



Deliverable 6.1

Dissemination Plan and material

Author(s):	Antanas Maziliauskas, Laura Žemaitienė (VMU AA)
Editor(s):	
Responsible Organisation:	VMU AA
Version-Status:	V1
Submission date:	28/02/2019
Dissemination level:	PU

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Deliverable factsheet

Project Number:	598176-EPP-1-2018-1-LT-EPPKA2-CBHE-JP
Project Acronym:	QUALS
Project Title:	INTERNAL QUALITY ASSURANCE SYSTEM FOR AGRICULTURE AND BIOSYSTEM ENGINEERING RELATED HEI OF ALGERIA (QUALS)
Title of Deliverable:	D6.1 – Dissemination plan and material
Work package:	WP6 – Dissemination and Exploitation
Due date according to contract:	28/02/2019
Editor(s):	
Contributor(s):	EMU ENSA ENSH ENSB
Reviewer(s):	
Approved by:	All Partners
Abstract:	<p>This report outlines the dissemination plan to be followed for the overall duration of the project. More specifically, the report initially identifies the stakeholders to be targeted and the most appropriate means to approach each one of them.</p> <p>The report also presents the dissemination activities planned, such as attending and organising events (i.e. workshops, conferences, training meeting), circulating frequent newsletters, publishing press releases, etc. Furthermore, the report presents the dissemination material prepared, such as logo design, design of promotional material (poster, leaflets, etc.) and the project’s website.</p>

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Keyword List:

Dissemination, dissemination activities, dissemination material,
website, logo, leaflet, poster

Consortium

	<i>Role</i>	<i>Name</i>	<i>Short Name</i>	<i>Country</i>
1.	Aplicant Organisation	Vytautas Magnus University	VMU	Lithuania
2.	Partner Organisation	Estonian Life Science University	EMU	Estonia
3.	Partner Organisation	National Higher Education School of Agronomy	ENSA	Algeria
4.	Partner Organisation	National Higher Education School of Hydraulic	ENSH	Algeria
5.	Partner Organisation	National Higher Education School of Biotechnology	ENSB	Algeria

Revision History

<i>Version</i>	<i>Date</i>	<i>Revised by</i>	<i>Reason</i>
V01	26/02/2019	VMU	First complete version
V02	21/03/2019	VMU	Review of circulated version
V04	29/03/2016	VMU, ENSA, ENSH, ENSB	Feedback on document
V1	30/04/2016	VMU	Final editing and submission

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.

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List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

Abbreviation	Description
WP1	Preparation. This WP will cover the tasks and activities which have to identify the state of art of the Algerian HEI IQAS and specifically identify the situation in participating Algerian HEI. The analysis will be done for all three Algerian HEI using joint template elaborated by project experts. The plan for the preparation of IQAS will be drafted and adequate equipment resources related to project would be delivered. Main outcome -Problematic in target country regarding quality assurance identified.
WP2	Development. This WP deals with the complex activities related to capacity building of local experts which will be engaged in IQAS preparation process. The experts will then be developing IQAS being guided by Programme countries experts. It includes training of right staff members for implementing IQAS at each institution. Main outcome -IQAS implemented in recipient HEI.
WP3	Quality plan. Pilot evaluation of ENSA study and research quality assurance system and preparation for external evaluation of Ministry Education of Algeria. That includes the institutional self-assessment and external services of pilot external evaluation of study and research of selected pilot HEI by European University Association. Main outcome -recipient HEI prepared for evaluation by the Ministry of Education.
WP4	<i>Dissemination & Exploitation.</i> The overall objective of this WP is to promote, disseminate and exploit project and its results widely and effectively to relevant stakeholder groups. To effectively disseminate results, an appropriate process at the beginning of the project will be designed. This will cover why, what, how, when, to whom and where disseminating results will take place, both during and after the project period. Exploitation is transferring successful results to appropriate decision-makers at local and national systems, and convincing individual end-users to adopt and/or apply the results. Results should be sustained after the project has finished. <i>Main outcome-Project outcomes available to policy makers</i>
WP5	<i>Management.</i> The objectives of this work package are to ensure that the project objectives are reached and milestones are achieved within the given project life time, to coordinate beneficiaries activities and monitor the work plan with regard to time, results, risks and costs. to ensure the

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	<p>quality control and manage a communication flow between beneficiaries and with the European Commission by setting up communication infrastructure and defining a clear and efficient communication flow between its bodies and relations between them.</p> <p><i>Main outcome-Project results, outcomes and impact achieved.</i></p>
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Executive summary

The project reflects the priority of Algerian Government to implement the quality assurance system in higher education. The key to the success of this project is to inform and attract a wide range of stakeholders by appropriate and targeted information diffusion about the objectives of the project, its activities and results.

The main purpose of the present dissemination plan is the identification of all dissemination and communication tools, activities, targeted groups and strategy needed for this information diffusion. The dissemination plan defines clear guidelines for the dissemination activities and tools which respectively will be implemented and used by all project partners. The objectives, activities and results of the project 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 established.

The planning and implementation of the dissemination strategy is the core objective of the dissemination plan. It constitutes of five elements: a) Defining the objectives, b) Defining and approaching the target groups, c) Defining the key messages, d) Selecting the proper tools, e) organizing the timing of the events and activities.

The dissemination time plan presents the overview of all planned dissemination activities and their realization. The monitoring of the dissemination activities provides evaluation of the progress and ensures that the set out objectives will be realized.

Exploitation of results. It is planned to invite at the final event policy makers from Ministry of Education, other local governmental bodies related to higher education and professional sectors, scientist, advisors, farmers and other interested actors. The sustainability of the network - beyond project life is including: continuing further dissemination; continuing future cooperation; evaluating achievements and impact; contacting relevant media; working further by advice with national policy-makers.

1 Introduction

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+, which attaches fundamental importance to the link between Programme and policies.

The dissemination and exploitation of project results also increases awareness of the opportunities offered by the Project.

Project dissemination objectives:

raise awareness;
extend the impact;
engage stakeholders and target groups;
share solutions and know how;
influence policy and practice;
develop new partnerships.

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the general audience. Dissemination of gained knowledge, methodologies and results throughout the project is one of the essential parts of every project.

To ensure that the project results will be realized, a project must develop a dissemination plan that explains how and when the deliverables of the project will be shared with the stakeholders, relevant institutions, organizations, and individuals.

Therefore, is essential to establish the dissemination strategy which should address the following issues:

- the aim of the dissemination;
- what will be disseminated;
- who is the key audience and the target groups;
- what dissemination methods will be used;
- the timing of dissemination activities.

1.1 Brief project description

The project reflects the priority of Algerian Government to implement the quality assurance system in higher education. This system was not in place till now. The HEI's are having as a target to set up their

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institutional quality assurance systems and to put in place all necessary measures.

The main objective of this project is to enhance the management, governance and innovation capacities, as well as the internationalization of HEIs. Project is national joint project. Three Algerian HEI's in the field of agriculture and biosystems engineering, as beneficiary partners, in collaboration with partners from Lithuania and Estonia will work on:

- offering new institutional capacity in internal quality assurance system (IQAS) within recipient HEI. This system will be developed by local Algerian experts previously trained in European partner institutions, thus the ownership of results will be ensured;
- transfer of European experience for local staff during training sessions in European universities and following update of skills in real case situations in implementing and testing the IQAS at home institutions;
- Algerian partner institutions will get the guidance and piloting in preparing self-evaluation reports and will go through external pilot evaluation by an European evaluation institution with the following sharing of experiences and lessons among partners and other stakeholders;
- exploitation of project results will include transferring of project recommendations to national policy makers in higher education contributing to the national policy and methodology of quality assurance in HEI in Algeria.

Long term project impact on participating HEI's , other stakeholders (including other HEI's), also on national quality assurance policies in higher education in Algeria is envisaged.

The expected impact on this different target groups of the project is:

The next step is to identify what to disseminate and exploit. The results of the project may be of diverse nature and consist of both concrete (tangible) results as well as of skills and personal experiences that both project organisers and participants to the activities have acquired.

The target audiences for this project:

Teaching, research staff/ Administrations of beneficiary HEI/institutions/ Public, institutions of HEI/ Media / Associations/ Ministry of Education/ European HEI's/ European policy

makers

Most of project outputs will be directly used by the beneficiary HEI (ENSA, ENSH and ENSB), i.e. their teaching and research staff, administrations. They will be taking part directly in project activities, or will be reached directly within the institution by exchange of experience and /or by direct involvement in implementation of follow up activities.

The Outputs 4.2 (D&E) will be used by the beneficiary institutions as a whole and stakeholders, like other HEI in the region, sector, public, media, associations, policy makers. They will be reached by dissemination measures under the Task. 4.2.

Most of project results (outcomes) will be used by the beneficiary HEI, i.e. their teaching and research staff, administrations. The Outcomes 4.2 and 4.3 will be used by regional and national stakeholders, including Ministry of Education, regional administrations, other HEI. The exploitation measures under task 4.2 includes delivering of results to stakeholders to reach them and impact their policies and actions.

1.2 Objectives of the document

In order to achieve the objectives of the QUALS Project, an efficient dissemination strategy has to be developed and implemented. This strategy is unfolded in the present Dissemination plan.

The main purpose of the present Dissemination plan is to set clear and reliable rules, aiming at ensuring targeted and effective dissemination of project's objectives, activities and results. Crucial target groups and bodies that are interested in the project and appropriate key messages are identified in the deliverable. Strategy envisages also all dissemination methods, tools and channels for the identified target groups

It is expected that the implementation of this Dissemination plan coupled with partners' activities will achieve maximum awareness of project activities and results.

2 Dissemination strategy

2.1 Introduction

According to the European Commission¹, in order to ensure a successful Dissemination strategy, the following actions must take place:

- Define the objectives of the strategy
- Target the audience
- Define the message(s)
- Select the appropriate tools
- Plan the program

Consequently, the Dissemination strategy of the QUALS Project consists of the following five core components:

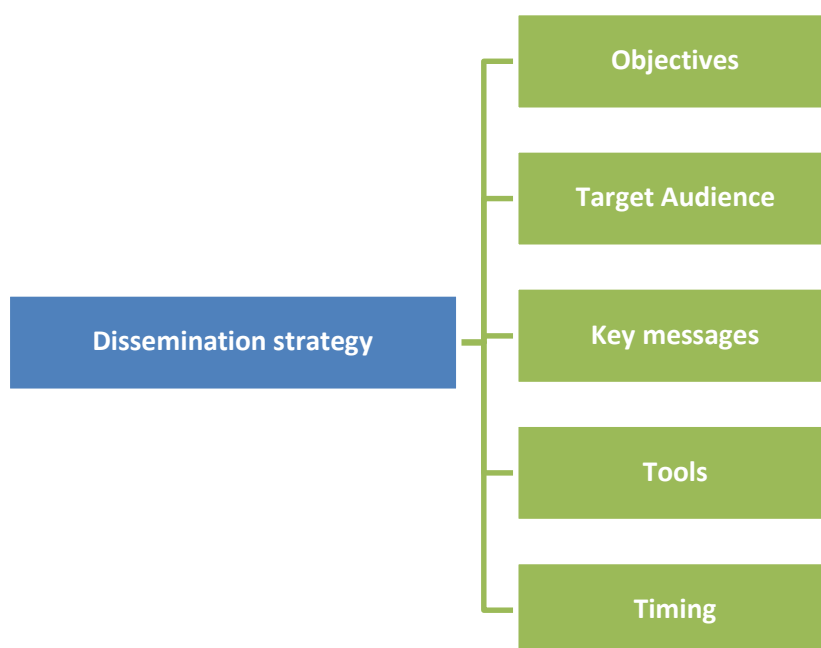


Figure 2-1: Elements of dissemination strategy

¹ European Commission, "European Research – A Guide to Successful Communications", European Communities, 2004

2.2 Dissemination objectives

The dissemination objectives of QUALS Project are the following:

- Identification of target groups at different levels and at different level of interest;
- Identification of the communication needs of the target groups;
- Key messages: identify core project messages for each specific target audience;
- Identification of dissemination methods, tools and and channels;
- Dissemination of the results, solutions and knowledge collected within the project to the audience;
- Definition of timing of dissemination activities;
- Definition of partners' responsibilities in dissemination activities.

While defining the purpose of dissemination, the first step is to decide on the audience, message, method and timing of the dissemination. The main purpose of QUALS Project dissemination activities is to achieve timely involvement of all relevant stakeholders and to provide updated information of project results. The dissemination activities will be therefore focused on:

- **Dissemination of understanding** by informing the target audience about the project objectives and activities. The dissemination will be focused on the core target audience which can directly benefit from the project work. Dissemination of understanding has to provide deeper understanding of project work and underline main benefits.
- **Dissemination for action** by underlining the changes proposed by the project activities and results. Dissemination of action targets on groups which are in position to “influence” and “bring change” within their organization or country.
- **Raising awareness** by informing general audience about the project work. The dissemination activities will be focused on target audience that does not necessarily require detailed knowledge of project work and results. The purpose of these activities will be to raise awareness of the project work and spread “word of mouth” type of dissemination which will help to build the necessary volume of informed persons needed for the sustainability of the results of the project.

2.3 Identifying the audience

Effective dissemination can be achieved by taking into consideration the key audiences and creating messages and information relevant to their activities and useful for them. In this section we try to identify the different stakeholder groups that have possible interest in project objectives, activities and results. Providing specific messages according to the targeted group or creating messages relevant to a number of those groups simultaneously can increase the effectiveness of dissemination.

The QUALS stakeholders are: direct beneficiaries from participating HEI; other academic institutions and their experts which must be interested to exchange their knowledge with IQAS; policy - makers at national level that build a favourable environment for IQAS results uptake and for which, IQAS shall open up new directions; professionals from agriculture and other related professional sectors , and the general public, encompassing various categories of stakeholders on the ways in which they can get involved in and influence, through QUALS

2.4 Selection of tools

It is obvious that a variety of tools is needed in order to achieve effective communication towards all target group. Efforts should be made in order to communicate project results to the general public as well as to the main stakeholders. Such efforts may include communication tools such as magazines, newspapers, and radio as well as the Internet and social media. It is strategically important for the QUALS Project to have active partners in their local and national communities in order to create public awareness of the project and its results. This means that all local activities which include Project website, Press release/reports, brochures, conferences, teaching meetings, workshops and open events, presentation of the project at other events.

The **dissemination channels and tools** for enhancing dialogue and networking will consist of: contacting relevant media at local or national level; information sessions, training, demonstrations, peer reviews; assessing the impact on target groups; involving other stakeholders in view of transferring results to end users/ new areas/policies. It will include a project website, adding a banner with a link to project card within the Erasmus+ Project Platform on the project website, with uploading the final project results at the end of the project.

Events. QUALS will organise 7 project coordination meetings where dissemination will be part of activities. Among them one larger scale event for stakeholders during the lifetime of the project. The main findings, results, discussion will be summarised at the large scale final event at the end of the project, organised in Algeria by the leader of this working package in collaboration with all other partners.

Press release/reports

The Internet is an effective medium to disseminate activities, facts and results and one where researchers, stakeholders and interested parties have easy access. All partners will be encouraged during the course of the project to identify portals, especially in their national language, and to post press releases with the activities and results of the project and press releases creating awareness of the operation and objectives of the QUALS Project.

Press releases/reports are used to communicate information proactively to the media and from there to the wider public, from which the elements that are considered of interest to the public are selected.

Press releases are an important tool that can be used throughout a project. An approach that has proved successful when using press releases is for project partners to issue press releases simultaneously in their countries, giving journalists local contact points in order to follow-up in their own languages. Press releases can be posted at specialized portals or in technical and scientific magazines.

- **Project website**

The website is especially important in promoting the project and posting results and dissemination material. Search engine technology makes it possible for the information that is posted there to be retrieved and displayed with a few clicks of the mouse. The website should be able to address all stakeholders of the project by utilizing different areas where possible.

The website should be updated regularly in order to attract regular viewers who come to see what is new on the site. Moreover, downloadable versions of any literature and all publication material generated by the project are essential. The website should be heavily publicized in all printed documents and press releases.

The link to the project website is: <https://zua.vdu.lt/en/project/quals/>

The traffic to the website can be increased by:

- Actively encouraging linking from other websites
- Registering the website with the appropriate portals.

In order to address the first point on the list, all partners of the project will be encouraged to link to the website from their organization's website as well as from project lists that may appear on different locations on the web. Moreover, partners will create and post project descriptions and links to the QUALS Project website that will upload to their organizations' websites.

A banner that can be downloaded by webmasters can help in increasing traffic to the QUALS project website. This has to be interesting in order to capture attention.

In order to address the second point, a number of appropriate steps will be taken. For example, in the Google portal (www.google.com), when entering the keywords related to the QUALS Project, the Project website should appear as the first or second result. The same strategy will be implemented for other major search engines, such the Bing (www.bing.com) search engine amongst others. Further additions will be taken during the course of the project.

- **Banner**

A good practice in regard to linking to a project's website is the creation of a banner. A banner should be interesting and pleasant in order to capture the attention of the website's visitor. This banner can be downloaded by webmasters who would like to add a link to the project's website in their own sites.

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A link to the site would be then added to the banner so that when one clicks the banner, they are redirected to the project's site in a new window.

- **Brochure**

A 'flagship' brochure can 'serve as a prestigious calling card for presentation to influential readers' – European policy-makers, national and local authorities, potential partners, media representatives and so on. Produced early in the lifetime of a project a brochure provides an overview of the project partnership, highlights the strengths of the network and reviews the background and technological/scientific rationale for undertaking the initiative. Targeted results and predictions for long-term impacts are also explained.

- **Poster**

The most common use of the poster is to describe individual strands of research at conferences, workshops and meetings. Generic posters can be used to introduce complete projects and networks to the wider audience. These posters can be used at exhibitions and public meetings, as well as in universities and schools in order to stimulate student interest. The aim is to provide an eye-catching and thought-provoking presentation, as well as contact or website details giving access to further information.

- **Conferences**

Conferences are important events that can draw international attention to a project. They can be either introduced as annual or biennial events or standalone 'flagship' events. Conferences can draw the most prominent world researchers in a research area if properly organized and if sufficient funds are dedicated to this end.

- **Workshops and open events**

Workshops within conferences or as a "stand-alone" event can be used to attract members from the scientific community who pursue the newest advances in the specific field of knowledge that the workshop will cover. Moreover, promoting a project in the context of a workshop within a conference is considered more prestigious than publishing a single paper within the conference. This effect gives credibility and can attract new members to a network.

- **Presentation of the project**

Project presentations in national and international conferences as well as in other dissemination events are essential in increasing the stakeholders' awareness of the project. A PowerPoint slideshow or a video can be presented to an audience in order to create awareness in the project and its results. A presentation of the project can also be used to be played at info-kiosks if such an opportunity arises.

At later stages, the project will be required to upload the results of the project to the Dissemination Platform. The Erasmus+ Dissemination Platform can be consulted at:

<http://ec.europa.eu/programmes/erasmus-plus/projects/>

3 QUALS Project dissemination, communication and publicity strategies

In order to increase the effectiveness of the dissemination tools presented in the previous chapter, an integrated set of strategies is required that includes the following actions:

- Engaging all partners – increasing their commitment to project communication
- Strengthening the ability of partners to undertake initiatives
- Establishing social networking – collaboration between partners and stakeholders
- Ensuring project participation in significant events
- Posting press releases on the Internet
- Translating dissemination material into as many concerned languages as possible
- Direct e-mailing to stakeholders about important events and workshops
- Increasing traffic to project website
- Using the right tools
- Getting feedback from stakeholders
- Readjusting dissemination plans according to needs.

In the immediate future, the consortium will aim to instantiate all following strategies based on the project's requirements in order to produce the maximum possible value. In particular, all partners will follow a standard approach for awareness raising e.g. general project information, participant recruitment e.g. in order to generate subjects for the Living Labs and all other events carried out on Open Data enhanced education and training, pilot promotion, e.g. disseminating the pilots results as they occur and results dissemination, e.g. promoting finds and courses arising in the project.

The engagement of external participants has already been initiated, through the work carried out in WP1, where stakeholders from academia, the private sector and the public sector participated in a survey, interviews and focus group during WP1, for the identification of stakeholders need regarding Open Data. The stakeholders were reached through each partner's personal networks as well as through communication with social media (Facebook, Twitter etc).

3.1 Engaging all partners – increasing their commitment to project communication

Each dissemination activity is confined by space and time. Dissemination activities have the ability to disseminate knowledge in a local or national context by creating project awareness for a specific period of time. By engaging all partners in the dissemination and communication processes, the project makes sure that the awareness of project activities and results is increased. Thus, each partner is encouraged to participate in national, local and regional events and to create awareness of the project. Stakeholders and interested parties can also participate in this process.

3.2 Strengthening the ability of partners to undertake initiatives

For dissemination to be effective, it is important for all partners to actively engage in the dissemination activities. This will be specifically stated and its importance will be communicated during technical meetings when relevant discussions emerge. The dissemination material should be put into good use according to the opinions of each partner individually.

Workshops and other dissemination activities can be organized according to local, national, as well as EU needs according to the opinions of individual partners and organizations.

3.3 Using the right tools

In the previous chapter, the tools that can be used for dissemination purposes have been specified. It is important to select the right tools according to specific circumstances and goals and to the available budget. In more details, the following tools are to be used as much as possible:

- Presentations of the project
- Press releases
- Workshops and Open Events
- Electronic Newsletter
- Social media campaign

Additionally, there will be a strong effort for participation in scientific conferences as well as for publications in scientific journals regarding the research work, which will be carried out in the course of the project. More specifically, there will be pursued the joint submission of articles in the scientific fields of Technology Enhanced Learning, Open Data, Learning Analytics and Web Based Learning.

It is important that project partners participate in significant events world-wide in order to ‘spread the word’ about the project and its results. To this end, partners must identify and collect relevant conferences and workshops where the QUALS Project can have an important and catalytic presence.

Following there is a short list of relevant scientific conferences and journals:

Conferences:

VMU AA

International Scientific Conference ‘Rural Development 2019: Research and Innovation for Bioeconomy

(to be completed)

Journals:

(to be completed)

3.4 Translating dissemination material into as many languages as possible

Dissemination material and project deliverables are at this point available only in the English language. Although English language has a very good penetration, specifically in the scientific and research community, it is recommended to translate selected parts of this material to the national languages of the partners and to use it to the relative national audience. This will enhance accessibility for all interested parties, especially in national contexts.

3.5 Direct e-mailing to stakeholders about important events and workshops

An initial stakeholder identification around Europe will emerge from the need of the network to organize the first open events. This will result in a list of stakeholders (particularly Core Stakeholders) in the EU area and beyond that can be enhanced as new stakeholders are identified, either by the same members or by parties interested in the QUALS Project. The list will be expanded before every project event and will be used by all project partners in order to increase awareness of and interest in the project.

3.6 Getting feedback from stakeholders

Several techniques that have been described in the good dissemination practices give the possibility of getting feedback from stakeholders. For example, forums started on the website will allow stakeholders to express their views on different subjects. Direct emailing with stakeholders can also act as a motivator for stakeholders to express their views on subjects of their concern in regard to the research that is being carried out or any other issue pertaining to the QUALS.

3.7 Readjusting dissemination plan according to the needs

Project partners will make efforts to keep dissemination of the project targeted, effective and up-to-date. If there are needs for greater efforts in disseminating to a specific stakeholder group or in using a specific tool, this is going to be discussed among partners. Should such a case arise, readjustments of the partners' dissemination plan according to needs are going to be suggested.

3.8 Keeping the project alive after its contractual end

Some points of good practice regarding the sustainability of the project can be found in the **Project Handbook** (Guidelines for Administrative and Financial Management and Reporting) and are the following:

- contacting policy-makers at wider scale;
- continuing further dissemination ;
- developing ideas for future cooperation;

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- evaluating achievements and impact;
- contacting relevant media.

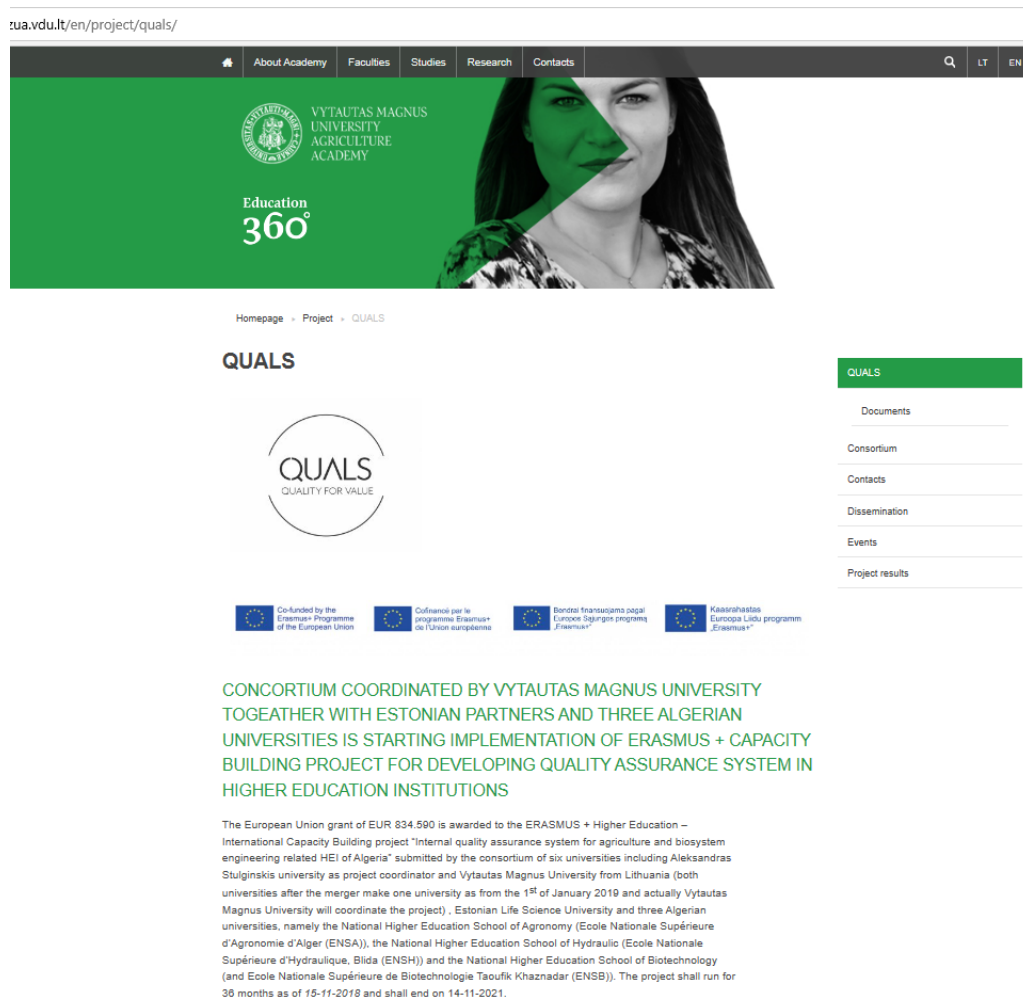
4 QUALS Project dissemination tools and materials

4.1 QUALS Project logo

The project logo has been designed and is used in all dissemination materials and is available in Annex I.

4.2 QUALS Project website

Figure 4-1 QUALS official website



4.3 QUALS Project Poster

The poster of QUALS project has been designed and will be used in all the appropriate circumstances. It is available in two different dimension (poster and rollup) and can be found in Annex II.

4.4 QUALS Project Brochures

The main information material of QUALS project has been used and a brochure has been designed (available in Annex III). New editions following the main achievements of the project are foreseen.

5 Dissemination time plan

Dissemination time plan is an on-going process. It was initiated at the kick-off meeting and it will be upgraded constantly with the participation of all the project partners. It will be supported by the “Events’ Calendar” and it is the responsibility of the Dissemination partner to maintain it.

Del nr	Deliverable Title	Description (if necessary)	Lead Partner	Dissemination level	Delivery month / date
1	Project website		VMU	Public	M2
2	Project logo		VMU	Public	M4
3	Project poster		VMU	Public	M4
4	Project brochure		VMU	Public	M4
5	Dissemination Plan		VMU	Project level	M4
6	Press Release		VMU	Public	M8

6 Responsibilities

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 periodically updated.

ANNEX I



Figure I - 1 QUALS Logo

ANNEX II

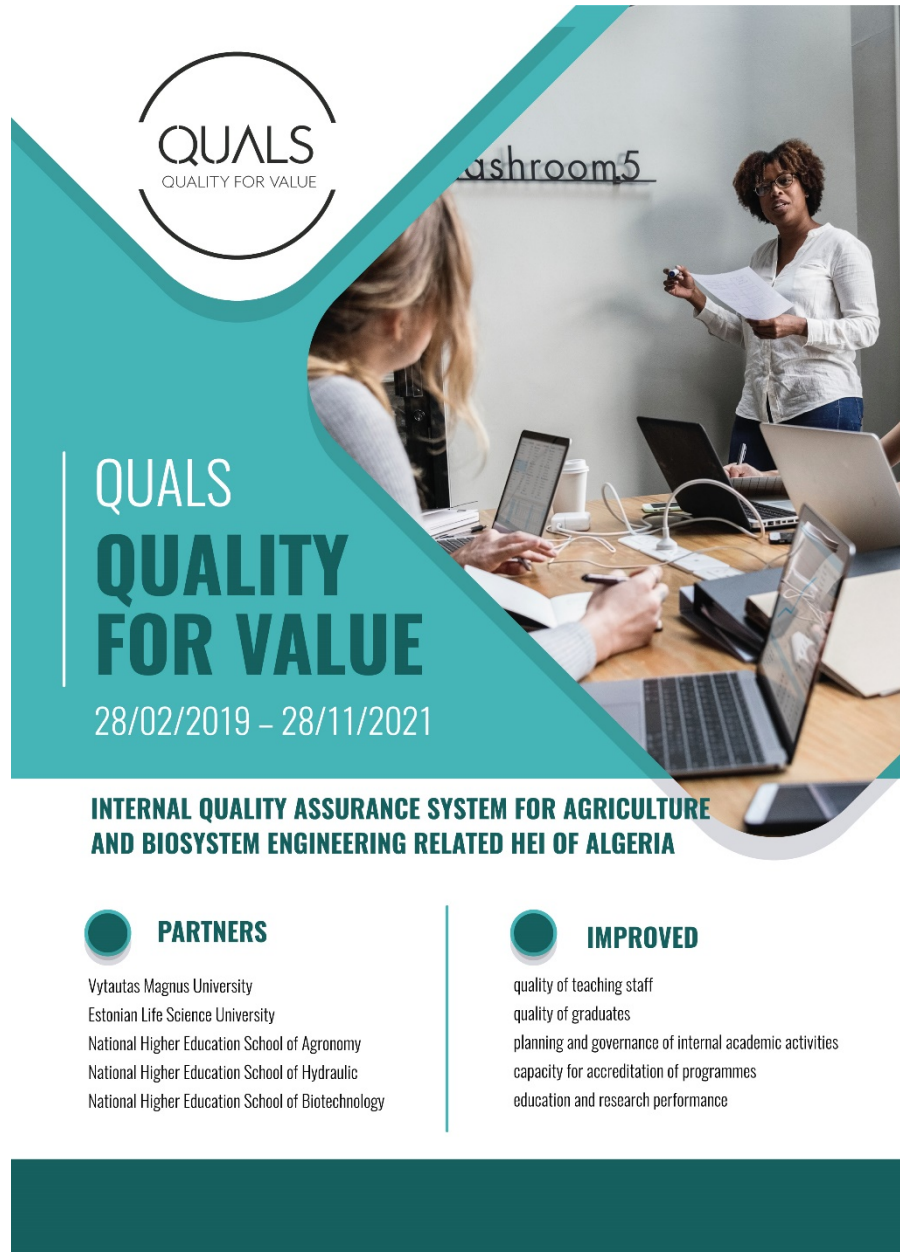


Figure II - 1 QUALS Poster



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Funded by the
Erasmus+ Programme
of the European Union