

Dissemination strategy

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v.03	09/03/2018	Third draft version	Francesca Magrefi (UNIBO)
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Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project BUGI as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package 5. Its objective is to underline the activities designed to raise the awareness of specific and general audience to the results and impact of the BUGI project as an EU funded project. The document covers the written and visual identity of the project, and offers an overview of the tools designed to develop sound dissemination activities. The Dissemination plan is elaborated in conformity with the BUGI project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.

INTRODUCTION

Short background on the project

Western Balkans Urban Agriculture Initiatives-BUGI (586304-EPP-1-2017-1-BA-EPPKA2-CBHE-JP) is an ERASMUS+ Capacity Building project in the field of Higher Education, funded by the European Commission in 2017 and running until 14.10.2020. The project aims to develop new Urban Agriculture master study curriculum and Lifelong learning (LLL) program in 3 Western Balkans (WB) countries: Bosnia and Herzegovina, Montenegro and Kosovo.

The new curriculum will be competence-based and interdisciplinary and will be built taking into consideration national strategies as well as farmers and entrepreneurial sector needs; it will foster higher education institutions (HEIs) internationalization, provide learning flexibility and mobility and promote transfer of knowledge, skills and technologies among partner universities.

The overall aim of the project is to increase capacities, sustainability, visibility and attractiveness of Western Balkans HEIs diversifying employment opportunities and social inclusiveness. The project will thus contribute to students/trainees employability, develop new networks and contribute to development of alternative food supply chains for farmers and conduct campaigns targeting important stakeholders. Project outcomes will promote enhancement of urban sustainability and green economy development in WB countries also focusing on the entrepreneurial sector.

Project Consortium

The BUGI project is composed of 8 partners representing 3 EU member states (Slovenia, Italy and Germany) and 3 Western Balkans states (Bosnia and Herzegovina, Montenegro and Kosovo).

Table 1. BUGI consortium

Bosnia Herzegovina BA	<ul style="list-style-type: none"> •University of Sarajevo (UNSA) -Coordinator •University Dzemal Bijedic of Mostar (UNMO)
Montenegro ME	<ul style="list-style-type: none"> •University of Donja Gorica (UDG)
Kosovo XK	<ul style="list-style-type: none"> •University of Prishtina (UP) •University Haxhi Zeka (UHZ)
Italy	<ul style="list-style-type: none"> •University of Bologna (UNIBO)
Germany	<ul style="list-style-type: none"> •South Westfalia University of Applied Science (SWUAS)
Slovenia	<ul style="list-style-type: none"> •University of Ljubljana (UL)

Work packages

WP1. Needs analysis

WP2. Curriculum modules and LLL center programs development

WP3. Developing capacities and facilities

WP4. Quality assurance and monitoring

WP5. Dissemination and exploitation

WP6. Project management

WP5 structure

Dissemination and exploitation activities will ensure visibility of the project activities, outcomes, achievements, and regular information dissemination to specific and general public, enhancing communication with target groups. Project planned activities/tasks and their outcomes are presented in Table 2.

Table 2. WP5 Deliverables/results/outcomes

No	Title	Type	Due date
5.1.	Dissemination Strategy	Report	15.02.2018
5.2.	Project web site and social media channels	Service/product	14.10.2020
5.3.	Green Entrepreneurship	Service/product	14.10.2020
5.4.	Distance learning platform	Service/product	14.10.2020
5.5.	Project promotional materials	Service/product	01.05.2018
5.6.	Scientific contributions	Service/product	First: 15.07.2018 Second: 15.07.2020
5.7.	Info days, open door day and UA conference	Event	Info days: 15.09.2018 01.07.2018 15.01.2020 open door: 01.07.2020 UA conference: 01.09.2020
5.8.	Interim and final report on dissemination and exploitation	Report	First: 15.04.2019 Second: 01.10.2020

To enhance BUGI Project results dissemination each consortium member has appointed a person responsible for WP5 activities, as presented in Table 3.

WP program country coordinator (University of Ljubljana) role is monitoring and evaluation of the Green Entrepreneurship tools from different perspectives (economical, social, etc,) while partner HEI co-lead organization (University of Sarajevo) responsibility is development and maintenance of promotional material, website, and other project products in partner country languages (BHS, MNE and XK).

Table 3. List of nominated persons.

WP5 Leader		
Nominee's Full Name	HEI	Contact e-mail and phone
Ana Slatnar	UL	ana.slatnar@bf.uni-lj.si +386 1 320 3112
WP5 Vice-Leader		
Nominee's Full Name	HEI	Contact e-mail and phone
Alisa Hadžiabulić	UNMO	alisa.hadziabulic@unmo.ba
Mirza Uzunović	UNSA	m.uzunovic@ppf.unsa.ba +387 61 196 910
Representative in WP5		
Nominee's Full Name	HEI	Contact e-mail and phone
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Bernd Pölling	SWUAS	poelling.bernd@fh-swf.de +49 2921 378 3225

Dissemination objectives

The general objective of the dissemination plan is governed by the need to support the project sustainability and outcomes visibility and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions not directly involved in the project in order to inform/educate, share the results, best practices, lessons learned and possibly contribute to the development of urban agriculture (UA) development in a broader institutional, national, regional and international context;
- Gaining support from HEIs management and political decision - makers as to facilitate the necessary institutional support, generate potential positive decision concerning project's sustainability, UA, green economy, urban resilience, and urban biodiversity;
- Gaining acceptance and interest from the direct users/target groups (students/trainees/HEI staff) for new curricula during the project lifetime and after the project end and/or to potentially support the project's sustainability.

In addition to the present Dissemination Strategy, the project dissemination activities will be guided by major reference documents:

- The Grant Agreement
- Guidelines for the Use of the Grant
- Partnership Agreement
- Quality Performance Framework
- BUGI Project Management Procedures

Dissemination strategy

The dissemination strategy is part of the overall project implementation plan. It explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

- The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include: design of BUGI project brand (logo, style sheet, etc.);
- Production and distribution of promotion materials (flyers, posters, brochures, etc.);

- Organization and participation in relevant events (workshops, info days, open door days, meetings, etc.);
- Exploitation of media resources (web portals etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects and organizations to extend the scope of dissemination results;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Strategy as needed.

The dissemination plan shall be based on the stakeholders and beneficiaries analysis presented in BUGI project application, and others if consortium finds them important for the successes of project implementation and sustainability.

A stakeholder is anyone who has a vested interest in the project;

- **HEIs** outside consortium and faculties (agriculture, economics, applied science, social science, architecture, etc.);
- **Students** in agriculture, economics, applied sciences, etc. and their associations and unions;
- **General public** regarding urban issues (urban biodiversity, ecology, food safety and health issues, etc.);
- **Public decision making bodies** regarding new strategies development (agriculture, etc.);
- **National and international organizations** (networking, information and collaborations, etc.);
- **Local public decision making bodies** (departments for urban planning, agriculture, ecology, etc.);
- **Entrepreneurial sector** (SMEs, farmers unions, farmers, start-up companies, etc.);
- **Beneficiaries** whom are required to provide inputs in the form on WP1 “needs analysis” and will be affected by project outcomes;

Stakeholders should be identified, listed, and assessed in term of their interest in the project, inputs/information provided and importance for the success, dissemination and sustainability.

Dissemination methodology

In order for the project to efficiently communicate with the project beneficiaries and interested stakeholders, a defined dissemination methodology shall be followed. Thus, all dissemination should have a purpose, and support or inform on the project developments. The BUGI dissemination activities shall be sustained by the following key points:

- Raise awareness – let others know what are we doing;
- Inform – educate the beneficiaries and the general public;

- Engage – get input/ feedback from the project partners and the general public, and motivate potential beneficiaries to take part in project;
- Promote – advertise the project outputs and results;
- Make sustainable – ensure that the effects/products will be sustained after the project implementation.

To ensure understanding and assimilation of disseminated information, the language issue shall be considered.

For WB partners, tools and promotional materials shall be translated from English (consortium official language) to country specific languages: Bosnia and Herzegovina-BHS, Montenegro-Montenegrin and Kosovo-Albanian.

Dissemination activities should use language that is non-technical and understandable for the target audience. Stakeholders need to know what has been achieved and why it is important. The same messages can be used for dissemination to different audiences, but the language should be adapted for each audience.

Dissemination action plan

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

- Activities need to be timely;
- Information used must be accurate;
- Activities should be coordinated closely with all project partners;
- The right audience(s) should be targeted;
- Messages should be designed as to answer the interests of the target audience(s);
- Activities should be appropriate in terms of resources spent and expected impact.

The timeframe for dissemination activities implementation is reflected in Table 2. WP5 Deliverables/results/outcomes. Financial structure for subcontracting and equipment for WP5 is presented in Table 4. The Activity Plan and the partners' responsibilities are presented in Table 5, respectively. The table is also highlighting the nature of the deliverables and success indicators. For quality assessment of the dissemination activities the Quality Performance Framework should be considered.

The dissemination plan for any particular dissemination action should seek to maximize synergies with the project dissemination strategy, be in line with the Project planned activities and supportive to the fulfilment of the overall objective of the project.

Table 4. WP5 subcontracting costs

Partner	Type and specifications of item	Cost (EUR)
UNSA	Production, printing and publishing of diverse promotional material (flyers, leaflets, brochures, ect), Bosnia version	1.500,00
UDG	Production, printing and publishing of diverse promotional material (flyers, leaflets, brochures, ect), Montenegro version	1.500,00
UP	Production, printing and publishing of diverse promotional material (flyers, leaflets, brochures, ect), Kosovo version	1.500,00
UNSA	National info day logistics costs	1.000,00
UNMO	National info day logistics costs	1.000,00
UDG	National info day logistics costs	1.000,00
UP	National info day logistics costs	1.000,00
UHZ	National info day logistics costs	1.000,00
UNSA	Open door day logistics costs	1.500,00
UNMO	Open door day logistics costs	1.500,00
UDG	Open door day logistics costs	1.500,00
UP	Open door day logistics costs	1.500,00
UHZ	Open door day logistics costs	1.500,00
UNSA	Web hosting	93,00
UNSA	Google adds for web sites and application advertisement	750,00
UNSA	Developing Green Entrepreneurship software and application for farmers	10.000,00
UNSA	UA International conference logistics	2.250,00

Dissemination tools and channels

BUGI project brand

BUGI Project logo, style sheet and PowerPoint templates have been designed. BUGI project brand inventory can be found at BUGI Project web Site www.bugi.unsa.ba. To download original, editable formats please go to http://bugi.unsa.ba/sdm_downloads/bugi-project-brand/, or at the BUGI Project web Site in PMP menu. For password please contact Co-leader at UNSA.

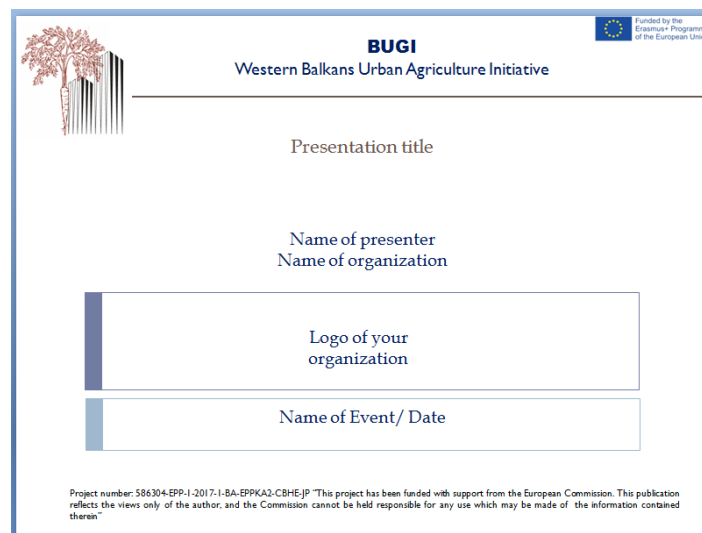
To download print ready flyers, posters, brochures, etc. please go to <http://bugi.unsa.ba/mdocuments-library/?mdocs-cat=mdocs-cat-45&mdocs-att=Documents>, or at the BUGI Project web Site in Documents menu, WP5, 5.5. Project promotional materials.



Picture 1. BUGI Project logo full version.



Picture 2. BUGI Project logo small version.



BUGI
Western Balkans Urban Agriculture Initiative

Presentation title

Name of presenter
Name of organization

Logo of your organization

Name of Event/ Date

Project number: 586304-EPP-1-2017-1-BA-EPPKA2-CBHE-JP "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"

Picture 3. BUGI Project Power Point presentation template.

Publications

Publications presenting UA, BUGI project and describing its objectives and results is the most common channel to disseminate project results. Different types of publications, with project signs, should be used to increase the visibility of the project. The language of the publication should be appropriate for the targeted audience and translated to the partner countries official languages.

- One general informative brochure regarding UA and community supported agriculture (CSA) with BUGI project information will be created in partner HEIs languages. Brochure should be used during surveys, meetings, info days, open door days and other events.
- One brochure for master study and LLL programs including project information will be created in partner HEIs languages. Brochure should be used during meetings, last info day's event, open door days and during meeting/communications with students, students unions, HEIs management, etc.
- One poster-invitation for info days, open door events, etc. will be created in partner HEIs languages. Poster shall be placed on visual public, spaces such as campus, faculties' info board, public promotional sites, supermarkets, shops/restaurants of organic and traditional food fairs, etc.
- Two scientific articles will be published in peer reviewed journals.

Events

Info days, open door days, UA conferences and workshops planned within BUGI project, will ensure that the project has a high profile, that the community learns from its achievements, and that the outputs are embedded and taken up. They also offer the advantage that communication can go in both directions: members of the target community will be (where possible) invited to contribute ideas and brainstorm about ways to make use of the project results. Thinking early in the project about the use of results will maximize the impact of dissemination and the sustainability of its outputs.

During the events, project promotional materials shall be distributed to participants. When appropriate, partners will collaborate with WP4 (Quality Plan) team and distribute and collect evaluation questionnaires.

Collaborative events organized by other partners, projects and networks on project related issues, outside BUGI planned activities shall be taken into consideration to disseminate the project results.

Web Site and Social Networks

The Social Networks and partners web sites/pages shall be used to disseminate BUGI project results and to increase the number of the targeted audience.

Web site to explain the project aims and objectives and to disseminate information about project activities and results has been designed and is available at: www.bugi.unsa.ba. As a dissemination channel, the Web site shall, whenever possible, advertise products created by the project, journal articles, publications, and presentations at conferences.

The project web site shall also be the main platform for the networking between universities and business and other interested stakeholders. It is important to think of what would interest and engage the people from different backgrounds and find the way to attract visitors, e.g. reports, designs, models, evaluation criteria, guidelines, questionnaires, etc. In order to ensure the web portal visibility, some rules should be followed:

- make the web site attractive and easy to use, with intuitive navigation;
- keep the web site up to date;
- submit the web site to key search engines so it gets lots of traffic;
- ask as many web portals as possible with similar content to link to the project web portal.

Outside traditional Erasmus + project web sites, BUGI Project web site shall include additional menus:

- blog menu, for interviews, discussions, etc.;
- tutorials menu, with practical information to enhance UA development at WB;
- other projects menu, including link and information about similar projects and web content which can enhance UA development at WB;
- Green Entrepreneurship menu, to promote green economy and short food supply chains at local and regional level. Once the Green Entrepreneurship e-portal and application is developed, BUGI Project web site will include the link to e-portal.

Besides web site, [Urban-agriculture-BUGI](#) (@bugiproject) BUGI Project Facebook page is created as well as [Urban-agriculture-WB-BUGI](#) Facebook group are created.

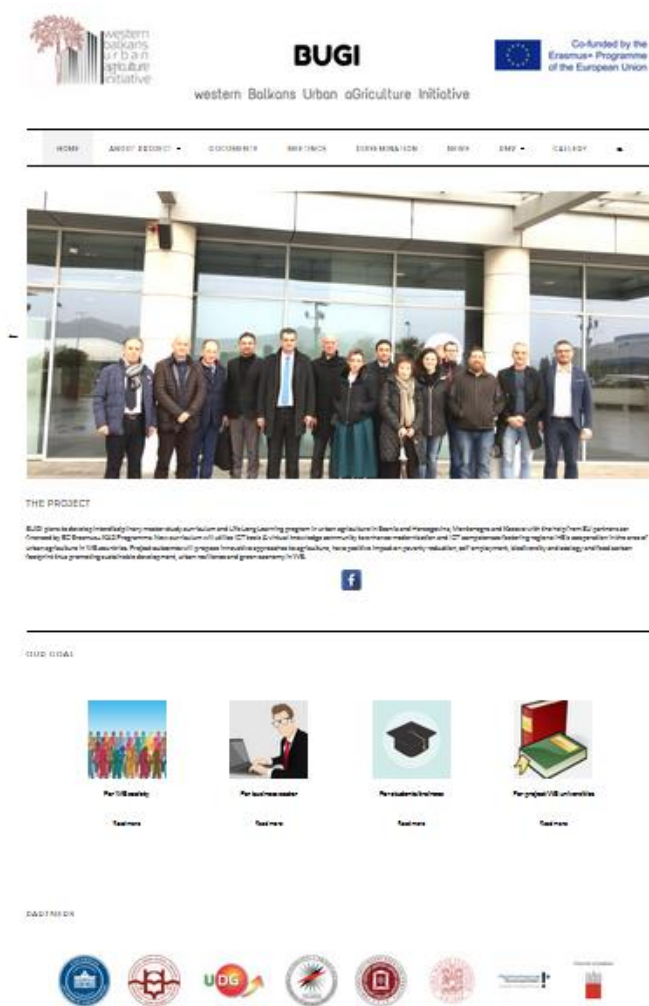
When appropriate, web site content will be translated and published on BUGI Project Facebook profile.

When appropriate, consortium partners shall publish a link to BUGI Project web site on their HEI/Faculty official web site.

BUGI Project web site is administrated by Project Coordinator. All information and content to be published will be sent to WP5 co-leader at UNSA.



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Picture 4. BUGI Project web Site.



Picture 5. BUGI Project Facebook page

Green entrepreneurship and Distance learning platform

Green entrepreneurship e-portal and application will work as virtual association of UA farmers as well as other farmers in region. Green entrepreneurship e-portal will be linked to the official project web site as well as partners HEIs web sites.

Distance learning as an open-source learning platform will be linked to the official project web site as well as partners HEIs web sites. All partner HEIs will use the same platform. Additionally project proposed/developed teaching materials (books, scripts, tutorials) published as open educational resources (OER) will be placed on platform.

Electronic mail

Electronic mail is a direct, fast and easy channel for communicating with any audience. Nevertheless, the problem with the e-mails is that if not properly composed and configured the mails will get misidentified as spam. Electronic mail could be used to target specific international audience (NGOs, UA organizations, etc.) to inform, raise awareness and seek inputs for BUGI Project. When using electronic mail, among relevant content, project staff shall include BUGI Project Brand products (logo, etc.), web site and Facebook page links as well as other dissemination tools if appropriate.

Dissemination Activity Assessment and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP5 Leader and Co-leader for further processing. The dissemination related information is analysed by the WP5 Leader and co-leader in order to document project dissemination progress. The findings of the assessment exercise shall be used for further improvement of the dissemination materials and activities.

A template for reporting the dissemination actions is provided in Annex 1. The first reporting, synthesizing the results of all dissemination and exploitation activities, will cover the first 18 months of the project, and final at the end of the Project. Each project partner shall submit information on dissemination activities, according to WP work progress, using the reporting form as provided in Annex 1. By the end of WP work, the WP5 Leader and Co-leader will collect and compile the information on the dissemination events and will share it among Quality Assurance Committee, Steering Committee, project partners and other interested stockholders.

Table 5. Activity Plan

Project activity	Type of activity	Dissemination activity (tools)	Target group	Responsible partners
1.1 Survey guide	- Report	- Web site - Publication	- Internal	All partners
1.2 Regional and EU action plans and strategies report	- Report	- Web Site - Publication	- Internal - Entrepreneurial sector - HEIs	All partners
1.3 Farms models in region	- Surveys	- Web Site - Brochures	- Entrepreneurial sector - Local public decision making bodies - HEIs	Partner countries
1.4 Food supply chains analysis	- Surveys	- Web Site - Brochures	- Entrepreneurial sector	Partner countries
1.5 Consumers preferences surveys	- Surveys	- Web Site - Brochures	- General public	Partner countries
1.6 City-adjusted farm strategies in B&H, MN and XK	- Report	- Web Site - Publication - Scientific paper	- Entrepreneurial sector - Public decision making bodies - HEIs - National and international organizations	All partners
1.7 Partners HEIs infrastructure and teacher's assessments	- Questioners - Report	- Presentation - Publication	- Internal - HEIs	Partner countries
2.1 Curriculum draft	- Report	- Presentation - Publication	- Internal - HEIs	All partners
2.2 Learning projects design guide for teachers	- Training material - Report	- Presentations - Publication - Web Site	- Teaching staff - HEIs Management	Partner countries
2.3 Skills and competence evaluation guide	- Training material - Report	- Presentations - Publication - Web Site	- Teaching staff - Administrative staff - Students/Trainees - HEIs Management	Partner countries
2.4 Master study and LLL program elaborate	- Teaching material - Report	- Web Site - Web sites of the partners HEIs - Publication	- Teaching staff - Administrative staff - Students/Trainees - HEIs Management	All partners
2.5 Module Placement Guide	- Report	- Web Site - Publication	- Teaching staff - Administrative staff - Students/Trainees - HEIs Management	All partners
2.6 Diploma supplement (DP)	- Report	- Publication	- Teaching staff - Administrative staff	All partners

			- Students/Trainees - HEIs Management	
2.7 Multilateral inter-institutional agreement	- Report	- Web sites of the partners HEIs - Web Site - Publication	- International offices - Teaching staff - Administrative staff - Students/Trainees - HEIs Management	Partner countries
3.1 Infrastructure and teachings staff assessment	- Report	- Web Site - Publication	- Teaching staff - Administrative staff - HEIs Management	Partner countries
3.2 Study visits and trainings	- Training material - Event - Report	- Workshop - Presentations - Web Site - Web sites of the partners	- Teaching staff	All partners
3.3 PBL and EL in competence based learning workshop	- Training material - Event - Report	- Workshop - Presentations - Web Site - Web sites of the partners	- Teaching staff	All partners
3.4 Distance learning guide, manual and workshop	- Training material - Event - Report	- Workshop - Presentations - Web Site - Web sites of the partners	- Teaching staff - Students/Trainees	All partners
3.5 Development of teaching/training tools	- Training/teaching material - Report - Service/product	- Web site of the project - Web sites of the partners - Press releases - Publication	- Teaching staff - Students/Trainees	All partners
3.6 Purchase and installation of equipment	- Training/teaching material - Report - Service/product	- Web Site of the project - Web sites of the partners - Press releases	- Teaching staff - Students/Trainees	Partner countries
3.7 Curriculum accreditation	- Event - Report - Service/product	- Web Site of the project - Web sites of the partners - Press releases	- Administrative staff - HEIs management	Partner countries
3.8 Curriculum implementation	- Event	- Web Site of the project - Web sites of the partners - Press releases	- Teaching staff - Students/Trainees - Administrative staff - HEIs management - Students/Trainees	All partners
4.1 Quality performance framework	- Report	- Web Site - Report	- Internal	All partners
4.2 WPs quality evaluations and QAC	- Report	- Web Site	- Internal	All partners

functioning	- Questioners	- Report	- HEIs management	
4.3 Evaluation questioners	- Report - Questioner - Survey	- Web Site - Report - Presentation	- Teaching staff - Administrative staff - Students/Trainees - HEIs management - Internal	All partners
4.4 Evaluation reports	- Report	- Web Site - Report	- HEIs management - Internal	All partners
4.5 External evaluations and costs verification	- Event - Report	- Web Site - Web sites of the partners - Report	- HEIs management - Internal	All partners
4.6 Evaluation of curriculum and teaching tools	- Report - Service/ product	- Web Site - Presentation	- Teaching staff - Administrative staff - Students/trainees - HEIs management - Internal	Partner countries
5.1 Dissemination Strategy	- Report	- Web Site	- HEIs management - Internal	All partners
5.2 Project web site and social media channels	- Service/ product	Web Site	- Teaching staff - Administrative staff - Students/trainees - Wider community - Local and national public decision making bodies - HEIs management - Internal	All partners
5.3 Green Entrepreneurship	- Service/ product	- Web Site	- Students/trainees - Wider community - Entrepreneurial sector	Partner countries
5.4 Distance learning platform	- Service/ product	- Web Site - Partners web site	- Students/trainees - Teaching staff - Administrative staff - HEIs management	Partner countries
5.5 Project promotional materials	- Report - Service/ product	- Web Site - Publication	- Teaching staff - Administrative staff - Students/trainees - Wider community - Entrepreneurial sector - HEIs management - Local and national public decision making bodies	Partner countries
5.6 Scientific contributions	- Report	- Web Site - Publication	- Teaching staff - Specific audience	All partners
5.7 Info days, open door day and UA conference	- Event - Report	- Publication - Presentation	- Teaching staff - Administrative staff	All partners

		<ul style="list-style-type: none"> - Web Site - Web sites of the partners - Press releases 	<ul style="list-style-type: none"> - Students/trainees - Wider community - Entrepreneurial sector - Local and national public decision making bodies 	
5.8 Interim and final report on dissemination and exploitation	- Report	- Web Site	<ul style="list-style-type: none"> - Internal - Teaching staff - Administrative staff - Students/trainees - Wider community - Entrepreneurial sector - Local and national public decision making bodies - HEIs management 	All partners
6.1 Project management procedures	- Report	- Web Site	<ul style="list-style-type: none"> - Teaching staff - Administrative staff 	All partners
6.2 Regular meetings	<ul style="list-style-type: none"> - Event - Report 	<ul style="list-style-type: none"> - Meeting - Presentation - Web Site 	<ul style="list-style-type: none"> - Teaching staff - Administrative staff 	All partners
6.3 Management and report on the project activities			<ul style="list-style-type: none"> - Teaching staff - Administrative staff 	All partners
6.4 Project finance and administration			<ul style="list-style-type: none"> - Teaching staff - Administrative staff 	All partners

Annex 1

Dissemination report template

Field	Details (to be filled by partner(s))
Partner(s) responsible	
Title	
Date of dissemination	
Short description of work performed (2-3 sentences about the dissemination)	
Type of dissemination action (1)	
Target Audience (2)	
Size of audience	
Benefits for project (2-3 sentences)	
Relevance to specific work in BUGI (WP, task, overall objectives, etc)	
Comments/feedback from target Audience	

List of published scientific publications report template

Title of the publication	Authors	Title of the periodical	Publisher	Place	Year	Relevant pages