



DEVELOPMENT OF DISSEMINATION PLAN

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1. EXECUTIVE SUMMARY

The current Dissemination Plan (DP) of the SMARTT project provides a structured framework and guidelines for all dissemination activities to be undertaken throughout the project. It presents a comprehensive set of instructions and meticulous guidelines that must be strictly followed by all project partners when conducting dissemination efforts. The plan incorporates a variety of appropriate tools that will be utilized to effectively achieve the project's dissemination objectives. Furthermore, it includes a timeline that has been carefully designed to ensure consistent adherence to the planned dissemination activities. It is important to emphasize that this plan is a dynamic document that can be revised and adapted as necessary to seize any opportunities that arise during the project's duration.

2. ABOUT SMARTT

SMARTT, an innovative and ambitious project of the CIVIS Alliance, is funded under the Erasmus+ call: ERASMUS-EDU-2022-POL-EXP-HE - EU Degree "Pilot a joint European degree label." The project is co-funded by the European Union and serves as a significant milestone in the development of European joint degree labels. These labels are a central strategic priority for CIVIS and contribute significantly to the overall vision of the EU's European Universities Initiative. The project aims to promote the future of European joint degrees. The SMARTT project will significantly advance CIVIS in designing and implementing joint European label degrees, which are fundamental to the future joint degree system. The outcomes will further enhance CIVIS's capacity to develop robust and recognized degrees across its member universities, offering students exciting new opportunities for international studies and fostering closer cooperation among academics and professional staff. Moreover, this project will serve as a testbed for other actors in higher education, enhancing the transferability of criteria for delivering a European Degree label. This is expected to increase the visibility, attractiveness, and reputation of joint programs offered by European university alliances and other groups of higher education institutions (HEIs) in Europe. The SMARTT project includes beneficiaries that are all members of the CIVIS Alliance, including Higher Education Institutions (HEIs), as well as associated organizations such as agencies, ministries, institutions, NGOs, and student networks. The participating entities are detailed as follows.

BENEFICIARIES

1. Universidad Autónoma de Madrid (UAM)
2. Aix-Marseille Université (AMU)
3. Université libre de Bruxelles (ULB)
4. Sapienza Università di Roma (SUR)
5. National and Kapodistrian University of Athens (NKUA)
6. University of Bucharest (UB)
7. Stockholm University (SU)
8. Paris Lodron University of Salzburg (PLUS)
9. Berhard Karls Universität Tübingen (UT)

HIGHER EDUCATION INSTITUTIONS AND ALLIANCES

1. University of Glasgow (UofG)
2. Université de Lausanne (UNIL)
3. Hassan II Institute of Agronomy & Veterinary Medicine - Rabat
4. UNITA

5. NeurotechEU
6. Eutopia

ASSOCIATED PARTNERS

1. Agencies & Ministries

- 1.1. MEFP- Spanish Ministry of Education (Spain)
- 1.2. MESRI- Ministère de l'Enseignement supérieur, de la Recherche et de l'Innovation(France)
- 1.3. MUR- Italian Ministry of Universities and Research (Italy)
- 1.4. General Secretariat for Higher Education of the Minister of Education and Religious Affairs (Greece)
- 1.5. SERI-Swiss State Secretariat for Education, Research and Innovation (Switzerland)
- 1.6. ANECA - National Agency for Quality Assessment and Accreditation (Spain)
- 1.7. ANVUR – Italian National Agency (Italy)
- 1.8. ARES - Académie de recherche et d'enseignement supérieur (Belgium)
- 1.9. QAA Austria -Agency for Quality Assurance and Accreditation (Austria)
- 1.10. QAA Glasgow University (Scotland)
- 1.11. Swedish Higher Education Authority (Sweden)
- 1.12. HAHE - Hellenic Authority of Higher Education (Greece)
- 1.13. Romanian Agency for QA in Higher Education (Romania)
- 1.14. Hcéres- Haut Conseil de l'évaluation de la recherche et de l'enseignement supérieur (France)

2. Institutions & NGOs

- 2.1. Cámara de Comercio - Commerce Chamber (Spain)
- 2.2. Fundación madri+d - Fundación para el Conocimiento Madrimasd (Spain)
- 2.3. ELIX – Conservation Volunteers Greece (Greece)
- 2.4. UNICEF Greece Country Office (Greece)

3. Student Networks

- 3.1. ESN Greece
- 3.2. CIVIS Global Student Council
- 3.3. OI Salzburg Student Council

3. INTRODUCTION TO DISSEMINATION

The term “Dissemination”, as defined by the European Commission, involves sharing the knowledge and developments we have acquired with relevant external audiences in a manner

that allows them to utilize or adapt it in their own work. Dissemination refers to a range of actions and strategies designed to effectively share information about the project's results, aiming to maximize its impact on individuals, organizations, and communities. This process is essential as it facilitates the transfer of project outcomes and their utilization by a broader audience. In particular, dissemination facilitates the transfer of knowledge and encourages its use by peers in the research field, industry, commercial players, policymakers, and the broader scientific community. By disseminating research, valuable insights and advancements can be shared, contributing to the progress of science and promoting collaboration, innovation, and informed decision-making. Dissemination also enhances the visibility and reputation of researchers and institutions, fostering engagement and potential partnerships. The dissemination process is one of the most critical factors to ensure that research findings, knowledge, and outcomes are effectively shared with relevant stakeholders and audiences.

4. CONTRACTUAL OBLIGATIONS OF THE PARTNERS

A certain number of obligations related to communication, dissemination and exploitation are formally outlined in the project Grant Agreement as follows:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 17 of the Grant Agreement).
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 16, 17 and Annex 5).
- Disseminating the results in widely accessible databases or indexes (such as through 'open access' or 'open data' portals or similar repositories, whether free of charge or not (Article 16 and Annex 5 to the Grant Agreement).

5. DISSEMINATION OBJECTIVES

Dissemination objectives play a pivotal role in research and project activities. They are designed to proficiently share knowledge, outcomes, and findings with pertinent stakeholders and audiences. By establishing well-defined dissemination objectives, projects can optimize their impact, ensure broader utilization of results, and contribute to the advancement of science and society.

The overarching objective of dissemination is to inform the primary target groups about the objectives, progress, products, and outcomes of the SMARTT project, aiming to make the results and deliverables accessible to these groups as well as the wider audience. Dissemination also enhances the visibility of the project and ensures its sustainability beyond the project's completion.

In addition, key objectives that guide the dissemination process are:

1.	To share the SMARTT project's outcomes with specific external entities and audiences who can utilise or incorporate them into their own work.
2.	To raise awareness of SMARTT, its work, and its impact among a wider community.
3.	To assure external audiences of the credibility of the SMARTT project and demonstrate its added value.
4.	To strengthen our reporting to the European Commission and society at large by showcasing the activities, results and outcomes of SMARTT project.
5.	To encourage the participation of all stakeholders.
6.	To raise awareness of CIVIS on behalf of which the SMARTT program is being conducted.
7.	To reinforce SMARTT's accountability and transparency by making data and results retrievable.

The plan will undergo periodic updates and comprehensive reviews by the project partners throughout the duration of the project, as progress is made and new prospects for dissemination emerge and are identified.

6. TARGET GROUPS

All Dissemination activities will be adapted and tailored to each of the following target groups:

- European University Alliances
- European policy-makers concerned with Education
- European Universities, that are not yet part of the European University Initiative
- Local, national policymakers concerned with Education
- NGOs working in the field of Higher Education
- International, national and local authorities in the field of Education
- Experts who work on higher education management or policy
- Academic and University Community
- Educators, who train teachers and support development of pedagogical solutions
- Students

7. DISSEMINATION CHANNELS

A dissemination channel is a defined mechanism or platform utilized to effectively share or communicate information, ideas, or materials to a specific target audience. It serves as a method of distributing and propagating knowledge, research findings, or project outcomes to reach the intended recipients.



Embedding SMARTT in CIVIS dissemination channels

The existing CIVIS website, social media platforms (Twitter, Facebook, LinkedIn, Instagram), and newsletters serve as the main dissemination channels for the SMARTT project's outcomes. Additionally, it is deemed useful to create a dedicated section on the CIVIS website called "SMARTT," where all the necessary materials will be provided. In this section, we will gather all reports and outputs that could be useful to external audiences.

Embedding SMARTT in Civis members channels

It is of paramount importance for the dissemination actions of SMARTT to be posted on the official websites and social media of CIVIS members, as well as on the websites of members of partner alliances. This makes sense, as universities channels reach a large audience in their local ecosystem of external audiences.

Physical and online events

An intermediate dissemination event will take place in Bucharest in September, and a final event will be held in Brussels at the end of the project. A range of stakeholders, including policymakers, will be invited to these events. During the events, the partnership will showcase the project's results and contribute to the development and delivery of joint European degrees. Physical events could also include key HE/education sector conferences such as EAIE or ECER.

Webinars could be another tool to reach out to more colleagues in our communities. We could also consider online workshops such those proposed by EAIE academy.

Publications in academic journals and science magazines

Disseminating the reports of the SMARTT project in academic journals and science magazines is a possibility that we will explore, especially considering that the main target group is the scientific community.

Media outreach

Collaborating with accredited journalists in the field of high education to disseminate the outcomes of the SMARTT project through newspapers, magazines, radio, television, or online media is an effective way to reach a specific audience interested in higher education topics. Media outreach plays a crucial role in ensuring that the project's reports and findings are effectively communicated to a wider audience and have a broader impact.

8. DISSEMINATION MATERIALS

Dissemination materials encompass a diverse range of resources and tools employed for the purpose of effectively disseminating information pertaining to a project, initiative, or research findings to the intended target audiences. These materials assume various forms and formats, tailored to align with the specific objectives and target audience of the dissemination efforts. The dissemination materials which are going to be used for the SMARTT project are the following.

Logo

A logo has been created and is intended to be utilized on all dissemination initiatives. This will ensure a clear project identity and a high level of consistency in the look and feel of the information produced across partner organizations.

Press Releases

A press release is a formal announcement made by an organization sharing newsworthy information relating to its latest project development with the media and other interested parties with the aim to generate press coverage. Press releases will be published throughout the project's lifetime and will announce project activities, initiatives, events and relevant achievements. These will be available on the CIVIS website for download and sent out by all CIVIS member universities through their channels and media contact database.

The responsibility for writing press releases regarding the achievable results of SMARTT is assigned to the WP4 team. However, before they are disseminated, they must receive unanimous consent from the management team.

Each partner is requested to complete the following online form for reporting communication activities, referring to the specific action: <https://forms.gle/jwsh7TzCufjYUrAz8>.

The promotion of the press release will be carried out in collaboration between WP4 and CIVIS, with the aim of publishing it on CIVIS' website and social media platforms. Furthermore, WP4 will collaborate with all stakeholders of SMARTT (beneficiaries, associated partners, etc.) to distribute the press release to their respective recipient lists at their own discretion.

Brochures and leaflets

It is proposed to create handouts (hard copies or digital format) regarding SMARTT's outcomes that can be distributed at conferences, workshops, or other relevant events. The purpose of this dissemination material is to maximize understanding and dissemination of the results.

Infographics

Infographics are visual representations of data, facts, or concepts that simplify complex information, making it more accessible and engaging for the audience. They will be shared on websites, social media platforms, or included in presentations.

Videos

Videos are multimedia materials that showcase project highlights, interviews, and other relevant content. They are effective in capturing the audience's attention and conveying information in an engaging and memorable way. This type of dissemination material is particularly suitable for sharing through social media platforms and websites.

Presentations

Presentations are slide-based formats or slide decks that serve as a means to deliver comprehensive project updates, research findings, or informative sessions at events, workshops, seminars, and other relevant gatherings. They are meticulously crafted to effectively communicate complex information, ensuring clarity and engagement among the audience. Presentations play a vital role in showcasing the progress and outcomes of a project in a visually appealing and structured manner, facilitating effective knowledge transfer and dissemination.

Newsletters

Newsletters are recurring publications that are distributed via email or websites to a specific audience. They serve the purpose of delivering timely updates, news, and pertinent information regarding the project's progress and achievements. Newsletters are designed to

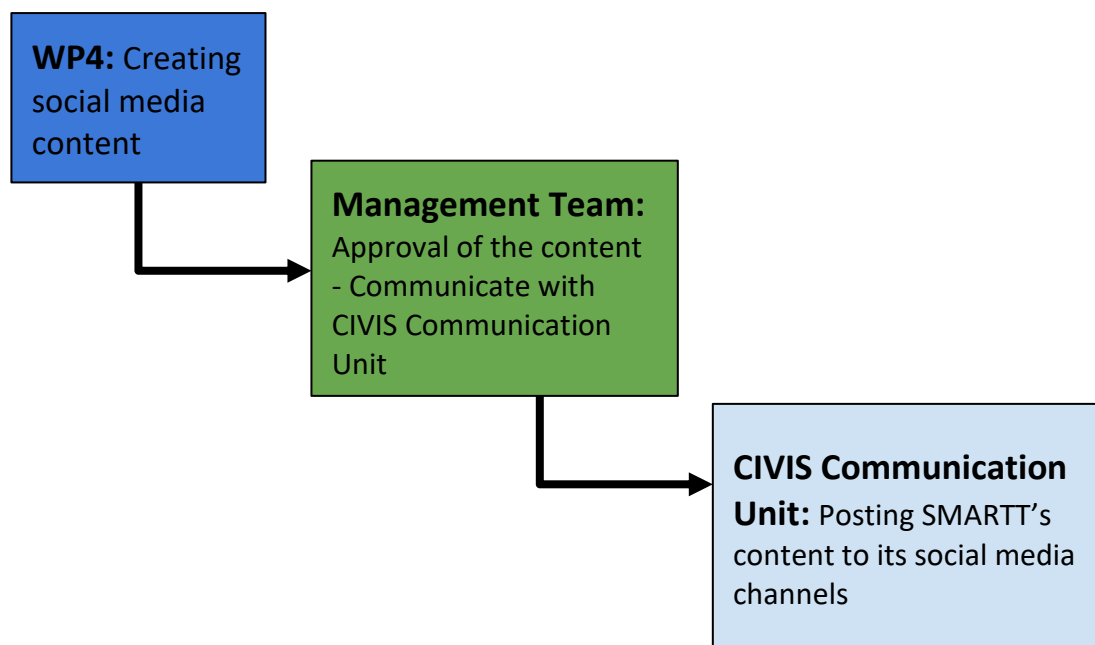
maintain regular communication with the target audience, ensuring they stay informed and engaged with the project's developments.

The responsibility for writing newsletters regarding the actions and achievable results of SMARTT is assigned to the WP4 team. Before newsletters are disseminated, content must receive unanimous consent from the management team. Assistance of involved parties and partners is required to contribute the necessary materials. Newsletters will be distributed primarily through the CIVIS' network, and could also be published on each alliance's respective digital campuses (EUTOPIA, NeurotechEU, UNITA), on governmental web pages and on other partner HEIs. Each party is requested to complete the following online form, referring to the specific action: <https://forms.gle/jwsh7TzCufjYUrAz8> for reporting purposes.

Social media posts

Content is disseminated on social media platforms such as Twitter, Facebook, LinkedIn and Instagram to actively engage with the audience, share timely updates, and promote news and activities related to the project.

The creation of content to be posted on CIVIS's social media platforms is the responsibility of the WP4 team, subject to approval from the SMARTT management team. The WP4 team is responsible for informing all relevant stakeholders so that the message can be disseminated through their own social networks as well.



Requests for content should be submitted via the dedicated online form <https://forms.gle/jwsh7TzCufjYUrAz8> for reporting purposes.

9. DISSEMINATION ACTIVITIES

Social Media Campaigns

Throughout the program, it is proposed to publicize meetings held by the involved parties through CIVIS’s social media channels. Additionally, content can be posted on both the social media of CIVIS members and individual collaborators.

Duration: July 2023- March 2024

Target Audience: External audience - all people interested in the topic of the SMARTT project

Dissemination channels: Civis Social Media

Civis members social media

Associated Partners' social media platforms such as EUTOPIA, UNITA, Neurotech, Eurosud

Dissemination Materials: Social media content, videos, photos, infographics

Dissemination Objectives: To raise awareness of SMARTT, its work, and its impact among a wider community.

Dedicated section on the CIVIS website

A dedicated section on the CIVIS website will be maintained to provide comprehensive information about the SMARTT initiatives. This section will include project descriptions, progress reports, and resources related to SMARTT. It will serve as a central hub for stakeholders to access relevant information and stay updated on the progress and outcomes of the SMARTT project. (<https://civis.eu/en/smartt>)

Month: July 2023

Target Audience: General Public

Dissemination channels: CIVIS website

Dissemination Materials: Articles, videos, photos, infographics

Dissemination Objectives:

To raise awareness of SMARTT its work and its impact among a wider community.
To share the SMARTT project's outcomes with external entities and audiences who can utilize or incorporate them into their own work.

To assure external audiences of the credibility of the SMARTT project and show its added value.

Intermediate Dissemination Event

To meet SMARTT's dissemination key objectives 1, 2, and 3, an intermediate dissemination event will be hosted in Bucharest on September 4-5, 2023. By this point, the project will have already produced tangible and exploitable results, particularly from the deliverables of WP2.

Month: 4-5 September 2023

Target Audience:

Local, regional, national and European policy-makers and stakeholders

- European University Alliances
- European Universities, that are not yet part of the
- European University Initiative
- Associated Partners
- Academic, University and Student Community

Media Outlets specialized in Higher Education

Dissemination channels: CIVIS channels (website and social media),
 CIVIS members channels (website and social media)
 Associated partners channels
 Media outreach

Dissemination Materials: Press Release
 Presentations
 Dissemination kit (including a leaflet to give a brief project overview and outputs)

Dissemination Objectives:

Sharing the SMARTT project's outcomes with external entities and audiences
 Raising awareness of SMARTT's work and impact
 Assuring external audiences of the project's credibility and added value

Regular communication and updates to the stakeholders

To ensure effective dissemination of the SMARTT project, it is proposed to send an informative e-newsletter to the primary target groups. This can be done through the existing CIVIS newsletter, reaching all recipient lists. Additionally, associated partners can disseminate the newsletter on their websites, expanding its reach. The dissemination should occur after the completion of the intermediate dissemination event and at regular intervals in coordination with the relevant working package. Furthermore, it is recommended to periodically assess the effectiveness of the dissemination strategy and make

adjustments as needed. This evaluation process will help ensure that the dissemination efforts are achieving their intended objectives and reaching the target audiences effectively.

Duration: September 2023 to March 2024

Target Audience:

- European University Alliances
- European Universities
- Associated Partners
- Academic, University and Student Community

Dissemination channels: CIVIS Newsletter
 CIVIS website
 Associated Partners websites
 E-mail

Dissemination Materials: Newsletter

Dissemination Objectives:

To share the SMARTT project's outcomes with external entities and audiences who can utilize or incorporate them into their own work.

To raise awareness of SMARTT its work and its impact among a wider community.

Participation in national and local conferences

Given the importance of disseminating the results of the SMARTT program, it is proposed to involve program participants in national and local conferences such as EAIE or National Agencies. The goal is to inform the general public in each country about the program's results and to enhance the visibility, attractiveness, and reputation of joint programs provided by alliances of Higher Education Institutions (HEIs) across Europe.

Duration: October 2023 to March 2024

Target Audience:

- European Universities
- Academic, University and Student Community
- National and local authorities

Dissemination channels: CIVIS channels (website and social media)

Dissemination Materials: Presentations

Dissemination Objective: To share the SMARTT project's outcomes with external entities and audiences who can utilize or incorporate them into their own work.

Final Dissemination Event

To meet all SMARTT's dissemination key objectives, a final event will take place in Brussels at the end of the program.

Month: March 2024

Target Audience:

- European policy-makers concerned with Education
- Regional and other relevant sectoral policies
- National and regional policy- makers, members of the CIVIS MEPs Group
- Other European Alliances and Universities

Dissemination channels: CIVIS channels (website and social media),
 CIVIS members channel (website and social media)
 Associated partners channels
 Media outreach

Dissemination Materials: Presentations, press release

Dissemination Objectives:

To share the SMARTT project's outcomes with external entities and audiences who can utilize or incorporate them into their own work.

To raise awareness of SMARTT its work and its impact among a wider community.

To strengthen our reporting to the European Commission and society at large by showcasing the activities, results and outcomes of the SMARTT project.

To reinforce SMARTT's accountability and transparency by making data and results retrievable.

10. REPORTING AND DOCUMENTATION

An intermediate and a final report on dissemination achievements will be produced for the compilation of all dissemination activities carried out during the project's lifetime. Both will assess the effectiveness of the Dissemination Plan and outcomes of the different dissemination activities, focusing on partners' efforts to promote the project in various national/European external conferences, workshops or meetings.

For the purpose of efficient reporting, the following three forms will be used to collect the necessary information:

- Dissemination event Form [embed link <https://forms.gle/f2241DVU2YjaGvZu6>].
 Submit activities such as:
 - Conference
 - Education and training events
 - Meetings
 - Clustering activities
 - Collaboration with EU-funded projects

- Other scientific collaboration
- Other scientific cooperation
- **Communications Activities** form [embed link: <https://forms.gle/jwsh7TzCufjYUrAz8>].
Submit activities such as:
 - Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)
 - Exhibition
 - Interview
 - Media article
 - Newsletter
 - Press release
 - Print materials (brochure, leaflet, poster, sticker, banner, etc.)
 - Social media
 - TV/Radio Campaign
 - Video
 - Website
- **Events and Trainings Form** [embed link: <https://forms.gle/BZxqMdjbQhhCUXAv7>]
Submit activities such as:
 - Face to face
 - Online
 - Hybrid

11. ANNEX

Link to presentation materials (D4.2):

https://drive.google.com/drive/folders/1_4LdiFSb49PXnVDFOmFpBj0hWi40sF3z?usp=sharing