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DISSEMINATION & COMMUNICATION PLAN

Student-run Interdisciplinary Allied Health Digital Practice Centre

Acronym: SIAHDPC

Project reference No.: 619098-EPP-1-2021-1-XK-EPPKA2-CBHE-JP

DELIVERABLE 6

2021

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ABBREVIATIONS

EACEA - Education, Audiovisual and Culture Executive Agency

EU- European Union

HEIs- Higher Education Institution

HC- Heimerer College

UKZ- University of Gjilan “Kadri Zeka”- established in Kosovo*

RIT Kosovo - RIT- established in Kosovo*

JAMK- University, Finland– established in Finland

Metropolia University of Applied Sciences, Finland– established in Finland

Halle University, Germany- established in Germany*

ISEE- HSP- Institute of Southeast Europe for Health and Social Policies - established in Kosovo*

DK- Klinika Digjitale- established in Kosovo*

MEST- Ministry of Education, Science and Technology- - established in Kosovo*

MWC- Milky Way Creative- established in Kosovo*

Univations- established in Germany*

Countries: Kosovo, Finland and Germany

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I. INTRODUCTION: SIAHDPC IN A NUTSHELL

SIAHDPC is an Erasmus+ Capacity Building in Higher Education project, led by University Heimerer College in Prishtina. The consortium has 11 partners from Kosovo, Finland, and Germany, where it is envisaged to last for 3 years, with a total budget of 985,983.00 EUR.

The aim of this Project is to enhance the virtual and mixed reality practice-oriented education in allied health sciences through lifelong learning (LLL), in line with the Bologna process and collaboration with rehabilitation/health providers, ministries, and national industry.

This project meets the challenges by establishing a student-run interdisciplinary allied health digital practice centre conducive to interdisciplinary collaboration, innovation, and entrepreneurship. It also includes new pedagogical approaches, 9 CPD courses with relevant e-learning materials, modern relevant technologies virtual and mixed reality-based learning, and service provision spaces, internationalization opportunities, an inclusive and holistic mechanism for dialogue and collaboration between relevant stakeholders.

Further, the digital platform will enable collaboration between professionals of different disciplines from all over the world as they seek to find the most viable and effective solutions for their clients. It enhances the capacity of institutions and individuals involved to co-create alternative treatments with the shared goal of maximizing the well-being of clients (patients).

Additionally, the structure and timing of establishing and organizing project implementation structures and events, respectively, are planned strategically to maximize the quality and sustainability of this project's solutions, as expected.

More specifically, the partners agree that the process of developing respective intellectual outputs must go through these main phases during which the respective events and contributions of partners are made:

- a) Investigation and sharing best practices: establishment of regional study circles, intra-Kosovo and Kosovo-EU networks, Kosovo study circle followed by organization of study visits at the PR partners.
- b) Co-create and adopt new and existing solutions: organization of face-to-face and online workshops, and supported by the online PR tutors on a regular and continuous basis, provision of training by the PR tutors for the Kosovo key staff members and students

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- c) Piloting: supported by the online PR tutors on regular and continuous bases
- d) Evaluation and adjustments: organization of reflective workshops and seminars after the piloting is over and supported by the online PR tutors on a regular and continuous basis during the adjustment period.

Moreover, the aspects related to the attainability and realism of the respective specific objectives were ensured through an intensive dialogue, that was based on previous experiences from other joint ERASMUS+ projects that were successfully co-implemented in Kosovo, especially. Kosovo's partners have gained sufficient competencies, in terms of ERASMUS+ funded project management (two of Kosovo's institutions already are serving as leading applicants in other CBHE projects), understand the co-creation and its principles as the methodology of work, and have designed the respective activities in line with their institutional calendars (other regular academic and non-academic) for maximizing the benefits and best allocation of their human, financial and infrastructure potentials.

The specific objectives of the SIAHDPC project are:

1. To establish and operate a student-run interdisciplinary allied health digital practice centre, including its Virtual Clinic for simulated piloting;
2. To co-create a Teacher's Digital Toolkit on modern pedagogical approaches, based on digital technologies for virtual and mixed reality-based teaching competence of Kosovo HEIs teachers and clinical supervisors by implementing a top-up LLL (Life-Long-Learning) training;
3. To co-create a Roadmap (Guideline) for the designation and delivery of eHealth and eRehabilitation service;
4. To investigate and share best practices of Interdisciplinary collaboration, ICT & Digital Competence, Evidence-informed Practice, Innovation and Entrepreneurship, Evidence-informed practice, User-involvement, and Person-centeredness;
5. To update 6 existing CPD (Continuous Professional Development) courses in Innovation and Entrepreneurship, ICT & Digital, Interdisciplinary Collaboration, User-involvement and Person-centeredness. As well as co-create 3 CPD courses on Interdisciplinary Collaboration, Evidence-informed Practice, and User-involvement & Person-centeredness by month 21 to be piloted;
6. To advance the work of the, recently established, knowledge "triangles" (Advisory Industry Board and Joint Venture Group) in health sciences comprising of representatives from industry,

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academia, and government in Kosovo;

7. To establish an EU and Kosovo network for collaboration and mobility of staff for developing LLL in rehabilitation/health, services supporting each other in developing and implementing of the LLL and CPD courses, and provision of telehealth and virtual therapy services.

Package 6 (Dissemination) key deliverables are:

- **D. 6:** Development of project visual identity and project promotional instruments
- **D. 6.1:** Dissemination Strategy (Due date: =====)
- **D. 6.2:** Conference or Journal papers submission (Due date: _____)
- **D. 6.3:** National Info day (Due date: =====)
- **D. 6.4:** International conference (Due date: =====)
- **D. 6.5:** Interim and final report on dissemination and exploitation (Due date: ===== & =====)

II. DISSEMINATION & COMMUNICATION STRATEGY

2.1. Dissemination and communication aim and objectives

This WP aims to gather key stakeholders around SIAHDPC agenda and ensure that all project outputs, and results, are transferred beyond the partnership as well as disseminated and used in most efficient way. The purpose of SIAHDPC's dissemination and communication plan is also to provide relevant, accurate, and consistent project information to project stakeholders and other target audiences. That audience being universities, public and private institutions, and other organizations that might be interested in knowing more for establishing and operating a student-run interdisciplinary allied health digital practice centre, including its Virtual Clinic, the approach supplied by the project. In addition, it aims to provide recommendations as to generate and disseminate the opportunities this project opens up for students, universities, and working settings. This is all eligible due to its approach that integrates Higher Education and professional practice.

Specific dissemination and communication objectives of the SIAHDPC Project are:

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- To disseminate and promote project outcomes beyond the key target groups and multiply its results to the general community.
- To raise awareness of the target audiences and relevant stakeholders about the innovative nature of SIAHDPC, its outputs, and the potential of transferability beyond the project duration.
- To engage and establish a Teacher's Digital Toolkit on modern pedagogical approaches based on digital technologies for virtual and mixed reality-based teaching competence of Kosovo HEIs teachers and clinical supervisors by implementing a top-up LLL (Life-Long-Learning) of users of the SIAHDPC, from both partner institutions and customers in the future.
- To foster and advance the cooperation between academic institutions in updating CPD courses at national, regional, and cross-regional levels.
- To ensure that national, regional, and relevant international policymakers and experts are well-informed about the SIAHDPC project and its outcomes, so they can encourage multiplication and spill-over of these results.
- To inform regularly regional, national, and international stakeholders about project activities and outcomes.
- To maintain smooth and regular communication within the SIAHDPC consortium and with the EACEA representatives.

Valorization and communication of case studies, through seminars and conferences, will enable a wide dissemination of the materials and results in different dissemination channels of the project. The communication plan stipulates the recipient of the information, how the information will be delivered, what information will be communicated, who communicates, the frequency of the communications, and the resources employed for this purpose.

2.2. Communication target groups and stakeholders

Accurate identification of key project target groups and stakeholders is challenging, however, it is a key task for successful communication and project implementation. This project's main target audience of dissemination and communication actions are customers from Kosova and

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wider. SIAHDPC activities and outcomes are expected to be of high interest and benefit a wide range of stakeholders in Kosovo and wider. Identified target groups and stakeholders are:

- **Consortium members (internal target group):** They are highly interested in knowing, in detail, all project activities, project progress, and the expected level of their involvement. They will be regularly updated on the progress of WPs and future plans/tasks to be completed. They will be mainly approached via email and the project team. While WP leaders will make sure they will maintain smooth and effective communication with all consortium members.
- **Students in partner institutions:** Different communication tools will be employed to attract one of the key stakeholders to this project. That being students enrolled in a bachelor's or master's degree course in one of the partner HEIs. They will be invited to participate in various activities and some of them will have the opportunity to be recognized and certified for service-related competencies, which will lead to boosting their employability and performance.
- **Academic and administrative staff in HEIs in partner institutions:** Project activities will be disseminated to the academic and administrative staff with the purpose of capacity building on the field and increasing awareness on the importance of recognition and validation of service-related competencies.
- **Professionals and employees in the relevant service sector:** Professionals and employees in the service sector will be continuously invited to join info sessions and result in dissemination activities with the main purpose to increase awareness on the project topic and issues to be tackled.
- **Public administration agencies, Ministry of Education:** This target group is very important in the scope of the SIAHDPC Project and the sustainability of its results. They will continuously be involved in the project activities via tailored made
- **EU, regional, and national policymakers:** Project outcomes will be extensively promoted and EU, regional and national policymakers will be invited to take further actions to promote
- **General audience:** Multidisciplinary and interdisciplinary collaboration are still

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perceived as external instead of core principles of their work, especially in the area of allied health. The strong social and cultural related aspects derive from the communist-socialist system, where the doctor and teacher are perceived as the sole reliable source of knowledge, whereas patients and students must only follow. These pedagogical approaches represent significant barriers to the reformation process within the health and educational providing institutions. This has shown that in general people have limited information on the project topic and are not aware of the relevance of these competencies in nowadays competitive job markets and service-oriented economies. Dissemination and communication activities will be performed using different tools based on the preferences and approachability of stakeholders.

2.3. Role of partner institutions

SIAHDPC's consortium partners are expected to use all relevant channels, and tools, to disseminate the project's activities and events within their academic and professional networks, creating conditions for the long-term exploitation of the outputs and results at the local, national, regional, and international levels. Partners are expected to implement the planned dissemination, and communication activities through diversified communication channels selected according to the specific dissemination and publicity objectives and the addressed target group/stakeholder. Each project partner is responsible for the dissemination to national, regional, and local audiences. Partners will report to the project coordinator HC regularly on the activities they have implemented, including the achievement of the key performance indicators of SIAHDPC.

The project partners should be used for all their reports and presentation, the standardized templates, and make sure that the EU and all consortium partners' logos (including the project's logo) are sufficiently visible to the audience. Partner institutions must use, in all events organized, at their home institutions/countries a project rollup to be printed as a co-financing cost. Any event, meeting, or dissemination activity at each partner institution must be documented with photos, videos, lists of participants, agenda, etc. For any dissemination material prepared and distributed by partners, a disclaimer excluding the EU from any

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responsibility must be included.

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The SIAHDPC Communication Strategy

Objective	Deliverable description	Targeted audience	Delivery method	Delivery frequency	Responsible partner	Effectiveness measurement / Indicators
Provide information on project progress and achievement.	SIAHDPC Website: to provide information regarding the project actions.	Partner universities, students, Ministry of Education,	Online website	Continuous throughout the project lifecycle and after the project.	HC	Website analytics, page views, time on site, page load time, geography visiting
	Presentation of project activities, (online) meetings, presentations life on social media. Semiannual newsletters	All consortium partners and the above mentioned actors, Wider public	Social media Facebook Instagram Linked In YouTube Channel e-Newsletters (semiannual) Leaflet	Based on project activities and further SIAHDPC agenda Promotion of project tasks	HC and UKZ	1. Number of comments and replies generated. 2. Number of shares. 3. The size of the network reached. 4. Sentiment analysis, expressions by the network.
	Roll-ups, leaflets	All partners	Printed promotional materials	During the first year of the project	HC	Number produced for each partner; partners 'purchase of materials
	National Info Days	All partners	Round table, seminar, video conference, etc.	During the last year of the project	All partners for their individual Info days	Number of participants, stakeholders, private and public sector, follow up email/event
	Papers presented in scientific conferences	Selected partners from the consortium	Scientific papers based on SIAHDPC project	During the last year of the project	All partners involved in the task	Number of papers produced

III. DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

3.1. Dissemination and communication activities

Based on the Dissemination Strategy the project will develop the following activities:

- Project visual identity materials like flyers, posters, roll-ups, brochures, interactive websites, and user-friendly, modular learning and information materials will be developed. The materials will be tailored to the context and the preferences of the target groups, also materials like postcards or film clips will be used to attract young learners.
- Newsletters will be published every six months announcing and reporting about relevant achievements and events.
- Tailor-made publications will inform and attract different target and user groups, e.g., students, professionals, businesses/enterprises, HR experts, researchers, networks, and administrations.
- Quantitative dissemination activities will be carried out using the large partner networks for several thousand, potentially, interested organizations.
- Several National Info Days will be organized with the purpose to raise awareness on the project topic and disseminate project results.
- A final international conference will be organized to attract learners/customers and educational institutes and potential network partners.

3.2. Dissemination and communication channels and tools

SIAHDPC Project employs different dissemination and communication channels and tools depending on its target audience preferences. In the framework of the project, the project logo, templates, and several dissemination materials, including online resources, will be produced to enhance the project's visibility and outreach. The list of resources is by no means definitive and will be enriched over the course of project implementation.

3.2.1. Project Logo

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Consistency is a cornerstone of the SIAHDPC visibility strategy. The project consortium has adopted a project logo as an important tool to attract target groups' attention and make project results sustainable. The project logo is unique, and its shape and colors will remain the same throughout the project implementation, and through our activities with third parties. All consortium members must follow the common SIAHDPC visual identity as follow:



3.2.2. Project Website

SIAHDPC Website (<https://.....>) should be running during the first six months of the project, serving as a primary source of the project's overall aim and objectives, activities, and achieved results. According to the progress of the project, the content of the website will be continuously extended and updated. Deliverable 6.1 including several materials is already accomplished, and the website itself will be a tool for the active promotion of project results, business opportunities, investment opportunities, and public awareness.

3.2.3. Social networking communication tools

SIAHDPC Project will actively use various social networks and online communication channels to increase the impact and generate straight communication channels to allow interactions with the audience through different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities. That is precisely the reason why the Project profiles will be constantly updated to show SIAHDPC as an active and interesting project. The presence of the project on social media is fundamental for accomplishing the objectives and used as a relevant tool to reach third parties, the research community, and to interact with the general public. The availability of new project results will be

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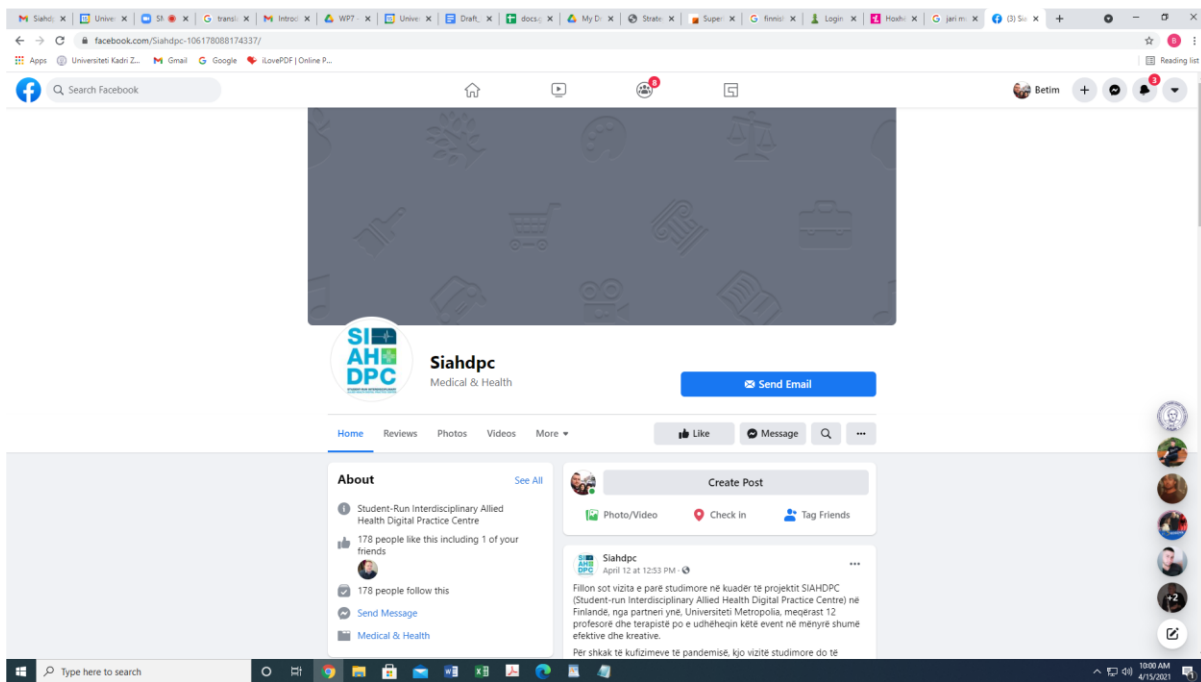


communicated informing about its progress and its effect on the robotics industry, disseminating the project outcomes, and creating a scientific hub interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact. The content will be generated by HC with the collaboration of other consortium members. The consortium members will also publish the relevant information on their social networks. This communication channel is expected to be rather efficient in communicating project evolvments and stabilizing a strong presence.

Facebook Page & Instagram Page

<https://www.facebook.com/Siahdpc-106178088174337/>

https://instagram.com/siahdpc_project?igshid=1sn6061iv4gad



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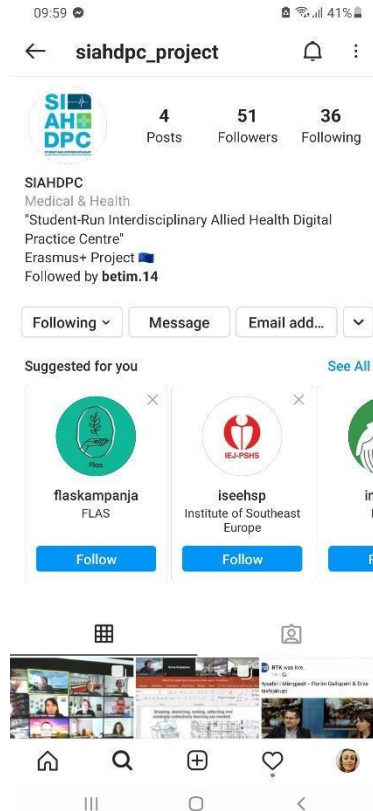
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3.2.4. Project Leaflet

To facilitate and explain to key target stakeholders the key objectives and benefits of the SIAHDPC Project, Milky Way Creative should design the 1st project leaflet. This dissemination material will be distributed at different events and each partner will have their hard-copy leaflets. In addition, project leaflets are also available in electronic versions (e.g. PDF files) and can be downloaded from the project website. The main purpose of the leaflet was to create an attractive and informative tool introducing the project to the target groups in different countries and regions. The 2nd project leaflet will aim mainly at disseminating project results and will invite relevant stakeholders for more active participation in the remaining project activities. 2nd leaflet is expected to be prepared during the 2nd year of the project implementation.

3.2.5. e- Newsletters

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The e-Newsletter will be a short but visually appealing electronic informative material prepared twice a year. It will be available on the project website as well as it is expected to be published on all consortium partners' official websites. In addition, all partners must actively distribute the material to all relevant (direct and indirect) stakeholders. The newsletter can contain information about the project activities and outputs, announcements, edited versions of press releases, conferences and meetings reports, information about upcoming events, etc. Regular newsletters will be sent approximately every six months to all stakeholders and target group members from the contact list.

3.2.6. Project Rollup

The project roll-up banner is expected to enhance project visibility and establish a visual branding of the project. The content of the roll-up is clear and easily understandable by the target end users. This tool should be designed by HC or Milky Way Creative and distributed to all consortium partners, so they can print as a co-financing expense and use it at different events, meetings, conferences, and as a background image for interviews to promote the SIAHDPC Project to its fullest potential.

3.2.7. Standardized templates

For meetings and different events, as well as for reports or other project deliverables a set of standardized templates have been created. Throughout the project duration, SIAHDPC consortium will use PowerPoint, Word, and a list of 'participants' and badge templates designed at the beginning of the project. This ensures consistency in the visibility SIAHDPC receives and makes sure that key information on the project and its partners are shared (logos, who we are, etc.).

3.2.8. Dissemination Pack

As part of the dissemination strategy, a part of the budget under the subcontracting category has been allocated to some dissemination packs that will be distributed to students and staff participating in training and traineeships. The dissemination Pack includes custom-printed bags, USBs, notebooks, personalized pens, and a T-Shirt. All the materials will be designed and printed

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by WP Leader and will be distributed to each partner as foreseen in the project budget. Designs for the T-Shirt and pen are as follows:

3.2.9. ERASMUS+ Project Results Platform

The Erasmus+ Project Results Platform represents the European Commission's database for the Erasmus+ Programme and it offers a comprehensive overview of the successful projects funded under this Programme. SIAHDPC Project publication can be accessed:

<https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/.....>

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IV. FINANCIAL ASPECT FOR DISSEMINATION PURPOSE

Work Package	Nature, type and specifications of the item	Budget (€)
Dissemination & Exploitation	Website development & maintenance	
Dissemination & Exploitation	Design of project visual identity–logo, templates for internal and external communication	
Dissemination & Exploitation	Printing publishing (promotional material)	

V. EUROPEAN COMMISSION’S VISIBILITY REQUIREMENTS

SIAHDPC as a project co-funded by the Erasmus+ Programme of the European Union must be implemented in full compliance with the EU visibility rules and guidelines.

All implementing partners must be aware that:

1. All their dissemination and exploitation actions are consistent with the Union's values and priorities and with other EU-related communication activities and events.
2. 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, 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"*. The EU emblem is the default visual brand used to acknowledge and advertise the Union's financial support and no other visual brands may be used for this purpose ([Erasmus+: Visual Identity and Logos](#)).
3. For other official EU language versions, please consult the following website: http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf.
4. While using the SIAHDPC logo and EU emblem in communication materials, the EU emblem must remain distinct and separate and cannot be mingled with, or modified by, any other visual mark, brand, or text.

Erasmus+ logo: Logo to be used:



5. When actions continue after the completion of the EU-financed phase, the EU emblem may not be included in any new communication activities accompanying the action once six months have passed after the completion of the EU-financed phase. The only exceptions are commemorative plaques and display panels.
6. Partners must include information about the EU-financed actions they are implementing on their home websites and social media accounts, which must prominently feature the EU emblem accompanied by text acknowledging the support of the EU and include links to the relevant websites and social media accounts.
7. Regardless of the scale, scope, or objective of an action, the EU emblem must be visibly and prominently displayed - at least as prominently as that of the implementing partner concerned - on all communication and visibility materials associated with the action.
8. Unless the Erasmus+ Program or the Commission requests or agrees otherwise, the following disclaimer shall be added to the inner pages of the publications and studies (as well as websites, publications, communication means, press releases, presentations, invitations, products, and deliverables) written by external independent bodies with support from the European Commission:

“This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the SIAHDPC consortium and do not necessarily reflect the views of the European Union.”
9. As clearly stipulated in the EU visibility requirements, the dissemination and communication plans should be regularly reviewed by measuring the success of the dissemination and exploitation activities already carried out. Any adjustments to the plan should be described in the Progress and Final Reports.
10. The Agency and the Commission can make free use of the project results without the prior consent of the project consortium or individual partners. These results may be disseminated also at meetings organized by the Agency or the Commission.

The Erasmus + Programme instructions for visibility and publicity are available at:

https://eacea.ec.europa.eu/about-eacea/visual-identity_en.

