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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 in order to guarantee the sustainability of the project.

***For the internal communication could be useful to use the TEAMS platform.***

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DISS&EXPL 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.

Regarding the development and implementation of the dissemination and exploitation plan we should determine which partners will be involved and when the plan will take place.

We suggest that the plan be drafted by a working group composed by the universities of Montenegro, Vlore and Durres assisted by our partners of EU universities. On the other hand we think that the structure of the dissemination and exploitation plan have to contain the following reference chapters: introduction, purpose, project description, 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

DISS&EXPL 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 should decide who will be responsible to build and maintain the website and the social media accounts. We also could use the organizational websites of our universities.

Social Media Accounts: we suggest opening accounts of face book, twitter and instagram, in order to have access to different target groups such as students, professors and stakeholders. We also need to determine which partner will manage them. We suggest that responsible for the project Website University of Montenegro, face book and Instagram University of Vlore, for Twitter University of Durres. Of course the information circulation 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. Also, 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.

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DISS&EXPL 5.3: Dissemination products and materials.

Promotional material 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 to be in three languages English, Montenegrin and Albanian in order to expand the spectrum of target groups and to make the information as accessible as possible.

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We also suggest having products and materials for each specific target group.

We suggest 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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DISS&EXPL 5.4: Dissemination and exploitation events.

We suggest creating a joint list for each target group that will be involved both in activities and through 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 build the database.

Also we should create a table of events to include activities that each partner suggests related to the project topics.

Also the list of events that we think is:

Open days, Erasmus days, info sessions events (2 or 3 for each WBC partner), 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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DISS&EXPL 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 events:

- Open days, info days in UV with Erasmus and EU offices for lectures and links or links with the EU (experts of these offices).
- Meetings and visits to key stakeholders;
- Information sessions, workshops, (online) seminars;

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DISS&EXPL 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 universities and from the Erasmus Office.
- We also suggest signing Memoranda of Understanding between our WBC universities and European partner universities related to possible future collaborations.

Annexes

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## 1. – Event Report

**Name of the event:**

**Type of event:** (Training Week, Conference, etc)

**Date:**

**Venue**

**Number of participants:**

**Type of participants:** (policy -makers, HEIs managers, teachers, etc)

**Programme of the event:** (insert the link to the webpage of the event)

**Attachments:** (List of Participants, Presentations, Background Documents)

**Brief overview of the event and of the issues addressed in the event**

**Contribution of the Partner attending the Event**

**Key messages, outcomes, recommendations**

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## 2. – Individual Partner meeting with Stakeholders Report

**Date:**

**Venue:**

**Evidence of the meeting (if any):** *(a picture, a signed document, video/audio recording, etc)*

**Brief overview of the meeting**

**Main issues discussed during the meeting**

**Recommendation from the Stakeholder**



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To promote projects results and enhance networking among PC HEIs, governmental institutions, Blue economy sector enterprises and NGOs in order to act regionally in order to prevent and cope with consequences of global climate change and local/regional marine pollution a database of contacts will be **created and enriched**.

Each partner will contribute on the creation of this database identifying and sending **a list of different stakeholders/ NGO and institutions who will potentially deal with the domain of interest of the new master. The respective lists will be send to** UV which will be the responsible partner for the creation and updating of this database. Upon the creation of the list will be discussed which partner will contact the relevant stakeholders/ NGO/ institutions in order to obtain at least the publication of project related information on their website and whenever possible, more significant cooperation actions such as participation in events.

The information needed for this list:

- *Name of organization;*
- *Type of the organization;*
- *Contact person of the organization;*
- *E-mail;*
- *Telephone number;*
- *Web.*

**The main aim of the use of this list will be for keeping informed the target audience, about the activities we are carrying out.**




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 Dissemination Plan Overview and Deadlines (To be updated during the project life)

EVENT/ Activity	When	who	to whom	where	number	Notes
<b>Logo</b>	M1	UoM	All partners & beneficiaries	-	1	Done during kick off meeting
<b>Website</b>	M2-M6	UoM  To be discussed	All partners, beneficiaries , stakeholders , NGO Institutions Wider public	-	1	The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents
<b>Social media</b>  <b>Facebook</b>  <b>Instagram</b>  <b>Twitter</b>	ASAP	UV	All partners, beneficiaries , stakeholders , NGO Institutions Wider public	-	3	In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff.  Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key

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						achievements. The main objectives of social media are: <ul style="list-style-type: none"> <li>-Spreading project information, activities and results</li> <li>- Broaden the outreach of MEP&amp;M</li> <li>- Exchanging experiences</li> <li>- Allowing the creation of a very interactive dissemination</li> <li>- Analysis of the audience feedback to adjust the communication strategy</li> </ul>
<b>Dissemination Plan</b>	M2-M5	UV UoM UAMD To be decided	All partners	-	1	will be updated throughout the project lifetime
<b>Dissemination materials</b>  <b>Leaflets,</b>  <b>Posters;</b>  <b>Roll-ups;</b>  <b>Brochures;</b>  <b>Postcards;</b>	M3-M5	To be decided	All partners, beneficiaries , stakeholders , NGO Institutions Wider public	Website Email Social media events	<b>According the need of each PC HEIs and events</b>	Through the project phases  A three-page leaflet (A4, color, folded and printed both sides),providing quick overview in English, Albanian and Montenegrin, will be published.  In order to promote the project in public events, such as conferences and

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<b>Bags, pens, t-shirts, ect.</b>  <b>Student guide</b>  <b>Videos</b>  <b>Please add</b>	During second year of the project					exhibitions, a poster in English will be designed and printed.  In order to promote the project in public events
<b>Templates for standard project presentation,</b>  Agenda  Word  PPT  Press release  Event report	M3-M4	UV	Project partners	Internal usage		
<b>Promotional events (info days, contact meetings, etc.)</b>						

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<b>Semi-annual newsletter</b>	M6, M12  M18, M24  M30, M36	UoM  UV  UAMD  To be decided	to all target audience	Online , by mailing list	6	It will include information on the project, its main objectives and expected results.  The content of the newsletter will be provided by the partners and its aim is to disseminate the project activities. It will be available online on the project website and distributed through the project database.  Before and after every important event throughout the project and whenever relevant developments or activities take place.
<b>Press release + media</b>  organizing video campaigns and advertising in media	To be discussed	UoM UV, UAMD	All partners, beneficiaries , stakeholders , NGO Institutions Wider public		<b>½ press release a year by each PC HEIs</b>	Increasing visibility of the project results

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<b>Dissemination reports</b>	M12 M24 M36	UV	All partners, beneficiaries, stakeholders, NGO Institutions Wider public	Online channels	<b>3</b>	
<b>Awareness campaign for students admission</b>	M24 M28 M32	UoM, UV, UAMD	Montenegro and Albanian HEIs, Students, Governmental institutions related to environmental protection, Blue economy sector enterprises	Online/onsite	<b>3 by each PC HEIs</b>	<p>To promote the project and to disseminate the call for students admission at MSc program,</p> <p>To promote the MEP&amp;M MSc program,</p> <p>To inform potential students to be enrolled in MSc in MEP&amp;M</p>

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<b>list of must-go events</b> <b>conference on "Climate change" and Marine environment pollution</b>						
<b>Management meetings</b>						
<b>Management reports</b>  <b>Project Management Handbook</b>						
<b>Exploitation roadmap</b>						
<b>Interinstitutional agreements</b>	During project lifetime and after	UoM UV UAMD	EU HEIs,  Blue economy sector enterprises	By email, events, Conference s ect	<b>At least 5/each PC HEIs</b>	empowering establishment of MEP&M cluster among consortium members  -support widening collaboration network and development of new partnership

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						<ul style="list-style-type: none"><li>-fostering cooperation between MSc students and potential future employers</li><li>-providing necessary preconditions for acquiring future EU grants</li></ul>
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