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INCLUSION JOINT DISSEMINATION STRATEGY

*Prepared by: University of Travník and
American University of Armenia*

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



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INTRODUCTION

The project “**INCLUSION**” is a project funded by the Erasmus+ programme of the European Commission.

The present document introduces the dissemination strategy as a result of Work package 6 on Dissemination and Exploitation. “**Develop project dissemination package with strategy and tools**” 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.

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.



PROJECT PRESENTATION

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

Project acronym: INCLUSION

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

Project duration: 36 months

Program: Capacity Building in the field of 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 specific objectives;

- Fostering access to/participation in and completion of higher
- education for persons from
- vulnerable/underrepresented groups. The project targets the
- major problems in Armenia and BiH
- related to the promotion of SD strategies through broader
- involvement of HEIs.

Coordinator: Yerevan State Academy of Fine Arts

Partners:

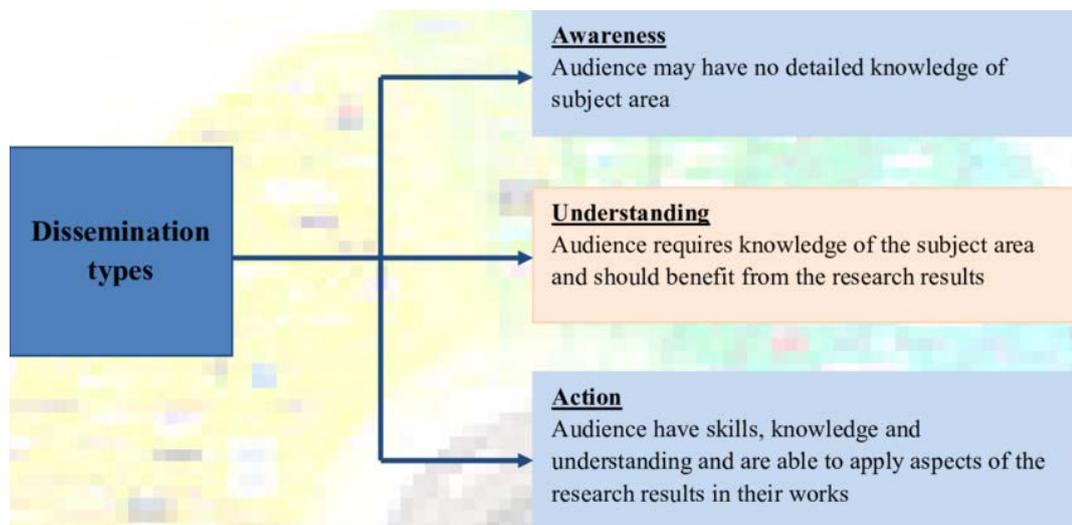
- *American University of Armenia
- *University of Travnik
- *University of Tuzla
- *NGO Unison (Armenia)
- *NGO SMOC (BiH)
- *Armenian National Student's Association (ANSA)
- *UC Leuven-Limburg
- *University of Roehampton
- *University of Graz/Austria
- *World University Service WUS Austria
- *Ministry 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



Types of dissemination

We have three types of dissemination:

- a) Dissemination for Awareness: (This is useful for the 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 groups at universities 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.)



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



INCLUSION project dissemination aim

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.
3. **For action:** Intend to provoke changes and debates.
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...*).

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,
 - The 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 pillars, main goal of the Broad and Academic Dissemination will be to target:

- a) **Broad Dissemination:** Broad dissemination targets a community in general to spread the information/ideas about a project/idea such as Ministries, all local Universities, NGO's, High Schools, Media, social media.
- b) **Academic Dissemination:** 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 departments, 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. Moreover 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 articles, 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 Newsletters Official website Web site (University and faculty) FB page Student newspapers „Grafx“- UNT, “Newsroom”, “Insider”- AUA	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, communication with media, brainstorming	M7





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*

UNIVERSITY ROLES

American University of Armenia (AUA) and University of Travnik (UNT) as a lead partners in the dissemination process will be responsible for 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*

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:



Focus Groups

The INCLUSION proposal mentions the use of focus groups as a mechanism for external communication. Focus groups for each workshop and round table discussion 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 an 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

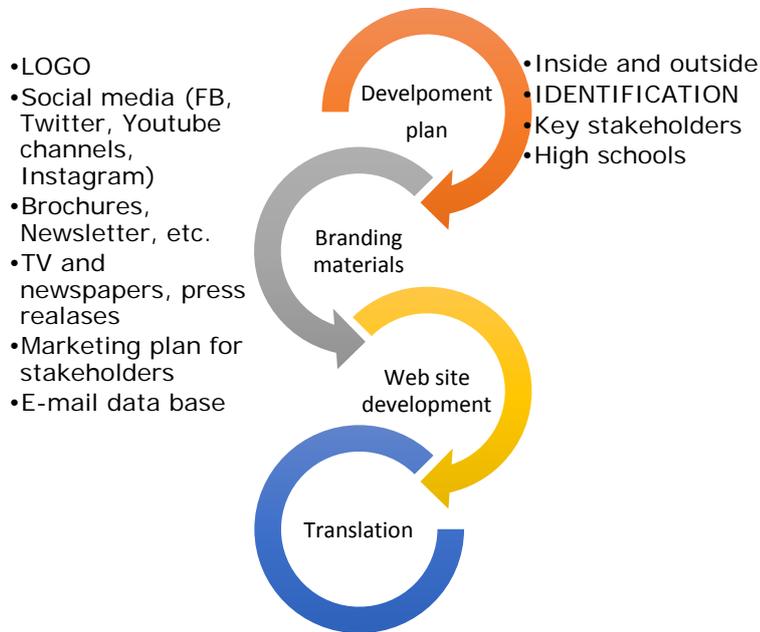
In addition to its use of electronic mailing lists, INCLUSION project Coordinator will develop a web presence in cooperation with AUA and UNT. The pages will include:

- ✓ *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.



Tasks and goals of the Dissemination plan



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)



Methods of Dissemination of all Conferences

- **Project website** A project website is one of the most versatile dissemination tools. It contains information for different audiences through a regular update and engagement of public at large. It is functional and updated.
- **Conference Banner** Banner in printed form handed out at conferences. Digital version (e.g. PDF file) is used to provide visibility, will be presented in every conference.
- **Team meetings/
working groups** Team/Programme meetings as excellent opportunity for the project to present, discuss common issues, and get feedback on its work
- **Newsletter** Newsletter is prepared and posted in the website
- **Workshops/trainings** Workshops, as small interactive events, to held to achieve a specific objective.
- **Online Reports and
other documents** Reports and other materials on specific topics are posted on project website so they are accessible to a wide audience (e.g. guidelines, masterplans, toolkits, questionnaires, etc.)





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



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



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, according to Project budget and Guidelines of the Use of the Grant.



TIMELINE OF ACTIVITIES

Year 2016

Place	Date	Topic	Target group
AUA	December	Kick off	Armenia and BiH HEIs, EU partners (management boards, quality units, ICOs, administrative and academic staff)

Year 2017

AUA	May	Site visits by European partners to PCUs to verify the fact-finding results	Armenia and BiH HEIs, (management boards, quality units, ICOs, administrative and academic staff, students from vulnerable and underrepresented groups)
AUA	June	Training on designing and implementation of social dimension strategies based on the fact-finding results	Armenia and BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff; students from vulnerable and underrepresented groups)
UCLL	November	Workshop on master plan and institutional mechanisms development	Armenia and BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)



Year 2018

UoR	March	Study visits to twinning partner (EU HEI)	Armenia HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)
UCLL	March	Study visits to twinning partner (EU HEI)	BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)
UNT	May	1st Conference on the achievements and lessons learnt in BiH	Armenia and BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)
AUA	June	Round table	Armenia HEIs, (management boards, quality units, ICOs, administrative and academic staff) and high school teachers and principals, students from vulnerable and underrepresented groups, INGOs, line ministries, local specialised NGOs, Human Rights Defender's Office

Year 2019

Place	Date	Topic	Target
AUA	April	Round tables in PCUs	Armenia and BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)
AUA	September	2nd (final) consortium conference in Yerevan on overall achievements	Armenia and BiH HEIs, EU Partners (management boards, quality units, ICOs, administrative and academic staff)



