



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



Erasmus+ project  
**Students' Mobility Capacity Building in Higher Education in Ukraine and Serbia / MILETUS**



# Dissemination Plan

Author: Olena Soltmann

2018

The MILETUS 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.



[www.miletus.mnau.edu.ua](http://www.miletus.mnau.edu.ua)





## CONTENTS

Introduction .....	3
Dissemination and Exploitation Mission.....	3
Dissemination and Exploitation Strategy .....	3
Objectives and methods .....	3
1. Dissemination and Exploitation Objectives.....	3
1.1. Project results .....	3
1.2. Target Groups .....	3
1.3. Dissemination Levels .....	3
1.4. Language .....	3
1.5. Scope of activities .....	4
2. Dissemination and Exploitation Methodology .....	4
2.1. Dissemination Channels.....	4
2.1.1 Project website .....	4
2.1.2 Social media .....	5
2.1.3. Job fairs, Career centres, Info Days for companies and other employment events .....	5
2.1.4 Info days for students .....	5
2.1.5 International conferences, journals .....	5
3. Dissemination Means.....	6
3.1. Types of Documents .....	6
3.2. Roles and Responsibilities .....	6
3.3. Dissemination Activity .....	7
3.4. Metrics of the project website and accounts of social media.....	7
3.5. Codification of the project documents.....	7
3.6. Visibility rules .....	7
3.7. Confidentiality of information .....	7
3.8. Personal Data Protection .....	7

## INTRODUCTION

### Dissemination and Exploitation Mission

Effective dissemination is essential in order to spread the relevant information on project activities, plans and results, to gather the experience among all project partners and to make it available to the widest community.

The aim of the MILETUS Dissemination Plan is to describe the dissemination channels, means and methods as well as the roles and responsibilities of the project partners for the efficient and effective dissemination and exploitation of the MILETUS project results. The Dissemination Plan is a part of the MILETUS project Work Package 6- DISSEMINATION & EXPLOITATION.

### Dissemination and Exploitation Strategy

The dissemination of the project results is a significant component of the MILETUS project, ensuring that the project results are widely known and used during and after the lifetime of the project. In order to achieve an effective and efficient dissemination of the project results, all available means and channels of distribution are used for the benefit of the project. The dissemination and exploitation strategy sets out the objectives to be achieved during the lifetime of the project and the target groups to whom the results and updates of the project are to be distributed, as well as the level of dissemination according to the interests and expectations of the target groups and the scope of dissemination and exploitation activities.

## OBJECTIVES AND METHODS

### Dissemination and Exploitation Objectives

The objectives of dissemination and exploitation of the project results are as follows:

- i. To ensure continuous awareness among the target groups of the project ideas and activities in the different phases of the project realisation.
- ii. To achieve a continuous understanding of the benefits and results of the project.
- iii. To promote the participation of students in virtual mobility programs.

#### 1.1. Project results

The results of the project consist both of tangible results such as specific results and outcomes of the project activity and of intangible results such as competences and experiences of the participants.

#### 1.2. Target Groups

- **Group 1: Internal Stakeholders:** This group comprises MILETUS consortium partners from the Programme and Partner Countries directly involved in the project realization.
- **Group 2: External Stakeholders:** This group includes other Higher Education Institutions (HEIs); students, companies and interested third parties.

#### 1.3. Dissemination Levels

- **Confidential level (CO):** The MILETUS project results with the dissemination level CO should be available to the MILETUS internal stakeholders (**Group 1**).
- **Public level (PU):** The MILETUS project results with the dissemination level PU should be available to the MILETUS external stakeholders and interested third parties (**Group 2**).

#### 1.4. Language

The project reports and project results are prepared and disseminated in English. Other project-related information materials with the dissemination level PU (see section 3) should be issued in four

languages (English, Serbian, Ukrainian and Russian) in order to disseminate the information materials widely and to attract more students and interested third parties to the virtual mobility programmes.

### 1.5. Scope of activities

The dissemination channels and means vary depending on the different target groups (internal and external stakeholders), the nature of the project results (tangible and intangible) and the nature of the document. The dissemination activity aims to circulate the project results with the dissemination level CO to internal stakeholders in order to present the progress of the project activities, while the project results with the dissemination level PU are intended to make the project outcomes available to external stakeholders.

## 2. Dissemination and Exploitation Methodology

The project results are disseminated through various dissemination channels and means to disseminate the project information among internal and external stakeholders.

### 2.1. Dissemination Channels

#### 2.1.1. Project Website

A project website is created (<https://miletus.mnau.edu.ua/>) for the effective dissemination of the project results. The structure of the MILETUS website represented in the Fig.1

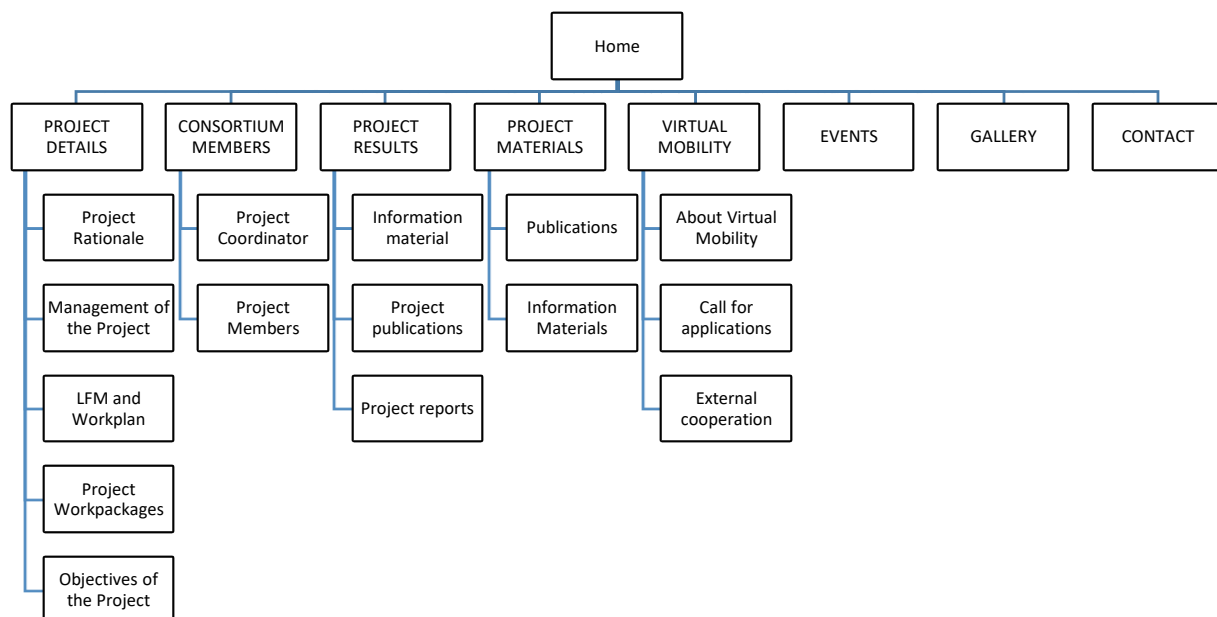


Fig.1. The structure of the MILETUS website.

The website consists of different pages including Home, Project Details, Consortium Members, Project results, Project Materials, Gallery, Virtual Mobility, Events, and Contact and the corresponding subpages.

- The page “Project details” consists of the project description and the milestones of the MILETIUS project. The subpages are intended to inform about project objectives, project

work packages, expected results and outcomes as well as the project management structure of the MILETUS project.

- The page “Consortium members” page contains information about the Project coordinator and the Consortium members of the MILETUS project.
- The page “Project results” provides information on the current status of the project implementation.
- The page “Project material” contains public project-related documents for external stakeholders and other interested parties.
- The pages “Event” and “Gallery” provide information on project-related events, including information on coming events.
- The page “Virtual mobility” provides the relevant information on a virtual mobility theme in general. The subpage “Call for applications” contains the necessary information about the application process enables the recruitment of students for virtual mobility programmes. The subpage “External cooperation” is aimed to exchange expertise and experience with other projects in the field of virtual mobility.

The social media icons for Facebook and Twitter are integrated in the structure of the MILETUS website to promote the targeted distribution of information through the social media channels. In general, the website is integrated with an option to count the number and geographical location of visitors, which helps in assessing the effectiveness of project dissemination. The roles and responsibilities for creating and updating of information on different phases of project are defined among the Consortium partners. The project website adheres to the Erasmus+ CBHE visibility requirements and regulations; the website pages contain Erasmus+ Programme and MILETUS project logos (see section 3 “Visibility rules”).

#### **2.1.2. Social Media**

Social Media platforms like Facebook (<https://www.facebook.com/StudentsMobilityCapacityBuilding>) and Twitter (<https://twitter.com/univerzitetirs>) are used to disseminate information about the project realization to external stakeholders, in particular to students and interested third parties. All necessary project-related information, announcements about upcoming events etc. are made available in the project Facebook and Twitter accounts in order to enable operative and targeted dissemination. The project Facebook and Twitter accounts adheres to the Erasmus+ CBHE visibility requirements and regulations and contain the Erasmus+ Program and MILETUS project logos.

#### **2.1.3. Job fairs, Career centres, Info Days for companies and other employment events**

The relevant information regarding the MILETUS project is provided at Job fairs and other possible employment events in Partner Countries. HEIs from Ukraine and Serbia are responsible for disseminating information on project scopes and objectives, main activities and success during the annual job fairs to potential employers’ representatives. In order to reach wider possible pool of employers, the project is also disseminated in the career centres of the partners HEIs. Info Days for the companies are also organized during the project lifetime in order to disseminate the project results. In general, **21 dissemination events** for potential employers and interested third parties should be organised during the MILETUS project period.

#### **2.1.4. Info day for Students**

Each partner HEI will organize Info days for students highlighting about the MILETUS project, its progress, ideas and plans for developing virtual mobility programmes in order to encourage them to participate in virtual mobility. In general, **28 dissemination events** for students should be organised during the MILETUS project period.

### 2.1.5. International conferences, journals

The project results can be disseminated to the academic community through the international scientific and education conferences and international journals. Each partner HEI endeavours to exchange its competences and experiences gained in the field of virtual mobility through its own channels such as institutional conferences and other scientific and educational channels.

## 3. Dissemination Means

### 3.1. Types of Documents

The project information is disseminated in different ways depending on the target groups. The status and progress of the project and its activities are disseminated among internal stakeholders in the form of project reports to help project partners stay informed about project activities and track the progress of the project. Project information materials such as project posters, project newsletters, brochures, flyers are created as a part of the dissemination activity and are primarily aimed at external stakeholders e.g. can be used by the partner HEIs during the Info days for students, companies and other interested third parties. In general, **3 project newsletters** should be issues during the MILETUS project period. Consequently, each dissemination event (see sections 2.1.3 and 2.1.4) should be accompanied by appropriate information material.

The project-related materials can be distributed in printed or electronic form, depending on the dissemination purpose. The project-related information materials are edited in English and translated into Serbian, Ukrainian and Russian to enhance access to information for other interested third parties.

Table.1. Types of documents used in the MILETUS project.

No	Type of Document	Dissemination Level	Objectives	Target Group
1	Project Reports	CO / PU	Evaluation of the progress of the project and continuous flow of information on the project for internal stakeholders	Internal / External Stakeholders
2	Project Publications	PU	Providing external stakeholders with information on project results	External Stakeholders
3	Photographs, Video or Audio Recording Material	CO / PU	Providing internal or external stakeholders with information on project objectives. Consent to the public use of materials containing personal data is required.	Internal / External Stakeholders
4	Project Posters	PU	Providing insight into the project	External Stakeholders
5	Project Newsletter	PU	Providing external stakeholders with information about project events and updates	External Stakeholders
6	Flyers/Brochures	PU	Providing potential participants and third parties with an insight into the project	External Stakeholders

### 3.2. Roles and Responsibilities

The roles and responsibilities associated with dissemination activities are distributed among the project partners and defined in the project description. Project coordinator takes care of the successful dissemination of the MILETUS project results. The WP-6 task leaders are responsible for the preparation, translation and dissemination of the project results through the MILETUS project website and social media. All Consortium partners are responsible not only for providing the project tasks leaders with the relevant information about the project implementation, but also for



disseminating the project results through their website, networks, students' associations, disability offices, etc.

### **3.3. Dissemination Activity**

All the project relevant information is regularly updated on the website as part of DEV 6.1.2. The project website should be kept up to date; the periodicity of the review of project-related information on the project website should not be less than once every 3 months. The project related information, in particular about the project events and actions, is dynamically updated through social media channels and is intended to represent the MILETUS project progress and other relevant information.

### **3.4. Metrics of the project website and accounts of social media**

An evaluation of the website and social media metrics is carried out as part of DEV 5.6.2. The necessary parameters such as the number of visitors within a certain period, the geography of the users, the level of their activity and the frequency of their visits are reported once every 6 months by the responsible project partners (WP6 task leaders) as part of the interim evaluation. The final evaluation will be conducted by the WP5 leader. The goal of this activity is to measure the effectiveness and efficiency of the dissemination channels of the MILETUS project.

### **3.5. Codification of the project documents**

In order to achieve uniformity of the project results, the project-related materials are standardized and unified for easy archiving and dissemination. The data files containing the project-related materials are codified in the following way:

WPX\_DEV\_X.X.X\_NAME1\_NAME2\_vXX; where WPX represent the work package, DEV\_X.X.X specifies the deliverable, NAME1 specifies the name of project partner associated, NAME2 represents the name of the document, vXX represents the number of version of the document.

### **3.6. Visibility rules**

All the MILETUS dissemination channels and means including project-related materials, reports, etc. should be adhered to the Erasmus+ visibility requirements and regulations in accordance with the Grant Agreement and should contain the Erasmus+ Program logo with mentioning "Co-funded by the Erasmus+ Program of the European Union" and the MILETUS project logo.

### **3.7. Confidentiality of information**

Consortium members undertake to respect the confidentiality of all documents, information or project-related material classified as confidential. This confidentiality obligation shall continue beyond the end of the MILETUS project lifetime.

### **3.8. Personal data protection**

Personal data processing concerning the persons participating in the project programmes and events is managed by the consortium partnership. The consortium members treat personal data of the participants of the MILETUS project events confidentiality and adhering to the data protection legislation. The consent to the public use of image materials containing personal data is required. The image materials must only be used for the purposes of the MILETUS project.