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Development of Regional Joint Master Program in Maritime Environmental Protection and Management - MEP&M -

University of Vlora "Ismail Qemali" Online Meeting

WP5 Dissemination and Exploitation of Project Results

Representative(s) from the University 'Ismail Qemali' Vlore

DISS&EXPL 5.1: Development and implementation of dissemination and exploitation plans

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Virtual meeting via Zoom application

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INTRODUCTION

The main objective of Work Package 5 is to ensure the dissemination and sustainability of project results.

The goal is to disseminate as well as to transfer the information on project results to key actors and target groups, in order to have the intended impact and to influence decision-making in the maritime field, at national and regional level. In the meantime, the project results should be useful even after the end of the project lifetime in order to guarantee the sustainability of the project.

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DISSEMINATION AND SUSTAINABILITY OF PROJECT RESULTS

TASKS 5.1-5.6

DISS&EXPL 5.1: Development and implementation of dissemination and exploitation plans (M2-M36, Report)

DISS&EXPL 5.2: Website of the project and social media accounts (M2-M36, Service/Product)

DISS&EXPL 5.3: Dissemination products and materials (M2-M36, Service/Product)

DISS&EXPL 5.4: Dissemination and exploitation events (M2-M36, Event/Report)

DISS&EXPL 5.5: Development of exploitation roadmap (M20-M36, Report)

DISS&EXPL 5.6: Exploring possibilities for continuation of the cooperation with the EU partners (M2-M36, Event/Report)

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5.1 Development and implementation of dissemination and exploitation plans.

- The dissemination plan will be developed and implemented in order to reach target audiences and interested parties, not directly involved in the project.
- Dissemination should be provided for each activity.
- In addition to WP5 also for the other work packages is intended to disseminate the results, mainly through minutes or reports.

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5.1 Development and implementation of dissemination and exploitation plans. *Suggestions*

- Development and implementation of dissemination and exploitation plans we should determine which partners will be involved and when the plan will take place.
- The plan should be drafted by a working group composed by the universities of Montenegro, Vlore and Durres, assisted by EU partner HEI-s.
- The structure of the dissemination and exploitation plans have to contain the following chapters: introduction, purpose, strategic objectives of the dissemination plan, target groups, communication tools (for each specific target group), responsibilities according to each communication instrument, performance indicators and action plan for sustainability.

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COMMUNICATION TOOLS

5.2 Website of the project and social media accounts

- Project web-site will be developed and put into the service to provide visibility of the project, containing, first and foremost, all necessary data on the project, as well as announcements, articles and other information related to the project implementation. We also could use the organizational websites of our universities.
- Social Media Accounts: we suggest opening accounts of Facebook, Twitter and Instagram, in order to have access to different target groups such as students, professors and stakeholders.
- We should decide who will be responsible to build and maintain the website and which partner will manage the social media accounts.

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COMMUNICATION TOOLS

5.2 Website of the project and social media accounts.

- We suggest that responsible for the project Website University of Montenegro, Facebook and Instagram University of Vlore, for Twitter University of Durrës.
- The circulation of information will be realized through interaction among all partners through a contact point for coordination and processing of information.
- The information that will be published has to be: short, clear and concise, in a standard form of template.
- Articles and news published at the web-site, as well as other data, could be posted on social media and/or distributed via e-mail). MEP&M project partners could use also audiovisual media and products such as: radio, TV, YouTube, video clips, press releases, etc.
- ***For internal communication could be useful to use the TIMS platform.***

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COMMUNICATION TOOLS

5.3 Dissemination products and materials

- Dissemination products and materials will be prepared at the beginning of the project and provided. It will be prepared in English language.
- We suggest that dissemination products and materials can be also prepared in Montenegrin and Albanian languages, in order to expand the spectrum of target groups and to make the information as accessible as possible.
- Dissemination products and materials should be specific for each target group.
- We also suggest that could be useful determining which partner can design the products and materials and when the materials may be ready to use.
- The list of products and materials suggested is: project branding and logos, brochures, posters, roll-ups, folders, leaflets, written material such as reports, etc.

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COMMUNICATION TOOLS

5.4 Dissemination and exploitation events.

- We suggest creating a joint list for each target group that will be involved both through activities and opinions related to the project objectives. As mentioned in the project description some of target groups could be: Montenegrin and Albanian HEIs teaching staff, student parliament, scientific Diaspora, public audience, stakeholders, etc.
- Each partner can create a database for target groups and supply University of Vlore to create the general database.
- Creating a table of events and include activities that each partner suggests related to the project topics. List of possible events could be: Open days, Erasmus days, info sessions events (2 or 3 for each WBC partner HEI-s), international conferences (2), national conferences, workshops, etc. The suggested list can be updated and improved.
- For the dissemination of each event we suggest the construction of a standard form of template that will be posted in the website and social media.

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5.5 Development of exploitation roadmap.

Exploitation roadmap will provide basis for continuation of the project results after its completion. Regarding the development of exploitation roadmap, we suggest to determine which of the EU partners will be responsible and when it can be ready.

List of suggested events:

- Open days;
- Info days in Montenegrin and Albanian with Erasmus and EU offices for lectures and links with the EU (experts of these offices);
- Meetings and visits to key stakeholders;
- Information sessions;
- Workshops;
- (online) seminars.

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5.6 Exploring possibilities for continuation of the cooperation with the EU partners.

- Setting basis for continuation of the cooperation with the EU partner HEIs will be another way to ensure the continuity of the project achievements. As mentioned within the Exploitation roadmap, the most adequate modalities of future cooperation will be decided between the partners during the project lifetime.
- Dissemination and exploitation activities can often create new opportunities to extend the project and its results or develop new partnerships for the future.
- To guarantee the continuation of cooperation with the EU partner HEIs and the sustainability of the project results, we suggest: Holding joint conferences as well as holding seminars with lectures on climate change and environmental protection by invited representatives of the EU institutions, Professors of the European partner HEIs and from the Erasmus Office.
- We also suggest signing **Memorandum of Understanding** between WBC partner HEIs and European partner HEIs related to possible future collaborations.

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Thank YOU for your attention !

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