

## WP5 SUSTAINABILITY AND DISSEMINATION

### Dissemination and visibility plan

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## REVISION SHEET

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## 1. Introduction

According to European Commission, dissemination can be defined as the planned process of providing information on the quality, relevance and effectiveness of the project activities to relevant actors. It is an on-going transversal activity of transmitting project activities and outputs beyond the project consortium that requires strategically planned approach. Through dissemination one achieves also higher objective of facilitating exploitation of project results in development of new and improvement of existing adjunct initiatives.

The above suggests that the dissemination serves threefold purpose of raising awareness about existence and nature of project, disseminating its results as they are achieved and exploiting results in further initiatives through involvement of stakeholders. Together, these three outcomes of dissemination form pillars of sustainability of activity and pave the way for its maximum reach.

The dissemination and visibility (DV) plan is an integral part of the overall management strategy of the Elegant project. It is applicable to all communication, dissemination, promotion and sustainability activities foreseen in the project application and implemented by the Elegant consortium. The aim of DV plan is to provide guidelines for highest possible visibility of project activities and their reach to representatives of all target groups. The plan is coherent with the aims and objectives of the project as set in the application form, follows closely projects timescale and adheres to activities and measures set in Project management plan and in Quality assurance plan.

The specific objectives of DV plan are to:

- Provide guidelines for project partners and those involved in project activities regarding dissemination and visibility rules of Erasmus+ CBHE programme
- Raise awareness and interest of stakeholders and other target groups about project results
- Provide efficient, coherent and far-reaching guidelines for all partners to promote project in their countries
- Ensure involvement of relevant stakeholders and other target groups in activities within different project development phases.

To achieve these objectives DV plan foresees activities along three dimensions defined as written dissemination, multimedia and online presence and events. Tools for maximum reach of target groups along each dimension are developed and delivered in next sections of the document. The plan also touches upon issues relevant for sustainability of project outputs such as recommendations for multiplication and mainstreaming activities and transferability of results.

All activities and measures contained within the DV plan are based on assumption of team effort and involvement of all project team members in dissemination and visibility activities.

Activities will take place at the level of consortium and at the levels of individual partners in order to ensure European visibility of the project and its reach within each of involved countries, particularly partner countries.

## 2. Dissemination and visibility management

### 2.1. Dissemination governing bodies

All dissemination efforts will be coordinated by UNIDU and ABAU as institutions responsible for WP5 Dissemination and sustainability. Project also foresees establishment of Dissemination Board, a governing body for dissemination and visibility activities. The dissemination board is responsible for offline and online dissemination of project activities and ensuring of its reach to widest possible number of target groups members. The Board consists of one representative from each consortium member who also acts as local dissemination officer. The activities, structure and responsibilities of the dissemination board include:

- To coordinate offline and online dissemination activities as defined in Dissemination and visibility plan
- To prepare reports on dissemination activities of partners and consortium as a whole
- To monitor and validate the undertaken dissemination and visibility activities of consortium and individual partner institutions.

Following the kick-off meeting partners appointed members of Dissemination Board. These are listed in Table 1 below.

Table 1: Project Dissemination Board

Partner	Role	Name	Email
UNIDU	Chair	Nebojša Stojčić	<a href="mailto:nstojcic@unidu.hr">nstojcic@unidu.hr</a>
PSUT	Member	Meena Dawaher	<a href="mailto:m.dawaher@psut.edu.jo">m.dawaher@psut.edu.jo</a>
JUST	Member	Ruba Hasan	<a href="mailto:haruba2014@gmail.com">haruba2014@gmail.com</a>
ABAU	Member	Hussein al Ofeishat	<a href="mailto:ofeishat@bau.edu.jo">ofeishat@bau.edu.jo</a>
MUBS	Member	Ginan Saeed	<a href="mailto:gsaeed@mubs.edu.lb">gsaeed@mubs.edu.lb</a>
BAU	Member	Amani Bsath	<a href="mailto:amani.bsath@bau.edu.lb">amani.bsath@bau.edu.lb</a>

### 2.2. Target groups and beneficiaries

Essential prerequisite of efficient dissemination and visibility strategy is understanding and identification of audience categories, i.e. those that project wishes to communicate with. During preparation of project application several groups of stakeholders were identified as target groups of project. These are as follows:

- Higher education institutions (HEIs) in partner countries
- HEIs in programme countries of consortium members

- Business sector representatives
- Academic and technical staff of partner institutions
- Students of the consortium HEIs in partner countries
- National Erasmus Offices (NEOs) and relevant national authorities

The involvement of representatives of each of these groups in different phases of project activities is crucial not only for successful achievement of the Elegant project objectives but more importantly for its contribution in capacity building of not only those HEIs involved in consortium but an entire higher education system of partner countries involved.

### 2.3. Elegant visual identity

The first milestone in raising awareness of the project's existence and nature is development of its visual identity. Initial draft of Elegant visual identity was developed by Project Coordinator immediately after notification about project acceptance. Further refinements to initial idea were made by members of Elegant Management Committee and revised version of project visual identity was presented to project members during kick-off meeting. The final version of project logo selected by Project Coordinator and Consortium members is:

Figure 1: Elegant logo



In addition, a smaller logo was adopted that is to be used in project memos, documents of smaller format etc. This logo is:

Figure 2: Elegant logo – small version



Partners are required to use consistently project logo on documents, online materials and in events originating from project. This enables stronger presence of project image among target group representatives.

## 2.4. Use of Erasmus+ logo

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material. 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 is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union". All project offline and online materials should thus clearly specify funding by Erasmus+ programme. In particular, EACEA guidelines suggest that following should be used:

Figure 3: Erasmus+ logo



The following disclaimer must be added to the inner pages of the publications and studies written within Elegant project:

*"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*

## 3. Dissemination materials and tools

As outlined in introduction, there are three main dimensions of dissemination activities within Elegant project defined as: written (paper) dissemination, multimedia and online presence and events. Written dissemination materials and tools encompass press releases, outputs of surveys and needs analyses, leaflets etc. The multimedia strategy is focused on materials and tools relevant for online presence of the project such as website, social media accounts, video production etc. Finally, events refer to project conferences and events, dissemination workshops, presentation of project on national and international thematic events, etc.

### 3.1. Written dissemination materials and tools

Written materials (brochures, notepads, files etc.) containing Elegant graphical identity were produced already at the inception phase. Throughout the project duration partners will use these materials in line with needs of consortium. In general, written promotional materials will be delivered to participants of project events as well as in HEIs, business entities etc. In advanced stages of project leaflets will be produced containing project findings and information about project outputs. These will be distributed to relevant stakeholders in order to raise their interest in project. The content and design of individual leaflets will be proposed by partner institution organizing event or leading project activity promoted and finally approved by Dissemination board. On occasions of reaching relevant milestones project will produce press releases that will contain relevant information about promoted activity. In all project events, partners will use project posters, roll-ups and other related promotional means. All written materials will be produced bilingually in English and in Arabic.

### 3.2. Multimedia dissemination tools and materials

In digitally transforming society widest reach of project activities can be achieved through online means of dissemination. Tools and materials within this dimension of dissemination activities will encompass project website, social media presence, online news about project activities, video materials about project activities and any other online tools that may enable quick, wide and powerful reach of project to its target groups. In continuation we outline guidelines for main multimedia dissemination tools and materials.

#### 3.2.1. Elegant website

The website is the main promotional tool for publication of project activities and outputs. It serves additional purpose as a database of project press releases, media work and, through its back office functionality, storage of relevant project documents for team members. The website facilitates sharing options with major social networks (Facebook, Instagram, Twitter etc.). Moreover, it is mobile friendly in order to maximise user experience and satisfaction of visitors. The website information architecture will be optimised in first project months for search engines in order for it to appear to all those browsing the Internet on the basis of project name or related keywords. The website content is uploaded in English language.

The website is located at the domain [www.elegant-project.eu](http://www.elegant-project.eu). It incorporates project visual identity as well as Erasmus+ visual identity rules. The objectives of the website are:

- To diffuse information about Elegant project
- To reach local, national and international audience interested in university-enterprise cooperation, student employability, integration of transversal skills modules in ICT curricula and other project objectives.
- It provides integrated statistical tool to track the geographic location of visitors, number of visits per month and other relevant website statistics integrated with Google Analytics.

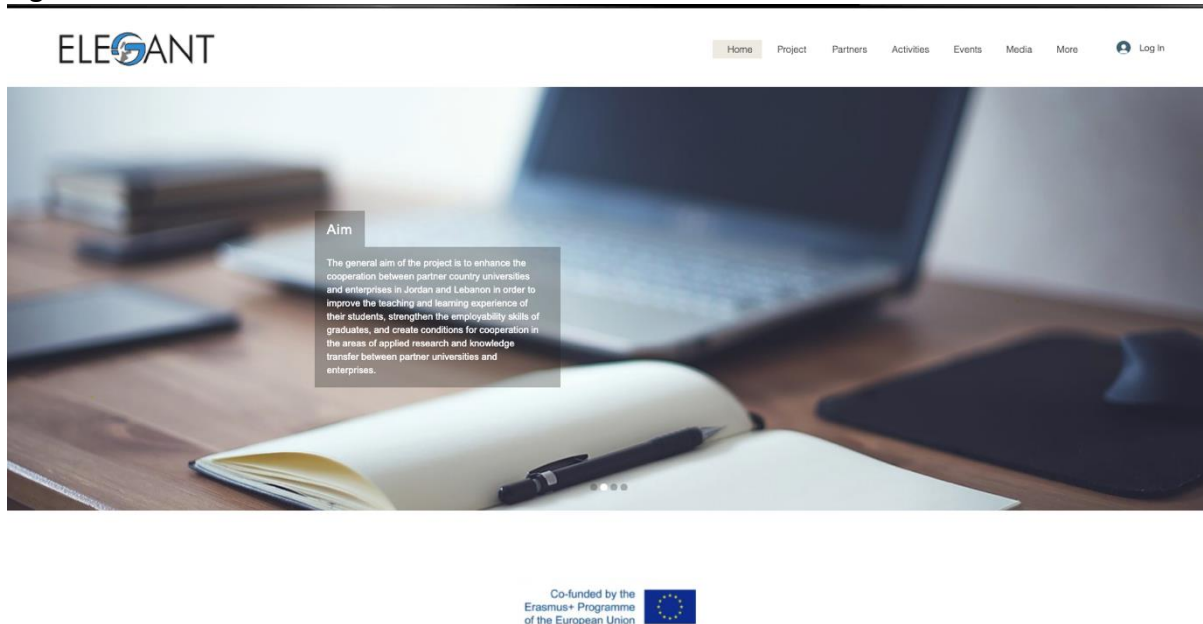


The architecture and navigation of website involve following sections:

- Home page
- Project – brief outline of the project with its objectives and expected results
- Partners – part of site with essential information about partners and links to their institutional website
- Activities – list of project activities, outputs and deliverables
- Events – part of website containing information on past and forthcoming events
- Media – part of website containing image gallery, video clips and press releases about project
- Document repository – restricted part of website with project documents, outputs etc. that can be access only through username and password assigned to each team member.
- Contact us – contact details for enquiries regarding project results or activities

The structure of the project website is presented below:

Figure 4: Website screenshot



There will be a link to the project website from the websites of all partner institutions.

### 3.2.2. Elegant social media

Social media will be one of main tools for dissemination of Elegant materials and promotion of discussion about issues at its focus. All partner institutions are actively engaged in social media activities and they will exploit synergies between their networks to maximise reach of Elegant to target groups. This is expected to engage interaction within network of scholars,

stakeholders, academics and students. Moreover, it will enable more convenient way of informing target groups about the daily activities of the project, its events and achievements. To this end, social media is expected to:

- Share project information, activities and results.
- Broaden the outreach of Elegant
- Facilitate interactive dissemination
- Provide Elegant Dissemination board with the feedback on its dissemination strategy

One team member from Project coordinator's team will be appointed as social media administrator. All team members will be required to submit relevant materials for release via social media to this person. Project will participate in main social media platforms such as Facebook, LinkedIn, Instagram or Twitter.

### 3.2.3. Elegant mail dissemination and newsletters

Partners will bring together their existing networks to establish project mailing database. Information will be sent about relevant project events to target groups in regular intervals (preferably once a month). All mails will contain visual identity of the project. Mails will be used as tool to promote Elegant newsletter as well. Newsletter will be produced on a regular basis sharing project news. In addition to mail, newsletter will be promoted through networks of partner institutions and on their websites. This will add another layer to efforts on keeping interested parties informed about the progress of project, its results and past and forthcoming events. Each newsletter shall include basic information about the project, key information about the activity that is being promoted and contacts and useful resources. These documents will be published in both Arabic and English language.

### 3.3. Elegant events

Dissemination activities will also involve series of events and thematic conferences. This way of presentation will provide opportunity to:

- Involvement of stakeholders through discussion
- Presentation of project and involvement of target groups in its development
- Understanding the response of target groups to the project proposal
- Receiving feedback and inputs for future implementation
- Measuring the reach of project activities

#### 3.3.1. National exploitation seminars

Project application form foresees organization of two exploitation seminars in partner countries. These seminars will bring together actual and potential stakeholders. Both events will take place towards the end of the project when majority of outputs will have been

produced or are in final stages. For this reason, it will be possible to present these to relevant audience.

### 3.3.2. Local events and workshops

Partners will be encouraged by Dissemination Board to participate in all local events falling within Elegant thematic area. This way Elegant will be disseminated to local audiences at every project event and its positive effects will be maximised. Through such events partners will share knowledge with policy makers, representatives of business sector and other HEIs. To this end, sustainability of the project will be fostered beyond its duration. Each partner will be required to identify relevant events at national and regional level to promote Elegant.

As mentioned in the previous paragraphs, mainstreaming and multiplication will be ensured by Partners' participation in key thematic events and through consolidated networks and contacts with local authorities and universities. The transfer of knowledge will be a key step in ensuring the project results to be beneficial even after its end. It will be critical to engage institutions and their staff in the project, with promotion and dissemination activities, with the ultimate scope of giving them support in leading their own path of innovation. Ultimately, the effective exploitation of the results will be in the hands of the partners involved.

### 3.3.3. Meetings with stakeholders

Relevant stakeholders will be invited to all project events. This will enable both formal and informal interaction in order to receive direct feedback and inputs on project activities. Partners will from the beginning use and extend their existing networks of policy makers in order to facilitate reach of project to those with power to sustain project ideas in period after its completion and to embed it in new initiatives.

### 3.3.4. Final project conferences

Two closing conferences will take place involving all project partners at the end of the project and will act as major dissemination events. These conferences will go beyond project partners. They will involve representatives of other HEIs sharing similar needs for capacity building as consortium members from partner countries, stakeholders capable of acting upon outputs of Elegant and representatives of business community with needs for specific set of job skills. The direct interaction between all these target groups is essential precondition for project sustainability.

## 4. Reporting of dissemination and visibility activities

All partners are required to keep an accurate record of the dissemination activities undertaken within the project. Key information regarding dissemination activities will have to be delivered to the WP leaders (UNIDU and ABAU). This will enable monitoring and record keeping of the outcomes and reach of the dissemination activities. For this purpose partners



will use a Dissemination log that can be found in Annex to this document. Partners will also be required to fill out reports on any conference, event, meeting attended. For this purpose, an Individual partner meeting report found in Annex will have to be used.

## Annex I: Dissemination log





## Annex II: Event report



<b>Name of the event:</b>	
<b>Type of the event: (Workshop, Conference, etc.)</b>	
<b>Date:</b>	
<b>Venue:</b>	
<b>Number of participants:</b>	
<b>Type of participants: (Policy makers, HEI management etc.)</b>	
<b>Link to the event website:</b>	
<b>Partner attending event:</b>	
<b>List of attachments:</b>	
<b>Brief overview of the event:</b>	
<b>Dissemination contribution of partner attending event (e.g. presentation of WP3 output)</b>	