

## Erasmus + Capacity Building in Higher Education Project

“Strengthening capacities and digital competences in  
biomedical education through internationalization at home”  
BIOSINT

Project number: 101082863

### **DISSIMINATION AND EXPLOITATION PLAN**

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Approved by Project Consortium Board: 2023

- Design and implementation of dissemination and exploitation plan
- Making tools for dissemination
- Raising awareness through info-days, symposia, and conferences
- Preparation of the interim and final report on dissemination and exploitation activities

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## 1. Introduction

This dissemination plan describes the project's dissemination objectives and measures for achieving them throughout the project.

### An overview of the BIOSINT project

The BIOSINT project intends to improve the education and professional and personal development of students of biomedical sciences, as well as teachers and administrative staff of medical faculties, which participate in the project. Through the implementation of an international at home (IaH) framework, the intention is to strengthen the capacities and digital literacy and competencies of all participants and institutions as a whole. The international, multidisciplinary, and intercultural character of IaH, as well as projected opportunities for future involvement of students and teachers and other HEIs who are not formal project participants, will promote social cohesion at the level of European identity, which in turn would create prerequisites for future sustainable development and innovation in European societies.

The work for creation of common BIOSINT framework will promote cooperation, creativity, and innovation of project participants, both at individual and institutional levels. On the other hand, the elaboration of rules, procedures, plans and strategies, as well as individual curricula and courses will require work according to the preconditions of the quality assurance system in the higher education sector based on generally accepted European higher educational area recommendations and harmonized with it, the national standards of project participant institutions. Therefore, project activities will encourage the quality of education of students of biomedical sciences and will have an inclusive character.

### Specifically, the project intends to:

**Specific objective 1.** Create the State of the Art of IaH in European Union (EU) and Western Balkan (WB) biomedical higher education institutions (HEIs).

- Targets: 3 reports about IaH state in the EU, 6 reports about IaH state at WB biomedical HEIs, Framework map offers basis for creation strategies for IaH, 72 participants of teaching staff, administration and students educated at EU partners universities.

**Specific objective 2.** Develop and implement of IaH strategies at WB biomedical HEIs.

- Targets: 6 strategies for IaH developed and adopted.

**Specific objective 3.** Develop and implement digital protocols and services for international students and staff.

- Targets: Introduced and integrated 3 new digital services at each WB biomedical HEI (18 total, safety and security support systems, incoming international student guidance and protocols, buddy system, social engagement).

**Specific objective 4.** Introduce of intercultural and international competences through current courses and new virtual courses.

- Targets: 18 existing courses internationalized and introduced intercultural and international learning competences, 4 new virtual international courses developed and implemented through existing curriculum.

**Specific objective 5.** Setting international digital teaching and learning environment for home students.

- Targets: 26 educated teachers for implementation of IaH teaching in digital environment, 6 functional and equipped virtual classrooms

**Specific objective 6.** Ensure successful development of the project's procedures of initiation, planning, execution, regulation and closure as well as the guidance of the project team's operations towards achieving all the agreed upon goals within the set scope, time, quality and budget standards.

- Targets: Minimum 4 consortium meetings organized, 9 partners signed Quality Policy Statement, 5 project management strategies developed, 18 internal progress reports done, 2 external progress reports done.


**Specific objective 7.** Identify and organise the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

- Targets: 12 media presentations, 2 research works published, 6 newsletters published, 6 info-days, 6 round tables, 6 workshops.

**Specific objective 8.** Demonstrating how internationalization at home has changed participants' attitudes, knowledge, or behaviour in the short term.

- Targets: 12 meetings with different target groups of external stakeholders, 6 success stories published, Conducted survey among internal and external stakeholders (average mark above 2,5 on the scale 1-5).

Table 1. BIOSINT Project card.

Project Title	“Strengthening capacities and digital competences in biomedical education through internationalization at home”
Projects acronym	BIOSINT
Projects budget	EUR 631825. 00
Funded by	Erasmus + Capacity Building in Higher Education Project
Agreement number	101082863-BIOSINT-ERASMUS-EDU-2022-CBHE
Project timeline	January 2023- February 2026
Project Coordinator	University of Kragujevac, Kragujevac, Serbia
Countries involved	Belgium, Romania, Serbia, Bosnia and Herzegovina, Montenegro, Albania
Project partners	Univerzitet u Kragujevcu, Serbia – project coordinator Katholieke Universiteit Leuven, Belgium Universitatea de Medicina si Farmacie Victor Babes Timisoara, Romania Univerzitet u Istocnom Sarajevu, Bosnia and Herzegovina Javna ustanova Univerzitet u Tuzli Universitas Studiorum Tuzlaensis, Bosnia and Herzegovina University of Mostar, Bosnia and Herzegovina Javna ustanova Univerzitet Crne Gore Podgorica, Montenegro Univeriteti Shkodres Luigj Gurakuqi, Albania Universiteti i Mjekesise Tirane, Albania.
Working packages	WP 1- Management of project activities WP 2- Research and needs analysis WP 3- Development of appropriate system and protocol for IaH WP 4- Internationalization of curriculum (IoC) WP 5- Impact and dissemination
Project logo	

### 1.1. Purpose

This document is developed as part of the BIOSINT “Strengthening capacities and digital competences in biomedical education through internationalization at home”, this project has been funded with support from the European Commission, no. 101082863-BIOSINT-ERASMUS-EDU-2022-CBHE.

The aim of this Impact and Dissemination is to ensure that the results and activities of BIOSINT project are fully disseminated to project partners, target groups, stakeholders and public at large.

## **1.2. Expected Results**

The expected results of the BIOSINT 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 BIOSINT 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.
- Promotion of active participation in the project.

## **2. Dissemination**

Dissemination is one of the core activities of the “Strengthening capacities and digital competences in biomedical education through internationalization at home” project to ensure successful performance of planned activities and for project transparency, visibility, and sustainability.

The activities related to dissemination will start from the very beginning of the project, continue during its realization and after its completion as a permanent process, which is important to raise the awareness of the need to foster the university to society links and cooperation in the sense of collaboration between all actors: university, business, policy, civil society, and media. At the beginning, project website and social network sites (Website of the University, Facebook, LinkedIn, and YouTube) will be developed to make the project visible in social networks and the information will be regularly updated during the span of the project.

The Impact and Dissemination Plan will include a range of promotional and informative events aiming to spread project significance and results by:

- Design and implementation of dissemination and exploitation plan
- Making tools for dissemination
- Raising awareness through info-days, symposia and conferences
- Preparation of the interim and final report on dissemination and exploitation activities

The dissemination plan is going to be developed and implemented according to the significance of dissemination activities under the guidelines of the Erasmus+ project BIOSINT throughout its lifetime. The objective of Impact and Dissemination is to maximize the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, sustainably integrating them and using them actively in systems and practices at local and international levels”, [Erasmus+ Programme, 2023].

In general, the Dissemination and Exploitation Plan aims to wider dissemination of knowledge, information and guidance include a wide range of activities, tasks, and events aiming to spread information about the project and the establishment of the resource centres and to exploit the results and support the sustainability of the project. The dissemination plan extends beyond project life; long-lasting use of project results is secured by careful planning of methods and means, which will be used for dissemination.

## **2.1. Communication in the project context**

BIOSINT project visibility will be achieved by:

- utilizing as varied online and offline communication channels (including, but not limited to: website, access to an online platform through the website, social networks (Web of the University, Facebook, LinkedIn, YouTube), online newsletter every 6 months, dissemination materials, at least two national newspaper articles, info days in other universities and research centres, organization of roundtable with stakeholders and 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 BIOSINT project 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 at partner universities, 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 at EACEA Platform (<https://ec.europa.eu>)
- continuing further dissemination, developing ideas for future cooperation; evaluating achievements and impact, contacting relevant media, contacting policymakers if relevant, cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

## **2.2. Requirements in terms of dissemination**

Dissemination is one of the award criteria on which BIOSINT application was assessed. A detailed and comprehensive plan, describing targets, tools, and outcomes is requested by the Grant Agreement. Although generally, UNISHK takes the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project, which is stated in Partnership Agreements.





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### 2.2.1. Visibility of the European Union and the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag'), logo of the project, and the name of the European Union spelled out in the full form in all communication and promotional material. This means that all materials produced for project activities, training materials, project website, 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" as shown below:



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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:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”

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))

## 3. Dissemination strategy

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing, and frequency of the various dissemination activities are defined in the present strategy. **The dissemination strategy of BIOSINT project consists of five core components:**

Objectives of dissemination (as follows):

1. Target groups: identify crucial target groups and bodies that are interested in the project,
2. Key messages: identify core project messages for specific target groups,
3. Dissemination methods: identify dissemination methods, tools, and channels,
4. Dissemination time plan: identify a time plan of dissemination activities,
5. Visibility and maximal impact-promotion.



The project will use various actions to ensure high project visibility and maximal impact. Project dissemination will involve institutional, national, and international activities. It will be focused on promoting the project and its participants and raising awareness of the public about the potential benefits of the project results. One of the first tasks is creating this document at the very beginning of the project to update it regularly throughout the project. Other important activities to be performed at the beginning of the project are also to define the project's visual identity (logo, which has already been realized) and design and print promotional material (flyers, posters, etc.) that will be distributed during the span of the project.

Besides, a project website will be developed and maintained by regularly updating with new information. The function of the website is to inform all target groups about the project realization and achieved results. Project participants can exchange documents via the website. Social networks are utilized to spread the information about the project to the experts in the field (using LinkedIn) and to reach the student population (using web of University, Facebook and LinkedIn). The awareness campaign will include communication with the media and appearance on TV, radio, and newspapers. All events will be documented and displayed on the project website. Dissemination of the project outcomes will be carried out also through all study programs.

This goal will be achieved mainly through the project website, distribution of brochures, leaflets and booklets aimed to provide all relevant project information to interested stakeholders, as well as to publish information about BIOSINT in the media.

### **3.1. Dissemination objectives**

The main aim of the dissemination strategy is to share knowledge among the project partners and to the interested stakeholders, in the field of the theory to practice centres for knowledge transfer that facilitate linkages to the business and policy sector and allows cooperation with civil society and media.

- 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.

While defining the purpose of the dissemination, the first step is to decide on the audience, message, method, and timing of the dissemination. The main purpose of BIOSINT dissemination activities is to achieve the involvement of all relevant stakeholders and to provide updated information on project results.

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.

### 3.2. Target groups

The BIOSINT project intends to improve the education and professional and personal development of students of biomedical sciences, as well as teachers and administrative staff of medical faculties, which participate in the project. Through the implementation of an international at home (IaH) framework, the intention is to strengthen the capacities and digital literacy and competencies of all participants and institutions as a whole. The international, multidisciplinary, and intercultural character of IaH, as well as projected opportunities for future involvement of students and teachers and other HEIs who are not formal project participants, will promote social cohesion at the level of European identity, which in turn would create prerequisites for future sustainable development and innovation in European societies. To achieve the best possible results during the project realization and its dissemination, the target groups which could be affected by project results should be identified.

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 type of information will increase the awareness of students and academic staff for higher learning results in order to achieve the goal of an internationalized curriculum.

At the institutional level each of the Albanian partner HEIs will have a better linkage of study programs with market demands, to ensure the best quality of the study programs; will strengthen competencies of staff on how to improve their teaching.

At the European level, Albanian partner HEIs will benefit from the rich experience of EU HEIs cooperation. Students from Albanian HEIs will be included or involved in training to improve their capabilities to conduct independent research. The academic staff, research managers will be involved in the mobility training into EU partner countries through the study visits to increase the EU partners, enriching in that way their experience.

The following table shows BIOSINT project stakeholders, tools, timeframe that will be used to reach them and risk assessment methodologies for each stakeholder type.

Task No	Task name	Description	Participants	Role
T5.1	Design and implementation of dissemination and exploitation plan	First step is creating this document Dissemination and Exploitation Plan at the very beginning of the project with intention to update it regularly throughout the project with the consent of all partners. This document will be the base for the whole work package.	UniKg, KU, UMFKVB, UES, SUM, UNTZ, UoM, USH, UMT	COO, BEN

		<p>The purpose of this document is to define strategy for dissemination and exploitation activities, tools, target groups to be addressed, visibility requirements, overall dissemination calendar with all the details regarding singular dissemination events as well as to propose the list of key results that could be exploited and multiplied after the project.</p> <p>For efficient dissemination of results, project consortium recognized the need to have elaborated plan at the beginning of the project that should cover the main questions: why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. All the partners will be actively involved in the fulfilment of agreed objectives defined in this document.</p>		
T5.2	Making tools for dissemination	<p>Dissemination tools will be developed in accordance with dissemination and exploitation plan to support visibility, attractiveness, and dissemination of the project results. Tools will be used by all project partners.</p> <p>A <b>project website</b> will be set up in order to provide information for all interested parties and the general public. The website will also offer the possibility to subscribe to a periodical newsletter providing not only updates on the project state, but also further information related to BIOSINT.</p> <p>In order to ensure the <b>project identity</b>, the BIOSINT logo will be created. Moreover, it will be developed a presentation template that must be used by all partners when presenting BIOSINT. Regarding project-internal use, a template will also be used for deliverable reports. As important, EU disclaimer will be used.</p> <p>The use of <b>social media</b> is salient for both communication and dissemination purposes. A Facebook/ Instagram page dedicated to the project will be created to increase the project's presence and visibility, as Facebook is the most prominent social media in the world. One LinkedIn group will be created as well in the future, when we would have the first results to keep the discussion active.</p> <p><b>Press releases</b> will be published on the BIOSINT website on a regular basis. The aim of press releases is to gain coverage and inform the target audiences. There are both an advertising tool and a means to communicate the progress of the project and the latest news.</p> <p>Hence, press releases should be published at key moments, such as before and after an important conference, when publishing a BIOSINT document or when there is the need to make a breaking news announcement. Press releases will be monitored by the work package leader. If a partner wishes to write a press release, he/ she should contact work package leader beforehand.</p> <p>Each WB partner will coordinate the creation of <b>printed material</b>. This will be done progressively according to relevant events and activities. Partners can ask work package leader to provide for a specific material. This material will include project factsheets, leaflets, posters, roll-up banners, notes, pens, infographics, etc. In order to widely disseminate the results of the project, work package leader will coordinate the creation of creative material. All</p>	<p>UniKg, KU, UMFKVB, UES, SUM, UNTZ, UoM, USH, UMT</p>	<p>COO, BEN</p>

		<p>partners are welcome to collaborate with ideas, good practices, and suggestions.</p> <p>Work package leader will coordinate the creation of a <b>newsletter</b>, that will be released every 6 months. It will be hosted on BIOSINT' website. All partners must contribute with content for the newsletter. The purpose of the newsletter is to promote not only the activities and findings of one project, but to highlight the joint future activities (conferences, workshops, etc.) in terms of both communication and dissemination. The newsletter will be completed with the support of the whole consortium.</p> <p>One <b>promotional video</b> will be done with participation of all partners during the second project year after collection of project results, different target groups, institutions, stakeholders.</p> <p>Partners will participate to external academic conferences and organise internal scientific seminars as well. Besides, <b>specific papers</b> will be written to present the results of BIOSINT during these events. These events contribute to the dissemination of the project at the international, European, national, and local level. To facilitate this task, an online excel file will be created by work package leader and shared with all partners. In this table all partners are invited to share the information about the relevant events.</p> <p>As a potential beneficiary of this programme, the BIOSINT project is legally obligated to publicly acknowledge the EU support by displaying the European Union emblem and including the appropriate text.</p> <p>Other goods, works and services: All WB partners will print promo material in the form of project factsheets, leaflets, posters, roll-up banners, notes, pens, infographics, etc. with project's identity and logo of the European Commission.</p> <p>WB partners will find appropriate organization to develop and maintain the project web page as well as social networks</p>		
T5.3	Raising awareness through info-days, symposia and conferences	<p>To maximize the impact of BIOSINT project, networking activities for presenting project results to potential stakeholders are planned for the entire project lifetime, targeting an identifiable presence at important international meetings and exhibition. Each WB partner in Bosnia and Herzegovina, Montenegro and Albania will organize 1 info-day during the project lifetime, 1 round table with wider audience and potential stakeholders (ministries of Higher Education, ministries of health, medical chambers and associations of medical faculties, health institutions) and 1 workshop at conference (co-) organized by the WB partner.</p> <p>This phase will be focused on a wide awareness raising, i.e., informing the public and potential users on the existence of BIOSINT, the objectives it aims to achieve and the way external stakeholders – including future users – are invited to contribute and give their feedback. This initial dissemination phase will be critical to build a clear understanding of what is BIOSINT to the highest and most diversified number of stakeholders as possible. The accessibility is a principle that will have to be carefully</p>	UES, SUM, UNTZ, UoM, USH, UMT	COO, BEN

		<p>followed all along the project but particularly in this preliminary awareness raising phase.</p> <p>The BIOSINT final dissemination event, to be organized by the end of the project, will showcase the final assets of BIOSINT, as well as the BIOSINT final blueprint, indicating overall project achievements, lessons learnt and recommendations. It is also planned to collect feedback/ input from targeted stakeholders and related activities/projects.</p>		
T5.4	Preparation of the interim and final report on dissemination and exploitation activities	<p>The documents will contain reports on interim and final dissemination and exploitation report as steady activity throughout project duration.</p> <p>These reports provide a detailed overview of BIOSINT's activities as well as an assessment of their outreach and impact. It also reflects on the lessons learned of BIOSINT's communication activities, including barriers and success formats.</p> <p>All partners will be engaged about creating these documents. In these documents will be evaluated efficiency, comparison of planned with achieved results.</p>	UniKg, KU, UMFKVB, UES, SUM, UNTZ, UoM, USH, UMT	COO, BEN
T5.5	Reporting on impact and sustainability	<p>Consultation with stakeholders (ministries of Higher Education, ministries of health, medical chambers and associations of medical faculties, health institutions) will be obligatory performed by all WB partners for dissemination and long-term planning as well as for the support for the continuation of exploitation activities and for the general sustainability. Each WB partner will do minimum 2 meetings with different target groups of stakeholders (e.g., medical chamber and ministries of health) in second and third project year.</p> <p>This report will contain success stories by all project partners.</p> <p>Also, this report will contain exploitation activities after the end of the project and sustainability plan which will be developed by each WB partner.</p> <p>Face-to-face communication is considered a must for visibility and dissemination and is intended not only as formal meetings but also as informal meetings. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations, as to let partners get direct feedback and inputs.</p> <p>The idea is to identify and get in contact with several stakeholders interested in supporting the activities of the project.</p>	UniKg, KU, UMFKVB, UES, SUM, UNTZ, UoM, USH, UMT	COO, BEN

### 3.3. 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:

- Effective and sustainable cooperation with universities in order to have international standard curricula.
- Effective and sustainable cooperation among partner universities always be up-to-date with international curricula
- Improved capacities for research and innovation
- Improved capacities for research and innovation
- Co-production of knowledge and research with impact

The following keywords will be used in dissemination materials:

- Cooperation
- Internationalised Curricula
- Increasing capacities
- BIOSINT

### **3.4. Dissemination tools**

In this chapter, a general overview of the BIOSINT dissemination tools that are planned to be prepared and the dissemination activities that will be performed from 2023 until the end of the project are presented.

Moreover, some recommendations on how to prepare these tools and activities are provided, so that it is ensured that all partners disseminate the project information most effectively and appropriately. Besides, these instructions ensure that:

- All partners have access to the same information at the same time
- All partners are aware of the development status of the BIOSINT website and platform
- The project's information is equally fast transmitted to all partners
- Appropriate formats and effective communication procedures are used
- The transmitted information is fast accessible and reduced to the essential

#### **3.4.1. BIOSINT visual identity**

The BIOSINT visual identity has already been established from the early beginning of the project. All project partners should use the agreed colour palette and logos for any graphics or colour design of BIOSINT throughout the project and after its completion.

#### **3.4.2. BIOSINT 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, besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices.

### **3.4.3. Social Media**

Dedicated social media accounts (Facebook, LinkedIn, and YouTube) are created early in the project. 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 BIOSINT target groups, and especially young people. UNISHK is overall responsible for managing and feeding these accounts. However, all project partners are encouraged to send to UNISHK any interesting information that can be communicated via the BIOSINT social media accounts. To maximize and engage the audience to which the BIOSINT results will be communicated, UNISHK will run social media campaigns with advertisements and various motives (contests, prizes, etc.).

### **3.4.4. Erasmus+ Project Results Platform**

Erasmus+ Project Results at EACEA Platform (<https://ec.europa.eu>)

### **3.4.5. Web pages of consortium members**

The organizational websites will be used to disseminate project results.

### **3.4.6. Internal Communication**

The 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.

Communication will be between partners:

- Univerzitet u Kragujevcu (University of Kragujevac), Kragujevac, Serbia – project coordinator;
- Katholieke Universiteit Leuven (Catholic University of Louvain), Ghent, Belgium;
- Universitatea de Medicina si Farmacie Victor Babes Timisoara (“Victor Babes” University of Medicine and Pharmacy), Timisoara, Romania;
- Univerzitet u Istocnom Sarajevu (University of East Sarajevo), East Sarajevo, Bosnia and Herzegovina;
- Javna ustanova Univerzitet u Tuzli Universitas Studiorum Tuzlaensis (University of Tuzla), Tuzla, Bosnia and Herzegovina;
- University of Mostar (Sveučilište u Mostaru), Mostar, Bosnia and Herzegovina;
- Javna ustanova Univerzitet Crne Gore Podgorica (University of Montenegro), Podgorica, Montenegro;



- Universiteti Shkodres Luigj Gurakuqi (University of Shkodër “Luigj Gurakuqi”), Shkodër, Albania;
- Universiteti i Mjekesise Tirane (University of Medicine, Tirana), Albania.

#### **3.4.6.1. Key Internal Target Audiences**

The project has a Project Consortium Board (Steering Committee) made up of representatives from all project partners. Members are officially appointed by the legal representative of their institutions. In line with the guidelines, grant agreement and partnership agreements, the Steering Committee decides with all votes on important project implementation matters and monitors its progress.

#### **3.4.6.2. Tools**

The Communication mix and tools for the internal communication among the project partners and between the lead partner will be facilitated through the use of following communication direct and electronic communication tools:

- Direct communication
  - The Steering committee will have project meetings during the project duration. The project meetings are organized by the Lead Partner and the hosting partner.
- Electronic communication
  - Day-to-day electronic communication by e-mails on a daily base
  - Regular online meetings through zoom or other tools
  - Document sharing platform implemented to facilitate the exchange of project document - 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, power point presentation template and templates for reporting dissemination events and visibility report template (Annex).

### **3.5. BIOSINT promotional materials and activities**

#### **3.5.1. Videos**

A short promotional video will be created for the BIOSINT project to maximize its visibility and explain the objectives of the project in a stimulating way. The video will be produced by a professional video production team of partners and includes sound effects, voice-over, and music. Other videos will be created during the project.

### **3.5.2. Newsletters**

It will improve the dissemination of information regarding the project objectives; the mailing list should include the main Project' Stakeholders to give maximum visibility to the importance of the project. They will be produced and circulated appropriately every six months and they will consist of brief articles and updates about the project progress.

To engage as many stakeholders as possible, the BIOSINT partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Each issue will be disseminated to the BIOSINT email list, published on the website, and announced through social media channels for further dissemination. A template for BIOSINT project newsletter has been prepared (Annex X).

### **3.5.3. Press releases**

PR and articles can support wider dissemination of project objectives, initiatives, events and services, and relevant achievements. PR about the project activities and results will be prepared in English and distributed through various media channels throughout the project. UNISHK is responsible for the preparation of the press releases and their distribution to international channels. PR with dissemination to online media and bloggers and dissemination of information to digital opinion influencers publishing in unofficial media channels will also be explored to create additional outreach. A template for press release can be found in Annex XI.

### **3.5.4. Brochure and other promotional materials**

BIOSINT 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 (BIOSINT 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 (Annex XII (for promotional materials)). Each pilot partner may prepare their own design, print and distribute dissemination material that better meets their own needs, always under the supervision of UNISHK. Any 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.

### **3.5.5. Mass media**

The scope of the mass media communication activities will be to inform the general public about the BIOSINT 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 BIOSINT partners are encouraged to disseminate the BIOSINT project through mass media regularly. However, the official contact with the mass media will be made by the WP 8 leader through the official email account of the BIOSINT project.

### 3.5.6. Posts in non-project channels

As for all the dissemination activities of the project, uploading posts to non-project channels is an ongoing activity that will continue to be executed throughout the whole duration of the project.

These channels include blogs, LinkedIn and Facebook groups, and EU websites relevant to BIOSINT's main objectives, etc. Uploading posts to such channels aims to boost the visibility of project news and results so that the maximum target audience is reached.

### 3.5.7. 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 BIOSINT partners in targeted events where BIOSINT 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 BIOSINT project can be presented and reach a wide audience, and report these to UNISHK. After participation, in any event, the participant partner should send a full report to UNISHK describing the scope of the event, the means of the project dissemination, and the volume of the audience reached.

These reports should be prepared according to the template provided by UNISHK as Visibility Report Template-Annex IX, which is available in Reporting Templates. In the template information as event title, a short description, date and location of the event, webpage and social media link should be included. This reporting will be taken from all partners once in 3 months.

### 3.5.8. Organization of project events

All project partners are motivated to organize local targeted events to disseminate the BIOSINT project in their area and motivate local stakeholders to actively participate in the project. The scope of these events is to increase youth awareness on the BIOSINT project and engage further external stakeholders, such as public organizations, NGOs, strategic decision-makers, policymakers, think tanks, scholars, public and private administrations, etc. Each partner can evaluate what kind of event better meets the needs of the local people and can be an effective means of dissemination.

For organizational purposes, Event Planning Checklist Template (Annex III), which gives details on how the events should be organized, will be used by all project partners. Partners should report on the realization of the event, the necessary information including the aim of the event, the speakers, the impact of this event to the project, the audience reached, level of coverage at local/national/international level and some photos and/or videos related to the event (at least 5 photos) (see Annex VIII - Reporting Dissemination Events Template) will be sent to UNISHK representatives to be disseminated through all project promotional and dissemination

channels (project website, social media networks, YouTube channel etc.). All this information should be sent right after the event at the latest one day after.

### 3.5.9. Open events

These events can be categorized into two groups:

#### A. Project Workshops/Webinars

Two or three workshops will be set up to provide an overview of the project objectives and activities, present and discuss the results of the project, share experiences and lessons learned to stakeholders and the scientific community. The events will include talks and presentations from BIOSINT partners, but also from invited speakers that have studied related topics to the BIOSINT project, such as representatives of relevant activities.

#### B. Conference

A conference or symposium will be organized at the end of the project to present the results achieved and the lessons learned useful to be shared with the public. The venue of the conference will be agreed upon among all partners.

## ANNEX LIST

- I. BIOSINT Memorandum document template
- II. BIOSINT Power Point (ppt) template
- III. Attendance list template

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