



ERASMUS+ PROGRAMME CAPACITY BUILDING IN THE FIELD OF HIGHER EDUCATION STRAND 1

STRIVE PROJECT

Strengthening Internationalization of Vietnamese Emerging Universities

Project Dissemination Plan Milestone MS6

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Work Package leader	Quang Ninh University of Industry-QUI	
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Partner name	Partner's logo	Country	Partner's website
Consorzio Interuniversitario AlmaLaurea (AL)	ALMALAUREA	Italy	www.almalaurea.it/en
Hanoi University (HANU)	PAI HOC HANOI	Vietnam	www.hanu.edu.vn
Truong Dai Hoc Phu Xuan (PXU)	PHU XUAN UNIVERSITY A member of 10 test fidentities	Vietnam	phuxuan.edu.vn
Quang Ninh University of Industry (QUI)	AND MONIES OF THE STATE OF THE	Vietnam	www.qui.edu.vn
Hoc Vien Hanh Chinh Quoc Gia (NAPA)	NAPA	Vietnam	www1.napa.vn
Universidade de Évora (UEVORA)	UNIVERSIDADE DE ÉVORA	Portugal	www.uevora.pt
Università degli studi della Tuscia (UNITUS)	UNIVERSITÀ TUSCIA	Italy	www.unitus.it





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FOREWORD

The present document has been developed in the framework of WP5 - Project dissemination, at the beginning of the project implementation period as STRIVE dissemination is thought as a continuous activity to be carried out throughout the project life and beyond.

It aims at providing a structured planning of dissemination activities, detailing how the dissemination priorities will be addressed to support the achievements of STRIVE goals. Most notably, the document will delineate actions and tools at disposal of the project consortium for enhancing project's dissemination and visibility at local, national and international levels and at spurring the involvement of project's stakeholders and beneficiaries.

In particular, the project visibility will be ensured through the continuous update of project website, together with social media channels at each partner level, and the shooting of a promotional video.

The involvement of Vietnamese students and academic staff in the awareness-raising seminars to be organized in the framework of the project will promote the knowledge on Erasmus+ opportunities in terms of mobility and CBHE projects participation.

The establishment and promotion of the internationalization virtual centre to be created as pillar of project sustainability will support the networking among Vietnamese stakeholders and between EU and Vietnamese universities for future cooperation activities.

Moreover, the internal communication tools set in the present document contribute to ensure the transparency of the cooperation modalities within project partnership.

The document is composed of four sections:

- **Introduction**: definition of dissemination, purposes and principles of a dissemination strategy, dissemination moments.
- **Dissemination within STRIVE project**: key messages for exploitation, milestone & deliverables, internal communication modalities.
- Project visual identity: project logo, project website and social media, visibility obligations.
- **Project events**: description and related dissemination actions.

A table detailing partners' local dissemination activities (annex 1) and a synthetic project infosheet (annex 2) complete the document.

A preliminary version of the dissemination plan has been drafted by QUI, in its quality of WP5 leader, with the support of the project coordinator. Then, the plan has been shared with the working group members and project staff for quality control in view of its final approval.





INTRODUCTION

Definition and purpose of dissemination

Dissemination is related to making the results and products of a project visible to others, specially the end-users, the target groups and the key-actors that can implement its use and as such is a process of promotion and awareness raising that should occur throughout the project. Dissemination is considered the foundation of a strategy for exploitation and sustainability of the project and its results.

The key terms related to dissemination are defined by the Erasmus+ programme as follows:

"Dissemination" is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Linked to dissemination is the concept of "Exploitation" as a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional and/or national systems, on the one hand, and (b) a planned process of convincing individual end users to adopt and/or apply the results of initiative, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Both processes are based on a third one that is "Communication", defined, as by "corporate communication guidelines for project beneficiaries" prepared by the European Commission as a two-way process of sharing information and exchanging ideas, data and messages – through appropriate channels – to reach identified target audiences and enabling to connect people.

Communicating the project will enable to engage with your stakeholders, show the impact of the project and its results on society and expand project network for future collaborations. Communication supports the dissemination of project's results, raise citizens' awareness of how the EU budget is spent and show the success of European Programmes.

Communication, dissemination and exploitation are interlinked key areas for maximising the project expected impact on the specific target groups and assure its long-term sustainability.





Principles of dissemination strategy

The figure below summarizes the main principles of dissemination to be taken into account when developing dissemination activities.



Dissemination should be partial and objective, well balanced, comprehensive and accurate regardless of source o funding, authorities and interest groups. Clear messages have to be customized according to the target group to be reached.

Dissemination moments

Dissemination strategy is detailed below in accordance with different project time periods:

	BEFORE	DURING	AFTER
Main dissemination activities	Starting the development of the project website. Inform partners and other stakeholders about the project first steps. Consider how and to whom dissemination and exploitation outcomes will be communicated. Think about the best dissemination tools in accordance with consortium experience and best practices.	implementation. Conduct regular activities such as information sessions, training, demonstrations, peer reviews. Assess the impact on target groups.	Continue dissemination activities. Develop ideas for future cooperation. Evaluate achievements and impact. Contacting relevant media and channel of dissemination. Involve policy-makers (local authorities, Ministry of Education and Training, etc.) Cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.





DISSEMINATION WITHIN STRIVE PROJECT

Project overview

The project responds to Erasmus+ CBHE Strand 1 objectives, since it is designed for facilitating access to Erasmus+ opportunities by less experienced universities in Vietnam, aiming at reducing the internationalization gap among higher education institutions in the country. The project is expected to enhance the capacity of the targeted universities for cooperating at international level, by increasing the quality of the preparation, implementation, monitoring and follow-up of international projects, and by building capacities to support students and staff mobility activities.

The main **expected results** are the following:

- Creation of the internationalization virtual center in Vietnam
- Release of the internationalization monitoring tool
- Publication of guidelines for fostering EU-Vietnam mobility experiences
- Drafting of a new Erasmus+ CBHE project proposal
- Organization of workshops and training activities for university staff

Dissemination milestones & deliverables

The description of project milestones and deliverables is coupled with the related actions to be performed by partners.

MILESTONE:

- Project dissemination plan: it is aimed at enhancing project dissemination at local, national and international level, at spurring the involvement of project's stakeholders and beneficiaries, at planning the achievement of dissemination outputs.
 - Actions: Deliver the dissemination plan to project staff and to university staff involved in dissemination activities.

DELIVERABLES:

- **Project website**: it contains information on project overview, partnership, meetings & events, dissemination outputs, contacts and reserved area.
 - Actions: Hyperlink project website on partners' websites; provide project coordinator with contents to be uploaded (news, local events carried out).
- Report on awareness seminars: it will systematize the results of the awareness raising seminars on Erasmus+ opportunities at local level, addressed to students and academic staff and aimed at reaching the widest audience possible.





- Actions: Vietnamese partners inform students and academic staff about the local seminars and invite them to attend.
- Promotional and testimonial video: it will collect partners' testimonials on the impact and benefits gained through the involvement on the project.
 - Actions: Involve the motivated project staff in delivering the testimonials on project impact; think about the key message to be vehiculated through the video.

Key messages for exploitation

In order to convince the target groups to adopt the results of the project so that they can be used beyond project lifetime, the key messages to be vehiculeted together with the modalities for future exploitation are detailed here below:

TARGET GROUP	KEY MESSAGES FOR INCREASED INVOLVEMENT	MODALITIES FOR FUTURE EXPLOITATION OF RESULTS
UNIVERSITY STUDENTS	Share your mobility experience help other students to do the same STRIVE project make easier your study experience in Europe Each of you is a key actor in promoting EU-Vietnam mobility	Take part to project seminars to share your mobility experiences to your fellows Consult info sheet for student mobility on your university webpage
UNIVERSITY STAFF	STRIVE project make academic experiences in European universities easier Being active part in the project will enrich you with new competences acquisition on Erasmus+ programme Each of you is a key actor in promoting EU-Vietnam mobility	Consult info sheet for staff mobility on your university webpage Attend project workshops and seminars Be part of the project team in charge of developing an Erasmus+ Programme CBHE proposal





UNIVERSITY GOVERNANCE	Enhance the visibility of your international activities Help your students and staff to engage in mobility in Europe Modernize the tool for internationalization Be more competitive in the international field	Make your university internationalization activities more visible by publishing info sheet for students and staff mobility on international section Use the monitoring tool to evaluate the performance of your university in the internationalization field
	Improve your network of cooperation	Network with EU partners
	Be active part of your country internationalization in HE	
STAKEHOLDERS INTERESTED IN	Create new opportunities for students and academic staff in EU	Involve new Vietnamese HEIs and stakeholders in
INTERNATIONALIZATION	Promote networking for cooperation between Vietnam and EU	STRIVE network
(EC, EU HEIs, other Vietnamese	HEIs and new opportunities of internationalization in HE	Promote the internationalization virtual centre
universities)	Enhance the participation stakeholders in Vietnam in the	
	internationalization of the higher education sector	





Internal communication modalities

The relationship among project partners will be handled on a collaborative base since project outset, taking into account the peculiarities of Vietnamese culture and attitude, so to build up a trusting environment, with face-to-face interactions and continuous communication.

The whole project consortium will take part to the decision making according to the management structure, steering committee and quality committee, and the appointed working groups so to meet the different sets of decision at institutional and technical levels.

At each partner level, the appointed staff takes responsibility of the tasks assigned, having the local coordinator and AL as a reference point for communication. The project coordinator ensures the effectiveness of the decisions taken by the steering committee by playing proactive role in coordinating the different flows of information and the collection/sharing of inputs.

Ongoing, on-time, effective communication among partners are ensured through face-to-face and online meetings, personal/common mailing, phone calls, project website' intranet for documents storing.

PROJECT VISUAL IDENTITY

The development of a visual identity of the project ensures that the project outputs are visible and easily recognizable. Every event, presentation, deliverable will make use of this visual identity and be consistent with its style.

Project logo

The STRIVE logo has been created by the project coordinator and validated by all partners at the occasion of the project kick-off meeting. It constitutes the first key element of project visual identity.



Project website

STRIVE project website, strive-project.eu, constitutes the second key element of project visual identity, allowing users to readily collect on-line information about the project and about topics which might be of interest to stakeholders.

The website has been set up at the beginning of the project and it will be continuously updated by project coordinator with all relevant information about the project (meetings, news provided by





partners, deliverables, internal documents, EACEA communications, etc.), links to partners' websites, and gateway to the STRIVE Internationalization Virtual Center.

The project website is set up in English, with main contents available also in Vietnamese for an increased impact at national level. It is divided in public and private areas.

The public area is arranged according to the following sections: project overview (summary, aims and objectives, target groups and expected impacts, work packages); project consortium, project meetings and events; dissemination section (logo, promotional and testimonial video, dissemination plan, report on awareness seminars).

The private area, accessible to internal staff upon registration collects all internal project documentation, organized in the following sections: project main reference document (project proposal, project budget, Grant agreement); meetings (agenda, presentations, minutes); project milestones and deliverables according to work packages.

Partners' websites

All partners are asked to make the project visible on their institutional websites. This is not only a requirement of the funding Agency, but also the very first dissemination step. Partners are strongly encouraged to add news regarding STRIVE project on their websites (for instance under "International projects" or "International cooperation" or "News" or "Projects" sections).

A synthetic project infosheet (annex 2 to the present document) has been developed by the coordinator for project dissemination purposes and can be uploaded by partners on their websites.

Use of social media

As agreed during the project kick-off meeting, project events, news and results will be disseminated by partners using also their own social media channels in order to reach the widest audience possible, to raise the awareness of the STRIVE initiative among local and national stakeholders and to enrich the stakeholders' network to be involved in the internationalization virtual center activities.

In accordance with personal data protection regulation applicable to EU member states (GDPR) and Vietnam, a given consent will be asked for the uploading and management of images and videos to the corporate social media channels.

Visibility obligations

In accordance with the Grant Agreement and the partnership agreement, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, in electronic form, via traditional or social media, etc.), dissemination activities or major result funded by the grant must acknowledge the EU support and display the European flag (emblem).







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

"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 EACEA. Neither the European Union nor EACEA can be held responsible for them."

PROJECT EVENTS

The table below summarizes the main project meeting and the dissemination purpose. Project planned meetings and events are always an occasion to carry out dissemination actions although planned in the framework of work packages other than dissemination.

EVENT	LOCATION	SCHEDULE	TITLE	DESCRIPTION	DISSEMINATION PURPOSE
1 -WP1	Bologna, Italy AL	January 2024	Kick-off Meeting	designation of quality committee members;	Internal consortium meeting; dissemination of project contents, structure and expected results to project staff attendees.
2 -WP2	Evora, Portugal UEVORA	June 2024	Workshop on Erasmus+ opportunities	with Erasmus+ opportunities, notably as regards KA1 mobilities and KA2 CBHE	Strengthening the international network between Vietnam and Portugal at benefit of students and staff incoming/outcoming mobility and cooperation under Erasmus+ programme





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3 -WP2	Quang Ninh Province, Vietnam QUI	September 2024	Workshop on available tools	European Commission for partnership	Strengthen the international network between QUI and EU at benefit of students and staff incoming/outcoming mobility and cooperation initiatives under Erasmus+ programme.
4 -WP3	Hue City, Vietnam PXU	November/ December 2024	Training on project design and management	project design, implementation and	Strengthen the international network between PXU and EU at benefit of students and staff incoming/outcoming mobility and cooperation initiatives under Erasmus+ programme.
5 -WP3	Evora, Portugal UEVORA	January/ February 2025	Training on budget preparation and brainstorming on CBHE project implementation plan	It will allow the trainees to be acquainted with budget preparation principles and accountability measures. A brainstorming will take place in order to define the CBHE project's implementation plan, monitoring measures, impact and sustainability.	Strengthen the international network between Vietnam and Portugal at benefit of students and staff incoming/outcoming mobility and cooperation initiatives under Erasmus+ programme.
6-WP4	Viterbo, Italy UNITUS	June 2025	Workshop on capitalizing students' and staff's mobility experiences	It will allow the attendees to be acquainted with cooperation arrangements in favour of students and staff mobilities between Vietnamese and EU universities, including KA1 mobility project preparation, based on EU partners' best practices and long lasting	Strengthening the international network between Vietnam and Italy at benefit of students and staff incoming/outcoming mobility and cooperation initiatives under Erasmus+ programme.



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				experience of HANU.	
7 -WP4	Hanoi, Vietnam HANU	December 2025	Success story telling seminar	Vietnamese staff and students having benefited from outbound mobility towards EU countries through KA1 projects will share their experiences, highlighting the impact in terms of personal and professional growth. 4th steering committee meeting.	Dissemination to Vietnamese students and staff at benefit of future incoming/outcoming mobilities between Vietnam and Europe. Dissemination to local stakeholders in internationalization at support of the sustainability of the Internationalization Virtual Center.
8 -WP6	Hanoi, Vietnam NAPA	June 2026	Sustainability meeting on internationalization monitoring tool	and IT tools explored, the project partners will discuss and validate the most fitting monitoring tool on internationalization progress, in accordance with their needs and expected results. 5th steering committee	Dissemination to the Vietnamese university aimed at sensitize on the need to modernize the governance of the internationalization by using competitive monitoring tool and enhancing visibility of the local activities carried out in the international field.
9 -WP6	Hanoi, Vietnam HANU	November 2026	Sustainability meeting on internationalization virtual centre	agreement aimed at detailing the roles, rights and obligations of each member of	Dissemination to local stakeholders for enhancing the networking among Vietnamese universities and local actors in the field of internationalization and at support of the future sustainability of the Internationalization Virtual





		committee meeting.	Center.
			Dissemination to Ministry of Education and
			policy makers on the mission and functions of
			the Internationalization Virtual Centre in
			Vietnam.





ANNEX 1: PARTNERS' LOCAL DISSEMINATION ACTIVITIES

The table below summarizes the dissemination activities that each consortium member will carry out locally, according to channel of dissemination and capitalizing from the existing resources and network. The sections devoted to social media/news/other channels of dissemination as well as local meeting and events will be updated throughtout the project lifecycle in accordance with partners' schedule and activities.

PARTNER	DEDICATED WEBPAGE TO THE PROJECT	SOCIAL MEDIA/NEWS/OTHER CHANNEL OF DISSEMINATION (Facebook, Twitter, Youtube, Instagram, etc.)	LOCAL MEETINGS AND EVENTS (Please detail the local meetings or events - career day, university opening ceremony, university lectures, laboratories with students, other) that can be an occasion to disseminate STRIVE project to university students and staff or to enlarge the network of stakeholders interested in internationalization of Vietnamese universities
Consorzio Interuniversitario AlmaLaurea (AL)	https://www.almalaurea.it/en /services-for- institutions/international- projects/strive	News/Twitter at the occasion of AL conferences where STRIVE project is mentioned	Annual AlmaLaurea Conference (https://www.almalaurea.it/en/about-us/events-and-conferences)
Hanoi University (HANU)	https://hanu.edu.vn/c/1411 6/DU-AN-STRIVE	https://www.facebook.com/daihocha noi	https://www.hanu.vn/a/136456/STRIVE-Du-an-Erasmus-nang-cao-nang-luc-quoc-te-hoa-cho-cac-truong-dai-hoc-Viet-Nam/ HANU Open Day, Youth Union meeting, Erasmus Info session, Meetings with university staff and students of HANU and other Vietnamese universities on opportunities to exchange programs, International and national conferences on internationalization activities or related fields, etc.





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Truong Dai Hoc Phu Xuan (PXU)	https://phuxuan.edu.vn/cate gory/strive/ https://phuxuan.edu.vn/en/ category/strive/	https://www.facebook.com/phuxuan.edu.vn	https://phuxuan.edu.vn/en/truong-dai-hoc-phu-xuan-tham-gia-hop-khoi-dong-du-an-strive-tang-cuong-hop-tac-quoc-te/
Quang Ninh University of Industry (QUI)	https://strive- project.qui.edu.vn/vi/	https://www.facebook.com/daihoccn qn/posts/pfbid0328D9DmZBBAKZ 1bLAqe8Jz2Ed3Fi8mWc3Nnb7dr8ZS X6iT72htGRQjASnmSBPc8N4l	https://qui.edu.vn/vi/news/Tin-tuc-va-su-kien/truong-dai-hoc-cong-nghiep-quang-ninh-tham-du-chuong-trinh-khoi-dong-du-an-tang-cuong-quoc-te-hoa-cac-truong-dai-hoc-moi-noi-cua-viet-nam-3119.html
Hoc Vien Hanh Chinh Quoc Gia (NAPA)	https://www1.napa.vn/blog/hoc-vien-hanh-chinh-quoc-gia-tham-du-hoi-thao-khoi-dong-du-an-nang-cao-nang-luc-quoc-te-hoa-trong-cac-co-so-giao-duc-dai-hoc-moi-tai-viet-nam-strive.htm	https://www.facebook.com/1000650 29770027/posts/809220421255610/? mibextid=WC7FNe&rdid=IL76KBD ZEquOSmy1	www1.napa.vn
Universidade de Évora (UEVORA)	https://www.uevora.pt/en/r esearch/projects?id=5781	https://www.uevora.pt/en/ue- media/news https://www.facebook.com/uevora	https://www.uevora.pt/en/ue-media/schedule
Università degli studi della Tuscia (UNITUS)	https://www.unitus.it/intern azionale/cooperazione- internazionale/erasmus-ka2- capacity-building-e- cooperation- partnerships/? gl=1*k2w4tx*	Instagram: https://www.instagram.com/p/C6qAD Gmt4Os/?utm source=ig web copy I ink&igsh=MzRIODBiNWFIZA== Facebook: https://www.facebook.com/photo/?fb id=967462638714494&set=a.5177449 27019603	Unitus III International Staff Week https://www.unitus.it/internazionale/cooperazione- internazionale/erasmus-ka2-capacity-building-e-cooperation- partnerships/? gl=1*k2w4tx* up*MQ* ga*MTg0NTc5NzI3LjE3M TUwOTI3NTY.* ga SSVC8N6RWB*MTcxNTA5Mjc1NS4xLjAuM TcxNTA5Mjc3My4wLjAuMA





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zI3LjE3MTUwOTI3NTY.*	
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ANNEX 2: PROJECT SYNTHETIC INFOSHEET



STRIVE Project

"STRengthening Internationalization of Vietnamese Emerging universities" 101128558 - STRIVE - ERASMUS-EDU-2023-CBHE

The STRIVE project, coordinated by AlmaLaurea, is designed to facilitate the access of the newcomer higher education institutions in Vietnam to Erasmus+ opportunities, aiming at reducing the existing internationalization gap among higher education institutions in the country. The initiative aims at enhance the project design and management skills of the international relations officers of the beneficiaries by providing them with new tools and sustainable competences to promote a new international cooperation governance, also enhancing the visibility of the international activities carried out. The envisaged capacity building activities are aimed at enhance the quality of the project design in all its phases, also at support of students and staff mobility.

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Specific objectives

- to improve Vietnamese university staff knowledge on Erasmus+ programme opportunities in higher education sector
- to strengthen Vietnamese university staff capabilities on project proposals' technical and financial preparation,
- Vietnamese and EU universities in favour of staff and students mobility

Expected results.



- Release of the internationalization monitoring tool
- Publication of guidelines for fostering EU-Vietnam mobility experiences
- Drafting of a new Erasmus+ CBHE project proposal
- Organization of workshops and training activities for university staff

ean implementation and monitoring Union. to strengthen the links between Views and

Partnership















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