

Erasmus+ Capacity Building in Higher Education Project

Engineering curricula modernization in renewable energy in
Albanian Universities / **ENGINE**

DISSEMINATION AND EXPLOITATION STRATEGY

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Disclaimer: This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the ENGINE consortium and do not necessarily reflect the views of the European Union.

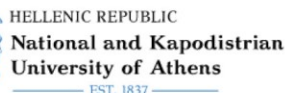


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I. INTRODUCTION OF ENGINE PROJECT

Project Background

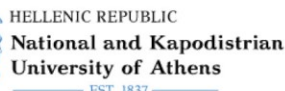
ENGINE – “Engineering curricula modernization in renewable energy in Albanian Universities”, co-funded by the Erasmus+ Programme of the European Union and led by Polytechnic University brings together 11 partners. The project aim is the modernization and internationalization of VET and Bachelor curricula in Engineering for Renewable Energies in the targeted universities in Albania through innovation of curricula in line with the new development in the area and the labor market demand. The use of renewable energy sources and the improvement of energy efficiency ensures a sustainable economy based on the conditions of scientific development. In order to meet all national objectives and obligations set by the EU for member states, but also for candidate countries (such as Albania), it is necessary to raise awareness of the younger generation on the use of RES, improve energy efficiency, design curricula and upgrading existing ones, training academic staff and building laboratories, expanding the network of collaboration with International Higher Education Institutions for the recognition and implementation of modern energy technologies.

Project Purpose

The ENGINE project aims to adapt, modernize and restructure existing engineering curricula in renewable energy that perfectly fits into the development strategies of Albania in curriculum modernization of engineering education.

Its specific objectives are:

- ✓ To analyze the educational needs in engineering for renewable energies through problem and job analysis, and to define the necessary knowledge, skills and competencies of engineers in the sector of renewable energies in terms of learning outcomes.
- ✓ To design syllabi and course content and assessment for compulsory and elective courses in VET and bachelor engineering education for renewable energy to meet the market needs and upgrade the university academic offer accordingly.



- ✓ To develop new e-learning courses with modular structure for the innovated curricula of Partner HEIs and to establish a platform for knowledge sharing between Albanian HEIs and program partner institutions.
- ✓ To innovate the laboratory equipment and to perform a pilot test and to start the implementation of the joint modules/courses' delivery during the last project year.



Project partners

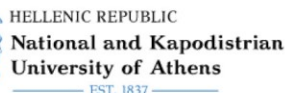
The Consortium of ENGINE Project is composed of the following partners:

- P1.** Polytechnic University of Tirana [UPT], Albania – Lead Partner
- P2.** Katholieke Universiteit Leuven [KU Leuven], Belgium
- P3.** Technical University of Sofia [TUS], Bulgaria
- P4.** National and Kapodistrian University of Athens [NKUA], Greece
- P5.** Kadir Has University [KHAS], Turkey
- P6.** European University of Tirana [UET], Albania
- P7.** ‘Aleksander Moisiu’ University of Durres / UAMD, Albania
- P8.** Professional College of Tirana [KPT], Albania
- P9.** Albenecon, Albania
- P10.** Quality Assurance Agency in Higher Education [ASCAL], Albania
- P11.** Creative Thinking Development [CRE.THI.DEV], Greece

Dissemination Work Package

A working package (#5) is dedicated to Dissemination and Exploitation of the ENGINE project. The key deliverables of this work package are:

- 5.1.** Setting up and maintaining the project Web site.
- 5.2.** Consolidation of Dissemination and Exploitation Strategy.
- 5.3.** Two papers on project activities and results published in relevant scientific magazines and/or presented at relevant international conferences.
- 5.4.** Organizing 4 dissemination events with relevant stakeholders (workshops, info days).
- 5.5.** Final International Project Conference in Tirana.
- 5.6.** Creation of the financial and institutional sustainability strategic plan.
- 5.7.** Sustainable cooperation with labor market.
- 5.8.** Creation of the partner network between all institutions involved in the project.



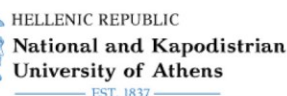
II. ENGINE DISSEMINATION STRATEGY

Purpose of Dissemination Strategy

This Chapter describes the Communication Strategy for the ENGINE project; its objectives and measures to achieve them during the implementation of the project. This Communication Strategy seeks to provide to the stakeholders and target groups relevant and accurate information regarding the milestones of the ENGINE project, as well as ensures that all project activities and results are fully disseminated at the public at large. This Communication Strategy will produce the following results until the end of the project: Raise awareness about the ENGINE project; Inform target groups about the project outputs and results; Communicate the benefits of the ENGINE projects; Promote active participation of the public at large in the ENGINE Project.

Project Partners of the ENGINE Consortium are bound by the Erasmus+ rules regarding communication and dissemination. As experienced partners with project development, they are expected to adequately and effectively use this communication strategy to ensure successful implementation of its objectives.

Various tools of communication are foreseen to be used throughout the project, from its beginning and to continue until the full completion of the project. More specifically: Project visual identity materials like flyers, posters, roll-ups, brochures, interactive website and user-friendly, modular learning and information materials will be developed; Newsletters will be published every six months announcing and reporting about relevant achievements and events; Tailor-made publications will inform and attract different target and user groups, e.g. students, enterprises, HR-experts, researchers, networks and administrations; Project will deliver paper to relevant international conferences or scientific journals on project implementation and achieved results; Target oriented dissemination will be addressing different target group needs; Quantitative dissemination activities will be carried out using the large partner networks for several thousand potentially interested organizations.



The Communication Strategy of the ENGINE project will include a range of informative and promotional activities/events and outputs, which will have interactive and collaborative character, meaning that they will try to incorporate feedback from target groups and beneficiaries, and will make the best use of the available resources. These outputs will also be very innovative and accountable, meaning that the project activities will utilize new media as an integral part of dissemination, and will be monitored and evaluated according to the plan for the implementation of project activities.

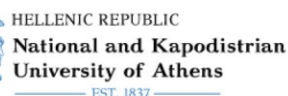
Dissemination target groups and stakeholders

In order to achieve the best result during the dissemination of the project, a careful identification of the target groups that will be affected has been conducted.

At the academic and institutional level, target groups that will be reached by dissemination tools include current and prospective students from the Bachelor and Master study cycles. Through the delivery of promotional materials, project website, social and digital media, they will have the opportunity to learn about the ENGINE project and to participate in it, while acquiring skills and knowledge that will make them competitive in the job market. Also, the academic staff of partner universities academic staff will have the opportunity to teach and research in modernized laboratories.

At the stakeholders' level, sectors such as housing, service, transport, agricultural and renewable energy will have a better linkage with the study programs and the market demands; the implementation of the ENGINE project will ensure better quality the study programs in the related fields.

At the European level, project partners from Albania will benefit from the successful experience of the EU higher education institutions, their cooperation and links to the industry sector. Students and academic staff from Partner Countries will have the opportunity to be part of the



project activities/study visits and improve their capabilities; whereas the EU partners will also have a chance to apply their knowledge in the Albanian context.

Dissemination Activities and Tools

The project team of UET will coordinate all dissemination activities. The internal communication among the project partners and the Lead Partner will be based in common transparency, openness, active participation and inclusion of all partners in the decision making process.

There following aspects related to dissemination will be taken into consideration during the implementation of ENGINE project:

- **Regular communication** with the stakeholders will be mainly by electronic means (e-mail, Skype, Zoom, Webex, video conference) and phone.
- **E-mails:** A list of emails will be provided, which includes the main contact persons for the project and will be kept updated by the Project Manager.
- **Regular Meetings:** Frequent meetings will be organized during the project implementation process (monthly or weekly as necessary). Several meetings will also be organized on regular basis to share information about the progress of the project and its performance. These meetings will be organized at the end of each deliverable to measure the success achieved. On every meeting (online or face to face) there will be space to raise questions and comments related to the project implementation. Minutes with agreements, tasks and deadlines will be distributed to all partners afterwards.
- **Document sharing** will be implemented to facilitate the exchange of project documents. With the help of Google Docs, all project partners can have full insight into what is involved in the project.
- **Bilateral Meetings** with project partners on demand and on every issue of concern.

ENGINE Visual Identity – PROJECT LOGO

The visual identity of the ENGINE project has been established from the beginning of the project. A strong visual identity is essential to a wide and effective dissemination of the project results.





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Project partners have agreed on the logo design of the ENGINE project, which will be used across all products to guarantee a common look and feel and ensure consistency in the targets' mind.



All visual identity will adhere to Erasmus+ Guidelines and the project communication strategy.

Programme Logo

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

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ENGINE website

Each project partner website will be used as a communication tool for the project. Also, a user-friendly, well-designed and easily accessible website will be established from the beginning of the project and will be functional and updated continuously. The website will be developed in English. Electronic materials for dissemination activities will be created and distributed through the e-mail to all relevant stakeholders. The project information will also be disseminated through the social networks.

Social media

ENGINE project will have dedicated social media accounts in Facebook and Instagram, created from the early start of the project. UET is overall responsible for managing and updating these accounts; however all project partners are encouraged to send to UET information related to the



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ENGINE project, that can be communicated into these social media accounts. In addition, advertising campaigns will be run in social media throughout the implementation of the project.

Project roll-up banner & Standardized Templates

The ENGINE banner/roll up will be designed at the beginning of the implementation process, as a tool to enhance the visibility of the project. This roll up will be distributed to all the partners and everyone will be able to use it at different meetings, events, workshops, conferences as a background image. Standardized templates such as Word Document, Power Point, Attendance List will be designed from UET and will be distributed to project partners, to be used during the implementation of the project.

Leaflets and Posters

Hard and soft copies of leaflets will be designed by UET in collaboration with project partners and will be used as a form of attractive tool to introduce the project, its objectives, target groups and progress in different countries.

Press releases and articles

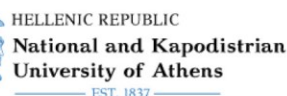
Another form of media dissemination will be production of press releases and articles. Media dissemination will include the engagement of journals and magazines (for example Liberale newspaper) through the sending of press releases and the resulting articles that will be published, which will serve to present project progresses and milestones.

Erasmus+ Project Results Platform

This platform (<http://ec.europa.eu/programmes/erasmus-plus/projects/>) will allow a broader visibility of the project results. The deliverables and intellectual outputs of the project will be available to the public at large.

Organization / Participation in targeted events

Project partners are encouraged to organize local events with the purpose of disseminating and raising awareness about the ENGINE project. A checklist for the organization of events in the framework of ENGINE project can be found in Annex 1. Project partners are also encouraged to identify relevant local/national/international activities/events as an opportunity to present the ENGINE project and achieve effective dissemination of such participation. For these kinds of activities, each participating partner should report to the Project Leader and EUT (leader of



Dissemination Work Package) regarding the scope of the event, the means of the project dissemination and the audience reached.

ANNEX I

Event Planning Checklist

Before the event

- Tasks are allocated to all organizers.
 - Invitations and registration
 - Budgeting
 - Welcoming participants
 - Venue, coffee breaks and catering
 - Agenda (Speakers? Moderator?)
 - Photographer
- Set up script or roadmap of all details of the event.
- Invitations sent out in time (speakers, media and participants)
- Social media and website are updated before the event.
- Make a block reservation at a recommended accommodation, that are included in practical information for participants.
- Upon registration, participants receive a confirmation email with the final version of the agenda + practical information / info pack.
- All organizers are briefed to answer frequently asked questions.
- Speakers (and the moderator) are briefed.
- All presentations are compiled and checked.
- Check technical equipment.

During the event

- A reception desk is available for registration.
 - Registration sheets
 - Name badges arranged in alphabetical order.
 - Conference packs (if applicable) and promotional materials (if any)

- Place labels and water are available for speakers.
- Conference room equipment is checked.
 - Laptops with presentations
 - Multimedia Projectors and screens
 - Cables and electricity sockets
 - Microphones, sound system; persons available for handing out microphones
 - Air conditioning and lights
- Enough toilet facilities are available.
- There are recycle bins in the conference room.
- Access for people with disabilities is ensured.
- All activities comply with the publicity requirements (e.g. EU flag on display)