

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

## WP6 - DISSEMINATION

LUARASI UNIVERSITY WP6  
LEADER

*Date: 04/05/2023*  
*Place: GODINA LIRIA, TIRANA,*  
*ALBANIA*



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





## 1FUTURE WP6 -DISSEMINATION

- Deliverables:
  - Dissemination plan
    - Presentation 4<sup>th</sup> of May 2023;
    - First draft Delivered to partners 15<sup>th</sup> of May;
    - First Revision to be delivered back 29<sup>th</sup> of May;
    - Second draft 5<sup>th</sup> of June;
    - Revision of second draft delivered 15<sup>th</sup> of June;
    - Final Draft 20<sup>th</sup> of June;
    - Dissemination Plan uploaded in the EU portal 25<sup>th</sup> of June 2023

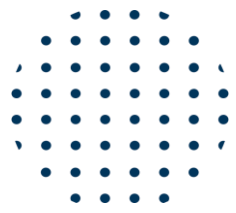




## 1FUTURE WP6 -DISSEMINATION

- Dissemination plan
  - Visual Identity – Part of the dissemination plan; mostly completed
  - Elements include Logo, PPT template, Rollup, Notebook, Poster, Leaflet, folder, book cover
  - There will be: social media templates to publish news on the project, newsletter template





## 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 AND EXPLOITATION

- Outline the strategy for dissemination and communication activities around the project. Organized in 4 sections:
  - **External Communication plan** (Communication Strategy, Target Audience, Communication Tools, 1Future Visual Identity, Online dissemination tools, 1Future website, 1Future e-platform, 1Future Social Networks, Partners Websites, 1Future 6moths newsletter, Offline Dissemination Tools, Printed promotional materials, Press Conferences and Press Releases, Organization of 1Future Events, Participation in external events)
  - **Internal Communication plan** (Internal Communication tools, Internal communication rules and procedures, 1Future Website, Publications, Press Releases, Interviews, and press conferences, 1Future newsletter, 1Future social media accounts, Internal Templates)
  - **Evaluation and monitoring of dissemination activities**
  - **Obligations and requirements for communication actions regarding EU funding**





## 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.







## DISSEMINATION AND EXPLOITATION

- 1FUTURE objectives will be disseminated by Work Package (WP) 6. As WP6 leader, LUARASI UNIVERSITY will set the key principles for a high-impact communication strategy and work closely with the other partners to achieve this goal. LUARASI UNIVERSITY will also evaluate results publication frequency, workshop organization, news, and project dissemination to meet WP6 objectives and tasks.
- To amplify the impact on the people involved and broaden the community reached by this effort, 1FUTURE will develop links with the Academic community: researchers, professors, and decision-makers in higher education institutions, as well as other individuals engaged in activities related to the project's objective and interested in tracking its development and outcomes. Students of WBC HEIs, Enterprises, and Business Associations; Local, national, and regional decision-makers; Other stakeholders, such as NGOs and other public or private institutions, to engage them in the promotion of 1FUTURE news and impending events.





## 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

<i>Policymakers, Institutions, and Public Authorities at the National level, Regional and European levels</i>	
<i>Communication approach</i>	<p>Provide sector-specific recommendations to policymakers, relevant institutions, and other local, national, and European public bodies to assist in developing national policies and strategic sectorial plans.</p> <p>Report on the general outcomes and sustainability of the initiative.</p>
<i>Target audience profiles</i>	<ul style="list-style-type: none"> <li>- National Public Bodies responsible for defining national strategies in climate change, sustainability, environment</li> <li>- Public Procurers of Innovative Solutions (PPI)</li> <li>- Regional institutions</li> </ul>

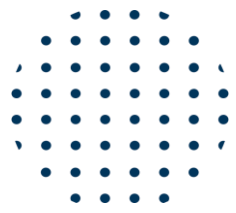




# Communication Tools

- ONLINE dissemination tools:
  - 1FUTURE WEBSITE - <https://1future.feut.edu.al/>
    - SEO Strategy for planning, optimizing, and organizing your website to help it rank better in search results
  - 1FUTURE Social networks : <https://www.linkedin.com/company/1future/>
    - TO BE OPENED : FACEBOOK ACCOUNT
    - SPONSORING OF PROJECT RESULTS(EVENTS, NEWSLETTER, Symposium, launch of the journal etc.)
  - PARTNERS WEBSITES - a general description of 1FUTURE will be created in all partners websites as a static information point and linked to 1FUTURE official website.
  - 1FUTURE NEWSLETTER - a six-monthly newsletter will be distributed via electronic channels (email, Social Networks, etc.). The newsletter will be published in the months M6, M12, M18, M24, M30, and M36.





## Communication Tools

- OFFLINE dissemination tools:
  - Printed promotional material(POSTER, ROLLUP, BOOK COVER, BROCHURE)
  - Press conferences and press releases(1<sup>st</sup> start of the project, 2<sup>nd</sup> at the end of the 1<sup>st</sup> year of the project, 3<sup>rd</sup> at the end of the project). News24 will cover media release of the kickoff meeting
  - 1FUTURE EVENTS
    - Symposium M24, Workshops M24, Launch of the Climate and sustainability journal M30, KHCS establishment M15
  - 1FUTURE final event - A two-day final Dissemination Event will be organized at the end of the project. It will be a high-level international event focused on summarize the project outcomes





# Communication Tools

- Internal communication plan:
  - 1FUTURE website is the main channel to communicate with our audiences and disseminate news. News will be created based on a selected template
  - Use of internal templates – homogeneous formats related to project deliverables, documents, presentations like a .docx will be created and a .ppt is available for presentations
  - Newsletter – Luarasi University as WP leader will coordinate the newsletter of the project. Sender will be an official account of the project : [info@1future.feut.edu.al](mailto:info@1future.feut.edu.al)
    - 2 weeks before the mailing is sent, Luarasi University will circulate a draft version of the message among the members of the Consortium. The Consortium will have 1 week to send any comment, suggestion or improvement to the coordinator of the newsletter. A marketing automation platform and email marketing service will be used to share the newsletter and also get information on the delivery( sent, opened, read, shared etc). The solution can be integrated with Google Analytics on the website
  - Dissemination Log – will be ready in the delivery of the first draft of the dissemination plan. The log is designed in an excel sheet and shared with all partners in a shared repository. When a partner releases or carries out a specific dissemination action (for example, organization of an event, publication on their website, attendance to a third-party workshop to promote 1FUTURE, etc.) a new entry on this excel log must be added including some basic information about the action made. (date, specific channel used, location, brief description, ...).





# Publicity

- 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.



Co-funded by  
the European Union

- 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.”



Co-funded by the  
European Union



## KPI

- Regular monitoring and evaluation activities will be conducted to measure gains and successes and provide information about progress with implementation, as well as lessons learned, and thus help revisit the overall objectives so that we do not get side-tracked.
  - Data will be collected from the following sources:
    - Media monitoring
    - Web analytics tools
    - Social media analytics tools
    - Post-event feedback forms
- KPI example: number of unique visits on the website, No of LinkedIn group members, No of Facebook page followers, No of press releases issued, No of downloads for e-books and journal articles, No of participants in the events etc







## Partners in dissemination activities

- Through the activities outlined in work package 6 "Dissemination and exploitation", all partner institutions actively contribute to the achievement of the project's agreed-upon objectives.
- All partners will participate in all dissemination activities.
- They will regularly provide information for dissemination on WEB Page and participate in all dissemination activities
- ULA is WP leader. CCIT, CEFBIH and CEM are Co-chairs of WP6.
  - Co-chairs responsible for dissemination of results reaching industry and business communities, provide stakeholder's contacts for newsletter automatic delivery and participate in all dissemination activities
- All partners shall list the project in their official websites and link it to the 1FUTURE WEBSITE
- Partners are invited to share project results and activities in their own social media accounts



## Thank you for your attention

**Prof. Assoc. Dr. Anni Dasho Sharko**

**VICE-RECTOR**

**"LUARASI" UNIVERSITY**

**Email:** anni.dasho@luarasi-univ.edu.al,  
anidasho@gmail.com;

**Mobile:** +355692063039, +355682063039.

**[www.luarasi-univ.edu.al](http://www.luarasi-univ.edu.al)**



Co-funded by the  
European Union