



# Dissemination Plan

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## PARTNERS

**TUCEP** - Since 2003 TUCEP is an **accredited training and education provider** by the Umbria Region to provide higher, lifelong learning, IVET and CVET training activities, included those ones granted by European Social Fund. Since 2011 TUCEP has been participating in transnational projects, included activities granted by European Union funds. In both sectors TUCEP has experience and is implementing activities and networks in different fields. In the field of VET, TUCEP brings their experience and added value for raising awareness and contributing to develop human capital, through upskilling and reskilling of employees among European Companies (including micro companies and SMEs), professionals and VET providers about specific topics.

**ARTES** - Artes srl is a company born in 2008. During these years has developed competences for operating in the following fields: services of social-economical research for the production of territorial development and for investigations on professional systems; analysis of the system of professions and of the professional competences, of the formative systems and of education, of formative and professional needs for the public and private sector for strategies definition and intervention lines of professional education for supporting territorial development and labour market; analysis and consulting for organization/re-organization of professional education systems (on central and peripheral level); services relevant to planning, projecting and realization of all step-chain of professional education: analysis of educational and professional needs, roughly projecting and execution projecting of courses, educational activity monitoring, final evaluation; organization, monitoring and tutoring of educational stages; production and realization of marketing plans, development plans, commercial plans, communication and promotion for public entities and private sector with a big specialisation on tourism field; feasibility analysis for investments realization in the touristic sector (hospitality and restaurant).

Since 2009 Artes is an accredited entity for the professional education in the Umbrian Region. Artes collaborates with Trade Unions and Business Associations at national level and it has carried out important research works for Interprofessional Funds (FORTE, FONTER, etc), Bilateral Agencies (EBIT, EBIPRO) and Public Research Institutes (INAPP). The company has two administrators that are its operative, managing and researching staff too.

**CEFE** - The organization had its initial formation by CEFE trainers which met and participated in CEFE Training of Trainers in 1997 in Macedonia. The main motivation of forming this association of citizens was/is to promote entrepreneurship mind-set and spirit. **CEFE Macedonia was officially established in 2008 in Skopje**, Macedonia as a non-profit, non-partisan organization. Mission: to increase business competences of economical actors in the society. Vision: raised entrepreneurial culture and increased employment. CEFE Macedonia has signed Memorandum of Understanding and collaboration with CEFE International [www.cefe.net](http://www.cefe.net) and is part of the global CEFE Network introduced in 100 countries.

**UNIVERSITETI EUROPIAN I TIRANËS (ALBANIA)** – European University of Tirana is a leading university and research Centre in Albania, established in full compliance with the criteria of the Bologna Charter, including study program in the three levels of study: BA; MA and Doctorates. UET engages in high quality teaching and research as well as exchange programs and capacity building projects with local and international partners.

UET has accessed other international and national donors, specifically for projects related to social and political sciences such as **Visegrad Fund “EU Policy Lesson Learned from Visegrad Countries”**. In line with its internationalization strategy, UET brings to its students and staff the most updated EU practices and enhances a peer-to-peer approach, such as “National Conflict in the Balkans” training course, conducted by students of Sorbonne University, France under the Broader Perspective project. European University of Tirana is particularly interested in the internationalisation of its study programs and thus it seeks to build successful partnership with other institutions in the region, in Europe and now also in the USA, Australia and China.

UET has established the network Next Europe, which brings together leading universities in the Western Balkans and research centres in Europe (LSEE, UCL SSEES, EUI, CEU, Sciences Po etc.) with research expertise and interest in Albania and South East Europe.

Currently, we are part also of the GTFP-Global Teaching Fellowship Program with CEU, an exchange program for recent PhD graduates from CEU who can teach at UET for one year. UET pays importance to its strategic communication, visibility of actions, dissemination of information, knowledge-sharing and exchange of experiences and know-how.

UET is part of The **European Charter for Researchers** and it has started working on this direction by receiving the certification HR Excellence in Research of the European Commission (<http://uet.edu.al/images/pdf/UET-2018-projects.pdf>). Since 2018 UET offers new vocational courses tailored to meet needs of the job markets and future professionals.

UET promotes issues such as gender equality and social inclusion, by providing support to socioeconomically disadvantaged people and encouraging active participation of people with disabilities in the community.

In its previous projects, UET has provided different services including training/coaching/mentoring programs, conference and similar event organization, vocational education modules, research and publishing services (manuals, handbooks, reports, reviews, etc.), entrepreneurship incubator and programs, etc.

UET is currently implementing **VTECH Project**, in the framework of which a **Virtual Reality and Augmented Reality LAB**. This Project is complementary to VTECH, by putting the VET programs into focus. Partner has participated to sectoral studies and researches as “**Innovative Approach for Tourism Enterprise in Albania**”

**UBT (KOSOVO)** had establishing the Centre of Expertise for Hospitality and Tourism (CoE H&T) in order to build capacity and increase employment of the labor force within the private sector, with a special focus on youth and gender in order to fill the gap in the lack of qualified staff with qualified staff in the Hospitality and Tourism sector.

This has been an ambition of UBT since it first engaged PUM Netherlands Senior Experts in February 2013 to carry out a feasibility study for the potential of such a centre in Kosovo and the need for more qualified professionals in H&T were identified. For this purpose, the UBT is establishing and will host the **CoE H&T Hotel School at the Innovation Campus in Lipjan**, with facilities to accommodate guests (hotel rooms), restaurants for guests and staff, as well as for students (two restaurants), front office and back office reception area, and a wellness area with indoor pool.

The engagement of the industry, current hospitality companies, is essential and for this purpose the CoE H&T Hotel School has established a task force with industry representatives to ensure the active participation of the sector. This concept goes beyond existing and applied hospitality and tourism training models in Kosovo. The CoE H&T Hotel School stands to be front runner / role model in H&T training not only in Kosovo, but the entire region. The CoE H&T Hotel School will provide certificate and diploma-level of competence, as well as demand driven (short) courses. A system of recognition of prior learning (RPL or APL) will be developed to facilitate tailor-made competency programs for those with specific working experience yet without a formal certification (under qualified). All capacities will be developed based on international standards as applied by high-end international hospitality service providers and as required by international companies and, most importantly, international guests.

**PROFESSIONAL COLLEGE OF TIRANA (AL)** - Tirana Vocational College was established in 2015 as a special innovation in the field of higher education. Tirana Vocational College offers higher professional, full-time, accredited professional study programs that last 2 years with 120 credits. The professions that have the highest employment rate are the ones that the CPT offers to students.: several years in the market, international accreditation, hundreds of graduates, high employment rate, best staff, modern teaching methods combined with practice, winners in several international projects. The CPT is accredited as a higher education institution by ASCAL in cooperation with the Quality Assurance Agency for Higher Education in the United Kingdom. It includes INFORMATION TECHNOLOGY DEPARTMENT: Information Technology and Communication / Electronics / Database and WebDesign



## 1 GOALS AND OBJECTIVES

The Dissemination Plan is an important and integral part of project. The main goals of V.I.R.T.U.A.L. Dissemination Plan are:

- to establish a common vision and to attribute a specific identity to the project, making its activities noticeable;
- to reach and involve actively in project activities target groups, stakeholders and general public;
- to promote effectively the aims and objectives of the project;
- to assure the best impact to project activities multiplying their effects and results.

All partners are engaged in both planning and implementing the activities.

V.I.R.T.U.A.L. Promotion and Dissemination Plan main specific objectives are:

- to disseminate to the widest audience possible the commissioned polyvocal collective plays that are one of the most important outputs of the project;
- to enhance networking and exchanges of experiences among playwrights, actors and artists working in the theatre sector;
- to assure a wide participation to the young playwrights contest promoted by
- to reach and involve the different typologies of targets groups, in particular audiences, in the project creative and cultural activities, achieving the quality and quantity goals as defined in the proposal;
- to assure the participation of institutions representatives and stakeholders in Focus Groups, meetings, workshops.
- to organize participated workshops, educational meetings, work shows, focus groups, enhancing the exchange of exemplar experiences and the transfer of best practices;
- to organize a well participated final conference;
- to develop an effective on-line activity through project website and other on line tools (YouTube, website) and social networks (Facebook, etc.);

## 2 APPROACH

To strength the attractiveness, a dissemination system must be oriented towards the needs of the user, incorporating the types and levels of information needed in the methods and languages preferred by the user. The reason why dissemination is so important is that it creates awareness about the project so it can be successful and sustainable.

Dissemination activities have to be:

- **user-oriented**, incorporating the types and levels of information needed into the forms and languages preferred by users;
- **planned**, with a clear and specific scheduled work plan;
- **measurable**, include effective quality control mechanisms to assure that the information is accurate, relevant, and representative, effectively disseminated;

- **structured**, with a clear definition of content, instrument and activity (for example: brochure text, brochure lay-out, n. copies, distribution method and scheduling).

### 3 TARGET GROUPS

Dissemination target groups are a) the short-term target groups of the project as defined in the proposal, b) the long term target groups, c) general public.

Dissemination target groups have to be reached and involved in the project's activities as planned, developing appropriate actions and using provided instruments and tools.

#### 3.1 Target Groups

The target group, directly and indirectly involved in VIRTUAL project, are the following:

**1. Specialised Audience:** this audience is made up of people directly affected by the outcomes and results of the project in their work, study, researches, etc. This target audience can be further break into several categories:

**1.1 Students/future VET students**

**1.2 VET teachers**

**1.3 VET institutions**

**1.4 Research community**, which may gain from the **V.I.R.TU.AL** project lessons-learnt and findings in similar or complementary research areas.

**1.5 Decision Makers:** they are responsible for the planning and administration of vocational education and training. This category includes: National and regional education ministries; Educational agencies; Federal and local administrative bodies

**1.6 Enterprises and enterprises associations** (employers' associations but also business consortia)

**2. General Public:** this cluster includes people/groups interested in the topic in general. Audience with this level of interest acknowledges the importance of the topics dealt within the project and the benefits that may derive from the project activities, even if it is not primarily involved in vocational education activities related to the topic. This audience looks for clear, useful, non-technical information: the project website and brochures are usually the main source of information for this audience.

**KPI indicator: expected number of Target Groups units reached and involved in project activities (provision) – internal measures**

Partners	TG 1.1	TG 1.2	TG 1.3	TG 1.4	TG 1.5	TG 1.5
TUCEP						
ARTES						
CEFE						
PC TIRANA						
EU UNIV.						
UBT						

**For report: a) number declared, b) number with indirect evidence (pictures, etc.), c) number with direct evidence (attendance sheets or similar documents)**

Partners	TG 1.1			TG 1.2			TG 1.3			TG 1.4			TG 1.5			TG 1.5		
	a	b	a	B	c	c	a	b	a	a	b	a	a	b	a	a	b	a
TUCEP																		
ARTES																		
CEFE																		
PC TIRANA																		
EU UNIVERSITY																		
UBT																		

### 3.2 Long Term Target Groups

The main category of long-term target groups is, as to the typologies, similar to the short-term ones. The difference is related to their geographical position (other region or countries than the ones of partners).

Other categories of long-term target groups are defined by partnership during the project. The target groups are reached, after the end of the project, within the framework of institutional activities promoted by the partners.

### 3.3 General public

Considering the values of the **V.I.R.T.U.A.L.** contents and activities the promotion and dissemination activities take care to assure the widest diffusion of information about the project. The partnership has a very wide network of contacts that can reach and inform a number of learners, trainers, educational centers.

### 3.4 Contacts directory

Partners fill a directory form collecting data and information about target groups to contact / contacted, specifying the fields of involvement. The template, in xls format, is provided with the Management Toolkit.

### 3.5 Press service and Communication Office

**TBD**

## 4 DEADLINES

Each deadline is important because allow to monitor and control analytically promotion and dissemination activities progression, giving the possibility, if needed, to change approach, instrument, tool

Deliverable / Output	Planned deadline	notes
V.I.R.T.U.A.L. brochures – (task 5-4 - DEL 5.4)	30/06/2023	
V.I.R.T.U.A.L. training – profile brochures (task 5-4)	30/11/2023	
V.I.R.T.U.A.L. project presentation factsheet (task 5.4)	30/06/2023	
V.I.R.T.U.A.L. POSTER (task 5.4)	31/10/2023	
Newsletters [Task 5.4]	31/10/2023	first issue
Project Website [TASK 5.3 – DEL 5.3]	15/06/2023	
Video clips [no specific deliverable, but mentioned in description]	31/10/2023	First set of 4 clips
SOCIAL MEDIA AND BLOGS	<b>31/05/2023</b>	Open of Facebook profile and set of 4 posts
Dissemination Workshops – Direct personal meeting [no specific deliverable, but described in section 3.2]	31/10/2023	First reported DPM
Final Seminar [ task 5.5 ]	30/11/2024	
Press releases (task 5.4)	31/12/2023	First set of 4 articles
PROJECT CORPORATE IDENTITY – (task 5-4 - DEL 5.2)	<b>31/05/2023</b>	

## 5 DISSEMINATION SHEET

See file excel attached

## 6 ACTIVITY AND DELIVERABLES

The V.I.R.T.U.A.L. promotion and dissemination plan is developed through the operational realization and dissemination of a set of deliverables.

For the purpose of the Promotion and Dissemination Plan, the deliverables are

- all the outputs related to promotion and dissemination activities that are described in the proposal;
- other deliverables non explicitly planned in the proposal but that the partnership has decided to use.

The operational activity related to each promotion and dissemination deliverable can be articulated in the following steps:

- definition and development of the promotion and dissemination's message and/or text and/or content
- definition of the instrument / tool / communication formats
- design and development of graphic lay out
- realisation / production of the deliverables / outputs
- identification of the suitable media for dissemination
- operational dissemination of the deliverable
- report of promotion / dissemination activities.

Based on the identification of the relevant stakeholders and their needs, several dissemination products have been selected to be used for the project dissemination. V.I.R.T.U.A.L. project intends to use both traditional dissemination means, such as conferences and papers including online ones, and new means of communication (e.g. social media).

The dissemination products will be prepared and distributed in various forms (e.g. brochures, presentations, videos, etc.).

An effort will be made to present all these in alternative formats, ensuring that different audiences can access them in the most suitable format. Distribution will be done with different tools, but most effectively at organised presentations and forums.

Other distribution channels include existing data bases and online platforms dedicated to VET (this channel will be used to disseminate to a specialised audience, to give more visible results confirming interest for the VET teachers).

### Dissemination and Communication Tools:

- **Website** contains all important facts about the project Dissemination and Exploitation plan: Project description, Consortium, Events, Modules, Results, Useful information.
- **Public Deliverables:** **V.I.R.T.U.A.L.** project deliverables will be published on the project website and available for download. In this way all interested stakeholders will be informed about the achieved project results. Partners are responsible to notify the project coordinator and dissemination WP leader to publish the deliverables on the website.

- **Flyer/Brochure:** In order to inform a wide range of audience of the V.I.R.TU.AL project and enhance its visibility, different dissemination materials will be prepared. Dissemination materials will contain V.I.R.TU.AL logo, brief description of the project, and list of the partners.

All these dissemination materials will be published on the website and will be available for download. They will be also distributed at the events attended by the partners in order to increase the visibility of the project and extend our network and contacts.

- **Videos:** The video - records about didactic materials realised (as a sort of Demo) will be uploaded on the **project website** and on **social media**. This is the new but powerful medium for dissemination of the project results in particular in reaching specific targeted audience (such as unions and wider research community).

- **Project presentation at external events:** Partners participating to other events relevant to the project can take advantage of the occasion presenting the project, results, promote the project, increase the project visibility and establish new contacts.

Conferences, workshops, Tourism forums can be excellent platform for disseminate our findings and start direct conversations with the audience. Some of the consortium partners are very active in their research and business communities, and co-organise well-visited conferences.

- **Social Media and Blogs:** The project will activate also social channels in order to promote the finding of the project and foster the creation of a bi-directional collaborative community of interested stakeholder

- **Direct personal meetings:** direct conversations with a number of relevant communities, education authorities' bodies, other projects in the field, and other organisations.

- If possible (we need to verify if) the part participation to yearly provision conference in VET Skills Week.

All dissemination material needs to include the EU emblem and the following disclaimer: "The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".

## 7 BUDGET (as in the proposal)

### Estimated budget — Resources *(n/a for prefixed Lump Sum Grants)*

Participant	Costs													
	A. Personnel		B. Subcontr acting	C.1a Travel			C.1b Accomodat ion	C.1c Subsiste nce	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs
TUCEP														
ARTES														
CEFE														
PC TIRANA														
EU UNIVERSITY														
UBT														
Total														

For certain Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; see [Portal Reference Documents](#)).



## 8 ACTIVITY AND DELIVERABLES

### 8.1 V.I.R.T.U.A.L. brochures – (task 5-4 - DEL 5.4)

#### 8.1.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

It is planned (Task 5.4 - Deliverable n.5.4) to realize project's brochure / flyer. The purpose of the brochure is to communicate effectively aims and basic contents of the V.I.R.T.U.A.L. project. The text describes shortly context of the project, objectives and main activities.

#### 8.1.2 B) definition of the deliverable formats

It is planned to realize the brochure as a three-sided leaflet, for each Partner in the national language.

#### 8.1.3 C) design and development of graphic lay out

Graphic and layout is designed and proposed by **TUCEP**.

#### 8.1.4 D) realisation / production of the deliverables / outputs

*The project leaflet includes general information on the project, the activities, objectives, outcomes and the partners. Contact details, website and further information opportunities will be included. The project leaflet will include general information on the project, the activities, objectives, outcomes and the partners. Contact details, website and further information opportunities will be included. Electronic, EN, languages of Partners.*

**NB: The Partners undertake to disseminate and distribute brochures both physically and electronically in order to reach and raise awareness among the widest possible number of target groups. As an indicative figure, it is estimated that approximately 1000 people per country involved will be reached directly and indirectly through activities that can be documented with reliable evidence and estimates**

#### 8.1.5 E) identification of the suitable media for dissemination

- a) **direct e-mailing** and upload on **project website**.
- b) **hand distribution, displaying at partners' premises** and **public places**.

It can be included in press kit and similar promotional-dissemination product

#### 8.1.6 F) operational dissemination of the deliverable

The electronic version will be disseminated by direct e-mailing by each partner on the basis of its own contacts' data base. The hard copy version will be disseminated during all the project activities: a) at workshops and seminars, b) delivering copies directly to stakeholders, c) displaying printed version in public areas in particular the ones frequented by target groups and stakeholders.

**8.1.7 G) report of promotion / dissemination activities.**

Activities will be reported in the appropriate way, providing all the needed data and information to fill properly the specific form of the progress and final report and the dissemination report

**8.1.8 Budget provisions and resources**

PARTNER	task's responsibility	Budget for the activity	notes
TUCEP			
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.2 V.I.R.T.U.A.L. training – profile brochures (task 5-4)

### 8.2.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

*Design and creation of a project's brochure for **each new profile and training programme** (EN & partners' languages).*

### 8.2.2 B) definition of the deliverable format

It is planned to realize the brochure as a three-sided leaflet, A4 format, in each Partner national language.

### 8.2.3 C) design and development of graphic lay out

Graphic and layout is designed and proposed by **TUCEP**. The activity includes also logo in different versions and suitable fonts.

### 8.2.4 D) realisation / production of the deliverables / outputs

Information about profiles, training contents and activities, educational methodologies.

**NB: The Partners undertake to disseminate and distribute brochures both physically and electronically in order to reach and raise awareness about training activities and curricula among the widest possible number of target groups. As an indicative figure, it is estimated that approximately 1000 people per Country involved will be reached directly and indirectly through activities that can be documented with reliable evidence and estimates**

### 8.2.5 E) identification of the suitable media for dissemination

- a) **direct e-mailing** and upload on **project website**
- b) **hand distribution, displaying at partners' premises and public places.**

It can be included in press kit and promotional-dissemination material

### 8.2.6 F) operational dissemination of the deliverable

The electronic version will be disseminated by direct e-mailing by each partner on the basis of its own contacts' data base. The hard copy version will be disseminated during all the project activities: a) at workshops and seminars, b) delivering copies directly to stakeholders, c) displaying printed version in public areas in particular the ones frequented by target groups and stakeholders.

### 8.2.7 G) report of promotion / dissemination activities.

Activities will be reported in the appropriate way, **providing all the needed data and information to fill properly at last the specific form of the progress and final report.**

### 8.2.8 Budget provisions and resources

PARTNER	task's responsibility	Budget for the activity	notes
TUCEP			
ARTES			
CEFE			
KPT			
EUT			
UBT			

### 8.3 V.I.R.T.U.A.L. project presentation factsheet (task 5.4)

A **short description of the project** of the project, with information about partners' contact persons.

#### 8.3.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

A first draft version is prepared by Applicant and is revised with partners. The text and lay out can be modified and integrated according the project activities' progress. Each partner prepares a version in national language. Text can be customized with reference to the national activities

#### 8.3.2 B) definition of the deliverable formats

**Electronic and hard copy formats**

#### 8.3.3 C) design and development of graphic lay out

**To use of EU, project and partners logos.** No specific graphic layout, a specific template is prepared. It has to be printable in a 2-page A4 format.

#### 8.3.4 D) realisation / production of the deliverables / outputs

Draft version is available in the Partners' Folder. Partners can customize it in relation with specific national activities. Electronic format for dissemination is pdf. As mere indication: the hard copy format is front and back colour photocopy, each partner prints copies on its own as needed.

#### 8.3.5 E) identification of the suitable media for dissemination

- a) direct e-mailing and upload on project website.
- b) hand distribution

#### 8.3.6 F) operational dissemination of the deliverable

The electronic version is disseminated by direct e-mailing by each partner using its own **contacts' data base**.

The hard copy version is disseminated during all the project activities: a) at workshops and seminars, b) delivering copies directly to stakeholders, c) displaying printed version in public areas in particular the ones frequented by target groups and stakeholders.

#### 8.3.7 G) report of promotion / dissemination activities

Activities will be reported in the appropriate way, providing all the needed data and information to fill properly at last the specific form of the progress and final report.

#### 8.3.8 Budget provisions and resources

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			

KPT			
EUT			
UBT			

#### 8.4 V.I.R.T.U.A.L. POSTER (task 5.4)

It is planned to realize **thematic posters**<sup>1</sup> about activities, products and results of the project. Posters are realized progressively with the development of the project. As an example: Information general poster n. 01 - general description of the project goals, objectives, partnerships

##### 8.4.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

For each poster a concise and effective marketing text describing activities and aims. Eventually more detailed description can be included in the poster lay out. Each Partner produces a version in national language.

##### 8.4.2 B) definition of the deliverable formats

It is planned to realize posters in electronic format, hard copy format (**poster**), and **roll up** format.

As to **roll ups** the standard format suggested is as in the picture



##### 8.4.3 C) design and development of graphic lay out

Graphic and layout is proposed by TUCEP

##### 8.4.4 D) realisation / production of the deliverables / outputs

Posters are available in electronic format (pdf), in a good quality but not heavy version for electronic dissemination. In the proposal is planned to realize:

- a) **roll ups for each poster** in each partner country
- b) **500 hundred copy in hard copy** for each poster in each partner country. There is no indication about dimension.

##### 8.4.5 E) identification of the suitable media for dissemination

Electronic dissemination, hand distribution and physical displaying.

##### 8.4.6 F) operational dissemination of the deliverable

**Electronic version** of the posters is disseminated through direct e-mailing and are upload on project website.

For **hard copy version** is planned hand distribution, displaying at partners' premises and public places (asking previously authorization).

<sup>1</sup> In the proposal there an inconsistency between the figures in the description and the described types of posters.

For **roll ups**, displaying in suitable areas in particular the ones frequented by target groups and stakeholders, at workshops and meetings. Copy of posters can be included in (electronic) press kit and similar promotional-dissemination product.

#### 8.4.7 G) report of promotion / dissemination activities

Activities will be reported in the appropriate way, providing all the needed data and information to fill properly at last the specific form of the progress and final report.

#### 8.4.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			



## 8.5 Newsletters [Task 5.4]

A **quarterly newsletter** is realized to provide information on the progress of project activities.  
All partners languages, 2 per Year

### 8.5.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

The issues will contain (n. 1) short project presentation, (n.1 and n. 2) activities developments information on, (n. 3) information about results, (n. 1,2,3) thematic discussions and focus, (n.1,2,3) interventions of experts, (n. 1,2,3) news on events and project milestones.

### 8.5.2 B) definition of the deliverable formats

Newsletter is designed and developed as an **email newsletter**, so in electronic format, using the suitable program (publisher or other programs).

The file can be also printed in as many copies as necessary for dissemination purposes, which may be distributed at the seminars/conferences, as well as for subsequent and follow-up activities to be carried out by the partners involved (dissemination material to the main stakeholders of the partnership, EU stakeholders).

### 8.5.3 C) design and development of graphic lay out

Lay out and graphic are developed by TUCEP.

EU logo, project logo and partners logo have to be properly included in the lay out.

### 8.5.4 D) realisation / production of the deliverables / outputs

Each partner provides for each newsletter edition at least one articles about project activities.

The master copy of the newsletter is realized in English by WP DISS Leader, preparing also the template.

Each partner takes care to translate articles and texts it in national language and adapt the template.

### 8.5.5 E) identification of the suitable media for dissemination

The newsletters are disseminated by **emailing** by each partners using its own data base and the project contacts' directory.

### 8.5.6 F) operational dissemination of the deliverable

Quarterly, starting from first issue as in the project work plan.

### 8.5.7 G) report of promotion / dissemination activities

Activities will be reported in the appropriate way, providing all the needed data and information to fill properly at last the specific form of the progress and final report (list of contacts, feed-backs etc.).

### 8.5.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

#### 8.6 Project Website [TASK 5.3 – DEL 5.3]

The web area is designed according a friendly approach as an integrated system, with flexible, dynamic and customizable contents related to and project activities.

In order to promote and also to have advices about the settings the web area outline can be submitted to sample groups of stakeholders (schools, training agencies, associations and institutions).

ONSCENE website is accessible to both partners and organizations as well as institutions and private citizens. It contributes to the visibility of the project and allows the immediate sharing of the main outcomes of the project among the partners, the stakeholders, and citizens.

##### 8.6.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

The V.I.R.T.U.A.L. web area is structured in a proper website with its own domain. It contains visible links to a) a youtube V.I.R.T.U.A.L. user page where project's video are uploaded b) eventual project's pages on social network. The website is multilingual.

Partners take into consideration in particular:

**Facebook**

**LinkedIn**

##### 8.6.2 B) definition of the deliverable formats

Electronic tool

##### 8.6.3 C) design and development of graphic lay out

The graphic lay out and system architecture is designed and implement by DIMITRA, developing a 'beta version'. All partners participate in finalizing the website.

##### 8.6.4 D) realization / production of the deliverables / outputs

The infrastructure is realized and managed by the responsible partner.

Website contents and material are provided by each partner, taking care to prepare for them, when needed and possible, also an english version or short presentation.

Contents and documents are updated regularly and periodically

#### 8.6.5 E) identification of the suitable media for dissemination

Partnership takes care of effective **web indexing** of project website and project's online documents and materials.

Website is promoted and disseminated also **through e-mailing** (link to URL) and other media used for project's promotion and dissemination.

#### 8.6.6 F) operational dissemination of the deliverable

All partners collaborate in:

- promoting project website indexing
- updating website contents and uploaded documents (monthly)
- promoting and disseminating the website's link by emailing

#### 8.6.7 G) report of promotion / dissemination activities

Activities will be reported in the appropriate way, **in particular through web analytics and reporting tools**, providing all the needed data and information to fill properly at least the specific form of the progress and final report.

#### 8.6.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.7 Video clips [no specific deliverable, but mentioned in description]

During the development of the project, Partners **can record activities** that can be finalized to a **a video dossier**. All Partners collaborate in filming the project activities. The main video contents are:

1. a general description of the project, with a short presentation of partners organizations
2. a description of the activities with interviews and testimonials of scholars, trainers, students, experts in the field of scenography and stagecraft; shoots of final conference, if possible; shoots of focus groups

The videos should be in English / subtitled in national languages or in national languages / subtitled in English.

### 8.7.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

Texts and messages are developed by each partner following the indications in the present documents and/or other specifications that will be jointly defined with other partners.

#### 8.7.1.1 video interviews and presentation

Each partners provides a) a video presentation of its institution with relation to project (max 3 minutes) b) at least three short interviews to target groups and stakeholders (maximum 3 minutes).

#### 8.7.1.2 educational video

A video dossier can be produced, structured as video fiction. The educational docu-fiction can be structured in chapters. Each partner takes care about a chapter.

The shootings are about project activities and are filmed and edited according to a storyboard agreed by Partnership WP leader takes care to write the framework script. Partners adds further details writing their specific national script/storyboard.

### 8.7.2 B) definition of the deliverable formats

Videos are realized in electronic format (for online promotion and dissemination) and collected in USB key or DVD discs

### 8.7.3 C) design and development of graphic lay out

Design and graphic lay out are related to:

- a) frame layout of videos (logos' position, bars with name of interviewed persons etc)
- b) graphic lay out of DVD (DVD inlay and cover)
- c) development of a YouTube project page and graphic layout of YouTube page.

**Partners takes care of these aspects.**

### 8.7.4 D) realization / production of the deliverables / outputs

Production is related to:

- filming / shooting (all Partners)

- editing (TUCEP, with Partner collaboration for needed translation)
- copies duplication (to define)

#### 8.7.4.1 video (electronic format)

Each national partners takes care of filming the project activities according script prescription. The shots are sent to the WP leader for editing and manufacturing of video dossier. **The WP Leader prepare a sheet with the technical requirements of the footages and minimum quality requirements.**

Each partner can send video in one of the following formats: i.e., mp4, mov, Avi, or mpeg. Partners can also share video and clips they have uploaded in institutional media channels.

Each partner uses national languages providing text for subtitle and eventual dubbing in English.

#### 8.7.4.2 video (DVD format)

**TUCEP** takes care of the manufacturing of DVD discs/ USB key

#### 8.7.5 E) identification of the suitable media for dissemination

Firstly, the videos are available on line, on YouTube. Partner can ask for operating in the YouTube page. **TUCEP** has the duty to control and organize material uploaded on YouTube.

#### 8.7.6 F) operational dissemination of the deliverable

Partners send videos to YouTube user page manager that takes care of uploading on YouTube the videos. Each partner takes care of sending the **URL link of the videos** to national target groups and stakeholders.

#### 8.7.7 G) report of promotion / dissemination activities

Activities will be reported in the appropriate way, **in particular through YouTube**, providing all the needed data and information to fill properly the specific form of the progress and final report.

#### 8.7.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.8 SOCIAL MEDIA AND BLOGS

*The project will activate also social channels in order to promote the finding of the project and foster the creation of a bi-directional collaborative community of interested stakeholder*

### 8.8.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

Partnership develops a specific Facebook page for VIRTUAL project, and ensures that the page includes all relevant information, such as the project's name, mission, and goals. As general criteria all Partners are committed to:

- Post updates about the project regularly, such as news about milestones achieved or upcoming events related to the project.
- Use engaging visuals, such as images or videos, to accompany your posts and capture the attention of your followers.
- Share relevant articles or posts from other sources that align with the mission of your project to further engage your audience.
- Use Facebook ads to reach a wider audience and target specific demographics that are relevant to your project.
- Use Facebook Live to broadcast events related to your project, such as press conferences or webinars.
- Engage with your audience by responding to comments and messages in a timely manner, and encourage them to share their thoughts and ideas related to the project.
- Collaborate with other organizations or individuals who share similar goals or interests, and cross-promote each other's content on Facebook.

### 8.8.2 B) definition of the deliverable formats

Partnership can use:

- Text-based posts - These can be used to share updates, ask questions, share quotes, or share links to external resources (at least 40 per Country)
- Images - Images can be used to grab attention, showcase products or services, or share quotes or statistics. They can be shared as single images or as a part of a carousel or slideshow. (at least 40 per Country)
- Videos - Videos can be used to provide educational content, promote a product or service, or showcase behind-the-scenes glimpses of an event or activity. (at least 10 per Country)
- Live videos - Live videos can be used to broadcast real-time events, such as product launches, interviews, or webinars. (at least 1 per Country)
- Polls - Polls can be used to engage the audience and gather feedback or opinions on a particular topic. (at least 1 per Country)
- Events - Events can be created to promote specific activities or gatherings, such as a product launch, fundraiser, or conference. (at least 1 per Country)

### 8.8.3 C) design and development of graphic lay out

As planned according project visual identity

#### 8.8.4 D) realization / production of the deliverables / outputs

Partners collaborates in producing materials according agreed settings and criteria

#### 8.8.5 E) identification of the suitable media for dissemination

Project Facebook page, Partners' institutional Facebook page; social wall on website; links to other media or document

#### 8.8.6 F) operational dissemination of the deliverable(s)

Partners care to produces items as to indicated at 8.8.2 reaching and involving significant numbers of target groups and enhancing the creation of networks of learners, trainers, organisations and companies interested in the VIRTUAL subjects.

#### 8.8.7 G) report of promotion / dissemination activities

Partners Analyze Facebook insights regularly to monitor the performance of your page and adjust your strategy accordingly. Finally, make sure to stay up-to-date with Facebook's policies and guidelines to ensure that your content adheres to the platform's rules and regulations.

Activities will be reported in the appropriate way, with links and set of screenshots providing all the needed data and information to fill properly at least the specific form of the progress and final report.

#### 8.8.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.9 Dissemination Workshops – Direct personal meeting [no specific deliverable, but described in section 3.2]

The workshops are strategic events for the promotion and dissemination of V.I.R.T.U.A.L. activities. ***Direct conversations** with a number of relevant communities, education authorities' bodies, other projects in the field, and other organisations*

### 8.9.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

Each workshop has a **specific agenda** with a **title** and the **list of speeches**. During the workshops partners take care to promote and disseminate.

- the research activities and results;
- the curricula and pilot courses
- the laboratorial activities
- the focus groups activities
- website, multimedia outputs and all the deliverables realized during the project.
- 

### 8.9.2 B) definition of the deliverable formats

The workshops are planned and organized as **open event**. It is planned the participation of **invited experts as speaker**. A **registration form** has to be prepared.

### 8.9.3 C) design and development of graphic lay out

In the **agenda of the workshop** (according the shared **template**)

### 8.9.4 D) realization / production of the deliverables / outputs

Partners have a network of relationships and contacts that ensures the participation of around 15-20 participants for each workshop. Each partner organizes **at least 1 workshop / year**

Workshops can be also organized in occasion of the partnership meetings

### 8.9.5 E) identification of the suitable media for dissemination

Workshop is promoted principally through:

- **mailing** (electronic and, in possible, hard copies) of invitation and agenda,
- press communicates, phone calls and other media that partners can use

Workshop results (short report, info release) are disseminated principally through

- **mailing** (electronic and, in possible, hard copies), press communicates, and other media that partners can use.

### 8.9.6 F) operational dissemination of the deliverable

Each partner plans the workshops organization. When agenda is defined it is published on website.

Invitation and agenda are sent by e-mail / mail to target groups, stakeholders (using the partner data base and the project contacts directory), in time to control and verify participation. A communication is sent to press agencies.

### 8.9.7 G) report of promotion / dissemination activities



Activities will be reported in the appropriate way, providing all the needed data (i.e.: nn. of participants) and information to fill properly at least the **specific form of the progress and final report**.

A short report of the workshop is prepared. Information about workshop results is disseminated through website, mailing, newsletters.

Partners take pictures / film the activities uploading materials on website, YouTube, Facebook. Short results report is sent to participants.

#### 8.9.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.10 Final Seminar [ task 5.5 ]

At the end of the project activities Partnership takes care for the organization of a transnational seminar whose title (provisional) is **V.I.R.T.U.A.L.**

The seminar aims also to promote the exploitation of results and of the valorization of the activities in order to continue them beyond the formal end of the project and to promote the inclusion of outputs and products into the institutional activities and agendas of institutions and stakeholders.

*The event, held in Albania is organized by hosting organization and the Project Coordinator. The objective of the conference will be to present the project results to the public.*

### 8.10.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

The seminar is structured as a one-day event (around eight hour) with the participation of all partners representatives.

Partners have to involve also representatives of local, regional, national authorities, European Commission representatives, cultural and professional associations, schools, training institutions, centers for adult education, universities, cultural associations. Each partner can invite an institutional or stakeholder's representative of its own country.

Speeches: TBD

### 8.10.2 B) definition of the deliverable formats

The final conference is planned organized as an **open event**. It is planned the participation of invited experts as speaker (one for each partner). A **registration form** has to be prepared.

### 8.10.3 C) design and development of graphic lay out

In the **agenda of the conference** (a **template is provided**) and in the **press communicates** EU logo, project logo and partner logo has to be used.

### 8.10.4 D) realization / production of the deliverables / outputs

Partners have a network of relationships and contacts that ensures the participation of a significant number of attendees. It is suggested to organize final conference in connection with 4th partnership meetings.

### 8.10.5 E) identification of the suitable media for dissemination

Final seminar is promoted principally through:

- **mailing** (electronic and, in possible, hard copies) of invitation and agenda, website
- press communicates, and other media that partners can use

Final seminar results (short report, communicate) are disseminated principally through

- **mailing** (electronic and, in possible, hard copies), press communicates, and other media that partners can use.

#### 8.10.6 F) operational promotion and dissemination of the deliverable

Each partner plans the final seminar organization. When agenda is defined it is published on website.

Invitation and agenda is sent by e-mail / mail to target groups, stakeholders (using the partner data base and the project contacts directory), in time to control and verify participation. A communication is sent to press agencies.

Partners take pictures / film the activities uploading materials on website,, YouTube page. Short results report is sent to participants.

#### 8.10.7 G) report of promotion / dissemination activities

A report of the final conference is prepared. Information about conference results are disseminated through website, mailing, newsletters.

#### 8.10.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 8.11 Press releases (task 5.4)

Proposal provision: articles and publication related to project V.I.R.T.U.A.L. *Publication of 4 press releases (one per partner per year)*

### 8.11.1 A) definition and development of the promotion and dissemination's message and/or text and/or content

Not applicable

### 8.11.2 B) definition of the deliverable formats

Articles and publications are saved in pdf format. It is suggested to prepare, if needed, a hard copy version.

### 8.11.3 C) design and development of graphic lay out

No specific indication.

### 8.11.4 D) realization / production of the deliverables / outputs

All partners take care also to collect articles and publications about project V.I.R.T.U.A.L. published on media, saving them in pdf format and registering in a file data about source of information and URL, in case of electronic article or publication. In any case also the web articles are saved as pdf document.

### 8.11.5 E) identification of the suitable media for dissemination

Press review is made available on line through a dedicated area of the website.

### 8.11.6 F) operational dissemination of the deliverable

Press review is disseminated sending the URL of the website pages, mailing, newsletters.

Hard copy versions can be prepared for hand distribution (at workshops, meetings, in occasion of meetings with stakeholders).

### 8.11.7 G) report of promotion / dissemination activities

Partners will prepare a list of articles and publication and a list of URL link for the articles and publication on line.

### 8.11.8 Budget provisions

PARTNER	task's responsibility	Budget for the activity	notes
ARTES			
CEFE			
KPT			

EUT			
UBT			

**8.12 PROJECT CORPORATE IDENTITY – (task 5-4 - DEL 5.2)**
**8.12.1 A) definition and development of the promotion and dissemination's message and/or text and/or content**

For best possible recognition of the project and of its results a project's corporate identity (fonts, document templates, color schemes, logo, graphics settings) is elaborated. The corporate Identity will be used in all project documentation and outcomes. Electronic, EN, All languages of partners Countries

**8.12.2 B) definition of the deliverable formats**

N/A

**8.12.3 C) design and development of graphic lay out**

Graphic and layout is proposed by **TUCEP**

**8.12.4 D) realisation / production of the deliverables / outputs**

Care of TUCEP

**8.12.5 E) identification of the suitable media for dissemination**

N/A

**8.12.6 F) operational dissemination of the deliverable**

N/A

**8.12.7 G) report of promotion / dissemination activities.**

N/A

**8.12.8 Budget provisions and resources**

PARTNER	task's responsibility	Budget for the activity	notes
TUCEP			
ARTES			
CEFE			
KPT			
EUT			
UBT			

## 9 REPORT OF THE PROMOTION AND DISSEMINATION ACTIVITIES

The report will describe with detail the promotion and dissemination activities carried out during the project life, results and achieved goals.

Based on indications provided by the partners, the University of Perugia will finalize the Dissemination Plan.

Report will be structured on the basis of the present Dissemination and Project Plan, following the table of contents scheme. Each Partner will provide implementation data and information as in the **dissemination sheet**.

The Plan will be uploaded in the section of the website with access restricted to project partners.

**9.1 Dissemination Sheet**

Date	National/Regional/Local	Dissemination activity brief description and purpose	Target groups / Participants	Comments	Attached evidences



## 10 USERNAMES AND PASSWORD

MAIL V.I.R.T.U.A.L.

YOUTUBE CHANNEL

WEBSITE

SOCIAL MEDIA

## 11 ANNEXES

## 11.1 BROCHURE TEXT

## 11.2 PROJECT LOGO

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