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DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN

U2SID - University to society collaborations for inclusive digital transformation in the Western Balkans





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Project number: 101083131

Project name: University to society collaborations for inclusive digital transformation in the Western Balkans

Project acronym: U2SID

Call: ERASMUS-EDU-2022-CBHE

Topic: ERASMUS-EDU-2022-CBHE-STRAND-2

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WP1: Project management, quality assurance, MEL, Communication

D1.2 – Communication and Dissemination Plan

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ABBREVIATIONS

CCIS	Center for Comparative and International Studies (Qendra për Studime Krahasuese dhe Ndërkombëtare)
EACEA	European Union or European Education and Culture Executive Agency
EU	European Union
NASRI	National Agency for Scientific Research and Innovation (Agjencia Kombëtare e Kërkimit Shkencor dhe Inovacionit)
PSC	Project Steering Committee
SCIDEV	Center Science and Innovation for Development (Qendra Shkencë dhe Inovacion për Zhvillim)
U2SID	University to society collaborations for inclusive digital transformation in the Western Balkans
UCG	University of Montenegro (Univerzitet Crne Gore)
UMSH	Mediterranean University of Albania (Universiteti Mesdhetar i Shqipërisë)
UNIBELGRAD E	University of Belgrade (Univerzitet u Beogradu)
UNIKO	University „Fan S. Noli” of Korca (Universiteti "Fan S. Noli", Korçë)
UNISALENTO	University of Salento (Università del Salento)
UNISHK	University of Shkodra Luigj Gurakuqi (Universiteti i Shkodrës “Luigj Gurakuqi”)
WP	Work Package





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1. ABOUT THIS DOCUMENT

The Dissemination and Communication Strategy and Plan lays out the communication strategy, objective, approach and activities relevant to the communicating U2SID - University to society collaborations for inclusive digital transformation in the Western Balkans, an Erasmus + project, financed by European Education and Culture Executive Agency, to identified stakeholders and audiences.

The Dissemination and Communication Strategy and Plan provides a run through the communication and dissemination efforts of the project and provides a common framework to be adhered to by all project partners, with the aim of maximizing project communication, dissemination and exploitation efforts.

Production and release of all communication and visibility materials as described in this Dissemination and Communication Strategy and Plan will be closely coordinated with the Project Coordinator, the University of Shkodra “Luigj Gurakuqi”.

Provisions on dissemination and communication of the Grant Agreement, Communicating and Raising EU Visibility Guidance for External Actions¹, and How to Communicate your Project², are the key reference documents for communication activities of the U2SID projects, and as such take precedence over project partners’ institutional provisions on communication and dissemination.

2. BACKGROUND

Digital transformation must be done in an inclusive and safe manner and for this, the role of universities and their collaboration with civil society, business, policy, and media is of paramount relevance. Digital transformation cannot be safe without awareness raising and capacity building on privacy threats, data protection, and digital literacy, thus leading to overall digital rights. The project proposal’s aim is to foster inclusive digital transformation in the Western Balkans through increased collaboration between universities with other stakeholders such as businesses, policymakers, civil society, and media. The U2SID project supports the development and uptake of digital skills to make the digital transformation as comprehensive and inclusive as possible. The specific objectives of the U2SID project are: To strengthen digital competencies of teachers, students, and professionals through the development of a Digital Literacies Acceleration Programme as a collaborative program among universities on one side and businesses, civil society, local decision-makers, and media on the other; To improve innovative teaching methods through piloting a Digital Transformation Challenge for students as a project-based and solution-oriented learning based on mentoring, coaching and placement at businesses, civil society, local decision-makers, and media; To raise awareness on the importance of inclusive digitalization by including vulnerable target groups in the digitalization process. The U2SID is in line with the Call objectives in Strand 2 for building and strengthening partnerships for transformation in higher education. The project is in line with the aim of the call to contribute to the innovation in higher

¹ https://international-partnerships.ec.europa.eu/system/files/2023-04/communicating-and-raising-eu-visibility-guidance-for-external-actions-july-2022_en_0.pdf

² <https://op.europa.eu/en/publication-detail/-/publication/429c34ff-7231-11ec-9136-01aa75ed71a1/language-en/format-PDF/source-248841143#>





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education to enhance relevance to labor market, regional development, and society by strengthening university to society collaborations and setting up a Digital Literacies Accelerator Programme and Digital Transformation Challenge.

Project proposal's aim: To foster inclusive digital transformation in the Western Balkans through increased collaboration between universities with other stakeholders such as businesses, policy makers, civil society, and media.

The specific objectives of U2SID are:

SO1 – To strengthen digital competences of teachers, students, and professionals through the development of a Digital Literacies Acceleration Programme as a collaborative programme among universities on one side and businesses, civil society, local decision makers and media on the other.

SO2 – To improve innovative teaching methods through piloting a Digital Transformation Challenge for students as a project-based and solution-oriented learning based on mentoring, coaching and placement at businesses, civil society, local decision makers and media.

SO3 – To raise awareness on the importance of inclusive digitalisation by including vulnerable target groups in the digitalization process.

Participants

Project Coordinator:

UNISHK University of Shkodra Luigj Gurakuqi (Universiteti i Shkodrës “Luigj Gurakuqi”)

Project Partners:

UNIKO University „Fan S. Noli” of Korca (Universiteti "Fan S. Noli", Korçë)

UMSH Mediterranean University of Albania (Universiteti Mesdhetar i Shqipërisë)

SCiDEV Center Science and Innovation for Development (Qendra Shkencë dhe Inovacion për Zhvillim)

CCIS Center for Comparative and International Studies (Qendra për Studime Krahasuese dhe Ndërkombëtare)

NASRI National Agency for Scientific Research and Innovation (Agjencia Kombëtare e Kërkimit Shkencor dhe Inovacionit)

UCG University of Montenegro (Univerzitet Crne Gore)

UniBelgrade University of Belgrade (Univerzitet u Beogradu)

UNISALENTO University of Salento (Università del Salento)





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3. COMMUNICATION AND DISSEMINATION OBJECTIVES

3.1 CLARIFICATION OF TERMINOLOGY

This section provides an overview of what communication, dissemination and exploitation entails.

Communication

Communication starts at the outset of the project and continues throughout its lifespan with the aim to **promote the project** and inform **about the results** to multiple audiences. Communication as the broadest term means to reach out to society and explain the project and its results in a way that is understood by non-specialists.

Dissemination

Dissemination is focused on making the action's results public by any means and the process starts only after these become available. Dissemination aims to transfer and circulate knowledge to the ones who can make the best use of it and further build on the project's results to maximize the impact.

Exploitation

Exploitation can only start once the project results are available. It focuses on making concrete use of project results for commercial, societal, and political purposes. For U2SID, two major results, The Digital Accelerator Programme and the Manual for Digital Transformation Challenge, are recognized as exploitable.

3.2 OVERALL COMMUNICATION OBJECTIVE

The main objective is to contribute to the efficient implementation of the U2SID Project by ensuring that information and any communications activities and products concerning its objectives, results and achievements, are conducted and produced with the highest quality and distributed in a timely manner to target groups.

Internal communication objectives: to ensure open, clear, timely, and transparent communication among project partners and with the donor.

External communication objectives: to raise awareness about the project objectives among a range of stakeholders; to inform at an ongoing base about project activities; to inform, raise awareness and increase knowledge of a range of stakeholders about project outputs and their use; to encourage actions and attitude change of a range of stakeholders as a result of achieved project outputs.

3.2.1 SPECIFIC COMMUNICATION OBJECTIVES

Specific dissemination and communication objectives include:

- Promote project aim and specific objectives among the identified target audience, stakeholders, and wider audiences.
- Raise awareness among target groups on inclusive digital transformation processes through





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increased collaboration between universities with businesses, policy makers, civil society and media.

- Actively engage all partners in promoting the project in their cities and countries, particularly in the Western Balkans region.
- Facilitate communication between project partners.
- Foster interest and incentivize participation in project activities and initiatives.
- Foster exploitation of project outcomes.
- Foster and facilitate knowledge management and outreach.
- Increase visibility of the progress and achievements of U2SID.

3.2.2 COMMUNICATION PRINCIPLES

All project related communication outputs shall abide to the following principles:

- **Beneficiary-tailored and people-centred communication:** The overall communication approach will pay high attention to the specific target groups, to tailor the overall information-sharing (including channels and tools used) to their specific needs.
- **Emphasizing the importance of the subject from the perspective of present and future, as well as “before” and “after”:** The project objectives and result will be promoted by continuously displaying human stories, through narrative or video and positive experiences from target groups, with focus on achieved change and transformation in terms of “today” and “tomorrow”, as well as comparative outlook in terms of “before” and “after” the assistance of the Project.
- **Coordinated information flow:** The overall communication approach, as well as the day-to-day management and monitoring of the visibility, publicity and feedback, will be organized in such a way to ensure “healthy” and clear communication function. A regular internal information flow will be ensured within the project team and the project coordinator, so as to make sure communication with the external audience and target groups consistent, accurate and based on actual results, achievements, and innovative solutions realized within the project.
- **Review and adapt to maximize communication results:** The Dissemination and Communication Strategy and Plan will be reviewed bi-annually (or more frequently if required) to ensure maximised efficiency and effectiveness of communication, especially if specific circumstances would demand such change. Moreover, the M&E and annual plans adoption will ensure that communication efforts and actions meet the needs of partners and achieve communication goals.
- **Prevent/reply to disinformation:** To avoid and reduce potential disinformation and misunderstandings, the project will deploy a two-fold approach: on the one side, regular, up-to-date, accurate and measurable information will be shared with the wider audience, as well as with specific stakeholders; on the other – if disinformation occurs, the project will undertake swift response and provide necessary clarifications and corrections, as necessary.





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3.3 DISSEMINATION STRATEGY

3.3.1 DISSEMINATION OBJECTIVES

U2SID project will disseminate its results in an open fashion, through the website of the project, social media, media, events, meetings and conferences for target groups³.

The overall objective of dissemination activities is to make projects results available and public to target groups, foster knowledge transfer and outreach, and strengthen project exploitation practices.

Project results and deliverables to be disseminated:

Result/Deliverable	How? (indicative)
Study on Results of WP2 (Digital Literacies Accelerator Programme)	Website, social media, event, media.
Sustainability Plan	Website, social media, media.
Manual for Digital Transformation	Website, social media, event, media, conferences if available
Show casing the results of DTC	Website, social media, media, meetings held by other entities if available.

3.3.2 DISSEMINATION CHANNELS AND TOOLS

Website

All dissemination products shall be posted in a timely manner on the project’s website. It is important that all products are put on the website and are easily accessible.

Social media

All dissemination products shall be posted on the project’s social media accounts, project partners’ social media account, and are in line with provisions of the communication strategy.

Events

Dissemination events shall be organized to disseminate the products identified under section 3.3.1. The branding of events shall follow the provisions of the communication strategy. Target groups shall be identified and approached as primary audiences.

Media

Dissemination products shall be disseminated to the media. A one pager shall be prepared for all products, to ease understanding.

Events/meetings/conferences held by other entities

³ Please note, that should be considered a dissemination event, an event where target groups are the primary audience.





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Project partners shall identify and attend any events, meetings, or conferences held by other entities to disseminate project results.

3.4 EXPLOITATION STRATEGY

The Digital Accelerator Programme and the Manual for Digital Transformation Challenge are recognized as exploitable results. Exploitation of results starts in September 2023, with the promotion and dissemination of the Digital Literacies Accelerator Programme, it continues with the the Manual for Digital Transformation Challenge in 2024 and ends five years after the termination of the project.

It is important to understand that exploitation of project results is an important factor, not only related to project sustainability, but also in empowering target groups, and wider target groups.

Exploitation mechanisms

Set-up and running of Digital Literacies Accelerator Programme in partner universities will build on the piloting exercise and will in turn ensure the use of innovation for continuous teaching and learning innovations.

The Manual for Digital Transformation Challenge will serve as a guide for the organization of the project-based learning and providing solutions to businesses. It will ensure employability of solutions in the long run, building on project impact and results.

4. KEY AUDIENCES

Key audiences are grouped in three main categories: (i) U2SID Project Implementation, that includes the project’s steering committee, project coordinator and partners; (ii) project support, that includes EU funding authorities and other EU supported projects working in relevant areas to U2SID; and (iii) target audience and wider audiences, including students, faculty members of project partners, and other HEIs in Albania and the region, businesses, policy institutions, and media.

Audiences	Details	Communication Needs	Communication Channels
U2SID Project Implementation			
U2SID Project Steering Committee	Project members part of the Steering Committee	Information and knowledge sharing, reporting, joint development work, strategizing	Direct communication, PSC meetings every four months, notes from relevant meetings, reports from project partners, informal communication
U2SID Project Coordinator	Project staff at the University of Shkoder	Reporting and information sharing, strategic thinking and	Direct communication, continuous and periodic





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		planning, overall project coordination	reporting, informal communication
U2SID Project Partners	Project partners staff	Reporting and information sharing, strategic thinking and planning, knowledge management, outreach, and	Direct communication, quarterly progress reports, deliverable reports, informal communication.
Project Support			
EU/EACEA	Funding authority. Continuous and periodic reporting as per Grant Agreement.	Reporting, information sharing.	EACEA Continuous Reporting System, website, social media, emails
EU in Albania	Interested to receive regular updates and information about the project implementation.	Information and knowledge sharing,	Website, social media, direct communication, events.
Other EU/EACEA Supported Projects in the Region	Other projects in the region implemented by the funding authority. Interest in knowledge sharing.	Information and knowledge sharing.	Website, emails, direct communication, social media.
Target Audience and Wider Audiences			
Partner universities staff	Beneficiaries and primary target audience. Includes academic staff of universities, who will benefit in capacity building and mobility, as well as awareness raising. Diverse, different levels of power and influence in the community.	Information sharing; approach of the project; showcasing experience and good practices;	Direct communication, emails, events, website, social media, leaflets.





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<p>Partner universities students</p>	<p>Beneficiaries and primary target audience. students and young people who will benefit from the programme and capacity building and mobility, as well as awareness raising.</p>	<p>Information sharing; approach of the project; showcasing experience and good practices;</p>	<p>Direct communication, emails, events, website, social media, leaflets.</p>
<p>Government Institutions, local and central</p>	<p>Primary target audience. Local institutions, like municipalities, and central institutions working on education, higher education, digitalization, and accessibility. Different levels of interests, power and understanding of inclusive digitalization.</p>	<p>Information sharing; approach of the project; showcasing experience and good practices; presentation of benefits of collaboration with universities and other stakeholders for inclusive digital transformation processes.; providing concrete examples of collaboration.</p>	<p>Direct communication, emails, events, website, social media, leaflets.</p>
<p>Civil Society</p>	<p>Beneficiaries, primary target audience. Includes CSOs, think tanks.</p>	<p>Information sharing; approach of the project; showcasing experience and good practices; presentation of benefits of collaboration with universities and other stakeholders for inclusive digital transformation processes.; providing concrete examples of collaboration.</p>	<p>Direct communication, emails, events, website, social media, leaflets.</p>





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Private Sector	Beneficiaries, primary target audience.	Information sharing; approach of the project; showcasing experience and good practices; presentation of benefits of collaboration with universities and other stakeholders for inclusive digital transformation processes.; providing concrete examples of collaboration.	Direct communication, emails, events, website, social media, leaflets.
Local Media	Beneficiaries, primary target audience. Includes TV and radio stations, newspapers, and web portals.	Information sharing about examples of collaboration between policy makers and SSR community and benefits it brings to the decision-making process and society at large.	Direct communication, emails, events, website, social media, leaflets.
International Community	Supports digitalization efforts in WB6, engages in different levels of human rights, accessibility of services, etc.	Information sharing.	Direct communication, emails, events, website, social media, leaflets.
General Public	Citizens of countries where partners are from, who stand to benefit from improved inclusive digitalization.	Information sharing about inclusive digital transformation, benefits of digitalization, importance of digital rights and literacies. Showcasing positive results and examples of good practices.	Website, social media, events (via the media)





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5. KEY MESSAGES

The purpose of the key messages is to ensure coherent and coordinated communication and advocacy messages to reach all stakeholders and the broad public. Carefully crafted key messages will be included in all press releases, communications and other visibility materials.

Key messages are as below:

- Inclusive digital transformation is paramount for the equitable and sustainable development of the society as a whole.
- Digital transformation and innovation at the University level contributes to its strengthening, increases quality in teaching and learning.
- Digital competences for teachers, students and professionals are imperative to succeed in the digital area.
- Closer collaboration between universities, businesses, civil society, policy makers and the media provide for qualitative interventions, and builds and cultivates value in each entity.

Other messages include:

- Fostering Inclusive Digital Transformation. Collaboration for a digital future in the Western Balkans.
- Innovative Teaching for Digital Progress. Empowering students through project-based learning.
- Advocating for Inclusive Digitalization. Bridging the digital divide and ensuring equal opportunities.
- Catalyzing Collaboration for Digital Empowerment. Driving positive change through partnership.

6. PROJECT VISUAL IDENTITY

This section provides guidance on the visual identity of the project, with a focus on the use of logos, colors, and fonts, to successfully and uniformly communicate the project.

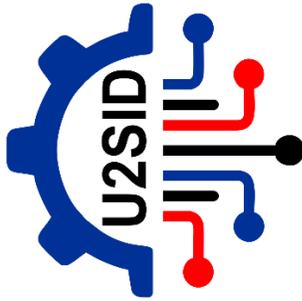
Project logo

U2SID project logo has been developed and agreed between project partners. The color palette stemming from the logo is described below. All documents and content produced under the U2SID project shall use the project logo.





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Color palette

Hex #000000
RGB 0 0 0
HEX #003197
RGB 0 49 151
HEX #FF0000
RGB 255 0 0

Funding authority logo

The use of the EU emblem is mandatory for all documents and content produced under the U2SID project. The emblem used jointly with U2SID logo, and project partners' logos is included below. If project partners deem necessary use of different colors, the appropriate logos, vertical and horizontal, can be found here: ,



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Header

All documents developed under U2SID shall use the header below (align right):



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Footer

All documents developed under U2SID shall use the footer below (align left):



Templates

Attached to this Communication and Dissemination Strategy and Plan can be found the following templates:

- Agenda Template
- Attendance List Template
- Report Template
- Invitation Template
- Event Planning Checklist
- Dissemination Template
- Power Point Template

Should a project partner need to produce a document not included in the provided template resources, they will use the provided header and footer, and disclaimer. Documents

1- DOCUMENT TITLE

- Font: Calibri
- Color: black
- Size: 18 bold caps lock
- Paragraph: centered
- Interline: 1.15
- Spacing before: 0
- Spacing after: 6





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2- HEADING LEVEL 1

- Font: Calibri
- Color: black
- Size: 12 bold caps lock
- Paragraph: left
- Interline: 1.15
- Spacing before: 0

3- HEADING LEVEL 2

- Font: Calibri
- Color: black
- Size: 12 bold caps lock
- Paragraph: left
- Interline: 1.15
- Spacing before: 0

4- HEADING LEVEL 3

- Font: Calibri
- Color: black
- Size: 12 bold caps lock
- Paragraph: left
- Interline: 1.15
- Spacing before: 0
- Spacing after: 6

5- NORMAL

- Font: Calibri
- Color: black
- Size: 11
- Paragraph: justified
- Interline: 1.15





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- Spacing before: 0
- Spacing after: 6

Posters

The following poster design will be used to communicate activities and events:



The poster is designed in Canva and allows adaption of formats for different purposes. Partners will be provided access to the design, so they can customize it according to their needs.

7. COMMUNICATION TOOLS

U2SID Project Implementation

- PSC meetings
- Partners meetings
- Emails
- Progress reports
- Events
- Informal communication

Project Support

- Reports
- Meetings
- Analysis, documentation, best practices





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Target Audience and Wider Audiences

- Direct communication
- Project website
- Project leaflet
- Project roll up
- U2SID social media
- Project partners social media
- Events, workshops, trainings, roundtables, mobility programs
- Media reports – TV, radio, print, digital

Communication tools

U2SID website

UNISHK will develop and maintain the project website. Principles of user friendliness, clarity and conciseness of information will lead the content creation process. Project partners will create content on their activities and will share with the focal point at UNISHK for publication on the project's website.

The website design process shall reflect the visual identity guidelines, and EU guidelines, as specified in the sections above.

Websites of project partners shall be used to further disseminate project outputs and results.

Social Media

U2SID has dedicated social media accounts on [Facebook](#), [Instagram](#), and [LinkedIn](#). The project's social media accounts are curated and updated by the project coordinator. Sharing content produced by third parties should always be accompanied by a short text input.

Social media accounts of project partners shall be used for the communication and dissemination of project outputs and results. Cross posting should be employed for all posts of the project to increase reach and engagement.

Erasmus+ Project Results Platform

The [Erasmus+ Project Results Platform](#) will enable to achieve wider visibility of project results. The platform makes available deliverables, intellectual outputs too, which are outputs of the funded projects.

Promotional materials

Project leaflets

The project coordinator shall prepare and share with project partners a leaflet design, which can be customized to communication needs. All project partners shall print out leaflets based on their needs, and budget allocated.





Project roll up



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The project coordinator shall prepare and share with project partners a roll-up design. All project partners shall print out roll-ups based on their needs, and budget allocated.

Other materials

The project coordinator shall prepare and share with project partners designs of other promotional materials like pens, USB sticks, notebooks, or tote bags.

8. COMMUNICATION PLAN

Planning of communication actions will be made based on project activities, laid out in the Timetable of activities, part of the Grant Agreement.

For each activity, the following steps need to be taken communication and dissemination wise:

- 1- Pre activity:
 - a. Prepare and event/activity poster
 - b. Short description on the event including:
 - i. project aim
 - ii. partner in charge
 - iii. funding authority
 - c. Dissemination in project’s social media accounts, website, and partners social media accounts.
 - d. Invitation to local media: Please note that invitation to local media should be done for major activities, that bring innovation and added value, to spark interest in the media.
- 2- During the activity:
 - a. Sharing on social media: Facebook and Instagram Stories.
- 3- Post activity:
 - a. Selection and curation of photos and videos to be shared: note that funding authority emblem, project logo should be visible in the branding elements displayed in the area where the activity is being held.
 - b. Summary of the activity, with highlight on the main messages delivered, including funding authority and disclaimer.
 - c. Dissemination in project’s social media accounts, website, and partners social media accounts, and local media.

Activities include workshops, seminars, study reports launching, consultations, awareness raising events, etc.





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Project events/workshops

Project events, being workshops, study tours, trainings, etc., shall always be branded. The project roll-up should be situated in a visible spot and included in photographic or video materials.





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8.1. COMMUNICATION OUTPUTS

Output	Description	Frequency	Responsible	Target Group
EACEA Continuous Reporting System	Listing and population dissemination activities section on the System, as per funding authority requirement.	As per activity plan	Project Coordinator SCIDEV	Funding authority
Erasmus+ Results Reporting	Communication of projects activities and results.	As per activity plan	All project partners	Funding authority, larger ecosystem.
Project leaflet/factsheet	Fact-based description of the project	Need basis	Project Coordinator Project partners	Project Support Target Audience and Wider Audiences
Project outputs leaflets	Leaflets on project progress and performance towards the donor and project stakeholders; for external use, can be published on the website as well	Need basis	Project Coordinator Project partners	Project Support Target Audience and Wider Audiences
Reports/studies	Progress reports by project partners and project coordinator. Research study documents.	As per activity plan	Project coordinator Project partners	Project Support Target Audience and Wider Audiences
Roll-up	Designed by the project coordinator, and	One off	Design – University of	Project Support





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	printed by project partners for their own needs.		Shkodra Print: All project partners	Target Audience and Wider Audiences
Project Social Media posts	On project activities, progress, outputs, and results.	As per activity plan	Project coordinator Project partners	Project Support Target Audience and Wider Audiences
Partner's social media posts	On project activities, progress, outputs, and results.	As per activity plan	Project coordinator Project partners	Project Support Target Audience and Wider Audiences
U2SID website content	Project description, activities, updates, outcomes and results.	As per activity plan	Project coordinator with input from project partners	Project Support Target Audience and Wider Audiences
Success Stories	Showcasing of success stories stemming from project activities.	On a needs basis	Project coordinator with input from project partners	Target Audience and Wider Audiences
Online communication and outreach campaign	Online communication and outreach campaign to raise awareness, disseminate project outputs.	As per activity plan	Project coordinator Project partners	Target Audience and Wider Audiences





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Case study	An in-depth account of a project output, including impact assessment and lessons learned; for internal and external use.	On a needs basis	Project coordinator with input from project partners	Project Support Target Audience and Wider Audiences
Blogs	The blogs will cover topics relevant to the project. They will serve as a space to engage project beneficiaries, and also contextualize project objectives and outcomes.	As per activity plan	Project coordinator Project partners	Project Support Target Audience and Wider Audiences
Events	Project launching, workshops, conferences, seminars, study tours, etc.	As per activity plan	Project coordinator Project partners	Target Audience and Wider Audiences
Inclusive digitalization roadshow	To support awareness raising and outreach efforts, offline awareness raising events.	As per activity plan	Project coordinator Project partners	Target Audience and Wider Audiences





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9. KEY PERFORMANCE INDICATORS

Key performance indicators for communication activities aim to track project communication efforts and impact.

The project coordinator shall track key performance indicators and update the KPI table as per needs of the project.

Tools	KPIs	Targets	Means of Verification
Website	Number of unique visits	4,000	Google analytics
	Number of downloads of content	500	
Publications	Number of leaflets	500	Copies of leaflets, research/studies
	Number of research/studies	3	
LinkedIn	Number of posts	200	LinkedIn analytics
	Number of followers	500	
	Engagement rate	40	
Facebook	Number of posts	200	Facebook analytics
	Number of followers	1000	
	Engagement rate	40	
Instagram	Number of posts	200	Instagram analytics
	Number of followers	200	
	Engagement rate	40	
Events	Number of events	15	Reports on events
	Number of conferences	4	
	Number of workshops	10	
Media	Number of media articles	12	Communication and Dissemination Report

