

BUGI Project: Dissemination Strategy

Kick-off Meeting of the Erasmus+ project

586304-EPP-1-2017-BA-EPPKA2-CBHE-JP

Donja Gorica, Montenegro

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WP 5

- To ensure visibility of the project activities, outcomes, achievements, and regular information
- dissemination for specific and general public, enhancing communication with target groups
- Dissemination Strategy to be developed,
- logo, website with on-line database, Distance learning platform, Green Entrepreneurship E portal and android application,
- utilizing all available Internet communication channels: project websites, project social media pages and networks,
- UL coordinator will be involve in monitoring and evaluating the Green Entrepreneurship tool from different perspectives (economical, social, etc)
- UNSA/UNMO co lead organization and will be responsible for developing and maintaining promotional material, website, and other project products in partner country languages.
- WP team will establish strategies and methodologies which will ensure ongoing contacts with specific public-potential beneficiaries and stakeholders: SMEs, farmers unions, Start-ups organizations, NGOs, HEIs and academic staff, similar UA projects and professionals (at the international level).
- WP team will design campaigns for general public which will educate and raise awareness about UA principles and benefits but in the same time reach out to potential beneficiaries.

WP 5 II

- To reach students, public campaigns will be organized in partners HEIs campus,
- At the end of the project open door event at partner HEIs will present project outcomes. Public decision makers will be invited to open door event. City-adjusted farm strategies will be presented to local authorities,
- To reach urban population social medias, printed posters, flyers, open door events will be used,
- UA international conference will be organized to reach important international UA stakeholders,
- Project will deliver papers to relevant international conferences or scientific journals on project implementation and achieved results,
- Curriculum and LLL programs, based on analysis of current and future needs, will significantly contribute to the project sustainability and exploitations and students/trainees employability,

Dissemination Strategy

- includes background analysis and definition of goals, objectives, expected results and their timeline.
- Deadline: December 31, 2017! New deadline: February 15, 2017
- This strategy will define key messages to be delivered to audience and stakeholders:
 - Project beneficiaries (SMEs, farmers unions, farmers, start-up companies and start-up organizations, students, migrants, urban unemployed youth and urban poor, etc)
 - Potential partners (national and international partners who can contribute to project development).
 - Potential public decision making bodies such as miniseries for physical/urban planning, agriculture, environment protection, municipality department dealing with physical planning, institutes dealing with physical planning, agriculture etc.
 - start with informing the staff from consortium HEIs, associated partners, students, and general public about the activities and goals of the project.