. The plan also outlines a clear methodology for utilizing the materials and tools. This ensures uniform usage among all partners, fostering a consistent and cohesive message.

1. From the very beginning of the project each HEI will establish on its website notification about the project. Moreover, project website will be launched.
2. Logo of the project will be developed and used for communication through all media.
3. Dissemination is going to be through all the media (TV, radio, internet, social-networks).
4. Promo material (T-Shirts, notebooks, flyers, USB, pens) shall be provided for all HEIs and due the fact that all HEIs have excellent relations with local and state TV program producers, this is going to be a project that people talk about.

5. The latter will be a series of information sessions held at HEIs in partner countries with the main aim to inform target groups and wide public about the project and its results, and Final Conference.
6. The current project will also become a good basis for joint scientific and methodological work with its results published in national and international prints.

Table 2: Dissemination tasks

Task No	Task Name	Description	Participants
T7.1	Developing Dissemination and Exploitation Plan	DB will work according to Project Management Plan and create Dissemination Plan with strong timeline scheduling. Dissemination is going to be strong support for each activity that consortium conduct with stakeholders.	All beneficiaries
T7.2	Developing website and conducting	Development of Online Platform (website) starts immediately after received positive answer from the EU Commission. Online Platform will be created for the project as an important and ongoing communication hub and as a tool for preparation, development, quality, management, sustainability and dissemination of project outcomes. The Online Platform will crucially contain, in addition to in-detail project description, goals, partners, etc. all training, teaching and learning materials, developed by partners. All the materials will be available for free download during and post the project. AASKM and ATUSS will create website	All beneficiaries
T7.3	Development of promo material	Logo of the project will be developed immediately after signing Grant Agreement. In order not to waste time, Working Group that ATUSS leads will develop logo, prepare promo kit I. 10 different promo-kits are going to be developed.	All beneficiaries
T7.4	Promotion on media and social networks	All media that can be reached will be used. Websites of partners, stakeholders, social media, TV stations, radio etc.	All beneficiaries
T7.5	Promotion on live events	All events will be covered with photos, videoclipping and TV stations are going to be called to make the coverage	All beneficiaries
T7.6	Monography of the project	The Monography of the project activities and results is going to be prepared and published. It is going to be in colour, 100 pieces. It will be distributed on Final Conference.	All beneficiaries

T7.1 Dissemination & exploitation plan

One of the first tasks is creating the Dissemination Plan at the very beginning of the project with intention to update it regularly throughout the project.

The central objective of the exploitation plan is to maintain the main project tangible outputs (joint short study programs and Centres for Short Study Programs) and intangible outputs (gained knowledge, experience and skills by students, teaching staff and participants of the promotion events) after the end of the project funding.

T7.2 Developing website & conducting

Project website, as central communication place, will be filled with all planed deliverables, plus photos. It will be linked to websites off all partners. Website is going to be the main source of information and communication with stakeholders.

Articles published in peer-reviewed journals, conferences and seminars dealing with project activities and results will be published on the project website. Workshops materials; project newsletters, providing every subscriber with all information about the project outcomes and future plans and activities are going to be published on the website.

Websites of the all partners are going to be linked to project website. All partners will regularly provide information for dissemination on website. Social networks of partners and stakeholders are going to be used for day-to-day communication.

Project website should be created and launched during the first three months of the projects and should contain, but not restricted to, following elements:

Home page	About Project	Activities	News & Events	Dissemination	Project Management
	<ul style="list-style-type: none"> ○ Objectives, ○ Work-plan, ○ Work packages, ○ Consortium, ○ Contacts 			<ul style="list-style-type: none"> ○ Promotional material, ○ Press release ○ Presentations and publications, ○ Conferences, workshops & meetings, ○ Media & Gallery 	

T7.3 Development of promo material

For dissemination purposes promotional materials will be developed, printed and distributed, all of them supplied with the acknowledgement of EU funding. Different promo materials are going to be created for the different events, in order to maximize visibility of the project and its aims and results. The promo-material kits are given in the Table 3.

First promo materials are going to be prepared for the kick-off meeting.

Communication activities related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Promo-kits (logo, leaflets, and promo-goods with promo-logos) will be prepared and all leaflets are going to be published in the e-form. Publications from two conferences and publications in peer-reviewed journals aiming to provide distribution of the project achievements among larger academic audience; publication of project information materials such as Elaboration of short-study cycles are going to be published. Besides that, all working materials, presentations, conference reports, posters, etc., will be presented online and supported by necessary photo and mass-media links.

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Table 3: Promotion material

WP	Host institution /Month	Meeting/Event	Promo	Task
WP1	ATUSS-M2	Kick-off meeting Training 1- Aims and technical conditions for opening centre for short study cycles	Promo I: 35 packs for participants (bag, pencils, notebooks with logo) 2 roll-ups Promo-desk ID cards for participants Project posters, flyers	T2.1 – Study visit T2.2 - Trainings
WP2	ULFE-M6	Training 2 –Developing curricula for short study programs	Promo II-1: Printed material	T1.4 – SC meeting T2.1 – Study visit T5.2 – QAB Meeting
	UPM-M12	Training 3 – Pedagogical Methodology for Short Study Cycles	Promo II-2: Printed material	T1.4 – SC meeting T2.1 – Study visit T5.2 – QAB Meeting
WP3	UPKM-M18	Training 4: Conducting training during placement in companies	Promo III: Printed material ID cards, posters, 2 roll-ups, flyers	T1.4 – SC meeting T5.2 – QAB Meeting
WP6		Interim conference	Promo IV: Printed material ID cards, bags, pencils, notebooks, flyers, posters	
WP6	UNBI-M24	Round table	Promo V: Printed material ID cards, pencils, notebooks, 100 flyers, posters	T1.4 – SC meeting T5.2 – QAB Meeting
WP4	All WB HEIs	Enrolment of students (2 cycles)	Promo VI: Printed material T-shirts, leaflets, pencils	/
WP6	AASKM-M30	Round table	Promo VII: Printed material ID cards, bags, pencils, notebooks, flyers, posters	T1.4 – SC meeting T5.2 – QAB Meeting
WP6	SVEHERC-M36	Final conference	Promo VIII: Printed material ID cards, pencils, notebooks, 100 flyers, posters	T1.4 – SC meeting T5.2 – QAB Meeting
WP7	/	Monography printing	Promo IX: 100 pieces of monography printed 5 per each EU HEI 20 per each WB HEI 3 per each non-academic partner	/

T7.4 Promotion on media & social networks

Social networking plays a crucial role in the dissemination of information and communication in today's interconnected world. When it comes to dissemination, social networks provide powerful platforms for sharing content, ideas, and knowledge with a wide audience. For this reason, social media is going to be utilized to access and engage future targeted audience into project activities.

Facebook is the most widely utilized social network in the world. Through the project Facebook page, information, events, pictures and links will be shared, and the public can react by “liking” the page, "sharing" the activities and outcomes, and writing directly to the Project account. LinkedIn is the social network for professionals who want to search for job positions and network with similar minded professionals.

T7.5 Promotion on live events

Promotion and dissemination during live events offer unique opportunities to reach a targeted audience, engage with stakeholders, and create a lasting impact. Whether it's a meeting, training, seminar, trade show, or any other live event, effective promotion and dissemination strategies are going to be organised.

During the project life two Round tables are going to be set, one in B&H and one in Kosovo, and also one Interim conference (Kosovo) and one Final conference (B&H) in order to provide attention and visibility of the project. Those are going to be followed with a series of information sessions held at universities in partner countries with the main aim to inform target groups and wide public about the project and its results. A number of project activities envisaged will contribute to project dissemination to both target groups and wide audience: desk and field study, home multiplier training, intensive school in engineering management.

All events will be covered with photos, video - clipping and TV stations are going to be called to make the coverage. Effective promotion and dissemination during live events require a comprehensive and well-coordinated approach. By combining both online and on-site strategies, organizers can create a memorable and impactful experience for participants while maximizing the reach and influence of their key messages.

Table 4: Dissemination events

Event name	Type	Area	Location	Duration (days)
<ul style="list-style-type: none"> - Kick-off meeting; - Study visit; - Training 1: Aims and technical conditions for opening centre for short study cycles 	Project management meetings; Training;	Topics: Presentation of how the project will be managed, establishment of the project bodies: SC, PMC, QAC, DB; WP leaders will present plans for realization of work packages, financial and administrative issues, assigning tasks, defining communication channels, organizing contacts with students and stakeholders (legal entities, NA, etc.) Training 1 will be done	ATUSS, Belgrade, Serbia M2	3
<ul style="list-style-type: none"> - SC meeting; - Study visit; - Training 2: Developing curricula's for short study programs; - QAB meeting; 	Project management meetings; Training;	Study visit with training Also, SC and SC and QAB meeting. This is primarily development meeting, used in a best efficient way	ULFE, Ljubljana Slovenia M6	3

<ul style="list-style-type: none"> - SC meeting; - Study visit; - Training 3: Pedagogical Methodology for Short Study Cycles; - QAB meeting; 	Project management meetings; Training;	Study visit with training Also, SC and SC and QAB meeting. This is primarily development meeting, used in a best efficient way	UPM, Madrid, Spain M12	3
<ul style="list-style-type: none"> - SC meeting; - Training 4: Conducting training during placement in companies; - QAB meeting; - Interim conference; 	Project management meetings; Training;	During this Consortium meeting, Training 4 for staff and for mentors from companies will be done, during the Interim conference. SC and QAB will be held. This meeting targets development, sustainability, management and dissemination	UPKM, Kosovska Mitrovica, Kosovo M18	3
<ul style="list-style-type: none"> - S SC Meeting; - QAB meeting; - Round table; 	Project management meetings;	Roundtable with stakeholders (to provide long sustainability). Regular SC and QAB meetings.	UNBI, Bihac, Bosnia and Herzegovina M24	2
<ul style="list-style-type: none"> - SC Meeting; - QAB meeting; - Round table; 	Project management meetings;	Roundtable with stakeholders (to provide long sustainability). Regular SC and QAB meetings.	AASKM, Zvecan, Kosovo M32	2
T1.4 - SC Meeting T5.2 - QAB meeting T6.3 - Final conference	Project management meetings; Conference	Conference with stakeholders (to provide long sustainability). Regular SC and QAB meetings.	SVEHERC, Mostar, Bosnia and Herzegovina M36	2
Internal control visit	Event	Quality control – evaluating the conduction of short study cycles.	SVEHERC/UNBI, Mostar/Bihac, Bosnia and Herzegovina M29	1
Internal control visit	Event	Quality control – evaluating the conduction of short study cycles.	UPKM/AASKM, Kosovska Mitrovica, Kosovo M29	1

T7.6 Monography of the project

The results of the project will be presented in a publication - the project monography prepared by ASSKM and other WB HEIs. The publication will include: basic project information, information on developed joint short study programmes in multimedia, engineering and computing, information on establishment of the Centres for Short Study Programs. The publication will be published in English and local languages. A version of project monography will be created for each WBC. The publication will be available to other HEIs as well as to all interested organizations. It is going to be in colour, 100 pieces, and will be distributed on Final Conference.

Fulfilling the above listed dissemination tasks, following dissemination deliverables will derive:

Table 5: Dissemination deliverables

Deliverable No	Deliverable name	Due date (month number)	Description (format and language)
D7.1	Dissemination plan	M3	electronic, EN
D7.2	Website of the project launched and sustain	M3	electronic, EN
D7.3	Promo material for the project promotion	M2	electronic, printed, EN, Serbian, Bosnian
D7.4	Media content and announcements through social media of HEIs and economy partners	M36	electronic, EN, Serbian, Bosnian
D7.5	Project promotion on live events organised during the project life	M32, M36	electronic, EN
D7.6	Monography	M31	electronic, EN, Serbian, Bosnian

5. Exploitation

The primary goal of the exploitation plan is to continue supporting both the tangible and intangible outcomes of the main project, translating research and development efforts into practical solutions that benefit society, industry, and the economy. The following key points are essential for accomplishing this objective:

1. Joint short study programs
 - The attractiveness and up-to-date of the programs based on the labour market needs;
 - The update and registration of the programs in WB countries which will confirm quality standards of national education systems;
 - The permanent management of the programs and the maintaining connections with the WB partner HEIs.
2. Centres for short study programs
 - The long-term Centres sustainability by further networking among all relevant interested stakeholders (schools, public and private companies, local self-governments etc.) and citizens;
 - The permanent improvement of content and materials;
 - Operational capacity through the cohesion and involvement of the partner HEIs and a stable project environment i.e. WB partner HEIs will maintain the established Centres and the new teaching environment and provide dedicated staff.

As for the intangible outputs (gained knowledge, experience and skills by students, teaching staff and participants of the promotion events), following activities are planned:

During round tables and Interim and Final conference the wider group of stakeholders and decision makers are going to be invited. They will be informed about aims and goals of the project, achieved results and they will be involved in the discussion about results, about further activities to give suggestions, recommendations, because their needs are guidelines for sustainability of the project.

Through signing agreements of cooperation, based on each economy partner needs, the sustainability of each Centre is going to be provided and the benefits from opening new ones on other HEIs in the WB countries will benefit whole society. Monography of the project will be delivered on the Final event to all stakeholders in order to provide project sustainability.

The role of non-academic partners is here crucial. Companies involved in the consortium as associated partners are interested in establishing centres for short study programs in order to use results for further exploitation on the wider academic and non-academic society. This is why the most appropriate non-academic partners have been selected to join the consortium.

Association of rectors of private universities/universities will provide creation of instruments for the development of digitization systems in higher education, gather wider academic staff and experts and provide fast exchange of experiences from the project in the area of the Western Balkans. It will also continuously inform the public and disseminate project results. They are, probably, going to be the lead factor for developing short study programs in Bosnia and Herzegovina, faster evolving micro-credentials and life-long learning concept at WB countries.

Fast growing company W3LAB from Kosovo is searching for skilled young people, ready to be immediately involved into work. The short study cycles they see as a solution for their company, but and for lot of others. They have been very interested and supportive during the preparation period.