



DISS7

Dissemination and Raising Awareness

Belgrade Metropolitan University

Duration: 15/10/2015-14/10/2018

By **dissemination** we shall understand activities being aimed at spreading information and promoting knowledge about the project and project results.

By **dissemination plan** we shall understand a plan of activities and methods for making the project results visible to a wide target audience, as well as a plan for organizing all additional actions necessary to efficiently promote project objectives, outcomes, and results.

Project dissemination objectives

- Main objectives are:
 - To raise awareness on project's aims & objectives,
 - To disseminate the project's outcomes to appropriate target audiences

Activities	Indicators of progress	# of weeks (year 1)	#of weeks (year 2)	#of weeks (year 3)
DISS7.1 Dissemination Plan	One report on dissemination plan	6 (M1, M2)		
DISS7.2 Website of the project	Project website	6 (M1, M7, M12)	3	3
DISS7.3 Raising awareness and motivation to employers and families	Events on raising awareness and dissemination	6 (M6, M11, M12)	6	6
DISS7.4 Raising awareness and motivation to HE SwD	Events on raising awareness and dissemination	6 (M6, M11, M12)	6	6
DISS7.5 Dissemination products and materials	Dissemination products and materials	4 (M8, M12)	4	4
DISS7.6 Dissemination activities report	One report on dissemination activities			4

DISS7.1 Dissemination Plan

- The dissemination plan will be formulated and agreed by **all partners** and will define HOW, WHEN and WHERE the produced material will be disseminated in order to reach interested parties not directly involved in the project.
- **All partners:** Send planned details on dissemination events planned for DISS7.3 and DISS7.4 (venues, dates, duration, number of participants, source and target languages)
- Involved partners:
 - **GR - UOM**
 - **RS – BMU**

DISS7.2 Website of the project

- The first relevant dissemination source will be the project website with **all project details and realized results during project lifetime**
- Involved partners:
 - **RS – BMU, UNIKG**

Website requirements

1. The website will be in English and partner country languages and will initially include information about the project's identity, aims and objectives.
 - Each partner institution should send their logo, website link and short institution presentation that should be on the project's website
 - Who will adapt content for different languages?
2. Include all project details and realized results during project lifetime, accompanied by relevant web links, downloadable section and important EU practices for transition of SwD
 - What information should be a part of the website and what of the future portal? (reports, studies, results, tools, multimedia, informational material freely available)
 - Who is the target group for our project website?
 - Who will deliver web content?
3. It will also include the electronic index of organizations produced in EXP8
 - Is this for the portal or the website?

Website requirements (2)

1. Conformed to WGAG Ver. 2.0 accessibility guidelines of the Web Accessibility (WAI)/ W3C at level AA.
2. Will integrate professional social networking tools
 - Which social networks is of interest?
 - Who will maintain SN accounts active?
3. Visitors will be able to register themselves in order to receive newsletters and RSS feeds.

Website requirements (3)

- Should website be linked to collaboration platform?
- Additional requirements?

DISS7.3 Raising awareness and motivation to employers and families

- Workshops, debates and other events at national and regional level (throughout the project)
- Media promotion and communication activities (1st project year)

Please send planned activities/events to be included in Dissemination Plan

Involved partners:

- **RS – BMU, ASD, NES, UNION2000, BADEN**
- **ME – AYMD, EAM**
- **BIH - HO Partner, Profil MC d.o.o., Procom d.o.o. Gracanica**

DISS7.4 Raising awareness and motivation to HE SwD

- **Public debates and workshops** will be organized where all relevant results will be presented and discussed with SwD.
- Partner country universities with significant help from national employment agencies and associations relevant for **education and supporting lwD**, in the **third project year** will enrol greater number of SwD.
- **Media promotion** of new university capacities, regulations, guidelines and policies on transition of SwD.

Please send planned activities/events to be included in Dissemination Plan

Involved partners:

- **RS – BMU, UNIKG, UNS, ASD, NES, BADEN**
- **ME – UoM, UDG, AYMD**
- **BIH – UNSA, UES, UBL, HO Partner**

DISS7.5 Dissemination products and materials

- Creation of dissemination material Project logo, Flyers, Posters for visual identity of the project and marketing purposes
 - Flyers in electronic and/or printed form?
 - Who will develop visual identity (logo, flyer templates, poster)?
- Release of one newsletter every 6 months including project news, agenda with forthcoming events, and resumes of available reports
 - Who will be in charge of putting newsletter together?
 - Content for the newsletter?
 - How will the newsletter be distributed (email, website, other)? Who will distribute the newsletter?
- All electronic deliverables will be communicated to all organizations listed in the electronic index of stakeholders, produced in EXP8.

Involved partners:

- **RS – BMU, UNS**
- **ME – UoM, UDG**
- **BIH – UNSA, UES, UBL**

DISS7.6 Dissemination activities report

Involved partners:

- GR – UOM
- RS – BMU, UNIKG, UNS, ASD
- ME – UoM, UDG, AYMD
- BIH – UNSA, UES, UBL, HO Partner

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