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# DELIVERABLE 5.1

## DISSEMINATION PLAN

WP5 – DISSEMINATION AND EXPLOITATION

WP Leader: UNIMED

Target groups: project partners (SC)

Dissemination level: institution

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## About ICMED

The overarching goal of ICMED is to strengthen the capacity of Higher Education staff in Algeria, Morocco and Tunisia to deal with Erasmus+ International Credit Mobility & International Mobility programmes in general, through the implementation of a comprehensive Training Programme. By fostering information and best practices sharing the project is expected to contribute towards an innovative, effective and efficient management of International Credit Mobility in the MENA region.

## Members of the Consortium

- [Università degli Studi di Padova, Italy](#) (coordinator)
- [Alma Mater Studiorum – Università di Bologna, Italy](#)
- [Universidad de Granada, Spain](#)
- [Université de Poitiers, France](#)
- [Universitatea Alexandru Ioan Cuza Din Iasi, Romania](#)
- [Cardiff Metropolitan University, United Kingdom](#)
- [Université des Sciences et de la Technologie d’Oran, Algeria](#)
- [Université de Biskra, Algeria](#)
- [Université Abdelmalek Essaadi Tetouan, Morocco](#)
- [Université Hassan 1er Settat, Morocco](#)
- [Université de Gafsa, Tunisia](#)
- [Université de Monastir, Tunisia](#)
- [Coimbra Group Asbl, Belgium](#)
- [UNIMED – Mediterranean Universities Union, Italy](#)

## Associate Partners

- [Agence Universitaire de la Francophonie, Belgium](#)
- [Association of Arab Universities, Jordan](#)

More at <http://www.icmedproject.eu/>



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Erasmus+ Programme  
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*The ICMED project has been funded with support from the European Union. This report reflects the view only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Use of Erasmus+ Logo



Co-funded by the  
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The use of the Erasmus+ logo is compulsory (no changes)

Any project-related event or activity should clearly specify that it is funded by EU Erasmus+

Programme Any publication should include the following sentence:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects 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."

More information are available at: [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

## Document Information

<b>Project Title</b>	ICMED, International Credit Mobility: a new challenge for the Mediterranean Region
<b>Project n.</b>	586295-EPP-1-2017-1-IT-EPPKA2-CBHE-JP
<b>Deliverable</b>	Dissemination and Exploitation Plan
<b>Workpackage</b>	WP5 Dissemination and Exploitation
<b>Confidentiality Status</b>	Restricted
<b>Author (Partner Institution)</b>	UNIMED
<b>Abstract (for dissemination)</b>	The current document is the Dissemination and Exploitation Plan of the ICMED project. The aim of the Dissemination and Exploitation plan is to describe, guide and monitor the visibility and communication strategy of the project, so that all activities that will be carried out during the project lifetime will be widely known by the largest possible target audience, in EU and in South-Mediterranean countries. In addition, a strategy for exploitation of project results after termination is defined as a valorization strategy, aiming at fulfilling the goal of sustainability.

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## Introduction

The current document is the Dissemination and Exploitation Plan of the ICMED project. The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in South-Mediterranean countries. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

For the dissemination aspect, the project is embedded in a strong partnership of universities that adopts a leadership role in the current “circuits of influence”. Additionally UNIMED can guarantee a wide network of contacts for a successful dissemination of project news, events and results.

For the exploitation aspect, the objective of valorising the ICMED project is to enable its results to become “sustainable”. When the project comes to its end, specific measures will ensure that results are still available for usage by different groups. A strategy for exploitation of project results after termination is defined as a valorisation strategy, aiming to fulfil the goal of sustainability.

Part of the strategy is indeed to identify and sustain the best practice strategies of training programme in the field of international mobility, so to enable spill over to and implementation by the other South-Mediterranean Universities.

The **objectives of the Dissemination and Exploitation package (WP5)** are to:

- Provide useful information about project results and raising awareness about the existence of those results;
- Actively engage all partners in promoting the project in their countries and in particular in the South-Mediterranean region;
- Directly involve the target groups and stakeholders during the different phases of the project’s development;
- Processing of a set of Recommendations for increasing the capacity of HEIs from Algeria, Morocco and Tunisia in dealing with the Erasmus+ International Credit Mobility (ICM) & International Mobility programmes in general, within and beyond the project life.

In order to guarantee effective promotion and dissemination of the project, three strategies – Paper, Multimedia and Event - have been identified and different tools will be developed and delivered within the framework of each strategy (i.e. project website, branding materials, brochures, papers, newsletters, participation to thematic conferences, etc.). On the other hand, the Exploitation Plan foresees multiplication

and mainstreaming activities, the analysis of project transferability, and a set of Recommendations.

UNIMED - Mediterranean Universities Union, as WP5 leader, coordinates the dissemination and exploitation activities, and all partners are actively involved in disseminating project results and making them sustainable in the long-term.



## What is Dissemination?

“[dissemination is the] *planned process of providing information on the quality, relevance and effectiveness of the project results to key actors.*” European Commission

Dissemination is a pre-planned and constantly running process that can be understood as the transversal activity of promoting the project and its results to an extended audience beyond the project consortium.

The dissemination and communication of the project results (such as research findings, reports, tools, events, learning material etc.) move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing. Dissemination activities also support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

This Dissemination Plan should be considered as a working document outlining and guiding activities to be carried out, but it should be flexible and open to changes as the ICMED project progresses.

While the three strands of awareness raising, dissemination and exploitation are likely to occur at the same time (ongoing throughout the project), the logical sequence of the three phases is:

- Awareness raising (promote ICMED and inform about the existence and nature of the project)
  - Visual identity of the project, project vision and mission statement, communication tools
- Dissemination (inform about project results as they are achieved)
  - Networking, events participation, dissemination of key achievements
- Exploitation (encourage the further use of ICMED results and ensure sustainability)
  - Stakeholders' involvement.

When combined together, the above three activities will maximise the impact of the project and contribute to its sustainability. In other words, the impact and sustainability of any project largely depends on the effectiveness of the dissemination activities, which build a profile for the project and a plan for valorization. Communication will take place at two levels: the general level and the partner-based level. Disseminating results at the general level means giving them global visibility and giving ICMED a high profile at EU level. Disseminating results at the partner-based level means focusing activities of dissemination within each partner country, with a specific context-based communication strategy. In

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the case of ICMED, it means running activities to raise awareness in partner countries, with an extra focus on promoting the International Mobility programmes and activities in the South-Mediterranean countries (within and outside the Consortium). The ratio is due to the different complexity in each country, which asks for targeted courses of action. For this reason, each local partner will be the driving force behind the project dissemination in the region, to gain the support and assistance from local innovation players and other higher education institutions.

## Target groups and beneficiaries

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is: who do we need to communicate with? As a result, all communication actions will eventually be targeted towards these stakeholders, which will be our target groups for the communication activities.

ICMED identifies different targets and beneficiaries of people who need to develop their capacity in international relations with specific focus on ICM in line with the EU Cooperation Agenda.

- HEIs representatives
- NEOs and national authorities
- Students

Therefore, sustainability on the long-run of the ICMED initiative is crucially tight to the involvement of stakeholders in Higher Education Institutions and policy makers in the Region. The ICMED project intends to support the internationalization of the HEIs in the partner countries in line with the EU Cooperation Agenda, which will consequently increase the volume of mobility in Europe and in South-Mediterranean Countries.

## ICMED Visual Identity

At the beginning of the project, Partners focused on defining the project vision, as clearly expressed in the project website (<http://www.icmedproject.eu/>). Along with the definition of the project identity in terms of mission and goals, Partners also developed the project visual identity. A number of suggestions for the project logo were developed by the WP coordinator UNIMED, and presented to the Consortium members.

The following logo is the final one selected by the project Coordinator and all Partners:



Partners are invited to use consistently the project logo, the templates proposed by the PM, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the ICMED Project Logo when publishing dissemination materials for the project.

A guide on the use of the Logo is available at the end of this document.

## Main dissemination materials and tools

As anticipated, dissemination will be carried out following 3 main strategies:

- The Paper Strategy (project postcard, leaflets, press releases, scientific papers)
- The Multimedia Strategy (project website, social media, news, video production, etc.)
- The Event Strategy (training weeks, key thematic conferences, forums, events, final workshop, etc.)

This wide dissemination approach will support the "cascading effect", motivating others to use the results for own projects and changes in their institutions.

## Paper Strategy

The first strategy described is the Paper Strategy.

Printed materials are essential for promotional purposes. Dissemination materials will be produced according to the perceived needs of the Consortium. Project postcards and flyers in particular can be produced reasonably cheaply and in large quantities, therefore readily lending themselves to large-scale communicative purposes.

Partners will distribute branding materials on a wide scale, targeting HEIs, university managers and teachers, stakeholders and policy makers at national, regional and international level.

Project graphical identity:

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Design of the overall graphical identity of the project and production of branding materials for dissemination purposes (project logo, templates for deliverables, standard project presentation, project postcard, leaflets, posters, rolls up etc.) in English. This includes the design of the following documents:

- Conception of the information documents concerning the project ICMED (postcard ...)
- Project's Brochure to communicate the project to specific target groups and communicate the objectives and expected results will be designed and realized
- Flyers
- Posters

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## Project Postcard

A project postcard has been produced, which identifies the project goal, the Partners of the Consortium and the project website. The idea is to have a light and immediate tool that presents the project, raising curiosity and interest among the audience. About 500 postcards will be printed and distributed by Partners on a wide scale.

The project postcard is available here <http://www.icmedproject.eu/> in the section media kit.

## Project Leaflets

It may consist of a single sheet of paper that is printed on both sides and folded in half, called a leaflet; it may consist of a single page with an immediate statement, called flyer; or it may consist of a few pages that are folded in half to make a brochure. For the purpose of describing the ICMED project, or promoting specific events and happenings, such as the training weeks or the final Conference, leaflets of different kinds will be produced and distributed by project partners. Leaflets and brochures are produced in English.

Project leaflets and brochures will be produced, for example:

- To present and promote the project and its objectives
- To promote specific project results
- To promote specific events
- To promote the Training Courses

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## Press Release

On the occasion of key events or achievements, press releases will be created and disseminated within project partners networks. Press releases may occur to:

- Introduce the project and the upcoming meetings
- Launch the Training activities
- Promote the Final Event of the project
- Disseminate the Recommendations developed by ICMED

## Multimedia Strategy

For Multimedia Strategy we intend dissemination happening through online tools, news, video production, online sharing, social media, etc., with the purpose of spreading the word about the project in a quick, wide, effective and powerful way. The ability of these media to facilitate communication is tremendous, and they allow to reach single target stakeholders as well as communities and bigger audiences.

By definition, a multimedia strategy should be always multi-channel and multi-dimensional. The main tools that will be used during the ICMED project implementation are outlined below

Video production:

Assembling recorded raw material collected during the project activities/training courses (carried out in the Universities involved) into a finished product that's suitable for broadcasting. The content of the video will be indicated by the project, following the Communication and video strategies. Examples of content will be, but not limited to: interviews, filming of parts of conferences, graphical videos, etc.

Video formatting and creative elements:

- Minimum quality requirement: 1080p full HD, ability to produce in 4K UHD for TV Broadcasting is an advantage

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- Final formats of video: MPEG-2 and/or MPEG-4
  - Duration: the video will have a duration of minimum 5 to 15 minutes. Duration of videos will depend on the communication needs of the project
  - Video will be uploaded on YouTube it will respect YouTube's formatting characteristics to guarantee maximum quality



## Project Website

The website is the main promotional tool for publishing project results and activities as well as a dynamic database for collecting all project printings and media work. It is divided into two levels of content, the first which contains the public content, and the other is the restricted area. The website is developed using the up-to-date technologies that integrates social media tools with the pages and articles in order to facilitate sharing and sending options. It is important that this website is mobile friendly so visitors will not find any difficulty to view the website and share content from their mobile devices. The content of the project website is in English.

The proposed domain name is **icmedproject.eu**. The website incorporates the project logo already designed. ICMED website serves several functions:

- Diffuse information about International Cooperation Erasmus+ project entitled ICMED International Credit Mobility: a new challenge for the Mediterranean Region.
- The production of a website is an integral part of the project and key to the dissemination strategy.
- It should reach a wide audience on an international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.
- It should have an integrated statistics tool to track the geographic location of visitors, number of connections per month, etc.

The website information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write the name of the project or related key words.

The project's website should be fully integrated with social media. The visitors of the website should have a tool bar to share the posts and news directly on the main social media platforms.

Website information architecture and navigation:

- For easy navigation, a menu bar function could be integrated along the bottom of each page. A search feature at the top of the page should also be available in order that visitors can carry out quick searches across the website.
- Home page – Very brief outline of the project detailing the full title and key objectives, news feature allowing 3 news extracts to be shown with a picture, flash news feature allowing 3 extracts to be shown (without photo) and allowing links to social media pages (Facebook, twitter)
- About ICMED – Detail on project activities on 1st page with possibility to integrate 6 separate sections for the 8 different project 'Work Packages' of the project with a menu on the left to access each section

- Partnership – Logos and Names of all the project partners. They are full partners – distinction to be made by country including flags from each country. Function which allows visitors to click on logo of each partner and be directed to their website page in a new window
- Events – Page scheduling and reporting on key project events – will require a ‘news’ style function to put articles up about events that have taken place with possibility to upload photos, videos and documents (word/pdf/ppt/excel/etc.) and calendar function to indicate dates of upcoming events.
- Project Results – Page dedicated to publishing project results which must be made available to the public. Possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.)
- Photos/Videos – Page dedicated to photos and videos taken during the project lifetime, will require a caption function so visitors will have some information on the media shown
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address

The ICMED project website is available at the following address:

<http://www.icmedproject.eu/>

The project website is intended to provide a first level of information about the scope and activities of the ICMED project. Main achievements and events will be available to all, while and confidential ones will be shared in password-protected pages, visible to Partners only.

Google Analytics is used to continually measure the performance and activity of visitors on the ICMED website, so that impact can be easily assessed and statistics available.

The image below presents the structure of the project website: a page dedicated to present an overview of the project, a page for Partners, a page dedicated to the Results of ICMED and a page for key events, a page for Media tools (such as the logo and the project postcard) and a page with the ICMED contacts details.

The image below presents the structure of the project website: a page dedicated to present an overview of the project, a page for Partners, a page dedicated to the Results of ICMED and a page for key events, a page for Media tools (such as the logo and the project postcard) and a page with the ICMED contacts details.

# ICMED International Credit Mobility

International Credit Mobility: A New Challenge in the Mediterranean Region (ICEMD) is a project co-funded by the European Union under the Erasmus+ Programme, Key Action 2 Capacity Building in Higher Education.

It aims at strengthening the capacity of Higher Education staff in Algeria, Morocco and Tunisia to deal with Erasmus+ International Credit Mobility & International Mobility programmes in general, through the implementation of a comprehensive Training Programme. By fostering information and best practices sharing the project is expected to contribute towards an innovative, effective and efficient management of International Credit Mobility in the MENA region.

## Dissemination team – proposal for the project website

Each partner will identify a responsible/focal point in charge of dissemination. The list of the selected partners will be available in the relevant website section named "Team".

The image below presents the contents of the team in charge of dissemination:

	Isidro Maya isidromj@us.es	US, University of Seville	Spain	Associate Professor, Departamento de Psicología Social	X
	Francisco Santolaya Soriano fransanto@us.es	US, University of Seville	Spain	Professor	
	Katherine Wimpenny k.wimpenny@coventry.ac.uk	Coventry University	UK	Co-Lead Research, Disruptive Media Learning Lab - DMLL	X
	Daniel Villar-Onrubia daniel.villaronrubia@coventry.ac.uk	Coventry University	UK	Principal Project Lead, Disruptive Media Learning Lab - Online International Learning Programme Manager, Centre for Global Engagement	
	Gemma Tombs (until October 2016)	Coventry University	UK	Senior Research Assistant	

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## Social Media

In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff.

Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of ICMED
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy

As an example, a Twitter account has been created for ICMED:  [@ICMEDproject](https://twitter.com/ICMEDproject)

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## Promotional Emails

UNIMED will draw and send Information/Promotion emails devoted to the different project stakeholders to inform about relevant events. The emails are intended to provide an appealing message for attracting the attention and interest of the recipients. To reach this goal, all promotional emails will be sent with the visual identity of the ICMED project (in terms of logo, colours, structure).

All partners are invited to share Information/Promotion emails within their networks.

## News

News will be produced and published by all Partners on a regular basis, in conjunction with key results and events. Partners are invited to share project news within their network of contacts and on their website of the University.

In addition, newsletters will also be produced and distributed. An online newsletter is an effective way to keep interested parties informed about the project's progress, achieved results and relevant events at local and international level. The main project target are university academics and managers, higher education institutions, researchers and stakeholders in the field of higher education, etc. The main channel of distribution will be the Partner network of contacts. The participation in the project of large associations such as UNIMED and the Coimbra Group will ensure a wide project outreach. The main goal will be to spotlight the project and its main initiatives to a large interested audience.

Each news/newsletter should include:

- Basic information about the project
- Key Information about the result achieved or the event to be promoted
- Contacts and useful resources.

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## Event strategy

An effective dissemination plan must include organization of, and participation to, key events and thematic conferences. Presenting ICMED to an audience will be essential to:

- Engage stakeholders through discussion and confrontation
- Present the project as a living creature, involving the audience in its development
- Understand the response of target groups to the project proposals
- Measure the impact of project outcomes
- Receive feedback and inputs for future implementation.

## Thematic Conferences

Each partner will identify national, regional and European conferences focusing on international credit mobility. Participation in conferences and workshops represents an opportunity to promote the project, to learn about new developments in higher education, to connect with other universities and research centers. This is particularly true for the South-Mediterranean region, where Partners intend to explore the possibilities given by open education and create a network of higher education institutions for a regional Agenda.

The active participation of ICMED Partners may vary from poster-sessions where brochures can be distributed and networking can take place, to official prepared presentations of the project to a target audience.

Project partners are encouraged to look for events that would be interesting and relevant for the project and, if possible, to attend them.

Partners are invited to continually update and share with the group their participation and presentation of ICMED at international conferences. Partners are also required to evaluate the impact of their participation (feedbacks) and to fill out a brief report of the event to be shared with all (see Annex V).



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## Local Events and workshops

As said before, participation in international conferences addressing key thematic areas is encouraged. As well, it is important to disseminate ICMED to a more local and immediate audience, in order to maximise the potential positive effects opened by the project running.

Local Meetings are important to raise awareness and share knowledge inside institutions.

Partners firmly believe that such local events have the potential not only to promote the work done under the project, but also to engage other Universities outside the Consortium to implement a change in their institutions. This would also ensure the sustainability of the ICMED initiative beyond its immediate scope and duration.

Partners are clearly invited to identify other events at national and regional level to promote ICMED.

## Meetings with stakeholders

Consultation with stakeholders will be performed by Partners for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination, and is intended not only as **formal meetings** but also as **informal meetings**. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations, as to let partners get direct feedback and inputs. The idea is to identify and get in contact with several stakeholders interested in supporting the activities of the project.

## Final Project Event

A train-the-trainer event and the final conference will be organized at the end of the project (July 2019). The Train-the-trainer event (1 day / 50 participants) will be organized the day prior the Final conference. The Final Conference (150 participants) will aim at presenting and disseminating the project's final results; at putting these results into a wider perspective (EU and HE policies); at reflecting on the sustainability of the projects' outputs.



## Expected Products

<b>Product/Service</b>	<b>Delivery Date</b>
Project website	04/05/2018 and regular updates
Project graphical identity	multiple delivery dates
Video (collecting main activities of the TWs)	14/06/2019
Social media managing	multiple delivery dates
Technical services	multiple delivery dates

## Ownership of results

All the results, including the website and its contents, will be the property of the ICMED partnership and will be transferred to the ICMED Coordinator, the University of Padova, in the proper format upon a simple written request by the Coordinator.

## What does Exploitation mean?

The verb “to exploit” means to make good use of something, so that it is more productive or beneficial. In the context of the ICMED project, this involves maximizing the potential of our activities so that our results are used to the best advantage. Exploitation consists of mainstreaming and multiplication:

- Mainstreaming is the planned process of transferring the successful results of initiatives to appropriate stakeholders and decision-makers at local, regional, national or European levels;
- Multiplication is the planned process of convincing individual end-users and immediate stakeholders to adopt and/or apply the results of the project.

Exploitation activities have the key objective of maximising the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels. For the ICMED project, exploitation means making more institutions to share the success, experiences and lessons learned during the project life, and make more people to access open education. For the purpose of multiplication and mainstreaming, an exploitation strategy is outlined. After a deep analysis of the project transferability, a strategy has been drafted and will be constantly discussed among Partners to adjust the exploitation activities to project progressing.

## Different types of exploitation activities

### Free use by others

It goes without saying that sharing information freely and widely is an unquestionable choice for the ICMED Consortium. Making project results accessible and freely available is in the spirit of the project, and will result in a knowledge base which will stay usable to all, even after the project end.

The open availability and usability of project results may also generate feedback from a wider audience than expected, increasing the effective chances of the project to have an impact beyond its target groups.

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Project results are accessible primarily through the project website, which will stay alive until 14<sup>th</sup> April 2020. They will be published and licensed under the framework of the Creative Commons Licenses. This means that:

- users are free to share – copy and redistribute the material in any medium or format – and adapt – remix, transform, and build upon the material
- users may do so for any purpose
- all users must give appropriate credit, provide a link to the license, indicate if changes are made
- users may do so in any reasonable manner, but not in any way that suggests licensor endorsement.

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## Events and Networks of contacts

As mentioned in the previous paragraphs, mainstreaming and multiplication will be ensured by Partners' participation in key thematic events and through consolidated networks and contacts with local authorities and universities. The transfer of knowledge will be a key step in ensuring the project results to be beneficial even after its end. It will be critical to engage institutions and their staff in the project, with promotion and dissemination activities, with the ultimate scope of giving them support in leading their own path of innovation. Ultimately, the effective exploitation of the results will be in the hands of the partners involved.

## Recommendations to Policy-Makers

Despite it is not on the short term goals of the project, ICMED has the potential to influence HE policy development in the MENA region. It will be done by providing policy-makers with a collection of Best Practices and a set of Recommendations on how Mobility projects and activities could be implemented (cfr WP 4 - Policy Briefs).

Actually, through the networks established in the project, it is possible to involve policy makers in the design of the strategies for promoting Mobility programmes.

By influencing policy and practice we may be able to embed results in institutional strategies, training systems or educational practices of relevant organizations, therefore securing their longevity.

## Sustainability measures

Making project results sustainable is another route for exploitation. Four pillars will secure the sustainability of the ICMED results over time:

- **Geographical coverage and networking**

A first mechanism is established at the inception phase of the project: partner HEIs from South-Mediterranean countries act as regional hubs to guarantee a geographical coverage of the action and its enlargement. This is one of the dominant criteria of the project.

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Promoting a clustering strategy will favour the establishment and reinforcement of good relations with existing institutions to progress towards the modernisation of the HE system in the region.

- **Early involvement of the target group**

The involvement of HEIs, identified as the main target group, will start at the inception phase of the project by means of collection of opinions and/or inputs for the training design of mobility activities. This will ensure the requested support and consensus on strategies, policies and actions to foster the Mobility programmes.

- **Validated development of results**

The development of products will be an iterative process: a continuous process of development and validation. Validation concerns the internal and external validation of results, by hand of the internal quality team and the external quality expert. Both types of validation will be supplemented with holistic assessment by hand of educators and with stakeholder sessions and consultations.

- **Capacity building**

The core means of sustainability is indeed to empower HEIs providing them with increased competences. It will give them the confidence and skills to manage mobility projects and activities. This mechanism will ensure that the target group is properly prepared for handing with, technically and methodologically the mobility programmes and it will guarantee a multiplier effect at institutional level not only among the trained people directly involved in the action, but also for colleagues and academics as well, as the cascade-effect of training the staff and staff showing their skills.

## Reporting Dissemination and Exploitation activities

It is important for all partners to keep an accurate record of the dissemination activities they carry out in the framework of the project. In particular, Partners will need to communicate key information to the WP5 leader UNIMED, thus contributing to the reporting of activities.

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. For this purpose a Dissemination Log will be created (Annex II).

Moreover, each partner will fill out reports on conferences and events (Annex III Event Report) and local meetings with stakeholders (Annex IV Individual Partner Meeting with Stakeholders Report).

The report forms are attached to this document and are also included in the Dropbox Folder (WP5 – Dissemination and Exploitation,

Templates). All Project Members are therefore expected to:

- Identifying and informing on dissemination opportunities (events, publications, we presence, etc.)

- 
- Disseminating achievements of their respective work packages (flyers, video, press releases, etc.);
  - Using their network to support the dissemination of project information;
  - Presenting the project at relevant conferences, workshops and other events;
  - Engaging key stakeholders to act as multipliers and to motivate others.

## Annex I - Glossary

This glossary is adapted from the European Commission's glossary of terms for the Lifelong Learning Programme 2007-2013 and provides information about commonly used terms in this document and by the European Commission in general in the field of dissemination.

- Awareness Raising:** Publicizing, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicizing of results. As such, promotion and awareness raising is an activity with a broader focus that introduces the project to the target group.
- Communication:** For the purpose of this document "communication" will refer to both awareness-raising and dissemination activities. Communication in this context refers mostly to external communication and not to internal communication among the consortium and within the partner organisations.
- Dissemination:** Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.
- Exploitation:** Exploitation consists of 'mainstreaming' and 'multiplication' which both aim at creating maximum impact and sustainability of the project's results. Dissemination and exploitation are distinct but closely related. Keys for successful exploitation of results are: to produce relevant results that satisfy the demands of providers, policy-makers and ultimately society more generally; to ensure, through the use of effective dissemination and exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit from them
- Impact:** Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies.
- Mainstreaming:** Mainstreaming is the planned process of transferring the successful results of the project to appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. More specifically, mainstreaming also defines the phase of transfer and the way in which other actors take account of the elaborated results, approaches and key elements
- Multiplication:** Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.



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- Sustainability:** Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.
- Valorisation:** 'Valorisation' is the French term for dissemination and exploitation of results, also used in the European context. Valorisation activities are required to ensure that the results of the LLP are appropriately recognised, demonstrated and implemented on a wide scale.

## Annex II – Dissemination Log

Partner nr.	Partner Short Name	Date of the event (dd/mm/yyyy)	Place of the event	Type of Activity	Description	Organizer / Sponsor	Main Type of Audience	Other Type of Audience	Dissemination Level		Countries addressed	Status
									N° of copies/ participants	Level		

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## Annex III – Event Report

**Name of the event:**

**Type of event:** *(Training Week, Conference, etc)*

**Date:**

**Venue**

**Number of participants:**

**Type of participants:** *(policy-makers, HEIs managers, teachers, etc)*

**Programme of the event:** *(insert the link to the webpage of the*

*event)* **Attachments:** *(List of Participants, Presentations, Background Documents)*

**Brief overview of the event and of the issues addressed in the event**

**Contribution of the Partner attending the Event**



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**Key messages, outcomes, recommendations**

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## Annex IV – Individual Partner meeting with Stakeholders Report

**Date:**

**Venue**

**Meeting with:**

**Evidence of the meeting (if any):** *(a picture, a signed document, video/audio recording, etc)*

**Brief overview of the meeting**

**Main issues discussed during the meeting**

**Recommendation from the Stakeholder**