

Dissemination workpackage 5: Planning Document

Statement of Purpose

This document presents the consortium's approach to planning dissemination and exploitation, and the activities that will promote these important tasks. The entire document is based on the Working Package of Dissemination and Exploitation that appears in the project's application, which clarifies various topics and processes.

It is important to note that dissemination begins even before the project start date, immediately following the announcement of selection, and continues not only until the end of the project but also after the life of the project.

The objectives of the dissemination work package are to identify and organise the activities to be performed in order to transfer knowledge about the project and deliver its outcomes, processes and ideas to a wide and diverse audience.

Strategy

1. Target audiences for dissemination

Several target groups have been identified as major potential recipients of the knowledge generated by the project:

- a. Experts in each HEI that have the key skills necessary for the implementation of the program at partner institutions.
- b. Key stakeholders in each partner HEI, including faculty and staff
- c. Students in each partner HEI
- d. Other non-partner HEIs including their experts, faculty, staff, stakeholders, and students.
- e. National Bodies in Israel: Council of Higher Education, Budgetary and Planning Committee, Committee of Israeli University Heads ("VERA")
- f. European Bodies in partner HEI countries
- g. Global HEIs, with focus on EU HEIs through their IROs

2. Means of dissemination

- a. Project Website: The results of the project and the final publications will be available there for free.
- b. Professional Networks and social media.
- c. Project newsletter that disseminates project results.
- d. Promotional Videos for incoming students
- e. National and International Conferences—Roundtable discussions.
- f. Internal HEI meetings between WILLIAM members with the key experts in the relevant fields at their HEIs.
- g. Publication of material and guidelines through leaflets and online documents.

3. Principles of dissemination activity

The dissemination and exploitation goals and activities is the responsibility of all consortium members. The following are some suggestions regarding dissemination and exploitation efforts:

- a. Regard all partner HEI activities as an opportunity for dissemination.
- b. Project activities should be well publicized within each HEI and beyond if the activity is relevant for the community.
- c. There are many opportunities for dissemination and promotion of WILLIAM: Professional network groups, teacher's rooms, workshops, conferences and even in the classroom.
- d. It is important to document every event and report it to the WP4 leaders. Pictures are very important.
- e. The project's logo as well as the Erasmus+ logo and disclaimer (according to the guidelines) should appear on every visual presentation of the project (presentations, documents, reports).

4. Process of reporting events

The WP4 leaders will request regular reporting from the partners on dissemination activities in which they were involved, such as event attendance (and the characteristics of the event, participating audience, etc.), press releases, publications, etc., and will take appropriate steps to ensure maximal internal circulation of relevant information to promote those actions.

Milestones and Timeline

Year 1 (2019)

Task	Description	Date	Responsibility	Action Items
Create Dissemination List	Build Google Doc.	Start collection 1.3.19	HUJI Team	Determine what information is required
Prepare Dissemination Strategy	Description of basic plan for year 1	1.4.19	Masaryk and HUJI Team	Submission of plan by July 11, 2019
	Description of plan for entire project	1.8.19		

Publish semi-annual Newsletter	With upload feature to collect contact information	No. 1 – 1.7.19 No. 2 – 1.1.20	HUJI Team	Appointment of editor; Set dates for submission of information; Set template for submission.
Creation and Maintenance of Website	Main portal for information to be uploaded by work package leaders	Completed	COLMAN Team	Ensure that all participants have links to website. ADD ADDRESS
Publish On-line Deliverables (Summary of William activity 2019)	To be uploaded by Work Groups using uploading tool currently on website	1.1.2020	Appointment of group leaders – for uploading materials HUJI Team – setting style and rules, sending reminders	Set visual style and rules use of logo.
Dissemination Event	Event for all interested parties in Israel in conjunction with Erasmus Info Day	October- November 2019 (exact date TBA)	HUJI	Initiate cooperation with Israel Erasmus+ Office and Israel Council Higher Education (CHE) and other HEIs in Israel

Collection of Best Practices and Recommendations	Request of all WP groups to send best practices and recommendations	December 31, 2019	HUJI	Request must go out in November to all WP groups
Assess dissemination activity	Examine traffic on website through Google Analytics (eg. Hits, Duration, Downloads, etc.)	Ongoing: Report Before each consortium meeting	HUJI Team (Check if COLMAN web team can provide information)	Add Google code to relevant pages

Year 2 (2020)

Task	Description	Date	Responsibility	Action Items
Publish On-line Deliverables (Summary of William activity 2020-21)	To be uploaded by Work Groups using uploading tool	Ongoing	HUJI Team	
Videos for International Students	<ol style="list-style-type: none"> 1. Video for each HEI 2. General Video on Key Guidelines 	Start in July 2020	HUJI Team and Israel partners	Get plan from each HEI, get EU approval (Yael), coordinate production Determine content – get information from WP2
Networking	Get each school to communicate with 2 other institutions	End year 2 and during year 3	Masaryk and HUJI Team	

Diffusion Event	Perhaps Annual Conference of Israeli HEIs at CHE	July 2020		
International Meeting Tel Hai		December 2020		
Collection of Best Practices and Recommendations	Request of all WP groups to send	December 31, 2020	HUJI	Request must go out in November
	best practices and recommendations			to all WP groups

Year 3 (2021)

Promotional Materials		Start July 2021 publish by December 2021		
Videos for International Students	<ol style="list-style-type: none"> 1. Video for each HEI 2. General Video on Key Guidelines 	Publish by May 2021		
Dissemination Conference at Tel Hai		July 2021		
Dissemination Conference at COLMAN		December 2021		
Multiplier Event	Each institution goes to 2 other HEIs to show outcomes	TBA		
Multiplier Events	Use existing teacher college	TBA		

	forum to show tools and outcomes			
Collection of Best Practices and Recommendations	Request of all WP groups to send best practices and recommendations	December 31, 2021	HU	Request must go out in November to all WP groups

Visibility Rules

1. Logos. There are two logos that must be used in all projects:
 - a. The logo of the project fund provider EACEA. This is the only valid logo and must be used on all materials, documents, promotional items, web, posters, etc.
 - b. The logo of the project. It was created to increase the visibility of the project and should be used on all promotional and dissemination materials and documents together with the logo of the EU. Here are the combined logos:



2. Credits: 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 (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: “Co-funded by the Erasmus+ Programme of the European Union.” *When displayed in association with another logo, the European Union emblem must have appropriate prominence.*

Every publication should mention the following sentence:

“This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

Names and Email of WP4 Contacts:

Ms. Jane Turner, Head of International Office, Hebrew University of Jerusalem,



Co-funded by the
Erasmus+ Programme
of the European Union

janet@savion.huji.ac.il

Dr. Jonathan Kaplan, Vice Provost, Rothberg International School, Hebrew University of Jerusalem, yonatank@savion.huji.ac.il

Ms. Violeta Osouchová, Head of Division for Strategy and International Marketing, Masaryk University, Center for International Cooperation, osouchova@czs.muni.cz