

jOiNEd For sUsTainability - bUilding climate REsilient
communities in WB and EU

WP6 – DISSEMINATION AND EXPLOITATION

Deliverable 6.1 – Dissemination
plan

Date: 16/06/2023
Place: Lund University



Co-funded by the
European Union



- 1FUTURE DISSEMINATION OBJECTIVES:
 - Mainstream climate and sustainability culture within WBC HEIs
 - Raise awareness of staff and student community on the need for climate action within HEIs
 - Increase synergies between academia, business sector, and government for implementing joint initiatives for climate and sustainability
 - Reinforcement of networking and collaboration between staff and student communities of EU and WBC HEIs about climate and sustainability actions





DISSEMINATION AND EXPLOITATION

- 6 TASKS :
 1. Develop and update a dissemination, communication and exploitation plan (**ULA**)
 2. Develop, maintain and promote the 1FUTURE website, and its features (Social Media and elibrary)(**UTA**)
 3. Promotion through the press release and other communication materials(**ALL**)
 4. Organise 1 Symposium (**UoM, GNP, CEM**)
 5. Create and Publish the Climate and Sustainability Journal (**UTA, LUND, HNEE,IUAV,UNS, UKIM**)
 6. Development of mechanism and strategies for ensuring sustainability of the project (**HNEE**)





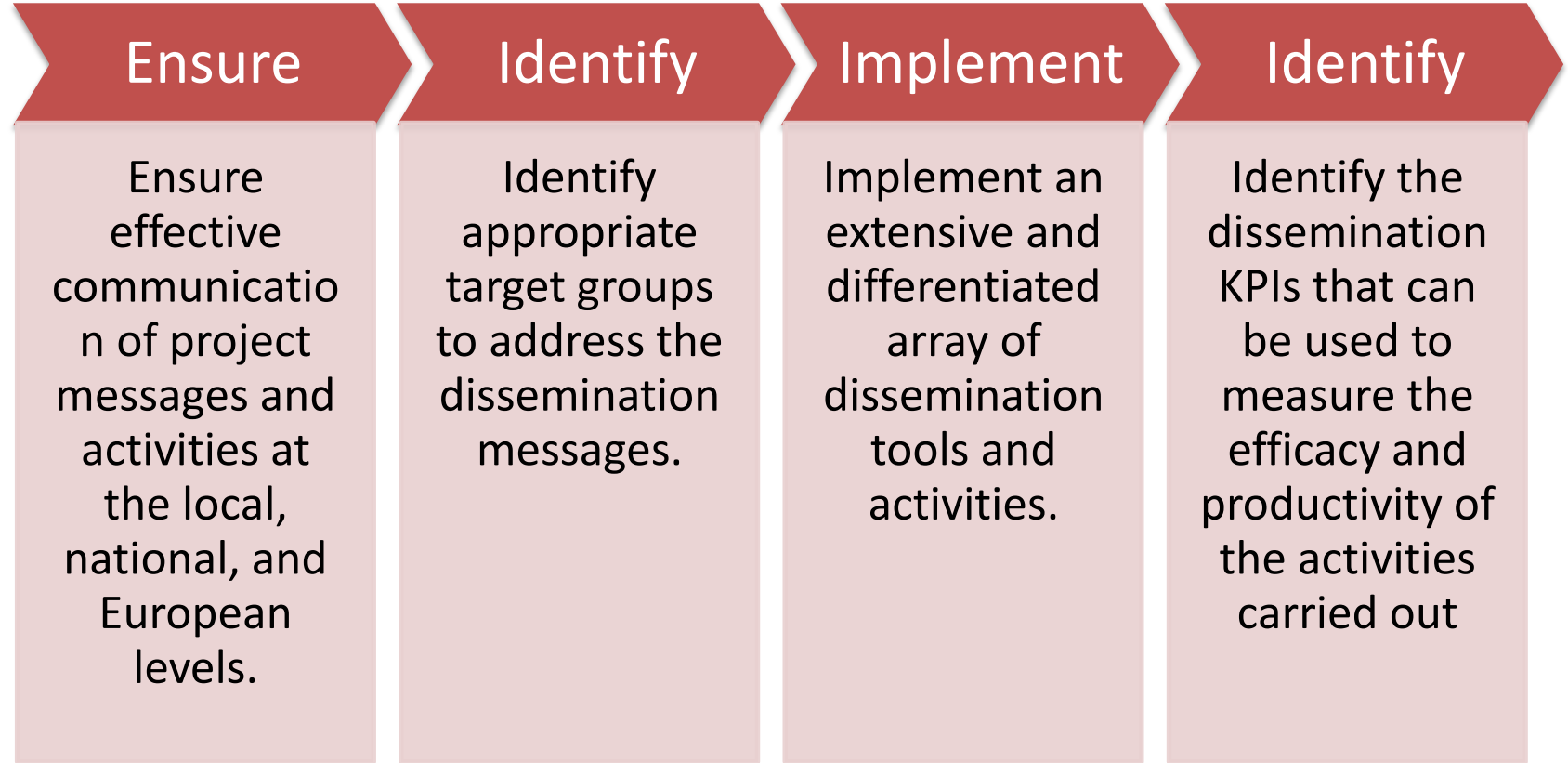
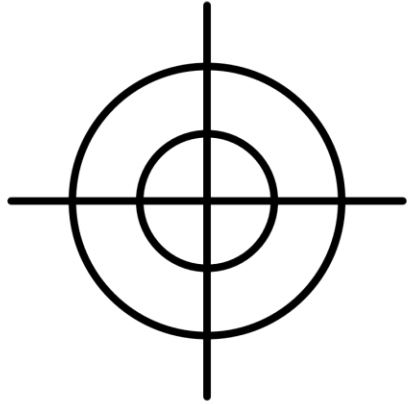
DISSEMINATION AND EXPLOITATION

- 5 DELIVERABLES:
 - **Dissemination plan,**
 - Project webpage with e-library
 - Symposium
 - Climate and sustainability journal
 - Business model for continuation of KHCSs
- 2 Milestones:
 - Develop, the 1FUTURE website and Social Media(**ULA**) – **Due Date M3**
 - Ensure project post-implementation sustainability (**HNEE**) – **Due Date M36**



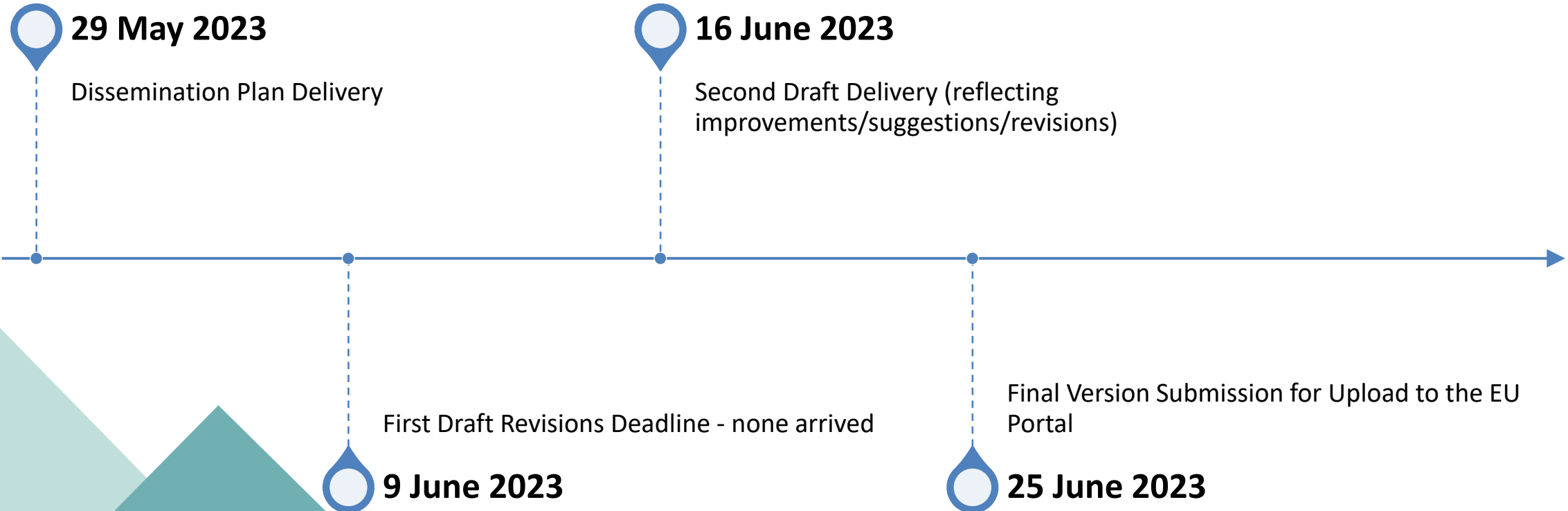


Dissemination plan objectives





Some important dates





DISSEMINATION AND EXPLOITATION

D6.1 Dissemination Plan encompasses:

1.External Communication Plan

- a. Communication Strategy
- b. Target Groups
- c. Dissemination Tools and Channels

2.Internal Communication channels

- a. Internal communication procedures
- b. Rules and recommendations for the correct use of external communication tools
- c. Working internal templates

3.Evaluation and monitoring of dissemination activities

4.Obligations and requirements for communication actions





DISSEMINATION AND EXPLOITATION

- Objectives of the dissemination plan:
 - Ensure effective dissemination of project messages and activities at the local, national, regional and European Union levels.
 - Determine the appropriate target audiences for the dissemination of messages.
 - Implement a comprehensive and differentiated collection of dissemination tools and activities.
 - Define the administration of the dissemination activities.
 - Assist partners in the implementation of the communication strategy
 - Identify the dissemination KPIs that can be used to measure the efficacy and effectiveness of the activities carried out.





Target groups

DISSEMINATION

Academic community

researchers, professors, decision-makers in HEIs, or other people involved in activities related to the project's goal and interested in following its development and outcomes

Students

Students of WBC HEIs receiving revised education, new projects launched in the e-platform

Enterprises and Business Associations

expansion of knowledge in the area, therefore will be targeted by dissemination activities.

Decision-makers at local, national and regional level

Provision of new specialists in the field, the creation of online tools, an increase in field-specific knowledge, and public dissemination events

PLAN

NGO related to Climate

Work on new value chain business models and discuss business needs.

Other projects

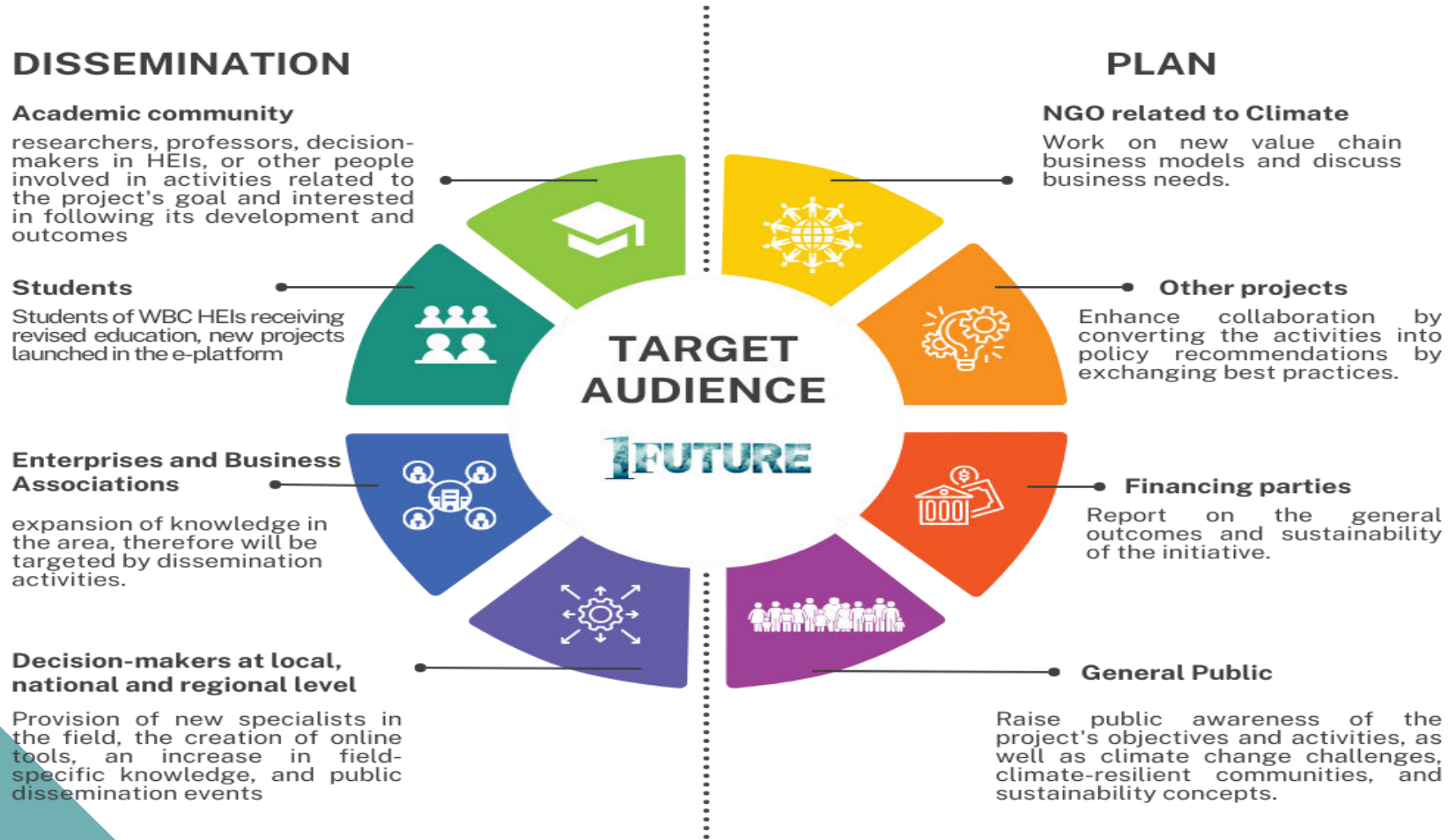
Enhance collaboration by converting the activities into policy recommendations by exchanging best practices.

Financing parties

Report on the general outcomes and sustainability of the initiative.

General Public

Raise public awareness of the project's objectives and activities, as well as climate change challenges, climate-resilient communities, and sustainability concepts.





Example of communication approach of one the target group categories

Target Audience	Academic Community
Communication Approach	<p>Openly inform the academic community on the project's progress and results through:</p> <ul style="list-style-type: none"> • The project's website is a hub for project information and resources. • Share project updates, research publications, and relevant news articles through social media accounts. • Utilize hashtags and engage with trending discussions to increase visibility and reach within the academic community. • Adapting research findings, reports, and policy papers into peer-reviewed articles. • Organize symposium
Dissemination level	Primary
Target Audience Profiles	<p>Researchers, professors, decision-makers in HEIs, or other people involved in activities related to the project's goal and interested in following its development and outcomes</p>



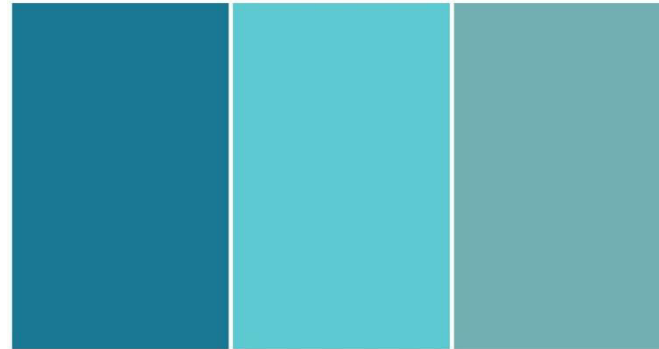


Communication Tools

- 1Future Visual Identity



Minimum Size



#1B7895

RGB 27,120,149

#5DCAD1

RGB 93,202,209

#70B0B3

RGB 112,176,179



#CODEDC

RGB 192,222,220

#00355B

RGB 0,53,91

Color Palette

Typography

Poppins, Poppins Medium, Poppins Extra

Bold, Open Sans Extra Bold used for

Flyers, Rollup, Notebook, Poster, Folder

Times New Roman 12 in .docx template

Calibri in .ppt template



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- It is called 1Future_Visual Identity
<https://drive.google.com/drive/folders/13E5BKrqFLeijqicAMVegqTdnU9egl3KE?usp=sharing>
- Inside there are tools and subfolders related to dissemination
 - Subfolders:
 - Activities/Media
 - Logo
 - Visual_Identity_1Future_Digital_Use
 - Visual_identity_1Future_Printual_identity_1Future_Print
 - Tools
 - 1Future Dissemination Log
 - 1Future Docx template
 - 1Future ppt template
 - 1Future website template





Online Dissemination Tools – 1Future Website

- Leading information showcase of the project – Developed by UTA and assisted by ULA
- Is in English but the goal is to have it in Albanian, Serbian, Montenegrin, and Bosnian or at least some of the articles, posts, to be in those languages
- The website map structure is as follows :
 1. Home page
 - Main Slider
 - 1Future WALL
 - WEBSITE FOOTER
 2. About the project
 - Project Info and Objectives
 3. Project Partners
 - Lead partner
 - Other Partners
 4. Events
 5. E-Library
 6. News
 7. Gallery
 8. Contacts
 9. Documents



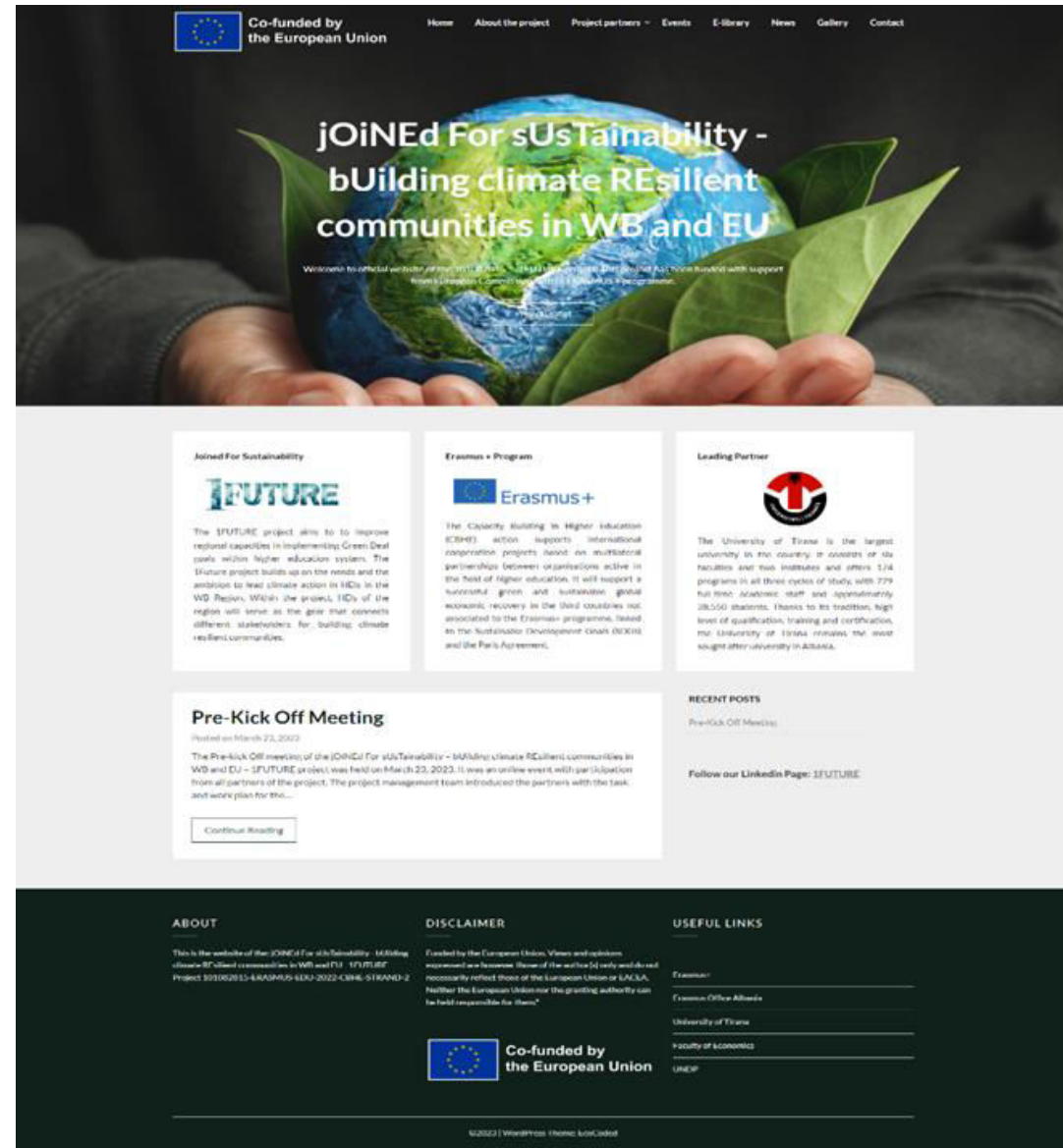
Content management utilizing an open-source Content Management System falls entirely under the purview of the **UTA**

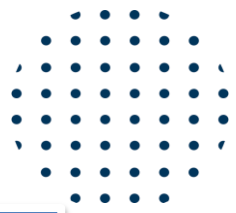




The website's design

- A user-friendly and aesthetically pleasing interface, accessible to the general public of potential users and various stakeholders.
- Structure and navigation that evoke positive, uplifting emotions
- Optimized for all mobile device types (phones, tablets for both iOS and Android operating systems)
- Accessible to all users following W3C requirements GDPR-compliant, including all GDPR-related features (privacy consent for all forms, consent for cookies on a first visit, etc.)
- Search engine optimization of pages
- Capability to subscribe to an electronic newsletter and access and download previous newsletter issues and other outputs designed for widespread public use.
- Capability to share (social media), send to (via email), print pages, and search the site.
- Provide a point of contact.
- Web Analytics provided through Google Analytics





SEO, which stands for Search Engine Optimization, improves a website's visibility and ranking in search engine results pages



SEO strategy tailored explicitly for 1future.feut.edu.al include:

Keyword Optimization

Highlighting Project Details Clearly

Informative and engaging content

Site Structure and Navigation

Collaborative Partnerships

Social Media Integration

Mobile Optimization

Analytics and Monitoring





1Future e-platform



One joint virtual Platform will be developed to raise the interconnection between academia, business, and government.



The 1Future Platform will be an open, connected structure allowing information and communication to flow freely among all stakeholders



It will also be used for teaching and learning purposes and research for staff and Ph.D. students in WBC HEIs.






After committing, each company will gain access to a personalized user profile equipped with free tools and resources tailored to support their journey toward making their processes more climate-friendly



All Non-HEIs will be participants in the Platform, with a particular role given to Business associations, as they will play an active role in finding and stimulating the business community to participate.





Linkedin		
	Account: 1Future	The 1Future profile is intended to serve as a reflection of the website's most important updates. In addition, this profile will feature the most pertinent 1Future content and news to reach a wider audience.
Facebook		
	Account: 1Future	Using a Facebook page as a dissemination tool offers advantages like broad reach, engagement and interaction, multimedia content, analytics and insights, and community building.
Instagram		
	Account: 1future_project	Using an Instagram page as a dissemination tool offers several benefits like visual appeal, a large user base, hashtags, discoverability, storytelling opportunities, direct messaging, cross-platform integration, advertisements, and sponsored posts

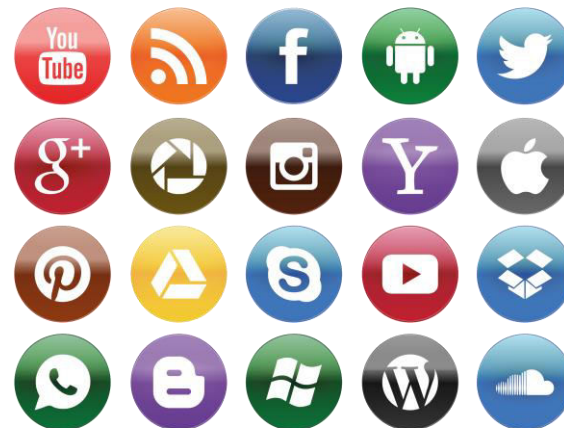




Partners Websites

Most partners have regular newsletters and posts on their websites. This activity will routinely and frequently disseminate the project's activities through these channels.

Important! - a fixed information point on all partners' websites and linked to the 1Future official website





1Future six months newsletter



distributed via
electronic channels
(email, Social
Networks, marketing
platform



Six-monthly newsletter
will be distributed via
electronic channels
(email, Social
Networks, marketing
platforms



summarize the
project's progress and
links to obtain the
reports and pertinent
information in 1Future



Luarasi University will
coordinate the
project's newsletter.
For this purpose, an
email template will be
created.





1Future six months newsletter

- **Description of the Newsletter:**
 - sustained entirely by the website's news articles.
 - Distributed every six months summarizing all past and impending 1Future events, publications, press releases, and news.
 - Sender will always be the project's formal account, i.e., info@1future.feut.edu.al.
 - The newsletter will be published in English; however, translations and adaptations for National languages are permitted. Until we establish our 1Future project database, national dissemination will be the responsibility of each Consortium member.





1Future six months newsletter

The course of action will be as follows:

- Luarasi University will distribute a draft version of the message **two weeks** before the mailing to the Consortium members.
- The consortium has **one week** to submit any comment, suggestion, or enhancement to the newsletter coordinator.
- The coordinator will revise the newsletter's content based on the consortium's feedback and distribute the final version.
- Once the newsletter has been distributed to our databases, the admin will make it accessible on the website and distribute it widely via 1Future's Social Media channels.
- In addition, all members will be requested to repost and share the content on their profiles**





Offline Dissemination Tools

- Printed promotional materials.
 - brochures, posters, and rollups
- Press Conferences and Press Releases
 - All partners will issue press releases during the project coinciding with essential milestones like local or European events, the launch of the project, or publication releases
- Organization of 1Future Events
 - Workshops with the business sector and government (at least three organized, one in Albania, one in Montenegro, and one in Bosnia and Herzegovina)
 - Info Days at HEIs (at least two info days per HEI per year)
 - Symposium (during the second year of the project)





Internal Communication Tools

- A 'Communications Committee' comprising all communication specialists from Consortium members will be constituted. During the planned periodic meetings (every 3 to 6 months), we will coordinate the communications aspects of the project in each country, evaluate the plan's performance for dissemination, and take corrective action as necessary. In addition, during the duration of the project, the following tools will be used to facilitate internal communication among the partners:
 - Regular email
 - Periodic Communication Committee Meetings (every three to four months) online
- Each partner will complete a survey including the listing of possible communication specialists representing each institution



Internal Communication Tools - Website

The 1Future website is the primary way to communicate with our audience and disseminate news. Every partner may create and request the upload of content on the website. However, approval from the University of Tirana representatives, who will act as website administrators, will be needed to ensure the content is aligned with the general rules and approved (before it goes public).

Referring to the website posting template

- <https://drive.google.com/drive/folders/13E5BKrqFLeijqicAMVegqTdnU9egl3KE>

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1FUTURE WEBSITE POST TEMPLATE

This template will be used by all project partners for publishing news and final deliverables at 1Future project web site. This template should be filled and uploaded in the dissemination shared folder under website posts, naming it with the institution name

Partner Institution	AZUR CEFBIH
News/Event/Deliverable Title(max 200 characters)	
Write a subheading (300 characters. This paragraph explains more in-depth what we want to communicate)	
Body Text (max 2500 characters or 250 words)	

Select at least an impactful image (preferably with high resolution) that describes what is



Internal Communication Tools - 1Future social media accounts

1. We will populate our channels with news from our members' 1Future-related activities.
2. create a Google Sheet on our Drive where members will be asked to fill in information such as: 'Name of your organization + users,' 'date," suggested message be posted,' 'URL where more information can be found,' and 'Other Users to be tagged in the post' (e.g., other organizations, public administration
3. monitor the press and disseminate content that strategically supports the project's core concepts. Members can repost and reshare this type of content via their company profiles.

The essential messages can be determined once the objective and target audience are defined. For this purpose, it is helpful to remember the following communication principles:

- Messages should be concise, straightforward, and simple to comprehend. The language should be appropriate for the intended audience, and non-technical language should be used whenever practicable.
- Messages must be personalized for the recipient(s). Therefore, carefully considering what they must know about the undertaking is essential.
- Messages from various initiatives dealing with the same topic can be coordinated to increase their impact.
- Information should be accurate and plausible.





Internal Communication Tools – Internal Templates

1

2

3

4

Referring to the docx and ppt templates

- <https://docs.google.com/document/d/1UF5LQXHM4EjZWw9-v1RFaGKUfUls5Irrj/edit>
- <https://docs.google.com/presentation/d/1YevkX9Doe88G1wpNkEI394yw9ans-dAX/edit?pli=1#slide=id.p1>



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Outputs	Measurement unit	Target value
Project website	-	1
Project visual identity	-	1
Project Brief	Nr of the project brochure produced	50
Project Poster	Nr of project posters produced	100
Project Rollup	Nr of project rollups produced	20
Project leaflets	Nr of project leaflets distributed	1500
1Future newsletter	Nr of newsletters produced	6
Number of references to 1Future on other websites	Nr of entries or publications	30
Activity and dissemination in 1Future Facebook and Instagram	Nr of posts on Facebook and Instagram	400
1Future LinkedIn followers	Nr of LinkedIn followers	1000
multimedia materials downloads from e-library (website)	Nr of downloads	200
Resources on the e-library(website)	Nr of resources	60
Multimedia Campaigns	Nr of multimedia campaigns	10
Info days	Nr of organized info days	60
Scientific publications in the first issue of the Journal	Nr of publications	15
Webinars	Nr of webinars organized	40
educational resources with open access to the e-library of the project	number of educational resources with open access to the e-library of the project	60
1Future collaboration platform	Number of users in the 1Future collaboration platform	300
Website	Number of unique visits on the 1Future website	3500
Articles published in the symposium proceedings book	Number of articles published in the Symposium proceedings book	40
Participants in project events	Nr of participants in project events	600
Informed stakeholders of project results	Nr of informed stakeholders on project results	5000
Articles published in the first issue of the Journal	Nr of articles published in the first issue of the Journal	15





- a specific instrument for tracking the dissemination activity of project partners throughout the project's duration
- The log is created in Excel and shared with all collaborators in a central repository :
https://docs.google.com/spreadsheets/d/1Lq3URQk7JJIUDmkUzfoE_ESa3qBle2QQYSaSAfnVWXI/edit#gid=0
- **Project Listing sheet is mandatory** to be completed by each partner. Also the other sheets include activities that are **mandatory for some of the partners** in the project(workshops, info days, symposium, knowledge hub launch etc.



Obligations and requirements for communication actions regarding EU funding



- Any communication, publication, or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars, or in any informational or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must disclose that the project has received funding from the European Union.

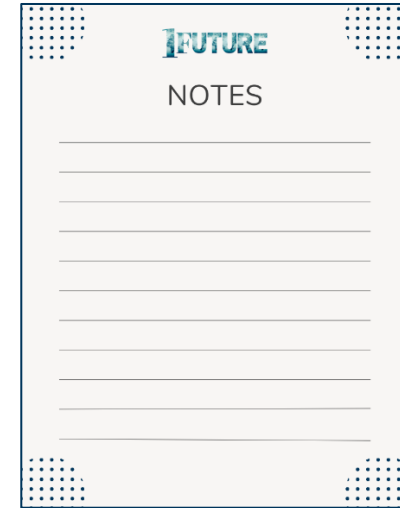
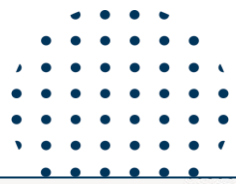


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- Link to the emblem and funding statement in an official EU language: [All official EU languages](#)
- Disclaimer - Any publication should mention the following sentence:
 - **“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.”**



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Notebook

Folder



Flyer



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Other Print materials

1FUTURE
JOINED For sUsTainability - bUilding climate REsiliEnt communities in WB and EU

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101082815-ERASMUS-EDU-2022-CBHE-STRAND-2

PROJECT PARTNERS

Logos of project partners: UPT, LUNDS UNIVERSITET, LUARASI, AKKSHI, UCG, Eberswalde University for Sustainable Development, CEPS, INCA, AZURI, I U A V, Ministry of Ecology, Spatial Planning and Urbanism.

<http://1future.feut.edu.al/> 1future@feut.edu.al [LinkedIn: 1FUTURE page](#)

Poster

1FUTURE

JOINED For sUsTainability - bUilding climate REsiliEnt communities in WB and EU

PROJECT BRIEF

<https://1future.feut.edu.al/>

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Project Brief

1FUTURE KICKOFF MEETING 2023

May 3rd and 4th 2023 09.00 - 16.00

Godina "Liria" Tirana, Albania

More Info : <https://1future.feut.edu.al/> Co-funded by the European Union

1FUTURE kickoff meeting

1FUTURE

JOINED For sUsTainability - bUilding climate REsiliEnt communities in WB and EU

- ▶ 101082815-ERASMUS-EDU-2022-CBHE-STRAND-2
- ▶ EU OVERARCHING PRIORITY: THE GREEN DEAL (CLIMATE CHANGE, ENVIRONMENT, AND ENERGY)
- ▶ GEOGRAPHICAL TARGETS: MULTICOUNTRY (REGIONAL) PROJECT
- ▶ NUMBER OF PARTNERS: 18
- ▶ NUMBER OF COUNTRIES: 8
- ▶ START-END: 01/04/2023 - 31/03/2026

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PARTNERS

Logos of project partners: UPT, LUNDS UNIVERSITET, LUARASI, AKKSHI, UCG, Eberswalde University for Sustainable Development, CEPS, INCA, AZURI, I U A V, Ministry of Ecology, Spatial Planning and Urbanism.

www.1future.feut.edu.al
1future@feut.edu.al
linkedin: 1FUTURE page

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Thank you for your attention

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