



The Development and Implementation of a PhD Program in ICT for the
Kosovo Education System (PhDICTKES)

Project No: 609990-EPP-1-2019-1-SE-EPPKA2-CBHE-JP

Project Visibility Plan

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1. INTRODUCTION

The project visibility plan aims at increasing the impact and visibility of the PHDICTKES project regionally and at the European level. It specifies the intended dissemination approach for the PHDICTKES project; describes the project's dissemination objectives and tools for achieving them throughout the project duration.

Key elements of this strategy include: Identification of target audiences, specification of channels for connecting with target audiences, resources for implementing the Dissemination Plan, Dissemination tools and Partner's involvement in the dissemination.

2. DISTRIBUTION LIST

This project visibility plan will be distributed to:

- The Programme Country Consortium:
 - Linnaeus University (LNU)
 - Norwegian University of Science and Technology (NTNU)
 - South East European Center (SEERC)
- The Partner Institutions:
 - University of Prishtina (UP)
 - University for Business and Technology (UBT)
 - University "Ukshin Hoti" Prizren (UUHP)
- Ministry of Education and Science (MES)
- Kosovo Accreditation Agency (KAA)

The Dissemination, Communication and Project Visibility Plan (draft version) is prepared by UUHP. All partners need to check and update the Dissemination, Communication and Project Visibility Plan.

3. TARGET GROUPS

The project aims to generate human capacities that will be able to adapt to dynamic working environment, either in industry or in higher education institutions in Kosovo. This is in line with the Ministry of Education, Science and Technology in Kosovo strategy, which emphasizes the

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need of internationalization programs and increasing research capacities.

Therefore, the main audience includes the following groups:

- The research and teaching community (Higher Education Initiations, including both, the teaching staff and students) as crucial institutions for implementing this project.
- Policymakers,
- Education authorities,
- The computer science industry.

4. DISSEMINATION PLAN

The dissemination plan will cover internal and external communication and dissemination and will:

- Enable an effective and efficient insight of project team members to each project phase activities, results, outcomes and dissemination during the two-year timescale,
- Make the project activities and results available to the target audience and
- Attract a larger target group that might consider the project results useful.

Internal dissemination

The internal dissemination will be initiated at the outset of the project (project's website launched, kick-off meeting held) and will be continuously carried out during each of the project phases.

Partner institutions and stakeholders involved in the project will give access to all documents like reporting templates, guidelines, fact sheets, announcements, agendas, questionnaires, evaluation forms, presentations, meeting minutes and other information that will have to be exchanged among the partners.

Communication tools such as Zoom, Slack, Trello, Viber, etc., will be used in order to maintain proper communication and exchange of materials.

External dissemination

The external dissemination plan will be designed so that it will make the project activities and results available to the key audience previously mentioned as well as to attract a larger target group that might consider the project results useful. The external dissemination aims at:

- Raising the awareness for the PHDICTKES project, its project activities and expected

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results

- The awareness for the PHDICTKES project will be raised through publishing news in local and national newspapers in the partnering countries, publishing newsletters on the project's website and websites of each partnering institution and continuously informing the students about the project activities that are of their particular interest.
- Motivating the business community to participate and use the benefits of a successful implementation of this project
 - The engagement of the business community is of great importance for the successfulness of the PHDICTKES project so one of the main tasks of this strategy will be to define the categories of different industries that will provide an initial point of reference for the dissemination strategy.
- Dissemination through publication and communication results.
 - The partners are encouraged to present the project results and outcomes on national and international conferences and other relevant scientific and business events.

Important points of reference for external communication will be:

- Project's website – It will be open accessed for all target groups and the general public and will provide the relevant information on the project, project activities and their progress, the deliverables produced in each stage of the project and other dissemination items aimed at key audiences such as project brochure, press releases, news about events, meetings, workshops and links to articles and projects relevant for the interests of the PHDICTKES project.
- Workshops (online and in-person, should the pandemic situation improve) that will be held periodically will produce reports that will be published.
- Audiovisual consultation sessions between business sector representatives and the students at the respective HEIs.

4.1 Resources for implementing the Dissemination Plan

Personal communication (e-mail, telephone), web-based dissemination, media communication

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and press releases, social media including Facebook, publication and scientific activities (journal papers, workshops, presentations at external conferences.) will be the resources for implementing the dissemination plan.

4.2 Dissemination tools

The dissemination of the results of the PHDICTKES project will take several forms and use a variety of disseminating tools:

- Branding
 - Designing a recognizable Project Logo and consistent document templates to be used by all project partners during the project (already in place).
- Project website
 - The project website (<http://phdictkes.eu>) is one of the main sources of information about the project available to the target audience and the wider community. It has been established immediately at the start of the project and will be maintained during the project's life time and at least one year after the project ends.
 - The menu of the public section will be organized in seven contents: Home (general information about the project), News (announce the relevant news and give information about the events, meetings and workshops coming out from the project activities or closely related to the project), About (project summary and the main project activities), and Contact.
 - In order to check how well the website is acting as a source of information web analytics software will be installed on the project website. It will enable to monitor the general web traffic and more important to see the changes in traffic surrounding the key project components and events.
- Media communication and press releases
 - In order to raise the awareness for the PHDICTKES project and to generate wider interest for its activities, expected results and deliverables the advantages of media communication and press releases will be utilized. Periodic articles will be published in HEI web sites and will reflect the ongoing activities of the project.
- Social media
 - Online social networks are another potentially useful dissemination channel to reach the key audience and the general public, inform about the project and drive

their attention to sources such as the project's website. By publishing selected news on the LinkedIn and/or Facebook profiles of each of the partnering institutions the project outcomes and results will reach very broad population in a direct way and will give wide visibility if the project. The number of followers, network page views, page comments, re-tweets etc., will be a measure of successfulness of this dissemination channel.

- Promotional flyers
 - A brief summary of the project for distribution to a broader audience will be available in hardcopy and electronically as well.
- Workshops and other related events
 - Workshops within this project will be aimed for sharing knowledge and experience related to innovative educational approaches for higher education development of HEIs, practical learning opportunities and the ability of HEIs to respond to the dynamics of the business and society. Additionally, the project results and outcomes should be presented on national and international conferences and other relevant scientific and business events.

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4.3 Dissemination Timeline

Some activities related to project visibility are shown in the table below. The scheduling of these activities is closely aligned with project deliverables. Some activities (e.g., e-mail, press releases, website newsletters) intensify before and after the key deliverables (red boxes). These time frames should be regarded as indicative.

Dissemination activity	Month																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Project website		■	■	■		■	■			■	■	■		■							■	■		■		■		■		■		■		■		■		■
Posts in HEI websites	■			■			■				■				■					■				■				■			■				■		■	
Promotion in social media	■	■	■	■			■			■		■			■			■			■			■														
Flyers & posters		■					■				■					■				■					■					■							■	
Academic staff meetings	■		■	■		■			■			■					■				■				■			■				■				■	■	
Training activities											■																											
Management Board meetings				■							■				■			■			■				■			■		■			■					■
Advisory Board meetings				■								■					■				■				■				■									■
Workshops			■				■				■				■				■					■			■			■				■			■	

5. COMMUNICATION PLAN

In order to ensure constant, unimpaired flow of information among partnering institutions the project communication will be structured at three levels:

- At the project management level (Management Board),
- At project activity level (Project coordinators) and
- At stakeholder meetings (Advisory Board).

Project coordinators will remain in contact throughout the project duration through regular Zoom calls, and occasional telephone calls if required. However, in order to optimize communication efficiency, most of it will be conducted in written form by e-mail.

During the whole project period, the project communication will be conducted mainly among team members involved in each of the project activities.

The project coordinators will monitor and address the implementation of each activity. Additionally, constant written and Zoom communication among project team members involved in the implementation of each activity will take place. This communication will be closely monitored by the project coordinators, in case some major issues need fast resolution.

As part of the interaction process between project team members and stakeholders, and among stakeholders themselves, a number of communication tools are engaged (Slack, Viber, Trello, Zoom, etc.).

This document is conceived as a ‘living’ strategy; its contents will be regularly updated during the duration of the project, with progress reviewed at each management meeting.

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6. PROJECT VISIBILITY PLAN

6.1 Visibility strategy

The visibility strategy of the project will encompass all actions to be undertaken in order to ensure visibility and appropriate promotion of project activities. It is recommended for the visibility strategy to use three step method before-during-after, which mean for one event organized within the project we need to publish news that the event will happen, then when the event starts to publish news what is happening and after finishing the event to publish news in order to show the results achieved by that event.

All actions of visibility must be in accordance with EU and Erasmus + guides of visibility. The Visibility Plan will address the purpose of raising awareness of the PhDICTKES project in the public, primarily in the countries-recipients of the project (Kosovo, Sweden, Norway, Greece), but also in the EU public sphere.

6.2 Visibility of materials

All PhDICTKES project-related materials must be created according to this project visibility plan, which includes the appropriate mention of funding by EC and Erasmus +, appropriately created as per the visibility guidelines. Project materials include but are not limited to:

- Plans
- Participation lists
- Reports
- Publications
- Presentations
- Annual reports

It is recommended that materials should include the mention “Co-funded by Erasmus+ Programme of the European Union” and also the logo of the project shown below. The Logo of PhDICTKES have included the text Co-funded by the Erasmus+ which mean it is related to Erasmus+ Logo.

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At the beginning of the project, Partners focused on defining the project vision, as clearly expressed in the project website (<https://phdictkes.eu/>). Along with the definition of the project identity in terms of mission and goals, Partners also developed the project visual identity. A number of suggestions for the project logo were developed and presented to the Consortium members. The following logo is the final one selected by the project Coordinator and all Partners:



Where it is appropriate for the PhDICTKES logo to be included, the Erasmus+ logo will enjoy equal prominence and abide by ‘Visual Identity Elements’ prescribed by the European Commission and ‘Graphic Design User Guide’ by Erasmus+ Programme.

All visual materials should contain the Erasmus + logo, which should be used as prescribed in the ‘Graphic Design User Guide’ by Erasmus+ Programme. The acceptable form of the Erasmus + logo is



In addition, all PhDICTKES reports and presentations need to include the following disclaimer: “The development and implementation of a PhD Program in ICT for the Kosovo Education System”, co-funded by Erasmus+ Programme of the European Union under the reference number: 609990-EPP-1-2019-1-SE-EPPKA2-CBHE-JP.

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The mentioning of the project being co-funded by the Erasmus+ Programme must be included in all the following activities:

- Press releases
- Press conferences
- Printed promotional material
- Official project website and partner websites
- Display panels
- Banners
- Audio-visual productions
- Public events
- Project visits and meetings
- Social media profiles

The technological equipment purchased with the project money the project logo must be placed on them.

6.3 Visibility in outputs

Communicate	Visibility Elements	Frequency	Target Audience
Press conferences	Promotional items Invitation of National Agency/EU representatives	As required	Broad public
Study visits	Training materials Publications Participation lists/certificates Promotional material Possibility of inviting National Agency/EU representatives	Six Study visits are planned for the duration of the project	Participating parties

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Press releases	Usage of logo Mentioning of the donor	Many articles are planned to be published in scientific journals for the duration of the project	Broad public
Monitoring events	Promotional material Possibility of inviting National Agency/EU representatives	Many monitoring events are planned for the duration of the project	Stakeholders
Workshops	Promotional material Usage of logo Mentioning of donor	9 workshops are planed during the project	Stakeholders
Project website	Usage of logo Mentioning of donor	For the entire duration of the project and beyond	Stakeholders /broad public
Trello, Slack Platform	Usage of logo Mentioning of donor Project material publishing	For the entire duration of the project and beyond	takeholders
Social media	Usage of logo Mentioning of donor	For the entire duration of the project and beyond	Stakeholders /broad public
Annual report	Usage of logo Mentioning of donor	Three annual reports are planed	Stakeholders /broad public
Partners university web sites	Usage of logo Mentioning of donor	For the entire duration of the project and beyond	Stakeholders /broad public

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6.4 Post-project visibility

After finishing this project, the established PhD School always need to mentioned in their presentation that the school is a result of project “The development and implementation of a PhD Program in ICT for the Kosovo Education System”, co-funded by Erasmus+ Programme of the European Union under the reference number: 609990-EPP-1-2019-1-SE-EPPKA2-CBHE-JP.

Also, the research work done and published, as a result of utilization of the equipment purchased through PhDICTKES budget, needs to cite the project as co-enabler of the research.

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