

**MARDS - Dissemination Plan**

Version 1.0 // 25-01-2019

Authors: Michael Wimmer, Lucas Zinner

Part of WP 6

WP lead: Metropolitan University Tirana

The main aim of this plan is to encourage the project visibility and outcomes within and outside the partnership. All partners will contribute to the dissemination of the project using their own channels of communication. The dissemination activities will take place at the local level, at the European and beyond.

A wide dissemination campaign of the project results is crucial to reach out in particular to important local stakeholders and to encourage higher education institutions to raise awareness about MARDS activities.

A national outreach of the project findings will be sought by individual universities in their respective region e.g. through promotion within their own institutions, other national HEIs, attendance at meetings of national agencies, ministries of education, student fairs, assemblies of HE and student organisations. Partner are encouraged to use their regular channels of communications such as websites, bulletins, mailing groups, IROs meetings, General Assemblies, and interest groups to disseminate information about the project and its results throughout the project duration. In addition, it is encouraged to team-up with other projects to widen the potential audience.

This consolidated dissemination plan will be discussed and approved by the plenary session of the Steering Committee at its inaugural meeting and will be updated on an ongoing basis. Dissemination campaigns should be based on project website, MARDS platform, information days, workshops at local, national and European level, Twitter, Internet, electronic media, print media.

The dissemination campaign starts with the beginning of the project and last for all its duration. The following deliverable are linked to the plan:

* D6.1 Setting up and maintaining the project web site
* D6.2 Dissemination material created and distributed
* D6.3 Dissemination events with relevant stakeholders organised
* D6.4 MARDS doctorial Colloquium organised

## D6.1 Setting up and maintaining the project website

A website is released since the beginning of the project and maintained by the coordinator. The website will have two parts, public where all information about the project will be available, and one part for project partners only in the project management purpose. The website is developed in English language. Electronic materials for dissemination activities will be created and distributed through the e-mail to the all relevant stakeholders. The project web site will be connected with the on-line platform. The project information will also be disseminated through the social networks (Facebook). All new technologies and social networks will be used in project web platform.

## D6.2 Dissemination material created and distributed

In addition to website the others forms of dissemination measures during project life time will be created and distributed. They will be in electronics and printed form with aim to be widely visible from all target groups and society in large. Many of them should be prepared (designed) where we will use colleagues from art and design faculties. Flyers, brochures, posters, flags, roll-ups, bags, folders, video, photos etc. are only a part of dissemination material that will be designed and distributed. Also, other multimedia and broadcasting forms like TV and Radio emissions, presentations on events, youtube etc will be actual. We expect some research outcomes to be used for dissemination as scientific papers of staff and enrolled students in both education and research aspects.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Partner | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 |
| Proposed dissemination material | flyers |  | U |  |  |  |  |  |  |  |  |  |  |  |  | U |  |  |
| brochures |  | U |  |  |  |  |  |  |  |  |  |  |  |  | U |  |  |
| posters |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| flags |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| roll-ups |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| bags |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| video |  | A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| photos |  | U |  |  |  |  |  |  |  |  |  |  |  |  | U |  |  |
| sc. papers |  | A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| twitter |  | U |  |  |  |  |  |  |  |  |  |  |  |  | U |  |  |
| facebook |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| TV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Radio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please add |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Table 1: overview of responsibilities and interests w.r.t dissemination material, a "P" indicates that a partner will produce this material, “A” will assist in producing it, "U" indicates that a partner will use and distribute it

## D6.3 Dissemination events with relevant stakeholders organised

Three dissemination events (workshops and info days) will be organised in Albania and Montenegro, one per year, with 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. The printing material will also be distributed among the other universities from the Region who are not directly involved in the project. One of priorities of these events will be to animate industry and service sectors to support newly opened PhD schools with scholarships. Dissemination meetings will use also as connected meetings of SC and QMC in order to optimise expenses. Dates are forseen in the months 6, 18 and 24.

|  |  |  |  |
| --- | --- | --- | --- |
| Event# | Date | Location/Hosting institution | Organising Partner |
| # 1 | Please complete |  |  |
| #2 |  |  |  |
| #3 |  |  |  |

Table 2: Events planned as described in WP 6

Further dissemination activities will be scheduled which will coincide with major events organised or visited by the partner institutions, other university networks and related associations in Europe and beyond. In order to describe all activities in a similar way and to take into consideration all relevant aspects, such as responsible partner, type of activity, date, place, dissemination level, short description (justify the choice of institution, the relevance toward the project objectives), type of audience, as well as results and feedback (e.g. conclusions from the discussion, participants comments, how it may impact on the project, etc.), a specific template will be used by all partners. If possible, material providing evidence of the activity should be stored for accountability reasons. (e.g. photos, presentation, article, press release, note, etc).

**Events:**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Event | Location | Expected Date | Participating partner |
| PRIDE Annual Conference | Brussels, BE | March 2019 | P2, P15, |
| PRIDE training | Luxemburg, LX | March 2019 | P15 |
| 11th EUA Council for Doctoral Education Annual Meeting | Brecia, IT | June 2019 | P2 |
| Please complete |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Table 3:Disseminiation events overview

## D6.4 MARDS doctorial Colloquium organised

MARDS Doctoral Colloquium will be very important dissemination and exploitation event and will be organized at the end of the project, which will directly show the final result of the project (young people involved in doctoral education, presenting their works and disussing project). Also the representatives from the region will be invited as well as representatives of EU members. It will be the first Doctoral Colloquium organised in Montenegro and Albania.

Lead partner in charge: Please complete

Date: Please complete

Location: Please complete