UNIVERSIDADE DE ÉVORA

UNIVERSITY OF ÉVORA

Training on Project Design and Management

WP3. Capacity building on project design and management

Preparation of a CBHE project proposal

Part B – technical description

Dissemination

Paulo Resende da Silva, University of Évora
Anabela Elias, University of Évora

Alba Spa Hotel, 9th and 10th December 2024

Phu Xuan University

Co-funded by the European Union

STRIVE
Strengthening Internationalization of Vietnamese Emerging Universities

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1. Internal and external communication

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1. Internal and external communication

Internal Communication

- **Objective**: Ensure smooth coordination and exchange of information among **all the project partners**;
- Regular **project meetings** (virtual, taking account the distance between partners) to review progress, share results, and prepare future activities;
- **Internal platforms** (e.g., e-mails, shared drives, project management tools) for document sharing, updates, and feedback;
- Clear **communication protocols** to ensure all partners are informed about tasks, deadlines, and deliverables.

1. Internal and external communication

External Communication

• **Objective**: Share project results, best practices, impact with wider stakeholders (e.g., society, policymakers, industry professionals) and **evidences**, including to project officer;

•Create a **dissemination plan** to target key audiences (students, educators, institutions, and the public);

•Use diverse **communication channels**: project website (https://strive-project.eu), social media, newsletters, academic publications, conferences, and workshops;

•Engage with **local communities** and **stakeholders** to maximize visibility and ensure broad outreach of project outcomes;

Sustainability of Communication

• Ensure the continued accessibility of project results post-project through online platforms and publications;

•Develop a strategy for **long-term impact** and **follow-up activities** to maintain engagement and relevance.

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2. Dissemination plan

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1. Dissemination plan

1. Define Clear Objectives

- Set specific goals for what the dissemination will achieve (e.g., raising awareness, sharing results, influencing policy);
- Identify the **target audiences** (students, researchers, advisors, universities, local communities, policymakers or industry stakeholders) → **ADPAT TO THE TARGET AUDIENCE THE COMMUNICATIONS TOOLS USED.**

2. Identify Key Messages

- Highlight the main outcomes and benefits of the project (innovations, best practices, research findings or financing opportunities);
- Ensure that the message is clear, relevant, and aligned with the interests of each target group.

3. Choose Appropriate Dissemination Channels

- Select a variety of **communication tools** to reach different audiences:

➢ **Online tools**: project website, social media (LinkedIn, Twitter), newsletters, webinars.

➢ **Offline tools**: training sessions, conferences, workshops, and local events.

➢ **Academic publications**: articles, reports, and presentations at conferences or in journals.

Tailored channels to each audience's needs and preferred communication style.

4. Timeline and Frequency

- Develop a **detailed timeline** for dissemination activities throughout the project lifecycle;
- Establish regular **dissemination intervals** (e.g., quarterly newsletters, mid-term events, final results presentations).

5. Responsible Partners and Resources

- Assign specific tasks to **project partners** responsible for each dissemination activity;
- Define the **resources** (budget, personnel, tools) needed for each activity and ensure adequate support.

6. Evaluation and Feedback

- Include mechanisms for **measuring the effectiveness** of dissemination efforts (e.g., surveys, audience feedback);
- Regularly assess the impact of dissemination activities and **adjust the plan** if necessary to ensure maximum reach and impact.

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3. Visibility of funding

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3. Visibility of funding

Visibility of the **European Union funding** ('Co-funded by the European Union') and **STRIVE** project **logos** on all documents, communications or presentations (external and internal):

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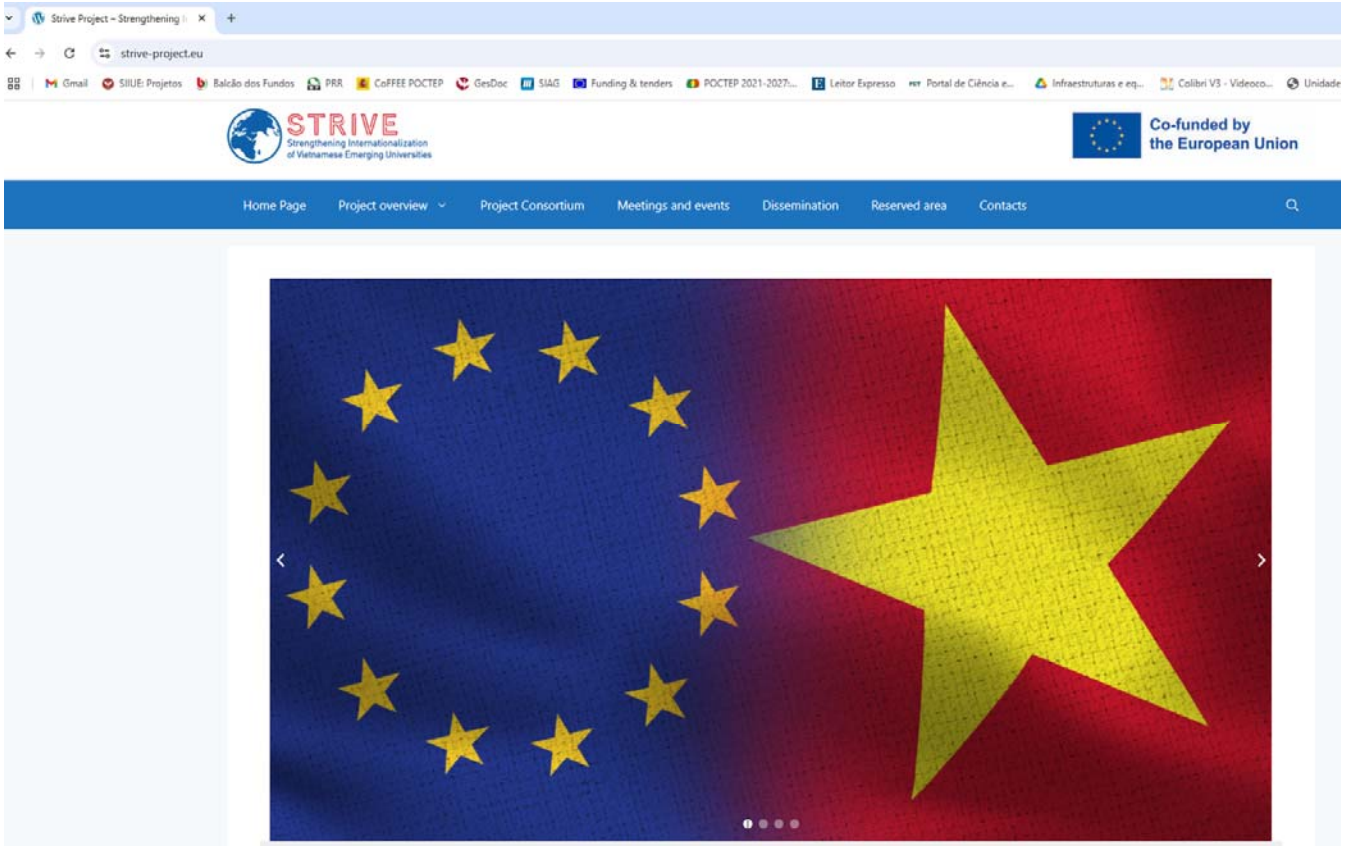
3. Visibility of funding

Visibility of Erasmus+ funding in promotional materials on the project's main website (https://strive-project.eu/):



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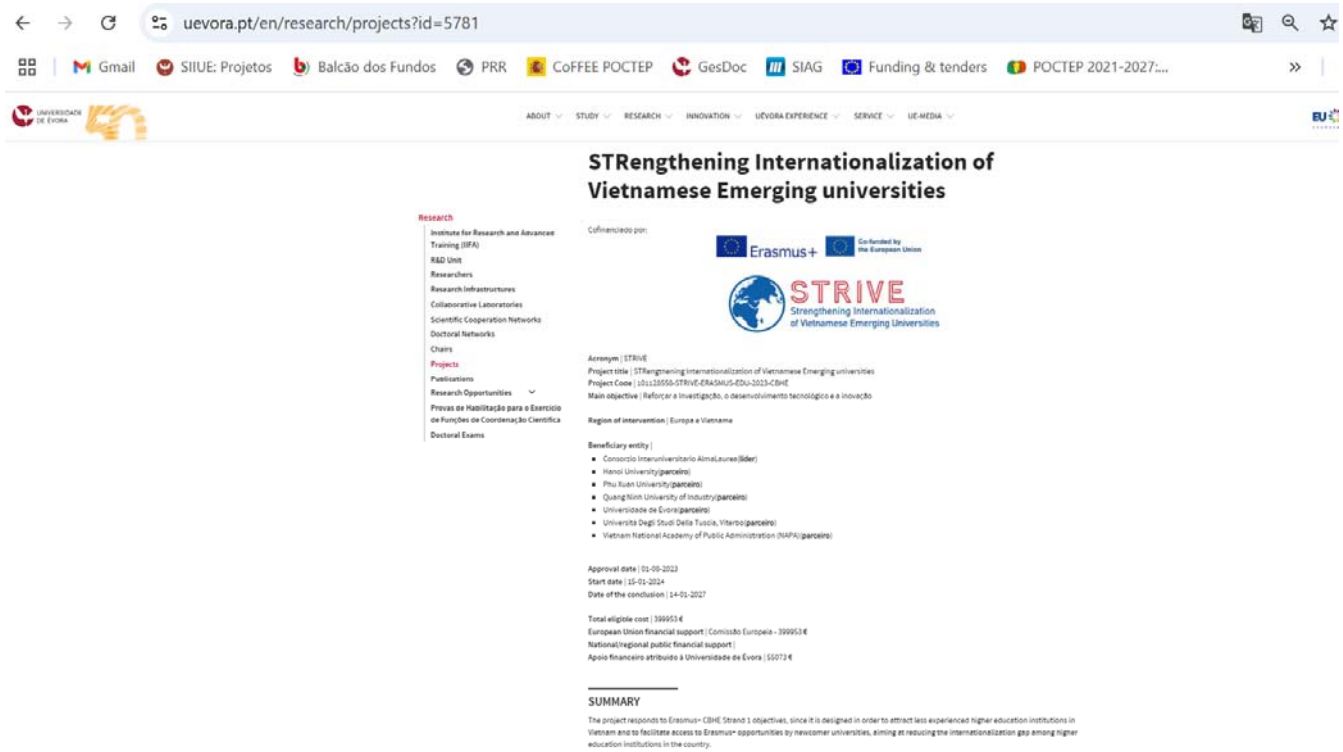
3. Visibility of funding

Visibility of Erasmus+ funding in promotional materials on the portal of partner organisations, such as the University of Évora at: https://www.uevora.pt/en/research/projects?id=5781:



Hue, 9th and 10th December 2024

Phu Xuan University

THANK YOU FOR YOUR ATTENTION !

VISIT US AT ÉVORA OR

Paulo Resende da Silva - pfs@uevora.pt
Anabela Elias – aramoselias@uevora.pt

www.uevora.pt