Heal4All

HEAL 4 ALL

Higher Education Alliance for Innovative Healthcare and Education

PROJECT COMMUNICATION, DISSEMINATION & EXPLOITATION PLAN

Developed by the *Project partner MEDITERRANEAN ECONOMIC FORESIGHT INSTITUTE (IPEMED)*

Table of contents

1 Communication

1.1 General rules

Any communication related to the Grant Decision and project implementation shall be made in writing (in paper or electronic form) to the address of the Coordinator: University of Split, Department of Health Studies, R. Boskovica 35, 21000 Split, Professor Irena Drmić Hofman, PhD, ErCLG or idhofman@ozs.unist.hr, carev.ivana@gmail.com. They keep note of the communication and have an obligation to answer you within 3 working days for regular communication and 1 day for the urgent matter. Formal notifications shall be made by registered mail with return receipt or equivalent electronic means.

The communication concerning any type of modification (in the partners' structure, contact person or other) shall bear the number of the **GRANT AGREEMENT: Project 000257095 — HEAL4ALL** and be sent using the template of the project as an official letter of the organization with reference number, signature of the legal representative and stamp of the organization.

All additional documents necessary for the implementation of the modifications have to be attached during the communication. Note that the modifications should be sent in electronic and in paper version. **The partners have to inform the Project manager and assistant at least 1 month prior any important change**.

1.2 Date of communications

Any communication is deemed to have been made when the receiving party receives it unless it is referred differently in the communication sent.

Electronic Communication is deemed to have been received by the receiving party on the day of its successful opening. The communication shall be deemed unsuccessful if the sending party receives a message of non-delivery. In this case, the sending party shall immediately send again such communication to any of the addresses listed in "Distribution links" under the addresses connected with the Co-beneficiary.

Mail sent to the co-beneficiary using the postal services is considered to have been received on the date on which the Beneficiary registers it.

Formal notifications made by registered mail with return receipt or equivalent, or by equivalent electronic means, shall be considered to have been received by the receiving party on the date of receipt indicated on the return receipt or equivalent.

1.3 Internal communication tool

The aim of the **HEAL4ALL** internal communication tool (Microsoft OneDrive Cloud) is to support remote collaboration by offering a common space where the project partners can share and exchange information, communicate with each other, and work together on project documents. Each partner organization can access the tool via access link.

The Beneficiary is responsible for creating, maintaining and managing the tool, and the team will regularly update the information on the site throughout the project.

2 Dissemination and exploitation of results

EU (co-)funded projects have the responsibility to put emphasis on the dissemination and exploitation of results, as they directly contribute to the impact of the programme and to public awareness of their functioning and results. Grant beneficiaries have to make themselves familiar with the underlying principles and tools and take them fully into account during the project implementation phase.

The following provisions can serve as an example model:

1. Purpose of dissemination and exploitation activities

Significant emphasis is placed on the impact of EU co-financed projects and on ensuring that what they produce will be widely known about and widely used. The results generated, lessons learned and the experience gained by the project should be made available to the widest possible community.

The objective of dissemination and exploitation is to maximise the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels.

Whenever appropriate, projects are encouraged to make the results available through open licences/open educational resources (OER).

2. What are the project results

The results of the project may be of a diverse nature and consist of concrete (tangible) results as well as skills and personal experiences (intangible results) that both project coordinators and participants in the activities have acquired. The different categories of results may require different approaches for dissemination and exploitation. For example, tangible results such as 'products' may be easily demonstrated with actual items, graphical representations and samples, whereas intangible results such as 'experiences' may require alternative methods of display such as survey results, interview analysis and accreditation programmes.

3. How to plan successful dissemination and exploitation

Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority. In planning/updating these activities, the project team should address the following main questions:

- What needs does the project meet?

- What are the expected results?

- Which users will benefit from the project's results?

- To reach these users, in which languages should the results be disseminated?

Key elements of a dissemination and exploitation plan are among others:

- The types of activity – the methods and mechanisms, the languages to be used;

- The resources – people and budget including for translation;

- The timetable;

- The strategy beyond the project's lifetime and beyond the partnership.

4. How to disseminate and exploit results

In order to reach as many people as possible, it is advisable to translate as many communication materials and project outputs into as many languages as possible. It is recommended to cover all languages of the partnership and English; the cost of these translations could be included in the grant request if necessary.

There are many different ways to disseminate and exploit results. Beneficiaries could use:

- the EU Dissemination Platform

- project or organisational websites;

- meetings and visits to key stakeholders;

- dedicated discussion opportunities such as information sessions, workshops, seminars, training courses, exhibitions, demonstrations, or peer reviews;

- targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;

- audio-visual media and products such as radio, TV, video clips, podcasts or apps;

- social media;

- public events;

- project branding and logos;

- existing contacts and networks.

5. When should dissemination and exploitation activities be carried out

Dissemination and exploitation of results are an integral part of the Erasmus+ project throughout its lifetime. Examples of activities at different stages of the project cycle are:

BEFORE the project starts (costs associated with those activities are not considered eligible)

- drafting the dissemination and exploitation plan;
- definition of the expected impact and deliverables;
- consideration of how and to whom dissemination and exploitation outcomes will be disseminated.

DURING the project

- putting in place and maintaining a project website;
- updating the dissemination platform with recent information on the project and results;
- contacting relevant media e.g. at local or regional level;
- conducting regular activities such as information sessions, training, demonstrations, peer reviews;
- assessing the impact on target groups;
- involving other stakeholders in view of transferring results to end users/ new areas/policies;
- involving policy-makers.

AFTER the project (*NB: costs associated with those activities are not considered eligible. The following advice is not a contractual obligation, but should be considered as good project practice*)

- contacting policy-makers at wider scale;
- continuing further dissemination (as described above);
- developing ideas for future cooperation;
- evaluating achievements and impact;
- contacting relevant media.

6. How to assess success

The impact assessment is an essential part of the process. It evaluates achievements and generates recommendations for future improvements. Indicators could be used to measure progress towards goals. These are signs that help measure performance. Indicators can be both quantitative relating to numbers and percentages as well as qualitative relating to the

quality of the participation and experience. Questionnaires, interviews, and assessments could also be used to measure the impact. Defining indicators relating to the different project activities should be foreseen at the start of the project and part of the overall dissemination plan. Some examples:

- Facts and figures related to the website of project organisers (updates, visits, consultation, cross-referencing);
- Number of meetings with key stakeholders/public authorities;
- Number of participants (institutions and individuals) involved in experimentation, discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of products;
- Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);
- Visibility in the social media;
- Participation in public events;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national, and EU policy measures;
- Feedback from end-users, other stakeholders, peers, and policy-makers.

The dissemination and exploitation plan should be regularly reviewed, and if necessary, corrective action should be taken in close cooperation and agreement with the Agency.

7. Use of the results of the action

Erasmus+ promotes the open access to materials, documents and media that are useful for learning, teaching, training, youth work and are produced by projects funded by the Programme. Beneficiaries of Erasmus+ grants producing any such materials, documents and media in the scope of any funded project have to make them available for the public, in digital form, freely accessible through the Internet under open licences. Beneficiaries are nonetheless allowed to define the most appropriate level of open access, including limitations (e.g. interdiction of commercial exploitation by third parties) if appropriate in relation to the nature of the project and to the type of material. The open access requirement is without prejudice to the intellectual property rights of the grant beneficiaries.

3 Visibility of EU funding

All project partners have to promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries have to inform the granting authority, (i.e. partners inform Coordinator who informs Project Officer).

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **have to acknowledge the EU support and display the European flag** (emblem) and funding statement (translated into local languages, where appropriate):

The emblem has to remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem has to be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this section, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activity related to the action have to use factually accurate information. Moreover, it has to indicate the following disclaimer (translated into local languages where appropriate):

Additional communication and dissemination activities

The beneficiaries have to engage in the following additional communication and dissemination activities:

- present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries' websites or social media accounts
- for actions involving public events, display signs and posters mentioning the action and the European flag and funding statement
- upload the public project results to the Erasmus+ Project Results platform, available through the Funding & Tenders Portal

Additional logos and disclaimers on national languages and Visibility guidelines can be found on

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

3.1 Main project visibility tools

PROJECT WEB PAGE: PROJECT LOGO:

QR code

https://XXXXX/ (currently in development)