

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

Reporting Dissemination Plan

Project Meeting
LUARASI UNIVERSITY

Date: 19th April, 2024
Place: IUAV Venezia, Aula G



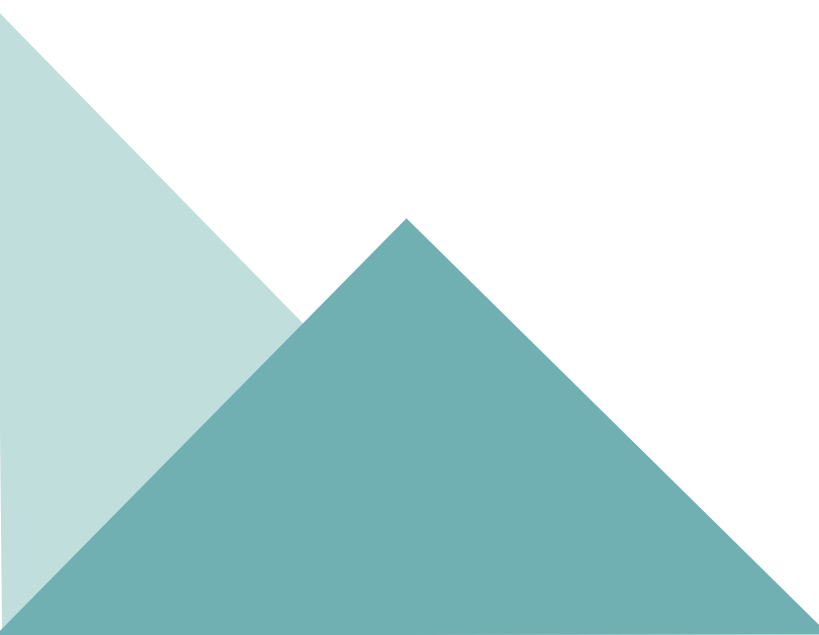
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Introduction

- The project's dissemination plan prioritizes multiple objectives, such as creating a functional website, establishing a distinct visual identity for the initiative, distributing newsletters, and executing multimedia campaigns.
- Every objective is specifically created to promote active participation, improve ease of use, and maximize the distribution of project information to both stakeholders and the wider audience.



Progress Overview



Target 1: Operational Website



Objective

- The project website aims to facilitate easy access to detailed information, regular updates, and resources for stakeholders and the public while promoting its achievements and raising awareness about its focal issues





Progress Till Date

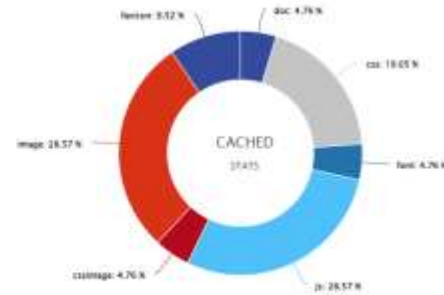
As of April 2024, the website map structure is developed as indicated in the dissemination plan. The **News Tab is still empty**. The Newsletter on the website is located as a post. Also, we have suggested in the previous report to develop a blog and integrate it on the website. Blogs can be used for **content marketing, SEO, audience engagement, as an educational resource, showcasing expertise, drive traffic, for feedback and research** and for **brand building**. It is essential to increase traffic on the website as it increases the visibility of the project.

SPEED

Summary

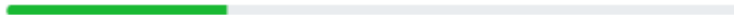
Page Speed Grade	Page Load Time	Total Page Size	Total Requests	Cached Page Size
A- 85	0.716s	1,602.72kb	24	14.184b

Content Breakdown



Traffic

Traffic Estimator



Global Rank

Not in Top 1M



SEO Optimization:

- Keyword Research: Use relevant keywords in the website's content.
- On-Page SEO: Optimize meta descriptions, titles, and content structure.

Email Marketing:

- Newsletters: Launched on November the first 6-month newsletter. **Contacts were received by partners but due to the timeline it was not ethical to send a November newsletter to partners in January. We have adopted the templates in Mail Chimp and prepared the delivery template has been sent on April for the second newsletter of the project.**
- **Analytics and Reporting:**
- Use Google Analytics to track website performance and make data-driven decisions. No report from the website administrators on the analytics. **Analytics are essential to be included in reports regarding website performance and to benchmark to best results in the website metrics category**



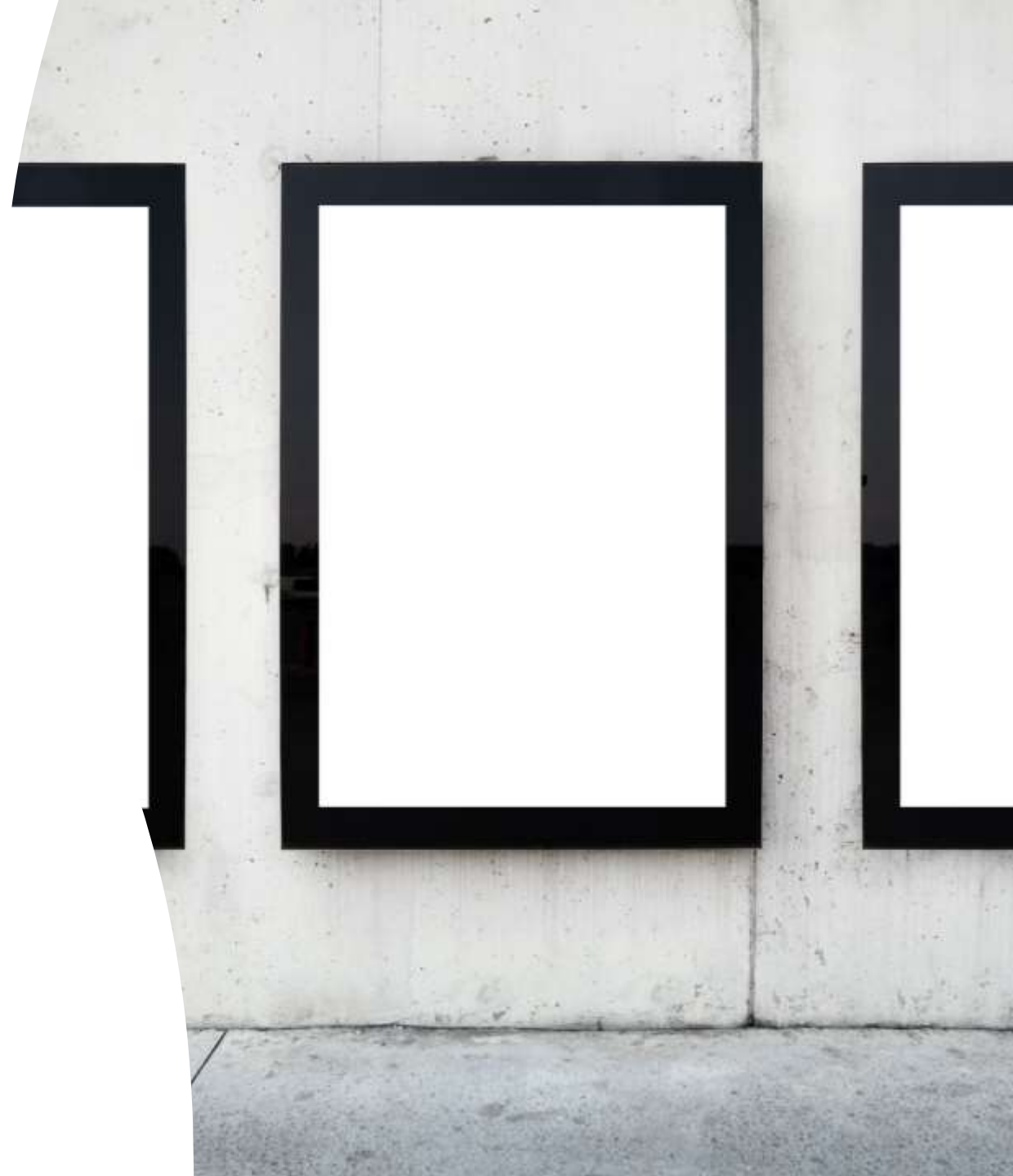
Target 2: Project visual identity

- Establishing and conveying a coherent image and brand recognition leads to an optimal presentation and recognition of the project



Progress Till Date

- Completed the requirements for visual identity: Logo, roll up, poster, leaflet, notebook, folder, project brief, PPT template, report Word docx template, website post template, dissemination log.



Target 3: 1Future newsletter

- Regularly update stakeholders and the broader audience on the project's progress, achievements, and upcoming events, fostering engagement and building a community around the project





Progress Till Date

A newsletter template for the second delivery is being developed

Next Steps

MailChimp campaign delivery:

- Already prepared the MailChimp Campaign for newsletter delivery to stakeholders.

Distribution:

- Use Mail Chimp. The University of Montenegro has delivered the first newsletter to it's partners. A report would be very valuable from them to showcase the rating of sent/opened/read
- Send during peak times: Mon-Fri, 09:00-17:00.

Testing:

- Check appearance across email clients.
- Ensure mobile optimization.

Feedback & Analysis:

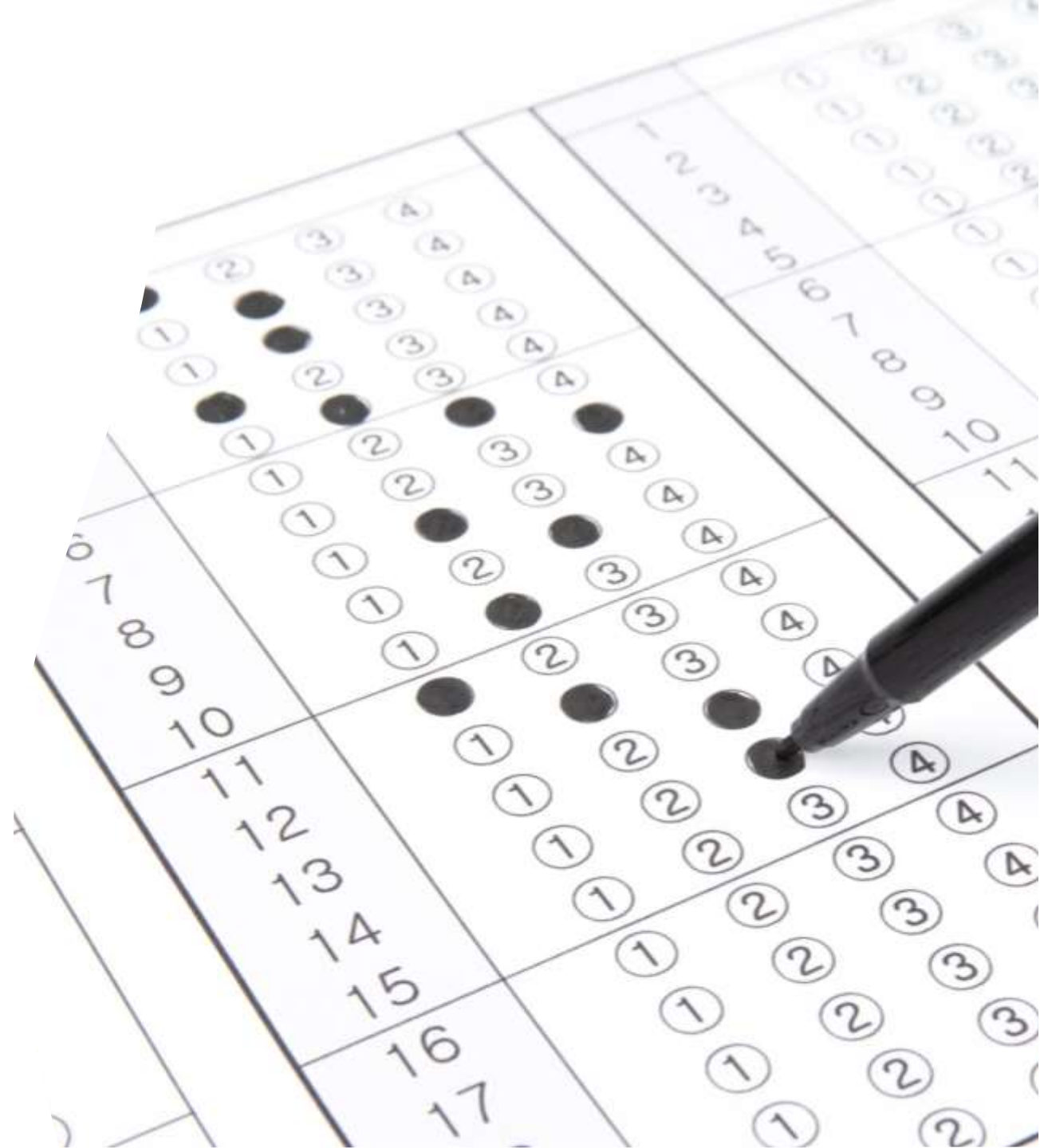
- Gather reader feedback.
- Analyze performance with metrics (e.g., sent, read, subscribers).

Documentation:

- Document process & learnings.
- Create a content repository for future newsletters.



Target 4: Number of references to 1FUTURE on other websites



Objective

- To boost the project's visibility, credibility, and collaborative opportunities by increasing references to the project on external websites, thereby enhancing SEO and driving more traffic to the project's website





- Beneficiaries should mention 1future.
- UTA, ULA, LUND, UTZ, HNEE, CEPS, INCA, UPT, UoM, IUAV have filled in the Dissemination log
- Checked each partner's site for 1future project link.
- It resulted in:
 1. UT - <https://feut.edu.al/lajmerime/2155-fakulteti-i-ekonomise-universiteti-i-tiranes-fillon-zbatimin-e-projektit-joined-for-sustainability-building-climate-resilient-communities-in-wb-and-eu-1future>
 2. UPT – <https://www.upt.al/bashkepunime/aktivitete/2152-njoftim-1future-project>
 3. ULA - <https://uarasi-univ.edu.al/1future-joined-for-sustainability-building-climate-resilient-communities-in-wb-and-eu/>
 4. UTZ - <http://rggf.untz.ba/?p=4550> <http://untz.ba/en/cooperation/iro-cooperation/iro-projects-archive/erasmus-plus-key-action-2-capacity-building-in-the-field-of-higher-education-projects/1future-en/>
 5. CEPS - <https://www.ceps.edu.ba/Projekt/joined-for-sustainability-building-climate-resilient-communities-in-wb-and-eu>
 6. UCG - <https://www.ucg.ac.me/projekti/16/985> <https://www.ucg.ac.me/objava/blog/1287/objava/162767-pocela-realizacija-span-class-cyrlatignore-erasmus-span-projekta-span-class-cyrlatignore-1future-span-zaklimatski-otporne-zajednice> - <https://www.ucg.ac.me/projekti/16/985>
 7. LU - <https://www.risk.lth.se/article/lund-study-visit-in-the-1future-project/>
 8. HNEE - <https://nachrichten.idw-online.de/2023/09/06/1future-joined-for-sustainability-building-climate-resilient-communities-in-west-balkan-and-eu> <https://www.instagram.com/p/CuERkvKv7AL/?hl=de>
 9. IUAV – <https://www.iuav.it/studenti/MOBILITY/STUDIO-STA/capacity-b/index.htm> - still missing link to 1future website
 10. UNS - <https://www.uns.ac.rs/index.php/en/science/projects/by-programmes/erazmusplus> - website linking to 1future is blank
 11. UKIM – no listing
 12. CCIT - <https://www.cci.al/1future/>
 13. INCA - <https://www.inca-al.org/sq/postimet/lajmet-e-fundit/1future> -
 14. NASRI – no listing
 15. CEM - http://www.ingkomora.me/ikcg_mne/public/index.php/index/artikli?id=4482 –
 16. GNP – https://www.ingkomora.me/ikcg_mne/public/index.php/index/artikli?id=4482 -
 17. CEFBIH - <https://kfbih.com/aktuelnosti-iz-komore/odrzana-prezentacija-projekta-1future-u-privrednoj-komori-federacije-bosne-i-hercegovine/> - still missing link to 1future website
 18. Azur – <https://www.azur.ba/eng/projects/>

Overall, **16** partners out of **18**, have listed the 1future project on their institutional websites and have put a link to the 1future website.

3 out of **18**, have made a post about the project but have not put a direct link to the project website

2 out of **18**, have not listed the 1future website in their organization's websites.



Target 5: 1FUTURE LinkedIn followers

- Target: 500 followers





Target 5: 1FUTURE LinkedIn followers

Follower highlights

402

Total followers

18

New followers in the last 73 days

▼84.2%



Grow your followers

Build your audience by inviting relevant connections to follow your Page

Invite connections

This button can be used by LinkedIn administrators to invite connections to follow the page. Each invitation is one credit and if it consents and follows the credit is reallocated

Follower demographics

Location

Tirana, Albania - 79 (19.7%)

Kamez, Albania - 11 (2.7%)

Greater Malmö Metropolitan Area, Sweden - 10 (2.5%)

Berlin Metropolitan Area, Germany - 9 (2.2%)

Tuzla, Bosnia and Herzegovina - 5 (1.2%)

Kakanj, Bosnia and Herzegovina - 5 (1.2%)

Podgorica, Montenegro - 5 (1.2%)

Vienna, Austria - 4 (< 1%)

Sarajevo, Bosnia and Herzegovina - 4 (< 1%)

Novi Sad Metropolitan Area, Serbia - 3 (< 1%)

Invite connections



Only invite connections you personally know to ensure a great experience for your network. Your connections will see this as your invitation to follow the Page. [Learn more](#)

250/250 credits available · Credit refill: February 29, 2024



Search by name



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Next Steps

Consistent Posting:

- A regular posting schedule. Post once a month if there is no news related to the project. Since the dissemination log is not filled in continuously than we suggest to partners if they posted something on social media to send the link by email to anni.dasho@luarasi-univ.edu.al or resina.pllaha@luarasi-univ.edu.al and Luarasi team members will prepare the material to be reposted in LinkedIn and also fill in the dissemination log as it is an essential doc to be delivered at the end of the project as evidence. We have sent you a template for this purpose. We have also created the folder under 1FUTURE_Dissemination/Activities/Dissemination_Activities/1Future_website_posts. Until now the folder is empty

Partner Information Template for 1Future Project dissemination Activities

Partner Organization Details

Name of the Organization:

Contact Information (Address, Phone, Email):

Role in the 1Future Project

Description of the Partner's Role:

Specific Responsibilities:

Key Personnel Involved:

Dissemination Activities

Description of Dissemination Activities:

Target Audience:

Expected Impact:

Timeline of Activities:

Outcomes and Achievements

Key Achievements:

Impact Assessment:

Future Plans or Follow-up Activities:

Images and Media

Space for images or links to media

Contact Information for Further Inquiries

Contact Person:

Email:

Phone:



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Target 6: Multimedia materials download from e-library

Target: 200 downloads

- Info to be filled by the Project Management Team since it is responsible for website management. As a visitor you don't have access in the downloads of materials so website administrator must deliver this info. In the website is visible only the views number but it is not a metric as a user each time refreshes the session it counts it as one view. We need to know the unique number of downloads



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Target 7: Resources on the e-library





Target: 60 resources

The reporting number have not changed since the last report. We need to add other resources to accomplish the designated number of 60 resources. We can add some laws and regulations, national strategies that we even delivered at the report we prepared for UPT.

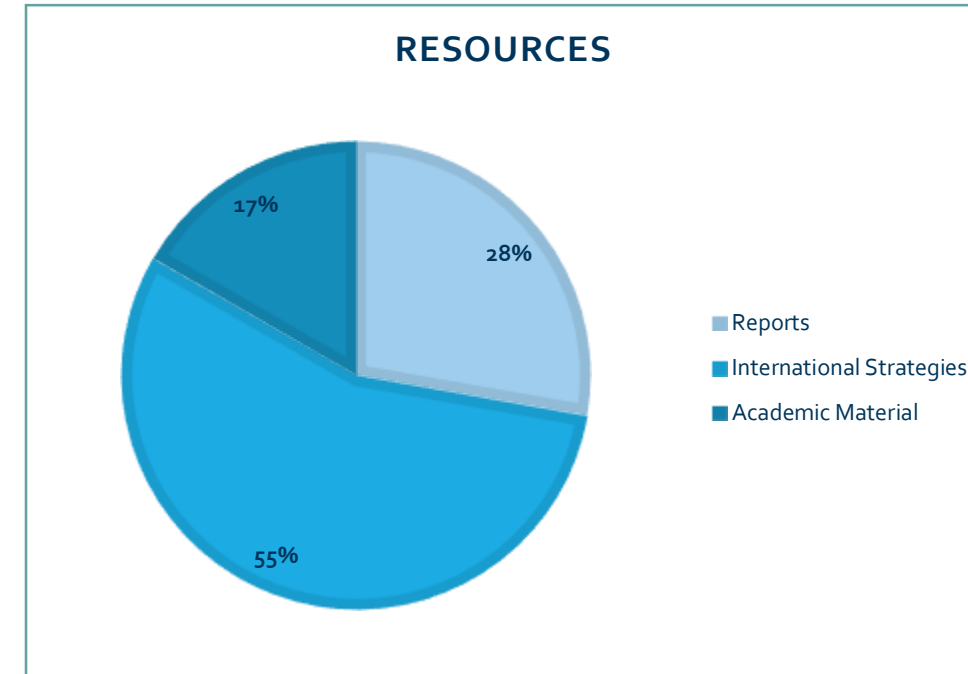
Target Completed: 30%

Reports section – 5 resources

International Strategies – 10 resources

Academic Material – 3 resources

Total: 18 resources



Next Steps

Collaboration and Partnerships:

- Partner with industry experts, academia, or other organizations to co-create valuable resources.
- Encourage community or user base contributions to enrich the library with diverse perspectives.

User-Generated Content:

- Create forums and discussion panels where users can generate content through collaborative learning and sharing.
- Encourage users to contribute blogs and articles, sharing their insights and experiences related to the project.

Monitoring and Analytics:

- Integrate analytics tools to monitor the usage and popularity of various resources, helping in strategic planning for future content.
- Based on analytics insights, update the library regularly, removing outdated content and adding fresh materials.

Articles, papers, conference proceedings

- In the E-library tab we can add also "Research" where all team members who have published articles, papers, can list them. We can prepare a form for this purpose and using free plugins in WordPress list the articles and papers showing just the abstract and adding the link to where it was published.



Next Steps

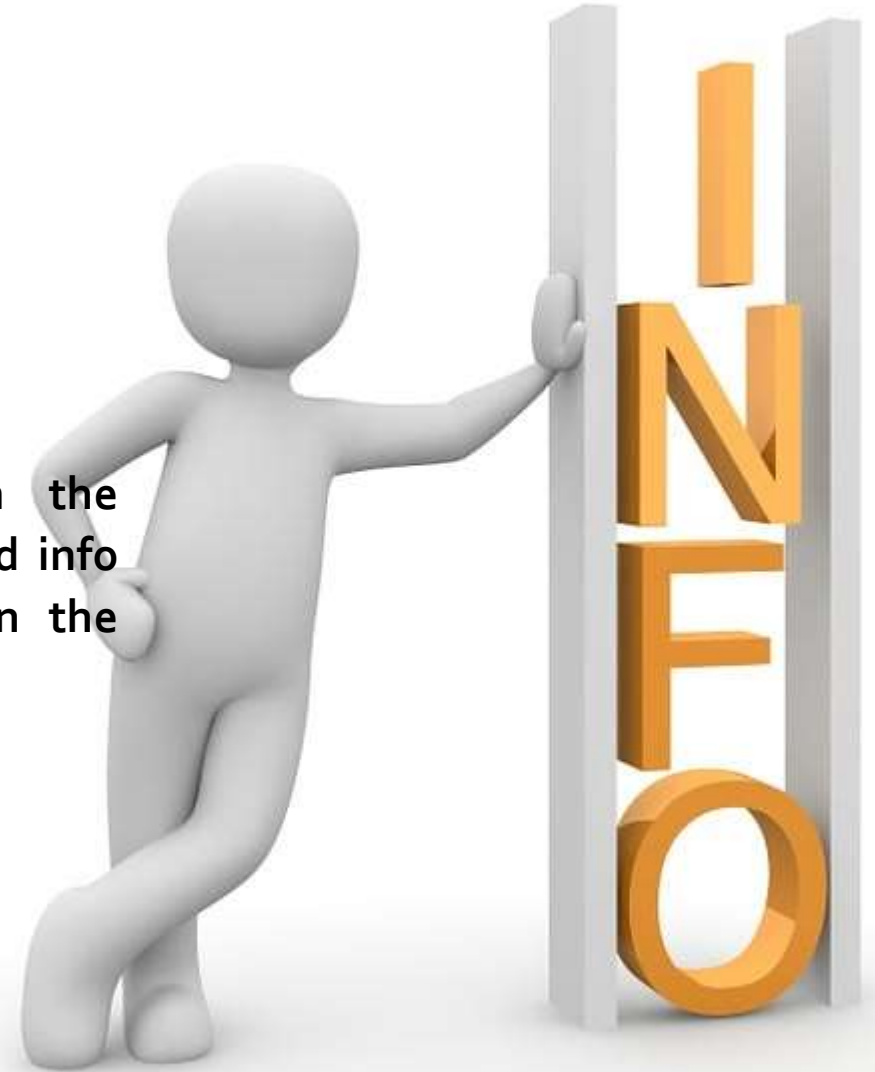
- Increase media coverage by organizing events and posting on the LinkedIn page, website posts, and own partners' organization social media accounts, TV coverage, and possibly newspapers and magazines



Target 9: Info days

Target: 36

Organized: 0 as per information derived from the dissemination log. If partners have already organized info days they have to fill in the sheet "Info_day" on the dissemination log





Target 10: Scientific publications in the first issue of the Journal

Target: 15

Achieved: 0 as it still has to be developed



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WEBINAR



JOIN NOW

Target 11: Webinars

Target: 40

Organized: 0



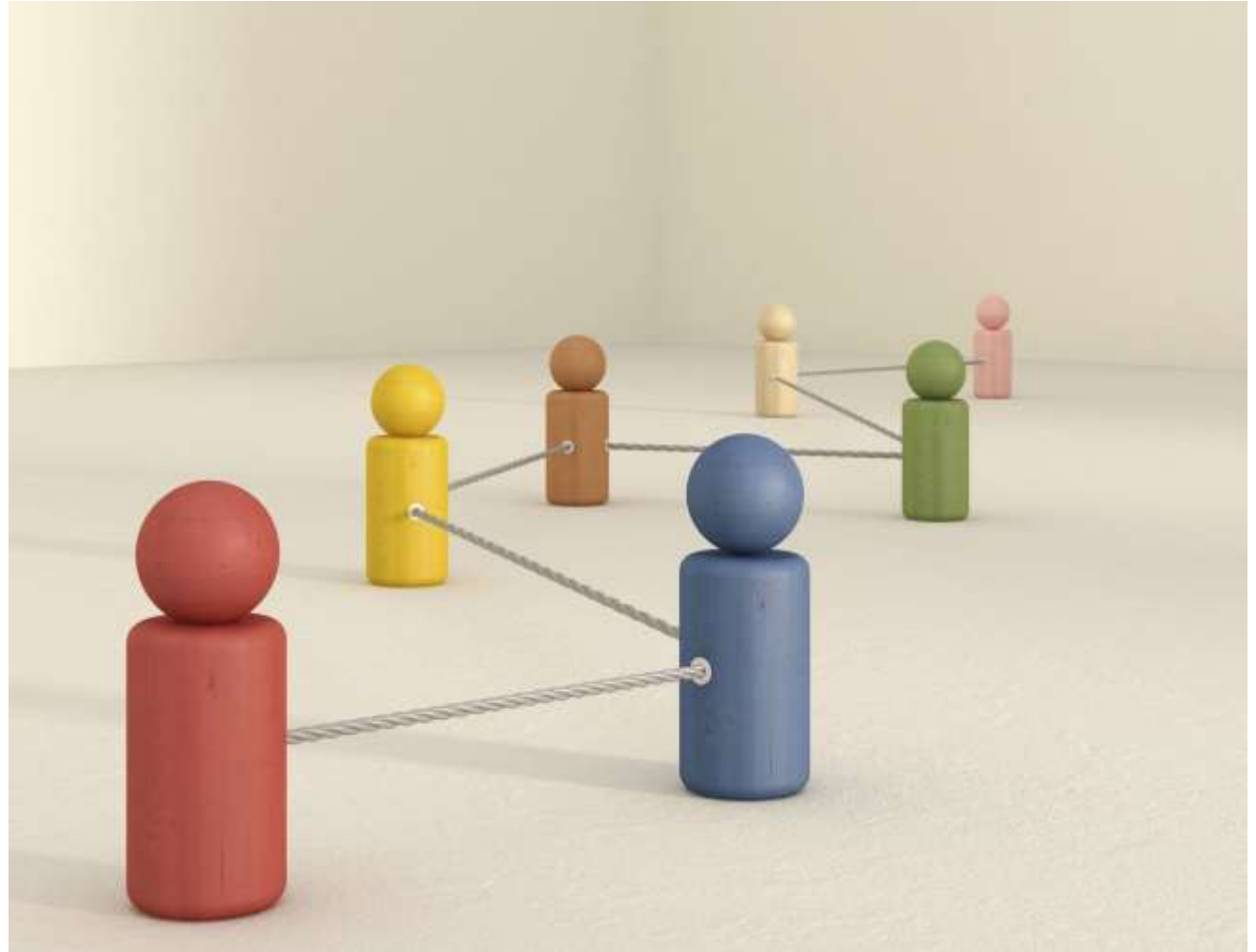
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Target 12: 1FUTURE collaboration platform

Target: 300 users on the platform

Status: Platform still to be developed



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Target 13: Website

Target: 3,500 Unique visitors

Status: to be updated by the website maintenance team



Target 14: Articles published in the symposium proceedings book

Target: 40

Status: The symposium is not organized until the 2nd year of the project or M24



Target 15: Participants in project events

Target: 600

Status: Need confirmation on the attendance list for kickoff, Lund study visit, and HNEE study visit and Novi Sad study visit. Maybe UT for each visit can create a folder where they upload photos from the event and attendance list. If the folder is accessible to all partners each can contribute with photos they took from the event.



Target 16: Informed stakeholders of project results

Progress Till Date

We can track the number of visitors to the project's website using digital analytics. The data has to be delivered by the project management team that maintains the website.

Through Social Media, Insights like engagement metrics, but mostly follower count, indicate the number of stakeholders reached. There are **431** LinkedIn followers.

Media Coverage Reports primarily on the number of views on videos related to the project:

- 115 views for News24 TV chronicle on Youtube
- 84 views for the RTSH "Auditor Arsimi" program on Youtube
- 24 views on Panorama TV chronicle on Youtube
- 42 views on Scan TV Chronicle on Youtube
- 151 views on rtrlukavac for the chronicle on the project by University of Tuzla



Attendance Records

- Attendance records at meetings, briefings, and workshops to know the exact number of stakeholders present
- Since the list is not uploaded on shared documents, the project management team can deliver a number, which is especially important during the kickoff meeting since the audience that day was composed of different stakeholders





Next Steps

Digital Analytics:

- Use website analytics tools like Google Analytics to track the number of visitors to the project's website, where project updates are published.
- Monitor email newsletters' open rates and click-through rates to estimate the number of stakeholders who accessed the information.

Attendance Records:

- Maintain attendance records at meetings, briefings, and workshops to know the exact number of stakeholders present. Upload the list on a shared folder to be accessible by project partners.
- Track the number of registrations and attendees for webinars and online events.

Survey and Feedback Forms:

- Conduct surveys after meetings, webinars, or workshops to gauge the number of informed stakeholders.
- Distribute feedback forms during events to gather stakeholders' responses and understand the number of informed attendees.





Target 17: Sustainability of the project

No. of Memorandum of Understanding signed between project partners Target: 1

Status: MoU is being signed



Target 18: Sustainability of the project

**No. of Memorandum of Understanding signed
with business community Target: 40**

**Status: status to be updated from the Business
Associations and University partners if possible**



Target 19: No. of project leaflets distributed

Target: 1000

Achieved: 200



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Aim of the project

The project aims to mainstream a holistic approach to climate and sustainability action. It targets the need for movement within the higher education system in the Western Balkans Region to contribute to the green transition and increase competencies and awareness about climate and sustainability. This project also aims to develop a collaborative network of interdisciplinary engagement between Western Balkans and EU universities to promote sustainability culture and climate action.

The project's show metrics in each launch upgraded and students will achieved. Update courses in each H sustainability awa The Hub will be a to share ideas, g start research.

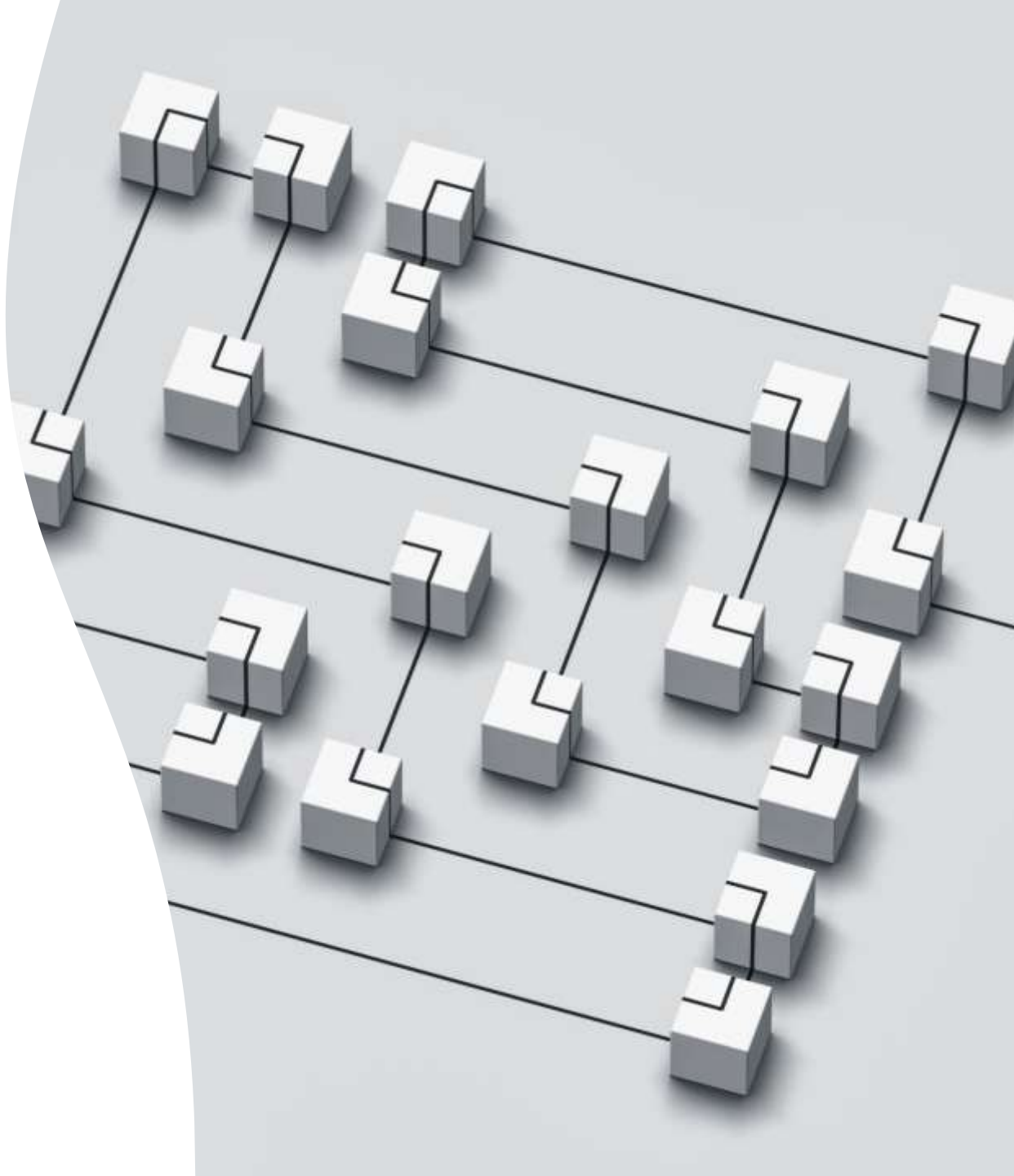
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1FUTURE



Conclusion

- The project has made some advancements in multiple domains, encompassing an increase in LinkedIn followers, newsletter formulation and project promotion on different channels(web, social media, TV) during this 2 month period from the last update.
- The proposed next steps are intended to fill existing gaps and promote ongoing progress to enable the effective distribution of the 1FUTURE initiative.
- Consistently updating and strategically implementing actions based on analytics insights will be crucial in attaining the intended outcome.





Thank you for your attention

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