D7.1 Dissemination plan

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Dissemination Plan

Deliverable 7.1

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Author (Partner Institution):	R-Tech KG
Author(s):	Marija Gacic, Milica Kaplarevic
Abstract (for dissemination):	The current document outlines the Dissemination plan (D.7.1) of the ImprESS project to be followed for the overall duration of the project. The aim of the Dissemination plan is to establish and maintain the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in Western Balkan countries. The document will be revised periodically in order to update dissemination channels and improve current dissemination strategy.
Keywords:	Dissemination, plan, dissemination activities, dissemination material, logo, leaflet, poster

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Executive Summary

The aim of the ImprESS project Dissemination plan is to establish and maintain the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and WBC. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Dissemination products and target groups will be identified in the plan as well as main types of activities and time for their realization.

The key to the success of this project is to inform and attract a wide range of stakeholders by appropriate and targeted information diffusion about the objectives of the project, its activities and results. The main purpose of the present dissemination plan is the identification of all dissemination and communication tools, activities, targeted groups and strategy needed for this information diffusion. The dissemination plan defines clear guidelines for the dissemination activities and tools which respectively will be implemented and used by all project partners. The objectives, activities and results of the project will be disseminated to the relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are established.

The planning and implementation of the dissemination strategy is the core objective of the dissemination plan. It constitutes of five elements: a) Defining the objectives, b) Defining and approaching the target groups, c) Defining the key messages, d) Selecting the proper tools, e) organizing the timing of the events and activities.

The dissemination time plan presents the overview of all planned dissemination activities and their realization. The monitoring of the dissemination activities provides evaluation of the progress and ensures that the set out objectives will be realized.

The Dissemination Plan and strategy will be reviewed every 6 months to monitor the achievements and to integrate new dissemination actions, objectives and tools, suggested by project partners and involved stakeholders.

1. Introduction

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the general audience. Dissemination of gained knowledge, methodologies and results throughout the project is one of the essential parts of each project.

To ensure that the project results will be realized, a project must develop a dissemination plan that explains how and when the deliverables of the project will be shared with the stakeholders, relevant institutions, organizations, and individuals.

Therefore, is essential to establish the dissemination strategy which should address the following issues:

- The aim of the dissemination;
- What will be disseminated;
- Who is the key audience and the target groups;
- What dissemination methods will be used;
- The timing of dissemination activities.

1.1 Brief project description

The goal of ImprESS project is improvement of the academic education capacity in the Western Balkan countries in order to meet standards and new needs and challenges in Europe.

The project will enhance the capacity building in the field of academic and professional education in the area of Safety and Security (S&S). The area of S&S is currently of great interest and importance for Europe.

The need for skilled professionals in the area of S&S in Western Balkan Countries is growing substantially. At present, specialists are educated on the 6 universities/faculties, vast majority of them (5) being participants in the ImprESS project. Newly established private and international companies require professionals with the new set of skills. During early 2000's curricula and courses were partially adopted. Despite a lot of efforts, curricula which is offered today is still filled with a lot of military and civil defense content and not entirely applicable for corporate environment and managing a "new" set of risks.

Use of new teaching methods like e-learning, simulation, workshops etc. is still in an early phase. The gaps in legislation and competences lead to increase of consequences like in the case of fires. Latest were co-opt in the manner that allows application of the Risk based management methodologies for industrial safety for which there is no adequate education et all in Serbia.

The government adopted a number of the subject matter related strategies like: Fire protection, Health and Safety, Strategy for protection and rescue in emergency situations, Migration Management Strategy, Security Strategy and Defense Strategy etc. In the documents, new risks are determined as well as responses to all of them. Conclusion in all strategic documents is that the lack of competences exists and can cause threat to the National Safety and Security by diminishing effectiveness of the preventative measures and

responses. It was concluded that one of the priorities is to increase educational capabilities in this area.

The ImprESS project will build strategic partnership (knowledge alliance) in which will set up the Model for improving the educational capacity in the area of ''sector skill alliance'' for S&S (SSASS). Based on this model a sample educational infrastructure (curriculum, modules, courses, academic and para-academic educational activities) will be established and implemented in Serbia. This infrastructure will be used to improve the current educational capacity of the participating universities in Serbia. The improved capacities at the Serbian universities, together with those at the supporting EU HEIs will be integrated into a Regional Centre for Training & Education in area of S&S (TESS). The project will have profound impact not only onto the educational infrastructure in Serbia, but also onto the overall safety/ security situation and infrastructures ensuring it. Results will be disseminated in the region and in EU.1.2 Objectives of the document

In order to achieve the objectives of the ImprESS Project, an efficient dissemination strategy has to be developed and implemented. This strategy is unfolded in the present Dissemination plan.

The main purpose of the Dissemination plan is to set clear and reliable rules, aiming at ensuring targeted and effective dissemination of project's activities and results. Crucial target groups that are interested in the project results and appropriate key messages are identified. Strategy envisages also all dissemination methods, tools and channels for the identified target groups.
It is expected that the implementation of this Dissemination plan coupled with partners' activities will achieve maximum awareness of project activities and results.

1.3 Methodology

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon Dropbox facilities to enable collaborative input and the collection of information about ImprESS activities, including but not limited to the following:

- Dissemination plan creation and periodically updating
- Development, maintenance and promotion of the ImprESS Website
- ImprESS social network communication
- Use & Link to already developed EU tools
- Opening and maintenance of e-library public access area
- Perform media, enrolment and promo campaigns
- Organize ImprESS symposia and workshops
- Project publicity
- Other activities

2. DISSEMINATION STRATEGY OF THE PROJECT

According to the European Commission[11], in order to ensure a successful Dissemination strategy, the following actions must take place:

- Define the objectives of the strategy
- Target the audience
- Define the message(s)
- Select the appropriate tools
- Plan the program

Consequently, the Dissemination strategy of the ImprESS Project consists of the following five core components:

1) Objectives of dissemination: identify the project dissemination objectives
2) Target audience: identify important target groups and bodies that should be interested in the project;
3) Key messages: identify core project messages for each specific target audience
4) Tools: identify dissemination tools, methods and channels;
5) Timing: identify a plan of dissemination activities and responsibilities of the partners.

These five elements are examined in the context of the project.

2.1 Dissemination objectives

The dissemination objectives of ImprESS Project are the following:

- Identification of target groups at different territorial levels: EU, national, regional and at different level of interest;
- Identification of the communication needs of the target groups;
- Establishment of core messages of the project, to be disseminated to each one of the target groups;
- Identification of dissemination methods and tools;
- Dissemination of the results, solutions and knowledge collected within the project to the audience;
- Definition of timing of dissemination activities;
- Definition of partners' responsibilities in dissemination activities.

While defining the purpose of dissemination, the first step is to decide on the audience, message, method and timing of the dissemination. The main purpose of ImprESS Project dissemination activities is to achieve timely involvement of all relevant stakeholders and to provide updated information of project results. The dissemination activities will be therefore focused on:

- **Dissemination of understanding** by informing the target audience about the project activities. The dissemination will be focused on the core target audience which can

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[1]European Commission, "European Research – A Guide to Successful Communications", European Communities, 2004

directly benefit from the project work. Dissemination of understanding has to provide deeper understanding of project work and underline main benefits.

- **Dissemination for action** by underlining the changes proposed by the project activities and results. Dissemination of action targets on groups which are in position to "influence" and "bring change" within their organization or country.

- **Raising awareness** by informing general audience about the project work. The dissemination activities will be focused on target audience that does not necessarily require detailed knowledge of project work and results. The purpose of these activities will be to raise awareness of the project work and spread "word of mouth" type of dissemination which will help to build the necessary volume of informed persons needed for the sustainability of the results of the project.

2.2 Identifying the audience/ stakeholders

Effective dissemination can be achieved by taking into consideration the key audiences and creating messages and information relevant to their activities and useful for them. In this section we try to identify the different stakeholder groups that have possible interest in project objectives, activities and results. Providing specific messages according to the targeted group or creating messages relevant to a number of those groups simultaneously can increase the effectiveness of dissemination.

The stakeholder groups are formed as follows:

- *Serbian universities*: Lecturing staff will upgrade their teaching skills to the EU comparable level. Universities, that are consortium members, but also the rest of Serbian universities will become the members of the professional network in which they will be able to conduct new learning methods, new skills and improve knowledge. Newly developed modules will attract more students and increase attractiveness and image of every participating High Educational Institution (HEI). Especially, new teaching facilities with tools like computer simulation will improve practical knowledge of students.

- **EU partners (Universities, Companies…):** Program countries HEI will have opportunity to exchange experiences about dealing with relatively unusual set of risks like: health risks caused by migrations, migration management, antiterrorist activities etc. They will have the unique opportunity of the first-hand experience with safety & security education-related issues in the country beyond the EU-borders. A number of students will be attracted to EU Universities to complete joint programs. This group is main source of knowledge and a crucial part of the dissemination strategy.

- **EU lecturers:** Mayor benefits for this group is in obtaining new experience in the environment full of Safety & Security risks. The feedback can lead to their courses content improvement. Already developed communication tools in EU and internet can only accelerate this.

- **Disadvantaged groups:** Bursaries or free education on some courses for this social group will give them new employment opportunities on the growing market for such kind of skills in Serbia. Group will be reached thru media and internet.

- **Serbian authorities:** Possibilities in improvement of educational policy and regulations as well as policy and regulations in the area of Safety & Security will only get a bust with elevated competences in the universities and with advanced tools which will allow practical researches. Department for Emergency situations already expressed interest in being user of the project outcomes. Target users will be: Ministry of work, employment and social issues, Ministry of Interior, Ministry of Defense, Firefighting societes, Directorate for Safety and Health at Work etc.
- **Regional stakeholders:** Lecturers and students from Western Balkans countries can directly use course materials in their education. Students from entire region can use TESS I their education process.

2.3 Define key message

As proposed by the European Commission, in defining the key message it is important to:
- Demonstrate the importance of the message to increase its value and interest to the recipient;
- Minimize the effort required on the part of the recipient to understand and accept the message.

Message must fulfill some criteria in order to achieve its goal:
- *Be relevant* – Adopting the recipient's point of view and taking into account his or her ability to understand
- *Be understood* – Formulating and organizing the information in a clear and simple manner
- *Be persuasive* – Directing the communication at action and concrete results.

The benefits of suitably framed messages are vital for the effectiveness of the communication strategy as they can help by:
- Drawing the attention of national governments, regional authorities and other public and private funding sources to the outcomes and eventual benefits of the project
- Attracting the interest of potential beneficiaries and/or correspondents
- Encouraging talented professionals, entrepreneurs and scientists to join the partner organizations
- Enhancing the reputation of participants, at local, national and EU level.

ImpreSS Key message:

New technologies and achievements for the education and training in the area of Safety and Security.

Project Key message will be tested and improved during project lifetime if the feedback from the targeted audience is unsatisfactory.

2.4 Selection of tools

Variety of tools is needed in order to achieve effective communication towards all the defined stakeholders groups. Efforts should be made in order to communicate project results to the general public as well as to the main stakeholders. Such efforts may include communication tools such as magazines, newspapers, radio, TV as well as the Internet and social media. It is strategically important for the ImprESS Project to have active partners in local and national communities in order to create public awareness of the project and its results.

Specific tools that can be used to communicate are described in details in the following subsections.

2.4.1 Press release

Press releases are used to communicate Project information proactively to the media and from there to the wider public, from which the elements that are considered of interest to the public are selected. Press releases should have the following objectives:

- They should stand out from the many that are competing for journalists' attention
- They should encourage reproduction with minimal or no changes
- They should make editing as easy as possible

Press releases are an important tool that can be used throughout a project. An approach that has proved successful when using press releases is for project partners to issue press releases simultaneously in their countries, giving journalists local contact points in order to follow-up in their own languages. Press releases can be posted at specialized portals or in technical and scientific magazines.

Taking into account the technological development, in order to gain and keep attention today, successful press releases need to fit the requirements of today's audiences and how they consume information. Some characteristics of successful modern press releases are the following:

- They are nimble. Successful messages are built to fit multiple formats. They feature tweetable headlines and factoids, search engine-friendly elements (e.g. keywords, links, etc.), compelling visuals, and an easy-to-share landing page that renders nicely across LinkedIn, Twitter, Facebook, Google+, and other networks.
- They are atomized. The target audience is not concentrated in one place, and neither should press releases and other content addressed to them. One piece of content must be derived from another, such as turning a webinar into a series of blog posts, a podcast or video, a PowerPoint presentation or pdf, an infographic – and each distributed accordingly. Likewise, a simple press release can be similarly atomized.
- They are useful. Content needs to interest, inform, or entertain the audience. When determining how to communicate with the target audiences and what vehicles to employ, the following issues must be taken into account: the outcomes to be generated, the actions to be encouraged, and where the target audiences live.

Project consortium should ensure at least 10 press releases that will be also announced on the project website.

2.4.2 Project website

The website is especially important in promoting the project and posting results and dissemination material. Search engine technology makes it possible for the information that is posted there to be retrieved and displayed with a few clicks of the mouse. The website should be able to address all stakeholders of the project by utilizing different areas where possible.

The website should be updated regularly in order to attract regular viewers who come to see what is new on the site. Moreover, downloadable versions of any literature and all publication material generated by the project are essential. The website should be heavily publicized in all printed documents and press releases.

2.4.3 Banner

A good practice in regard to linking to a project's website is the creation of a banner. A banner should be interesting and pleasant in order to capture the attention of the website's visitor. Banner should be put on each partner website and on the web sites of other linked institutions. The more banners of ImprESS project is allocated, the audience will be wider. Banner should be linked to the projects web site.

2.4.4 Brochure

A 'flagship' brochure can 'serve as a prestigious calling card for presentation to influential readers' – European policy-makers, national and local authorities, potential partners, media representatives and so on (European Commission, 2004). Produced early in the lifetime of a project a brochure provides an overview of the project partnership, highlights the strengths of the network and reviews the background and technological/scientific rationale for undertaking the initiative. Targeted results and predictions for long-term impacts are also explained.

2.4.5 Poster

The most common use of the poster is to describe individual strands of research at conferences, workshops and meetings. Generic posters can be used to introduce complete projects and networks to the wider audience. These posters can be used at exhibitions and public meetings, as well as in universities and schools in order to stimulate student interest. The aim is to provide an eye-catching and thought-provoking presentation, as well as contact or website details giving access to further information.

2.4.6 Newsletters

A periodic newsletter offers the means to report unfolding developments during the course of a project. It can contain suitably edited versions of press releases, announcements of progress by single partners or workgroup collaborators, reports on conferences and meetings, news of milestone achievements, personnel announcements and finally information about forthcoming events. A newsletter can be circulated two to four times a year. This tool will be considered at a later stage of the project when stakeholders are more thoroughly examined and e-mail addresses of stakeholders gathered.

2.4.7 Press Kit

Press kits are full sets of material that are prepared for journalists. These include press releases covering the main messages that are being communicated. Relevant publications,

brochures, handouts of presentation slides, even publications on CDs can be included in the press kits. CVs of relevant people are usually included as well and contact details for journalistic follow-up. Members of the consortium will ensure at least 5 press kits per year.

2.4.8 Direct e-mailing to stakeholders

Direct e-mailing to stakeholders can be used when important events are organized by the project's partners. Direct contact with important stakeholders can help keep in touch with key people in European, national, regional or local levels. This tool has to be used wisely and with specific aims.

2.4.9 Conferences

Conferences are important events that can bring international attention to a project. They can be either introduced as periodic events or standalone 'flagship' events. Conferences can draw the most prominent world researchers in a research area if properly organized and if sufficient funds are dedicated to this end.

Members of the consortium should use any opportunity when attending conferences to disseminate project results. Foreseen number of conferences is at least 5 per year.

2.4.10 Workshops and open events

Workshops within conferences or as a "stand-alone" event can be used to attract members from the scientific community who pursue the newest advances in the specific field of knowledge that the workshop will cover.

Consortium should organize several workshops but also attend several, so these events should be used to promote ImprESS project. Foreseen number of workshops and open events is at least 8 per year.

At later stages, the project will be required to upload the results of the project to the Dissemination Platform. The Erasmus+ Dissemination Platform can be consulted at: http://ec.europa.eu/programmes/erasmus-plus/projects/

3. Impress Project dissemination, communication and publicity strategies

In order to increase the effectiveness of the dissemination tools presented in the previous chapter, an integrated set of strategies is required that includes the following actions:

- Engaging all partners – increasing their commitment to project communication
- Strengthening the ability of partners to undertake initiatives
- Establishing social networking – collaboration between partners and stakeholders
- Ensuring project participation in significant events
- Posting press releases on the Internet
- Direct e-mailing to stakeholders about important events and workshops
- Increasing traffic to project website
- Using the right tools
- Getting feedback from stakeholders
- Adjusting dissemination plans according to needs.

Dissemination plan is a live document that should be regularly updated during the Project lifetime in order that new dissemination channels are included and exploited so that all possible ways of dissemination are used.

3.1 Engaging all partners – increasing their commitment to project communication

Each dissemination activity has planned time frame and budget. Dissemination activities have the ability to disseminate knowledge in a local or national context by creating project awareness for a specific period of time. By engaging all partners in the dissemination and communication processes, the project makes sure that the awareness of project activities and results is increased. Thus, each partner is encouraged to participate in national, local and regional events and to create awareness of the project. Stakeholders and interested parties can also participate in this process.

Each partner of the consortium should include information about Project (Project link) in their websites and make all possible efforts to reach all stakeholders groups. All partners should be aware that successful dissemination of the project is crucial for the project sustainability and exploitation of the project results. Any partners activity related to Project topic should include brief information about ImpreSS and should promote its results. ImpreSS posters and promotion materials will be available to the wide audience.

3.2 Strengthening the ability of partners to undertake initiatives

For dissemination to be effective, it is important for all partners to actively engage in the dissemination activities. This will be specifically stated and its importance will be communicated during technical meetings when relevant discussions emerge. The dissemination material should be put into good use according to the opinions of each partner individually.

Workshops and other dissemination activities can be organized according to local, national, as well as EU needs according to the opinions of individual partners and organizations. Also, taking part in different events with similar topics is encouraged.

Partners should not be limited with the plan made during the proposal phase, but should take initiatives to promote ImpreSS through various channels.

3.3 Using the right tools

In the previous chapter, the tools that can be used for dissemination purposes have been specified. It is important to select the right tools according to specific circumstances and goals and to the available budget. In more details, the following tools are to be used as much as possible:

- Presentations of the project
- Press releases
- Workshops and Open Events
- Electronic Newsletter
- Social media campaigns

Additionally, there will be a strong effort for disseminate project activities in scientific conferences.

3.4 Social networking – collaboration between partners and stakeholders

Important strategy that can help the previous two (engagement and the undertaking of initiatives) includes the collaboration between different partners when dissemination events are considered. In other words, partners will make efforts to make networks in order to propose events and perform dissemination activities.

Using social networks we can reach numerous of stakeholders from different target groups. Having accounts on all major social networks is a tool for successful dissemination of project results and achievements. Different networks are suitable for different target groups. Managing accounts on the social networks is performed by R-TECH Kg. Accounts are regularly updated   with relevant information and materials.

3.5 Ensuring project participation in significant events

It is important that project partners participate in significant events world-wide in order to 'spread the word' about the project and its results. To this end, partners must identify and collect relevant conferences and workshops where the ImprESS Project can have an important and catalytic presence.

A practical tool to support this strategy is the **Event Calendar**. The Project coordinator should establish Event Calendar and present it to all partners. This tool will be developed according to the suggestions from all partners, and will serve as a reminder about important events that should be attended. It will be presented on the project website.

3.6 Posting press releases on the Internet

The Internet is an effective medium to disseminate activities, facts and results and one where researchers, stakeholders and interested parties have easy access. All partners will be

encouraged during the course of the project to identify portals, especially in their national language, and to post press releases with the activities and results of the project and press releases creating awareness of the operation and objectives of the ImprESS Project.

3.7 Direct e-mailing to stakeholders about important events and workshops

An initial stakeholder identification around Europe will emerge from the need of the network to organize the first open events. This will result in a list of stakeholders (particularly Core Stakeholders) in the EU area and beyond that can be enhanced as new stakeholders are identified, either by the same members or by parties interested in the ImprESS Project. The list will be expanded before every project event and will be used by all project partners in order to increase awareness of and interest in the project.

Mailing list will be formed and updated regularly. Announcements about important events will be send and also invitations to stakeholders.

3.8 Increasing traffic to project website

The traffic to the website can be increased by:

- Actively encouraging linking from other websites
- Registering the website with the appropriate portals.

In order to address the first point on the list, all partners of the project will be encouraged to link to the website from their organization's website as well as from project lists that may appear on different locations on the web. Moreover, partners will create and post project descriptions and links to the ImprESS Project website that will upload to their organizations' websites.

A banner that can be downloaded by webmasters can help in increasing traffic to the ImprESS project website. This has to be interesting in order to capture attention.

In order to address the second point, a number of appropriate steps will be taken. For example, in the Google portal (www.google.com), when entering the keywords related to the ImprESS Project, the Project website should appear as the first or second result. The same strategy will be implemented for other major search engines. Further additions will be taken during the course of the project.

3.9 Adjusting dissemination plan according to the needs

Project partners will make efforts to keep dissemination of the project targeted, effective and up-to-date. If there are needs for greater efforts in disseminating to a specific stakeholder group or in using a specific tool, this is going to be discussed among partners. Should such a case arise, readjustments of the partners' dissemination plan according to needs are going to be suggested.

3.10 Project sustainability

Sustainability of the project is one of the most important segments of each project and it can be achieved by following actions:

- Contacting policy-makers at wider scale
- Continuing further dissemination
- Developing ideas for future cooperation

- Evaluating achievements and impact
- Contacting relevant media.

ImprESS Project outcomes that can be considered sustainable in a long term are:

1) ***Courses for professionals*** –Courses planned to be introduced in Serbian educational system are new on the Serbian market and there is a strong need for them, especially in the area of Safety. On its way to EU Serbia is adjusting its legislation to EU legislation and there is a clear need for further education of the professionals and new skills and competences. This need will last as long as present regulation is actual and as long as companies will be giving efforts to introduce modern risk based approaches. Area of Security is still waiting to be fully regulated and this process will generate need for continuous education as well.

2) ***Study modules co-opt form programme countries*** – It is planned to adopt undergraduate, masters and PhD modules from our EU partners. Education on these modules will last long if they will be accredited as planned.

3) ***Regional education safety & security center in Serbia TESS*** – This unique facility will offer possibilities of the advanced training in the wider region. Language similarities will give bust in attracting students and professionals from Western Balkans.

4) ***Knowledge alliance*** based on proposed Model – If model of joint cooperation will prove itself effective, partners will develop further courses and study modules which will bring institutional sustainability. Expected new members who will join alliance will multiplied results be.

Project results are considered to be financially sustainable because of funding obtained from the number of sources: a) professionals that need new competences, b) government funding of undergraduate studies (all modules on public universities are founded by state) and c) Government agencies like Directorate for emergency situations, which already express its willingness to educate personnel on new courses modules and in simulation lab. Further cofounding can be obtained thru: a) Serbian Government development projects for the improvement of the Training Centre; b) from different companies and government branches who will express willingness for different researches; c) regional and international support.

4. ImprESS Project dissemination tools and materials

4.1 ImprESS Project logo

A number of suggestions for the project logo were developed by the coordinator KPA. Two possible designs were presented at the project Kick-Off where consortium members selected the logo by voting.

Partners are invited to use consistently the project logo, the templates proposed by the PM, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the ImprESS Project Logo when publishing dissemination materials for the project.

Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Programme funding.

4.2 ImprESS Project website

Project website is developed and launched in M2 and presented at the kick-off meeting.

http://impress.kpa.edu.rs/.

All relevant information about project is on the web site so the wide auditorium can be informed about Project goals and achievements.

The development and maintenance of the website and regularly maintained by R-Tech Kg but with the support of all the project partners. This web site will be optimized to be well-placed in Google searches so as to receive large numbers of visitors from around the world. A section of the website will be devoted to project communication on management level

and dissemination and distribution of project materials within the consortium with no public access. This area will be controlled by the administrator, who will issue access rights to relevant parties. To secure project sustainability, maintenance of the project website will be continued for 3 years after the project end, according to the agreements between the participants.
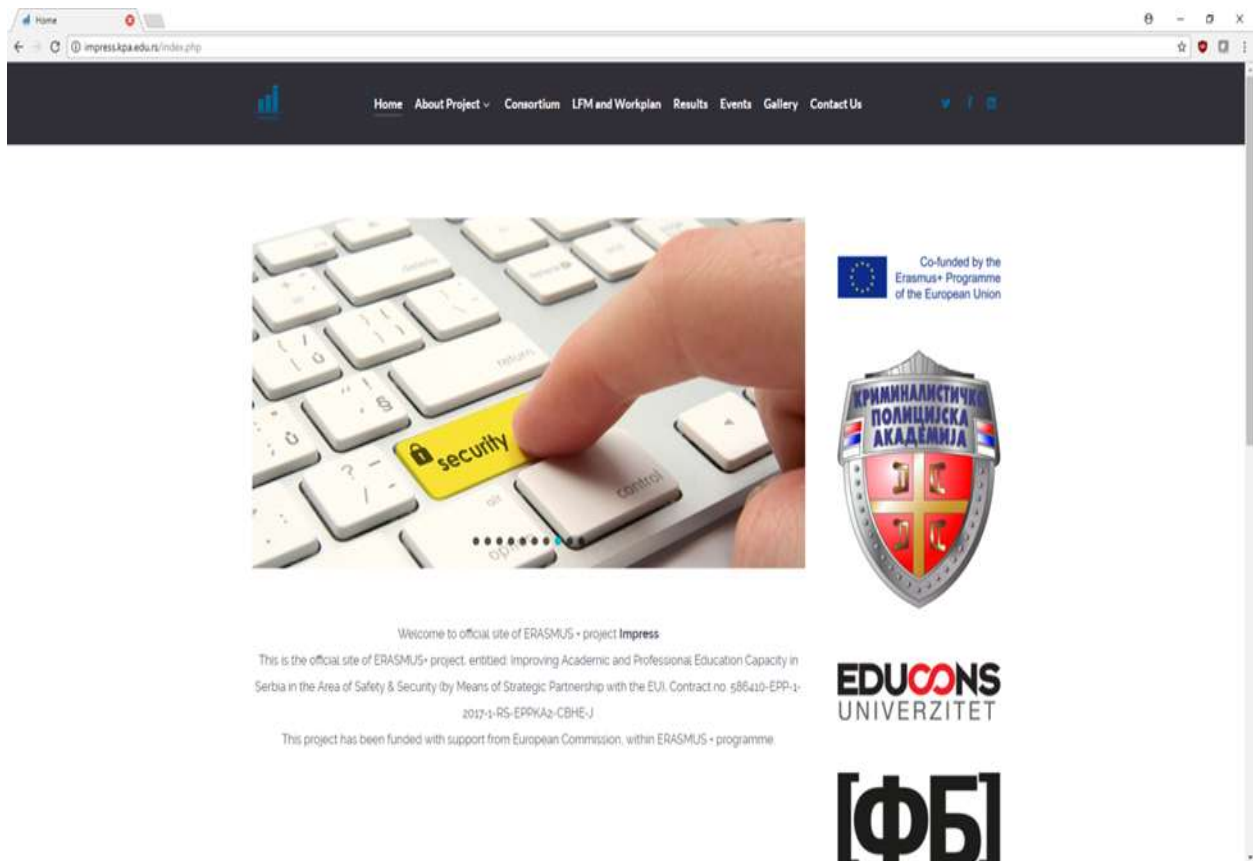
4.3 ImprESS Project Poster

The poster of ImprESS project will be designed and uploaded on the project website, so all partners can download it for the dissemination purpose of the project. All partners will be responsible for placing it on the visible place in their institutions and use it in every appropriate occasion in order to promote Impress project. R-Tech is responsible for designing the project poster.

4.4 ImprESS Project Brochures/Flyers

The main information material of ImprESS project will be used and a brochure/flyers will be designed. New editions following the main achievements of the project are foreseen. Brochures/flyers will be distributed on various events in order to promote ImprESS project.

4.5 Establishing a social media presence

The project's Social Media accounts, LinkedIn, Twitter and Facebook were set up in order to enable a two-way communication with the wide community and potential stakeholders. In

this context, the presence of the project on major social networking platforms has been established from the beginning of the project and will be continuously updated. Successful distribution of messages and absorption by the community will be measured by the number of likes, shares and Retweets of posts and a number of followers and active participants.
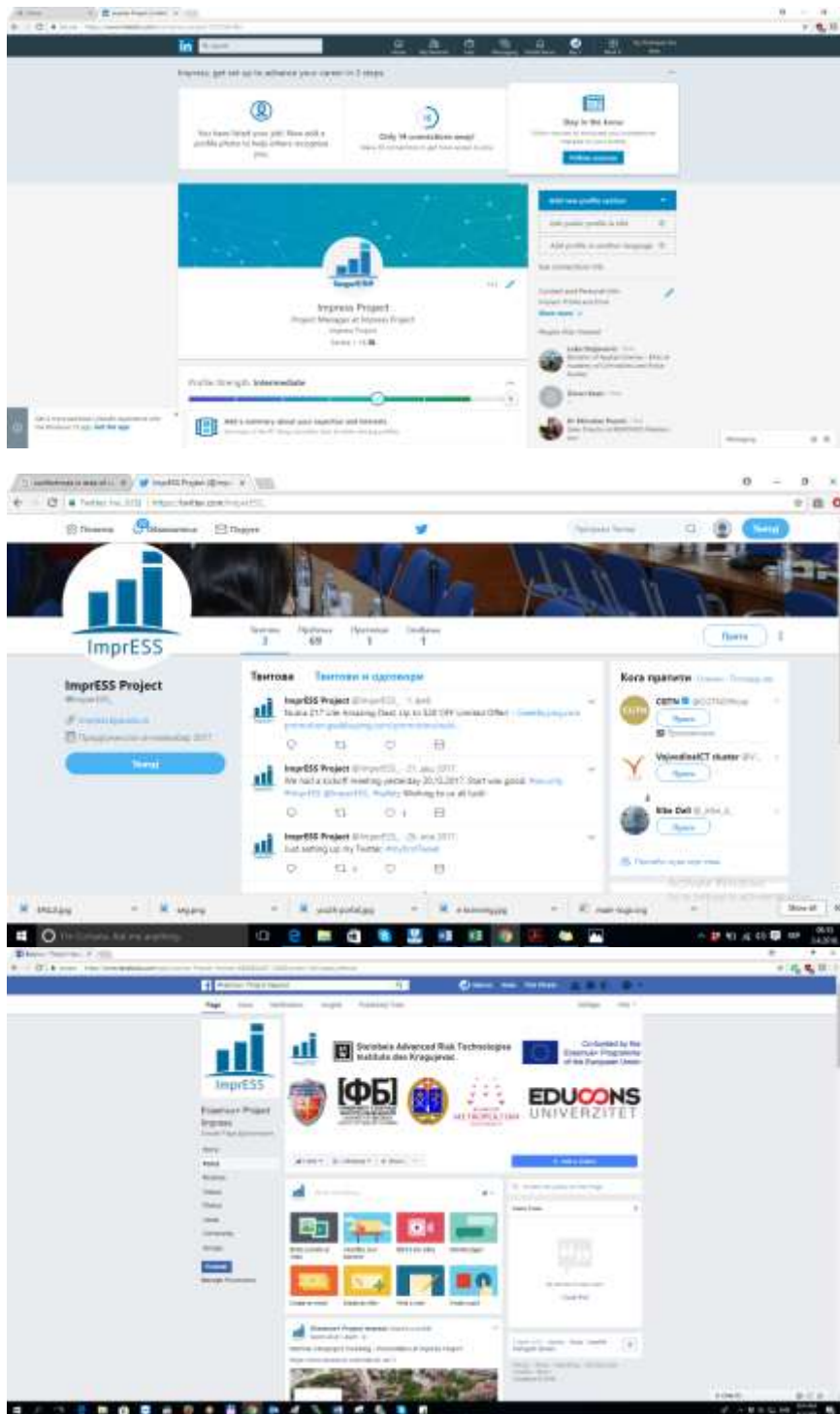
In the future period the YouTube channel will be open in order to publish materials, videos from project tests, demonstrations, and guides. Continued and expanded presences in social

media channels and work towards community engagement will result in audience buy-in at training events. R-Tech is responsible for this task.

4.6 ImpESS Symposia

In the last two months of the project dedicated Symposia will be organized. Universities from EU and region will be invited to participate as well as representatives of affected authorities, Security & Safety agencies, companies and government bodies. Major goal is to present achievements, opportunities, lessons learned, gaps that still need to be closed and the future plans. If necessary number of dedicated workshops will be organized with different stakeholders in order to ensure the results applicability. The symposia will be organized by Coordinator and other project participants. Partners will present their programs and institutions as well as their views on the needs for knowledge in order to build a resilient society. The conference will be open and project will be presented to the media and the general public will be made aware of the subject and the issues within the field of Safety & Security. The invited lectures presentations and selected workshops will be also taped and available on-line at Web site and Social media. Media report of local/national/regional media will be provided.

4.7 Already available IT support platforms

Available IT platforms such as e-Twinning **(https://www.etwinning.net/)** the School Education Gateway **(https://www.schooleducationgateway.eu/)**, the European Platform for Adult Learning EPALE **(https://ec.europa.eu/epale/en)** and the European Youth Portal **(https://europa.eu/youth/)** will be linked and used for project information dissemination.

4.8 E-library

Opening and maintenance of E-library public access area is the activity with the goal to publicize all training materials (books, materials for further reading, articles, presentations, films, results from simulation trainings etc.). Materials will be published in English and Serbian.

CONCLUSION

This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the Project proposal, the dissemination and communication strategy aims at maximizing the use of project deliverables, mainly the sustainable use of TESS and E-library as a training center and material. Key stakeholders should receive the full, lasting benefits of these deliverables. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities. Initial dissemination plan is elaborated on the following picture.

Dissemination Planner

ACTIVITY	YEAR 1												YEAR 2												YEAR 3											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Project web site	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Project social networks	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Press release																																				
Brochure/Flayer	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Poster							x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Newsletters						x						x						x						x						x						x
Press Kit																																				
Direct e-mailing to stakeholders													x											x												x
Conferences												5												5												5
Workshops and open events				x			x				x						x						x						x				x			