

DISSEMINATION STRATEGY

Knowledge triangle for a low carbon economy / KALCEA

Project reference No: 618109-EPP-1-2020-1-EL-EPPKA2-CBHE-JP

(Deliverable 6.1)

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Abbreviations

WBC – Western Balkan Countries

HEIs – Higher Education Institutions

KT – Knowledge Triangle

UET – European University of Tirana

UC – Universum College

Executive Summary

Programme:	Erasmus+
Action:	Capacity Building in Higher Education
Project reference number:	618109-EPP-1-2020-1-EL-EPPKA2-CBHE-JP
Project title:	Knowledge triangle for a low carbon economy / KALCEA
Project acronym:	KALCEA
Start Day:	15/11/2020
End Day:	14/11/2023
Coordinator:	The National and Kapodistrian University of Athens

I. Introduction

KALCEA is an Erasmus+ Capacity Building in Higher Education project, led by National and Kapodistrian University of Athens. The Consortium has 15 partners, and it is forecasted to last 3 years, with a total budget of 871,050 Eur. The partners are as following:

Nr.	Partner	Acronym	Country
P1	National & Kapodistrian University of Athens	NKUA	Greece
P2	Vienna University of Technology	TUW	Austria
P3	Riga Technical University	RTU	Latvia
P4	University of Novi Sad	UNS	Serbia
P5	Creative Thinking Development	CRETHIDEV	Greece
P6	University of East Sarajevo	UES	Bosnia & Herzegovina
P7	International BURCH University	IBU	Bosnia & Herzegovina
P8	University of Dzemal Bijedic Mostar	UNMO	Bosnia & Herzegovina
P9	Albenecon	Albenecon	Albania
P10	University of Pristina in Kosovska Mitrovica	UPKM	Kosovo
P11	Universum College	UC	Kosovo
P12	European University of Tirana	EUT	Albania
P13	Polytechnic University of Tirana	PUT	Albania
P14	Aleksandër Moisiu University Durrës	UAMD	Albania
P15	Kompanija IRCE a.d. Istocno Sarajevo	IRCE	Bosnia & Herzegovina

The aim of the project is to create a systematic and structural approach for the implementation of knowledge triangle principles, including sharing of knowledge, information, and skills for joint exploitation of research capacities for sustainable growth based on innovation in WBC. The project aims to create institutional integration of education, research, and innovation.

The specific objectives of the project include:

- To create a structured multi-country network between the HEIs and industry sector in WBC countries with aims to exploit the full value of collaboration and cooperation (open innovation), making an impact to academia, business, and society.
- To set-up 5 Knowledge - Innovation Centers at WBC HEIs with aim to manage knowledge triangle activities in WBC, supported by the innovative cooperation platform
- To create and implement professional program in cooperation with industry sector in the field of Sustainable energy in 3 WBC HEIs involved
- To increase awareness on knowledge triangle importance in Albania, Bosnia and Kosovo.

Work Package 6 foresees the development of several activities related to the dissemination and exploitation of the KALCEA project. The European University of Tirana (UET) in collaboration with Universum College (UC) are leading this work package.

Work Package 6 (Dissemination) key deliverables are:

- **D. 6.1:** Strategy and plan for dissemination activities created
Due date: 30.03.2020
- **D. 6.2:** Setting up and maintaining the project website
Due date: 14.11.2023
- **D. 6.3:** Dissemination events with relevant stakeholders organized
Due date: 14.11.2023
- **D. 6.4:** Promotional materials prepared (leaflet, posters, logo, etc.)
Due date: 30.05.2023
- **D. 6.5:** Final dissemination conference organized
Due date: 14.10.2023
- **D. 6.6:** Financial and institutional sustainability strategic plan created
Due date: 14.11.2023
- **D. 6.7:** Cooperation agreement between project partners signed
Due date: 14.11.2023

2. Dissemination Strategy

2.1 Objectives of the Dissemination Strategy

The Dissemination Strategy of KALCEA project aims to identify several communication tools that when used effectively will achieve the objective of strengthening international, intercultural & global dimension at partner higher education institutions. Through this Strategy, we will disseminate the best practices of the project for further use in other regions. Moreover, we will ensure that all outputs and results of the project are transferred to all partners and disseminated in the most efficient way. The overall aim of the KALCEA Dissemination Strategy is to ensure common, consistent, and efficient communication, to ensure the visibility of the project, and to disseminate the good practices and policies as well as active networking to reach the target audiences.

Specific objectives of the Dissemination Strategy

1. To ensure open, clear, and transparent communication among the project partners.
2. To raise awareness about the KALCEA project and the Erasmus+ Programme, it's goals and objectives among a range of stakeholders.
3. To increase awareness of the target groups related to the knowledge triangle principles.
4. To communicate the project activities and results among its target groups and stakeholders at national and regional level, achieve high impact.
5. To inform at an ongoing base about the project activities.
6. To foster the cooperation between academic institutions at national and regional level.
7. To inform regularly the national, regional, and international stakeholders about project activities and outcomes.
8. To maintain communication between the KALCEA partners as well as between the members of online platform.

The Dissemination Strategy of the KALCEA project is based on a few principles:

Easy to understand: The project aims to transfer clear, consistent, and understandable messages to its different audiences.

Interactive: The project will try to incorporate feedback from its target groups and beneficiaries to increase interest in its activities and achievements and fine-tune its messages.

Cooperative: The project aims to make best use of the available resources; the project will try to involve the different partners as well as beneficiaries in the communication strategy as much as possible.

Innovative and forward-looking: The project will utilize new media (Facebook page; Instagram page) as an integral part of the dissemination strategy, creating integration with traditional communication tools.

Accountable: The Dissemination Strategy itself will be monitored and evaluated according to the project activities plan and specifically to the relation between communication goal, target group/beneficiary, message, and communication timing. Furthermore, the focus on strategy will change depending on the stage in the project implementation, reflecting the priorities relevant to that stage.

2.2 Target groups and stakeholders

KALCEA project includes a range of organizations and higher education institutions. Communicating the work of those involved in the project both internally and externally will be key to the success of the project and will require a genuine collaborative approach to ensure a common understanding. It is very essential that everyone involved in the project is aware of the Dissemination Strategy and can benefit from the exposure of project activities and results. The information generated by the project needs to be communicated to project participants

(stakeholders) regularly and punctually, and this needs to be planned. Effective dissemination can be achieved by taking into consideration the key audiences and making messages and information relevant to them.

The main target groups of the project are HEIs involved in the project, but also HEIs from the region that are not directly involved (Academic staff, University authorities, Researchers, Students at all three cycles); Industry Sector Representatives, including both private and public companies as well as relevant associations, e.g., Technical Chamber, Chamber of Commerce, Consumer Associations; Research Institutions and NGO sector.

More specifically:

HEI level. Project activities will be disseminated to the Academic Staff and Administrative Staff of partner universities with the purpose of capacity building in terms of knowledge and skills in Knowledge Triangle mechanisms based on research and innovation. Additionally, such dissemination will increase awareness on the importance of transferring/creating research activities at HEIs in cooperation with industry sector (applied research) and transforming research into innovation. Both academic and administrative staff will participate in the trainings and activities that will be developed in the framework of KALCEA project.

Students. Different communication tools will be employed to attract one of the key stakeholders of this project, students enrolled in three study cycles, especially at PhD and Master level. They will participate in various activities of the project and will benefit from solving real life problems originating from the industry sector.

University authorities. Rector, Vice-rectors, Deans, Head of Department Units are a distinct target group, since their involvement in the project activities is crucial in introducing a systematic approach at the institutional level (HEIs). They will be invited to participate in trainings about the KT mechanisms (education, research, innovation) and the role of KT in further HEIs development and the whole society.

Industry sector (Energy sector, including electrical engineering, mechanical engineering, IT) including companies, Chamber of Commerce, Energy associations, Business communities - Professionals and practitioners are also a target group of the Dissemination Strategy. Companies and businesses active in the following areas Renewable Energy Sources (RES), Electrical and Thermal Storage, Electrical Power Systems, Smart grids, Energy market (electricity and natural gas), Transition of the energy systems, consumer products, will be exposed to project activities and will play a huge role in the sustainability of the project.

Research Institutes are an important target group of this strategy. These organizations will be exposed to the project activities and results.

- ✚ **Wider community.** Dissemination and communication activities will be performed using different tools based of the preferences and approachability of stakeholders.

2.3 Dissemination activities and tools

The project team of UET and UC will coordinate all dissemination activities. There are two main dissemination aspects taken into consideration during the implementation of KALCEA project.

External Communication:

Tools and activities not related to media: Flyers, Roll-up Banner, other promotional materials such as Leaflet, E-Newsletter, Posters, organization of promotional events, participation, and contribution of the project to external events may be included in this category.

Tools and activities related to media: This category includes activities planned to disseminate the project and reach the target groups through media channels such as Social Media. The following are outputs and deliverables related to this category: Promotion in the organization’s website and other Social Media (Facebook and Instagram)

Internal Communication:

Regular communication with the stakeholders will be mainly by electronic means (e-mail, Skype, Zoom, Webex, video conference) and phone. During the implementation of the project, there will be project meetings and Steering Committee meetings. The project meetings are organized by the Lead Partner and the hosting partner. The project meetings will focus on:

- overview of project implementation and achievements
- progress status of WPs
- solving potential problems in implementation
- distribution of further tasks
- reporting issues
- other elements of importance for project implementation

E-mails: A list of emails will be provided, which includes the main contact persons for the project and will be kept updated by the Project Manager.

Regular Meetings: Frequent meetings will be organized during the project implementation process (monthly or weekly as necessary). Several meetings will also be organized on regular basis to share information about the progress of the project and its performance. These meetings will be organized at the end of each deliverable to measure the success achieved. On every meeting (online or face to face) there will be space to raise questions and comments related to the project implementation. Minutes with agreements, tasks and deadlines will be distributed afterwards.

Document sharing will be implemented to facilitate the exchange of project documents. With the help of Google Docs, Dropbox, all project partners can have full insight into what is involved in the project.

Bilateral Meetings with project partners on demand and on every issue of concern.

2.4 Basic elements for communication:

Project consortium will adapt a **project logo**, which will remain the same through the entire process of implementation. A strong visual identity is essential to a wide and effective dissemination of the project results. Therefore a consistent and recognisable visual identity has been developed for KALCEA. It will be used across all products to guarantee a common look and feel and ensure consistency in the targets' mind.



A **website (digital media)** will be dedicated to the project; as well as other project partners' websites will be used as communication tool. According to the progress of the project, the content of the website will be continuously updated. The deliverable 6.2 along with several materials for promotion of project results and public awareness is foreseen to be completed during the implementation. The website has been created by Universum College and will be maintained by UET staff. The website will be developed in English. Electronic materials for dissemination activities will be created and distributed through the e-mail to all relevant stakeholders. The project information will also be disseminated through the social networks.

<http://www.kalcea.com/>

Social media channels such as Facebook, Instagram will be used frequently as promotional tools to increase public awareness about the progress of the project. The project results will be constantly reflected in Social Media as it is very important to reach a high level of followers to have real impact. The content will be generated by UET in collaboration with other partners. A Facebook page and an Instagram account will be dedicated to the project.

Another dissemination material will be the project's **leaflets and posters**. Hard and soft copies of leaflets will be designed by UET/UC and will be used as a form of attractive tool to introduce the project, its objectives, target groups and progress in different countries. **Project roll-up banner** will be designed at the beginning of the implementation process, as a tool to enhance the visibility of the project. This roll up will be distributed to all the partners and everyone will be able to use it at different meetings, events, workshops, conferences as a background image.

Info Days and Workshops will be organized in the framework of the project. Five dissemination events will be organized at each WBC HEI with the main aim to disseminate project objectives, activities, and results. Participants on these workshops will be academic staff, researchers, students, industry representatives. EU partners will also participate on these events with aim to share good practice from EU institutions. Printing materials about the project (brochures) will be distributed to all participants on these events.

Press releases and articles will be another form of media dissemination. Media dissemination will include the engagement of journals and magazines (for example Liberale newspaper) through the sending of press releases and the resulting articles that will be published, which will serve to present project progresses and milestones.

To ensure the consistency in the visibility of KALCEA, all project partners will use **standardized templates** during the project duration. These templates will be used for presentation at different meetings and events, as well as for reports or other project deliverables.

The **Erasmus+ Project Results Platform** which is the European Commission's database for the Erasmus+ Programme and successful projects. Results of KALCEA will also be accessed in this platform.

Programme Logo The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

KALCEA as a project co-funded by the Erasmus + Programme of the European Union, must be implemented in full compliance with the EU visibility rules and guidelines. All implementing partners must be aware that definitions and guidelines of the European Commission on Dissemination and Exploitation can be found here: https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en

2.5 Dissemination Reporting

UET/UC and other partners will submit to the Lead Partner a Dissemination Report after each activity conducted on behalf of the project. The report will include a description of the activity and evidence such as photos, registration sheets, any promotional materials used. Also at the end of the report, a short description of the upcoming dissemination plans should be included. Additionally, a description about each activity will be published on KALCEA Website and Social Media.

2.6 Event Planning Checklist

Before the event

- Tasks are allocated to all organizers
- Social media and website are updated before the event
- Speakers (and the moderator) are briefed
- All presentations are compiled and checked
- Check technical equipment

During the event

- A reception desk is available for registration
 - Registration sheets, distributed and filled by participants (evidence)
 - Photos are made during the event (evidence)
 - Name badges arranged in alphabetical order
 - Conference packs (if applicable) and promotional materials (if any)
- Conference room equipment is checked
- All activities comply with the publicity requirements (e.g. EU flag on display + Project Roll Up Banner)

After the event

- Event documents and photos are uploaded to your website
- All social media are updated with results / photo of the event
- Conclusions made based on feedback forms and debriefing