



UNICaTION



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# Dissemination and Communication Plan

*D6.1  
Dissemination Committee*

v1.0



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# Introduction

This document is the Dissemination & Communication Plan developed as part of the UNICATION project, which has received funding from the European Union's Erasmus Plus programme, under the CBHE project number 101128292.

This Dissemination & Communication Plan is developed under the WP 6: Dissemination and exploitation. The Dissemination Plan & Communication Plan represents the Deliverable 6.1 (D6.1), and in total of the project D10.

Demonstration, dissemination, communication and exploitation of results are key aspects of UNICATION, addressing stakeholders in the field of communication and internationalisation chains in Academia, policy makers and the wider public.

The dissemination & communication plan will set the foundations for long-lasting relationships between partners and relevant stakeholders, as well as establishing active partnerships and building contact networks. In addition, this will lead to further enhancement of the overall project's visibility and impact.

After the Introduction, this document is organised in the following sections: 1. Rationale; 2. Dissemination and communication content; 3. Target stakeholders; 4. Dissemination tools and channels; 5. Action plan; 6. Evaluation.

All readers are encouraged to spot mistakes and forward suggestions for improvement at any time during the project to the Steering Committee.

We hope you find this organisational and scientific management plan useful!

This is Version 1.

Further updates will be released throughout the project's lifetime, and the most recent version can always be found on the project's Drive folder.

The Dissemination Committee



# **CHAPTER 1**

## **Rational**

## 1.1. Objectives

To guarantee the effective management of all communication activities and ensure that the project creates a strong awareness among the target stakeholders, a communication plan will be developed at the beginning of the project and implemented. The communication plan is a practical tool to be used by all project partners to develop their individual and collective communication activities efficiently and contribute to the global objective of the project. The communication plan will be regularly updated and defined on how to manage communication with the target stakeholders, as well as internal communication between the project partners. The communication plan includes an action plan that will serve as the main guidelines for each partner to organise and implement the activities according to the objectives established and the resources available. The action plan establishes the match between the activities/channels or tools of communication and the target stakeholders that the project aims to reach. It also defines effective monitoring and evaluation activities using key performance indicators. The plan involves close coordination between all the project partners.

The main objective of UNICATION, in light of developing the communication plan, is to create awareness, increase trust and acceptability, engage different types of stakeholders in the UNICATION activities, and guarantee the use and sustainability of results during and after the project.

The fundamental objectives of the communication and dissemination plan are to:

- Set up the multi-stakeholder platform;
- Establish effective communication and dissemination;
- Develop dissemination materials and activities;
- Organise workshops and Dissemination events;
- Exploit results during and after the project;
- Manage knowledge and innovation;

## 1.2. Management of the Communication and Dissemination Strategy

The UNICATION Dissemination Committee (DC) (WP6) is represented by six partner institutions. This will help to ensure that the regional partners are well represented, helping to create a feeling of ownership not only by the UNICATION team members but inside each partner institution.

The DC will take primary responsibility for the development of the communication and dissemination plan and will constantly support other work packages in the communication, dissemination and exploitation of their activities.

Whenever required, the DC supports different WPs by providing media kits, information and guidelines, design and other communication tools as appropriate to specific outputs. This document therefore provides a comprehensive tool for collective communication activities and contributes to the overall objective of the project.

This plan incorporates the interaction with all partners and accommodates their strengths and potentialities. Most importantly, this project plan will help to acknowledge the scope of communication, understand the target groups and communication channels, recognize the importance of partner interaction, diagnose different communication channels and harmonise them.

### 1.3. Communication vs Dissemination and Exploitation

In the UNICATION project, effective dissemination and communication are essential components to ensure the project's success and impact. This chapter outlines the strategies and approaches adopted by UNICATION to disseminate project findings, engage stakeholders and maximise the exploitation of project results.

Communication, dissemination, and exploitation are interrelated concepts that play distinct but complementary roles in the UNICATION project. While communication focuses on the exchange of information and ideas among stakeholders, dissemination involves sharing project results and outputs with a wider audience. Exploitation, on the other hand, aims to maximise the practical application and benefits derived from project outcomes.

In UNICATION, communication efforts are directed towards fostering dialogue, collaboration, and knowledge exchange among project partners, stakeholders, and the broader community. Communication activities include regular meetings, workshops, and online platforms to facilitate the exchange of ideas and best practices. By promoting open communication channels, UNICATION aims to create a collaborative environment conducive to achieving project goals.

Dissemination strategies in UNICATION aim to share project results, lessons learned, and best practices with a diverse audience. Dissemination activities include publishing research papers, organising conferences, and engaging with policymakers and industry stakeholders. Through targeted dissemination efforts, UNICATION seeks to maximise the impact of its findings and contribute to the advancement of knowledge in the field of international higher education collaboration.

Exploitation in UNICATION involves harnessing project outcomes to create tangible benefits for stakeholders and society at large. Exploitation activities include developing practical tools, guidelines, and frameworks based on project findings, as well as fostering partnerships with industry and other relevant stakeholders to facilitate the application of project results. By leveraging project outputs for maximum impact, UNICATION aims to ensure its efforts' long-term sustainability and relevance.

Overall, the UNICATION project recognizes the importance of effective communication, dissemination, and exploitation in achieving its objectives. By adopting a strategic approach to communication and dissemination, and by actively seeking opportunities for exploitation, UNICATION aims to maximise its impact and contribute to the modernization and internationalisation of partner universities.





## **CHAPTER 2**

# **Target Stakeholders**


Effective dissemination activities are expected to be carried out within the UNICATION project as it will engage with a large number of external stakeholder organisations to develop project outputs and achieve its objectives. The multi-actor approach is prominent in this project for the development of a sustainable communication tools between Asian Universities chain, establishing internationalisation strategies, and guaranteeing safety and risk management and high sustainability levels of international projects management.

The UNICATION multi-actor consortium is composed of three European partners and five non-European partners. WP6 functions especially as an overarching platform of intensive interactions with stakeholders. Stakeholders and partners are brought together in prioritising the impact of internationalisation in Academia. To achieve this and maximise the impact of UNICATION, the consortium has defined the target stakeholders for the project dissemination activities.

Table 1 below shows targeted stakeholders for the dissemination activities within the UNICATION project.

**Table 1** – Most relevant target groups of UNICATION, their rationale and example of institutions

Target groups and Profile	Rationale	Example
Staff in the International Offices of HEIs	The involvement of staff in International Offices of HEIs is crucial for promoting and managing international collaborations within the higher education sector.	- International Office staff from partner HEIs
PhD students and young researchers	Engaging PhD students and young researchers interested in international projects fosters the development of future academic leaders and enhances research collaboration.	- PhD students and young researchers from partner institutions
Local stakeholders such as research institutions, other HEIs, social enterprises, and industry representatives involved in international collaborations	Collaboration with local stakeholders broadens the project's impact and promotes knowledge exchange between academia, industry, and the broader community.	- Representatives from local research institutions, social enterprises, industry partners engaged in international projects.



## **CHAPTER 3**

# **Dissemination & Communication**

## 3.1. Dissemination and Communication Content

### Strategy and Dissemination and Communication Content

The dissemination strategy of the UNICATION project is pivotal in effectively communicating its objectives, activities, and outcomes to target stakeholders. This chapter outlines the strategy and content of the project's dissemination and communication efforts, emphasising the importance of a multi-channel approach and tailored messaging to engage diverse stakeholders.

#### Dissemination Strategy

The dissemination strategy of UNICATION aims to ensure that project findings reach and resonate with target stakeholders. It will adopt a multi-channel approach, utilising a combination of traditional and digital communication channels to maximise reach and engagement. The strategy will outline specific activities focused on reaching each stakeholder group, aligning with the project objectives and desired outcomes.

#### Key Messages

The key messages to be communicated through the dissemination strategy will be carefully crafted to convey the core objectives, achievements, and impacts of the UNICATION project. These messages will emphasise the importance of internationalisation in higher education, the role of capacity building in fostering collaboration, and the significance of knowledge exchange in driving innovation. Additionally, messages will highlight the practical benefits and applications of project outcomes, such as improved communication skills and enhanced international collaboration opportunities.

**Table 2** – Target groups, key messages to communicate and different channels

Target groups	Key messages	Communication channels
Higher education institutes	Importance of internationalisation in HEIs	Workshops, Conferences, Webinars
Academic staff and Researchers	Benefits of capacity building and knowledge exchange	Seminars, Online Platforms, Social Media
Administrative staff and Project Managers	Practical applications of project outcomes	Training Sessions, Networking Events, Printed Materials

Similarly, strategy for exploitation of project results during and after the project will be developed in WP6, towards the end of the project. Its main objectives are:

1. to define and implement a set of tools and activities to exploit the project results and outcomes;
2. to ensure the sustainability/use of the project results after the project life cycle;

3. to encourage the target stakeholders to provide inputs regarding the project outcomes and results; and to guarantee that the project developments are regularly communicated to the target stakeholders through project dissemination activities.

Therefore, this strategy will detail how the tangible and intangible outcomes of the project can be exploited and further used after the end of the project, both for the industrial and for the scientific project results.

## 3.2. Key Messages

### **Importance of Internationalisation:**

- "Strengthening global partnerships to enhance academic excellence."
- "Promoting cross-cultural understanding and diversity in education."
- "Preparing students for success in a globalised workforce."

### **Benefits of Capacity Building and Knowledge Exchange:**

- "Empowering faculty and staff with essential skills for international collaboration."
- "Fostering innovation and research excellence through interdisciplinary cooperation."
- "Elevating the reputation and competitiveness of Cambodian and Philippine universities on the global stage."

### **Practical Applications of Project Outcomes:**

- "Creating opportunities for joint research projects and academic exchanges."
- "Facilitating the development of sustainable international partnerships."
- "Improving the quality of education and research outcomes in Cambodian and Philippine universities."

## 3.3. Concrete Examples

### **Workshops and Training Sessions:**

- Hosting workshops on cross-cultural communication and international project management for faculty and staff.
- Conducting training sessions on grant writing and proposal development tailored to the needs of Cambodian and Philippine universities.
- Organising seminars on intercultural competence and effective teamwork in the context of Southeast Asian higher education.

### **Conferences and Seminars:**

- Organising regional conferences to showcase project findings and share best practices among Cambodian, Philippine, and international universities.
- Hosting seminars featuring experts from partner institutions to discuss challenges and opportunities in internationalisation.
- Participating in academic conferences in Cambodia, the Philippines, and

neighbouring countries to present research outcomes and network with peers.

#### **Webinars and Online Platforms:**

- Hosting webinars on emerging trends and developments in international education tailored to the needs of Cambodian and Philippine universities.
- Launching online forums for knowledge exchange and collaboration among faculty, staff, and students in Cambodia and the Philippines.
- Developing e-learning modules focused on intercultural communication and project management for Cambodian and Philippine university communities.

#### **Social Media and Networking Events:**

- Leveraging social media platforms to share project updates, success stories, and resources targeted at Cambodian and Philippine university stakeholders.
- Organising networking events to foster connections between Cambodian and Philippine universities and international partners.
- Engaging with online communities and professional networks in Cambodia, the Philippines, and Southeast Asia to expand the project's reach and engagement.

#### **Printed Materials and Publications:**

- Publishing articles and reports in local academic journals and university newsletters to disseminate project outcomes and insights.
- Distributing printed materials such as brochures, flyers, and posters at Cambodia and Philippine universities to raise awareness about project activities and opportunities.
- Producing multimedia content, including videos and infographics, in local languages to effectively communicate key messages and project impact to Cambodian and Philippine university communities.

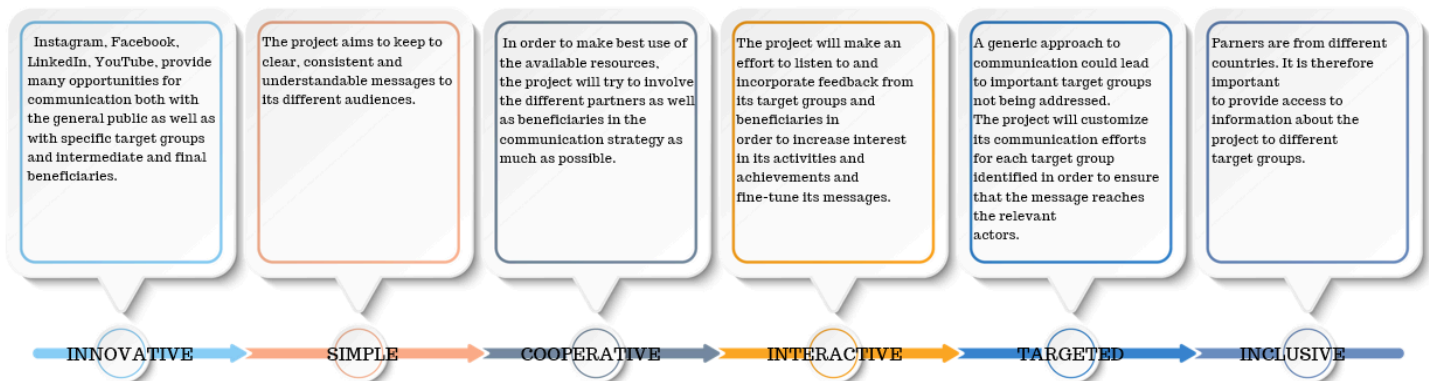
By tailoring these concrete examples and key messages to the context of Cambodian and Philippine universities, UNICATION aims to effectively communicate its objectives, activities, and outcomes to target stakeholders. Through strategic communication efforts tailored to the unique needs of Cambodian and Philippine higher education institutions, the project seeks to foster collaboration, innovation, and internationalisation in the region.

Here's a table outlining the exploitable results of the UNICATION project for stakeholders in the universities of the Asia internationalisation chain, including each Work Package (WP) and the target groups:

**Table 3** – Exploitable UNICATION results for stakeholders internationalisation chain

WorkPackage	Exploitable results	Target groups
WP1	Development of efficient project management strategies	Project Managers, Administrative Staff, Higher Education Institutions
	Establishment of quality assurance mechanisms	Quality Assurance Officers, Project Managers, Academic Staff
WP2	Fine-tuned analysis of surveys for improved insights	Academic Researchers, Project Managers, Institutional Administrators
	Integration of survey results into comprehensive plans	Training Coordinators, Project Managers, Academic Staff
WP3	Design of tailored training courses	Faculty Members, Training Coordinators, Academic Administrators
	Sharing of international best practices for project ideas	Project Developers, Research Teams, International Relations Officers
	Identification and selection of target participants	PhD Students, Early Career Researchers, Academic Staff
	Training sessions on inclusive project building	Project Managers, Diversity and Inclusion Coordinators, Faculty Members
	Workshops on new approaches in international project management	Project Managers, Administrative Staff, Research Teams
	Communication skills training for project managers	Project Leaders, Communication, Officers, Academic Administrators
WP 4	National Multiplier Training (NMT) with EU coaching	Faculty Members, Project Managers, Institutional Leaders, Stakeholders
	Building and preparing an international project (Cambodia case study)	Research Teams, Project Developers, Administrative Staff
WP 5	National Multiplier Training (NMT) with EU coaching	Academic Staff, Project Coordinators, Institutional Leaders, Stakeholders
	Building and preparing an international project (Philippines case study)	Research Teams, Project Developers, Administrative Staff
WP 6	Dissemination of project outcomes	Academic Community, Industry Partners, Policy Makers
	Exploitation of project results for sustainable impact	Stakeholders in Higher Education, Local Communities, Industry


In Figure 1 is registered the principals the communication strategy of the project is based:



**Figure 1 – Principles of communication strategy**

All project partners are bound by the Erasmus+ rules regarding communication and dissemination. In addition to that, all project partners are experienced in project development and thus in utilising communication and dissemination tools. More so, Partners have existing cooperation with media channels in a combination of digital, print and broadcast outlets, which can adequately be used in the communications plan to ensure the successful implementation of the communications strategy objectives of UNICATION.





## **CHAPTER 4**

# **Dissemination & Communication Tools & Channels**

This section addresses different dissemination materials & communication tools and channels that will be used by UNICATION partners for communication & dissemination activities.

## 4.1. Communication activities

UNICATION Communications Strategy aims at:

- ensuring effective communication,
- consistent and efficient communication,
- ensuring the visibility of the project and Erasmus+ programme,
- contributing to the sustainability of the UNICATION Project and embeddedness of results in all project partners.

Communication is one of the project's key success factors. Internal communication between all partners and institutes involved in the project is essential for the optimal planning and coordination of all activities. Similarly, external communication and dissemination to external parties and stakeholders is a must for translating research results into practical messages. The participants must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) strategically and effectively. Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the agency. We have branched off various communication activities into external and internal as mentioned below.

Unless the European Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and major results funded by the grant must:

- I. display the EU emblem co-financial
- II. include the following disclaimer for communication activities:

*"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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."*

Any communication activity related to the action must indicate that it reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

For this purpose, we elaborate below on the internal and external communication tools and channels to be used in the UNICATION project.

### 4.1.1. Internal Communication

To guarantee the effectiveness of the internal communication and foster regular interaction between all of the project partners, we will use internal communication platforms and

project management tools. Some of the internal communication tools are mentioned below.

At the 2nd Project virtual meeting (09.01.2024) the Consortium decided that the free Project Management tools (collaborative) that should be used are:

- Formal: Google Drive and Email;
- Informal: WhatsApp;
- Virtual Meeting tool: Zoom;

A first crucial system of communication concerns the exchanges between coordinator and partners. The project coordinator will ensure the effectiveness of such a system by nominating a responsible for communication with partners and identifying one key contact person(s) in each institution involved (Drive folder). A general email address (unication.eu@gmail.com) was created in order to keep all the partners updated on project progress and upcoming issues. Moreover, the official web (unication.eu) page of the project will include a section devoted to internal communication.

#### **4.1.1.1. Mailing lists and communication platform**

A project mailing list will be created to guarantee that all the project partners are included in all internal communication issues. The Drive folder will allow all the project partners to share information and discuss it, share documents, develop new documents in a simultaneous collaborative way and schedule tasks and to do lists.

#### **4.1.1.2. Face-to-face and online meetings**

The kick-off meeting was held at the beginning of the project (M1) in hybrid mood and presential on February 2024 (M3). The kick-off meeting aimed to bring together all the project partners and detail and plan the defined project activities; All committees (SC, PMB, QC and DC) meetings will be organised quarterly (M3, M6, M9, M12, M15, M18, M21, M24). Partners are expected to meet during the project in internal and external conferences and events; The final meeting will be held in M24 to assess the overall development and implementation of the project and discuss issues related to exploitation. Similarly, online meetings will be held to complement the face-to-face meetings and the communication through email and Drive.

#### **4.1.1.3. Google Drive Webtool**

The Webtool is a secure web space dedicated to UNICATION and only accessible to its members. We are using the Drive programme for this. The Webtool is designed to share and archive information, to enable collaboration between partners and to ensure traceability during the construction of UNICATION deliverables.

The Drive webtool will help you with your UNICATION work. It will grow steadily during the project and contain a range of different folders and items.

- **General Information:** all the information you will need for your participation to the project: contact information of all participants; this organisational and scientific management plan, the UNICATION Grant Agreement, Communication plan and Data

Management plan and templates for presentations (PowerPoint, Attendance Lists, Certificates), deliverables and reports (Word) and logos.

- **Correspondence and project meetings:** Meeting timetable. Dedicated folders per meeting: including agenda, minutes, meeting documents and PPT presentations.
- **Reports:** All documents related to SC– continuous reporting, EC – mid-term reporting, final reporting, and internal quarterly work progress reporting for each Committee (PMB, SC, QC and DC).
- **Publications and press:** All documents related to publications and press
- **WorkPackage sections:** specifically dedicated to supporting collaboration between partners within a WP and between WPs. Data sharing, document preparation and sharing

#### **4.1.1.4. Zoom Meetings**

The core-team will meet in person in the events planned. Zoom meetings for the core-team are organised in case of any issue. The meetings with work package leaders are organised every three months, and for work-package participants. The biggest advantage of meeting via Zoom is to reduce travelling time. Nevertheless, there are some things to remember when organising a Zoom.

- Meeting chairs should take care of relevant information such as agendas; reports, etc. are made and available in the Webtool
- Allow a few minutes at the beginning of each meeting for technical issues. Establishing contact with everyone is not always easy.
- Video contact is more pleasant and facilitates the discussions. However, it also requires more bandwidth than 'voice only', and may have to be turned off if the sound or the vision is getting bad.
- Using an external 'echo cancelling' speaker and microphone makes the quality of the conversations so much better!
- Always switch off your microphone when you are not speaking. This reduces echo's enormously, thus improving the sound.
- Two hours on Zoom is a long time. Keep it short!

#### **4.1.1.5. Annual consortium meetings**

The Kick-off meeting in Phnom Penh, between 19 and 21 February 2024 was a good informative start of the project. UNICATION aims to have a consortium meeting three times, KoM, Training@Lisbon and Final Conference. For face-to-face meetings of all participants in the project, we want to try to have a meeting in each in person event planned in the proposal. The EC project officer will be invited to each activity planned in the proposal. We aim for the meetings to be organised in conjunction with conferences/workshops. For more information about the consortium meetings please check the agenda on our website.

### 4.1.2. External Communication

In this section we try to discover various external means of communications and dissemination tools and activities that UNICATION can implement to reach its stakeholders. We have specifically hand-picked the communication channels that amplify the target audience.

The UNICATION official website will serve as the main source of external communication. This will be a fundamental tool, both to attract the stakeholders attention and to bring potential participants to the dissemination events and workshops.

Table 4 shows the dissemination tools and channels, stakeholder groups and expected impacts from the UNICATION project.

**Table 4** – Dissemination tools and channels, stakeholders groups and expected impacts

Dissemination Tools and Channels	Target Stakeholder Group	Expected impact
Website	All stakeholders, particularly the wider public	Increased awareness of UNICATION, its objectives, results, and events.
Interviews/podcasts	All stakeholders	Discussion of project activities in the context of specific topics of interests and engaging specific stakeholder groups.
Social networking sites	All stakeholders, particularly the wider public	Increased awareness of UNICATION, its objectives, results, and events.
Promotional materials	All stakeholders, particularly the wider public	Detailed information on project activities, including open invitations to contribute and to join Events, agenda of events
Workshop	Selected stakeholders i.e. Representatives from Academia, society organisations, government	Discussion of project activities in the context of specific topics of interests and engaging specific stakeholder groups.
Newsletters	All stakeholders, particularly the wider public	Regular updates to disseminate project specific news and activities.
Scientific articles/papers/posters	All stakeholders particularly Policy makers, Academia	Wider recognition of the importance of risk governance for products and processes utilising nanotechnologies. Established contacts that partners have with popular media will be used to raise awareness of project output.
Audio visual materials (videos)	All stakeholders, particularly the wider public	Increased awareness of UNICATION, its objectives, results, and events.
Participation in external events	Clusters meetings	Partners will participate in external events including conferences, and workshops to present output from the UNICATION project.

The following is a description of the strategy being adopted for each of the dissemination tools and channels.

#### **4.1.2.1. Publicity obligations:**

In accordance with the dispositions of the Grant Agreement, regarding the publicity and use of the relevant logos, the beneficiaries shall follow the instructions available on the Erasmus plus website on the following link: <https://eacea.ec.europa.eu/about-eacea/visual-identity>. Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials must indicate that the project has received European Union funding.

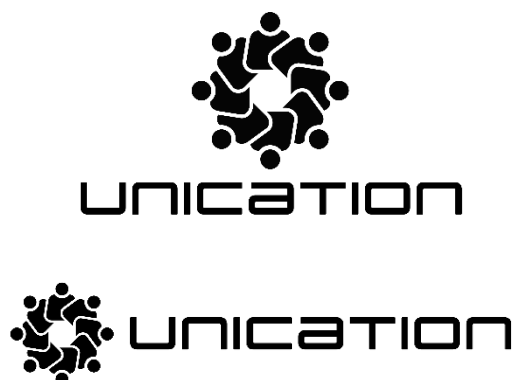
#### **4.1.2.2. Visual Identity of UNICATION**

It is important for the project branding to have the visual identity to external stakeholders; the project logo was created in the beginning of the project and will be used in all project communications and also in public documents (webpage, press releases, etc.).

The templates are available in the [Drive folder](#):



**Figure 2.1 & 2.2 – UNICATION project basic logo (original)**



**Figure 3.1 & 3.2 – UNICATION project basic logo (black)**

#### 4.1.2.3. Presentation and document templates

IST/ULisboa created a presentation template and documents template to be used for UNICATION communication, presentation or documentation. The templates are available in the [Drive folder](#):



**Figure 4** – UNICATION presentation template

#### 4.1.2.4. UNICATION website

The project website is one of the main communication tools of the project to reach the target stakeholders and particularly wider audience. Creation of a professional and appealing website to present all the relevant information about the partnership and its members, the core activities, objectives, partnerships and future services is a hallmark of a good communication technique. The UNICATION website will be launched in M3-M4 3 of the project. The final design, structure and content of the website are decided among the Dissemination Committee. The project website includes sections dedicated to: Objectives, Project Partners, News and Events.

PPIU will be the responsible partner for maintaining and updating the sites and making sure everything is in status-quo. The project website will be continuously updated with relevant information about the project activities, project deliverables, training materials, news and audio-visual materials. The domain project website is <https://unication.eu/>.

#### 4.1.2.5. Social networking sites

Through the use of social media, UNICATION can expand communication network. This includes publishing project findings and presentations; project activities, invitations and events and other activities and initiatives, addressing the academia, researchers, farmers, civil society, media, policy makers, and relevant institutions. PPIU will be the responsible partner for maintaining and updating the social media accounts and making sure everything is in status-quo. Meanwhile, the partners will also assist in providing content to assure relevance, quality and popularity of the online spaces. They will have meaningful participation and are encouraged to interact on social media by tagging the project's pages on their posts. For now, we have devised three main social media platforms to reach different stakeholder groups and communities. The UNICATION social media accounts will be updated regularly with project news or news related to the project with the aim to promote the project activities and reach important stakeholders. The social network accounts will be launched between M4-5 of the project.

In addition, meaningful hashtags will be used in the tweets as they hike outreach potential. Some of the most-fitted could use of hashtags, to name a few, could be:

- #unicationEU
- #unicationproject
- #erasmusplus
- #communication
- #internationalization
- #InternationalProjects
- #Consortium

PPIU will be the responsible partner for the creation and update of the social network accounts. The suggestions for the media accounts pages are :

- UNICATION Facebook page: unication\_eu
- UNICATION LinkedIn: unication\_eu

The posts in the social media will include aesthetically pleasing images and will tag further accounts which can support the promotion of the project to wider audiences.

#### 4.1.2.6. Promotional materials

Several promotional materials (e.g., brochures, posters, roll ups, infographics, frameworks and information counter) will be developed to support the dissemination and communication activities during the project. The brochures will be used to promote the project to its various stakeholders and it will be tailored to each group. Partners can decide how to best use them in meetings, conferences and events. The materials will be shared and also available for download on the website. The infographics and frameworks will be produced with information best practices results. All materials will be published in English, but can be translated into other languages when required, and if any partner is available for free translation.



#### **4.1.2.7. Workshops and course**

During the project, four workshops will be organised, of which two in the WP4 and three in WP5, focusing on a) building international projects in Cambodia, b) building international projects in Philippines, and the final conference will identify policy actions at EU level for addressing the remaining barriers, especially to the extent that they relate to the requirements of the EU and/or government framework or other barriers to the large-scale internationalisation of high-quality in Asian HEI.

#### **4.1.2.8. Cluster meetings**

Together with other CBHE project select in the Call 2024, Chain Project, UNICATION will propose one Cluster meeting in Cambodia in the last months of UNICATION timeline (M21-M24), by supporting this project with the same aim but in a different level (Strand 3-policy level) to ensure that the results of each other will be linked and can contribute for an increase of internationalisation in Cambodia.

In the UNICATION KoM the Chain project was presented, and in the KoM of Chain, the same will happen with the UNICATION overview.

#### **4.1.2.9. Newsletters**

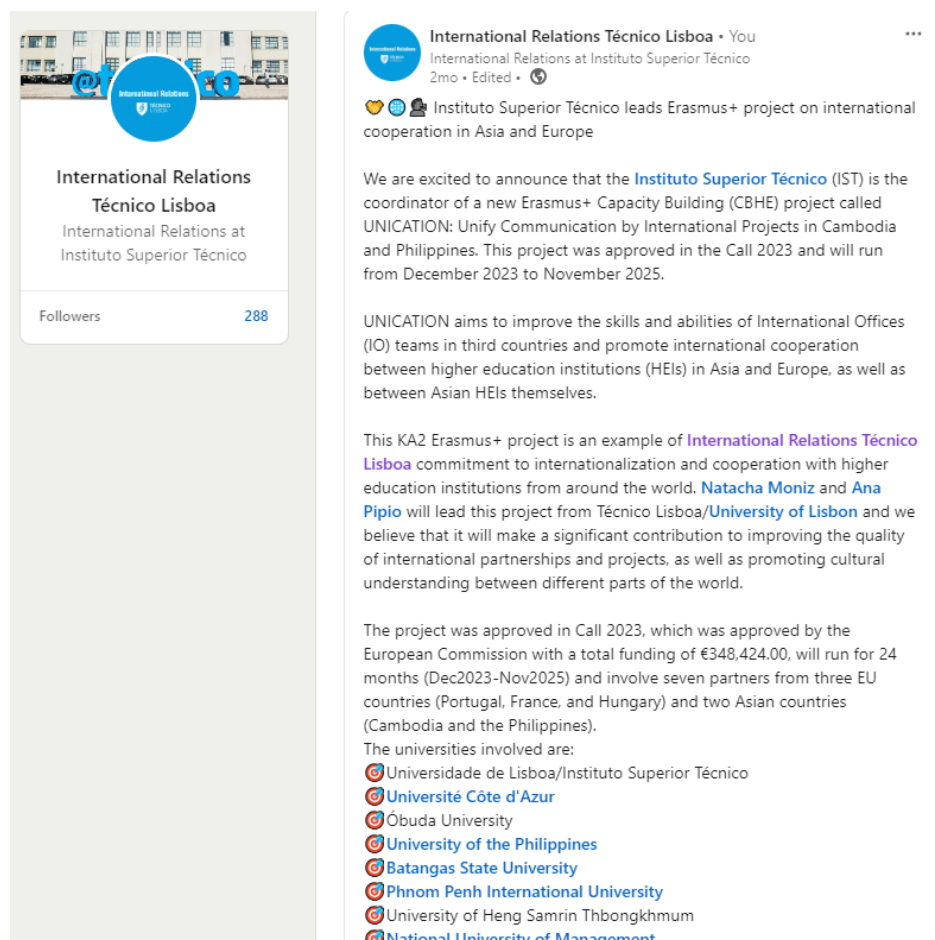
The project foresees the publication of newsletters in each 6 months of the project. The newsletter will inform the relevant stakeholders on the project's news, upcoming activities and events. UNICATION newsletters will include photos, videos, event recaps, announcement of upcoming events, news on new synergies. UNICATION newsletters will be disseminated by email to a contact list of relevant stakeholders and through the website of UNICATION project and to through the social media accounts of the project and of the partners institutions.

#### **4.1.2.10. Scientific articles**

This project foresees the publication of a minimum of 2 scientific articles. The papers/posters will be focused on relevant news related to the object aim and the activities.

Prior to any publication or presentation, the SC will ascertain that the material to be made public does not jeopardise any exploitation potential. Once this has been determined, partners will be given approval for presentation or in the case of publication.

In addition, the project website will display a section for news. Short articles can be produced to feed this section, and cross promoted on social media. This way, the website will be regularly updated and provide interesting content to its visitors.



**Figure 5 – UNICATION first press release**

#### **4.1.2.11. Audio-visual materials**

The project will develop short videos presenting the project objectives, partners and the project activities. We will publish the videos on a regular basis in the social media accounts. Partners can then independently spread the words about the video in their own communication channels.

Additional videos were created in conjunction with WP4 and 5 workshop and collaborated with PPIU about this edition.

#### **4.1.2.12. Participation in external events/conferences and synergies**

An effective means for presenting and discussing UNICATION results is attending external conferences, such as the international meetings of civil society associations, policy makers and researchers and academia members.

The project partners aim to present the UNICATION project in at least 2 external events (one in Cambodia and one in Philippines). It is expected that each partner provides a short report of information and knowledge shared during these events, main conclusions and next steps

for future communication and engagement with stakeholders.

The impact of dissemination and communication activities will be assessed with communication performance indicators.

Both qualitative and quantitative indicators will be defined in the Chapter 6 – Evaluation.

#### **4.1.2.13. Design layout of various online dissemination materials**

PPIU and the Dissemination Committee will prepare the design layout for online dissemination materials e.g. social media posters, etc. during the project duration, following the visual identity of the project. Partners can request to IST/ULisboa for any social media posters or materials as needed.



## **CHAPTER 5**

### **Action Plan**

This section addresses some actions that will be used by UNICATION partners for dissemination activities. These have been developed taking into account the UNICATION's public outcomes, individual (partner) dissemination activities, and support from WP8.

## 5.1. Outcomes

The UNICATION project will produce various public outcomes. The UNICATION public outcomes are intrinsically linked to the key messages to disseminate since they represent how UNICATION will contribute to the development of HEI internationalisation in Cambodia and Philippines. Table 5 provides an important overview on the most important public outcomes that should be disseminated to the project stakeholders.

**Table 5** – Public outcomes, relevant WP, estimate time of dissemination and channels

Deliverable n°	N° in WP	WP	Name	Type*	Dissemination Level	Due Date	Dissemination Channels
D1	D1.1	1	Management and internal quality reports	R	SEN	M24	Consortium and EU
D2	D1.2	1	Quality Plan	R	SEN	M3	Consortium and EU
D3	D1.3	1	External Quality Evaluation	R	SEN	M24	Consortium and EU
D4	D2.1	2	Surveys results Analysis	R	SEN	M6	Consortium and EU
D5	D3.1	3	Report on Trainings WS	R	SEN	M12	Consortium and EU
D6	D4.1	4	Cambodia - National Multiplier Training Workshops Reports	R	PU	M20	Website
D7	D4.2	4	Cambodia - International projects proposals(case-studies)	R	SEN	M22	Website, newsletter
D8	D5.1	5	Philippines - National Multiplier Training Workshops Reports	R	PU	M20	Website
D9	D5.2	5	Philippines -International projects proposals (case-studies)	R	SEN	M22	Website, newsletter
D10	D6.1	6	Dissemination and communication Plan	R	SEN	M3	Consortium and EU
D11	D6.2	6	Project website and social media accounts	DEC	PU	M6	Website, social media, newsletter
D12	D6.3	6	Dissemination material and events	R	PU	M24	Website, social media, newsletter
D13	D6.4	6	Recommendations for Exploitation	R	PU	M24	Website, social media, newsletter

\*R: document, report (excluding the periodic and final reports) | DEC: Demonstrator

## 5.2. Individual Dissemination Activities – Partners Contribution

The main purposes of the UNICATION dissemination channels are to gain attention, raise awareness and expand reach. It is crucial that the website and social media are kept up-to-date with the latest news/events/outcomes. Each message will be crafted to suit the channel that is used to convey it. Adapting the tone and the style depending on the target audience is also very important.

Although DC will be in charge of dissemination activities, all partners are involved in this WP and will play a key role in the dissemination of project output by making use of their well-established networks, communication channels and contacts. Therefore:

- Partners shall implement communication and dissemination mechanisms to further convey relevant project news that they will be informed of by DC on a regular basis.
- In addition, WP Leaders shall inform DC about relevant updates to their work, so that the dissemination activities are implemented on time.
- Finally, all partners shall convey to DC important news and updates of their own activities in the project, as well as relevant information related to the project theme, which may be disseminated via the project website and social media.
- It's DC that will inform PPIU of any update for the website and/or social media accounts.

Table 8 in the Annex 1 shows the list of all partner platforms that can be optimised for the dissemination effort. Although the present plan provides guidelines on what, when and how to implement communication activities; partners are invited to be creative and proactive in their project communication.

The Table 6 below provides examples of dissemination channels, tools and activities that partners can use to communicate and disseminate relevant content of the UNICATION project, using the materials and tools provided from the development of the WP8.

**Table 6** – Examples of communication channels, tools and activities

Type	Examples
Materials and tools	<p>Website (project / partners / others)</p> <p>Social networks: Facebook, LinkedIn</p> <p>Media platforms / web portals of each partner</p> <p>Press releases</p> <p>Newsletters (online and paper based)</p> <p>Scientific publications and articles</p> <p>Flyers, brochures (online and paper based)</p> <p>Texts / information sheets (online and paper based)</p> <p>Posters (online and paper based)</p> <p>Short videos / webinars</p> <p>TV / radio / other mass media</p> <p>Publish articles in scientific journals</p> <p>Present the project and distribute materials in events connected to the project topics</p> <p>Post information about the project on the websites and social media accounts</p> <p>Disseminate the project to networks and other projects</p>

Events	Project events: Kick off Meeting Trainings Workshops Final Conference Other events/meetings organised within the project Face-to-face meetings / conferences Networking with relevant stakeholders and intermediaries Attendance of external events Conferences, workshops, seminars Fairs and exhibitions TV/radio/other events related to the theme
Actions	Mass mailings in key moments of the project with press releases, flyers, publicly available reports produced, announcement of events, etc. Publish information in the media, e.g. local journals, TV, radio

### 5.3. Support to and from WP6 and DC

Project partners, in particular WP leaders, will contribute to the development of content to be disseminated, by providing technical inputs and additional communication ideas, and writing and reviewing short texts, through the DC team members. There will be strong and regular interactions between the WP6 leader (PPIU) and DC, as well as between the WP6 leader and the PMB members.

DC will also provide input into other WPs as needed, including for example the WP6 design team producing templates for guidelines, documents (e.g. graphic outline for agenda, information package) and support instruments (e.g. design for name badges, business cards, etc.) used for the organisation of events and others. It is important to note that the results and content channelled to third parties are only done in agreement with all partners.



## CHAPTER 6

### Evaluation



After the development and implementation of the communication plans and strategies, it is imperative to assess them in order to realise its effectiveness and adeptness. We need to make sure that the evaluation program is carried out on a consistent time frame and also update the communication and dissemination activities as and when necessary. An evaluation strategy for dissemination is vital as the impact assessment of these activities contributes to the successful implementation of the project.

It is important that this evaluation is carried out on a continuous basis to ensure an effective impact assessment and update of the communication and dissemination activities, as well as the quality of the communication and dissemination carried out.

The effectiveness of the activities will be monitored regularly and additional communication activities and channels will be utilised if necessary. The evaluation can be broken down into: 1) **Impact measurement**; 2) **Monitoring and reporting**.

## 6.1. Impact Measurement

We have defined both quantitative and qualitative measures to measure the impact of, and conduct accurate assessment of communication activities as shown in Table 7 below.

**Table 6** – Communication Performance Indicators

Means	Metrics	Measures
Project website	Website views	<500 poor   1000- 2000 good   2000+ excellent
	Number of downloads:	<10 poor   10-20 good   20+ excellent
Linkedin/Facebook	Number of followers:	<50 poor   50-200 good   200+ excellent
	Number of posts:	<10 poor   10-20 good   20+ excellent
Newsletters	Number of newsletters:	<3 poor   3-5 good   5+ excellent
	Number of Subscribers:	<20 poor   20-50 good   50+ excellent
Number of posts in external Media	Number of posts:	<5 poor   5-10 good   10+ excellent
	Geographical circulation:	local: poor   regional: good   national/international excellent
Brochures and fact sheets distributed	Number of printed brochures flyers distributed	<50 poor   50-200 good   200+ excellent
Events	Number of Non-project events in which the project is disseminated	<3 poor   3-5 good   5+ - excellent
	Satisfaction level of participants in project events:	<3 poor   3.5-4 good   4+ excellent
Workshops	Number of participants in stakeholder workshops	<20 poor   20-50 good   50+ excellent
	Satisfaction level of participants in project workshops:	<3 poor   3.5 good   4+ excellent
Scientific articles	Number of scientific papers submitted	< 1 poor   1 -2 good   2+ excellent


## 6.2. Monitoring and Reporting

To facilitate an accurate monitoring and assessment of the dissemination activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- All partners should prepare these activities according to the plan;
- All partners should report all dissemination activities for the periodic reports;
- All partners should save evidence of the activities conducted;


By performing regular monitoring of activities (during development of the technical reports) it will be possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities have had the biggest impact on target groups. The conclusions will be considered to improve future actions, with DC providing recommendations for further activities.

The template of Dissemination activities Database will be available for all partners, to facilitate the task of filling in the activities. The details of dissemination indicators and targets of the external communication will be provided in the dissemination and communications plan.



UNICATiON

WPDE - Dissemination and Exploitation  
Dissemination Activities Database



Partner Name	Date of event	Location	Type of Activity	Description	Organiser	Main type of audience	Other type of audience	Dissemination level	Number of participants	Level	Countries addressed	Status	Link
IST	1/11/2024		Social Media	UNICATiON: Open Launch project	IST	General public		International				Completed	<a href="https://www.linkedin.com/posts/international-relations-%C3%A9a-ctivity-7151168755547463683-za34?utm_source=share&amp;utm_medium=organic">https://www.linkedin.com/posts/international-relations-%C3%A9a-ctivity-7151168755547463683-za34?utm_source=share&amp;utm_medium=organic</a>
OU	17/11/2024		Organisation website	UNICATiON: Open Launch project	IST	General public							<a href="https://uni-obuda.hu/2024/01/17/obuda-university-participates-the">https://uni-obuda.hu/2024/01/17/obuda-university-participates-the</a>
PPIU	20/jan/2024		PPIU Facebook	UNICATiON: Kick-Off Meeting (KoM)	IST	General public		International			Cambodia	Completed	<a href="https://m.facebook.com/story.php?story_fbid=pfid02jmta5Dord0g">https://m.facebook.com/story.php?story_fbid=pfid02jmta5Dord0g</a>
	29/jan/2024		PPIU-IR LinkedIn	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://www.linkedin.com/posts/ppiu-international-office_the-phylp">https://www.linkedin.com/posts/ppiu-international-office_the-phylp</a>
	19/feb/24		Media (Fresh News)	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://freshnewsasia.com/index.php/en/localnews/329232-2024-0">https://freshnewsasia.com/index.php/en/localnews/329232-2024-0</a>
	19/feb/24		PPIU Facebook	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://www.facebook.com/share/p/19Kk8GgTXxhuEoFE7mibextid">https://www.facebook.com/share/p/19Kk8GgTXxhuEoFE7mibextid</a>
	19/feb/24		MoEYS Facebook Page	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://www.facebook.com/100064302985114/posts/79197006962">https://www.facebook.com/100064302985114/posts/79197006962</a>
	20/feb/24		Media (Phnom Penh Post)	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://www.postkhmer.com/national/2024-2-20-176-258563">https://www.postkhmer.com/national/2024-2-20-176-258563</a>
	22/feb/24		PPIU Facebook	UNICATiON: Kick-Off Meeting (KoM)	IST								<a href="https://www.facebook.com/ppiu.edu.kh.ppiucam/videos/10414828">https://www.facebook.com/ppiu.edu.kh.ppiucam/videos/10414828</a>
UniCA	20/feb/24		LinkedIn	UNICATiON: Kick-Off Meeting (KoM)	IST	General Public		International				Completed	
	21/feb/24		University Newsletter	UNICATiON: Kick-Off Meeting (KoM)	IST	Academic & Administ	General Public	International				Completed	Nletter No1-2024_Jan_Feb_DDIE_EN_ Université Côte d'Azur.pdf

**Figure 6 – Dissemination activities Database**

The collection of the information in the templates models is done by WP6 leader, with the help of all partners and send to DC:

- [Event Attendance List](#)
- [Dissemination Activities database](#)
- [Facebook and LinkedIn reach](#)

Table 8 outlines various types of dissemination and communication activities along with the corresponding audience reached for the UNICATiON project.

**Table 8** – Type of dissemination and audience to reach

Type of Dissemination / Communication Activity	Type of Audience Reached
Flyers Training	Higher Education Staff, PhD Students, Researchers
Social Media	Academic Community, International Partners, Local Stakeholders
Website	Researchers, Academic Staff, Institutional Administrators
Communication Campaign (e.g., radio, newspaper, TV)	General Public, Policy Makers
Participation in a Conference	Academic Researchers, Project Managers, HEI Leaders
Participation in a Workshop	Faculty Members, Administrative Staff, Project Developers
Participation in an Event other than a Conference or Workshop	Students, Academic Staff, Local Community
Video/Film	Online Audience, Academic Community
Pitch Event	Potential Partners
Others	Policy Makers, Educators, Community Leaders

By tailoring communication activities to suit the preferences and needs of different audience segments, the UNICATION project intends to raise awareness about its objectives, share best practices, and foster collaboration within the internationalisation chain. Through these efforts, the project aims to empower higher education staff, enhance internationalisation strategies, and contribute to the modernization of partner universities in Cambodia and the Philippines.

The comprehensive dissemination and communication strategy outlined in this plan will play a crucial role in ensuring the success and sustainability of the UNICATION project, facilitating the exchange of knowledge, and fostering long-term partnerships for continued growth and development in the higher education sector.

# Annexes



## Annex 1

**Table 9** – Partners platforms for Dissemination

Partner n°	Partner	Website	Facebook	LinkedIn
1	IST			
2	UNICA			
3	UP			
4	BSU			
5	PPIU			
6	UHST			
7	NUM			
AP	OU			



## **Dissemination and communication Plan**

Dissemination Committee

March 2024



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