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# Plan for Dissemination and Exploitation of Results

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ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ  
HAROKOPIO UNIVERSITY





## PROJECT DESCRIPTION

**Project title:** Culture Couture- Merging Fashion and Tradition for Sustainable Style

**Acronym:** COUTURE

**Coordinator:** Universum International College

**Project number:** 101129271

**Topic:** ERASMUS-EDU-2023-CBHE-STRAND-1

**Type of action:** ERASMUS-LS

**Project starting date:** December 2023

**Project duration:** 24 months

**Consortium:** Universum International College (UNI), Coordinator (Kosovo)  
University of Prishtina (UP), Beneficiary (Kosovo)  
European University of Tirana (UET), Beneficiary (Albania)  
POLIS University, Beneficiary (Albania)  
Harakopio University (HUA), Beneficiary (Greece)  
Mother Teresa University (MTU), Beneficiary (North Macedonia)  
UET Center, Beneficiary (Albania)  
Kosovo Apparel Marketing Association (KAMA), Beneficiary (Kosovo)

**Work packages:** WP1. Management and Coordination; Lead: UNI,  
WP2. Creation of Modules; Lead: MTU, Co-Lead: HUA  
WP3. Piloting and Evaluation; Lead: IBC-M, Co-Lead: UPOLIS  
WP4. Quality Plan; Lead: UPOLIS  
WP5. Dissemination and Exploitation for the project results; Lead: UET

Project logo:





## DELIVERABLE DESCRIPTION

<b>Work package:</b>	WP5. Dissemination and Exploitation for the project results
<b>Deliverable:</b>	D.6.1. Dissemination Plan and Sustainability Strategy
<b>Lead beneficiary:</b>	European University of Tirana (UET)
<b>Dissemination level:</b>	Sensitive (SEN)
<b>Type:</b>	Report (R)
<b>Due date:</b>	29.02.2024



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## 1. Introduction

Work package 5 is dedicated to Dissemination and Exploitation of the COUTURE project. The main goals of this work package are to ensure continuous dissemination activities such as communication via a website, social media presence, newsletters, workshops, conference; to raise awareness about the project objectives; to develop interaction between the project, relevant stakeholders (including European, National, and local authorities) and the public.

The key deliverables of this work package are:

- 5.1. Dissemination Plan and Sustainability Strategy
- 5.2. Project Website
- 5.3. Promotional materials
- 5.4. Newsletter
- 5.5. Final Conference

## 2. COUTURE's Dissemination Strategy

### 2.1. Purpose of Dissemination Strategy

Dissemination is one of the core activities of the COUTURE project to ensure successful performance of planned activities and for project transparency, visibility and sustainability. This document is developed as part of the COUTURE project ERASMUS-EDU-2023-CBHE-STRAND-1 co-funded by the Erasmus+ Programme of the European Union. The aim of this Dissemination Strategy is to ensure that the results and activities of COUTURE project are fully disseminated to project partners, target groups, stakeholders and the public at large. The expected results of the COUTURE dissemination strategy are: awareness-raising about the project, and informing the target audiences and the general public about the project outputs and results. This will be done mainly through activities during the initial stage of the project and will be actively supported by the dissemination tools. However, during the whole lifecycle of COUTURE project, the consortium will create publicity for the project to attract potential future stakeholders and ensure maximum impact through communication to the target groups of the benefits that the project provides and of ways to exploit the results, as well as promotion of active participation in the project.

### 2.2. Dissemination Objectives

The main aim of the dissemination strategy is to share knowledge among the project partners and stakeholders and to ensure that appropriate activities are envisaged in order to inform, engage, create awareness and promote information about the project, including its aims, its funding source, its outputs and impacts, as well as the wider societal implications, its results and impacts.

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



The dissemination activities will be therefore focused on:

- Raising awareness by informing the general audience about the project work.
- 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. Communication at Project Context

COUTURE project visibility will be achieved by:

- using different online and offline communication channels (including, but not limited to: website, access to an online platform through the website, social networks (Facebook, Instagram), dissemination materials, at least two national newspaper articles, info days in partner universities, organization of final promoting event;
- accurately strategizing the use of each tool to target a specific audience segment 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 COUTURE project (and project management plan as well) throughout its lifetime: during the project, and even after European funding has ended.

- contacting relevant media e.g. at the local or regional level, conducting regular activities such as training, study visits, mobilities, assessing the impact on target groups, involving other stakeholders in transferring results to end users/new areas/policies;
- A final report stage - uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform;
- continuing further dissemination, developing ideas for future cooperation; evaluating achievements and impact, contacting relevant media, contacting policymakers if relevant, cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

## 2.4. Dissemination Target Groups and Stakeholders

In order to optimize project outcomes and enhance dissemination, it is crucial to identify the target groups potentially impacted by the project results. The primary objective of the COUTURE project is to furnish pertinent and up-to-date information to various stakeholders, suggesting potential methods and avenues for translating theory into practice through established specialized entities.

At the local level, all target groups will be reached by dissemination tools, such as delivering promotional materials to students and citizens, the project website, social and digital media. This kind of informing will raise awareness about the importance of improving knowledge and skills in theory to practice units for knowledge. Academic staff will be the main beneficiaries in terms of pedagogical capacities.

Beneficiary HEIs will be able to share their knowledge and EU good practices with other HEIs in the region, increase mobility opportunities and internationalization, improve Albania and Kosovo's labor market competencies, creation of collaboration opportunities with different businesses to ensure greater internship and employment opportunities for the trainees.

At the European level, Albanian partner HEIs will benefit from the rich experience of EU HEIs cooperation and links in the sense of collaboration in the field of fashion design.



## 2.5. Key Messages

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

- Active engagement of students in fashion design field;
- Effective and sustainable collaboration between Albanian universities and the labor market;
- Improved capacities for pedagogical skills, digital resources in fashion design.

The following keywords will be used in dissemination materials:

- Fashion Design
- Traditional Art
- Increasing capacities
- COUTURE

## 3. Dissemination Activities and Tools

### 3.1. Programme Logo

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag (i.e. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union").



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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://ec.europa.eu/programmes/erasmus-plus/programme-guide/introduction/how-to-read-programme-guide\\_en](https://ec.europa.eu/programmes/erasmus-plus/programme-guide/introduction/how-to-read-programme-guide_en)).

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### 3.2. COUTURE Roll Up Banner

A roll up banner has been designed to promote the project in all its activities during the implementation.

### 3.3. COUTURE Website

A user-friendly, well-designed and easily accessible website will be established and will be functional in its full capacity. Within the duration of the project, the website will be constantly updated with project activities and results of the project (reports, presentations of the events and trainings, meetings, workshops, info days etc.), besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. The website activity is and will be monitored using Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behavior of the website audience. In order to reflect the effectiveness of the project website as a dissemination tool, the number of visits will be measured every 6 months. An increased traffic is expected by the end of the project (5000 visits) which indicates growing interest on the project outcomes and activities.



### 3.4. Social Media

Dedicated social media accounts (Facebook, Instagram) are created early in the project (Month 2). These accounts will be sustained and continuously fed with new elements as they represent an important way for the consortium to be in touch with the COUTURE target groups, and especially young people. The European University of Tirana (UET) is overall responsible for managing and feeding these accounts. However, all project partners are encouraged to send to UET any interesting information that can be communicated via the COUTURE social media accounts. To maximize and engage the audience to which the COUTURE results will be communicated, UET will run social media campaigns with advertisements and various motives (contests, prizes, etc.). The number of followers, likes, shares, and comments on the project's social media platforms (e.g., Facebook, Instagram) will be tracked every 6 months. High engagement levels suggest active interest and interaction with the content.

For Facebook: The aim is for steady growth in followers, with targets ranging from 300 (year 1) to 600 likes by the end of year 2. The engagement rate aimed is of at least 1% to 5% on Facebook, which means that 1% to 5% of the total followers engage with each post (e.g., like, comment, share).

For LinkedIn: Since LinkedIn is more focused on professional networks, the audience may be smaller but more targeted. The aim is for 150 impressions by year 1, and 350 by year 2. The engagement rate aimed is slightly higher, typically between 2% to 6%, given the professional audience and the nature of content shared on the platform.

The COUTURE Facebook account can be found here:

[Couture Facebook Page](#)





### 3.5. Erasmus+ Project Results Platform

The Erasmus+ Project Results Platform (<http://ec.europa.eu/programmes/erasmus-plus/projects/>) will enable to achieve wider visibility of project results. The platform makes available deliverables, intellectual outputs too, which are outputs of the funded projects.

The COUTURE project summary will consist of the following elements:

- context/background of the project,
- objectives of the project,
- number and profile of participants,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact envisaged; the potential longer-term benefits.

### 3.6. Web Pages of Consortium Members

The organizational websites will be used to disseminate project results.

### 3.7. Internal Communication

Internal communications define the communication among the project partners and between the project consortia and the Lead Partner. The main premises on which this communication will be based are transparency, participation, openness and inclusion in the decision-making process.

The message for dissemination will be developed based on each activity and result of COUTURE Project and will be consulted with UET Lead for WP5 Dissemination. All partners can contribute to the definition of the message, particularly if they are organizing activities and preparing reports and other outputs.

#### 3.7.1. Direct Communication

The project team will have official project meetings throughout the duration of the project. The project meetings are organized by the Lead Partner and the hosting partner. More details are set out in the Project Management Plan and Grant Agreement as well.

#### 3.7.2. Electronic Communication

- Day-to-day electronic communication by e-mails on daily basis;
- Regular online meetings through zoom or other tools;
- Document sharing platform implemented to facilitate the exchange of project documents - Google Drive/Dropbox;
- Bilateral meetings with project partners on demand and on every issue of concern.

For project dissemination and reporting purposes, the project partners will use common unified templates such as meeting agenda, attendance list, event planning checklist, invitation letter, letter head, poster and templates for reporting dissemination events and visibility report template (see Annexes for more details).



### 3.8. Brochure and Other Promotional Materials

COUTURE project brochure includes the presentation of the project objectives, target groups, and benefits; it will be downloadable from the project website. Further targeted promotional material should be prepared to ensure the maximum dissemination of the project. Some promotional materials (COUTURE bag, pen, USB, plaque etc.) have been prepared as templates to be used by the project partners, but they are optional to the partners use. All printed dissemination material will be aligned with the relevant guidelines of the European Commission, will agree with the graphical identity of the project, and clearly state the EC's support.

### 3.9. Mass Media

The scope of the mass media communication activities will be to inform the general public about the COUTURE project through news agencies and mass media with general or specialized interests. These media include local and national TV and radio channels, web media, newspapers, and magazines with a wide audience. The COUTURE partners are encouraged to disseminate the COUTURE project through mass media regularly. However, the official contact with the mass media will be made by the WP 6 leader through the official email account of the COUTURE project. Media Coverage will be tracked by measuring the quantity and quality of media coverage that the project receives, including press releases, articles, interviews, and mentions in newspapers, magazines, blogs, and other media outlets.

### 3.10. Participation in Targeted Events

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve effective dissemination is the participation of the COUTURE partners in targeted events where COUTURE will be presented. Personal contacts and presentations through attendance at relevant workshops, conferences, fairs, and other events are ranking top of the list of most popular dissemination channels. All project partners are encouraged to identify relevant local/ national/ international events in which the COUTURE project can be presented and reach a wide audience, and report these to UET. After participation in any event, the participant partner should send a full report to UET describing the scope of the event, the means of the project dissemination, and the volume of the audience reached. These reports should be prepared in the template provided by UET (those templates are available in Annexes). In order to reflect the effectiveness of the project events in regard to dissemination and outreach, event attendance will be tracked. The number of participants attending project-related events such as workshops, seminars, conferences, and webinars should be higher in each event, reflecting an increased interest of the audience for the project activities and results.

### 3.11. Amendments to the Plan

The Communication and Dissemination Plan can be amended by agreement of all partners or by a decision taken by the Project Management Board. Any new version is communicated to all the partners and takes effect 15 calendar days after this communication.



#### 4. Data Protection and Processing by the Beneficiaries

The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection.

They must ensure that personal data is:

- processed lawfully, fairly and in a transparent manner in relation to the data subjects
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and
- processed in a manner that ensures appropriate security of the data.

The beneficiaries may grant their personnel access to personal data only if it is strictly necessary for implementing, managing and monitoring the Agreement. The beneficiaries must ensure that the personnel is under a confidentiality obligation.

For more information on EU Regulation and compliance with data protection laws, refer to Article 15 of the Grant Agreement.

#### 5. Annexes

Annex I. Word doc template

Annex II. Power point template

Annex III. List of participants template