



Dissemination and Exploitation Plan

Fostering Internationalization at Montenegrin HEIs through Efficient Strategic Planning – (IESP)

Prepared by: University Mediterranean
Partner institution in IESP

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Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP
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INTRODUCTION

Dissemination of the project results will be based on the principles of full transparency and involvement of all relevant stakeholders during the project lifetime and sharing of relevant information and materials. To ensure the visibility of the project and its results, it is planned to organize various dissemination activities.

A dissemination action plan is created based on planned activities and expected results. To have clear guidelines, it is important to define the following:

- Objectives
- Target groups - who is our public audience
- Main dissemination activities
- Timetable of dissemination activities

Objectives

The main objective is to ensure dissemination and sustainability of project results.

Target groups

Target groups can be identified internally and externally.

Internal target groups are project partners, since students and teachers, as well as other employees (administrative and technical staff) should be informed about different activities that are implemented, so they know how they can be part of them.

External target groups are connected with the project and partners and they can be interested in its results, such as the public in general, educational institutions, companies, and others.

Action plan

Action plans will be developed for every year of the project and will define specific activities, responsible persons, and the required resources. To ensure the visibility of the project and its results, it is planned to organize various dissemination activities.





Dissemination activities

1. Website of the project and social media accounts
2. Dissemination products and materials
3. Dissemination and exploitation events
4. Development of exploitation roadmap
5. Exploring possibilities for continuation of the cooperation with the EU partners

Website of the project and social media accounts

The project web-site will be developed to provide visibility of the project, containing, first and foremost, all necessary data on the project, as well as announcements, articles and other information related to the project implementation. Public deliverables will be available for public use, but also the internal part of the web-site will be used for coordination and management purposes. Articles and news published on the web-site, as well as other data, will serve as the basis for filing social media accounts.

It will serve as a platform for storing and exchange of documents and experience among all partners.

The project web-site will be maintained at least 3 years after the project completion, and will serve as a valuable resource for everyone dealing with strategic planning in Montenegrin HEIs.

In addition to web pages and social media, other electronic tools for increasing international visibility of Montenegrin universities will be used:

- More institutional data and researchers' profiles will be uploaded to the Web-portal 'Naucna mreza' (www.naucnamreza.me), developed and maintained by the Ministry of Science. It is available in both, Montenegrin and English, where all data about research and innovation capacities of the country are easily available. It includes, among others, data on projects, publications, patents, etc. The Ministry of Science will provide data to university managements related to representation of each HEI, and also assist in adding new profiles.
- Exploit free-of-charge databases, such as Google Scholar and ResearchGate
- Use the new EU portal - Funding and Tender Opportunities.

Dissemination products and materials

Promotional material will be prepared in order to maximise the impact of dissemination. The project visual identity will provide the basis for development of printed and electronic project promotional material. Thus,

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project brochures, posters, roll-ups, folders and pads will be developed and distributed to the partners, so that they can use them for dissemination not only for project-related activities, but on any other occasion they may find adequate.

Moreover, an electronic newsletter will be prepared and distributed (posted on the web-site, social media, distributed via e-mail). It will focus on project outcomes, but also on participating institutions in general. It will be prepared twice a year.

In addition to project promotional material, two types of institutional guides in English will be updated/developed: Guides for Incoming Students and Guides for Incoming Researchers. Ministry representatives will provide necessary information regarding the national legal framework, support facilities, etc. These guides will be available electronically (on the project web-page and web-pages of each Montenegrin HEI), and in printed version, so that they can be distributed at various events.

Dissemination and exploitation events

Promotional and communication events will be organized throughout the project lifetime, in order to bring attention to the project, its outcomes and exploitation possibilities to different target groups. Events such as open days for students and wider public and a staff week for EU partner universities will be organised at each Montenegrin HEI. The staff week will also be an opportunity for networking and ensuring sustainability of project outcomes through new projects or possible establishment of double or joint degrees with EU partner HEIs. Round tables involving Montenegrin HEIs teaching staff, student parliament, scientific diaspora and wider public audience will be organized during these events.

The consortium will also ensure that project benefits from different events organised by national stakeholders – ministries, the agency and the National Erasmus+ office as well (traditional Erasmus +Info Day at UoM). In particular, participation at annual Open Science Days is envisaged as a place for promotion of IESP and HEIs, as well as continuation of participation in national and institutional events for promotion of the educational offer (e.g. educational fairs).

The purpose of these events is to contribute to maximising the impact of the project, during and after its implementation.

Development of exploitation roadmap

The exploitation roadmap will provide the basis for continuation of project results after its completion. It will be developed during the project lifetime, based on project results and outcomes of the Impact Analysis. It will focus, on the one hand, on Montenegrin HEIs individually, in terms of follow-up on the process of internationalization and its implementation and monitoring processes conducted within IESP, define how it will be best retained after the project completion, and how these processes will become an inseparable part of the

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institutional development policies and actions. Developed action plans, quality and evaluation and monitoring plans as well as established strategic bodies will provide the sound basis for this component. The strategies and accompanying documents will be adopted by the HEIs managing structures, thus providing the necessary `entry ticket` to improving institutional management through strategic planning.

On the other hand, the IESP project will try, through the roadmap, to pave the way for continuation of the joint activities with the EU partners, be it within the consortium as a whole, or in particular pairs and groups, given the specific strengths and interests of the institutions. The cooperation may continue either in education or in research and innovation activities, or both. For example, modalities of future cooperation can be: realization of joint programs, preparation of new ERASMUS+, RTDI framework program proposals, organization of joint annual conferences on HEI or research, preparation of joint research papers (conferences and journals), etc. As a good starting point, a summer school (WP4) that will be organized during the IESP project can grow into a traditional annual event, supported by all the partners.

In order to support incoming and outgoing mobility of students and staff with disabilities during project lifetime and beyond, it is expected that Montenegrin HEIs employ at least one person with disabilities.

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DISSEMINATION PLAN

1. Development and implementation of dissemination and exploitation plans

Activity	Target Audience	Timeframe	Responsible institution/partner
Creation of dissemination plan	Project partners	May 15th	Mediterranean University
Adaptation of dissemination plan by all partners	Project partners	June 1st	All partners
Revision of dissemination plan	Project partners	Continuously	Mediterranean University, all partners

2. Website of the project and social media accounts

Activity	Target Audience	Timeframe	Responsible institution/partner
Development of project web site	Internal - teaching staff, students, trainees, administrative staff, technical staff, librarians External - media, relevant educational institutions, HEIs from other countries, general public	March/April 2020.	University of Montenegro
Regular maintenance of the web - site (all partners will have access to post relevant materials regarding the	Internal - teaching staff, students, trainees, administrative staff, technical staff, librarians External - media, relevant educational institutions, HEIs from	Continuously	University of Montenegro, All partners

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project and other important topics)	other countries, general public		
Creation of social media platforms of the project <ul style="list-style-type: none"> • Facebook • Twitter • Instagram 	Internal - teaching staff, students, trainees, administrative staff, technical staff, librarians External - media, relevant educational institutions, HEIs from other countries, general public	May-June 2020	University Mediterranean
Regular maintenance of social media platforms	Internal - teaching staff, students, trainees, administrative staff, technical staff, librarians External - media, relevant educational institutions, HEIs from other countries, general public	Continuously	University Mediterranean, All partners
Maintenance of websites and social media platforms of the partners (partners will share relevant information about the project on the websites and social media platforms of their own institutions)	Internal - teaching staff, students, trainees, administrative staff, technical staff, librarians External - media, relevant educational institutions, HEIs from other countries, general public	Continuously	All partners



3. Dissemination products and materials

Activity	Target Audience	Timeframe	Responsible institution/partner
Creation of project visual identity <ul style="list-style-type: none"> • logo • electronic version of promo material 	Partners Internal and external target groups	February/March 2020	University Mediterranean
Printing of promo material <ul style="list-style-type: none"> • Folders • Note-books • Roll-ups • Posters 	Internal and external target groups	May/June	University Mediterranean, All partners
Distribution of promo material <ul style="list-style-type: none"> • Usage of promo material during every relevant event and other activities 	Internal and external target groups	Continuously	All partners
Creation of electronic newsletter <ul style="list-style-type: none"> • It will be prepared twice a year • It will be prepared in English and Montenegrin • It will present all relevant project results and other 	Internal and external target groups	<ul style="list-style-type: none"> • June 2020 • December 2020 • June 2021 • December 2021 	University Mediterranean, All partners

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<p>relevant information</p> <ul style="list-style-type: none"> • Electronic newsletter will be posted on the website and social media platforms of the project and sent to all relevant partners via e-mail 			
<p>Creation of Guides for Incoming students and Guides for Incoming Researchers</p> <ul style="list-style-type: none"> • It will be posted on the web-site of the project and printed for different events 	<p>Incoming students Incoming researchers</p>	<p>May/June 2020</p>	<p>University Mediterranean, University of Montenegro, Ministry of Education, All partners</p>
<p>Creation of project reports and other relevant documents</p> <ul style="list-style-type: none"> • Project reports, findings and other relevant documents will be posted on the web-site of the project and printed when needed 	<p>Internal and external target groups</p>	<p>Continuously</p>	<p>University Mediterranean, University of Montenegro, All partners</p>

4. Dissemination and exploitation events

Activity	Target Audience	Timeframe	Responsible institution/partner
Open days for students and wider public <ul style="list-style-type: none"> • Every HEI involved in the project should present the project and its materials at open students' days in the institutions and other similar events (Book fair, Education fair, presentations at schools etc.) 	Students, relevant ministries, other educational institutions, media	March/April 2021 Continuously	All partners
Staff week for EU partner universities	All partners, students, staff	June 2021	All partners
Round tables, conferences and similar events	Montenegrin HEIs teaching staff, student parliaments, wider public audience	Continuously	All partners
Events organized by other stakeholders <ul style="list-style-type: none"> • Erasmus Day • Science Days • Different conferences (these events can be a good opportunity for	Internal and external target groups	Continuously	All partners

presenting the project, its results and materials)			
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5. Development of exploitation roadmap

Activity	Target Audience	Timeframe	Responsible institution/partner
Creation of exploitation roadmap <ul style="list-style-type: none"> • action plans • quality, evaluation and monitoring plans 	Internal target groups	October 2021.	Montenegrin HEIs
Established strategic bodies for planning future activities	Internal target groups	September 2021.	Montenegrin HEIs
Exploring possibilities for future joint initiatives	Internal target groups	Continuously	All partners

6. Exploring possibilities for continuation of the cooperation with the EU partners

Activity	Target Audience	Timeframe	Responsible institution/partner
Back-to-back at the kick-off meeting	Internal target groups	January 2020	All partners
Back-to-back at the final project meeting	Internal target groups	October 2021	All partners
Regular communication within partners (exchanging information about possible	All partners	Continuously	All partners

continuation of the cooperation)			
Study visits and other project activities (possibilities for discussing possible cooperation)	All partners	Continuously	All partners

6.7. Other dissemination activities

Activity	Target Audience	Timeframe	Responsible institution/partner
Broadcast and print media awareness <ul style="list-style-type: none"> • sharing news, important information and project results, etc. via broadcast and print media 	Internal and external target groups	Continuously	All partners
Publishing information about other project activities (information about other project activities should be regularly posted on the project web-site and social media, web-sites and social media platforms of the partners etc.)	Internal and external target groups	Continuously	All partners