

UniTrento ICM projects

Dissemination Strategy

UniTrento, as coordinator, leads and coordinates the dissemination activities but also actively engages all partners in promoting the project in their Countries, providing them tools and results. All the target groups and stakeholders are involved during the different phases of the project's development.

The aim of this Dissemination plan is thus 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. This document outlines the framework into which UniTrento and the Project partners plan and implement their dissemination strategy for the project Erasmus+ International Credit Mobility answering to some crucial questions: Why, what, how, when, who, to whom, where.

WHY

The impact and sustainability of any project largely depends on the effectiveness of dissemination activities. Promoting UniTrento ICM projects means, first of all, informing key stakeholders about the **existence** of the project and its opportunity. An appropriate visibility of the project is needed in order to guarantee its effective promotion for a highly selected participation.

The dissemination of the project results supports then their **exploitation** beyond the project life contributing in achieving the goal of **sustainability**. Stakeholders will in this way be encouraged to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

Giving the project a good visibility also improves the **international reputation** and visibility of the participants improving networking and cooperation opportunities. Moreover, making the project known to the entire community contributes to the implementation of **internationalization at home**.

WHAT

The main object of the dissemination activity will be first of all the exchange **opportunities** offered by the project and secondly the **results** in terms of experience and objectives achieved.

HOW

UniTrento ICM dissemination plan will include information on timing, common tools to be used, target groups to reach and foresees differentiated strategies based on Paper, Multimedia and Event. See dissemination tools section for more details.

UniTrento will provide dissemination products, information and results, will coordinate, collect and spread the initiative of the partnership. The partners will inform the coordinator about their initiatives and commit to reach their network of contacts in order to achieve the widest possible dissemination of news, events and results.

WHEN

Dissemination activities are carried out **from the very beginning** of the project. At the time of writing the proposal, all academic and administrative staff must be aware of the intention to participate so that the project proposal is written with the wider contribution. Immediately after its approval, in fact, all the partners

widely disseminate the news being sure that any stakeholder is informed about the belonging of the University to the partnership.

Before the nomination deadline for students (Middle of May and middle of October), selection calls must reach all the students who may be interested in the mobility. Staff must be informed **throughout the duration of the project** or in case of **calls** specifically provided for the selection of participants.

Suitable visibility must be provided **before** relevant staff mobility and events to allow a wide participation.

After each single mobility and at the end of the project, activities held and results should find an adequate dissemination.

WHO

UniTrento designates the persons in charge of managing ICM project at the International Relations Division with the Support of the Communications and Events Division.

Each partner will identify a responsible in charge of dissemination who will be included in the contact list of the project referents.

TO WHOM

The **target group** of the dissemination activity are different according to the phase and object: students and staff interested in carrying out the mobility experience, the university staff and students in its whole, local and national enterprises, local and national policy makers, the local community.

WHERE

The dissemination activity will be carried out locally, in the university building and in the city of the partner university but the belonging to the partnership and the results, will also be spread at regional and national level. The web and social networks will assure a wide dissemination beyond the physical borders.

A. DISSEMINATION TOOLS

Follows the list dissemination tools to be used, elaborated together with the partner universities. It is intended as a working document which can be improved during the projects' life.

1. Erasmus+ UniTrento ICM Visual Identity

All initiatives and promotional materials will clearly specify that the project is funded by EU Erasmus+ and will report the Erasmus+ programme, UniTrento and the partner university's logos in order to promote recognizability and belonging to the project.

Information about the use of Erasmus+ logo is available at https://www.eacea.ec.europa.eu/about-eacea/visual-identity_en

2. Web strategy

2.1. UniTrento ICM website

UniTrento: As soon as the project is approved UniTrento prepares, for each project, a dedicated web page on the UniTrento website which is available in the UniTrento Erasmus+ programme page: <https://international.unitn.it/incoming/erasmus-study-and-traineeship-for-students>).

The page is divided into sections and includes the presentation of the program and of the specific project, as well as useful information for the partners and potential interested candidates that here also find the contact details of the Project Coordinator for enquires and information. It is an important and functional means both for promoting mobility and for sharing information and documentation and, in the last phase, for the dissemination of project results. It therefore contributes to creating a virtuous circle of influence, maximizing the impact of the actions, in a multiplier process of dissemination that produces sustainable results beyond the life of the project.

The partners commit to make it visible on the pages dedicated to the international activities.

2.2. What'S New on UniTrento ICM

UniTrento: The project activities, events and results are also constantly made visible on the What's New on UniTrento ICM page (<https://webmagazine.unitn.it/en/node/41646/>) published on the home page international of UniTrento website and updated monthly.

The partners commit to make it visible on the pages dedicated to the international activities and to share it within their network of contacts. They also will share with UniTrento key results, events and all dissemination initiatives to be published on this page.

2.3. Partners' website

The partners: Each partner has a dedicated webpage/section with the information on the project (number of grants available, recipients and activities), mobility calls, testimonials and project results.

UniTrento: commits to make the partners' pages visible on the What's new page in case of specific events connected to the project.

2.4. Social media

The intensive use of social media (official HEIs channels) is envisaged since it is the most immediate and widely used communication channel for establishing a continuous interaction with project stakeholders. Social media campaigns will be carried out mostly on Instagram and Facebook.

UniTrento and the partners will give mutual visibility to the information and use it mostly in order to:

spread project information, activities and results; exchanging experiences, allowing the creation of a very interactive dissemination, analyse the audience feedback to adjust the communication strategy.

3. Events strategy

3.1. UniTrento ICM Network

UniTrento manages the LinkedIn group of the *UniTrento ICM Network*. All participants and staff are invited to join in order to create a wide network in which each participant can look for partnership, share initiatives, create networks around common interests, look for buddies, and so on.

3.2. Info days

UniTrento and the partners: The project is also presented in the

- info days organised by international office staff on international activities and presentation of mobility opportunities;
- dedicated events organised by academic and administrative staff during their visits at the partner Institution to meet the scientific and student community of the destination university for the presentation of the visiting university, the program, its actions and results. Mobile staff is provided with a travel kit for adequate dissemination.
- academic staff of the areas involved in the project presents the opportunities and results to their students during the course.
- the staff shares the scientific results of the mobility with professional meetings and with their own working group for the development of new collaboration strategies, with particular attention to the possible innovation of study programs and / or teaching methodologies.
- Project's kick-off, staff training and info meetings: are opportunities to gather wide groups of participants from different backgrounds.

3.3. Testimonials

The staff and mobile students are also the spokespersons of the project, being able to disseminate it in presentations organized by IROs or teachers and in one-to-one meetings also organized in preparation for the departure of new fellows.

UniTrento has a dedicated page on its website (<https://international.unitn.it/incoming/testimonials>) which collects stories, photographs and videos produced by the participants and is made visible in the projects and what's new page. Participants' experiences are also published on University magazines and on the local/national press.

The partners: each partner commit to make UniTrento's page visible and to collect the participants' experiences and make them visible either on the web, on the social media, on the press and in any other dissemination opportunity.

3.4. Dissemination events

UniTrento and the partners organise key events, either virtual or in presence, with the partners and the main stakeholders to promote the project and disseminate the results.

Wide visibility is given to the partnership when participating in thematic conferences international and local fairs and events.

Face-to-face communication is also implemented through informal meetings with targeted stakeholders.

UniTrento international partner days, the international staff training week or the kick off/final meeting organised on regular basis by the University of Trento are the opportunity for the annual meeting of the project partners, either virtual or in presence.

3.5. Thematic Seminars and Conferences

The wide partnership has the opportunity to be connected by common academic interests by the leading Departments of UniTrento thus having the opportunity to share best practices and results and plan common seminars and events.

Each partner produces a dissemination report for each event.

4. Paper strategy

4.1. Poster and leaflets

UniTrento and the partners: prepare posters and leaflets about the project and its quantitative and qualitative results to promote the project and its objectives or specific events. They are widely distributed in all the premises of the participating universities, in the territory and during events and conferences.

4.2. Official documents

At institutional level **UniTrento and the partners** use the official documents to inform the central bodies and all the Departments about the project and its strategy and results.

4.3. Handbooks and Guides

Management and mobility procedures have been clearly outlined and shared by the partnership and are illustrated in dedicated guides in order to guide step by step project managers and participants in carrying out management and mobility activities (see for example Partners Guide, Students Guide, Staff Guide...)

4.4. Press Release

Will have high visibility within the partner Institutions', local, regional and national media on the occasion of key events (meetings, training activities) or achievements.

4.5. Publications

Project results and outputs are published on the University's magazines, local and national press as well as on scientific publications and reports.

B. EVALUATION OF COMMUNICATION ACTIONS

Evaluation will be quantitative and qualitative and will measure:

- **Input:** indicators measure the efficiency and effectiveness of the organisational aspects of communication activities such as planning, budgeting, SMART objective setting.
- **Activity:** indicators measure what activities are implemented deliver communication, for example, writing posts, designing posters, organising an event, developing a website.
- **Output:** indicators measure what is delivered and how well the target group are reached with the communication action, for example, the number of impressions on social media, number of participants in an event, number of readers of a publication, audience reach of a campaign.
- **Result:** these indicators tell us whether the desired specific effect was achieved due to the communication action. With result indicators, we measure the effectiveness of the activities. Example: audience recall of a campaign, overall usefulness of an event, conversion rates on websites.
- **Impact:** with impact indicators, we measure behavioural and social changes and reputation improvement triggered by the communication actions.

UniTrento ICM projects

Dissemination Plan

WHEN	WHAT	ACTION	CHANNEL	TO WHOM	WHO
Spring-Autumn year 0	Participation in the project	Opportunity to join the proposal, info about the Erasmus+ ICM Programme's structure and opportunities	Email, Official documents, Seminars, Meetings, One to one contact	The Institution's academic and administrative staff	UniTrento and the partners' Project referents
Spring Year 1	Project proposal submission	Dissemination of project proposal submission	Web and press channels	The HEI staff and students, the stakeholders	UniTrento and the partners' Project referents
July Year 1	Selection Results	Either positive or negative, inform the stakeholders about the results	Web, press and social Media	All stakeholders inside and outside the HEIs	UniTrento and the partners' Project referents
August Year 1 and regular updates	Project Website	Preparation of the website	UniTrento webpage	All stakeholders inside and outside the HEIs	UniTrento
August Year 1 and regular updates	Handbooks and Guides	Preparation of the project's guides	Web site, email and paper leaflets	HEI and participants	UniTrento
August Year 1 and regular updates	Green and sustainability	Dissemination of ER+ policy amongst the participants	Website, news, Leaflets	HEI and participants	UniTrento and the partners
September Year 1	Kick Off	Inform partners about financing, procedures, actions	Online event	Partners' project academic and administrative referents	UniTrento
January Year 2 and 3 and July Year 2	Networking Events	Make the former and future participant be in contact to share information, find a buddy, socialise, build a network	Online meetings	Selected participants and active grantees	UniTrento International Relations Division and the Mobility Referent at the partner university
Before/After calls publication	Mobility opportunities	Disseminate the call among all possible candidates	Web site, Social Media, Mailing lists, Events, Leaflets, Testimonials	All possible candidates within the HEI.	The partners' international Office, and Academic Staff.

WHEN	WHAT	ACTION	CHANNEL	TO WHOM	WHO
Every month	News	Disseminate information for participants and stakeholders, news about the project, results and storytelling	UniTrento News and partner's web site, Mailing lists and Social Media	All stakeholders inside and outside the HEIs	UniTrento with the collaboration of the partner's dissemination officer
Before relevant events	Key events	Give visibility to the event	Coordinator and partners' website, UniTrento ICM news, Mailing Lists, Social	All possible participants and stakeholders inside and outside the HEIs	Staff in charge of the event's organisation and Dissemination Officers
After Each Mobility	Mobility results	Disseminate the academic results of the mobility carried out and give visibility to the mobile students and staff	News, Social Media campaign, Website, Testimonial and dissemination meeting. Meetings with academic staff	All the Academic, Local and Regional Community	The participant and UniTrento and Partners' managers and dissemination Officer
End of the project	Success Stories	Disseminate the best mobility results from the academic or personal point of view	News, Social Media campaign, Website, Testimonial and dissemination meeting. Meetings with academic staff	All the Academic, Local and Regional Community	UniTrento and Partners' managers and dissemination Officer
End of the project	Project's results	Disseminate information about the project results	News, Social Media campaign, Website, dissemination meeting. Meetings with academic staff	All the Academic, Local and Regional Community	UniTrento through the project website and Partners' managers and dissemination Officer