



## **Development of the Model and Common Information Space of Virtual Exchange Programs**

**MOVE**x, 2022 – 2025

# **Dissemination Plan**



## Table of contents

1. MOVEx identification data .....	3
2. Introduction.....	4
3. MOVEx dissemination team .....	4
4. Deliverables and Milestones of WP6.....	6
5. Dissemination Tools and Means.....	7
6. Communication plan .....	9
7. Dissemination activities.....	9
8. Monitoring.....	9
9. Rules for corporate design .....	10

## 1. MOVEx identification data

Project acronym	<b>MOVEx</b>
Project full title	Development of the Model and Common Information Space of Virtual Exchange Programs
Action	ERASMUS-EDU-2021-VIRT-EXCH, Virtual Exchanges in Higher Education and Youth
Topic	ERASMUS-EDU-2021-VIRT-EXCH-NDICI
Type of Action	ERASMUS-PJG
Coordinator institution	Politechnika Wrocławska (Wrocław Tech), Wrocław University of Science and Technology, Wrocław Poland
Coordinator	Mariusz Mazurkiewicz
EU partner institutions	Politechnika Wrocławska, Wrocław. Poland Harokopio University, Athens, Greece Tallinn University of Technology, Tallin, Estonia
Ukrainian partner institutions	<b>Ivan Franko Lviv National University , Lviv (WP6 Leader)</b> Kryvyi Rih National University, Kryvyi Rih Khmelnitsky National University Kharkiv National University of Radio Electronics, Kharkiv
Georgian partner institutions	Sokhumi State University, Tbilisi Shota Rustaveli State University, Batumi Akaki Tsereteli State University, Kutaisi
Associated Partners (NGOs)	Public Organization "Ukrainian Scientific and Educational IT Society", Kyiv, Ukraine

Kryvyi Rih Foundation of the Future, Kryvyi Rih, Ukraine

Laboratory of Ideas, Lviv, Ukraine

Duration of the project	36 months (started in December 2022)
Project web address	<a href="https://wz.pwr.edu.pl/badania/projekty/erasmus-projects/movex">https://wz.pwr.edu.pl/badania/projekty/erasmus-projects/movex</a>

## 2. Introduction

This document presents the Dissemination Plan for Erasmus + project Development of the Model and Common Information Space of Virtual Exchange Programs – MOVEx, 2022 – 2025. It is developed in the scope of Work Package 6 (WP6) – Dissemination of the Project MOVEx in compliance with the Project description and all applicable rules & guidelines. This Dissemination Plan is in itself deliverable D18 belonging to Work Package 6.

The main purpose of the dissemination plan is to provide guidelines to the project's partners and includes:

- To help partners better understand WP6 objectives and partner's individual responsibilities;
- To act as an Action Plan for the consortium, creating institutional and individual responsibilities including time-frame for implementation, reporting and update of performed activities;
- To give consortium institutional and individual members a clear idea of how to communicate the project's objectives, project's progress and key results through the most adequate tool to selected stakeholders, in a timely manner;
- To help partners better understand the role and importance of dissemination;

The main purpose of the dissemination plan is to explain the strategy already agreed on within the MOVEx project for dissemination activities during the life-time of the project and beyond (sustainability).

Thus, the deliverable describes the already undertaken activities with a objective of project dissemination, and presents the planned further activities to be conducted by the project partners.

## 3. MOVEx dissemination team

In order to assure the best likelihood for having successful dissemination activities, a dissemination team has been set up which will participate in the various activities. The team consists of:



Vitaliy Kukharskyy <b>(WP6 Leader)</b>	IVAN FRANKO NATIONAL UNIVERSITY OF LVIV	Ukraine
Anna Maria Kamińska	POLITECHNIKA WROCLAWSKA	Poland
Ariadne Tsiakara	HAROKOPIO UNIVERSITY	Greece
Natalia Morkun	Kryvyi Rih National University	Ukraine
Nino Devadze	SHOTA RUSTAVELI STATE UNIVERSITY	Georgia
Sergii Lysenko	KHMELNITSKY NATIONAL UNIVERSITY	Ukraine
David Devadze	AKAKI TSERETELI STATE UNIVERSITY	Georgia

This team communicates through emails and WhatsApp dissemination group and all steps and actions taken are made by a joint decision. The leadership in this team belongs to representatives of Ivan Franko National University.

The main tasks in the frameworks of this work package are:

Task ID	Name of task	Responsible partner
T6.1	Information/promotional materials	P1
T6.2	Project Web Portal and social media	P1
T6.3	Dissemination and Exploitation Plan	P4
T6.4	E-book « Virtual Exchange as part of a comprehensive plan to promote the internationalization of HEI and facilitate physical mobility»	P9
T6.5	Scientific publications about the methodological task of creating Virtual Exchange Projects, best practices and project results	P1

T6.6	Presentation of the results of <b>Virtual Exchange Program</b> , awards for participants	P4
T6.7	Hosting and maintenance of the web portal « <b>Common Information Space</b> » beyond the project lifetime	P1

#### 4. Deliverables and Milestones of WP6

<b>D6.1 (Milestone M18)</b>	Project logo and promotional documentation templates approved	Project logo jointly prepared and approved. Prepared e-information brochure templates e-format
D6.2	The official website of the project, the FB page of the project, as well as the project pages on the websites of the universities participating in the consortium have been created	Official website of the project Official social media landing page of the project. Project's pages (sites) on the official website of each project's beneficiary in languages (with respect to the main target group) English, Ukrainian, Georgian.
<b>D6.3 (Milestone M19)</b>	An electronic book «Virtual Exchange as part of a comprehensive plan to promote the internationalization of each institution and facilitate virtual mobility» prepared.	E-books. Ukrainian and Georgian Language versions.
D6.4	Submitted for publication (published) joint scientific papers of the project participants virtual exchanges, inclusion, information technology support in higher education.	Teams of academics from partner HEIs responsible for research activities in the field of virtual exchange and related are established and prepared drafts for scientific papers/reports.
<b>D6.5 (Milestone M20)</b>	The final event is organized. Presentation of the results of <b>Virtual Exchange Program</b> was held	Presentation of the results of <b>Virtual Exchange Program</b> is the final point of the MOVEx project. An important dissemination event (external stakeholders in view of consortium), which will be attended by representatives of the different categories of project participants, associated partners and key stakeholders representatives.

## 5. Dissemination Tools and Means

The specific dissemination tools include electronic media, social media, mass media, publications, information sessions, meetings with stakeholders and various forms of involvement of selected stakeholders. The dissemination consists of two different types of dissemination:

### Internal dissemination

The internal dissemination will be initiated at the kick off meeting of the project and will be continuously carried out during each of the project stages. The dissemination team will monitor all internal dissemination activities and initiate activities when necessary.

### Students of Georgian and Ukrainian HEIs. Key stakeholders

Students from Georgian and Ukrainian universities are a key stakeholder group for the success and more important sustainability of the project results. Therefore, the process of disseminating information about the project and especially the search for candidates for the **Virtual Exchange Program** must be given special attention. A special role for student representatives – Virtual Exchange Program **Ambassadors** in academic community - is included in the plan. Those students selected as ambassadors will be given open and active access to the project's social media, will support the project's outreach activities in each stage and will be supported with specific trainings relating to the needs analysis of potential virtual exchange participants among Georgian and Ukrainian students.

### External dissemination

The purpose of the external dissemination plan is to make the project activities and results available to the key audience (Ukrainian and Georgian HEI's and their external stakeholders) as well as to attract a larger audience that might consider the project results useful. The external dissemination aims at:

- **Raising the awareness for the MOVEx project, its project activities and expected results.**  
The awareness for the MOVEx project will be raised through publishing news in local and national newspapers, publishing newsletters on the project's website and websites of each partnering institution and continuously informing the HEI's about the project activities that are of their particular interest.
- **Motivating external stakeholders to participate.**  
The engagement of the internal stakeholders is of primary importance for the successfulness of the MOVEx project. Therefore, a list of stakeholder's categories will be created and responsible persons from each Ukrainian and Georgian partnering institution has to be appointed for contacting these stakeholders.
- **Dissemination through publication and communication results.**  
The partners are encouraged to present the project results and outcomes on national conferences and other relevant events.

In particular, the dissemination activities that take place are divided in 5 categories:



- **Branding**  
A recognisable Project Logo and consistent document templates will be designed to be used by all project partners during the project.
- **Project website**  
A web-site which serves as the official project web-site and an Ukrainian and Georgian language social media landing page is going to be launched. The website has two functions. The public part of the website serves as an external dissemination tool while the password protected section of the website (virtual disk) is only accessible for the partner institutions and will give access to all documents like reporting templates, guidelines, fact sheets, announcements, agendas, questionnaires, evaluation forms, presentations, meeting minutes and other information that will have to be exchanged among the partners.
- **Social media**  
The updates of the events and project achievements will be posted by the coordinator on the social network within two days after an event or achievement. Apart from the updates, the social networks will be updated with relevant news of project partners to keep the attention of target audience. Such hashtags must be used #Erasmus #ErasmusUA #MOVEx #virtual\_exchange #education @EUerasmusplus.
- **Project bulletins**  
The Consortium also publishes project bulletins with descriptions of project's activities and main achievements, which are available in electronic version. Each public report is going to be published on the official project web-site.
- **Articles published in journals and magazines in the sphere of higher education**  
At least once in a year each project partner will publish an article or interview in a relevant journal or magazine. If there are possibilities, the number and frequency of publications will be increased.
- **Informational publications in the universities' resources (newspapers, journals)**  
At least once in a year each project partner will publish informational publication about project activities and outcomes in universities' newspapers, journals. If there are possibilities, the number and frequency of publications will be increased.
- **Websites of partners and potential partners**  
The press releases and news for the websites of partners and potential partners will be sent by the WP leader and/or Ukrainian project partners (depending on the scope: regional or national) regularly within a week after project results/events/achievements/publications.
- **Dissemination on-line meetings**  
With each meeting at an Georgian or Ukrainian HEI, whether this is on the occasion of an advisory or/and site visit of experts from consortium or a regular project meeting, the partner has to organise a public session for the local stakeholders and announce this in available media and invite the external stakeholders.
- **Informational sessions with stakeholders**  
The project partners will conduct regularly informational sessions with stakeholders involved into HEI in Ukraine during the project activities and beyond.
- **Digital project brochures**  
Digital project brochures are going to be published, which include:
  - Needs analysis of Ukrainian and Georgian students
  - A "Road maps" for implementation of Virtual Exchange Program including information about already implemented good practices.
  - A general description (typical model) of Virtual Exchange Program.
  - A manual for internal training (for universities) of supporting staff (in terms of Virtual Exchange Program)
  - A manual for students for participation in Virtual Exchange Program.





- To ensure the disseminated information and knowledge is accurate, relevant, representative and comprehensive for the end users and beneficiaries an effective quality control mechanism will be installed to provide a regular feedback for further improvement and development from key stakeholders.

## 6. Communication plan

In order to ensure a constant flow of information among partner institutions the project communication will be structured in three levels:

- **at the project management level**  
During the whole project period, the project communication will be conducted mainly among team members involved in each of the project activities. The main form of communication will be via email.
- **at the project activity level**  
all communication regarding project activities will be done in written form. This will be done mostly via email but can also be in the form of brochures when external stakeholders will be involved.
- **Stakeholder level**  
As part of the interaction process between project team members and stakeholders, and among stakeholders themselves, a number of the previous mentioned communication tools are engaged.

## 7. Dissemination activities

Throughout the project several activities will be organised in order to disseminate the (results of) project. This will include:

- Consortium is going to cooperate as close as possible (under current issues of national security of Ukraine) with authorities of higher education system in Georgia and Ukraine.
- Consortium is going to organise trainings for key stakeholders – prospective participants of Virtual Exchange Program.
- Consortium is going to organise trainings for supporting staff for Virtual Exchange Program.
- After main stage of the project – the launching of CIS and Virtual Exchange Program – a survey among stakeholders is going to be launched. The consortium is going to use this platform for the promotion of involvement of stakeholders in Virtual Exchange Program with special attention for students of Georgian and Ukrainian.

## 8. Monitoring

The dissemination activities have close ties to the procedures described in the quality control and monitoring plan. In order to monitor the dissemination activities dissemination should be more intensive during the second stage of the project activities.

This includes:

- quality of document based deliverables
- quality of promotional materials
- quality of website
- evaluation of external project's activity results.

## 9. Rules for corporate design

### PROJECT LOGO

The project logo is expected to enhance the visual recognition of the project. The project logo is to be placed in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.



### EU LOGO

It is also compulsory to have EU Logo along with project logo in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. The logo may not be changed, or unproportionally scaled, distorted or rotated. The use of other typefaces is not permitted (in the future the logo may change but not without EU permission). No colour versions may be used apart from those defined here or on the website EACEA Visual identity and logos. The position of the logo elements may not be altered. The omission of elements is not permitted except with authorisation from Commission services.



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### EU DISCLAIMER

The EU disclaimer in a respective language must be used on the first, second or last page in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.

### EN:

“This project has been funded with support from the European Commission. The European Commission's support for the production of this publication does not constitute an endorsement of the



contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

**UA:**

“Цей проект був профінансований за підтримки Європейської Комісії. Підтримка Європейською Комісією виробництва цієї публікації [повідомлення] не означає схвалення її змісту, який відображає погляди лише авторів, і Комісія не може нести відповідальності за будь-яке використання інформації, що міститься в ній.”

**GE:**

“ეს პროექტი დაფინანსდა ევროკომისიის მხარდაჭერით. ევროკომისიის მხარდაჭერა ამ პუბლიკაციის წარმოებაში არ წარმოადგენს შიგთავსის მოწონებას, რომელიც ასახავს მხოლოდ ავტორების შეხედულებებს და კომისია არ შეიძლება იყოს პასუხისმგებელი მასში შემავალი ინფორმაციის გამოყენებაზე.”

## **GUIDELINES FOR DOCUMENTS AND PRESENTATIONS**

For the written project publications (reports, news, agendas, minutes etc.) the following rules must be considered:

- Font: Calibri or Arial or Trebuchet MS
- Size: 12 pt
- Line spacing: 1 or 1,15
- Paragraph spacing: space before and after the paragraph
- Margins: top (with the project and EU logo) 3,5; bottom (with page numbers) 2,5; left 3; right 2
- Alignment: justify