

 Innovate Strategic Partnership
for European Higher Education

ISPEHE

Dissemination, Communication and Project Visibility Plan

Participating organizations



Univerza v Ljubljani



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Dissemination, Communication and Project Visibility Plan

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1. INTRODUCTION

The Dissemination strategy plan aims at increasing the impact and visibility of the ISPEHE project regionally and at the European level. It specifies the intended dissemination approach for the ISPEHE project; describes the project's dissemination objectives and tools for achieving them throughout the project duration.

Key elements of this strategy include: Identification of target audiences, specification of channels for connecting with target audiences, resources for implementing the Dissemination Plan, Dissemination tools and Partners involvement in the dissemination.

2. DISTRIBUTION LIST

This Quality Assurance Plan will be distributed to the all the Project Partners:

Integrated Business Institute (IBI)
University of Pavia (UNIPV)
University of Ljubljana – Faculty of administration (FA)
Riga Technical University (RTU)
The University College of Economics and Culture (EKA)

The Quality Assurance Plan (draft version) is prepared by IBI. All partners need to check and update the Quality Assurance and Risk Assessment Plan. The final version of the Quality Assurance and Risk Assessment Plan will be presented and discussed during the Kick-off meeting held in Skopje on March 12th-13th.

3. KEY AUDIENCES

The project has the main aim of developing an innovative pathway by improving long-term strategic collaboration between Higher Educational Institutions (HEIs) and the business sector, while simultaneously enhancing the development of sustainable learning advancements in HEIs. Therefore, the key audience includes the following groups:

- Research and (HEIs) (including both, the teaching staff and students) as crucial institutions for implementing innovative educational approaches, e-learning, long life learning, distance learning, different thematic training courses and professional internships according to the needs of the business sector.
- Small and Medium Enterprises and representatives from different Industries which will collaborate with the HEIs in various research endeavors and project applications.
- Ministries of Science and Education, Education Development Centers and other public bodies and government institutions.
- Chambers of Commerce.

4. DISSEMINATION PLAN

The dissemination plan will cover internal and external communication and

dissemination and will:

- Enable an effective and efficient insight of project team members to each project phase activities, results, outcomes and dissemination during the two-year timescale,
- Make the project activities and results available to the target audience and
- Attract a larger target group that might consider the project results useful.

Internal dissemination

The internal dissemination will be initiated at the outset of the project (project's website launched, kick-off meeting held) and will be continuously carried out during each of the project phases.

The password protected section of the projects' website created only for the partner institutions and stakeholders involved in the project will give access to all documents like reporting templates, guidelines, fact sheets, announcements, agendas, questionnaires, evaluation forms, presentations, meeting minutes and other information that will have to be exchanged among the partners.

External dissemination

The external dissemination plan will be designed so that it will make the project activities and results available to the key audience previously mentioned as well as to attract a larger target group that might consider the project results useful. The external dissemination aims at:

- *Raising the awareness for the ISPEHE project, its project activities and expected results*

The awareness for the ISPEHE project will be raised through publishing news in local and national newspapers in the partnering countries, publishing newsletters on the project's website and websites of each partnering institution and continuously informing the students about the project activities that are of their particular interest.

- *Motivating the business community to participate and use the benefits of the Career centre and Technological platform established during the project duration.*

The engagement of the business community is of primary importance for the successfulness of the ISPEHE project so one of the main tasks of this strategy will be to define the categories of SMEs and different industries that will provide an initial point of reference for the dissemination strategy. Therefore, a list of stakeholders has to be created prior the kick-off meeting and responsible person from each partnering institution has to be appointed for contacting the business community.

- *Dissemination through publication and communication results*

The partners are encouraged to present the project results and outcomes on national and international conferences and other relevant scientific and business events.

Additionally, a special issue of the Scientific Journal for Sustainable Development, published by IBI, will be devoted to the project and project result.

Important points of reference for external communication will be:

1. *Project's website* – It will be open accessed for all target groups and the general public and will provide the relevant information on the project, project activities and

their progress, the deliverables produced in each stage of the project and other dissemination items aimed at key audiences such as project brochure, press releases, news about events, meetings, workshops and links to articles and projects relevant for the interests of ISPEHE project.

2. *The practical implementation of the Pilot Integrated Model* when it will be tested in each of the partnering institutions for an entire semester. The students will evaluate the Model and its impact, and will provide further external dissemination of these results to their peers and wider surrounding.

3. *The Pilot Consolidated Career Centre* established by members from each of the partnering institutions and relevant members of the business sector. The students will evaluate the Career Centre for a period of one semester and will provide feedback in the form of evaluation reports on the level of satisfaction from the operational efficiency, service provision quality, and level of career guidance the Centre offers.

4. *The one-day multiplier events*

- ❖ Presentation of the Pilot Integrated Model for Fostering an Innovation Driven Culture and Learning Efficiency at HEI's to the whole consortium and wider audience through direct on-line stream so they can follow the meeting, freely download the work materials and get informed about this project outcome.
- ❖ *Audiovisual consultation sessions* between business sector representatives and the students at the respective HEIs, as part of the activities of the Career Centre.

5. *The on-line BEP platform* that will be developed and tested during the two-year time scale will be externally promoted in partnering countries and on a European level.

4.1. Resources for implementing the Dissemination Plan

Personal communication (e-mail, telephone), web-based dissemination, media communication and press releases, social media including twitter and blogs, publication and scientific activities (journal papers, workshops, presentations at external conferences.) will be the resources for implementing the dissemination plan.

4.2. Dissemination tools

The dissemination of the results of the ISPEHE project will take several forms and use a variety of disseminating tools:

- *Branding*

Designing a recognizable Project Logo and consistent document templates to be used by all project partners during the project. IBI will be responsible for this activity.

- *Project website*

The project website (<http://ispehe.org/>) is one of the main sources of information about the project available to the target audience and the wider community. It will be established immediately at the start of the project and will be maintained during the project's life time and at least one year after the project ends. As previously mentioned, project's website will contain password protected section aimed for internal dissemination and a public section for the purpose of external dissemination. The menu of the public section will be organized in seven contents: Home (general information about the project), About ISPEHE (project summary and the main project activities), Consortium (information about individual partner institutions and research teams), Research (will contain the research plan and produced deliverables) News & Events (announce the relevant news and give information about the events, meetings and workshops coming out from the project activities or closely related to the project), Publications (will include a list of publications relevant to the project and publications resulting from the ISPEHE project) and Contact.

In order to check how well the website is acting as a source of information web analytics software will be installed on the project website. It will enable to monitor the general web traffic and more important to see the changes in traffic surrounding the key project components and events.

IBI will be responsible for buying a domain for the website, Preparing the website and setting up the website in English, Macedonian, Italian, Latvian and Slovenian. Partners will be responsible for website maintenance throughout the project period. IBI will update the website with news in English, Macedonian and Italian, EKA will be responsible for translating the project general information and news (provided by IBI experts) from English to Latvian and maintain communication with experts from Macedonia and RTU. RTU will be responsible for website maintenance in Latvian throughout the project period. FA will be responsible for translating the project general information and news (provided by IBI experts) from English to Slovenian and for website maintenance in Slovenian throughout the project period.

- *Media communication and press releases*

In order to raise the awareness for the ISPEHE project and to generate wider interest for its activities, expected results and deliverables the advantages of media communication and press releases will be utilized.

Total of 12 articles will be published in local and national newspapers (3 articles per country in their native language). The first article will be published at the project beginning (March 2015), the second one at the beginning of the second project year (March 2016) and the third announcement will be published before the final project event (November 2016).

- *Social media*

Online social networks are another potentially useful dissemination channel to reach the key audience and the general public, inform about the project and drive their attention to sources such as the project's website. By publishing selected news on the LinkedIn and/or Twitter profiles of each of the partnering institutions the project outcomes and results will reach very broad population in a direct way and will give wide visibility if the project.

The number of followers, network page views, page comments, re-tweets etc. will be a measure of successfulness of this dissemination channel.

- *Promotional flyers*

A brief summary of the project for distribution to a broader audience will be available in hardcopy and electronically as well.

- *Workshops and other related events*

The workshops within this project will be aimed for sharing knowledge and experience related to innovative educational approaches for higher education development of HEIs, practical learning opportunities and the ability of HEIs to respond to the dynamics of the business and society.

Additionally, the project results and outcomes should be presented on national and international conferences and other relevant scientific and business events.

Also, a special issue of the Scientific Journal for Sustainable Development, published by IBI, will be devoted to the achieved project results.

4.3. Dissemination Timeline

The following illustrates the dissemination activities of the project based upon a month- by-month delivery schedule. The scheduling of these activities is closely aligned with project deliverables. Some activities (e.g. e-mail, press releases, website newsletters) intensify pre and post the key deliverables (red boxes). These time frames should be regarded as indicative.

Dissemination activity	Month																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Project website	Blue	Blue	Red	Blue	Red	Blue	Red	Blue	Blue	Red	Red	Blue	Blue	Blue	Red	Blue	Red	Red	Blue	Blue	Blue	Blue	Red	Red
Posts in local/national newspapers			Blue												Blue									Blue
Promotion in social media	Blue	Blue	Blue	Blue	Red	Blue	Red	Blue	Blue	Red	Red	Blue	Blue	Blue	Red	Blue	Red	Red	Blue	Blue	Blue	Blue	Red	Red
Flyer& poster			Blue															Blue	Blue				Blue	
Joint staff meetings & Training activities			X				X, X		☒			☒			X			⊗	⊗				X	
Journal publications																								Blue

X-Transnational meeting, ☒ - Training activity, ⊗ Multiplier event

5. COMMUNICATION PLAN

In order to ensure constant, unimpaired flow of information among partnering institutions the project communication will be structured in three levels: at the project management level, at project activity level and stakeholder meetings.

Project coordinators will remain in contact throughout the project duration through regular Skype conference calls, and occasional telephone calls if required. However, in order to optimize communication efficiency, most of it will be conducted in written form by e-mail.

During the whole project period, the project communication will be conducted mainly among team members involved in each of the project activities. The project coordinators will monitor and address the implementation of each activity. Additionally constant written and Skype communication among project team members involved in the implementation of each activity will take place. This communication will be closely monitored by the project coordinators, in case some major issues need fast resolution.

As part of the interaction process between project team members and stakeholders, and among stakeholders themselves, a number of communication tools are engaged.

The communication among the project members and the students will be conducted in both directions: 1) the students will be constantly briefed about specific project activities concerning the SILM, Consolidated career centre and BEP platform, and about the benefits of their participation in these activities. , and 2) they will provide feedback of the successfulness of above mentioned activities, once the implementation period of each is completed. Additionally, The BEP platform will provide an on-line solution for communication among stakeholders themselves, stakeholders and project team members and stake holders and students..

This document is conceived as a ‘living’ strategy; its contents will be regularly updated during the duration of the project, with progress reviewed at each consortium management meeting.

6. PROJECT VISIBILITY PLAN

6.1. Visibility strategy

The visibility strategy of the project will encompass all actions to be undertaken in order to ensure visibility and appropriate promotion of project activities. All actions of visibility must be in accordance with EU and Erasmus + guides of visibility.

The Visibility Plan will address the purpose of raising awareness of the ISPEHE project in the public, primarily in the countries-recipients of the project (Macedonia, Latvia, Italy and Slovenia), but also in the EU public sphere.

6.2. Visibility of materials

All ISPEHE materials must be created according to this Visibility Plan, which includes the appropriate mention of funding by EC and Erasmus +, appropriately

created as per the visibility guidelines. Project materials include but are not limited to:

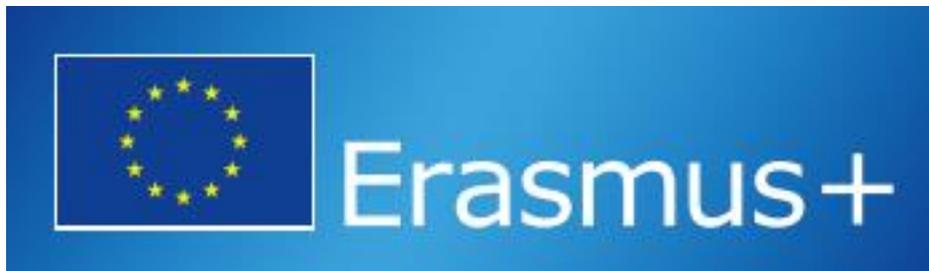
- Plans
- Participation lists
- Reports
- Publications
- Presentations

It is recommended that materials should include the mention “funded by Erasmus + Programme”. Where it is appropriate for the ISPEHE logo to be included, the Erasmus + logo will enjoy equal prominence and abide by ‘Visual Identity Elements’ prescribed by the European Commission and ‘Graphic Design User Guide’ by Erasmus + Programme.

All visual materials should contain the Erasmus + logo, which should be used as prescribed in the ‘Graphic Design User Guide’ by Erasmus + Programme. The acceptable form of the Erasmus + logo is



Another acceptable form of using the Erasmus + logo would be



In addition, all ISPEHE reports and presentations need to include the following disclaimer: “This publication has been produced under the Erasmus + Programme.”

The mention of the project being funded by the Erasmus + programme must be included in all the following activities:

- Press releases
- Press conferences
- Printed promotional material
- Official project website and partner websites
- Display panels
- Banners
- Audiovisual productions
- Public events
- Project visits and meetings

Wherever possible, the Erasmus + slogan should be used in promotional materials. The slogan is:

Changing lives. Opening minds.

The slogan should be used in the presence of the logo and visual identity, according to the rules prescribed for using the slogan in ‘Graphic Design User Guide’ by Erasmus + Programme.

6.3. VISIBILITY IN OUTPUTS

Communication	Visibility Elements	Frequency	Target Audience
Press conferences	Promotional items Invitation of National Agency/EU representatives	As required	Broad public
Transnational meetings/study visits	Training materials Publications Participation lists/certificates Promotional material Possibility of inviting National Agency/EU representatives	Four transnational meetings/visits are planned for the duration of the project	Participating parties
Press releases	Usage of logo/slogan Mention of donor	Twelve articles are planned for publishing in local and national newspapers (3 articles per participating country) for the duration of the project	Broad public
Multiplier events	Promotional material Possibility of inviting National Agency/EU representatives	Two multiplier events are planned for the duration of the project	Stakeholders
Project website	Usage of logo/slogan Mention of donor	For the entire duration of the project and beyond	Stakeholders /broad public
BEP Platform	Usage of logo/slogan Mention of donor	For the entire duration of the project and beyond	Stakeholders