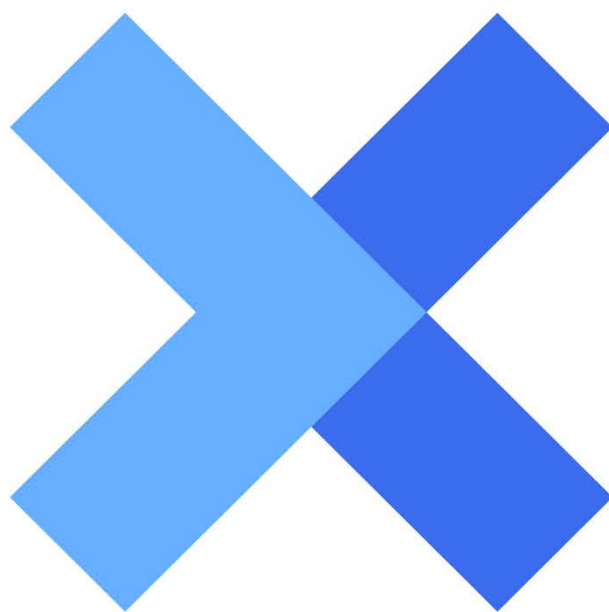


D4.1

# Dissemination and Exploitation plan



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## About VALEU-X

VALEU-X supports the internationalisation of Albanian universities by introducing Virtual Blended Mobility as an internationalisation at home instrument. VALEU-X is co-funded by the Erasmus+ programme of the European Union during the period January 2020-January 2022.

## Members of the Consortium

- Technische Universitaet Dresden (TUD), Germany (coordinator)
- International School for Social and Business Studies (ISSBS), Slovenia
- Mediterranean Universities Union (UNIMED), Italy
- European University of Tirana (UET), Albania
- Epoka University (EPOKA), Albania
- University of Shkodra (USHK), Albania
- “FAN S. NOLI” University of Korca (UNIKO), Albania
- University of Elbasan (UNIEL), Albania
- Aleksander Moisiu University of Durrës (AMU), Albania

More at: [www.valeu-x.eu](http://www.valeu-x.eu)



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## Document Information

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<b>Author (Partner Institution)</b>	UNIMED
<b>Responsible Author(s)</b>	Cristina Stefanelli, Martina Zipoli
<b>Abstract (for dissemination)</b>	The current document is the Dissemination and Exploitation Plan (D.4.1) of the VALEU-X project. The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility. In addition, a strategy for exploitation of project results after termination is defined as a valorization strategy, aiming to fulfil the goal of sustainability.



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## Executive Summary

The Dissemination and Exploitation plan outlines the different activities that will be carried out during the project lifetime, giving detailed information about the project dissemination tools. In order to guarantee an effective promotion and exploitation of the project, web-based tools, together with publication and events strategies, are identified.

The main objective of dissemination is to reach defined target groups through a clear message of the project outcomes and benefits while addressing specific needs of each target group. The dissemination activities and tools that will be applied through whole project implementation phase are presented in this document. In addition, specific strategies and activities are detailed to promote further developments of the project beyond the project's official ending date.

## Project Dissemination Policy

VALEU-X aims to support internationalisation of Albanian HEIs by introducing Virtual/Blended Mobility as an Internationalisation at home instrument.

To achieve these aims the following VALEU-X project objectives are set:

- Qualification of academic staff at Albanian HEIs for innovative virtual teaching and learning settings;
- Support Albanian HEIs in adopting and implementing effective ICT-based internationalisation at home activities and integrate Albanian HEIs in a global network for “Virtual Mobility”;
- Qualification of administrative staff at Albanian HEIs on adopting and recognising Virtual/Blended Mobility as part of their institutional internationalisation strategy.

The critical success factor of the project is the effectiveness of dissemination. One work package of the project is designed to address dissemination challenges, WP4 - Dissemination and Exploitation, the aim of which is to establish and run the dissemination infrastructure of the project, so that the results and all activities related are widely known in the EU, in Albania and the Western Balkan region and that the highest possible visibility is gained in the common educational arena.

The dissemination consists of the following tasks

T4.1. Drawing up of dissemination & Exploitation strategy

T4.2. Preparing a Vision and Mission Statement

T4.3. Implementing a multimedia and paper dissemination strategy

T4.4. Implementing an event strategy

T4.5. Identification of long term beneficiaries and other target groups for future exploitation

T4.6 Organisation of a final plenary workshop with decision makers



Specific dissemination targets are set for the dissemination activities:

<b>Target Group</b>	<b>Means of Communication to Reach These Target Groups</b>	<b>When</b>	<b>Indicators to measure the effectiveness of the means of communication</b>
Students	Webinars, website, brochure, social media  Local events and workshops by the Albanian partners	M3-24	Webinars participants, website traffic, social media reach  N of participants to the local workshops
Teaching staff	Webinars, website, brochure, social media  Institutional mailings  Local events and workshops by the Albanian partners	M3-24	Webinars participants, website traffic, social media reach  N of recipients  N of participants to the local workshops
Administrative staff	Website, brochure, social media,  Institutional mailings	M3-24	Webinars participants, website traffic, social media reach  N of recipients
Leaders of HE institutions in Albania	Targeted communication by the project team	M3-24	100% of leaders of partner universities fully supportive
International researchers' communities in the field of virtual exchange, virtual mobility, open and online learning	Scientific papers published  Presentations in international conferences  Webinars, website, brochure, social media	M3-24	At least 5 papers published  A least 8 presentations in international conferences  Webinars participants, website traffic, social media reach
Educational stakeholders in Albania	Networking, mailings by the project team  Targeted communication on project strategy and achievement  Tailored invitation to key project events	M12-24	N of relevant stakeholders fully engaged  At least 100 registered participants to the project events

The dissemination policy is set to support the implementation of project dissemination objectives through specifically designed dissemination activities and tools. It shall engage targeted groups to join the project and inform and develop a network of stakeholders.



The dissemination policy addresses the following issues:

- its overall objectives and overall strategy to reach target groups and stakeholders;
- targeted groups and stakeholders;
- dissemination key messages to be transmitted and outcomes to be disseminated;
- disseminated activities and tools used;
- timing when key messages and outcomes will be disseminated;
- responsibilities of partners in the implementation of dissemination activity.

The main principles of dissemination policy are:

- **availability:** key messages and outcomes of the project have to be available for the target groups in time and form accessible for them;
- **relevance:** key messages and outcomes has to relevant and customized to different target groups;
- **closeness:** end-users has to be integral part of the Project dissemination activities through their needs constant analysis and feedback;
- **sustainability:** the impact of the dissemination has to create long term outcomes in order to promote results beyond the end of the Project.

The main objective of the dissemination strategy is to ensure high impact of all project outcomes in terms of their relevance and sustainability.

The dissemination is considered in three different ways:

- **Dissemination for awareness** on the project aimed at ensuring that the project outcomes are visible and are known during and beyond the end of the project. The target group is general public that do not need in-depth knowledge about the project. Specific dissemination media, conferences, newsletters or widely read journals will be used as tools to reach target group and to ensure transparency of the EU expenditure.

This will be done by giving visibility to the main activities carried out in the framework of the project, by publishing all the news and information on the project website and partners' institutional websites and newsletters, animating debates on social media and joining conversations on the project topics

- **Dissemination for engagement** into the project aimed at involving other higher education institutions in Albania and in the Western Balkan region to join and engage in activities. The target groups must be specifically addressed, as they require a deeper understanding of the project's mission, outcomes and opportunities.

The main source of information for these target groups will be the website of the project, the Expert Forums, project-related seminars, conferences and mailing. The website will provide the possibility to bring together potential beneficiaries and end users of the project outcomes and even create network of interested bodies.

This will be done by making project **results easy to exploit** by all the project partnership and others and *to multiply the possibilities to reach out to different stakeholders and HEIs*. Engaging audience means adapting our message to a



continuously evolving audience, monitoring if the message has reached the target groups and how the message has been understood and interpreted.

- **Dissemination for sustainability** of the project aimed at ensuring continuous promotion of the project outcomes. VALEU-X contains six Albanian universities who have joined this project to address a concrete voiced problem highlighted within their education system. Thus, it is expected that aside from promotion, they would integrate the results of the project into their educational practices, policy and capacity-building activities for staff members, ensuring another avenue for continued sustainability of the results. This will be done through Expert forums, training events, meetings with stakeholders, regular presentations at conferences, academic publications, news, and newsletters.

## Project message

Partners should always adhere to the following guidelines when promoting the project on their websites, other online content, press releases or in external publications.

### Short Description

VALEU-X supports the internationalisation of Albanian universities by introducing Virtual Blended Mobility as an internationalisation at home instrument. VALEU-X is co-funded by the Erasmus+ programme of the European Union during the period January 2020-January 2022.

### Long Description

The VALEU-X project aims to add a significant value to the teaching process in Albania by empowering academic staff with contemporary teaching competencies. It offers Albanian HEIs a chance to explore, implement, and disseminate Internationalisation at Home practices to increase their students' and staff exposure to a European and international academic, economic, and societal context.

The VALEU-X project tackles the limited exposure of Albanian university students and academics to international experience in virtual collaborative learning. To this end, it proposes Virtual Mobility based on technology-supported blended collaborative learning activities as a flexible effective element for Internationalisation at Home.

A comprehensive capacity building Programme to facilitate intensive know-how transfer among the consortium members to address the problems of outdated instructor-cantered frontal teaching methods, limited physical academic mobility, and ineffective use of ICT in formal higher education in Albania.

The specific objectives of VALEU-X are defined as follows:

- Qualification of academic staff at Albanian HEIs for innovative virtual teaching and learning settings





- Support Albanian HEIs in adopting and implementing effective ICT-based internationalisation at home activities and integrate Albanian HEIs in a global network for “Virtual Mobility”
- Qualification of administrative staff at Albanian HEIs on adopting and recognising Virtual/Blended Mobility as part of their institutional internationalisation strategy.

VALEU-X is co-funded by the Erasmus+ programme of the European Union during the period January 2020 – January 2022.

### Consortium

Where necessary to mention the project consortium, the following text should be used. If used online, it is reasonable to link the consortium names to their corresponding website.

The VALEU-X project is co-funded by the Erasmus+ programme of the European Union, and it is implemented by a consortium composed of Technische Universität Dresden (TUD); International School for Social and Business Studies (ISSBS), Slovenia; Mediterranean Universities Union (UNIMED), Italy; European University of Tirana (UET), Epoka University (EPOKA); University of Shkodra (USHK); “FAN S. NOLI” University of Korça (UNIKO); University of Elbasan (UNIEL), Albania Aleksander Moisiu University of Durrës (AMU), Albania

## Target groups and dissemination strategies applied

The following target groups are identified:

- General society;
- EU and Albanian universities:
  - Students
  - Teaching staff
  - Administrative staff
  - Leaders of HE institutions in Albania
- Multipliers
  - International researchers’ communities in the field of virtual exchange, virtual mobility, open and online learning
  - Educational stakeholders in Albania

Target group	Definition	Benefits of its interest	Dissemination strategy
General society	EU and Albanian community, its part interested in learning innovation and virtual exchanges, its part	The opportunity to be informed on developing new learning pathways and engage in internationalisation at	Media, conferences, news articles, widely read journals to present the outcomes.



	interested in transparency of EU expenditure	home processes; opportunity to be informed about EU public spending use and its transparency.	
EU and Albanian HEIs	Students Teaching staff Administrative staff Leaders of HE institutions in Albania Press offices (as intermediators)	The opportunity to enable the implementation of internationalisation at home activities. The opportunity to improve the competences of their staff members. The opportunity to share practice with community of institutions working towards virtual/blended mobility. The opportunity to adopt and recognise virtual/blended mobility as part of their institutional internationalisation strategy. The opportunity to exchange with others forward-thinking institutions gain first-mover advantage in a rapidly evolving field.	Expert Forums, on-line conferences, training events, mailing lists.
Multipliers	Organisations, institutions, networks, interested communities being or potentially being active in HE area and learning innovation	The opportunity to be a part of changing study processes and get involved into further study pathways development processes.	Expert Forums, one-one meeting with stakeholders, academic papers, conference appearance, website, social media, news articles.



## Dissemination tools

### Project logo

The following logo is the final one selected by Partners, and it is available in full colour, black and white and negative. Moreover, a compact logo version has been also developed.



The logo chosen for the project focuses on primary colours that immediately recall the scope of internationality, communication and education. The geometric elements give a strong modularity to the logotype, they strengthen the concept of teaching while making the reading of the acronym easier. The red line highlights the letters “AL” (Albania), while the “X” sign, drawn by an arrow, represents the idea of exchange and movement towards innovation and the future. The font used is Helvetica, one of the most readable and universal characters in the world of communication.

### Project templates

Project logo and the project template to be used for further project presentation have been designed and are used for all project presentations.

Partners will use consistently the project logo, the templates proposed, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the VALEU-X Project Logo when publishing dissemination materials for the project.



### Reports template



### One pager template



### Presentation template



## Project website

The project website is the main dissemination tool aimed at presenting the project, informing on ongoing project activities, and outcomes generated. The website is composed of following sections:

- **Home.** The home section includes direct links to the distinct areas of interest for the visitors, and a video presentation of what virtual collaborative learning is;
- **About.** In this section the Project is explained, its mission, objectives, work plan and goals are presented.
- **Partners.** In this section partner organisations are presented, together with their role in the project and team members;
- **Events.** Upcoming and past events are presented in this section;
- **Results.** This section houses the main project's results achieved;
- **Media Kit.** A dedicated session devoted to collect and made available the branding materials produced for the project, where also a Guideline for the use of the Logo is made available.
- **Blog.** This section features news, updates and posts from the VALEU-X consortium
- **Contacts.** The section destined to provide contact information and to send a message to the project team via the email for general enquires ([info@valeu-x.eu](mailto:info@valeu-x.eu))

The website is available at the following URL: [www.valeu-x.eu](http://www.valeu-x.eu)

## Miscellaneous dissemination materials

Dissemination will be produced according to the perceived needs of the consortium, mainly to support the activities described in WP1 and WP2. The materials may include brochures, leaflets, posters, etc.



## Use of Erasmus+ Logo

The use of the Erasmus+ logo is compulsory (no changes), and any project-related event and product should clearly specify that it is funded by Erasmus+ Programme of the European Union. All communication and promotional material should mention the following sentence:

*This project has been funded with support from the European Union. This website reflects the view only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

Project number: 610360-EPP-1-2019-1-DEEPPKA2-CBHE-JP



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More information about the Erasmus+ visual identity is available at:

[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

## Monitoring and evaluation

It is important for all partners to keep an accurate record of the dissemination activities they carry out in the framework of the project. In particular, Partners will need to communicate key information to the WP4 leader UNIMED, thus contributing to the reporting of activities and the compilation of the Impact Audit.

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. For this purpose, a Dissemination Log will be created, and each partner will fill out reports on conferences and events and local meetings with stakeholders (see Annexes).

All Project partners are therefore expected to:

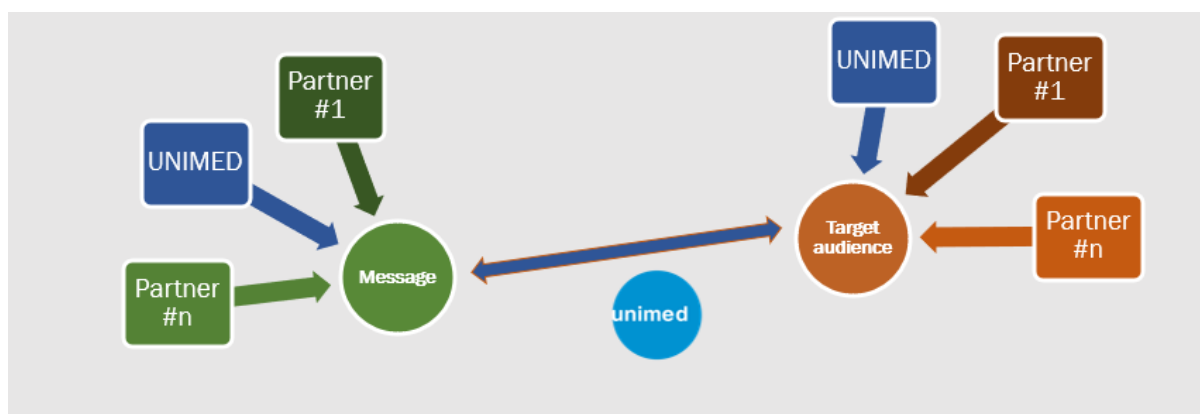
- Identifying and informing on dissemination opportunities (events, publications, web news, etc)
- Disseminating achievements of their respective work packages (video, press releases, etc);
- Using their network and websites to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Engaging key stakeholders to act as multipliers and to motivate others.

The success and effectiveness of the VALEU-X dissemination will be measured to give a clear indication as to whether or not a communication activity has been able to produce the expected results and have an impact on future planning.



## Coordination procedures

UNIMED is the Partner leading the Dissemination activities and guiding all Partners in the process of communicating the project. Nevertheless, communicating the VALEU-X key results and processes must be collective effort, where all parties contribute to the definition of the message to spread and contribute in reaching the target audience.





# Annex I – Dissemination Log

PARTNER INSTITUTION:

<b>When</b>	<b>Dissemination Tool</b>	<b>Description of the dissemination activity</b>	<b>Impact</b>	<b>Resources</b>
<i>Indicate when the activity took place</i>	<i>Indicate which kind of activity has been implemented: flyer production, press release, scientific paper publication, promotional email, newsletter, social media, web presence, etc.</i>	<i>Describe the activity of dissemination implemented</i>	<i>Indicate an estimate of the impact of the activity, if possible</i>	<i>Evidence of the dissemination activity: link to a website, pdf document, picture, screenshot, etc.</i>
.....	.....	.....	.....	.....



## Annex II – Event Report

Name of the event:

**Type of event:** (Seminar, Workshop, Conference, National Forum, etc)

Date:

Venue:

Number of participants:

**Type of participants:** (policy-makers, HEIs managers, teachers, etc)

**Programme of the event:** (insert the link to the webpage of the event)

**Attachments:** (List of Participants, Presentations, Background Documents)

Brief overview of the event and of the issues addressed in the event

Contribution of the Partner attending the Event

Key messages, outcomes, recommendations





# Annex III – Individual Partner meeting with Stakeholders Report

Date:

Venue:

Meeting with:

**Evidence of the meeting (if any):** (a picture, a signed document, video/audio recording, etc)

Brief overview of the meeting

Main issues discussed during the meeting

Recommendations from the Stakeholder



## Members of the Consortium

Technische Universitaet Dresden (TUD), Germany (coordinator)  
International School for Social and Business Studies (ISSBS), Slovenia  
Mediterranean Universities Union (UNIMED), Italy  
European University of Tirana (UET), Albania  
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University of Shkodra (USHK), Albania  
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University of Elbasan (UNIEL), Albania  
Aleksander Moisiu University of Durres (AMU), Albania

