D8.5 - Dissemination Strategy

Version	Type	Date
1.0	First draft	February 10,
1.1	Second draft	February 15,
1.2	Final draft	February 28, 2023

1. 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 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:

2. DELIVERABLE DESCRIPTION

Work package: WP 8. Dissemination and Exploitation

Deliverable: D.8.5. Dissemination Strategy

Lead beneficiary: European Education Initiative (UET)

Level: Public

Type: Report (R)

Due date: 28.02.2023

Table of Contents

Contents

3.   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:

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

D8.2 Dissemination Strategy

D8.3 Preparation for the final conference

D8.4 The organization of the final regional conference

4.   EUFutur's Dissemination Strategy

4.1.   Purpose of Dissemination Strategy

Dissemination is one of the core activities of the EUFutur project to ensure successful performance of planned activities and for project transparency, visibility and sustainability. This document is developed as part of the EUFutur project ERASMUS-JMO-2022-HEI-TCH-RSCH co-funded by the Erasmus+ Programme of the European Union. The aim of this Dissemination Strategy is to ensure that the results and activities of EUFutur project are fully disseminated to stakeholders, target groups including students, academic staff, relevant public institutions, other HEIs in Albania and in the WB, and the public at large. The expected results of the EUFutur dissemination strategy are: awareness-raising about the project, and informing the target audiences and the general public about the project outputs and results. This will be done mainly through activities during the initial stage of the project and will be actively supported by the dissemination tools. However, during the whole lifecycle of EUFutur project, the coordinator – UET will create publicity for the project to attract potential future stakeholders and ensure maximum impact through communication to the target groups of the benefits that the project provides and of ways to exploit the results, as well as promotion of active participation inthe project.

4.2.   Dissemination Objectives

The main aim of the dissemination strategy is to share knowledge among the project partners and to the interested stakeholders, in the field of the theory to practice centers for knowledge

transfer that facilitate linkages to the business and policy sector and allows cooperation with civil society and media.

- Identifying target groups at different territorial levels: national, regional, EU;
- Identifying the communication needs of the target groups;
- Establish core messages of the project, to be disseminated to the target groups;
- Identifying dissemination methods and tools;
- Disseminating the results, solutions, and knowledge collected within a project to the general audience;
- Defining timing of dissemination activities;
- Defining partners' responsibilities in dissemination activities. The dissemination activities will be therefore focused on:
- Raising awareness by informing the general audience about the project work.
- Dissemination of understanding by educating the target audience about the project work.
- The dissemination will be focused on the target audience, which can directly benefit From the project work.

4.3.   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, 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, cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

4.4.   Dissemination, 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 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.

At the European level, Albanian stakeholders will benefit from the rich experience of EU collaborators that will participate and contribute in most activities as well as will benefit from the cooperation and links in the sense of collaboration in the field research in EU integration topics.

4.5. Key Messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principal guidelines of key messages are to:

- Be clear, simple, and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible;
- Tailored to the target groups. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- Information should be correct and realistic.

Key messages are:

- Active engagement of students in the topics of EU integration;
- Effective and sustainable collaboration between UET and regional and EU collaborators towards EU integration;

Following keywords will be used in dissemination materials:

- EU integration in Albania
- Youth engagement
- Increasing capacities
- Increasing regional collaboration for a better region

5.   Dissemination Activities and Tools

5.1. Programme Logo

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option of the European flag emblem and funding statement for recipients of EU funding is to write "Co-funded by the European Union

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission :

"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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."

In addition to the Dissemination Plan, the project coordinator will also consider the relevant European Commission documents: (https://ec.europa.eu/programmes/erasmus-plus/programme-guide/introduction/how-to-read-programme-guide_en).

5.2 EUFutur Website

A user-friendly, well-designed and easily accessible website will be established and will be functional in its full capacity. Within the duration of the project, the website will be constantly updated with project activities and results of the project (reports, presentations of the events and trainings, meetings, etc.), besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. The website activity is and will be monitored using Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behavior of the website audience.

5.3 Social Media

Dedicated social media accounts (Facebook, Instagram and LinkedIn) are created early in the project (Month 2). These accounts will be sustained and continuously fed with new elements as they represent an important way for the consortium to be in touch with the EUFutur target groups, and especially young people. The European University of Tirana (UET) is overall responsible for managing and feeding these accounts. However, all project stakeholders, students and the collaborators involved as subcontracted are encouraged to send to UET any interesting information that can be communicated via the EUFutur social media accounts. To

maximize and engage the audience to which the EUFutur results will be communicated, UET will run social media campaigns with advertisements and various motives (contests, prizes, etc.).

5.4   Erasmus+ Project Results Platform

The Erasmus+ Project Results Platform (http://ec.europa.eu/programmes/erasmus-plus/projects/)will enable to achieve wider visibility of project results. The platform makes available deliverables, intellectual outputs too, which are outputs of the funded projects.

The EUFutur project summary will consist of the following elements:
- context/background of the project,
- objectives of the project,
- number and profile of participants,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact envisaged,
- the potential longer-term benefits.

5.5   Web Page of the Project

The organizational website will be used to disseminate project results.

5.6   Internal Communication

Internal communications define the communication between the Project Manager and the staff involved in the implementation of the project as well as 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.

5.6.1 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.

5.6.2 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).

For project dissemination and reporting purposes, UET will use common unified templates such as meeting agenda, PPT, attendance list, invitation letter, letterhead.

5.7 Leaflets as Promotional Materials

EUFutur project leaflet includes the presentation of the project objectives, target groups, and benefits; it will be downloadable from the project website and it will be printed to be used in different activities and events, along with a project roll-up. Further targeted promotional material should be prepared to ensure the maximum dissemination of the project. Printed dissemination material will be aligned with the relevant guidelines of the European Commission, will agree with the graphical identity of the project, and clearly state the EC's support.

5.8 Mass Media

The scope of the mass media communication activities will be to inform the general public about the EUFutur project through news agencies and mass media with general or specialized interests. These media include local and national TV and radio channels, web media, newspapers, and magazines with a wide audience. The EUFutur project coordinator will disseminate the EUFutur project through mass media regularly.

5.9 Participation in Targeted Events

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve effective dissemination is the participation of the EUFutur stakeholders and collaborators in targeted events where EUFutur will be presented. Personal contacts and presentations through attendance at relevant workshops, conferences, fairs, and other events are ranking top of the list of most popular dissemination channels.

5.10 Amendments to the Plan

The Dissemination Strategy can be amended by agreement with the EC if necessary and through the request for amendments.

6. Data Protection and Processing by the Beneficiaries

The project coordinator as a beneficiary must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection.

They must ensure that personal data is:

• processed lawfully, fairly and in a transparent manner in relation to the data subjects;

- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;

- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;

- accurate and, where necessary, kept up to date;

- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and;

- processed in a manner that ensures appropriate security of the data.

The beneficiary may grant their personnel access to personal data only if it is strictly necessary for implementing, managing and monitoring the Agreement.

For more information on EU Regulation and compliance with data protection laws, the coordinator will refer to Article 15 of the Grant Agreement.

For info for dissemination we the coordinator will refer to: guidelines on visual identity in the programming period of 2021-2027 available here: https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en#ref-1-european-flag-and-funding-statement Please remove the logo where you include Erasmus + - no longer needed