



DISSEMINATION & COMMUNICATION PLAN

"Enhancing and Validating service-related competences in Versatile learning environments (e-VIVA)"

Project reference No.: 598307-EPP-1-2018-1-AL-EPPKA2-CBHE-JP

DELIVERABLE 6.2

July 2019

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ABBREVIATIONS

E-VIVA Enhancing and Validating service related competences in Versatile

learning environments in Western Balkan Universities (e-VIVA)

CBHE Capacity Building in Higher Education

WBC Western Balkan Country (ies)

HEI **Higher Education Institution**

UET (AL) European University of Tirana (AL)

Die Berater (AT) Die Berater Unternehmensberatungs Gesellschaft MBH (AT)

Blinc eG (DE) Blended learning institutions' cooperative

UCG (ME) University of Montenegro (ME)

UC (XK) Universum College Aga Xhite (XK)

UEAXH (AL) University Aleksander Xhuvani Elbasan (AL)

UDE (DE) University Duisburg-Essen (DE)

UPKZ (XK) Public University Kadri Zeka (XK)

UDG (ME) University Donja Gorica Podgorica (ME)

SSST (BH) Sarajevo School of Science and Technology (BH)

UN (RS) University of Nis (RS)

UNS (RS) University of Novi Sad (RS)

UNSA (BH) University of Sarajevo

NOVA (PT) University Nova de Lisboa (PT)

UKIM (MK) S. Cyril and Methodius University in Skopje (MK)

UMT (MK) University Mother Teresa (MK)

Countries: Albania, Austria, Bosnia and Herzegovina, FJRM, Germany, Kosovo, Montenegro, Portugal, Serbia.





































I. INTRODUCTION: e-VIVA IN A NUTSHELL

e-VIVA is an Erasmus+ Capacity Building in Higher Education project, led by European University of Tirana, Albania. The consortium has 16 partners from all over Europe and it is envisaged to last for 3 years, with a total budget of 993.581 EUR.

e-VIVA project addresses the issue of students' skills development, facilitation and validation of their skills in informal learning contexts. The project aims at evidencing and validating the most fundamental competences for service economy in formal and informal learning setting.

The specific objectives of the e-VIVA project are:

- o Identifying and analyzing approaches for skills and evidence validation to foster permeability between higher education and professional practice;
- Developing and refining overarching ICT-based assessment and validation systems;
- o Enriching existing validation and certification systems;
- o Developing and applying a rich competence development and validation software for servicerelated skills and competences;
- Applying e-VIVA assessment and evidencing system;
- Establishing a sustainable cooperation between relevant target groups and stakeholders.

Work Package 6 (Dissemination) key deliverables are:

- **D. 6.1:** Development of project visual identity and project promotional instruments (Due date: 14/11/2019)
- **D. 6.2:** Dissemination Strategy (Due date: 14/08/2019)
- **D. 6.3:** Conference or Journal papers submission (Due date: 14/11/2021)
- **D. 6.4:** National Info day (Due date: 14/11/2021)
- **D. 6.5:** Transnational dissemination conference (Due date: 14/08/2021)
- **D. 6.6:** Interim and final report on dissemination and exploitation (Due date: 14/05/2020 & 14/11/2021)

II. DISSEMINATION & COMMUNICATION STRATEGY

2.1. Dissemination and communication aim and objectives

































This WP aims to gather key stakeholders around e-VIVA agenda and ensure that all project outputs and results are transferred beyond the partnership as well as disseminated and used in most efficient way. The purpose of e-VIVA dissemination and communication plan is also to provide relevant, accurate, and consistent project information to project stakeholders and other target audiences, such as universities, public and private institutions that might be interested in the blended learning approach supplied by the project. In addition, it aims at providing recommendations so as to generate and disseminate the opportunities this project open up for students, universities and working settings with its approach that combines Higher Education and professional practice.

Specific dissemination and communication objectives of the e-VIVA Project are:

- o To disseminate and promote project outcomes beyond the key target groups and multiply its results to the general community.
- o To raise awareness of the target audiences and relevant stakeholders about the innovative nature of e-VIVA, its outputs and potential of transferability beyond the project duration.
- o To engage and establish a network of users of the e-VIVA e-learning resources and validation tools, from both academic and non-academic institutions.
- o To foster and advance the cooperation between academic institutions and business sector at national, regional and cross-regional levels.
- o To ensure that national, regional and relevant international policy makers and experts are well-informed about the e-VIVA project and its outcomes, so they can encourage multiplication and spill-over of these results.
- o To inform regularly national, regional and international stakeholders about project activities and outcomes.
- o To maintain smooth and regular communication within the e-VIVA consortium and with the EACEA representatives.

Valorization and communication of case studies through seminars and conferences will enable a wide dissemination of the materials and results in different dissemination channels of the project. The communication plan stipulates the recipient of the information, how the information will be delivered, what information will be communicated, who communicates, the frequency of the communications and the resources employed for this purpose.

































2.2. Communication target groups and stakeholders

Accurate identification of key project target groups and stakeholders is a challenging but key task for the successful communication and project implementation. The main target audience of dissemination and communication actions in this project are people of Western Balkan partner countries (Albania, Bosnia & Herzegovina, Kosovo, Serbia and Montenegro) (WBC). e-VIVA activities and outcomes are expected to be of high interest and benefit a wide range of stakeholders in WBC. Identified target groups and stakeholders are:

- o Consortium members (internal target group): They are highly interested in knowing in detail all project activities, project progress and expected level of their involvement. They will be regularly updated on the progress of WPs and future plans / tasks to be completed. They will be mainly approached via email and project team and WP leaders will make sure they will maintain a smooth and effective communication with all consortium members.
- Students in partner WBC: Different communication tools will be employed to attract one of the key stakeholders to this project, students enrolled in a bachelor or master degree course in one of WBC partner HEIs. They will be invited to participated in various activities and some of them will be the opportunity to have recognized and certified service-related competences boosting their employability and performance.
- o Academic and administrative staff in HEIs in partner WBC: Project activities will be disseminated to the academic and administrative staff with the purpose of capacity building on the field and increase awareness on the importance of recognition and validation of service-related competences.
- o **Professionals and employees in relevant service sector:** Professionals and employees in the service sector will be continuously invited to join info sessions and result dissemination activities with the main purpose to increase awareness on the project topic and issues to be tackled.
- o Public administration agencies, Ministry of Education, Arts and Sports, Ministry of **Economy:** This target group is very important in the scope of e-VIVA Project and the sustainability of its results. They will continuously involved in the project activities via tailored-made
- o EU, regional and national policy makers: Project outcomes will be extensively promoted and EU, regional and national policy makers will be invited to take further actions to promote

































identification and validation of service-related competences in versatile learning environments. This target groups is very important as it can ensure the project results sustainability.

o General audience: Desk research in WBC has shown that in general people in these countries has limited information on the project topic and is not aware of the relevance of these competences in nowadays competitive job markets and service-oriented economy. Dissemination and communication activities will be performed using difference tools based of the preferences and approachability of stakeholders.

2.3. Role of partner institutions

The e-VIVA consortium partners are expected to use all relevant channels and tools to disseminate the project's activities and events within their academic and professional networks, creating conditions for the long-term exploitation of the outputs and results at the local, national, regional and international level. Partners are expected to implement the planned dissemination and communication activities through diversified communication channels, selected according to the specific dissemination and publicity objectives and the addressed target group/stakeholder. Each project partner is responsible for the dissemination to national, regional and local audiences. Partners will report to the project coordinator UET on a regular basis the activities they have implemented, including the achievement of the key performance indicators of e-VIVA.

Project partner should used for all their reports and presentation, the standardized templates and make sure that the EU and all consortium partners' logos (including project logo) are sufficiently visible to the audience. Partner institutions must use in all events organized at their home institutions/countries a project rollup to be printed as a co-financing cost. Any event, meeting or dissemination activity at each partner institutions must be documented with photos, videos, lists of participants, agenda, etc. accordingly. For any dissemination material prepared and distributed by partners, a disclaimer excluding the EU from any responsibility must be included.



































The E-VIVA Communication Strategy

Objective	Deliverable description	Targeted audience	Delivery method	Delivery frequency	Responsible partner	Effectiveness measurement / Indicators
	E-VIVA Website: to provide information regarding the project actions.	Partner universities, students, Public administration agencies, Institutions dealing with research, validation and certification processes, NGO-s, Ministry of Education, Ministry of Economy	Online website	Continuous throughout the project lifecycle and after the project.	UET	Website analytics, page views, time on site, page load time, geography visiting
Provide information on project progress and achievement.	Presentation of project activities, (online) meetings, presentations life on social media. Semiannual newsletters	All consortium partners And the above mentioned actors, Wider public	Social media Facebook Instagram Linked In Youtube Channel e-Newsletters (semiannual) Leaflet	Based on project activities and further E-VIVA agenda Promotion of modules, and pair professors between universities	UET	1. Number of comments and replies generated. 2. Number of shares. 3. The size of the network reached. 4. Sentiment analysis, expressions by the network.
	Roll-ups, leaflets	All partners	Printed promotional materials	During the first year of the project	UET	Number produced for each partner; partners 'purchase of materials
	National Info Days	All partners	Round table, seminar, video conference, etc.	During the last year of the project	All partners for their individual Info days	Number of participants, stakeholders, private and public sector, follow up email/event
	Papers presented in scientific conferences	Selected partners from the consortium	Scientific papers based on EVIVA project	During the last year of the project	All partners involved in the task	Number of papers produced

Source: UET, 2019

* A 6-months plan of monitoring results.































III. DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

3.1. Dissemination and communication activities

Based on Dissemination Strategy the project will develop the following activities:

- o Project visual identity materials like flyers, posters, roll-ups, brochures, interactive website and user-friendly, modular learning and information materials will be developed. The materials will be tailored to the context and the preferences of the target groups, also materials like postcards or film clips will be used to attract young learners.
- o Newsletters will be published every six months announcing and reporting about relevant achievements and events.
- o Tailor-made publications will inform and attract different target and user groups, e.g. students, businesses/enterprises, HR-experts, researchers, networks and administrations.
- o Project will deliver papers to relevant international conferences or scientific journals on project implementation and achieved results.
- o Quantitative dissemination activities will be carried out using the large partner networks for several thousand potentially interested organizations.
- o Several National Info Days will be organized with the purpose to rise awareness on the project topic and disseminate project results.
- o The open days and work fair will give to many students the opportunity to get informed with the e-VIVA approach of blended learning.
- o The e-VIVA competition is going to be a big motivation to take part in the e-VIVA pilots (learning and validation projects). The winners will be awarded in the final project conference. Students will have gained required competences to participate in such event and the recognition will be ensured in all WB countries.
- o A final transnational conference will be organized to attract learners and educational institutes and potential network partners.

3.2. Dissemination and communication channels and tools

e-VIVA Project employs different dissemination and communication channels and tools depending on its target audience preferences. In the framework of the project, project logo, templates and several dissemination materials and online resources has been produced to enhance

































the project's visibility and outreach. The list of resources is by no means definitive and will be enriched over the course of project implementation.

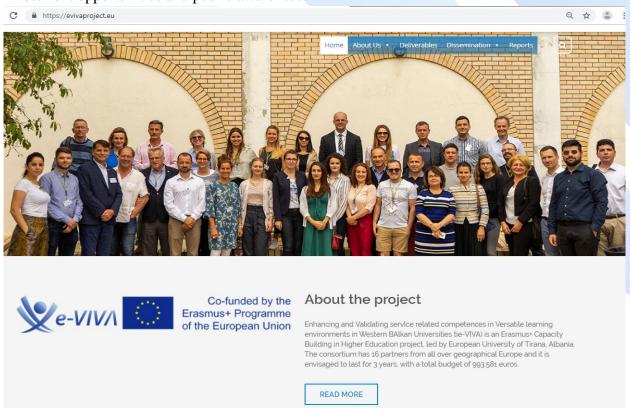
3.2.1. Project Logo

Consistency is a cornerstone of the e-VIVA visibility strategy. Project consortium has adopted a project logo as an important tool to attract target groups' attention and make project results sustainable. Project logo is unique, and its shape and colors will remain the same through the project implementation. ed through our activities to third parties. All consortium members must follow the common e-VIVA visual identity as follow:



3.2.2. Project Website

e-VIVA Website (https://evivaproject.eu/) is running since the first six months of the project, serving as a primary source of the project overall aim and objectives, activities and achieved results. According to the progress of the project, the content of the website will be continuously extended and updated. The deliverable 6.1 including several materials is already realized and website itself will be a tool for an active promotion of project results, business opportunities, investment opportunities and public awareness.



































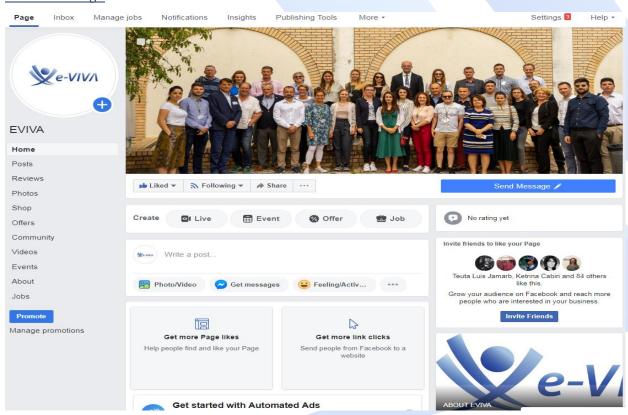




3.2.3. Social networking communication tools

e-VIVA Project will actively use various social networks and online communication channels to increase the impact and generate straight communication channels to allow interactions with the audience thought different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles will be constantly updated to show e-VIVA as an active and interesting project. The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach third parties, the research community and to interact with the general public. The availability of new project results will be communicated informing about its progress and its effect on robotics industry, disseminating the project outcomes and creating a scientific hub interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact. The content will be generated by UET with the collaboration of other consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be rather efficient in communicating project evolvements and stabilizing strong presence.

Facebook Page































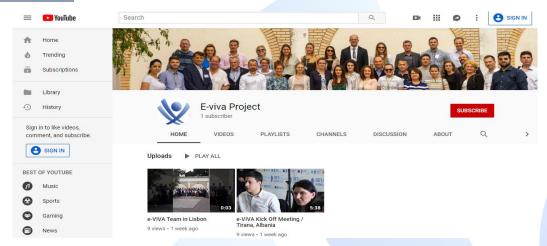








Youtube Channel



3.2.4. Project Leaflet

To facilitate and explain key target stakeholders the key objectives and benefits of the e-VIVA Project, UET has already designed the 1st project leaflet. This dissemination material will be distributed in different events and each partner will have their hard-copy leaflets. In addition, project leaflets are also available on the electronic version (e.g. PDF file) and can be downloaded from the project website. The main purpose of the leaflet was to create an attractive and informative tool introducing the project to the target groups in different countries and regions. The 2nd project leaflet will aim mainly at disseminating project results and will invite relevant stakeholders for a more active participation in the remaining project activities. 2nd leaflet is expected to be prepared during the 2nd year of the project implementation.





















3.2.5. e- Newsletters

e-Newsletter will be a short but visually appealing electronic informative material prepared twice a year. It will be available in the project website as well as it is expected to be published in all consortium partners' official websites. In addition, all partners must actively distribute the material to all relevant (direct and indirect) stakeholders. Newsletter can contain information about the project activities and outputs, announcements, edited versions of press releases, conferences and meetings reports, information about upcoming events, etc. Regular newsletters will be sent approximately every six months to all stakeholders and target group members from the contact list.



































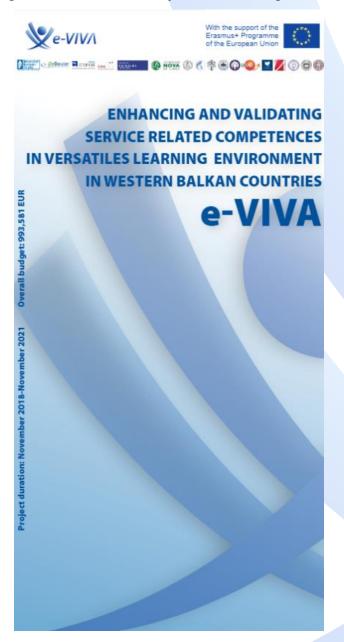






3.2.6. Project Rollup

Project roll-up banner is expected to enhance project visibility and establish a visual branding of the project. The content of the roll-up is clear and easily understandable by the target end users. This tool was designed by UET and distributed to all consortium partners, so they can print as a co-financing expense and use it at different events, meetings, conferences and as a background image for interviews to promote the e-VIVA Project to its fullest potential.

































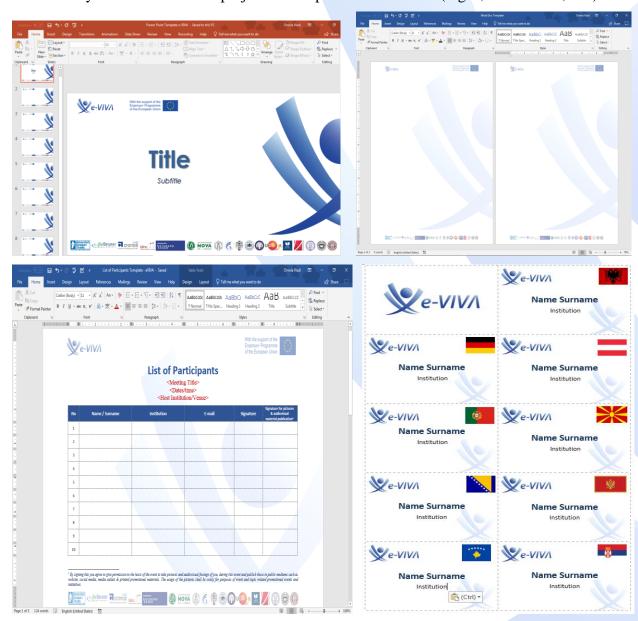






3.2.7. Standardized templates

For meetings and different events, as well as for reports or other project deliverables a set of standardized templates have been created. Throughout the project duration, e-VIVA consortium will used Power Point, Word and 'list of participants' and badges templates designed at the beginning of the project. This ensures consistency in the visibility e-VIVA receives and makes sure that key information on the project and its partners are shared (logos, who we are, etc.).





































3.2.8. Dissemination Pack

As part of the dissemination strategy, a part of the budget has been allocated to some dissemination packs that will be distributed to students and staff participating in trainings and traineeships. Dissemination Pack includes: custom printed bags, USB, notebook, personalized pen and a T-Shirt. All the materials will be designed and printed by WP Leader and will distributed to each partner as foreseen in the project budget. Designs for T-Shirt and pen are as follows:



3.2.9. ERASMUS+ Project Results Platform

The Erasmus+ Project Results Platform represents the European Commission's database for the Erasmus+ Programme and it offers a comprehensive overview of the successful projects funded under this Programme. e-VIVA **Project** publication can be accessed: https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/598307-EPP-1-2018-1-AL-EPPKA2-CBHE-JP.





































♠ BROWSE ALL PROJECTS

ENHANCING AND VALIDATING SERVICE RELATED COMPETENCES IN VERSATILE LEARNING ENVIRONMENTS IN WESTERN BALKAN UNIVERSITIES

9 Participating countries: 🔳 👪 🏴 💟 🔼 🔼 🛅

DOWNLOAD AS PDF

VIEW PROJECT MAP

Start: 15-11-2018 - End: 14-11-2021

Project Reference: 598307-EPP-1-2018-1-AL-EPPKA2-CBHE-JP

EU Grant: 993581 EUR

Programme: Erasmus+

Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Capacity Building in higher education

Summary

This project addresses of of Erasmus + KA2 CBHE priorities: Recognition of Qualifications and Qualification Framework. This is a regional priority for the Western Balkans, meaning it is a cumulative priority for all countries. Moreover, an added value is that for Albania and Bosnia and Hercegovina, this is also a national priority for CBHE projects. Service related competences are becoming an important aspect in non-formal and informal learning setting however, their integration in HEI learning approaches is quite new. Thus the project presents a new engagement of HEIs into an innovative qualification framework of social-related competences. Considering that none of the Balkan Countries has a previous experience in validating qualification framework of social related competences the project includes each WBC, represented by two HEI each. Following the European path, Partner countries are evolving into a service-based society. Hence professional lives are increasingly determined by concepts such as:- customer orientation,- sectoral and international collaboration-the need for continuous learning to adapt to rapidly changing demands.Consequently values and competences like:- external (customer) orientation,- team work/ cooperation- social competences necessary for effective management in the service sector are becoming competitive factors at the job level and as such aspired competences both for employment and societal reasons, Most important outputs will be: -> Validation of service related competences-> IT-based system to create and validate learning outcomes-> Validation and creation of service-related with an IT-based Assessment and Evidencing system.

Results

Coordinator

U.E.T. SHPK

BULEVARDI GJERGJ FISHTA 70 H1 NJESIA

1023 TIRANA

http://www.uet.edu.al

Organisation type: Higher education institution (tertiary level)

25 Partners

- SS. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE
- UNIVERZITET U NOVOM SADU UNIVERSITET ALEKSANDER
- XHUVANI ELBASAN **UNIVERZITET-SARAJEVSKA**
- SKOLA ZA NAUKU I TEHNOLOGIJU PU
- UNIVERZITET DONJA GORICA PODGORICA
- **UNIVERZITET U SARAJEVU UNIVERSITETI PUBLIK KADRI**
- ZEKA JAVNA USTANOVA UNIVERZITET CRNE GORE
- PODGORICA UNIVERZITET U NISU
- DIE BERATER UNTERNEHMENSBERATUNGS GESELLSCHAFT MBH
- BLENDED LEARNING
- INSTITUTIONS COOPERATIVE
- **N.SH. KOLEGJI AGA XHITE JONIKA MAJKA TERESA CKONJE**
- UNIVERSITAET DUISBURG-ESSEN
- UNIVERSIDADE NOVA DE LISBOA



































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IV. FINANCIAL ASPECT FOR DISSEMINATION PURPOSE

Work Package	Nature, type and specifications of the item	Budget (€)
Dissemination & Exploitation	Website development & maintenance	8,000.00
Dissemination & Exploitation	Design of project visual identity—logo, templates for internal and external communication	2000.00
Dissemination & Exploitation	Printing publishing (promotional material)	5,000.00

V. EUROPEAN COMMISSION'S VISIBILITY REQUIREMENTS

e-VIVA as a project co-funded by the Erasmus+ Programme of the European Union, must be implemented in full compliance with the EU visibility rules and guidelines.

All implementing partners must be aware that:

- 1. All their dissemination and exploitation actions are consistent with the Union's values and priorities and with other EU-related communication activities and events.
- 2. Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, videos and social media accounts created to promote the project, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union". The EU emblem is the default visual brand used to acknowledge and advertise the Union's financial support and no other visual brands may be used for this purpose (Erasmus+: Visual Identity and Logos).
- 3. For other official EU language versions, please consult the following website: http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf.
- 4. While using the e-VIVA logo and EU emblem in communication materials, the EU emblem must remain distinct and separate and cannot be mingled with, or modified by, any other visual mark, brand or text.
- 5. When actions continue after completion of the EU-financed phase, the EU emblem may not be included in any new communication activities accompanying the action once six

































- months have passed after completion of the EU-financed phase. The only exceptions are commemorative plaques and display panels.
- 6. Partners must include information about the EU-financed actions they are implementing on their home websites and social media accounts, which must prominently feature the EU emblem accompanied by text acknowledging the support of the EU and include links to the relevant websites and social media accounts.
- 7. Regardless of the scale, scope or objective of an action, the EU emblem must be visibly and prominently displayed - at least as prominently as that of the implementing partner concerned - on all communication and visibility materials associated with the action.
- 8. Unless the Erasmus+ Program or the Commission requests or agrees otherwise, the following disclaimer shall be added to the inner pages of the publications and studies (as well as websites, publications, communication means, press releases, presentations, invitations, products, and deliverables) written by external independent bodies with support from the European Commission:
 - "This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the e-VIVA consortium and do not necessarily reflect the views of the European Union."
- 9. As clearly stipulated in the EU visibility requirements, the dissemination and communication plans should be regularly reviewed by measuring the success of the dissemination and exploitation activities already carried out. Any adjustments to the plan should be described in the Progress and Final Reports.
- 10. The Agency and the Commission can make free use of the project results without prior consent of the project consortium or individual partners. These results may be disseminated also at meetings organized by the Agency or the Commission.

The Erasmus + Programme instructions for visibility and publicity are available at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en.

































With the support of the Erasmus+ Programme of the European Union

ANNEXES

Annex 1: Target Audience Participants

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Name of the organization

Ministries of Education and Science, Directorates of Higher Education, Foreign **Relations Departments**

Higher Education Accreditation Agencies and Councils of Accreditation

Ministries of Culture and Youth

Ministries for Innovation and Information and Communication Technology

Ministries of Tourism and Environment

National Agencies for Information Society

National Youth Networks

Student Youth Organizations

Institutes of Statistics

Development funds

Municipalities

National Agencies of Tourism

Ministries of Public Works, Transportations

Agencies of Rural Development

The International Association for the Exchange of Students for Technical Experience

Employment Agencies

National Agencies for Civil Society

ERASMUS+ Programme offices

Education, Audiovisual and Culture Executive Agency (EACEA)

National Agencies of Environment -

Western Balkans Alumni Association (WBAA)

The Western Balkans Platform on Education and Training

Education and Culture, European Commission

United Nations Educational, Scientific and Cultural Organization

National Agencies of Examinations

National Agency of Vocational Education and Training (NAVET), Institute of Development of Education (IDE), Council for Higher Education and Science (AL)































