



DISSEMINATION PLAN

Project number: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

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List of abbreviations

BOKU	University of Natural Resources and Life Sciences, Vienna
EACEA	Education, Audiovisual and Culture Executive Agency
EU	European Union
HEI	Higher Education Institution
KPA	Academy of Criminalistics and Police Studies
LFM	Logical Framework Matrix
MUHEC	Middlesex University Higher Education Corporation
NatRisk	Development of master curricula for natural disasters risk management in Western Balkan countries
NDRM	Natural Disasters Risk Management
OE	Óbuda University
PMC	Project Management Committee
QAC	Quality Assurance Committee
SC	Steering Committee
TCASU	Technical College of Applied Sciences Urosevac with temporary seat in Leposavic
TUC	Technical University of Crete, Chania, Greece
UBL	University of Banja Luka
UNI	University of Nis
UNID	University of Defence in Belgrade
UNIME	University of Messina
UNSA	University of Sarajevo
UPKM	University of Pristina in Kosovska Mitrovica
WB	Western Balkan
WP	Work package

1. Introduction

1.1 Purpose

The primary goal of NatRisk project – Development of master curricula for natural disasters risk management in Western Balkan (WB) countries, co-funded by the Erasmus+ Programme of the European Union under grant agreement no. 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP, is to educate experts for Natural Disasters Risk Management (NDRM) in WB partner countries.

The specific objectives of NatRisk are:

- to identify natural disasters to be managed,
- to develop and implement the new and modern master curricula for academic and vocational studies in the field of NDRM in accordance with Bologna requirements and national accreditation standards, and
- to develop educational trainings for the public sector and citizens.

The project expects to achieve these objectives through the implementation of eight interconnected Work Packages (WPs). Dissemination is one of the award criteria on which the application was assessed. WP6 (Dissemination) runs in parallel with the other WPs over the project lifetime and its deliverable 6.1, the Dissemination Plan, will be requested and further assessed. It focuses on defining a comprehensive and consistent project dissemination strategy, which will ensure maximum visibility of project results during and beyond the project lifetime. The main purpose of the Dissemination Plan is to provide guidelines for the project's partners throughout Work Package 6:

- to help partners better understand WP6 goals and their individual responsibilities,
- to give consortium members a clear idea of how to communicate the project's goals, progress and results through the most appropriate tool to selected audience targets, in a timely manner,
- to help partners better understand the importance of their coordination and timely dissemination.

Although generally one partner will take the responsibility for coordination of dissemination activities of the whole project, the responsibility for implementation will be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project. That is stated in the Partnership Agreements.

Reporting on the dissemination activities carried out to share the NatRisk results inside and outside participating organisations will be requested at final stage.

1.2 Dissemination

Dissemination is a planned process for spreading project results and contributing to national and EU policies and systems related to the project domain. It occurs as and when the project results become available. During the process of the dissemination planning, own ideas to achieve dissemination goals should be developed. Type and intensity of dissemination activities should be tailored in line with specific project objectives and they should be specified by why, what, how, when, to whom and where in order to effectively disseminate project results. The activities related to dissemination will start from the very beginning of the project, continue during its realization and after its completion as a permanent process which is important to raise the awareness of including new experts to strength NDRM systems in WB countries.

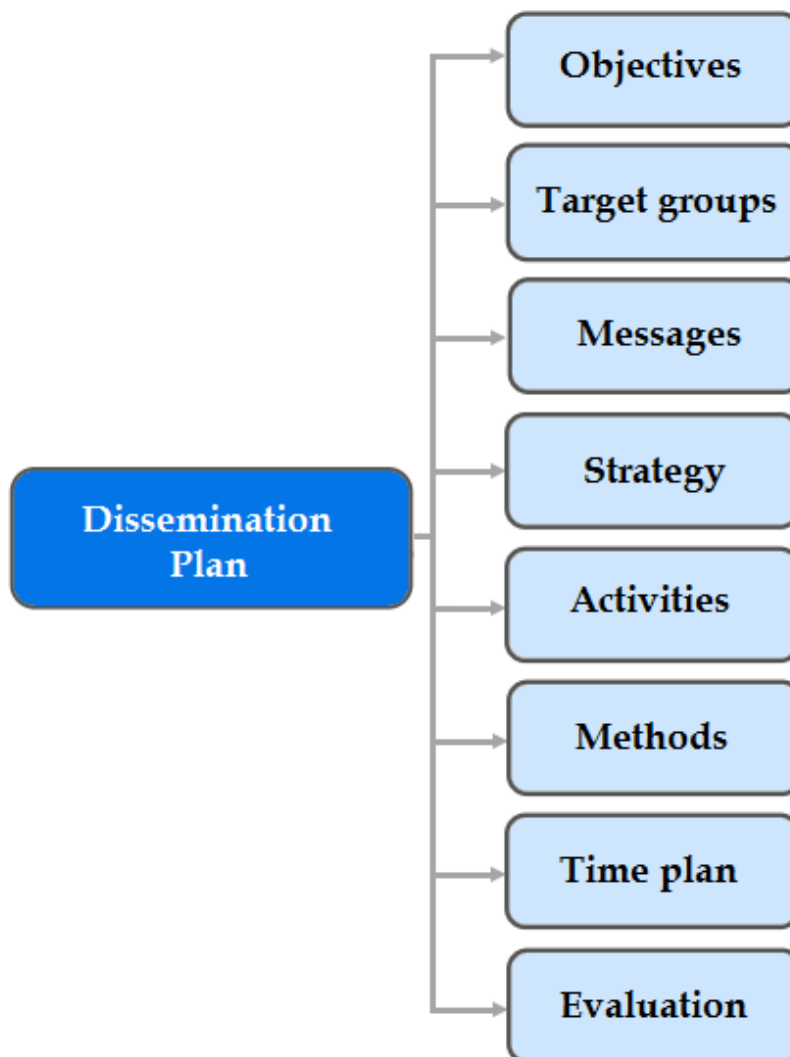


Figure 1. Dissemination plan

Dissemination plan (Figure 1) should determine

- **objectives** (identify the project dissemination objectives),
- **target groups** (identify crucial target groups and bodies that are interested in the

- project),
- **key messages** (identify core project messages for specific target groups),
 - **strategy** (define clear guidelines with all operational elements for achieving dissemination goals),
 - **activities** (transform strategy into activities to reach the objectives – define concrete actions),
 - **methods** (identify dissemination tools and channels),
 - **overall dissemination time plan** (define a time scheduling of dissemination activities),
 - **evaluation of dissemination** (define indicators to assess dissemination activities – measuring of dissemination efforts and impact).

Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are defined in this dissemination plan.

Good dissemination plan brings benefit by raising the profile of the organisation and developing new partnerships for the future. Sharing the results to public in general increases awareness of opportunities offered by the Erasmus+ Programme and encourage wider participation.

Significance of dissemination activities for a project is summarized in Erasmus+ projects guidelines:

Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority and should form an integral part of the CBHE throughout its lifetime. The objective of dissemination and exploitation is to maximise 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 and international levels.

Source: Erasmus+ Programme Capacity-Building projects in the field of Higher Education (E+CBHE), Guidelines for the Use of the Grant, 2015.

1.3 Communication

Communication as a broader concept of project promotion comprises the measures for promoting the project itself and its results to a wider audience. Making project visible to society at large, including transferring messages regarding project results requires use of appropriate channels and tools for targeting general public. Communication methods should be tailored to the needs of various audiences including target groups beyond the scope of project participants.

NatRisk project, besides producing master curricula for NDRM (tangible deliverables), is a part of wider initiative (national, regional and EU) for development of systems for coping with natural disasters (process-oriented). Visibility of the part of the NatRisk project that raises awareness, engages stakeholders and influences policy and practise in the field of NDRM will

be achieved by envisaged communication methods. Posting on-line the following NatRisk deliverables - Report on natural disasters in the Western Balkans, Report on established practices in EU countries for natural disaster risk management (NDRM), Survey of citizens' and public sector awareness will be the communication tool towards public in large and initiate raising awareness about the importance of NDRM.

1.4 Visibility of the European Union and the Erasmus+ Programme

Acknowledgement of EU funding through the Erasmus+ Programme will be visible by using the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material and with the following text '*Co-funded by the Erasmus+ Programme of the European Union*' next to the EU emblem:

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Erasmus+ Programme
of the European Union



Co-funded by the
Erasmus+ Programme
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The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"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."

In addition to the Dissemination Plan, partners should also consider the relevant European Commission documents (http://eacea.ec.europa.eu/about/eacea_logos_en.php), including:

- Guidelines for beneficiaries and other third parties,
- Guidelines on studies and publications co-financed by the European Commission.

In order to offer comprehensive overview of NatRisk results funded under Erasmus+ Programme an Erasmus+ Project Results Platform (<http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details-page/?nodeRef=workspace://SpacesStore/c3a0d5cf-9f44-40b1-8731-23c187fc13ee>) will be used.

2. NatRisk dissemination strategy

The NatRisk dissemination strategy will define clear guidelines with all operational elements for achieving dissemination goals. The NatRisk project will use various actions in order to ensure high project visibility and maximal impact. Project dissemination will involve institutional, national and international activities. It will be focused on promotion the project results and raising awareness of the public in general about the potential benefits of the project results in NDRM.

One of the first tasks is creating the Dissemination Plan at the very beginning of the project with intention to update it regularly throughout the project. Other important activities to be performed at the beginning of the project are also to define project's visual identity (logo) and design and print promotional material (flyers, posters, etc.) that will be distributed during the project span. Besides, the project website is developed and maintained (regularly updated with new information). Function of the website is to inform all target groups about the project realization and achieved results. Project participants can exchange documents via website. Social networks are utilised to spread the information about the project to the experts in the field (using LinkedIn) and to reach student population (using Facebook, Instagram). The awareness campaign will include advertising on TV, radio, magazines and newspapers.

Special attention will be paid to promoting new master curricula in WB HEIs and developing educational trainings for citizens and public sector. The promotions for WB non-partner HEIs will be organized in order to promote master studies in the field of risk management of natural disasters. Promotions in HEIs will perform teachers and students. All events will be documented and displayed on the project website.

Dissemination of the project outcomes in order to achieve a wider and more long-term impact after the funding period will be carried out also through the postgraduate NatRisk students, well educated in NDRM.

In the long-term perspective of the NatRisk project it is necessary to increase the public and state authorities' awareness for the significance of the management of natural disasters. This goal will be achieved mainly through different communication channels to provide interested stakeholders with all relevant project information i.e. the distribution of brochures and leaflets, usage of social networks, as well as publishing information about NatRisk in mass media.

2.1 Dissemination objectives

The dissemination objectives of NatRisk are to:

- identify target groups at different territorial levels: national, regional, EU,
- identify the communication needs of different target groups,
- establish core messages of the project tailored to the target groups,
- identify dissemination methods - tools and channels for public in general,
- disseminate the results, solutions and knowledge collected within a project to the

- general audience,
- define concrete dissemination activities and a time scheduling of dissemination activities,
- define partners' responsibilities in dissemination activities,
- define indicators to assess dissemination activities.

2.2 Dissemination activities

To achieve the dissemination objectives, the NatRisk activities grouped in work plan are following:

- Development and maintenance of project website and creation of promotional materials and campaigns,
- Promotional activity for student enrolment.
- Promotional activity for trainings.

All planned dissemination activities will meet the requirements for dissemination of the Grant agreement i.e. to make project results visible, all produced material to be available and to use correct logo and disclaimer.

The main purpose of NatRisk dissemination activities is to achieve involvement of all relevant stakeholders and to provide updated information of project results. The dissemination activities will be therefore focused on:

- making accessible tangible NatRisk products (outputs),
- raising awareness and extend the impact (NatRisk outcomes).

Dissemination activities at different stages of the project cycle are:

- **before the project starts**
 - drafting the dissemination plan,
 - definition of the expected impact and deliverables,
 - consideration of how and to whom dissemination outcomes will be disseminated,
- **during the project**
 - contacting relevant media e.g. at local or regional level,
 - conducting regular activities such as training, study visits, mobilities,
 - assessing the impact on target groups,
 - involving other stakeholders in view of transferring results to end users/new areas/policies,
 - evaluating the dissemination in the mid-term period,
- **at final report stage**
 - uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform,
- **after the project**
 - continuing further dissemination,
 - developing ideas for future cooperation;

- evaluating achievements and impact,
- contacting relevant media,
- contacting policy-makers if relevant,
- cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

2.3 Target groups

To achieve the best possible results during the project realization and its dissemination, the target groups that will be affected by project results will be identified by using the following questions:

- Who has an interest in our project?
- Who can contribute to our project?

The scope of the project and the importance of mentioned activities results in a variety of target groups:

- students of bachelor studies related to NDRM,
- WB teaching staff,
- representatives of bodies and agencies for environmental protection, and
- managers and engineers from non-academic and public sectors in WB countries.

Dissemination activity related to new master curriculum and special mobility strand will involve students and teaching staff. Promotion of new master curricula will be done using promotional leaflets for master curricula, student guide for master curricula and spreading information by website and social networks. Promotions will be organized for WB non-partner HEIs in order to promote master studies in the field of risk management of natural disasters. Promotions in HEIs will perform teachers and students. All events will be documented and displayed on the project website.

Survey and reports related to identifying natural disasters to be managed and educational materials and trainings will be oriented to representatives of bodies and agencies for environmental protection as well as managers and engineers from non-academic and public sectors in WB countries. Leaflets for training promotion in WB countries will be used to promote educational trainings for the public sector and citizens.

Special requirements are foreseen for mobility part of project intending to communicate the learning outcomes reached by participants and such activities. Using questionnaires of self-assessment mechanisms (student and staff evaluation forms) will help to record knowledge, increased skills and experience gained by participants.

At local level, all target groups will be reached by dissemination tools such as delivering promotional materials to students and citizens, the project website, social and digital media. This kind of informing will raise the awareness about the importance of improving knowledge and skills in NDRM. Teaching staff will be in direct contact with the representatives of local

public sector in NDRM to analyse their needs for improvement of current system of NDRM, transfer acquired latest knowledge and sign protocols for students' internships. Students will be reached through the call for enrolment at newly developed master curricula.

At institutional level each of the WB partner HEIs will enrich their educational potential by implementation of new master study programmes, improved teaching staff skills through acquiring up-to-date knowledge and adopted new pedagogical methods in teaching and learning, upgraded laboratories with appropriate hardware and software infrastructure for analysis and simulation natural disasters and the new library units.

At national level at WB partner countries, the cooperation will be settled between HEIs and representatives of national bodies and agencies for environmental protection to impact on national efforts for developing the system of national protection by establishing institutional, organizational and personal conditions for the implementation of the protection in the emergency situations. Through the inter-project coaching will be disseminated the NatRisk key messages.

At European level, WB partner HEIs will benefit the rich experience of EU HEIs in NDRM forming new master curricula. Students from WB HEIs will be included in realization of mobilities between WB and EU partner HEIs. The teaching staff will be involved into the teaching trainings into EU partner countries through the study visits. The EU teaching staff and students will be also in position to apply their knowledge to the specific cases in WB region, enriching in that way their experience. The WB partner countries with such trained staff in line with EU standards and directives in NDRM will contribute to recommendation of European Forum for Disaster Risk Reduction ("create a safer Europe by reducing the impact of natural hazards to reduce vulnerability, and increasing the ability to minimize consequences of disasters").

2.4 Key messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. We will distinguish messages linked to dissemination of project results and messages linked to communication for wider society in order to easy explain the NatRisk results and their relevance to policymakers and citizens. The principle guidelines of key messages are to:

- **be clear, simple and easy to understand.** The language should be appropriate for the target audience, and non-technical language will be used where possible;
- **tailored to the target groups.** It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- **information should be correct and realistic.**

The key messages are:

- Management of natural disasters became the greatest global challenge and an indispensable requirement for sustainable development,
- New educated professionals in the field of natural disasters risk management,
- Trained citizens to cope efficiently with natural disasters.

The following key words will be used in dissemination materials:

- Identification of natural disasters in Western Balkan countries: hail, rain, earthquake, freezing, landslide, severe winter, ice, extremely hot summers, drought, storm, wildfire, thunderstorm,
- Strengthening of educational base: modern curriculum, harmonization, competencies, Bologna, interdisciplinary, innovative, master, innovative learning,
- Enhancing citizens' awareness and skills: preparedness, practice, cooperation, improvement, synchronized action, efficiently, first aid, safety, emergency, lifelong learning, trainings, skills.

The formed concept of trainings will be promoted and available on the request of public sector based on signed agreements (at least 5) with bodies and agencies in NDRM.

2.5 Dissemination tools

Different types of dissemination tools will be created:

- NatRisk website and social media such as Instagram, Facebook and LinkedIn (used for online dissemination),
- project publications and promotional materials such as flyer, brochure, poster, videos, press releases, newsletters, newspapers' and magazines' articles (used for offline dissemination),
- dissemination events at institutional, country or regional level with possible participation of external stakeholders.

For the purpose of internal dissemination, partners will use special online platform named Project Management Platform.

The NatRisk dissemination tools which will be used are presented in Table 1.

Table 1. NatRisk dissemination tools

Tool	Purpose	Description
Project website	Awareness Inform Engage Promote	Project website is the most versatile dissemination tool that gives plenty information to wide and different audiences. It will be launched at the beginning of the project and regularly

		updated. Information about project, wider and specific objectives and work packages will be available in languages of the NatRisk partner countries. Project Management Platform will be formed as a part of website for internal communication.
Newsletter	Awareness Inform	Newsletter announces the project, gives regular updates. It will be posted bi-annual at the project website and send by e-mail to prescribe persons.
Press releases	Awareness Inform	Press release, one-way communication activity, is a formal announcement of project achievements to the national and international press.
Flyers/brochures	Awareness Promote	Flyers/brochures are printed materials those will be distributed at different events. The electronic version (e.g. PDF file) can be also available at the NatRisk website and circulated electronically.
Posters/roll-ups	Promote	Posters/roll-ups are printed materials that can be used to promote project at different events.
Pencil/bag/notebook/folder	Promote	Pencil/bag/notebook/folder can be used as a promotional material at different events (conferences, workshops, meetings, seminars) and during realization of project activities such as trainings for citizens and public sector, introduction campaign for enrolment students at newly developed master curricula and student and staff mobility.
Banner	Promote	Banner is on-line communication tool that is visible at the partner HEIs institutional websites.
Newspapers/magazines	Awareness Inform Promote	Newspapers/magazines (on-line or printed mass media) can be used to publish information about realized project activities.
Radio/television/video	Awareness Inform Promote	Radio/television/video is mass media tools that can be used for widely spreading project information.
Conferences/workshops/meetings	Awareness Inform Engage	Conferences/workshops/meetings (interpersonal, two-way communication) are interactive events held to achieve

	Promote	specific project objectives. They can be used to get feedback from users and for discussion on particular issues and future project development.
Presentations/publications	Inform	Project presentations in different languages (PPT files)/publications in NDRM (PDF files) are posted on project website, accessible to a wider audience and freely downloaded.
Social networks	Awareness Inform Engage Promote	Social networks (Facebook, LinkedIn, Instagram, YouTube) is two-way communication activity used to inform public at large about project activities and results.

2.5.1 NatRisk logo

There were a few proposals of NatRisk project logo:



The NatRisk project logo is designed and will be used in all project documents:



2.5.2 NatRisk project website

The NatRisk project website (www.natrisk.ni.ac.rs) is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published. The website contains all information related to the project: description, objectives, outputs of the project, the list of the Consortium Members with their short presentations, Logical Framework Matrix (LFM) and Work plan documents, the contact details of the coordinator.

Development of the website and the continuously updated information will be ensured by University of Nis (UNI).

Statistics related to website visits will be done using Google Analytics to track interest of target groups. Boosting project visibility by Search Engine Optimisation service will achieve spreading of project objectives and results.

Information about NatRisk project will be published in the languages of project partners i.e. English, Serbian, Bosnian, Hungarian, Italian, German, and Greek.

All partners will regularly provide information for dissemination on website. Website will be linked with all partners' web sites and interested stakeholders.

Initial version of the NatRisk project website structure consisted of 8 categories (Figure 2):

1. Home
2. About (Description, Objectives, LFM and Workplan, Work packages, Outputs/Outcomes)
3. Consortium (Lead partner, EU members, PC members, Associated partner)
4. Activities
5. News
6. Events
7. Gallery
8. Project management



Figure 2. Screenshot of NatRisk home page

After updating, new structure of the NatRisk website consists of 7 categories:

1. Home
2. About (Description, Objectives, LFM and work plan, Work packages, Outputs and outcomes, Consortium, ERASMUS+ KA2 documents, Collaborate with us, Useful links)
3. Activities
4. News & events (News, Events)
5. Dissemination (Promotional material, Press releases, Newsletter, Presentations &

- publications, Conferences/workshops/meetings, Newspapers and magazines, Radio/television/videos, Banners, NatRisk on ERASMUS+, Gallery)
6. Mobility Strand (Staff mobility, Student mobility, Compulsory documents)
 7. Project management



Figure 3. Screenshot of updated NatRisk home page

2.5.3 Social network profile

Social networking is the major tool that students today utilize to communicate with each other and to be informed on current issues. For this reason, social media will be utilized to access and engage future targeted students into NatRisk activities.

The project will be active on Facebook, Instagram and LinkedIn. These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.

Facebook is the most widely utilized social network in the world. Through the NatRisk Facebook page, information, events, pictures and links can be shared, and the public can react by “liking” the page, giving “likes” to single elements and writing directly to the Project account.

The typical user is a young adult, who wants to keep in touch with friends and relatives. Therefore, a conversational, informal communication style is to be preferred.



Figure 4. NatRisk Facebook page

LinkedIn is the social network for professionals who want to search for job positions and network with similar minded professionals.

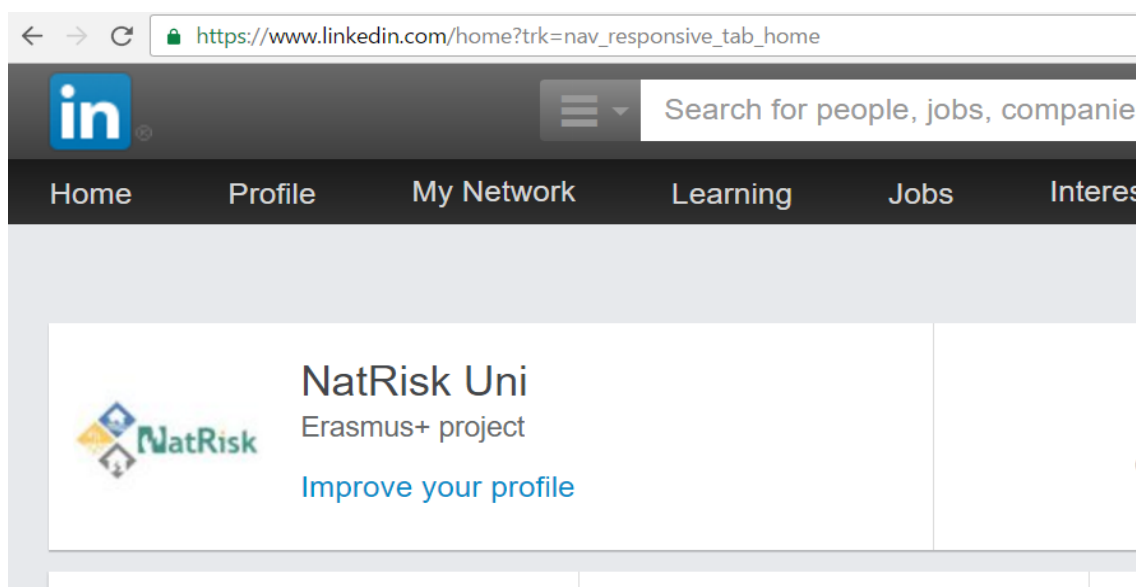


Figure 5. NatRisk LinkedIn group

The target group here is predominantly older and well-educated. A more formal, business style of communication is therefore to be preferred.

In the NatRisk project group, it is possible to share contents, links, pictures, to create connections and engage in discussions.

NatRisk YouTube channel will be used to upload original project content and share it with friends and public in general.

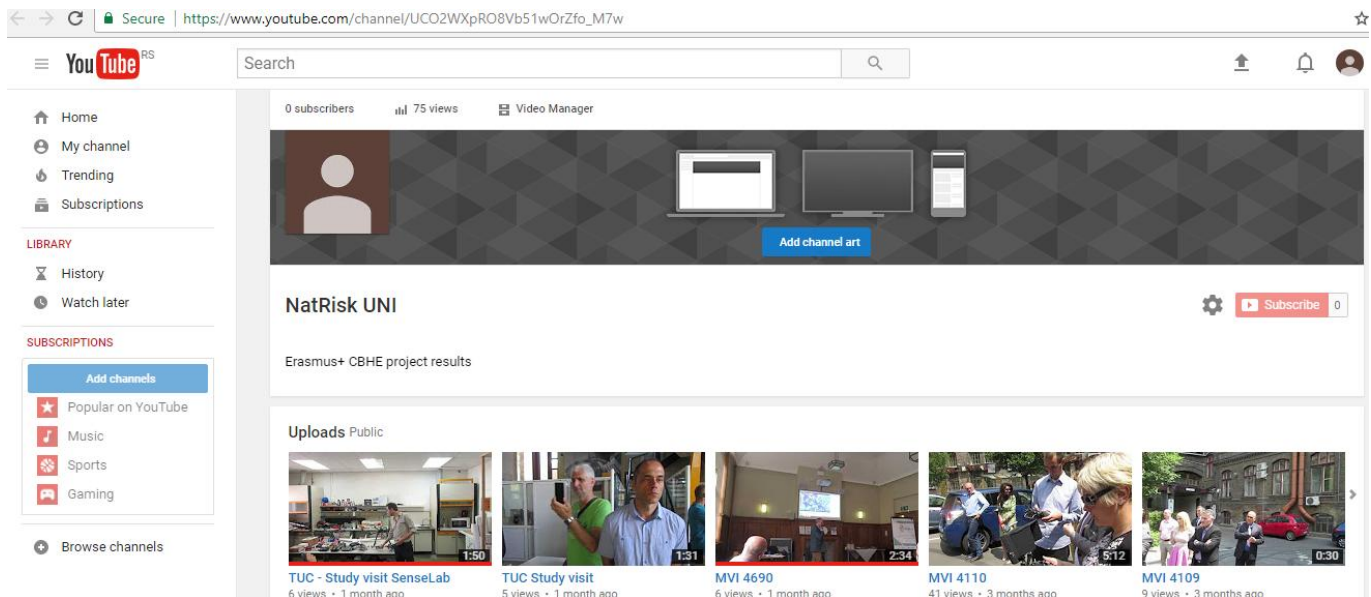


Figure 6. NatRisk YouTube channel

NatRisk Instagram profile will be used to share photos, videos and messages with public in general.

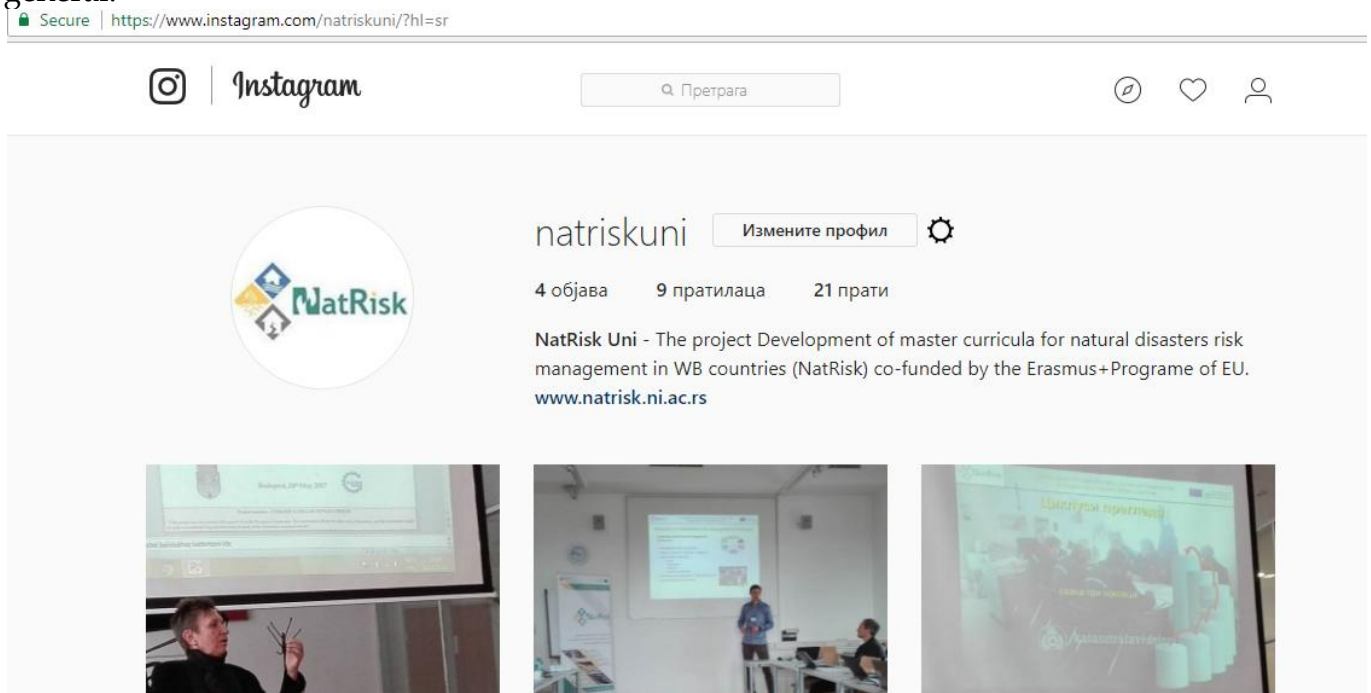


Figure 7. NatRisk Instagram profile

2.5.4 Project Management Platform

Online platform Project Management Platform (available at the NatRisk website, <http://mngt.natrisk.ni.ac.rs/>) is used for effective overall project management, document management and communication between partners. After registration of the partner institutions' members, the platform allows large number of functionalities needed for the project management:

- documents and files management;
- creating and tracking project issues;
- making calendars – scheduling meetings;
- E-mail notification of any action.

After any change made on the platform, all the partners registered to that activity are informed instantly via their registered E-mails, and allowed to participate in discussions and other actions related to the project activity, like uploading supporting documents.

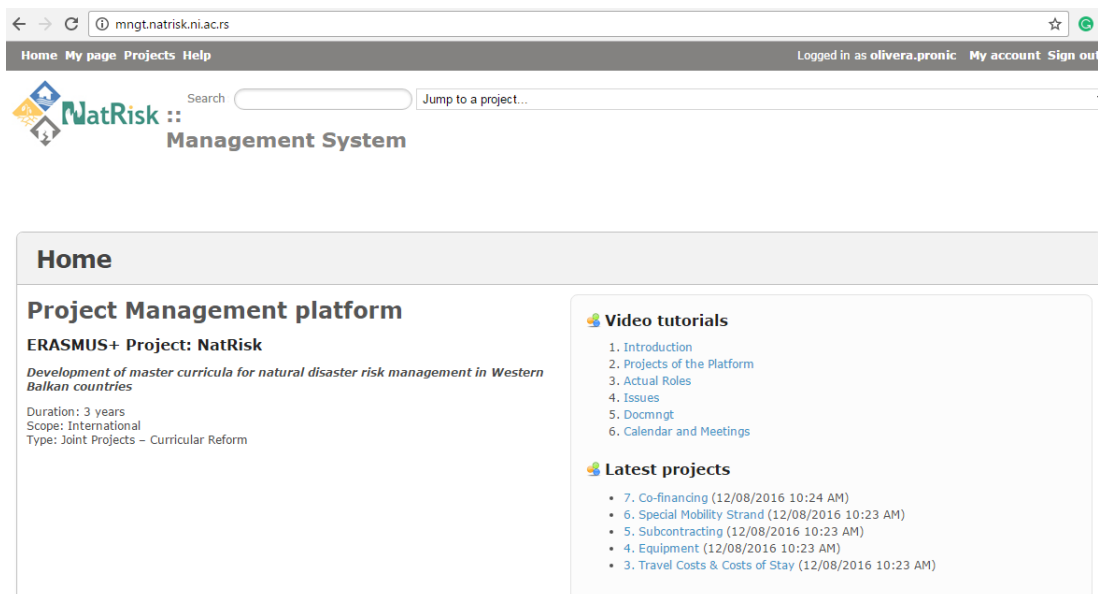


Figure 8. Screenshot of Project Management Platform

2.5.5 Project brochure

Project brochure is designed with idea to present briefly main information about NatRisk project to potentially interested parties. Text in the brochure gives short info on the type of the project, partners involved, main and specific objectives as well as the goals.

Wider Objectives

Education of experts for prevention and management of natural disasters in the region of Western Balkan (WB) according to the national and EU policies.

Specific Objectives

Development and implementation of methodology for identification of natural disasters to be managed in WB region and all aspects of prevention and consequences in order to define specific competencies of professionals in accordance with the EU best practices.

Development and implementation of the new advanced master curricula in Natural Disasters Risk Management (NDRM) in line with the Bologna requirements and national accreditation standards, acknowledging the latest multi- and cross-disciplinary findings, transferring and implementing knowledge/experience from EU partner HEIs.

Development and conduction of trainings for the public sector and citizens in WB partner countries to raise awareness regarding prevention, for adequate response in case of various natural disasters, enabling in that way mitigation of the natural disasters' consequences in all their aspects.

Consortium

- University of Nis, Serbia
- Academy of Criminalistics and Police Studies in Belgrade, Serbia
- University of Defence in Belgrade, Serbia
- University of Pristina in Kosovska Mitrovica, Kosovo*
- Technical College of Applied Sciences Urosevac with temporary seat in Leposavic, Kosovo*
- University of Sarajevo, Bosnia and Herzegovina
- Republic of Srpska - Ministry of Interior, Police College, Department for police education, Bosnia and Herzegovina
- University of Natural Resources and Life Sciences, Austria
- Middlesex University, United Kingdom
- Robert Gordon University, United Kingdom
- Obuda University, Hungary
- Technical University of Crete, Greece
- University of Messina, Italy

Associated Partner

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University of Niš

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ERASMUS+ PROJECT

Development of master curricula for natural disasters risk management in Western Balkan countries

www.natrisk.ni.ac.rs

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Management of natural disasters became the greatest global challenge and an indispensable requirement for sustainable development

IDENTIFICATION OF NATURAL DISASTERS IN WESTERN BALKAN COUNTRIES

Identification, analysis and evaluation of natural disasters

Analysis current system shortcomings for natural disasters risk management in Western Balkan Countries

Treatment and mitigation of and future natural disasters risk

Harmonization of Western Balkan Countries practices with EU polices

STRENGTHENING OF EDUCATIONAL BASE

Development and implementation of the advanced and modern master curricula in line with Bologna requirements and national accreditation standards

Interdisciplinary approach and cooperation between experts from various scientific fields

Introduction of innovative teaching and learning methodologies

Promotion of excellence in application of the most advanced laboratory equipment

ENHANCING CITIZENS' AWARENESS AND SKILLS

Surveillance of preparedness in public sector and among citizens regarding natural disasters

Analysis of best practices in EU countries

Development and implementation of the new educational trainings for citizens and public bodies

Trained citizens to cope efficiently with natural disasters

Modern curriculum

Bologna ICT interdisciplinary laboratory advanced knowledge innovative teaching innovative learning

Innovative Master

Awareness

society prevention

Preparedness

citizens help

Practice

best practices

Cooperation

trainings

Improvement

lifelong learning

Synchronized action

knowledge

Efficiency

consequences public bodies

Safety

mechanisms

First aid

protection

Emergency

Figure 9. Project brochure (front and back page)

2.5.6 Other promotional materials

The most important print material for project promotion is the project brochure, designed to briefly present objectives and outcomes of the project. Other print materials (poster, rollup, folder, notebook) are designed for the use during project events (workshops, trainings).



Figure 10. Poster



Figure 11. Folder

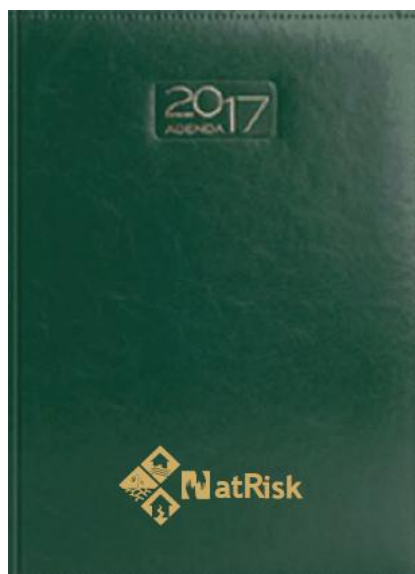


Figure 12. Notebook with project logo

University of Niš

Co-Funded by the Erasmus+ Programme of the European Union

ERASMUS+ PROJECT

NatRisk

Development of master curricula for natural disasters risk management in Western Balkan countries

WP1 Analysis of natural disasters needed to be managed in Western Balkan region

WP2 Development of master curricula

WP3 Development of trainings for citizens and public sector

WP4 Implementation of developed master curricula and trainings

WP5 Quality assurance and monitoring

WP6 Dissemination

WP7 Exploitation

WP8 Project management

www.natrisk.ni.ac.rs

Figure 13. Rollup



Figure 14. Project bag with NatRisk logo



Co-Funded by the Erasmus+ Programme of the European Union

NatRisk

Development of master curricula for natural disasters risk management in Western Balkan countries

First Name; Last Name

Logo Institution Name

Sample



Co-Funded by the Erasmus+ Programme of the European Union

NatRisk

Development of master curricula for natural disasters risk management in Western Balkan countries

First Name Last Name

 University of Nis, Serbia

Figure 15. NatRisk ID card



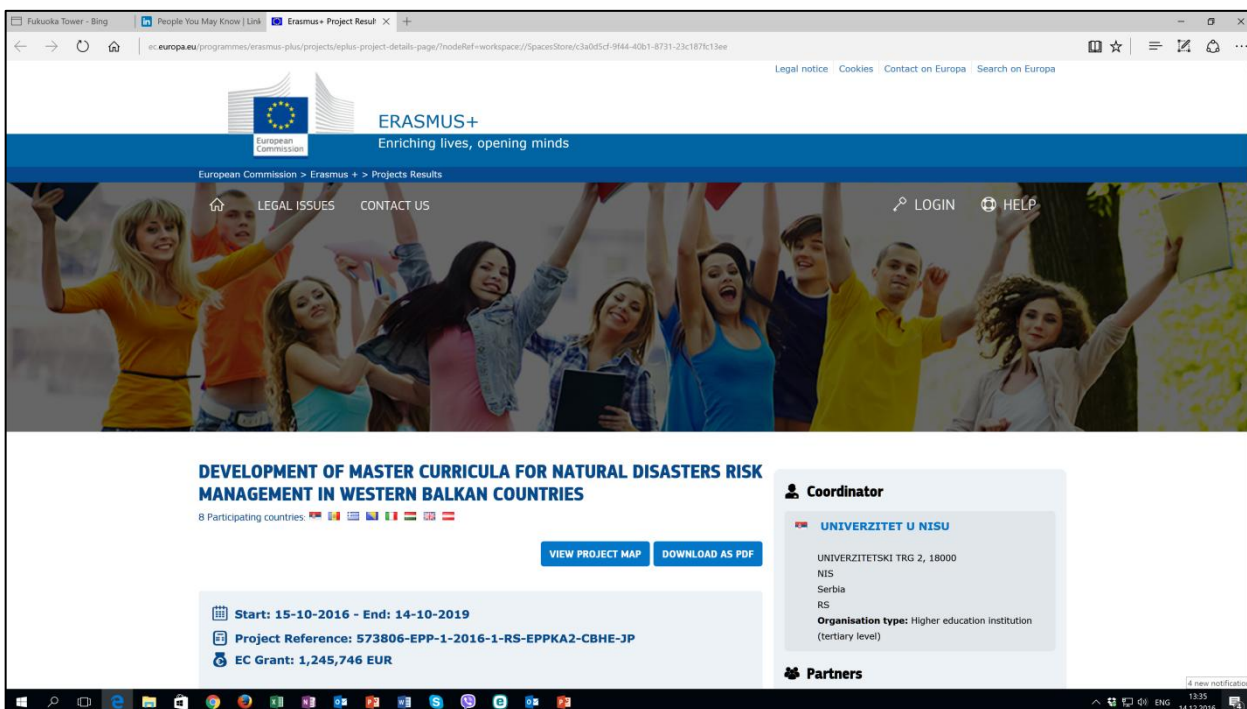
Figure 16. Pencil

2.5.7 Erasmus+ Project Results Platform

The Erasmus+ Project Results Platform (<http://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details-page/?nodeRef=workspace://SpacesStore/c3a0d5cf-9f44-40b1-8731-23c187fc13ee>) will enable to achieve wider visibility of project results. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded.

The NatRisk project summary will consist of the following elements:

- context/background of the project,
- objectives of the project,
- number and profile of participants,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact envisaged; the potential longer-term benefits.



The screenshot shows the Erasmus+ Project Results Platform interface. The main heading is "DEVELOPMENT OF MASTER CURRICULA FOR NATURAL DISASTERS RISK MANAGEMENT IN WESTERN BALKAN COUNTRIES" with 8 participating countries listed below it. There are buttons for "VIEW PROJECT MAP" and "DOWNLOAD AS PDF". The project details include: Start: 15-10-2016 - End: 14-10-2019, Project Reference: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP, and EC Grant: 1,245,746 EUR. The coordinator is listed as UNIVERZITETSKI TRG 2, 16000 NIS, Serbia, RS, with an organization type of Higher education institution (tertiary level). There is also a "Partners" section at the bottom.

Figure 17. Erasmus+ Project Results Platform

2.5.8 NatRisk partners' websites

The NatRisk partners' websites will be used to disseminate results.

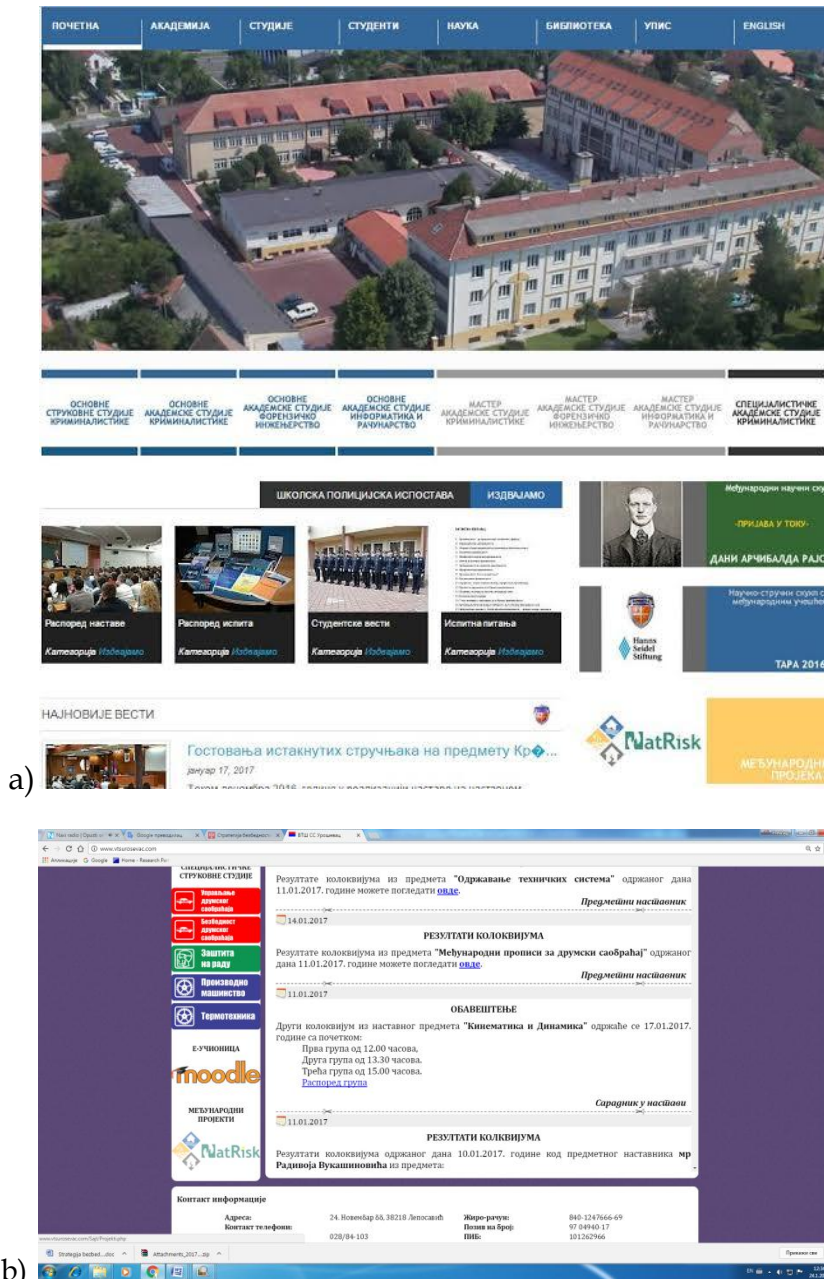


Figure 18. a) KPA website, b) TCASU website

2.5.9 Targeted written material

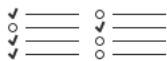
Targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures will be used to disseminate results.

PROJECTS

DEVELOPMENT OF MASTER CURRICULA FOR NATURAL DISASTERS RISK MANAGEMENT IN WESTERN BALKAN COUNTRIES (NATRISK)

The project is co-financed by the Education, Audiovisual and Culture Executive Agency through the Erasmus+ Higher Education – International Capacity Building (KA2 – Capacity Building in the field of Higher Education). The overall aim is to educate experts for prevention and management of natural disasters in the region of Western Balkan (WB) according to the national and EU policies.

PROJECT



Posted on: 10.12.2016

Project date: December 2016 - December 2019 Acronym: NatRisk

Coordinating institute: [University of Niš](#)

Work methodology of NatRisk project is elaborated through eight work package types, encompassing in total 34 activities necessary to achieve project aims and objectives. Precise milestones and delivery dates as well as the content of the deliverables are defined in a detailed work plan.

CALENDAR						
DECEMBER 2016						
MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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Western Balkan Countries



*This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

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KICK-OFF MEETING FOR PROJECT 'DEVELOPMENT OF MASTER CURRICULA FOR NATURAL DISASTERS RISK MANAGEMENT IN WESTERN BALKAN COUNTRIES'

Event date

December 15-16, 2016

Venue

Niš

Country

Serbia

Short description

The meeting, which will launch the project "Development of master curricula for natural disasters risk management in Western Balkan countries (573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP)", is being organized by the University of Niš, Serbia will take place in Niš on December 15-16, 2016.

Description

The event is to gather project partners and regional stakeholders to promote the project overall broader objective i.e. education of experts for prevention and management of natural disasters in the region of Western Balkan (WB) according to the national and EU policies.

The project is co-financed by the Education, Audiovisual and



Figure 19. Project promotion articles in specialised press

3. Time plan of dissemination activities

Several events will be organized during the NatRisk implementation period with the purpose to disseminate project results. Event calendar will be posted on the project website in order to provide information to partners, students and other website visitors about relevant events in appropriate areas of interest. The organization of events will be undertaken by every Consortium partner, but with coordination with the partner responsible for dissemination activities.

Table 2 shows the timeline of the key moments of communication with the target groups.

Table 2. Time plan of dissemination activities

Deliverable	Dissemination level	Target groups	Start and end date	Indicators to assess dissemination
Website created, launched and updated with developed documents (presentations, reports, survey, plans, etc.), news about upcoming events and meetings, and gallery	- International	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	October 2016 - October 2019	Number of visits of the project web pages
Social media accounts launched and updated	- International	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	October 2016 - October 2019	Number of page actions (page views, post engagement, followers, etc.)
Project management platform developed and maintained	- Internal	- Project team	October 2016 - October 2019	Number of uploaded documents
Promotion material (project brochure, notebook with project logo, etc.) created and delivered	- Local - Regional - International	- Participants of NatRisk project events and events organized by other with participation of project team members - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector)	November 2016 - October 2019	Number of printed and distributed materials

Videos, presentations and biannual e-newsletters regarding project results developed and uploaded on project website	- International	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	October 2016 - October 2019	Number of visits of the project web pages
Report on natural disasters in WB uploaded on project website	- International	- Project team - Teaching staff - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	March 2017	Number of visits to website page
Survey of established practices in EU countries for NDRM uploaded on project website	- International	- Project team - Teaching staff - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	March 2017	Number of visits to website page
Survey of citizens' and public sector awareness uploaded on project website	- National	- Project team - Teaching staff - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	April 2017	Number of visits to website page
Report on master curricula best practices in EU partners uploaded on project website	- International	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	May 2017	Number of visits to website page
Catalogue of competencies uploaded on project website	- International	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector)	May 2017	Number of visits to website page

		- Wide public		
Catalogue of courses uploaded on project website	- Regional	- Project team - Teaching staff - Students	August 2017	Number of visits to website page
Promotion of equipped laboratories – news posted and gallery uploaded on project website	- Regional	- Project team - Teaching staff - Students - Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	December 2017	Number of visits to website page
Courses content and syllabi uploaded on project website	- National - Regional - International	- Project team - Teaching staff - Students	December 2017	Number of visits to website page
News about trainings of WB teaching staff for innovative teaching methods posted, related material and gallery uploaded on project website	- International	- Teaching staff - Other stakeholders	December 2017	Number of visits to website page
News about study visits posted, related material and gallery uploaded on project website	- International	- Teaching staff - Other stakeholders	December 2017	Number of visits to website page
Promotion of accredited master curricula in WB countries by project website and social networks	- Local - Regional	- Teaching staff - Students - Other stakeholders	March 2018 - October 2018	Number of visits to website page
Promotion of student enrolment by social networks and project website	- Local - Regional	- Teaching staff - Students - Other stakeholders	March 2018 - October 2018	Number of visits to website page
Promotion of student enrolment by direct contact at concerned WB HEI with prospective students during info days	- Local - Regional	- Students - Other stakeholders	March 2018 - October 2018	Number of interested participants
Organized events regarding new/modernized master study programmes	- Local - Regional	- Management of municipalities of WB partner countries	March 2018 - October 2018	Number of interested participants
Promotion of trainings for citizens and public sector by social networks	- Local - Regional	- Non-academic sector (public bodies and agencies in the field of	August 2017 - October 2019	Number of visits to website page

and project website		NDRM, NGO, private sector) - Wide public		
Organized events regarding environmental protection agencies for promotion of project objectives and results	- Local - Regional	- Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	August 2017 - October 2019	Number of interested participants
Promotion of students' internships by social networks and project website	- Institution - International	- Students	October 2018 - October 2019	Number of visits to website page
Promotion of conditions, mobility scheme and opportunities for students' and staff mobilities by social networks and project website	- International	- Students from WB and EU partner HEIs - Teaching staff - Administrative staff	October 2017 - October 2019	Number of visits to website page
Gallery and reports on realized students' and staff mobilities uploaded on project website (SMS part)	- International	- Students from WB and EU partner HEIs - Teaching staff - Administrative staff	October 2019	Number of visits to website page
Gallery and reports on realized trainings for citizens and public sector uploaded on project website	- Regional	- Non-academic sector (public bodies and agencies in the field of NDRM, NGO, private sector) - Wide public	October 2019	Number of visits to website page

The main communication channels (website and social networks for trainings for citizens and public sector and new master curricula promotion) will be maintained after end of project funding to ensure project exploitation.

4. Responsibilities for dissemination activities

Table 3 shows responsibilities for dissemination activities among consortium members regarding WP6 activities.

Table 3. Responsibilities for dissemination activities

Activity	Description of activity	Partner in charge
6.1 Creation of the dissemination plan for the project	Dissemination plan will be created at the beginning of the project and will include the following key elements: purpose, audience, message, methods and timing. It will identify and organise the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge of the project. It will be planned in consultation with the project partners and approved by the Steering Committee.	Led by UNI, contributions from all partners
6.2 Development and maintenance of project website and creation of promotional materials and campaigns	The project website will be created and regularly maintained and updated. Contents will be updated throughout the project's life cycle with information about events, outcomes and overall progress. The website will also serve as a platform for internal communication between partners. Profiles of the project on various social networks will be created and regularly updated. The promotional materials such as posters, brochures, pencils, calendars and bags will be printed and distributed to WB and EU partners. It will also serve for raising awareness of HEI staff, students, citizens and stakeholders on relevance of reduction of natural disasters risk.	Led by UNI, contributions from all partners
6.3 Promotional activity for student enrolment	The promotions will be performed in the WB HEIs (covering consortium partners and the other related HEIs). The promotional materials will be delivered to inform future students about newly developed master curricula.	Led by UNI, contributions from WB partners
6.4 Promotional activity for trainings	The promotions will be performed in the public sector by HEIs staff. The promotional materials will be delivered to all interested parties.	Led by UNI, contributions from WB partners

Partner responsibilities in dissemination activities were defined and updated at the project's kick-off meeting. During the project implementation, new tasks will be allocated to partners and the table will be updated.

5. Monitoring and evaluation

Monitoring of dissemination activities is vital, since the impact of those activities contributes to the successful project implementation and significantly strengthens sustainability of the project.

It is important that this evaluation is carried out on a continuous basis to ensure:

- an effective impact assessment and update or redefinition of dissemination activities,
- the quality of the dissemination carried out.

The following monitoring and evaluation tools will be set up:

- **Statistics on the usage, reach and engagement of the website and the social networks:** UNI will be in charge of analyzing trends, statistics, and the impact of each activity performed on the website and on social networks. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message.
- **Monitoring of workshop, study visits and other relevant events:** Communication and dissemination activities within this framework will be carefully evaluated *ex ante*, *in fieri* and *ex post*, in order to maximize the visibility of the project.
- **Facts and figures related to the website of project organisers:** Project partners will disseminate project results by their own websites.

5.1 Evaluation criteria

In order to measure the impact and thus conduct the most accurate assessment of the dissemination activities, both quantitative and qualitative indicators will be considered.

Quantitative indicators of planned activities are:

- One workshop will be organised in Vienna, where we expect 30 participants,
- Five study visits will be organized, where 90 WB teaching staff will participate,
- Five trainings for 90 WB teaching staff for innovative teaching methods will be organized,
- Fourteen trainings for public sector and citizens will be organized in WB countries, where we expect 420 participants,
- At least 2100 questionnaires will be collected and processed,
- At least 420 participants will be trained and brought certificates,
- At least five agreements for students' internship positions will be signed,
- At least 37 students' internships in WB partner HEIs will be realized,
- At least 162 student and staff mobilities will be realized in Special Mobility Strand,
- At least 37 student and staff mobilities will be realized between WB and EU partners,
- Printed promotional material: 3800x student guide for master curricula (20 pages per unit), 40000x promotional leaflets for master curricula, 2x roll-up banner, 300x poster,

600x notebook with project logo, 1200x folder with project logo, 1200x pencil with project logo, 3000x project brochure (4 pages per unit) .

Qualitative indicators of planned activities are:

- individual feedback by all partners,
- feedback by enrolled students,
- feedback by trained professionals in the field of NDRM,
- specific ideas about what has been successful, how to do things differently next time or new ideas for future projects.

Qualitative indicators will be obtained through the implementation of the following tools:

- evaluation lists distributed to participants at a workshop, meetings and other events,
- activities conducted within WP5 regarding quality assurance,
- self-evaluation forms for students and staff mobilities,
- self-evaluation forms for master curricula,
- self-evaluation forms for trainings professionals in the field of NDRM.

5.2 Monitoring procedures: reporting and feedback

To facilitate an accurate monitoring and assessment of the dissemination activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- all partners should prepare their dissemination activities accordingly to the this plan,
- all partners should report all dissemination activities, at least every six months, as part of the project's overall reports,
- all partners should save evidence of the activities conducted.

By performing regular monitoring of the activities it is possible to assess if the dissemination plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

The monitoring is a continuing process that will assess the overall WP6 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the Dissemination Plan will be updated according to the results of such evaluations.

Based on the half yearly reporting documents received from the partners, UNI will provide recommendations for the future dissemination activities and actions.

To facilitate the process of collecting information on dissemination activities, project platform and Dropbox folder will be created to upload most relevant documents in order to be accessible to all NatRisk partners.

ANNEX V – Press release form

PRESS RELEASE FORM¹

Project title	Development of master curricula for natural disasters risk management in Western Balkan countries
Project acronym	NatRisk
Project reference number	573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP
Coordinator	University of Nis
Project start date	October 15, 2016
Project duration	36 months

Project number: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"

¹This template has to be filled by NatRisk project partners for sending material for press release to the coordinator, on e-mail address: natriskuni@gmail.com.

PRESS RELEASE DESCRIPTION

Date	
Author	
Institution	
Press release title	
Press release description:	

ANNEX W – News form

NEWS FORM ²

Project title	Development of master curricula for natural disasters risk management in Western Balkan countries
Project acronym	NatRisk
Project reference number	573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP
Coordinator	University of Nis
Project start date	October 15, 2016
Project duration	36 months

Project number: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"

²This template has to be filled by NatRisk project partners for sending material for publishing, promoting, media to the coordinator, on e-mail address: natriskuni@gmail.com.

NEWS DESCRIPTION

Date	
Author	
Institution	
News title	
News description:	

Attachment

Photos (jpg)	Title(s)
Other personal remarks	

Location, date

Signature

ANNEX X – Event form

EVENT FORM ³

Project title	Development of master curricula for natural disasters risk management in Western Balkan countries
Project acronym	NatRisk
Project reference number	573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP
Coordinator	University of Nis
Project start date	October 15, 2016
Project duration	36 months

Project number: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

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EVENT DESCRIPTION

Date	
Author	
Institution	
Event title	
Event description:	

Attachment

Photos (jpg)	Title(s)
Other personal remarks	

Location, date

Signature
