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# REPORT

## WP 5 DISSEMINATION AND EXPLOITATION OF PROJECT RESULTS DEV 5.1 DEVELOPMENT AND IMPLEMENTATION OF DISSEMINATION AND EXPLOITATION PLANS

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Development of Regional Joint Master Program in Maritime Environmental Protection and  
Management – MEP&M  
Project no. 619239-EPP-1-2020-1-ME-EPPKA2-CBHE-JP

### DISSEMINATION AND EXPLOITATION PLAN (DEP)

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## **Table of Abbreviations**

BSc – Bachelor of Sciences;

CBHE – Capacity Building in field of Higher Education;

DEP – Dissemination and Exploitation Plan;

DISS&EXPL – Dissemination and Exploitation;

ECD – Eco Dolphin;

EU – European Union;

EUSAIR – European Union Strategy for Adriatic-Ionian Region;

GMD – General Maritime Directorate;

HEIs – High Education Institutions;

ICT – Information and Communication Technology;

IMO – International Maritime Organization;

JP – Joint Projects;

LFM – Logical Framework Matrix;

M – Month;

MEP&M – Maritime Environmental Protection and Management;

MARPOL – The International Convention for the Prevention of Pollution from Ships;

MSc – Master of Sciences;

NEPA – Nature and Environment Protection Agency;

NGO – Non-Governmental Organization;

PC – Partner Country;

UAMD – University “Aleksander Moisiu” of Durrës;

UCA\_E – University of Cadiz;

UCA\_F – University of Cote d’Azur;

UL – University of Ljubljana;

UoM – University of Montenegro;

UV – University of Vlora “Ismail Qemali”;



UN – United Nations;

UNEP – United Nations Environment Programme;

WB – Western Balkan;

WBC – Western Balkan Countries;

WP – Work Package.

## 1. INTRODUCTION

There is an important need to disseminate and exploit the results of projects (especially those funded by the European Union) and programs for having the needed impact to the target groups, key actors, institutions and society at large. The designing of an appropriate process for dissemination and exploitation strategy means developing a plan to ensure the expected benefits and impact of the project to all the categories aforementioned.

“Dissemination in terms of Erasmus+, involves spreading the word about the project success and outcomes as soon as possible (1). Project dissemination aims to aware others (i.e. institutions etc.) for the project impact. Additionally, this can assist on profile rising of the organization(s) carrying out the project. In order to disseminate effectively the results, an appropriate approach since the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

On one hand, exploitation is a planned process of transferring the successful results of the programs and initiatives to appropriate decision-makers in regulated local, regional, national or European systems and on the other hand, a planned process of convincing individual end-users to adopt and/or apply the results of programs and initiatives. For Erasmus+ this means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project. Results should be developed in such a way that they can be tailored to the needs of others; adapted and transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice”.

Activities serving the Dissemination & Exploitation of results are a way to showcase the work that has been done as part of the Erasmus + Capacity Building in the field of Higher Education (CBHE) project. Sharing results, lessons learned, outcomes and findings beyond the participating organizations will enable a wider community to benefit from a work that has received European Union (EU) funding. Furthermore, it will help to promote the organization’s efforts towards the objectives of Erasmus +, which attaches fundamental importance to the link between Erasmus+ program and policies.

This document provides an overview of the projected Dissemination and Exploitation Plan (DEP) activities of the Maritime Environmental Protection and Management (MEP&M) project – Development of Regional Joint Master Program in Maritime Environmental Protection and Management. It explains the rationale behind chosen strategies, approaches and communication tools. The strategies developed here are in line with the Erasmus + program requirements, the project proposal and the project partner’s need. The DEP is a live document, which will be occasionally updated as the project evolves, and the additional activities implemented. Dissemination of the project result is the responsibility of all project partners not only during the lifetime of the project but also after the project closure, to sustain the project impact in the long run.

## 1.1 Project at a glance

Joining the European Union is a key political goal for all Western Balkans Countries (WBC), including Montenegro and Albania. Montenegro obtained status of an EU Candidate country in December 2010, while Albania is in the process of waiting the results of its request. To join the EU, both countries jointly with many criteria's accomplishment, must also fulfill several environmental criteria. Indeed, the environmental criteria are crucial in this process.

MEP&M project is focused on issues regarding protection of marine and coastal zone environment from global climate change and local/regional pollution issues in both Montenegro and Albania. The Blue economy includes economic activities that are: marine-based and also includes those parts of the public sector with direct coastal and ocean responsibilities as well as marine education and research.

Besides EU, United Nations as well through United Nations Environment Programme (UNEP) addresses the environmental issues. Additionally, United Nations (UN) International Maritime Organization (IMO) is dealing with specific control and prevention of ship-source pollution covered by the Maritime Pollution (MARPOL) Convention, including oil, chemicals carried in bulk, sewage, garbage and emissions from ships, including air pollutants and greenhouse gas emissions (2). Other matters covered include ballast water management, anti-fouling systems, ship recycling, pollution preparedness and response, and identification of special areas and particularly sensitive sea areas.

Blue economy sector in Montenegro and Albania is recognized in the EU Strategy for Adriatic Ionian Region (EUSAIR). This sector is mainly focused on carrying activities related to the coastline and open seas, such as offshore energy, including renewable (wind) and fossil fuels (oil & gas), shipping and marine transport, and marine and coastal tourism, yachting and marinas, port activities, shipbuilding and repair, coastal planning, and environmental protection of coastal and sea region. To some extent, some of these activities are developed, while others are just emerging. All these activities indirectly have their influence in marine and coastal environment in South Adriatic and North Ionian seas.

According to the Needs analysis and very modest initiatives coming from governmental institutions in Montenegro and Albania on marine and coastal protection from pollution and climate change mitigation policies are hardly comparable to those in EU countries (3). Regarding the increasing of competences and skills of human resources in field of Maritime Environmental Protection and Management, Montenegro and Albania will support following activities: developing the professional capacities in field of maritime environmental protection



and management; supporting the process of regional cooperation in public, private, Non-Governmental Organization (NGO), education and research sectors.

Actually the consortium sees the need to develop new regional joint interdisciplinary master program in maritime environmental protection and management Master of Sciences (MSc) in MEP&M for graduated Bachelor of Sciences (BSc) students, professionals from governmental (related to marine environment protection) and Blue economy sector enterprises (including port authorities, pollution control officers, inspectors, government officials, managers, masters, engineers, fleet supervisors, seafarers, ship owners, legal managers), and other professionals who seek for specific knowledge in field of MEP&M. At the same time, countries like Montenegro and Albania are seeking for those professionals with knowledge, experience and skills in field of marine environmental protection who will be able to manage environmental issues, be able to take part in future negotiations toward EU membership and help in achieving national environmental.

This project in its implementation includes both countries Montenegro and Albania focusing on “Modernization of curriculum by developing new and innovative courses and methodologies that deals with the relevant universities: University of Montenegro, University of Vlora “Ismail Qemali” and University of Durres “Aleksander Moisiu”. Based on that, it is necessary to develop appropriate regional joint interdisciplinary master program in English language (that would serve as a link, within society, between the High Education Institutions (HEI’s) of WBC and the national/regional priorities in a large scale).

The topic for development of a new joint interdisciplinary MSc program in MEP&M will address the:

- National and region 1 – Western Balkan (WB) region priorities;
- Learning and teaching tools, methodologies and pedagogical approaches including learning outcomes and Information and Communication Technology (ICT)-based practices;
- Interdisciplinary including Environment as the most represented field, Engineering and engineering trades, Social and behavioral science, Mathematics and statistics;
- Improvements and innovations in MEP&M;
- Competitiveness in wider neighborhood especially because it is unique and the first one initiative to develop a joint MS c program in MEP&M in English at relevant HEIs;
- Generating new and enhancing knowledge of existing professionals in the field of MEP&M;
- Generating new job opportunities for graduated master students;
- Increase of number of relevant stakeholders included in the MEP&M as suggested by the EU initiatives in maritime sector;
- Sustainability in capacity building in higher education in Montenegro and Albania.

## 1.2 Members of the Consortium

### **Project coordinator:**

P1. University of Montenegro (UoM) - Montenegro

### **Project partners:**

P2. University “Aleksander Moisiu” of Durres (UAMD) – Albania;

P3. University of Vlora “Ismail Qemali” (UV) – Albania;

P4. University of Ljubljana (UL) – Slovenia;

P5. University of Cote d’Azur (UCA\_F) – France;

P6. University of Cadiz (UCA\_E) – Spain;

P7. General Maritime Directorate (GMD) - Albania;

P8. Nature and Environment Protection Agency (NEPA) – Montenegro;

P9. Eco Center Dolphin (ECD) – NGO Montenegro.

### **Associated partners:**

- Portonovi Marina Management Company, Herceg Novi- Montenegro
- Technical Institute Foundation for higher education on mobility - info mobility management and logistic infrastructure - GE.IN.LOGISTIC- Taranto- Italy
- Students' Parliament of the University of Montenegro, Podgorica- Montenegro
- Chamber of Commerce and Industry of Vlore, Vlore-Albania

## 1.3 Methodology of DEP

The main objective of Work Package 5 (WP5) is to ensure the dissemination and sustainability of project results. Dissemination and Exploitation will be shaped through respective plans that are carefully prepared, and all project partners will be involved in their implementation. Dissemination of the project results will be based on the principles of full transparency and involvement of all relevant stakeholders during the project lifetime and sharing of appropriate information and visibility activities. For the development of this plan all partners have been included and provided comments and suggestions.

Initially, the WP leader based on the project description and its own experienced developed a first draft. WP leader team circulated the draft between its own members for additions and improvements. Additionally, email exchanges and several in person and virtual meetings took place for finalization of the draft. After agreement between WP leader team, the draft was disseminated to all partners for comments and suggestions. All the comments and suggestions were included in the final draft.

Exploitation activities will ensure that the results of the project will have lasting effects, after its completion. The basis for exploitation will be given in the exploitation plan and exploitation roadmap, where the latter will be delivered by the end of the project, based on the results of the project and following the findings of the Impact Analysis Also, the project should set basis for

continuation of joint activities of Montenegrin, Albanian and EU partners, especially since in promoting regional joint master program in MEP&M.

Methodology to be used involves creation of dissemination and exploitation plans, design of unique visual identity through project website accompanied by social media accounts, design and distribution of printed promotional material and marketing materials, guidelines for students, academics, organization of various promotional events and creation of a detailed exploitation roadmap. Major milestones will be monitoring MSc program implementation by institutional bodies and raised awareness among stakeholders of the benefits of enhanced human resources in field of MEP&M in Partner Country (PC), as well as possible continuation of cooperation with the EU partners. Measurable indicators of this WP are stated in Logical Framework Matrix (LFM) of the detailed project description.

## **2. PROJECT DISSEMINATION AND EXPLOITATION MANAGEMENT**

The leader of the Work Package 5 is the University of Vlora “Ismail Qemali”. The WP5 leader is responsible for leading all important decisions regarding the dissemination and exploitation of each outcome of the project and will work closely with the Project Partners ensuring up-to-date and effective communication and interaction with targeted audiences, so that the project results can be optimally exploited. The overall mission will be to keep track of the project’s achievements and to ensure its aims, in terms of dissemination and exploitation, are reached. Participants of the project are all obliged to take part in the dissemination and exploitation activities to the extent defined under this Plan (DEP).

Local dissemination of results will be carried out by the local dissemination responsible partner. The project partner dissemination responsible should also contribute to the overall activities. The structuring of dissemination will primarily be the responsibility of the WP5 leader. The WP leader is furthermore responsible for common dissemination documents.

Each separate activity within the project WP’s run by the project partners are responsible for their respective communication activities and for reporting and co-operating with WP5 dissemination responsible on common communication activities. This means that writing reports, synthesizing results and preparing presentations will be done within each project activity and WP respectively.

Project results may influence priorities, and therefore the DEP will need to be revised on a continuous basis. The DEP is a “living” document which will be reviewed continuously by the project co-ordinator and WP5 leader throughout the programme lifetime.

The project will stay updated about timetables in order to achieve maximal impact of project results. The timetable of DEP activities may therefore change as more information becomes available.

In order to perform efficient and coordinated the dissemination exploitation and sustainability activities, every partner should actively contribute by:

- Promoting and disseminating the project and its results (deliverables and other results);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.
- Including the logos of Europe Union funding body and make proper reference to this body in all dissemination materials (printed or electronic);
- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) – by updating the DEP document in the project on a regular basis;
- Reflecting its contribution to the Dissemination and Exploitation Strategy.
- Submitting to the dissemination WP5 leader the dissemination materials used in all occasions in order to contribute to different project reports;
- Submitting to the dissemination WP5 leader the proofs of dissemination activities (Dissemination Exploitation and Sustainability Time Plan, Dissemination Reports, Activity Reports, Presence sheets, Photos, Videos, etc.);
- Submitting to the dissemination WP5 leader the feedback obtained in all dissemination events for reporting reasons and for further improvement and development of Dissemination & Exploitation Plan (DEP);
- Drafting and submitting the periodical Dissemination Reports at each six months meeting of Project Management Board.

## **2.1 Project's dissemination and exploitation tasks**

In order to achieve the DEP objectives, the following tasks were established in WP5 of this project:

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)

## 2.2 Human resources

Human resources for the implementation of the dissemination activities planned for the MEP&M project are assured within staff members of each project partner. In order to coordinate communication activities effectively from the early beginning, a contact person for each project partner have been selected. Overview of the partner contact person for WP 5 is given in the Table 1.

*Table 1. Partner's contact person*

Partner	Contact person	Contact e-mail
University of Montenegro	Dr. Mirko Đurović	mirko.djur@ucg.ac.me; mep-m@ucg.ac.me
Aleksander Moisiu University of Durres	Mrs. Aurela Cara	aurela.cara01@gmail.com
University 'Ismail Qemali' Vlore	Suard Alizoti	suard.alizoti82@gmail.com
University of Ljubljana	Marko Papić	Marko.Papic@uni-lj.si
Université Côte d'Azur	Christophe Mocquet	christophe.mocquet@univ-cotedazur.fr
University of Cadiz	Prof. Dra. Ana Macías Bedoya	ana.macias@uca.es
General Maritime Directorate	MSc Brunilda Çoti	brunilda.coti@dpdetare.gov.al
Nature and Environmental Protection Agency	Aleksandar Božović	aleksandar.bozovic@epa.org.me
Ecological Center DOLPHIN	Ljilja Radunović	ecodelfinkotor@gmail.com

## 3. DISSEMINATION STRATEGY

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are defined in this plan. Dissemination strategy of the MEP&M project consists of the following core components:

- **Objectives of dissemination:** identify the project dissemination objectives;
- **Target groups:** identify crucial target groups and bodies that are interested in the project;
- **Key messages:** identify core project messages for specific target groups;
- **Dissemination methods:** identify dissemination methods, tools and channels;
- **Dissemination action plan:** identify a plan of dissemination activities.

The partnership approaches towards dissemination and exploitation of results are focused on:

- A clear and dynamic focus on user needs – the project is based on a clear and well-argued presentation of the analysis of end-users and actual needs for the target group concerned and the results proposed are a response to those needs.
- Shared responsibility across all partners - responsibility for the dissemination and exploitation of results lies with the whole partnership in their capacity as the owner of those results thus each partner has a role to play.
- A continuing process - activities are conceived and planned from the beginning of the implementation.
- Life after the end of the project - include activities designed to ensure the continuing visibility, accessibility and use of the results after the end of the project, to ensure maximum impact and sustainability.

The principal messages to communicate within the Dissemination and Exploitation Plan (DEP) are conceived to:

- Aware internal members of the consortium to build an identity and profile for the project and its outcomes within the communities belonging to the Program Erasmus +;
- Understand the methods applied to target groups and beneficiaries for deep involvement in the project and future transfer to Montenegrin & Albanian HEI's;
- Involve the overall actors to settle on a common language and shared behavior to facilitate the achievement of all the objectives of the project;
- Support stakeholders and partners to better understand the main purposes of the project;
- Act via networks and informal channels to transfer, capitalize and value best-practices.

### **3.1 Objectives of the dissemination strategy**

The MEP&M Project Dissemination Plan aims and objectives are:

- To identify appropriate target audiences for the implementation of the DEP and to define specific dissemination objectives for each of these groups;
- To identify, develop and sustain effective channels of dissemination and communication, both internal and external;
- To facilitate the exchange of information among all key stakeholders and enhance the coordination mechanism ensuring that the overall communication and visibility goal is successfully reached;
- Promoting scientific excellence and innovation; practical deployment of evidence and research results, including implementation in society at large;
- Contributing to knowledge exchange and mutual learning, focusing also on capacity building and collaboration;
- To develop and ensure consistent and timely delivery of communication outputs for reaching the specific target groups;
- To actively engage all partners in promoting the project in their countries and in particular in WBC region;

- To create maximum opportunities to transfer and upscale the project results.

This Dissemination Plan outlines and identifies the following elements:

- What are the responsibilities of each partner when dissemination activities are implemented,
- Which tools are to be used,
- What is the purpose of each tool,
- Who is the target group to be reached by each tool, and
- How and when to use each tool.

All the work and effort invested, and the results gained by the project consortium will achieve limited success, if students, technical universities, industrial companies and ultimately the general public are not aware about the achievements of MEP&M project. That is why the work-in-progress (during the project's lifetime), the experiences gained and the final results (after the project's completion) should be actively disseminated through the dissemination processes and materials.

The internal objective of Dissemination & Exploitation Plan is to provide the partners of the consortium with an effective and efficient blueprint to follow in disseminating the MEP&M project.

### 3.2 Target audience

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is: who do we need to communicate with? As a result, all communication actions will eventually be targeted towards these stakeholders, which will be our target groups for the communication activities.

Identifying overall needs that MEP&M project bases its activities on inevitably led to identification of the main target groups that will benefit from reaching the objectives of the project. MEP&M project activities and results during the project will affect three main target groups in both countries, Montenegro and Albania:

- **Montenegrin and Albanian HEIs,**
- **Students from WBC region,** students with BSc degree and existing professionals interested in acquiring additional knowledge and improving skills in maritime environmental protection and management,
- **Governmental institutions related to environmental protection in WBC region,** employers in public sector (ministries and policy makers, environmental protection agencies, maritime safety departments, local maritime authorities etc.),
- **Blue economy sector enterprises** (shipping agencies, ship owners, terminals, marine surveying and inspection companies, yachting agencies etc.),
- **NGO in WBC region.**

In respect to PC HEIs it is expected to enhance strategic development, foster international recognition through accreditation of regional joint interdisciplinary master program in MEP&M in English language, attract international students, increase incoming mobilities, enhance and upgrade human and technical capacities, introduce modern teaching methods (e-learning), widen cooperation network on regional and international level and foster synergy between academia, industry sector and governmental institutions (Table 2).

Connectivity with governmental and Blue economy sector enterprises during the project implementation period will create opportunity for them to do market analysis directly and target potential employers.

Aiming to achieve specific objectives and milestones of the project public sector and industry representatives in Montenegro and Albania will actively participate in development and realization of joint master program, mentoring case study - project work of enrolled students, transferring experiences and special skills to teaching staff, networking on consortium level, dissemination of project results, selection of top quality MSc graduates who are able to think through complex issues, who can perform marine environmental analysis, who can demonstrate knowledge and skills in domain of sustainable planning and monitoring, who are capable of designing and managing projects, who are able to make some changes in making decisions and governing sustainable development in PC HEIs.

The NGO sector will be involved in negotiating about leading topics dealing with maritime pollution prevention legislative, blue growth principles, promotion of young researchers, dissemination of project aims and results, raising awareness of wider public etc. Some of the benefits of their engagement are as follows: contributing to well-governed and secure societies, successfully protected and managed environments; encouraging healthy, active and well-informed populations; strengthening national and local communities; sharing values that underpin economic and social development.

*Table 2. Benefits from the project*

Target group	Key message	Possible benefits from the MEP&M project
Decision makers and regulators on local, regional, and national level	Aim and key objective of the project, its progress, key results and possible implementation of them	Be informed about the project implementation; Be part of the project implementation and provision of knowledge and experience about the status-quo; Become “ambassadors” of the project; Integration of new regulation and policies; Inform of possible actors involved in the fields and



		<p>persuading them about the benefits of using project results;</p> <p>Lobbying of these groups to policymakers for integration of project results into the national legislation.</p>
Professionals in the field	Possible benefits for their work status the implementation of the project results	<p>Engage in local co-creation activities to create integrated programs</p> <p>Improvement of the services provided by the integration of the project results in their daily life.</p>
Higher institutions and researchers	Improvement of their capacities and higher attractiveness for possible future students	<p>Increase of the student's number to participation in the new planned study program;</p> <p>Improvement of the infrastructure;</p> <p>Improvement of human capacities;</p> <p>Provision of up-to-date study programs with a concrete impact in the society and local economy.</p>
Students	Benefits of the implementation of this study programs at the University and higher possibility for employability	<p>Increase of students capacity;</p> <p>Provision of a study program that didn't exist till now;</p> <p>Higher possibility for employability;</p> <p>Participation in a study program recognized in other countries (EU countries).</p>
Media groups	Dissemination of the project implementation and its results.	<p>Inform of the wider public about the project implementation;</p> <p>Inform of the wider public about the benefits of the project implementation.</p>
Ministries (i.e. Ministry of Education, Ministry of Transportation and Ministry of Economy)	Information of them about the project implementation, results and possible benefits.	<p>Information about the project and its main objectives;</p> <p>Lobbying to them for wider integration of project results;</p> <p>Information of them about possible benefits of the project.</p>

### **3.2.1 Database with target groups**

A database with target groups will be developed by the project's partnership. The database will be used for dissemination and sustainability activities like sending newsletters, invitation to project's workshops and events, etc.

It will be asked to the partners to share their previous contacts in order to create and enrich a list of different stakeholders and institutions who will potentially deal with the domain of interest of the new master.

Each entry in database will be composed by:

- Target group type (student, universities, NGO etc.);
- Name of recipient;
- Organization;
- Contact information (Email, Facebook account).

All the contacts established during the project implementation will be gathered in a database, which will be handover at Montenegrin and Albanian HEIs partners of this project. They will use it to keep informed the stakeholders about the activities they are carrying out.

### **3.3 Key messages**

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principle guidelines of key messages are to:

- Be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used wherever possible;
- Tailored to the target groups. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- Information should be correct and realistic.

## **4. DISSEMINATION METHODS, TOOLS AND CHANNELS**

In this section, it will be explained in which way the consortium intends to use the different dissemination tools and channels. In order to establish effective channeling of the key project messages to the target audience, appropriate communication tools should be selected, depending on their purpose (intended for internal or external communication).

Internal communication will itself be conducted via email, telephone and online conferences, periodic face-to-face meetings. Project documents for internal use (including administrative project documents, reports and publications, templates for standard project presentation) will be stored on project website or Google drive, giving all partners access always.

External communication will be conducted using following tools:

- Visual identity of the project,

- Website of the project and social media accounts (Project website & PC HEIs websites; Facebook, Twitter, LinkedIn)
- Dissemination products and materials (Leaflets; Posters; Scientific articles, Roll-ups; Brochures; Bags, pens; t-shirts; student guide; Videos, Newsletter, etc.),
- Press releases/Apearances in the media,
- Project promotion events (info days, University open days, Education fairs, Environmental protection events, etc.)

However, according to the project needs, this Plan will focus on the external communication channels and tools to be used.

In Table 3 below is explained what communication channels will be used to reach each target group and when.

*Table 3. Communication channels vs target group*

<b>Target Group</b>	<b>Means of Communication to Reach These Target Groups</b>	<b>When</b>	<b>Indicators to measure the effectiveness of the means of communication</b>
PC HEI academic and non-academic staff	Project website Social media PC HEIs mailing lists PC HEIs websites Info sessions Printed promotional material Newsletter	Throughout the project lifetime and after	Number of (unique) visits to the project website Number of views at social media accounts Number of e-mails received Number of people present at info sessions
Stakeholders	Project website Education fairs Environmental protection events Mailing lists Newsletter	Throughout the project lifetime and after	Number of (unique) visits to the project website Number of views at social media accounts Number of e-mails received Number of people present at the events
Higher Education community in PCs	Project website Social media Science days Education fairs	Throughout the project lifetime and after	Number of (unique) visits to the project website

	Mailing lists Newsletter		Number of views at social media accounts Number of e-mails received Number of people present at events Number of cooperation requests
International academic/research community	Project social media accounts Guides for incoming students and academic staff/researchers Inter-university networks (educational and research) Newsletter	Throughout the project lifetime and after	Number of (unique) visits to the project website Number of views at social media accounts Number of e-mails received
Broader public in PCs	Education fairs Environmental protection events University open days Social media accounts Press releases	Throughout the project lifetime and after	Number of participants at events Number of views at social media Number of e-mails received

#### 4.1 Internal communication

Internal communication for the MEP&M project partners has been defined at the Kick-off meeting. Internal events are a cohesive communication tool, which aims to bring closer project partners to the realization of the common goal, i.e. effective realization of the project and achievement of the expected project results. These events allow partners to discuss project course, as well as to amend or update their common strategy for project management, if and when needed.

Their character is mostly organizational and managerial, although some of the events planned are targeted to strengthen the capacities of project partners, aimed at better and more successful implementation of the project (Table 4). The internal events planned within the project are as follows:

- Mailing list,
- Informal communication,
- Project team on-line application

- Project events,
- Regular face-to-face meetings and teleconferences

*Table 4. Communication tools*

<b>Communication tools</b>	<b>Explanation/Clarification</b>
Mailing list	For inclusion of all project participants, information of them on real time and discussion for different project issues and receiving decisions.
Informal communication	Use of informal channels of communication such as phone-calls, What's App groups etc. for discussion of different ongoing issues during project implementation.
Project team on-line application	Use of an on-line application for real time access to all project documents.
Project events	Meetings planned during the project lifetime such as workshop sessions, internal training activities etc.
Regular face-to-face meetings and teleconferences	Kick-off meeting, consortium meetings, other meetings during the project implementation. Teleconferences between consortium or between some of the partners for specific issues.

## 4.2 External communication

### 4.2.1 Visual identity of the project

A graphic identity is composed of visual elements that aim to represent the organization (in this case the project's partnership). It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. The main graphic element of the MEP&M project is the logo (Figure 1).



*Figure 1–MEP&M Project Logo*



Several project logos were designed and proposed by the coordinator during the kickoff meeting and all the partners voted for the above one. This project logo, the EU emblem and the disclaimer "Co-funded by the European Union" will be posted on every single publication, poster, and brochure released during the project lifetime.



#### **4.2.2 Website of the project and social media accounts**

The project coordinator will develop a website ([www.mepm.ucg.ac.me](http://www.mepm.ucg.ac.me)). Responsible for the management and maintenance of the project website will be the project coordinator, while all partners will contribute with information needed. The project website will be updated regularly. The project website will be connected also with project partner's websites for higher visibility. Except the website, the WP leader will develop social media accounts (Facebook, Twitter, and LinkedIn). These accounts will be used jointly with the website for broader dissemination of the project results as well as for swifter contact with broad audience. Additionally, project partner websites will be updated with information related to the project program.

#### **4.2.3 Dissemination products and materials**

Within the first six months of the project a leaflet will be developed by WP leader and disseminated among partners. Initially the leaflet will be developed in English and each partner will translate in local language and disseminate it. At the end of first, second-, and third-year WP leader will develop a newsletter in English and disseminate to project partners. The newsletter will contain information about the project progress. The newsletter will be disseminated via email to local, regional, and national stakeholders and policymakers. Additional products such as bags, pens, students guide etc. will be developed by project partners according to their needs and their budget. A video will be developed by all project partners to promote the new master study program in order to disseminate it between possible students' candidates. At least two abstracts and/or scientific articles will be developed and presented/published in national/international conferences/scientific journals during project lifetime.

#### **4.2.4 Press releases/Apearances in the media**

In order to reach a broader audience, it is expected dissemination of the project in traditional media and more especially in television. It is expected to organize at least two press releases and/or exhibition of the project in the media. Each partner country should organize at least one of the mentioned activities.

#### **4.2.5 Project promotion events**

Promotional and communication events will be organized throughout the project lifetime, to bring attention of the project (Table 5). The project will be disseminated to info days University open days, Education fairs, Environmental protection events, etc.

*Table 5. Dissemination activities*

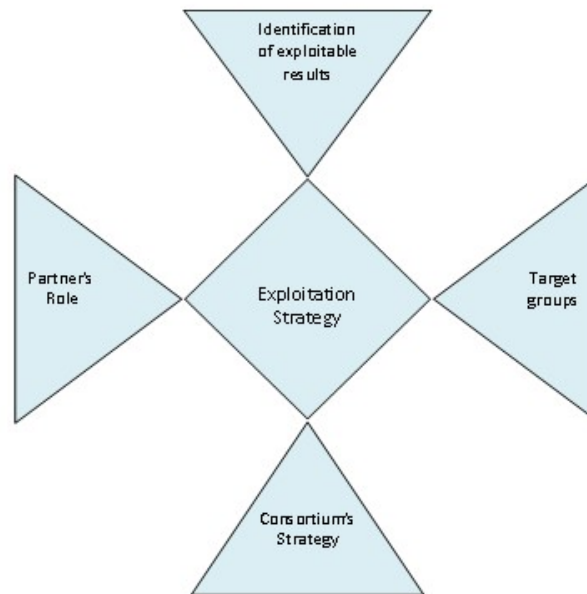
<b>Dissemination activity</b>	<b>Tool used</b>	<b>Responsible partner</b>	<b>Number of activities</b>	<b>Timeline for implementation</b>
Visual identity of the project	Project logo	WP leader	1 (project logo)	M3
Website and social media	Website	Project coordinator and contribution from all partners	1 (Website of the project)	M6 and throughout the project lifetime
Website and social media	Social media accounts	WP leader and contribution from all partners	3 (Facebook, Twitter, LinkedIn)	M6 and throughout the project lifetime
Dissemination products and materials	Templates for standard project presentation	WP leader and contribution from all partners	Project templates for pptx, word, agenda, event reports etc.	M5
Dissemination products and materials	Leaflet	WP leader and contribution from all partners	1 (project leaflet)	M6
Dissemination products and materials	Roll-up	WP leader and contribution from all partners	1 (roll-up)	M6
Dissemination products and materials	Brochure	WP leader and contribution from all partners	1 (brochure)	M15
Dissemination products and materials	Video	All partners	3 at minimum (video)	M30
Dissemination products and materials	Bags, pens etc.	All partners	Bags, pens etc.	Throughout the project lifetime
Dissemination products and materials	Newsletters	WP leader and contribution from all partners	3 Newsletters	M12, M24, M36
Dissemination products and materials	Reports	WP leader and contribution from all partners	3 (reports)	M12, M24, M36
Dissemination products and materials	Abstract or scientific article	All partners	At least 2	Throughout the project lifetime

Dissemination products and materials	Reports, meetings, deliverables etc.	All partners	All documents (except those confidential, if any)	Throughout the project lifetime
Press releases/Apearances in the media	Release of press conference or project presentation in television	Partner countries	At least 2 (one per each partner country)	Throughout the project lifetime
Project promotion events	Info days	Partner countries	At least 4 (two per each partner country)	Throughout the project lifetime
Project promotion events	University open days	Partner countries	At least 1 per each partner country University	Throughout the project lifetime
Project promotion events	Environmental protection event	Partner countries	At least 1 per each partner country University	Throughout the project lifetime

## 5. EXPLOITATION ROADMAP AND SUSTAINABILITY

The exploitation roadmap of MEP&M project aims the development of cooperation after the project lifetime, the use of project results and outputs as well as determining guidelines on how to deliver the right message to the appropriate target audience. The exploitation roadmap of MEP&M project is intended to shape a strategy for the effective exploitation of the projects results and impacts by all the participating partners. The exploitation roadmap has to include (see Figure 2): the identification of exploitable results, the relevant target groups, the partner's role and the consortium's strategy.





*Figure 2–Exploitation roadmap components*

## 5.1 Exploitation Activities

Exploitation activities will be carried out after the project's lifetime through organization of joint master program of Montenegrin and Albanian HEIs. Exploitation activities will ensure that the results of the project will have lasting effects, after its completion. The exploitation plan and roadmap, will be delivered by the end of the project, based on the results of the project and following the findings of the Impact Analysis. An important point in relation to the further exploitation of results is the strong involvement of practice partners and focus on co-creation of knowledge and solutions between academia and different partners. Universities involved to increase sustainability possibilities, an accreditation of joint master program and its full implementation as regional joint master program on English will be requested from the national authorities. However, the project establish basis for continuation of joint activities of Montenegrin, Albanian and EU partners.

## 6. MONITORING AND EVALUATION OF THE PROJECT DISSEMINATION PLAN

The monitoring and evaluation of the project dissemination and exploitation plan is of paramount significance for the whole project lifetime. In this DEP and in the project proposal we have proposed a specific and clear process of the activities that should undertake as well as the indicators that should be achieved. The numbers achieved will be presented in project reports. Monitoring of the numbers achieved will be made during the whole project lifetime.



Additionally, a detailed report will be presented during the interim report as well as at the end of the project (final report). Achievement of the targets as put in table 5 of the current document will be presented and evaluated.

## 7. References

1. Erasmus+ Programme Guide. Version 1 (2021): 25-03-2021.
2. Kitack Lim (Secretary-General of the International Maritime Organization), “The Role of the International Maritime Organization in Preventing the Pollution of the World's Oceans from Ships and Shipping”. Available at:  
<https://www.un.org/en/chronicle/article/role-international-maritime-organization-preventing-pollution-worlds-oceans-ships-and-shipping> (Accessed June 10, 2021).
3. *Development of Regional Joint Master Program in Maritime Environmental Protection and Management Project (MEP&M) project description. Part D-Relevance of the Project, pg.3.*