

## STAND Dissemination and Exploitation Plan

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Project acronym	STAND
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## Acronyms

EU	European Union
HEI	Higher Education Institution
SC	Steering Committee
STAND	Strengthening University Autonomy and Increasing Accountability and Transparency of Western Balkans Universities
D&E	Dissemination & Exploitation
WP	Work Package
WPA	Work Package Activities
IBC-M	International Business College Mitrovica
UP	Pristina University
UKZ	Gjilan Public University
UASF	University of Applied Science in Ferizaj
UGJFA	University of Gjakova " Fehmi Agani"
POLIS	POLIS University
UT	University of Tirana
UAMD	Aleksander Moisiu University Durrës
UOM	University of Montenegro
MEST	Kosovo: Ministry of Education, Science and Technology
MESY	Albania: Ministry of Education, Sport and Youth
ME	Montenegro: Ministry of Education
TUHH	Hamburg University of Technology
UNIZG	University of Zagreb
UNIFG	University of Foggia
SEEU	South East European University
EUA	European University Association

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## 1. Introduction

### 1.1. Purpose

This document was developed as part of the STAND project – Strengthening University Autonomy and Increasing Accountability and Transparency of Western Balkans Universities, co-funded by the Erasmus+ Programme of the European Union under grant agreement no. 618805-EPP-1-2020-1-XK-EPPKA2-CBHE-SP. This document is the Dissemination and Exploitation Plan of the project, which forms Deliverables 7.1, 7.2, 7.3 and 7.4 belonging to Work Package 7 (WP7) – Dissemination and Exploitation.

The main purpose of the Dissemination and Exploitation Plan is to provide guidelines the project's partners throughout Work Package 7:

- to help partners better understand WP7 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.

### 1.2. Dissemination

Dissemination is one of the core activities of the Strengthening University Autonomy and Increasing Accountability and Transparency of Western Balkans Universities (STAND) project to ensure successful performance of planned activities and for project transparency, visibility and sustainability. 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 establishment and successful functioning of Strengthening University Autonomy and Increasing Accountability and Transparency of Western Balkans Universities (STAND) in the region.

At the beginning, the project website and social network sites (Facebook, and LinkedIn) will be developed in order to make the project visible in social networks, taking care that the information is regularly updated during the whole life of the project. The D&E plan will include organization and holding of a wide range of promotional and informative events (such as open

hours during the meetings; workshops or educational activities; institutional, local, national or international promotions of published textbook; participation at professional gatherings; etc.) aiming to spread project significance and results.

The D&E plan is going to be developed and implemented according to the significance of dissemination activities under the 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”*, (Erasmus + Programme, 2018, p.8).

In general, the Dissemination and Exploration Plan aims to wider dissemination of knowledge, information and guidance includes a wide range of activities, tasks and events aiming to spread information about the project, and to exploit the results in the best and most professional way. Dissemination plan extends beyond project life; long lasting use of project results is secured by careful planning of methods and means which will be used for dissemination.

### **1.3. Communication in the project context**

The primary goal of the STAND project is to improve the processes and mechanisms of the university autonomy by increasing the management capacities, accountability and transparency of Western Balkans Universities. The specific objectives of STAND are:

- to enhance modernisation of governance in Western Balkans Universities through capacity building, experience exchange and upgraded infrastructure;
- to improve the university autonomy through empowering national and university level regulations and structures;
- to create and adopt the university autonomy scorecard for Kosovo, Albania and Montenegro;
- to expand an effective cooperation between HEIs and the relevant ministries in improving the transparency, accountability and financial sustainability;
- to establish the Expert network on university autonomy.

The project expects to achieve these objectives through the implementation of eight interconnected WPs. WP7 (Dissemination) runs in parallel with the other WPs over the project

lifetime, and focuses on defining a comprehensive and consistent project dissemination strategy, which will ensure maximum project visibility its results during and beyond the lifetime of the project.

Project visibility will be achieved by:

- utilizing as varied tools as possible (including, but not limited to: website, social networks, dissemination material, organising student and staff mobilities, establishing experts network, organizing conferences, etc.)
- accurately strategizing the use of each tool to target a specific audience segment, in order to maximize the tool's potential, creating a distinctive visual, graphic identity which partners will use to ensure a consistent image of the project across its dissemination material, thus allowing the wider public to better recognize and understand the project.

Dissemination of results is an integral part of the STAND project throughout its lifetime: from the initial idea, during the project and even after European funding has ended.

Therefore, the 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,
- **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.

#### 1.4. Requirements in terms of dissemination

Dissemination is one of the award criteria on which the application will be assessed. A detailed and comprehensive plan, describing targets, tools and outcomes will be requested and further assessed. Although generally four partners (UM, UNIFG, SEEU, UASF) will take the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should 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.

### 1.5. Visibility of the European Union and of the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The name of the Erasmus+ Programme can appear with the flag. "This means that all material produced for project activities, training material, projects websites, videos and social media accounts created to promote the project, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union" .

Erasmus+ logo: Logo to be used:



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

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:

*"This project has been funded with support from the European Commission. This publication [communication] 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"*

In addition to the Dissemination Plan, partners should also consider the relevant European Commission documents ([https://eacea.ec.europa.eu/sites/eacea-site/files/guidelines\\_for\\_the\\_use\\_of\\_the\\_grant\\_2017\\_cbhe\\_v\\_ii\\_-\\_09\\_january\\_2018\\_0.pdf](https://eacea.ec.europa.eu/sites/eacea-site/files/guidelines_for_the_use_of_the_grant_2017_cbhe_v_ii_-_09_january_2018_0.pdf)), including:

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

## 2. Dissemination strategy

### 2.1. Overview

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. 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 the present strategy. Dissemination strategy of the STAND project consists of five core components (Figure 1):

- Objectives of dissemination: identify the project dissemination objectives;
- Target groups: identify crucial target groups and bodies that are interested and benefit from the project;
- Key messages: identify core project messages for specific target groups;
- Dissemination methods: identify dissemination methods, tools and channels;
- Dissemination time plan: identify a plan of dissemination activities.

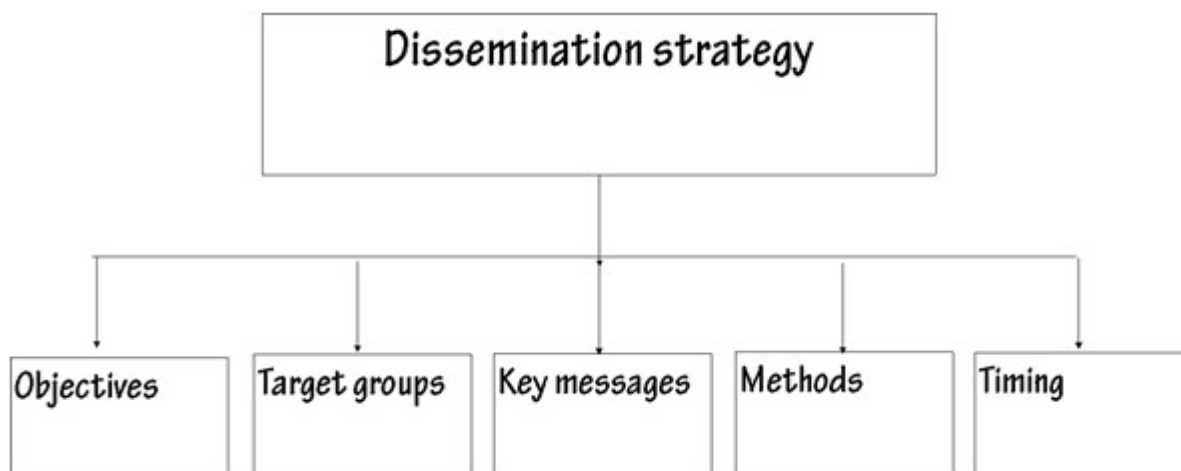


Figure 1. Dissemination strategy.

The STAND 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 promoting the project and its participants and to raise awareness about the benefits of the project results. One of the first tasks is creating this document at the beginning of the project with the intention to update it regularly throughout the project. Another important activity to be performed at the beginning of the project is to create a Brand Guide to define project's visual identity, logo, and design of promotional material (flyers, posters, etc.) that will be distributed during the project life span. Besides, the online project platform is developed and maintained (regularly updated with new information). Through the website, the project will be more visible in all the websites of consortium members. Project participants can exchange documents via website. Social networks are utilized to spread the information about the project to the experts in the field (using LinkedIn) and to reach the student population (using Facebook and Twitter). The University Autonomy Scorecard tool will also be embedded into the project website. Special attention will be paid to promoting the STAND project and University Autonomy Scorecard in Higher Education Institutions (HEIs), their events and publishing activities. All events will be documented and displayed on the project website. Dissemination of the project outcomes will be carried out also through all study programs.

## **2.2. Dissemination objectives**

The main aim of the dissemination strategy is a D&E of knowledge among the project partners and knowledge transfer to the interested stakeholders in the field of the university autonomy and transparency. The dissemination objectives of STAND project are to:

- Identify target groups at different territorial levels: national, regional, EU;
- Identify the communication needs of the target groups;
- Establish core messages of the project, to be disseminated to the target groups;
- Identify dissemination methods and tools;
- Disseminate the results, solutions and knowledge collected within a project to the general audience;
- Define timing of dissemination activities;
- Define partners' responsibilities in dissemination activities.

While defining the purpose of the dissemination, the first step is to decide on the audience, message, method and timing of the dissemination. The main purpose of STAND dissemination activities is to achieve involvement of all relevant stakeholders and to provide updated information of project results.

The dissemination activities will be focused on:

- Cross-promotion and the use of project results in dissemination.
- Dissemination of understanding by educating the target audience about the project work. The dissemination will be focused on the target audience, which can directly benefit from the project work.

### 2.3. Target groups

To achieve the best possible results during the project realization and its dissemination, the target groups which could be affected by project results should be identified. The primary goal of the STAND project is to provide relevant and actual information to different stakeholders for possible approaches and ways to enhance university autonomy and transparency through established specific bodies.

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

- administrative staff in universities
- Ministries of Education
- Accreditation agencies
- teaching staff,
- researchers,
- students,
- Professional and business organisations

The bottom-up approach fosters the dialogue between universities and ministries enabling the consortium to contribute more effectively to extending the autonomy of Western Balkans higher education institutions. The project aims to reach up to 50,000 persons engaged in higher education and related activities in Kosovo, Albania, Montenegro and beyond through its dissemination activities.

**Kosovo:** STAND project seeks to enhance university autonomy in Kosovo. It seeks to develop and upgrade both the management and governance of Kosovo universities, as well as the capacities of national authorities to modernise their higher education systems by supporting the development of adequate autonomy models, implementation and monitoring of reform

policies on the university autonomy. With the support of EUA and other program country partners the project aims to foster the transition of Kosovo higher education systems towards autonomous governance and a sustainable financial system. As part of the project, the experienced program country partners and EUA will support the HEIs partners in Kosovo in the University Autonomy Scorecard using scorecard methodology, and developing an adequate model of university autonomy in Kosovo. STAND will also form a consulting group (Experts' Network) with representatives from the HEIs in Kosovo part of the consortium that will advise the partners and provide feedback on the guiding material on university autonomy and support disseminating the results to other Kosovo universities.

**Albania:** STAND project fosters the dialogue between universities and ministries, and thus enables the consortium to contribute more effectively to extending the autonomy of Albania higher education institutions and strengthening regional cooperation. In order for Albania to successfully integrate and enhance the four dimensions of university autonomy it is essential for the country to incorporate the standards and principles that ensure the quality and sustainability of the HEI system. As an essential part of the process, the Ministry of Education and Sport (MES) with Quality Assurance Agency for Higher Education (ASCAL) will have to guarantee that all higher education institutions fulfil the legal requirements and are substantially compliant with minimal academic and operating standards as sustainable Higher Education Institutions in Albania.

**Montenegro:** Higher education in Montenegro deals with the three levels of education. Higher education has a special value in the emerging knowledge society. It contributes directly as well as indirectly to the wealth of a country. The STAND project will contribute to the country's development through enhancement of higher education quality and dissemination of knowledge and skill. Montenegro higher education has a vision to realize quality higher education and the ability of science and technology and innovation to support the country's competitiveness. Meanwhile, the realization of effectiveness, efficiency, and integrity of governance in the framework of national reform is of high priority. Collaboration of the University of Montenegro as the main and the only public university in the country, the Ministry of Education and Science, Accreditation Agency and other stakeholders' part of the project will contribute to the country reforms in higher education system and ensure the long-term sustainability of university autonomy in other HEIs in Montenegro.

At European level, Kosovo, Albania and Montenegro partner HEIs will benefit the rich experience of EU HEIs in innovation and updating the existing models of autonomy and with the ultimate goal of increasing the universities ability and resources for management,

accountability and transparency. A particular focus will be provided on the strengthening of the universities organizational, academic, staffing and financial aspects, and the rich experience and best practices of European HEI's will contribute to the new models and methods that will be created.

To sum up the consortium with the support of EU partners will work on the identified needs such as:

- Enhance the HEIs needs on effective transparency, accountability and financial autonomy;
- Empower university autonomy in main dimensions: organizational, staffing, financial, and academic levels;
- Harmonization of practices between HEIs and relevant ministries using the example of EU partners;
- Enhance the human, technical and organizational capacities in the governance and financial accountability.
- Develop the Autonomy Scorecard for Kosovo, Albania and Montenegro.
- Establishment of the Expert network on university autonomy

#### **2.4. Key messages**

Once the purpose and audience of the dissemination are clear, the key messages can be defined. 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:**

- Modernization of governance in Western Balkan universities through capacity building, experience exchange and upgraded infrastructure;

- Improvement of university autonomy through empowering national and university level regulations and structures;
- Creation and adoption of the University autonomy scorecard for Kosovo, Albania, and Montenegro;
- Expansion of effective cooperation between HEIs and relevant ministries in improving the transparency, accountability, and financial sustainability.

**The following keywords will be used in dissemination materials:**

- University autonomy scorecard
- Updated national and university rules and regulations.
- University autonomy models
- Designated expert network

**2.5. Dissemination tools**

Different documents and promotional materials have been designed and printed for the purpose of dissemination of the STAND project. For the communication between consortium members and other parties interested in the project activities, the project's website and Facebook page are used. For the purpose of project management, partners are using a special online platform named University Autonomy Online Tool.

Table 3. Dissemination tools and responsible partner.

<b>Dissemination tool</b>	<b>Description of dissemination tool</b>	<b>Responsible partner</b>	<b>Participating partner</b>
Communication strategy	Definition of content, timing, distribution channels and responsible partner for each dissemination activity	TUHH UASF	All partners
Brochure	Contains the main project information, consortium, will be	IBC-M	All partners

	used on every event for promotion of the project		
Official website and online platform	Official STAND website, with the scorecard embedded as the University Autonomy Online Tool	IBC-M together with Tactica	All partners
Logo and Brand manual	Graphic guidelines for project recognition and promotion	IBC-M	All partners
Workshops	Workshops on development of scorecard methodology and other capacity building workshops	IBC-M	All partners
Informative and promotional events	Responsibility of each partner institution to hold informative and promotional events to exploit project results and present the new university autonomy model.	All partners	All partners
Conference on University Autonomy and Transparency	Platform for scholars and policy makers to share ideas, present findings and discuss relevant professional issues relating to sustainable university governance and the enhancement of university autonomy in the long-run	IBC-M	All partners

### 2.5.1. STAND logo

From the several proposals of STAND project logo designed, the below version has been decided as the final logo:



Figure 2. STANDlogo.

### 2.5.2. STAND website

The STAND project website (<https://www.stand-project.org/>) is an important dissemination tool for presentation of project results as well as a place where all the information on the project activities and other relevant data are being published. Among the information related to the project description, objectives and outcomes of the project, the website also contains the list of the Consortium Members with their short presentations, as well as Logical Framework Matrix (LFM) and Work plan documents.

Structure of the STAND project website consists of 8 categories:

1. HOME
2. ABOUT (Description, Activities, Timeline/Milestones)
3. NEWS
4. EVENTS
6. GALLERY
7. RESOURCES
8. PROJECT MANAGEMENT

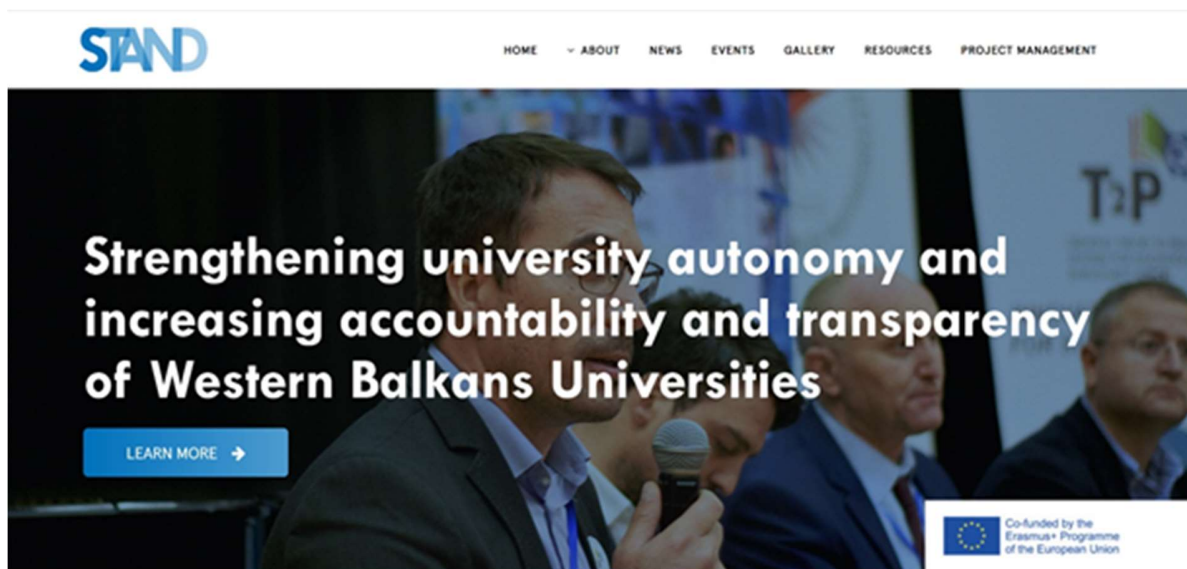


Figure 3. STAND webpage.

### 2.5.3 Social network profile

Social networking is the major tool that individuals 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 individuals into STAND activities.

The project is active on Facebook ([STAND Project | Facebook](#)) and LinkedIn (<https://www.linkedin.com/company/t2pcenters/>). These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.



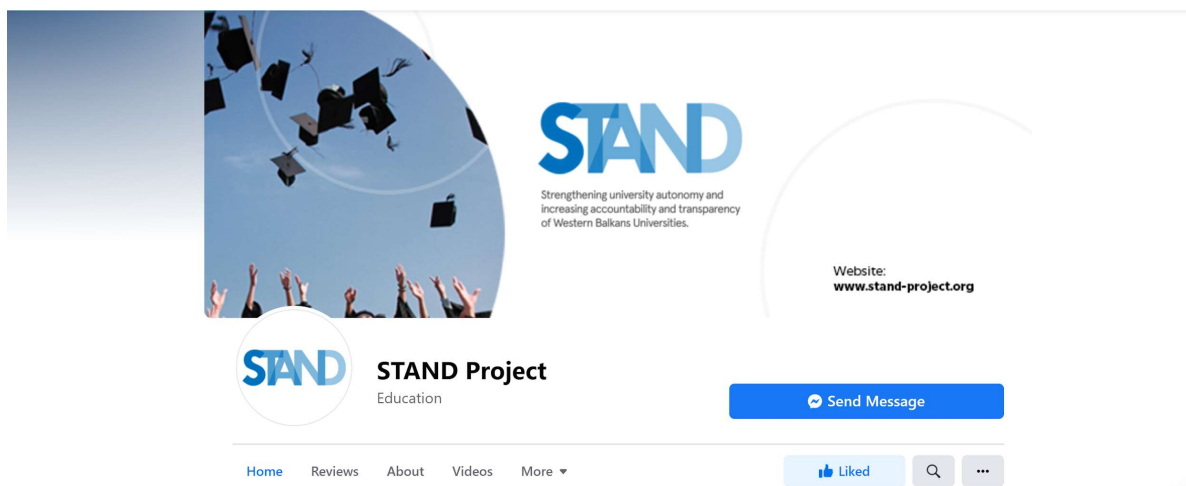


Figure 4. STAND Facebook page.

Facebook is the most widely utilized social network in the world. Through the STAND 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.

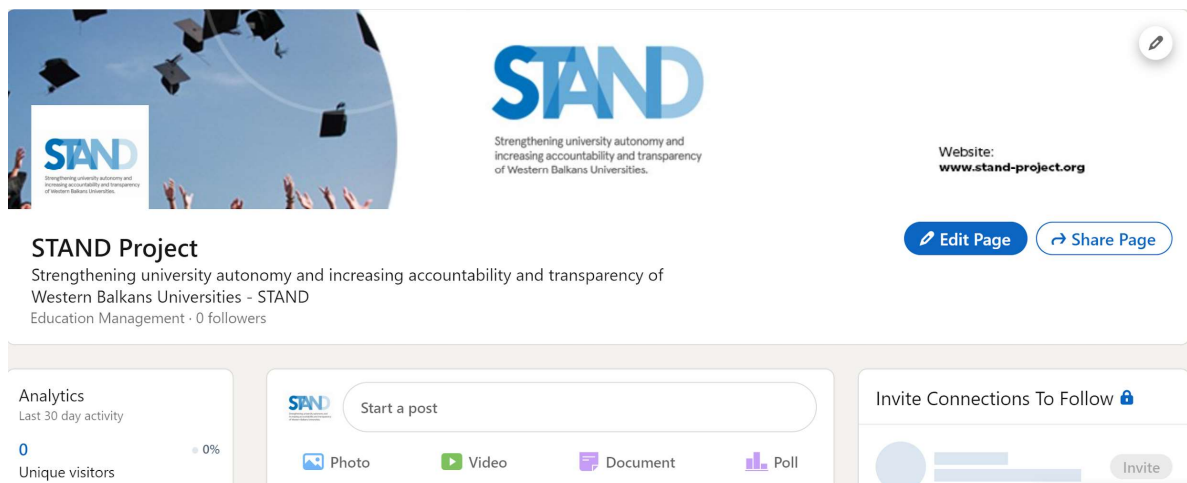


Figure 5. STAND LinkedIn page.

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.

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#### 2.5.4. Project Management Platform

- Gmail
- Google Drive
- Project management platform

Project Management Platform is incorporated into the project website, it will be used for effective overall project management and document management. Each partner institution will have their own password protected page, which will be managed by IBC-M, however all of them will have access to their pages in order to have an overview of the uploaded documents. The platform allows large number of functionalities needed for the project management:

- documents and files management;
- creating and tracking project issues;

The decision on switching to another project management platform will be taken in coordination with all the partners.

#### 2.5.5. Project brochure

Project brochure is designed with the idea to present briefly main information about STAND 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.

Figure 7. STAND Project brochure.



### 2.5.6. Other promotional material

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 (pencil, poster, rollup, notebook, tote bag) are designed for the use during project events (workshops, training, conferences).

Figure 8. Pencil.



Figure 11. Poster.



Figure 12. Rollup.



Figure 13. CTPCIE Notebook.

### 3. Calendar of dissemination events

Table 1. The calendar of main dissemination and exploration events.

WP 7	Project Task	D&E type	Starting date	Estimated end date	Target groups	D&E level	Responsibility
WPA7.1	Communication Strategy development	Report		30.01.2021	Teaching Staff, Administrative Staff	Institution, Regional	UM/UniFG/SEEU /USAF
WPA7.2	Project Brand and Marketing Plan development	Report		30.02.2021	Teaching Staff, Students, Administrative Staff, Technical Staff	Institution, Regional, International	UM/UniFG/SEEU /USAF
WPA7.3	Online Platform development	Service/Product	15.01.2021	14.04.2021	Teaching Staff, Students, Administrative Staff, Technical Staff	Institution, Regional, International	UM/UniFG/SEEU /USAF

<b>WPA7.4</b>	<b>Organization of promotional events</b>	Event	15.01.2021	14.01.2024	Teaching Staff, Students, Administrative Staff, Technical Staff	Institution, Regional, International	UM/UniFG/SEEU /USAF
<b>WPA7.5</b>	<b>Organization of conference on university autonomy and transparency</b>	Event		18.06.2023	Teaching Staff, Students, Administrative Staff, Others.	Institution, Regional, International	UM/UniFG/SEEU /USAF

#### 4. Distribution of tasks and responsibilities

In order for the D&E plan to progress successfully, under WP7, UM, UNIFG, SEEU and UASF supported by leading partner IBC-M will distribute the task to all consortium members with appropriate content and on time and will cooperate closely with all of them in order to maximize the visibility of the project. The Work Package on dissemination includes the following main activities:

- WPA7.1 Communication Strategy development
- WPA7.2 Project Brand and Marketing Plan development
- WPA7.3 Online Platform development
- WPA7.4 Organization of promotional events
- WPA7.5 Organization of conference on university autonomy and transparency

Table 2 shows the distribution of tasks among consortium members regarding WP4 activities.

Table 2. Distribution of tasks

Task	Description of task	Partner in charge
WPA7.1 Communication Strategy development	Early on, a Communication Strategy will be developed by the University of Hamburg together with USAF, with an aim to strengthen activities' results. Apart from providing key guidelines on target audiences, key messages, communication channels, communication tools, topics for media appearances and list of media, the Strategy will pay special attention on how the partners will exploit main project results – university autonomy scorecard, updated national and university rules and regulations, university autonomy models and expert network. A special emphasis in the Strategy will be on the cross-promotion of results and use of regular activities of project partners for dissemination - such as participation at other conferences and publishing activity. The University of Hamburg	UM/UniFG/ SEEU/USAF

	and UASF will be charged to make the Communication Strategy and monitor its implementation.	
WPA7.2 Project Brand and Marketing Plan development	At the beginning of the project, procedure and conditions for branding and marking of all project deliverables and the positioning of the Erasmus+ logo will be set up. This Plan will also provide the design of logo and identity for the printed material (Book and Guidelines) and the website. Students will be involved at this stage to provide their ideas. Consortium partners will contribute to the appearance of the project in social networks. The IBC-M will be in charge of monitoring the implementation of the Branding and Marking Plan of the project.	UM/UniFG/SEE U/USAF
WPA7.3 Online Platform development	There will be a project website designed and launched. It will be maintained and provided with the information on project results, news, events, training materials, relevant documents and promotion material as will be produced during the project life-time. Through the website, the project will be more visible in all the web sites of all consortium members and its associate members, including its presence in the social networks, taking care that the information is regularly updated during the whole life of the project.  The scorecard will be embedded as University Autonomy Online tool into the project website, which will have the following features:  It will present the data on four autonomy areas (organizational, financial, staffing and academic) and will rank WB partner countries according to the level of autonomy they have in each of these areas.	UM/UniFG/SEE U/USAF



WPA7.4 Organization of promotional events	At the beginning of the project, procedure and conditions for branding and marking of all project deliverables and the positioning of the Erasmus+ logo will be set up. This Plan will also provide the design of logo and identity for the printed material (Book and Guidelines) and the website. Students will be involved at this stage to provide their ideas. Consortium partners will contribute to the appearance of the project in social networks. The IBCM will be in charge of monitoring the implementation of the Branding and Marking Plan of the project.	UM/UniFG/SEE U/USAF
WPA7.5 Organization of conference on university autonomy and transparency	One conference will be organized in the third year of the project. The conference will be organized and hosted by IBC-M in Mitrovica with the aim to provide a platform for leading academic scientists, researchers, scholars and policy makers to share ideas, present findings and discuss the professional issues relevant to sustainable university governance in the region and the enhancement of university autonomy in long-term.	UM/UniFG/SEE U/USAF

These D&E steps above will identify any problems or absence of effective tools and channels for achieving broader reach out to the scientific community, enterprises and citizens. They will be reported to the Steering Committee (SC), together with proposals on how to deal with any shortcomings, for discussion.

## 5. Monitoring and evaluation

The project has an overall evaluation strategy to ensure the project quality, therefore the monitoring for dissemination is vital, since the impact of those activities contributes to the successful implementation 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*; and *Monitoring of workshops, study visits and other relevant events*. All news and events will be presented and reported to the Project Coordinator using the forms in Annex 1 and Annex 2. The evaluation of the news and events will be done in accordance with tools presented in the Quality and Monitoring Plan.

## Annex 1. – News form

### NEWS FORM<sup>1</sup>

Project title	Strengthening university autonomy and increasing accountability and transparency of Western Balkans Universities (STAND)
Project acronym	STAND
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### NEWS DESCRIPTIONS

<b>Date</b>	
<b>Author</b>	
<b>Institution</b>	
<b>News title</b>	
<b>News Description</b>	

<sup>1</sup>This template has to be filled by CTPCIE project partners for sending material for publishing, promoting, media to the coordinator, on e-mail address: [m.kerolli@ibcmitrovica.eu](mailto:m.kerolli@ibcmitrovica.eu)

**ANNEX 2 - Event Forms**

**EVENT REPORT FORM<sup>2</sup>**

Project title	Strengthening university autonomy and increasing accountability and transparency of Western Balkans Universities (STAND)
Project acronym	STAND
Project reference – grant agreement No.	618805-EPP-1-2020-1XK-EPPKA2-CBHE-SP
Coordinator	International Business College in Mitrovica (IBCM)
Project started date	January 15 <sup>th</sup> , 2021
Project duration	36 months

Event	
Type of event	
Venue	
Date	
Organizer	
Reporting date	
Report author(s)	

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**EVENT DESCRIPTION with special reference to goals and outcomes**

Number of participants at the event	
Participants (organisations)	
Event description:	

## Attachments

<b>Agenda (pdf)</b>	Title
<b>Attendance sheet (pdf)</b>	Title
<b>Photos (jpg)</b>	Title(s)
<b>News form (pdf)</b>	Title
<b>Deliverable (pdf)</b>	Title of document
<b>Presentations (pdf)</b>	Title(s)
<b>Other personal remarks</b>	

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### **Annex 3. Brand Book**

The STAND brand book can be found at the project website at [https://www.stand-project.org/wp-content/uploads/2021/04/STAND BRAND BOOK.pdf](https://www.stand-project.org/wp-content/uploads/2021/04/STAND_BRAND_BOOK.pdf).

### **Annex 4. Marketing Plan (events of all partners)**