UniTrento ICM Info Days

Erasmus+ KA107 International Credit Mobility
Trento (Italy), 13-14 October 2020
“Activities serving the dissemination and exploitation of results are a way to showcase the work that has been done as part of the Erasmus+ project. Sharing results, lessons learned and outcomes and findings beyond the participating organisations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organisation’s efforts towards the objectives of Erasmus+ […]”
“The aim of this Dissemination Plan is to describe, guide and monitor the visibility and communication strategy of the project, so that all activities that will be carried out during the project lifetime will be widely known by the largest possible target audience.

The document will outline the framework according to which UniTrento and the Project Partners plan and implement their dissemination strategy for the project Erasmus+ International Credit Mobility and answers some crucial questions.
UNITRENTO ICM – DISSEMINATION PLAN

WHY
WHAT
WHO
WHERE
WHEN
TO WHOM
HOW
UniTrento ICM – Dissemination plan: Why?

The **impact** of any project largely depends on the effectiveness of dissemination activities.

- Highly selected participation
- Exploitation
- Sustainability
- International reputation
- Internationalisation at home
The main **object** of dissemination activity would be:

- Opportunities
- Results
- Network
UniTrento designates the persons in charge of managing ICM project within the:

- International Relations Division
- with the Support of the Communications and Events Division

Each partner will identify a responsible person in charge of dissemination.
Dissemination can be carried out:

**locally**
- in the university building
- in the city of the partner university.

at **regional** and **national** level.

The web and social networks will assure a wide dissemination **beyond the physical borders**.
Dissemination are carried out
- **from the beginning** of the project (sense of belonging)
- **Before the nomination deadline**, selection calls must reach all possible candidates
- Staff must be informed **throughout the duration of the project**

- **After every single mobility** and **at the end of the project**, activities held and results achieved should find an adequate dissemination
The target group of the dissemination activity includes a wide range of stakeholder and are different according to the phase and object...

Students
Academic and Administrative staff
The whole academic community
The territory
The network...
UniTrento ICM dissemination plan
is a working document to be elaborated together with partner universities

It will include:
- information on timing
- common tools to be used
- target groups to reach
- differentiated strategies
UNITRENTO ICM VISUAL IDENTITY

YOUR LOGO

UniTrento ICM – Dissemination Tools

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

UNIVERSITY OF TRENTO
UniTrento Erasmus+ [link]

and

UniTrento ICM [link]

webpages
WHAT'S NEW ON UNITRENTO ICM

UNIVERSITY OF TRENTO

NEWS
International mobility opportunity at the University of Trento
Tuesday, 4 August 2020

What's new on UniTrento ER+ ICM

Students

Current ER+ICM grantees

The Fall semester 2020/2021 officially began on 14th September in a blended modality. Due to Covid emergency, ER+ICM grantees were not able to reach Trento on time so they began their mobility in the home country with online classes and activities, planning the required three-month period at UniTrento within the Fall semester. UniTrento is assisting all students in the organization of the mandatory self-isolation period once in Trento.

Please note that, in case it will not be possible to return to their home institutions, students will be granted an extension of their mobility according to the principle of "force majeure".

In case of exceptional expenses due to interruption for "force majeure", they may be reimbursed, if no other refund
PARTNERS’ WEBPAGE

A dedicated section of the website

As soon as the project is approved

to make the project and the partnership visible

to students and staff interested in carrying out a mobility
SOCIAL MEDIA

To create a very interactive dissemination, analyse the feedback and adjust to the community.

Publishing project information, special events, calls, seminars.

The most immediate and widely used communication channel for establishing a continuous interaction.
PAPER STRATEGY

- posters and leaflets with information about the project

- the presence in the premises of the university and the territory of posters and leaflets of the project contribute to spreading knowledge and a sense of belonging

Sustainable use of resources print on paper is highly encouraged
INFO DAYS

- Presentation of the project and its opportunities, actions and results as well as of the partnership.
- Face-to-face meetings with students
- Presentation of the call
- Presentation during visits at partner university
- In classes
TESTIMONIALS

on the webpage, in presentations organized by IROs, teachers and in one-to-one meetings also organized in preparation for the departure of new fellows.
DISSEMINATION EVENTS

- Conferences
- Professional meeting
- UniTrento international partner days, international staff training week
- Fairs
IDEAS?
Thank you!

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