



# DISSEMINATION AND EXPLOITATION PLAN

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Capacity building for Blue  
Growth and curriculum  
development of Marine Fishery  
in Albania (ALMARS)

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# ALMARS PROJECT

## Capacity building for Blue Growth and curriculum development of Marine Fishery in Albania

<b>Title of Deliverable:</b>	Dissemination and Exploitation Plan
<b>Institution:</b>	Aleksandër Moisiu University of Durrës (UAMD)
<b>Author/s of the deliverable:</b>	Xhafer Rakiplari
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<b>Lead partner:</b>	Aleksandër Moisiu University of Durrës
<b>Activities:</b>	<ul style="list-style-type: none"> <li>6.1 Creating project identity and project website</li> <li>6.2 Producing and printing promotional materials</li> <li>6.3 Designing and publishing newsletters and press releases</li> <li>6.4 Organizing main conference</li> </ul>

\*These activities are planned under the Work Package 6 (WP.6).

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# Introduction

## Why ALMARS?

- Following its application for European Union (EU) membership in 2003, Albania joined the Bologna Process. Since then, higher education (HE) legislation has been updated (Law 8461/1999; 9741/2007, 80/2015) to support the Bologna process reforms responding to national needs.
- The Republic of Albania recognizes the central role of human capital and of “education as a public good able to promote economic, social and cultural development” (Law no. 80/2015).
- The new 2015 law on HE paved the way to an overhauling reform for improving standards in education (as through participation to PISA; IPA funds for TIMSS), tie financing to performance, link HE with the labour market.
- In Blue Growth sectors (aquaculture, fisheries and navigation) no efforts have been done in Vocational Educational Trainings (VETs) and HEI.
- Effective management of the sector implies a significant capacity development need for public sector, fishery management organizations, fishery industry, and academic & research staff at the higher education institutions that educate fishery and aquaculture specialists.
- One of the major barriers to development for the fishery sector is very limited knowledge and experience of sector participants in the use of modern practices and technology.

## Aims of ALMARS project

Project aims at enhancing marine fishery industry in Albania which will be achieved through several tasks:

- the development of a new professional master degree in marine fishery that will meet market needs;
- enhancement of collaboration among Blue Growth stakeholders through the development of networking platform;
- improvement of maritime training centers which provide professional trainings to seafarers operating on fishing vessels.

## Purpose and principles of the plan

This plan aims at ensuring that information is shared with the appropriate audiences on a timely basis and by the most effective means through the formalization of all communication and dissemination actions that might be carried out in the framework of the project. For better understanding of the key terms of the dissemination and exploitation plan in a project attention has to be drawn to the definition on Erasmus + programme Annex II, which is as follows:

*“Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period”.*

*“Exploitation is a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.”*

ALMARS dissemination activities will consist of a set of actions aimed at involving as much as stakeholders as possible within the project. Communication strategies will be thought at a local level and then will stretch to national and international levels, while each partner shapes and adapts them to the available resources, best practices and to the profile of its institutions.

Dissemination will be done by utilizing all available Internet communication channels: ALMARS website; the online platform that will be developed according to the individual needs of the stakeholders of marine fishery market in Albania; on-line library; newsletter; social networks etc. Through these electronic means events, announcements and news might be accessed easily by the wider public. Project members will also use their institutional websites and social media channels to highlight project progress, upcoming events and publications.

Alongside to the project events and dissemination of promotional materials, the project team members should actively participate in events outside the project (conferences, meetings, round tables, etc.) too, where they should promote the project's results and impact and establish contacts with relevant stakeholders.

Almost every result that will be developed throughout the project (reports, deliverables, manuals for training centers, procedures, promotional materials, good practices, etc.) will be visible and publicized on the project website, participating HEIs and non-HEIs web-sites, and thus accessible to HEIs staff, researchers and students. In this way, target groups will benefit from project results even after the project ends.

## ALMARS dissemination strategy

In order to inform stakeholders about the expected benefits of the project and its progress of development, involve and encourage their interaction and establish and maintain mechanisms for effective and timely communication, our main objectives are:

- Development of the project website
- Hyperlink project website to each partner organization webpage
- Engaging all partners - increasing their commitment to project communication
- Develop a project brochure
- Design of promotional materials and diffusion
- Designing and publishing newsletters and press releases
- Organizing the networking events
- Organizing the main conference
- Ensuring project participation in significant events

*In order to reach out to university level target groups, private and public level target groups and general audiences, several dissemination channels will be used under the ALMARS project, among which:*

- The ALMARS project website. It will allow visitors to access online information about the project, activities and events that might be of interest to stakeholders. ALMARS website will be periodically updated and include all relevant information about the project, links, study visits, conferences, networking meetings, etc.
- ALMARS Project Logo. Project brochures, flyers, posters and other dissemination materials will be published and disseminated to relevant stakeholders throughout project lifetime, exploiting the existing structures and networks. The logo of ALMARS project will be stamped on all documents.
- Social media like LinkedIn, Twitter and Facebook page will be used to inform broader audiences about ALMARS newly published deliverables; engage our stakeholders in a live dialogue during a conference, etc.
- Press Releases: press releases and articles will support wider dissemination of project objectives, initiatives, events and relevant achievements.
- Press Kit: full sets of material prepared for journalists. The press kits include press releases covering the main messages that are being communicated. Relevant publications, brochures, handouts of presentation slides, can be included in the press kits. CVs of relevant people are usually included as well and contact details for journalistic follow-up.
- Brochure and other promotional materials: ALMARS project brochure will include the presentation of the project objectives, target groups and benefits; it will be available in English and Albanian and it will be downloadable from the project website.
- Newsletter: It will improve dissemination of information regarding the project objectives; the mailing list should include Core Stakeholders in order to give a maximum visibility to the relevance of the project.
- Networking activities: ALMARS project will benefit from raising the number of stakeholders interested in the project (students, universities, higher education institutions, public sector, etc.) and also for ensuring the sustainability of the project for a future perspective.

## Dissemination tools

### **ALMARS project website**

As a central point for dissemination purposes, UAMD, as leading partner for dissemination, will design ALMAR website. It will contain all relevant information regarding the project, its objectives, expected results, news, upcoming relevant events and consortium members.



UAMD will take care of all maintenance activities such as: adding news, electronic publications etc., which are intended for a broad public and contribute to the dissemination of the project.

The site also will offer a private area in which the ALMARS members can access all documents necessary for the management of the project. The website will be continuously updated.

The main categories of the ALMARS website are enlisted below.

*Public area:*

- Home
- About project (project rationale, objectives, project management, work plan, ALMARS visual identity)
- Consortium members (lead partner, other partners)
- Project results
- Events
- Publications
- E-library
- Gallery
- Contact

*Private area:*

- Administration

All partners will regularly provide information about the dissemination on website. Web site will be linked to all partners' web sites and other stakeholders and social networks.

### **ERASMUS+ project results platform**

Amongst different ways of disseminating and exploiting results, beneficiaries can use the Erasmus+ Dissemination Platform developed by the European Commission for Erasmus + to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform is a useful tool in disseminating the outcomes of our project and it makes available tangible resources, products, deliverables and outputs which have resulted from funded projects. The selected projects are required to upload the results of the project to the Erasmus+ Dissemination Platform which can be consulted at:

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

## ALMARS visual identity

Different documents and materials are going to be designed and printed for dissemination purposes of the ALMARS project. Visual identity elements will include the followings:

- Logo
- PPT template
- News and Updates templates
- Publication templates.

## ALMARS logo

The identity of any project is defined by unique graphical and visual representation. ALMARS logo will be properly designed and used in all project documents.

## Printed materials

The most important printed materials for project promotion are flyers, posters, roll ups, folders, notebooks, which are designed for the sake of dissemination during project events (partners meetings, study visits, meetings, and conference). Brochures and fliers, designed to promote the new program and teaching and training activities of the project, will be printed and distributed to potential students. The purpose of publications and promotional materials is to make content available to the general public and to provide information on ALMARS's background, objectives, working plans and expected results.

## Dissemination time plan

Dissemination time plan regards a process stretched over time. It will be upgraded constantly with the participation of all ALMARS 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	Lead Partner	Dissemination level	Delivery month / date
1	Project website	UAMD	Public	M2
2	Project logo	UAMD	Public	M2



3	Project poster	UAMD	Public	M4
4	Project brochure	UAMD	Public	M4
5	Press Release	UAMD	Public	M8
6	Newsletter (vol.1)	UAMD	Public	M9
7	Workshops			
8	Participation in Conference			

## Responsibilities

Partner responsibilities in dissemination activities were defined 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.

Dissemination tool	Nr	Delivery date	Responsible partner	Participating partners
Website	1	M2	UAMD	All
Logo	1	M2	UAMD	All
Poster	1	M4	UAMD	All
Brochures	3	M4, M16, M24	UAMD	All
Newsletters	4	M9, M18, M27, M36	UAMD	All

## Publicity

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union"

**Erasmus+ logo:**



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

When displayed in association with another logo, the European Union emblem must have the appropriate prominence.

**Disclaimer:**

Any publication should mention the following sentence:

*"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"*

## News template for project web site

News template for project web site should be used by all project partners for publishing news and deliverables at ALMARS project web site.

News and documents should be sent for every project related activity (for example):

- Dissemination and presentation of the project on different events
- When hosting project event (consortium meeting/ study visits)
- Public appearances
- Etc.

Partner institution	
News/ Event/ Deliverable Title	
News text / short description of deliverable (text for Website)	
Attachments (if any)	
Agenda of event	Title of document (PDF)
Attendance sheet	Title of document (PDF)
Minutes of meeting	Title of document (PDF)
Presentations	List of presentations with Titles (PDF)
Photos for gallery	(ZIP, JPG)