



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

**PMB Meeting @ Université Côte d'Azur, Nice**  
**WP5 Dissemination, status on achieved results**

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**Project no. 619239-EPP-1-2020-1-ME-EPPKA2-CBHE-JP**





## DISSEMINATION AND EXPLOITATION OF MEP&M PROJECT RESULTS

- The main objective of Work Page 5 (WP5) is to **ensure the dissemination and sustainability** of the project results.
- In the framework of this work page, 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. The project results should be useful even **after the end of the project** in order to guarantee the sustainability of the project.
- From February 2021 to September 2022, have been carried out a set of activities foreseen in the Dissemination and Exploitation Plan (DEP).
- The focus of the activities is to create the right approach to the targeted audience sending them the right messages in the right communication channels, which consists of those who are classified as target groups and key actors.

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## Dissemination and exploitation activities, as follows:

(February 2021 to September 2022)

- Establishment of unique visual identity of the project;
- Development of virtual dissemination and exploitation platform;
- Development the Dissemination and Exploitation Plan (DEP);
- Dissemination and exploitation events according to Plan (DEP) and project description.
- Distribution of dissemination and promotional materials;
- On line publication of the project activities & events.

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## DISSEMINATION ACTIVITIES AND PRODUCTS

<b>MEP&amp;M CONSORTIUM</b> <b>February 2021-September 2022</b>	ACTIVITY	PRODUCT	MONTH	PROJECT TIMELINE	TARGET GROUP	ACTIVITY IMPACT	INDICATORS
	Visual Identity	Project logo, Templates, product design	M3, M5	M3, M5	Wider public	High	Number of unique visits to the website; Number of views and likes at social media.
	Virtual dissemination platform & publications	Project web site, Social media, HEI's web site	M6 and throughout the project lifetime	M6 and throughout the project lifetime	Wider public	Medium	Number of (unique) visits to the project website; Number of views, friends, followers and likes at social media accounts; Number of e-mails received
	Planning	DEP	M4	M2-M36	Consortium partners	-	-
	Dissemination product & materials	Leaflet, roll up, brochure	M6, M6, M15	M6, M6, M15	Students; HEI's staff; Stakeholders	Medium	Product delivery
	Dissemination product & materials	Reports	M12	M12, M24, M36	Consortium partners	-	Product delivery
	Dissemination product & materials	Interview Newsletters	M2, M7	M12, M24, M36 Throughout the project lifetime	Wider public	High	Product delivery
	Dissemination Events	Info days Open days	Throughout the project lifetime	Throughout the project lifetime	Students; HEI's staff; Stakeholders	High	Number of people present at the events



## ➤ UNIQUE IDENTITY

- Unique visual identity of the project has been established through conceiving and developing logo, templates, products design, etc;
- The main objective has been to have the highest visual impact during dissemination activities.

## ➤ VIRTUAL DISSEMINATION AND EXPLOITATION PLATFORM

- Development of virtual dissemination platform is based on project website, three social media accounts and HEI's websites;
- Since the month six of the project, project website is used for spreading information about project activities, news, announcements, etc.
- Social media accounts are used for publishing activities and events.
- Web sites of universities are used for spreading information related to MEP&M project, news and announcements.

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## PLANNING (*Dissemination and Exploitation Plan*)

Dissemination and exploitation plan (DEP) has been developed as well as implemented by all partners.

- **Dissemination part** includes information regarding:

the project's identity;

target groups;

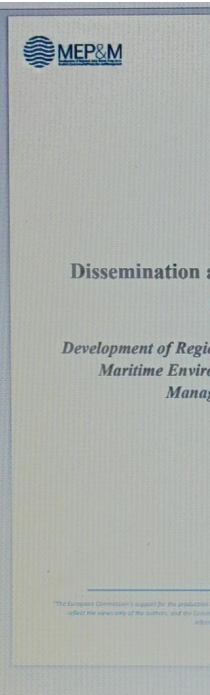
project outcomes;

dissemination activities; the communication channels and materials.

- **Exploitation part** aims enhancing the sustainability and transferability of project results.

This part includes information regarding:

- methodologies of cooperation with relevant bodies and organizations from the very beginning of the project;
- the categorization of all project outcomes;
- measures of project results;
- approaches towards the different target groups → identification of the appropriate means of reaching those target groups;
- scheduling of main exploitation activities;
- reporting on activities progress.



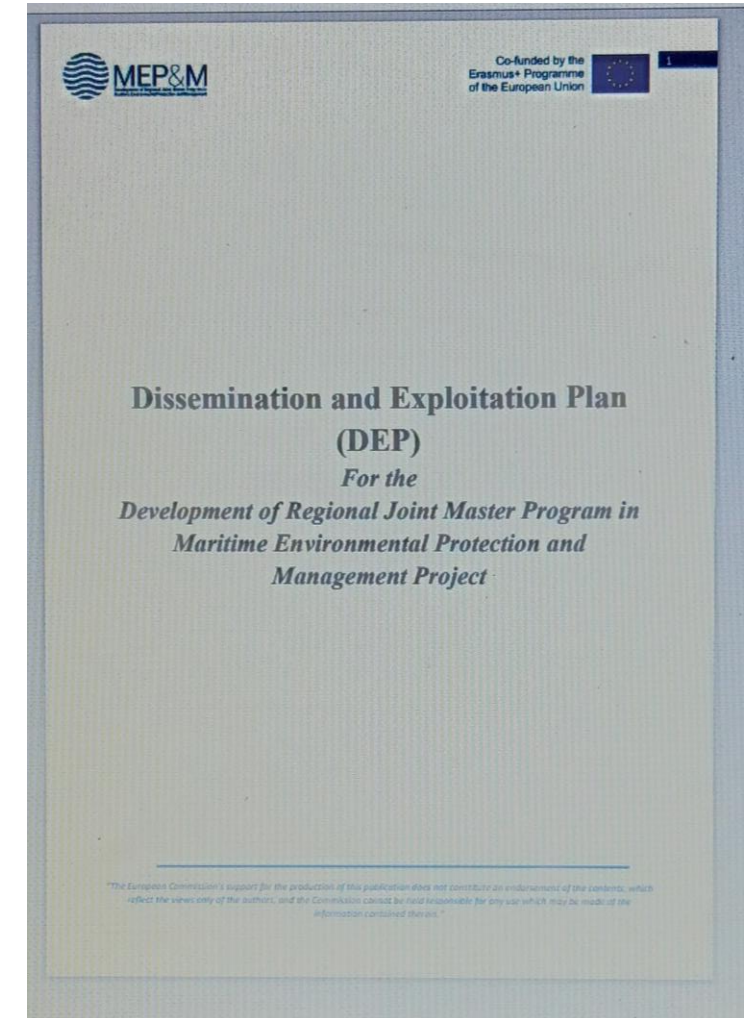
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## PLANNING (*Dissemination and Exploitation Plan*)

- **The main issues of DEP plan are as follows:**
  - Project dissemination and exploitation management;
  - Dissemination Strategy;
  - Dissemination methods, tools and channels;
  - Exploitation roadmap and sustainability (on going);
  - Monitoring and evaluation of the project dissemination plan.



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## DISSEMINATION EVENTS AND PRODUCTS

### EVENTS

Regarding dissemination, by Montenegrin and Albanian partners have been organized different promotion events in order to bring the project and its outcomes at the focus of the defined target groups, at national and international level.

The main events organized are as follows:

- Open days;
- Info days;
- Environmental protection events.

Meanwhile were also **used third parties' events**, in order to promote the project and to create possibility of new cooperations in the future.

### PRODUCTS

The project have been also promoted through products as follows:

- Radio interview
- Published article in Newspaper
- Promotional materials such as leaflets, posters, brochures and roll ups - during the events.

The project events and products have been addressed both to the defined target groups and wider public.

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DISSEMINATION EVENTS		Month	Project timeline	Target group	Activity impact	Level	Indicator
Radio Crne Gore: MEP&M project presented in the Program for Seafarers. In an interview for the Program for Seafarers on national Montenegrin Radio Crne Gore, MSc Maja Škurić presented the Erasmus + project MEP&M.		February 2021	Through Pr. Lifetime	Wider public	High	INT.	Product delivery
MEP&M project promoted in the daily newspaper in Montenegro. In the daily newspaper "Dan", an article was published about the current activities on the project MEP&M of Erasmus + program.		April 2021	M12, M24, M36	Wider public	High	NAT	Product delivery
Presentation of MEP&M project in the framework of the currently active ERASMUS projects of the UoM.		November 2021	Through Pr. Lifetime	Students; HEI's staff; Stakeholders	High	NAT	Nr. of people present at the events
Visit to the Faculty of Maritime Studies Kotor on the occasion of the implementation of the joint ERASMUS + CBHE project "MEP&M" by Representatives of the Environmental Protection Agency and the Ministry of Ecology, Spatial Planning and Urbanism.		February 2022	Through Pr. Lifetime	Students; HEI's staff; Stakeholders	High	NAT	Nr. of people present at the events
University of Vlora "Ismail Qemali" celebrated the 5th edition of <a href="#">ErasmusDays</a> , where projects funded by the <a href="#">#ErasmusPlus</a> programme were disseminated. (INFODAY)		October 2021	Through Pr. Lifetime	Students; HEI's staff; Stakeholders	High	NAT	Nr. of people present at the events
Mep&M Project present in the European Week activity in Vlore, Albania.		May 2022	Through Pr. Lifetime	Students; HEI's staff; Stakeholders	High	NAT	Nr. of people present at the events
Mep&M project as one of the main projects present in 1st INTERNATIONAL STAFF WEEK: "BUILDING AND FOSTERING PARTNERSHIPS" organized in University "Ismal Qemali" Vlore, Albania		July 2022	Through Pr. Lifetime	Wider public	High	INT	Nr. of people present at the events
UV at Erasmus+ ICM International Staff Week at the University of Piraeus, Greece. University of Vlora "Ismail Qemali", during 24-28 May 2021, participated in the 3rd Erasmus+ ICM International Staff Week at the University of Piraeus in Greece entitled: "Eu Project Management And Administration - New Erasmus + 2021-2027". The event took place online, via zoom platform.		May 2021	Through Pr. Lifetime	Students; HEI's staff; Stakeholders	High	INT	Nr. of people present at the events
MEP&M @ the "Night of Researchers" event - 10th November 2021, Tirana		November 2021	Through Pr. Lifetime	International academic com; HEI's staff; Stakeholders	High	INT	Nr. of people present at the events

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# PROJECT ACTIVITIES





## VIRTUAL DISSEMINATION

Through virtual dissemination platform (project web site, social media, organizational websites of HEI's) have been provided visibility of the project and meanwhile has been disseminated each activity or event.

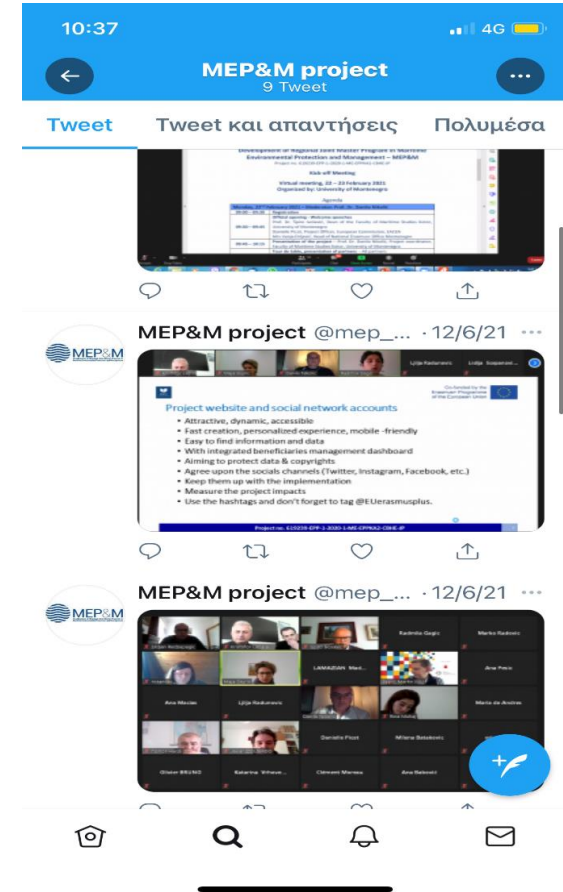
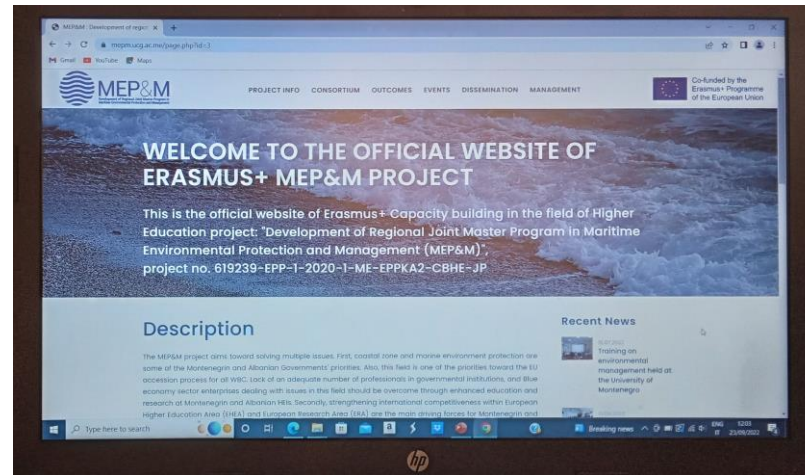
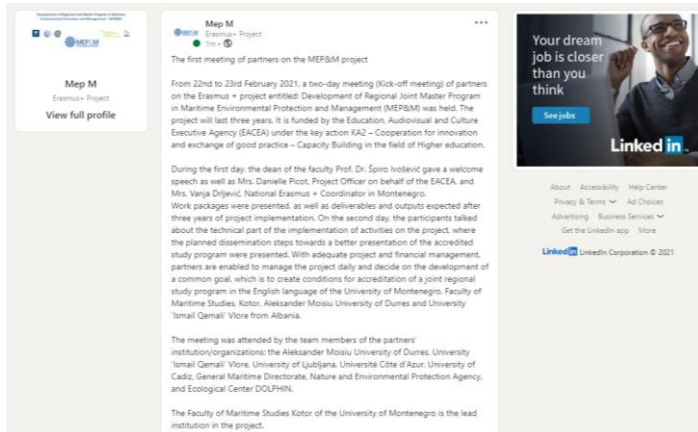
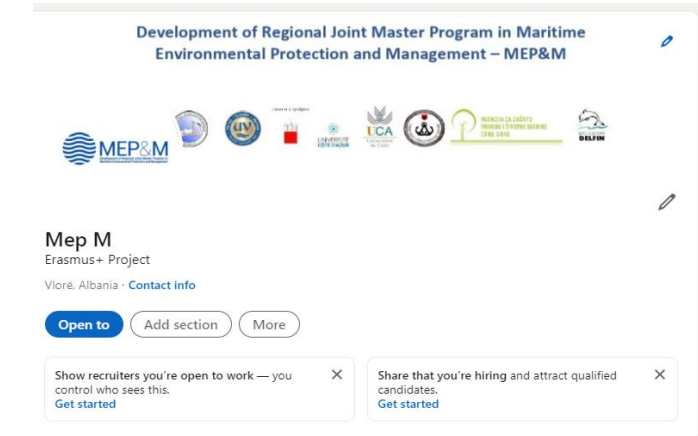
- **Project website** publications include information and data related to: project; activities, events, products, meetings, documents, announcements, etc.
- **Social media** (Facebook, Tweeter, LinkedIn) publications are focused on: activities, events, products, meetings and announcements.
- **HEI's website** publications are focused on: project information, activities, events, products and announcements.

*Indicators of the impact of virtual dissemination of the project and its outcomes are mainly number of visits to web site, number of friends, of followers and likes to project social media accounts.*

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## VIRTUAL DISSEMINATION PROGRESS

- Based on the statistical data of the virtual dissemination platform, **it results that the impact is good but is not yet at a high level.**
- We need to improve the **dissemination in social networks**, therefore we need to share as much as possible the links of social media and website. Meanwhile, in order to update the network in real time, it is necessary that the information on activities performed by each partner be available in time.
- Social media must play a critical role both to **increase the popularity of the project** and to increase the attention and number of visitors to the project's website. It is important to increase the number of visitors, friends and followers of the project network.
- In such a context, would also be helpful a **wider distribution of promotional materials**.
- Based on social media statistics (*valid until September 30*), Facebook as having a large number of users will be more easy to increase number of followers. Considering number of followers LinkedIn will be second and Twitter the third because not everyone use twitter as social media.
- The statistics of virtual dissemination are as follows:

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## WEBSITE MEP-M

<https://www.mepm.ucg.ac.me/page.php?id=3>

Created on February 2021

Number of visits : 735

Posts 16

## Facebook

<https://www.facebook.com/mepm.project/>

Created on 28 March 2021

Followers: 126

Posts 21

## LinkedIn

<https://www.linkedin.com/in/mep-m-project/>

Created on 28 March 2021

Followers: 20

Posts 21

## Twitter

[https://twitter.com/mep\\_project](https://twitter.com/mep_project)

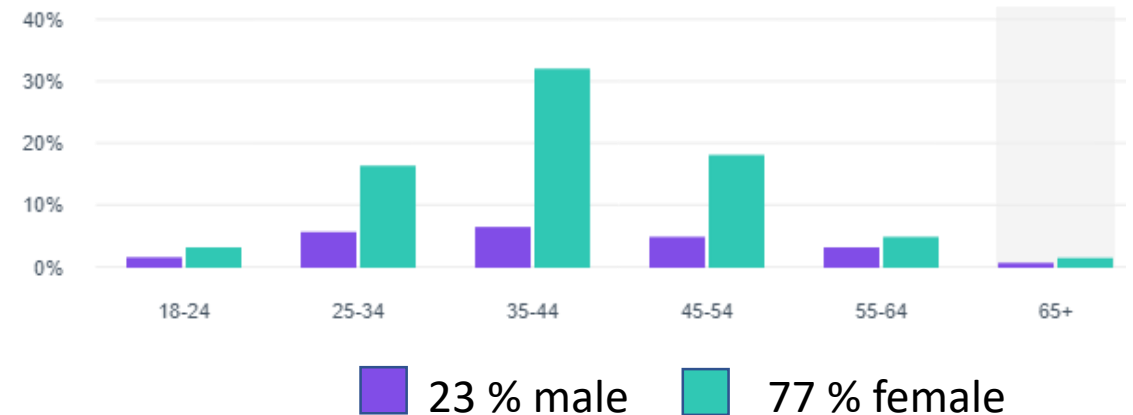
Created on 28 March 2021

Followers: 4

Posts 21

## Facebook statistics and graphic

Albania	87
Montenegro	23
Spain	5
Chile	2
Canada	1
Colombia	1
Germany	1
Indonesia	1
Italia	1
Turkey	1



*(Data's valid until September 30)*

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## EXPLOITATION AND SUSTAINABILITY

**Exploitation roadmap** consists in providing basis for continuation of the project results after its completion. It will be developed during the project lifetime, mainly based on the progress of joint Master program (MEP&M) implementation and the other project results.

Developed action plans, quality and evaluation and monitoring plans as well as established strategic bodies shall provide basis for this component.

Through shaping the exploitation roadmap, the consortium aims to create conditions for continuation of future cooperations. The cooperation may continue either in education field or in research and innovation field, or both.

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## IN PERSPECTIVE

- Based on the DEP plan, in the following months, the consortium has to create the conditions for the transfer of the project's results and at the same time must shape the track of future cooperations as mention above (during project lifetime and after).
- Since the project has entered the phase of implementation of the MEP&M Master Study Program, the consortium has to consolidate connections with key actors and target groups.
- Obviously, this requires intensification of dissemination which means increase of the number of activities and also further improvement of both internal and external communications.

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# Thank YOU for your attention !

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