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D8.1 Development of project visual identity and project promotional tools

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1.0	First draft	February 13, 2023
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PROJECT DESCRIPTION

Project title: Enhancing EU Integration process literacy among university students in
Western Balkans]

Acronym: EUFutur

Coordinator: European University of Tirana – UET

Project number: 101085419

Topic: ERASMUS-JMO-2022-HEI-TCH-RSCH

Type of action: ERASMUS LS

Project Starting date: December 2022

Project duration: 36 months

Project Coordinator: UET – European University of Tirana

Work packages:

- WP1. Management
- WP2. Teaching and lecturing on EU integration
- WP3. Teaching and lecturing on EU integration
- WP5. Preparing a policy paper for the Ministry of Education & Sport
- WP6. Open lectures, seminars, workshops, and debates
- WP7. Students research papers on EU issues
- WP8. Dissemination and Exploitation

Project proposed logo:





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DELIVERABLE DESCRIPTION

Work package:	WP 8. Dissemination and Exploitation
Deliverable:	D.8.1. Development of project visual identity and project promotional tools
Lead beneficiary:	European Education Initiative (UET)
Level:	Public
Type:	Report (R)
Due date:	28.02.2023



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1. Introduction

Work package 8 is dedicated to Dissemination and Exploitation of the EUFutur project. The main goals of this work package are to ensure continuous dissemination activities such as communication via a website, social media presence, newsletters, workshops, conference; to raise awareness about the project objectives; to develop interaction between the project, relevant stakeholders (including European, National and local authorities) and the public.

The key deliverables of this work package are:

- 8.1 Development of project visual identity and project promotional tools
- 8.2 Dissemination Strategy
- 8.3 Preparation for the final conference
- 8.4 The organization of the final regional conference

2. UEFutur's Communication Plan

2.1. Purpose of Communication plan

In order to achieve the objectives of this work package, transparent instruments of communication will be used, as well as adequate and timely inclusion of the targeted audience for the project. All these will be integrated in the Dissemination strategy. A variety of communication tools will be used for measuring communication and awareness-raising effectiveness.

This activity will include the development of the dissemination and exploitation project core team and the preparation of communication guidelines for partners at the beginning of the project. A strong, consistent and cohesive project logo with a tailored key message conveyed to all stakeholders will be developed. The main tools that will be used are guidelines for partners; definition of project visual identity (project logo, project website, uniform templates for internal and external project communication); creation of web-page, promotion of the project via social networks; publishing and distributing project brochures and newsletters as well.

2.2. Communication Objectives

The project experts will have important role in communication strategy. Information about project progress, achievements, deliverables and networking will be published at the UET website. Both UET and Project website will offer so many useful data through expertise, papers, brochures, and assessment reports. For effective communication to stakeholders, potential students, further target groups and other interested subjects, all possible ways of Web-communication like Facebook, Instagram, LinkedIn will be used to inform about the project and to spread information as wide as possible.

UET can contribute to the communication and dissemination of the project in Albania based on the already established effective public relations and communication strategy, which includes:

- techniques and platforms in order to reach the public at large through open lectures, forums and open events to the public;
- network with other universities and institutions through the organization of research roundtables, discussions, workshops, and conferences such as the Albanian Studies Days (annual scientific conference; topic in 2015: Albanian transition towards democracy; topic in 2014: Models of Development);
- influence policy-making through the publication of policy papers through UET Press, the university publishing house, and Media MAPO as well as the organisation of forums and roundtables in the Quadruple Helix frame, i.e. bringing together the business sector, academia and the government as well as the civil society and media such as the Policy Dialogue in 2012-2014;
- enhance the link with the business sector via Job Fairs, and Labour Market Boards; to develop partnerships through common activities and projects.
- apply open educational resources (OER), and publish the summaries, content, and schedule of their activities as well as the expected outcomes.

This vast pool of activities of the UET is covered online through:

- The UET and Project website;
- UET and project online media;
- UET online social and professional networks (LinkedIn, Instagram and Facebook);
- UET Centre for Research and Development website and online social media.

In addition, UET will be supported by MAPO Media (daily national newspaper and monthly issue magazines) in order to reach the public at large. MAPO newspaper, a daily national newspaper, has each day a special section on education and research, which is both online and offline. The online version of MAPO MEDIA is very active in the Albanian media system and thus one of the main sources of information.

The exploitation process will be envisaged through:

- International research conference to present the results of the project. The regional and national governments, political parties, interest groups, and media will be invited to presentations of the project results.
- Dissemination of results at institutional and faculty levels will thus be an integral part of the application. Through the information of national accreditation agencies, a further multiplication of project results at a national academic level in other subjects might be easier.
- Dissemination and visibility will be given high importance during the implementation of the action. All necessary measures will be taken to publicize the fact that the action has received funding from the EU in line with the Communication and Visibility Manual for EU External Actions.

The European Commission will be fully informed of the planning and implementation of the specific

visibility and communication activities. While, all other partners will follow the same strategy as planned and prepared by UET, so that the project results are disseminated at a regional and internal level as well, but also in order to boost the cooperation among the countries involved.

2.3. Communication at Project Context

EUFutur project visibility will be achieved by:

- using different online and offline communication channels (including, but not limited to: website, social networks (Facebook, Instagram and LinkedIn), dissemination materials, at least two national newspaper articles, one policy paper and one research paper, info day open for the stakeholders and public in general, organization of roundtable with stakeholders and final promoting conference;
- accurately strategizing the use of each tool to target a specific audience segment to maximize the tool's potential, creating a distinctive visual, and graphic identity, which the coordinator will use to ensure a consistent image of the project across its dissemination material, thus allowing the wider public to better recognize and understand the project.

Dissemination of results is an integral part of EUFutur project throughout its lifetime: during the project, and even after European funding has ended.

- contacting relevant media e.g. at the local or regional level, involving other stakeholders in transferring results to end users/new areas/policies;
- A final report stage - uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform;
- continuing further dissemination, developing ideas for future cooperation; evaluating achievements and impact, contacting relevant media, contacting policymakers if relevant, and cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

2.4. Communicating to Target Groups and Stakeholders

To achieve the best possible results during the project realization and its dissemination, the target groups which could be affected by project results should be identified. The primary goal of the EUFutur project is to provide relevant and actual information to different stakeholders for possible approaches and ways to transfer theory to practice through established specific bodies.

At the local level, all target groups will be reached by communication and dissemination tools, such as delivering promotional materials to students and citizens, the project website, social and digital media. This kind of informing will raise awareness about the importance of improving knowledge and skills in theory to practice units for knowledge. Academic staff will be in the main beneficiaries in terms of pedagogical capacities, digital resources and good practices for increasing awareness among students about EU integration topics.

At the institutional level, European University of Tirana will have a better engagement of students through research theses in topics related to the EU integration as they will be given the opportunity to also take lectures on this topic. The project coordinator – UET will be able to share their knowledge and EU good practices with other HEIs in the region, by including them subcontractors for the realization of some of the deliverables and they will be present at all the activities at UET, by bringing thus their regional and European level of participation.

3. Internal Communication

Internal communications define the communication between the Project Manager and the staff involved in the implementation of the project as well as the university's management level. The main premises on which this communication will be based are transparency, participation, openness, and inclusion in the decision-making process.

The message for dissemination will be developed based on each activity and result of EUFutur Project and will be consulted with the project manager, UET academic staff involved, technical staff responsible for dissemination as well as with the PR office.

3.1 Direct Communication

The project team will have official project meetings throughout the duration of the project. The project meetings are organized by the Lead Partner and the hosting partner. More details are set out in the Project Management Plan and Grant Agreement as well.

3.2 Electronic Communication

- Day-to-day electronic communication by e-mails on daily basis;
- Regular online meetings through zoom or other tools or face-to-face;
- Document upload platform implemented to facilitate the exchange of project documents (Teams).

4. Other

Annex 1. Project Logo

Annex 2. PPT template

Annex 3. Roll-up

Annex 4. Leaflet

Annex 5. Letterhead template

Annex 6. Presence List Template

Project website: www.eufutur.eu

Social media:

- Facebook: [Jean Monnet project - EUFutur | Tirana | Facebook](#)
- Instagram: <https://www.instagram.com/eufuturjeanmonnet/>
- LinkedIn: <https://www.linkedin.com/in/eufutur-jean-monnet-center-of-excellence-63b99726b/>