# inclusion

# INCLUSION

# JOINT DISSEMINTION STRATEGY

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## 1. INTRODUCTION

The project *"INCLUSION"* is a project co-funded by the Erasmus+ programme of the European Commission.

The present document introduces the dissemination strategy as a result of Activity 6.1. *"Develop project dissemination package with strategy and tools"* which aims at ensuring the adequate impact of the project activities with a view of sustainability related objectives. Activity 6.1. is to support project implementation, give visibility to the project actions and disseminate results to the target audiences as effectively as possible, both among partners and within their institutions and outside the consortium.

The objective of this document is to present the dissemination strategy that will be followed, the target groups to be addressed, the different dissemination tools and events. All project partners will be actively involved in the fulfilment of the agreed objectives in this document.

Dissemination represents a key horizontal activity in the implementation of projects funded by the European Commission. Dissemination, according to the European Commission website, is the process *of making the results and deliverables of a project available to the stakeholders and to the wider audience. It is crucial for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.*

The first version of the Visibility and Communication Plan was presented on the Kick off meeting in December 2016 by American University of Armenia and University of Travnik. The document is being updated during project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, updating this document throughout the project's implementation will be an important project activity.

## 2. PROJECT PRESENTATION

**Project name:** Development and Implementation of Social Dimension Strategies in Armenia and Bosnia and Herzegovina through Cross-regional Peer Learning, Yerevan State Acadamy of fine Arts

**Project acronyme:** INCLUSION

**Project number:** (574139-EPP-1-2016-1-AMEPPKA2-CBHE-JP)

**Project duration:** 36 mounths

**Program:** Capacity Building in the field og higher education

**Description:** INCLUSION is a three-year cross-regional joint project under EAC/A04/2015 call and Key Action 2  The wider objective is to mobilize the HE capacity in Armenia and BiH in contributing to the implementation of the social dimension (SD) strategies through capitalizing on knowledge transfer and cross-regional cooperation.

**Specific objectives:**

- Capacity building of HE sector for designing and implementing SD strategies;
- Development of a harmonized approach to the
- implementation of SD strategies in line with
- country specifc objectives;
- Fostering access to/participation in and completion of higher
- education for persons from
- vulnerable/underrepresentedgr oups. The project targets the

- major problems in Armenia and BiH
- related to the promotion of SD strategies through broader
- involvement of HEIs.

**Coordinator:** State Academy of Fine Arts of Armenia (SAFAA)

**Partners:**
*American University of Armenia
*University of Travnik
*University of Tuzla
*NGO Unison (Armenia)
*NGO SMOC (BiH)
*Armenian National Student's Association (ANSA)
*UC Leuven-Limburg
*University of Roehampton
*University of Graz/Austria
*World University Service WUS Austria
*Ministry of Education and Science of the
*Republic of Armenia (MoES)
*Federal Ministry of Education and Science, BiH ( FMNO)
*Ministry of Labour and Social Affairs of RA

## 3. IMPORTANT DEFINITIONS

The dissemination „Inclusion" strategy is oriented to incorporated and inherent in all WPs and activities (many core activities are dissemination oriented). It will ensure that the appropriate and most effective methods of dissemination and communication are used for each target group, considering their special characteristics and needs.

### 3.1.  What is purpose of dissemination?

One of the familiar part of vocabulary within higher education is term „*dissemination*". The purpose of it is to talk about doing it without having a real grasp of what it means, "to disseminate" or what it is we are trying to achieve by doing it. It is helpful to think about dissemination in three different ways: dissemination for awareness, dissemination for understanding, dissemination for action.

### 3.2.  What is dissemination related?

Dissemination is related to:

- *making the results / products of a project visible to others, specially the end-users, the target groups and the key-actors that can implement its use.*
- *making process of promotion and awareness raising that should occur throughout the project. This process should be planned and organized in the beginning of the project through a methodological document (e.g. Dissemination Strategy) that orientates the whole consortium.*
- *making a planned process that should be carefully considered all along project duration and beyond.*
- *To be considered of the basic foundation of a strategy for exploitation and sustainability of the project and/or its results.*

### 3.3.  What is broad dissemination?

That is a question about how the spread information about project. Basically, it is related to about ideas of the projects connected with main dissemination target groups. The broad dissemination generally targets a community in general to spread the information/ideas about a project/idea. Further, it can be said that broad dissemination is part of a wider valorisation strategy which operates from a top down model.

### 3.4. What is academic dissemination?

It is very important to address all include targets groups of the "INCLUSION" project in the process of dissemination, as early and as extensively as possible. It is very important too that academic staff members understand "INCLUSION" dissemination process at the first place, and be prepare and able to implement strategy which will have the highest impact on its various stakeholders, as well include the input and feedback of the target group. Academic dissemination should expand knowledge of inclusive education and its importance.

### 3.5. Types of dissemination

As mentioned at the previous page we have three types of dissemination:

a) _Dissemination for Awareness:_ *(This may be useful for those target audiences that do not require a detailed knowledge of Inclusion process in higher education, but it is helpful for them to be aware of activities and outcomes.)*

b) _Dissemination for Understanding:_ *(In the „INCLUSION" project there are a number of groups/audiences that will need to be target directly with dissemination process. This will be because we believe that they can benefit from what our project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of our project's work.)*

c) _Dissemination for Action: (_ "Action" refers to a change of practice resulting from the adoption of products, materials or approaches offered by Inclusion project. Our gropus will be those people that are in a position to "influence" and "bring about change" within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of Inclusion process in higher education in order to achieve real change.).
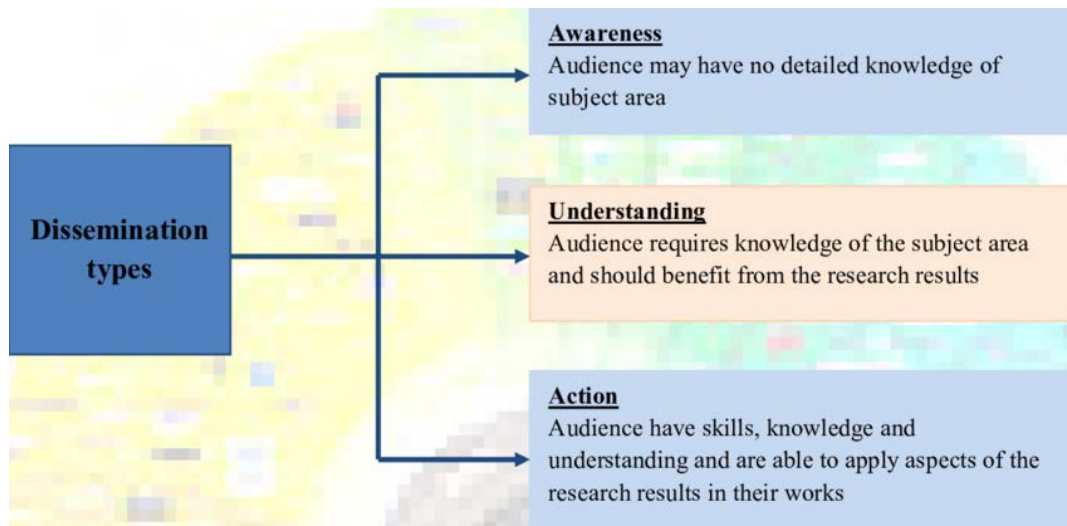
The next Image 1 explains, brief, types of dissemination.

Image 1: Types of Dissemination

*(Source:https://www.researchgate.net/publication/274954633_Disseminating_research_through_technology_ enhancement_for_student_engagement/figures?lo=1)*

## 3.6. What is necessary to disseminate INCLUSION project?

1. **For information:** Intend to inform stakeholders and the general public. The objective of the Dissemination package is to identify and organize the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge from the project.
2. **For awareness:** To build a profile within respective contexts in Armenia and Bosnia and Herzegovina for wider society layers. (One year campaign with press releases, roadshows for principals and high school teachers).
3. **For action:** Intend to provoke changes, debate or movement

4. **For understanding:** Intend to "convince" or avoid resistance to change and to convey the knowledge to specific target groups who are key in supporting and promoting the objectives. (Conferences, roundtables, newsletters, brochures for HE faculty members and administrators, respective Ministries, high school principals, teachers and students, CSOs.)

5. **For Engagement:** Get the community to be involved.

6. *For action:* To equip the key stakeholders with right skills, knowledge to make changes happen. *(Trainings, workshops, guidelines, master plans, reports to be delivered through project web-site…).*

## 4. INCLUSION TARGET GROUPS

Within the INCLUSION Project dissemination model is based on three mentioned major pillars, (awareness, understanding, action). According to it, we can say, dissemination is split into two parts to tailor activities to each target group:

1. To convey the knowledge to the specific target groups,
   - He faculty members and administrations
   - Respective Ministries
   - High school principals and teachers
   - High school students

2. To promote actions,
   - Trainings
   - Workshops
   - Guidelines
   - Master plans
   - Reports

Within those two parts, and three pillows, main goal of the Broad and Academic Dissemination will be to target:

   a) Broad Dissemination: Broad dissemination generally targets a community in general to spread the information/ideas about a project/idea such as Ministries, Other Universities, NGO's, High Schools, Media…

b) Academic Dissemination: as mentioned, addresses the target group as early and as extensively as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project, such as: faculty members, staff members, University departures, students…

All dissemination activities are included in a dissemination plan. This plan is constituted by a activity (Table 1) described dissemination activities into concrete single steps and tasks. It further allocates a timeframe and deadline for performance and completion of the task. More-over the dissemination plan allocates responsible partner organizations (AUA, UNT) to perform specific actions.

This dissemination strategy for INCLUSION project needs to be adapted by the partners to their country-specific context (Armenia and Bosnia and Herzegovina). In order to adapt the Dissemination Strategy, it's important to follow these next steps:

- ✓ *Identify target groups within country's (Armenia and Bosnia and Herzegovina)*
- ✓ *Categorize target groups (internal, external, etc.).*
- ✓ *Get a list of contact information from these groups (see Annex I)*
- ✓ *Identify important characteristics from these actors (interests, possible level of interest on the topic and level of influence-get activity Report, see Annex II).*
- ✓ *Check our analysis and evaluate availability and commitment of selected actors.*
- ✓ *Design strategies in order to increase participation of selected actors and maintain it throughout the whole process.*

After performing these steps it will be easier for each partner, AUT and UNT to reach the targeted audience and final beneficiaries of the project. Dissemination is pursued within all project activities. The table 1 below highlights the major dissemination activities connected with target groups, at the first place, content/topics and ways/ time of the communication process.

Inclusion target groups are divided according to the activity plan as shown in the following Table 1.

| No. | Activity | Target group | What (content, topic) | How | When |
|---|---|---|---|---|---|
| 6.1. | Development of a basic project dissemination package | Administrative staff, Technical staff | Communication Data base List of plan together with partners | Meetings Brainstorming E mails | Year 1 |
| 6.2. | Operationalization of the project web-site | Administrative staff, Technical staff, Other (National, International) | Post news, articles, and all project activities connected to social media and networks | Discussed with project Coordinator and lead partners | 3 years of the projects |
| 6.3. | Realization of the press releases | Teaching staff, Administrative staff, Technical staff, Other (Department/faculty, Institution, Local, Regional, National, International | Organizing press releases Publish press releases | Faculty press room Published: Newsletters Official website of the project Web site (University and faculty) FB page Student newspapers „Grafx"- UNT | M1 (5 major press releases during project) |
| 6.4. | Round tables in PCUs | Teaching staff, Students, Trainers, Administrative staff, Librarians, Other (Department/faculty, Institution, Local, Regional, National, International) | Communication tools article about project, banners ( in order to coordinator), developing ideas with partners.. | E mails, writing, communication with media, brainstorming | M7 |

Table 1: Inclusion target groups according to project activity plan

According to Matrix (LFM) activities include:

- *Dissemination plan*
- *Project website*
- *Press releases*
- *Round Table discussions*
- *Awareness campaign to high school students*
- *Dissemination Reports (interim and final)*
- *Consortium conferences*

## 5. UNIVERSITY ROLES

American University of Armenia (AUA) and University of Travnik (UNT) as a lead partners in the dissemination process will responsible of a basic project dissemination package, the organization of round tables at universities Program Countries (PC), and the preparation of interim and final dissemination reports.

AUA and UNT are expected to deliver/participate:
- *Trainings to high schools*
- *Principals and work on the awareness raising campaigns*
- *Host of workshops and conferences*
- *Coordinator meetings (only AUA)*
- *Participation in capacity-building activities implemented by PC universities*
- *Support of consortium members in management, quality control, sustainability*
- *Reporting*

## 6. *GOALS AND TASKS OF THE DISSEMINATION PLAN*

The objective of the Dissemination Plan by partners AUA and UNT is to identify and organise the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge from the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the project itself to a wide range of existing or potential stakeholders. Special attention will be paid to the transfer of knowledge to other universities and schools through various means of dissemination mechanisms. These will be used to disseminate information about and solicit input into the INCLUSION project work. Contact can be maintained and facilitated by:

**Electronic mailing lists**

Internal Lists: An electronic mailing list (Annex I) will be established for the INCLUSION project aiming to provide a mechanism for internal project communications. Currently this includes members of the project team from each partner site.

External Lists: Although there may be advantages to establishing a new overarching list, AUA and UNT will aim to use existing mailing lists for its external communications.

**Focus Groups**

The INCLUSION proposal mentions the use of focus groups as a mechanism for external communication. Regular focus groups will be organised to solicit input from the wider INCLUSION-wise community.

## Working Groups

Similarly internal project working groups will be used to manage project work and provide and effective mechanism for formative project evaluation. The work of these groups will focus on specific practical issues.

- Developing effective mechanisms for disseminating material

## The worldwide web

In addition to its use of electronic mailing lists, INCLUSION project Coordinator will develop a web presence in cooperation with AUA and UNT. The pages will include:

- ✓ *information about INCLUSION and its activities including contact details, background information, working papers, events (seminars, workshops, conferences) etc.*
- ✓ *instructional materials as discussed above (the web in this respect acts as a principal means of publication);*
- ✓ *frequent news and updates to keep the community informed*

For internal communication, the web site may also be used by INCLUSION as the principal means of distributing administrative, policy, and procedural documents for use by members of INCLUSION. Where necessary, documents and sets of documents may be accommodated on password protected pages and thus made accessible to selected individuals and/or groups.

Next Image 2 explainns tasks and gols of the Dissemination plan.

- LOGO
- Social media (FB, Twitter, Youtube channels, Instagram)
- Brochures, Newsletter, etc.
- TV and newspapers, press realases
- Marketing plan for stakeholders
- E-mail data base

Develpoment plan
- Inside and outside
- IDENTIFICATION
- Key stakeholders
- High schools

Branding materials
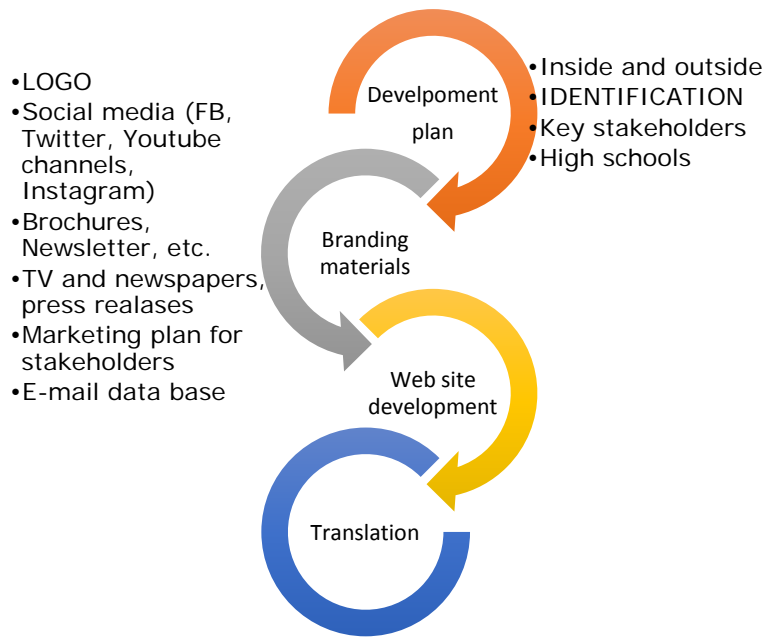
Web site development

Translation

Image 2: Dissemination Tasks

The project developed different materials to create a branding effect in order to be recognised easily.  This package is intended to establish broadcast format, resources for use and support

events of the network in each partner country and abroad.

The mainstream media to be used in INCLUSION is the following:

- Logo
- Website materials
- Promotional materials (Roll up posters, banners, Inclusion flags, etc.)
- Presentation template, ppt
- Social networks promotion (Facebook, Instagram)

The next Table 2 explains outputs, activity and responsible person…

| Output | Activity | Responsible person |
|---|---|---|
| Project web-site | Reviewing of the website TOR | Cooridnator YSAFA Help: AUA, UNT |
| | Articles | |
| | Create project Facebook page (to be created by YSAFA and maintained by AUA) | |
| Press releases | Drafting and translating the press release | AUA, UNT, UNTZ, PROJECT PARTNERS |
| Round tables and Conferences | Designing poster/banner, | AUA, UNT, PARTNERS |
| | nametags, badges | |
| | Agenda, list of participants, materials | |
| | Translation equipment, translator's subcontracting | |
| | Photo/video | |
| Movie/advertisement | Working on the scenario/preparing the ToR (YSAFA to contacting the artists) | YSAFA, HELP UNT, AUA |
| Awareness campaigns to high school students | Design of leaflets/banner, | AUA, UNT, PROJECT PARTNERS |
| National level guidelines for broader dissemination | Design cover page of the guidelines, dissemination through social media | AUA, UNT, YSAFA, UNTZ, PROJECT PARTNERS |
| | | |

*Table 2: Output / Activity of Dissemination plan*

## 7. IDENTITY KIT

**Logo 1:**



**Logo with words 2:**



**Logo 3 _ EU_Erasmus +**



Co-funded by the Erasmus+ Programme of the European Union

**Inclusion official web site:**

www.inclusionerasmus.org

**Facebook page: Inclusion**

**@inclusionerasmus**

## 8. BUDGET

In order to execute these activities each university has a dissemination budget to spend, which falls under the category of "staff costs" and "subcontracting costs" within the project. Each partner will be paid up to a maximum that is described in budget.

In order to ensure the quality of dissemination, AUA and UNT will take part in their own participation, co-financing, through the design and printing of the material, where necessary.

The coordinator of the project (Yerevan State Academy of Fine Arts, inclusi.mngt@gmail.com), is responsible for all issues related to budget spending, acoording to Project budget and Guidelins of the Use of the Grant.

Annex 1: Dissemination Database

| | Organisation | Contact person | Email | Country | Language |
|---|---|---|---|---|---|
| **INCLUSION - Mailing list** | | | | | |
| **1** | | | | | |
| **2** | | | | | |
| **3** | | | | | |
| **4** | | | | | |
| **5** | | | | | |
| **6** | | | | | |
| **7** | | | | | |
| **8** | | | | | |
| **9** | | | | | |
| **10** | | | | | |
| **11** | | | | | |
| **12** | | | | | |

Annex 2: Dissemination Activity Report

| **Institution:** | | | | | |
|---|---|---|---|---|---|
| **INCLUSION Erasmus + - Dissemination activities report** | | | | | |
| **Who (Partner's name)** | **When** (dd/mm/yyyy) | **Where** (venue/city) | **What** (description of activity) | **To Whom** (target audience – no. of people & list of participants) | **Reporting material** (leaflets, website, newsletter, etc.) |
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