DISSEMINATION AND EXPLOITATION PLAN

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Introduction

This document serves as a framework among the Project partners aimed at defining a clear understanding of Project target groups, strategies how to reach these target groups and measures, tools and activities to be applied and implemented in order to inform on, engage in or promote Project outcomes among stakeholders. The main objective is to disseminate to defined target groups a clear message of the Project outcomes and benefits while addressing specific needs of each target group. The dissemination activities and tools that will be applied through whole project implementation phase aimed at ensuring the effective disseminating process are identified and presented in this document.

The aim of the Dissemination and Exploitation plan is to establish and run 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 both Europe and Libya. 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. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

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Part I- Dissemination

1- About Dissemination

For the dissemination aspect, the project is embedded in a strong partnership of universities that adopts a leadership role in the current "circuits of influence". Additionally, leading partner IULM, WP6 leader Sirte University and UNIMED network can guarantee a wide range of contacts for a successful dissemination of project news, events and results.

For the exploitation aspect, the objective of valorizing PAgES project is to enable its results to become "sustainable". When the project comes to its end, specific measures will ensure that results are still available for usage by different groups. A strategy for exploitation of project results after termination is defined as a valorization strategy, aiming to fulfil the goal of sustainability. Part of the strategy is indeed to sustain the best practices, so to enable Libyan Universities to carry on the activities after the end of the project (January 14, 2022).

The objectives of WP6- Dissemination and Exploitation package are to:
-   provide useful information about project results and raising awareness about the existence of those results;
-   actively engage all partners in promoting project in their countries and in particular in Libya;
-   directly involve the target groups and stakeholders during the different phases of the project's development.

    In order to guarantee effective promotion and dissemination of the project, three strategies – Paper, Multimedia and Event - have been identified and different tools will be developed and delivered within the framework of each strategy (i.e. project

website, branding materials, brochures, papers, newsletter, participation to thematic conferences, etc.). On the other hand, the Exploitation Plan foresees multiplication and mainstreaming activities, the analysis of project transferability, and a set of Recommendations.

Sirte University coordinates the dissemination and exploitation activities, but all partners are actively involved in disseminating project results and making them sustainable on the long-run. Consortium members have also actively participated in the discussion of the initial dissemination activities, such as the selection of the project logo and dissemination opportunities in their countries.

According to the definition provided by the European Commission itself, dissemination is "the planned process of providing information on the quality, relevance and effectiveness of the project results to key actors: a pre-planned and constantly running process, that can be understood as the transversal activity of promoting the project and its results to an extended audience beyond the project consortium.

The dissemination and communication of the project results (such as research findings, reports, tools, events, learning material etc.) move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing. Dissemination activities also support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks. This Dissemination Plan should be considered a working document outlining activities to be carried out, but flexible and open to changes as the PAgES project progresses.

While the three strands of awareness raising, dissemination and exploitation are likely to occur at the same time (ongoing throughout the project), the logical sequence of the three phases is:

1) *Awareness raising* (promote PAgES and inform about the existence and nature of the project): Visual identity of the project, project vision and mission statement, communication tools;

2) *Dissemination* (inform about project results as they are achieved): Networking, events participation, dissemination of key achievements

3) *Exploitation* (encourage the further use of PAgES results and ensure sustainability): Stakeholders involvement, institutional aftermaths.

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When combined together, the above three activities can maximize the impact of the project and contribute to its sustainability. In other words, the impact and sustainability of any project largely depends on the effectiveness of the dissemination activities, which build a profile for the project and a plan for valorization.

Communication will take place at two levels: the general level and the partner-based level. Disseminating results at the general level means giving them global visibility and giving PAgES a high profile at European level. Disseminating results at the partner-based level means focusing activities of dissemination within each partner country, with a specific context-based communication strategy, and a particular attention paid to specific conditions of current Libya and instability issues. For this reason, each local partner will be the driving force behind the project dissemination in the region, to gain the support and assistance from local innovation players and other higher education institutions.

2- Key Concepts for Dissemination

Key messages have been defined and are closely tied to the communication priorities and objectives, as well as the main target audiences. These messages will be used in all activities to which they are relevant so that through this persistence they become identifiable and convincing. They will also contribute to building the PAgES "brand".

Concrete messages will be shaped according to the target audience and the communication tool. Key concepts include:

(1) At the *institutional* level, we will put an emphasis on the role of both internal and international cooperation, by focusing on:
- The role of universities and HE institutions in post-crisis situations;
- Euro-Libyan cooperation as a way of building new bridges in post-crisis situations;

(2) At the *scientific* level, the key-concept is post-crisis communication, which deals with:
- The rise of a new generation of "networked journalists", and the definition of a new communication environment;

- The role of cross-media and citizen journalism in shaping public opinion;
- The role of journalism in post-crisis countries, with respect to censorship, ethical issues, and freedom of speech;

(3) At the *didactic* level, we will promote innovative approach in Higher Education, by paying attention to:
- Ethical and deontological issues of the participative journalism;
- Cross-media skills and competencies;
- Visual culture and implications of video-journalism and photo-journalism;
- Implementation of Bologna Process and modernization of HE standards;

(4) At the *professional* level, the goal of the project is to define both a new skill and a new understanding of the role of digital communication in current societies, by:
- Helping students to gain new opportunities for internship and – as far as possible, given Libyan situation – international cooperation;
- Helping teachers and departments to develop networking strategies for sharing results and promoting spill-overs of the project;

(5) At the *sustainability* level, we will deal with such instances as:
- Participation in events and workshops;
- Identification of stakeholders and long-term exploitation;
- Active dissemination of know-how;
- Digital communication strategy.

3- Target Groups and Beneficiaries

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is: who do we need to communicate with? As a result, all communication actions will eventually be targeted towards these stakeholders, which will be our target groups for the communication activities.

(1) *Awareness*
PAgES identifies three main targets of people who need to develop their "awareness" and "openness" in education. These target groups are the managerial level and educators of Higher Education system, and the students.

- (1.1) *Managerial Level.* Main target group of the action is the Libyan university managerial level in charge of identify and promote institutional development, adopt new cross-media based projects, and provide support to faculty members. Opening up education will be beneficial not only in terms of improving education results, but also establishing lasting links and reaching dialogue and mutual understanding, essential to modernize HEIs.
- (1.2) *Educators Level.* As regards education, professor from all Libyan Universities involved in the project will be trained in order to acquire competences in both contents (cross-media, citizen journalism, visual culture) and teaching methods (digital-enhanced methods, mobile journalism and production, editing).
- (1.3) *Students.* Libyan students are the main beneficiary group. They will benefit from new learning methodologies, study visit for advanced training and new equipped labs to be built. When it comes to disadvantages subjects, the project fosters the role of universities as knowledge providers not only to their on-campus students but also beyond the walls of institutions, especially towards low income peoples, disabled students, people living in rural areas, learners at risk of low achievement.

(2) *Dissemination*
For dissemination purposes, we selected main targets: society at large, HE institutions and universities, and media companies involved in the field of cross-media journalism.

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(2.1) *Society at large*. The dissemination will be based on both on-line and off-line communication, by means of paper and digital strategy. Specific events will be organized for the presentation of activities and results in Libyan cities.

(2.2) *Universities and HE Institutions*. At this level, dissemination will require the participation of PAgES consortium to conferences and workshops dedicated to cross-media communication and journalism. Scientific articles will also be considered as a means of disseminating results within the academic community, in both Europe and Libya.

(2.3) *Companies*. Media companies will also be involved in dissemination activities, and will be asked to actively participate – since the inception stage – to the definition of goals and outcomes of the didactic project. Shared workshops and didactic moments will be part of this exploitation strategy.

(3) *Exploitation*

On the long-run, exploitation is a main goal of project, in order to provide the sustanaibility of the project by means of the involvement of stakeholders in Higher Education Institutions and policy makers as well. The PAgES project intends to modernize journalism and cross-media education. Additionally, the identification of stakeholders for long-term exploitation will make it possible the valorization of the results even beyond the project end, on both national and global scale. The work will be organized as follows:

(3.1) *Key-stakeholders map*. Partners will define, by means of a shared and participatory approach, a map of the stakeholders to be involved in the different stages of the project;

(3.2) *Individuation of stakeholders for long-term exploitation*. Among the considered stakeholders, PAgES consortium will select the most important players in the field (i.e., influent journalists, media companies managers, academic managers), which will play a fundamental role in the implementation of the didactic project after the lifetime of the funded Erasmus+ activity;

(3.3) *Individual meetings with stakeholders*. Libyan partners will meet the most influential stakeholders on a regular basis, so as to define a common strategy likely to guarantee the sustainability of the project.

Table 1- Dissemination levels and activities

Main goal	Level	Target groups	Dissemination Activities
Awareness	Managerial	HE Managers, Universities Directors and Boards	Internal meetings and documents, WPs reports
	Educators	Professors	Internal meetings and documents, WPs reports
	Students	First-level Master Students	Internal meetings and documents, digital communication, social media, promotion of activities
Dissemination	Society	Public institutions, Media, General audience, Associations	Off-line and on-line communication, PAgES videos, social media, dissemination events
	HE Institutions	Scientific community	Participation to conferences and workshops, articles in scientific journals,
	Companies	Media companies, media outlets, digital companies, newspapers, Radio and TV channels, press offices and agencies	Off-line and on-line communication, PAgES videos, social media, shared dissemination events, specific press realeases
Exploitation	Key-stakeholders map	Public and private stakeholders	Interviews with stakeholders, physical meetings, short and synthetic documents
	Stakeholders for long-	Most influential	Shared documents

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term exploitation	stakeholders in Libya	
Individual meeting with stakeholders	Most influential stakeholders in Libya	Advanced reports, dissemination events, shared documents

4- Visual Identity

At the beginning of the project, partners focused on defining the project vision. Along with the definition of the project identity in terms of mission and goals, Partners also developed the project visual identity. WP3 leader, University of Sirte, collected the suggestions for the project logo, and presented three possible versions the Consortium members. The following logo is the final one selected by Partners.
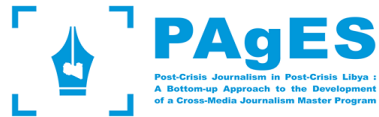
Partners are invited to use consistently the project logo, the templates proposed by the Project Coordinator, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the PAgES Project Logo when publishing dissemination materials for the project. According to EACEA requirement, European Commission logo and disclaimer must be used as well, as stated during the first Assembly of Partners, and according to the templates provided by the Project Coordinator.

5- Papers and materials

Paper dissemination will be carried out following two main strategies:
1. The *Paper Strategy* (project postcard, leaflets, press releases, scientific papers);
2. *Press Releases* (targeting press agencies and media outlets);
3. The *Scientific Dissemination Strategy* (multilingual project website, social media, news, video production, etc.).

(5.1) Paper Strategy
This wide dissemination approach will support the "cascading effect", motivating others to use the results for own projects and changes in their institutions. The first strategy described is the Paper Strategy. Printed materials are essential for promotional purposes. Dissemination materials will be produced according to the perceived needs of the Consortium, mainly to support the activities foreseen in WP2- Design of the Master Program and WP4- Master Course Offering. Project postcards and flyers in particular, can be produced reasonably cheaply and in large quantities, therefore readily lending themselves to large-

scale communicative purposes. Partners will distribute branding materials on a wide scale, targeting HEIs, university managers and teachers, stakeholders and policy makers at national, regional and international level.

(5.2) Press release

On the occasion of key events or achievements, press releases will be created and disseminated within project partners' networks. Press releases may occur to:
- Introduce the project and the upcoming KOM;
- Inform students and stakeholders, and recruit students to be enrolled;
- Promote Mid-term Events and Final Event of the project;
- Disseminate the results of PAgES Project.

(5.3) Scientific Papers

Scientific papers will be also written by partners and submitted to international thematic conferences. Scientific papers are for sharing the project vision, its objectives, strategies adopted, main activities and results. As such, they need to inform, not to impress. They must be highly readable – that is, clear, accurate, concise. Papers should be suitable for publication, they must convince their audience that the research presented is important, valid, and relevant to others in the same field. To this end, they must emphasize both the *motivation* for the work and the *outcome* of it, and they must include just enough evidence to establish the validity of this outcome. Occasions for scientific paper publication will be identified by partners during the project progress.

6- Website and Social Media

As to the multimedia strategy, dissemination will happen through online tools, news, video production, online sharing, and social media, with the purpose of spreading the word about the project in a quick, wide, effective and powerful way. The ability of these media to facilitate communication is tremendous, and they allow to reach single target stakeholders as well as communities

and bigger audiences. By definition, a multimedia strategy should be always on, multi-channel and multi-dimensional. Here follow the main tools that will be used for PAgES project.

(6.1) Project Website
The PAgES project website is available at the address https://pages-project.ly/en/. The website is intended to provide a first level of information about the scope and activities of the project. Main achievements and events will be available to all, while and confidential ones will be shared in password-protected pages, visible to Partners only. Google Analytics will be used to measure the performance and activity of visitors on the PAgES website, so that impact can be easily assessed and statistics available.

(6.2) Social Media
In addition to the project website, social media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff. Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are: spreading project information, activities and results; broaden the outreach of PAgES; exchanging experiences; allowing the widening of the network and the creation of a participative dissemination.

(6.3) Promotional E-mails
Leading partner IULM and WP 3 leader, University of Sirte, will draw and send Information/Promotion emails devoted to the different project stakeholders to inform about relevant events. The emails are intended to provide an appealing message for attracting the attention and interest of the recipients. To reach this goal, all promotional emails will be sent with the visual identity of the PAgES project. All partners are invited to share Information/Promotion emails within their national and international networks.

(6.4) News

News will be produced and published by all partners on a regular basis, in conjunction with key results and events. Partners are invited to share project news within their network of contacts. In addition, all partners should publish a project-related page on their institutional website.

(6.5) Videos

Visual identity is a fundamental part of PAgES project, for both scientific and dissemination purposes. Videos will be regularly uploaded on the project website and on a dedicated YouTube channel. Members of the consortium, PAgES teachers and students will produce regular and updated video documentation for dissemination purposes, given that visual culture and visual journalism are a fundamental part of the new communication environment, and the information arena.

7- Dissemination Events

An effective dissemination plan must include organization of, and participation to, key events and thematic conferences. Presenting PAgES to an audience will be essential to:
- engage stakeholders through discussion and confrontation;
- present the project as a living creature, involving the audience in its development;
- understand the response of target groups to the project proposals;
- measure the impact of project outcomes;
- receive feedback and inputs for future implementation.

Four main types of activity will be considered: thematic conferences; events and workshops; final meeting event.

(7.1) Thematic conferences

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Each partner will identify Libyan, European, and international conferences focusing on both cross-media journalism and methods in journalism Higher Education. Each partner will be encouraged to submit scientific papers describing the PAgES project and participate to the events presenting PAgES and its current achievements. Participation in conferences and workshops represents an opportunity to promote the project, to learn about new developments in higher education, to connect with other universities and research centers. Project partners are encouraged to look for events that would be interesting and relevant for the project and, if possible, to attend them. Partners are invited to continually update and share with the group their participation and presentation of PAgES at international conferences. Partners are also required to evaluate the impact of their participation and a provide a feedback to the Consortium.

(7.2) Events and workshops
As said before, participation in international conferences addressing key thematic areas, and the co-authoring of papers is encouraged. As well, it is important to disseminate PAgES to a more local and immediate audience, in order to maximize the potential positive effects opened by the project running.
Local meetings are important to raise awareness and share knowledge inside institutions. Partners are clearly invited to identify other events at national and regional level to promote OpenMed. There is a foreseen budget for the participation to international conferences.

(7.3) Final Meeting Event
The final conference will be organized at the end of PagES project, back-to-back the final plenary meeting. The aim of the final exploitation workshop will be of publicly presenting the main results of the project and its future developments. Keynote speakers and stakeholders will be invited, with the purpose of involving local and regional actors for knowledge transfer. Decision makers will be also invited in order to promote their active involvement in the project sustainability after the project ends.

Partners will participate to the joint definition and selection of the events to attend and to organize, by focusing on the most relevant moments:

- Kick-off meeting and official launch of the project (event held in Milan, IULM University, on March 26, 2019);
- Approval of the Master program and promotion of the didactic offer (Spring-Summer 2020);
- Beginning of the Master Course (Fall 2020);
- Mid-term events (Summer-Fall 2021);
- Final meeting event (see below).

Part II - Exploitation

8- About exploitation

The verb "to exploit" means to make good use of something, so that it is more productive or beneficial. In the context of PAgES project, this involves maximizing the potential of our activities so that our results are used to the best advantage. Exploitation consists of mainstreaming and multiplication:

- Mainstreaming is the planned process of transferring the successful results of initiatives to appropriate stakeholders and decision-makers at local, regional, national or European levels;
- Multiplication is the planned process of convincing individual end-users and immediate stakeholders to adopt and/or apply the results of the project.

Exploitation activities have the key objective of maximizing the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels. For PAgES project, exploitation means making more institutions to share the success, experiences and lessons learned during the project life, and make more people to access open education. For the purpose of multiplication and mainstreaming, an exploitation strategy is outlined. After a deep analysis of the

project transferability, a strategy has been drafted and will be constantly discussed among partners to adjust the exploitation activities to project progressing.

9- Identification of key-stakeholders

Libyan partners are expected to individuate the key-stakeholders for the exploitation of PAgES results, by taking into account its sustainability after the lifetime of the Erasmus+ funded project. Stakeholders will play a key role from the inception phase of the project, during the consultation phase, and in the exploitation phase. They will be requested to participate to single meetings with partners and provide their opinions, in particular when it comes to the links to the labour market and internship initiatives. Stakeholders will be invited to participate at the workshop in conjunction with the final conference.

Each Libyan University will use its own expertise for the identification of the most relevant stakeholders in the different cities and areas of the Country. Stakeholders can include, just to name, journalists, professionals, media companies managers, didactic managers, professors, start-up members, and so on, all involved in the new field of cross-media information practices.

Ideally speaking, two dimensions are usually considered, when it comes to the list of stakeholders: *influence* and *availability*. Influence is a measure of the importance of the stakeholders in the given context: namely, the number of active connections he/she has, the number of people he /she can reach, the role in media companies, the role played in society at large, or in all sorts of companies (public, private, governmental, NGOs, and so on). On the other hand, availability measures the closeness of the stakeholder to PAgES consortium: which means, in short, the extent (and the ease) to which he/she can frequently reached and involved for the different purposes of the project.

As a result, in this two-axis coordinate system we will have four possible conditions:

(1) Stakeholders with a weak influence and a low availability (--);
(2) Stakeholders with a strong influence and a low availability (+-);
(3) Stakeholders with a weak influence but a high availability (-+);
(4) Stakeholders with a strong influence and a high availability (++).

In general terms, the stakeholders map to be delivered should include all the cases, with a short explanation of the two dimensions. After that, stakeholders must be put the test of our work, according to the above indications. Type 1 Stakeholders (weak influence and low availability) are obviously the less relevant, to be involved only upon specific circumstances to be discussed. Type 2 stakeholders (strong influence and low availability) may play a pivotal role, but they must be put in a specific list, as they can not be involved too often. It will be necessary to carefully select the specific moments for their intervention – i.e., influent journalists for the launch of the Master and the dissemination events; media companies' managers for the internship stage and the long-term exploitation – so as to maximize their utility. Type 3 stakeholders (weak influence and high availability), on the very contrary, have a small effect but they can support the development of the project in it's the different stages. Type 4 stakeholders (strong influence and high availability) are for sure the best friends of PAgES, to whom we must dedicate a special attention. In short, the Consortium can plan with them a systematic cooperation relationships, including dissemination events, consultation moments, contributions to the didactic organization (or lecturing in the Master itself), long-term exploitation for the purpose of sustainability.

10- Meetings with stakeholders

Consultation with stakeholders will be performed by Libyan partners for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination, and is intended not only as formal meetings but also as informal meetings. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations, as to let partners get direct feedback and inputs.

The idea is to identify and get in contact with several stakeholders - such as university managers and educators, local and national HE networks, Ministries of Education, media outlets, journalists and cross-media professionals, etc. – interested in supporting

our activities. Meetings will be planned in the framework of WP6-Dissemination and Exploitation, and will start during the second year of project.

11- Different levels of exploitation

It goes without saying that sharing information freely and widely is an unquestionable choice for the PAgES Consortium. Making project results accessible and freely available is in the spirit of the project, and will result in a knowledge base which will stay usable to all, even after the project end. The open availability and usability of project results may also generate feedback from a wider audience than expected, increasing the effective chances of the project to have an impact beyond its target groups.

(11. 1) Creative Commons Policy
Project results are accessible primarily through the project website, which will stay alive for 3 years after the project end. They will be published and licensed under the framework of the Creative Commons Licenses, specifically results will be licensed under a **Creative Commons Attribution 4.0 International License** (CC BY 4.0). This means that:
- users are free to share – copy and redistribute the material in any medium or format – and adapt – remix, transform, and build upon the material
- users may do so for any purpose, even commercially
- all users must give appropriate credit, provide a link to the license, indicate if changes are made
- users may do so in any reasonable manner, but not in any way that suggests licensor endorsement.

(11.2) Events and networks of contacts

As mentioned in the previous paragraphs, mainstreaming and multiplication will be ensured by partners' participation in key thematic events and through consolidated networks and contacts with local authorities and universities. The transfer of knowledge will be a key step in ensuring the project results to be beneficial even after its end. It will be critical to engage institutions and their staff in the project, with promotion and dissemination activities, with the ultimate scope of giving them support in leading their own path of innovation. Ultimately, the effective exploitation of the results will be in the hands of the universities and faculties involved.

(11.3) Recommendations to policy-makers

Despite it is not on the short-term goals of the project, PAgES has the potential to influence at policy level. It will be done by providing policy-makers with a collection of Best Practices and a set of Recommendations on how Cross-Media Journalism can aid the achievement of national goals for the evolution of public debate and the shaping of a new information scenario.

12-Sustainability of the project

Making project results sustainable is another route for exploitation. Five pillars will secure the sustainability of the PAgES results over time:

(12. 1) Geographical coverage and networking. A first mechanism is established at the inception phase of the project: partners act as regional hubs to guarantee a geographical coverage of the action and its enlargement. This is one of the dominant criteria of the project. Promoting a clustering strategy will favour the establishment and reinforcement of good relations with existing institutions to progress towards the modernisation of the HE system in the country.

(12.2) Early involvement of the target group. The involvement of journalists, managers and educators, identified as the main target group, will start at the inception phase of the project by means of collection of opinions and/or inputs for the design of the Master.

(12.3) Validated development of results. The development of products will be an iterative process: a continuous process of development and validation. Validation concerns the internal and external validation of results, by hand of the internal quality team and the external quality expert. The process will be one of peer-review. Both types of validation will be supplemented with holistic assessment by hand of educators and with stakeholder sessions and consultations.

(12. 4) Mainstreaming and embedding of the project results into current practices. The project is strongly embedded in institutional built-in strategies through the mechanism of local roadmaps. Managers and educators are involved in the definition of a mid-term roadmap for the implementation project at local level, that fits in with existing needs, culture, traditions and institutional framework.

(12.5) Capacity building. The core means of sustainability is indeed to empower both professors and students, providing them with increased competences. This mechanism will ensure that the target group is properly prepared for taking over, technically and methodologically, the key-concept of cross-media journalism and the new methods for Higher Education in the field of journalism and digital communication.

Part III –Reporting and Annexes

13- Reporting

It is important for all partners to keep an accurate record of the dissemination activities they carry out in the framework of the project. In particular, Partners will need to communicate key information to the WP6 leader, Sirte University, and to leading partner IULM, thus contributing to the reporting of activities (which is crucial in order to fulfill the reporting obligations of the consortium to the European Commission) and the compilation of the Impact Audit.

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. All Project Members are therefore expected to:

- Identifying and informing on dissemination opportunities (events, publications, web presence, etc.);
- Disseminating achievements of their respective work packages (flyers, video, press releases, etc.);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Engaging key stakeholders to act as multipliers and to motivate others.

For this purpose, a Dissemination Log will be created (Annex I).

Moreover, each partner will fill out reports on conferences and events (Annex II Event Report) and local meetings with stakeholders (Annex III Individual Partner Meeting with Stakeholders Report).

Annex I- Dissemination Log

PARTNER NAME:

When	Dissemination Tool	Description of the dissemination activity	Impact	Resources
Indicate when the activity took place	*Indicate which kind of activity has been implemented: flyer production,*	*Describe the activity of dissemination implemented*	*Indicate an estimate of the impact of the activity, if possible*	*Evidence of the dissemination activity: link to a website, pdf document, picture, screenshot, etc.*

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	press release, scientific paper publication, promotional email, newsletter, social media, web presence, etc.			
EXAMPLE: November 2019	Web News	News on the UNIMED website about the Compendium		http://www.uni-med.net/en/openmed-compendium/
EXAMPLE: November 2019	Flyer	Flyer produced by Coventry University to promote the project		
.....	....	....	....	....

Annex II- Dissemination Events Report

Name of the event:
Type of event: *(Seminar, Workshop, Conference, National Forum, etc)*
Date:
Venue:
Number of participants:
Type of participants: *(policy-makers, HEIs managers, teachers, etc)*
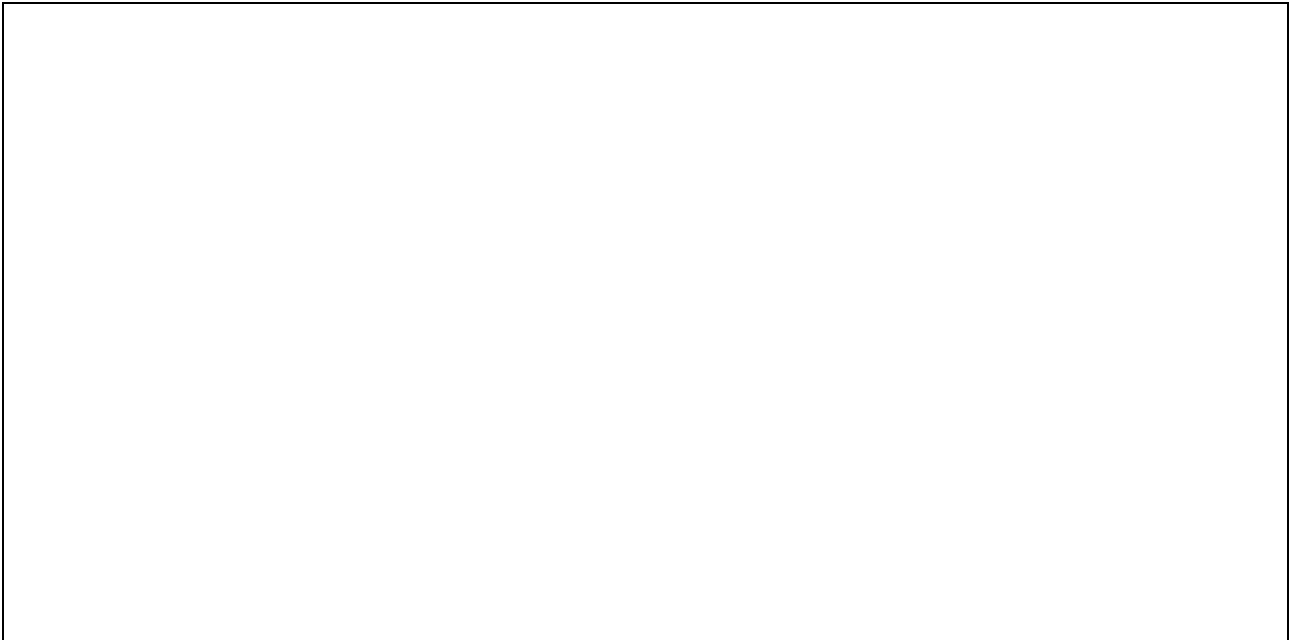**Programme of the event:** *(insert the link to the webpage of the event)*
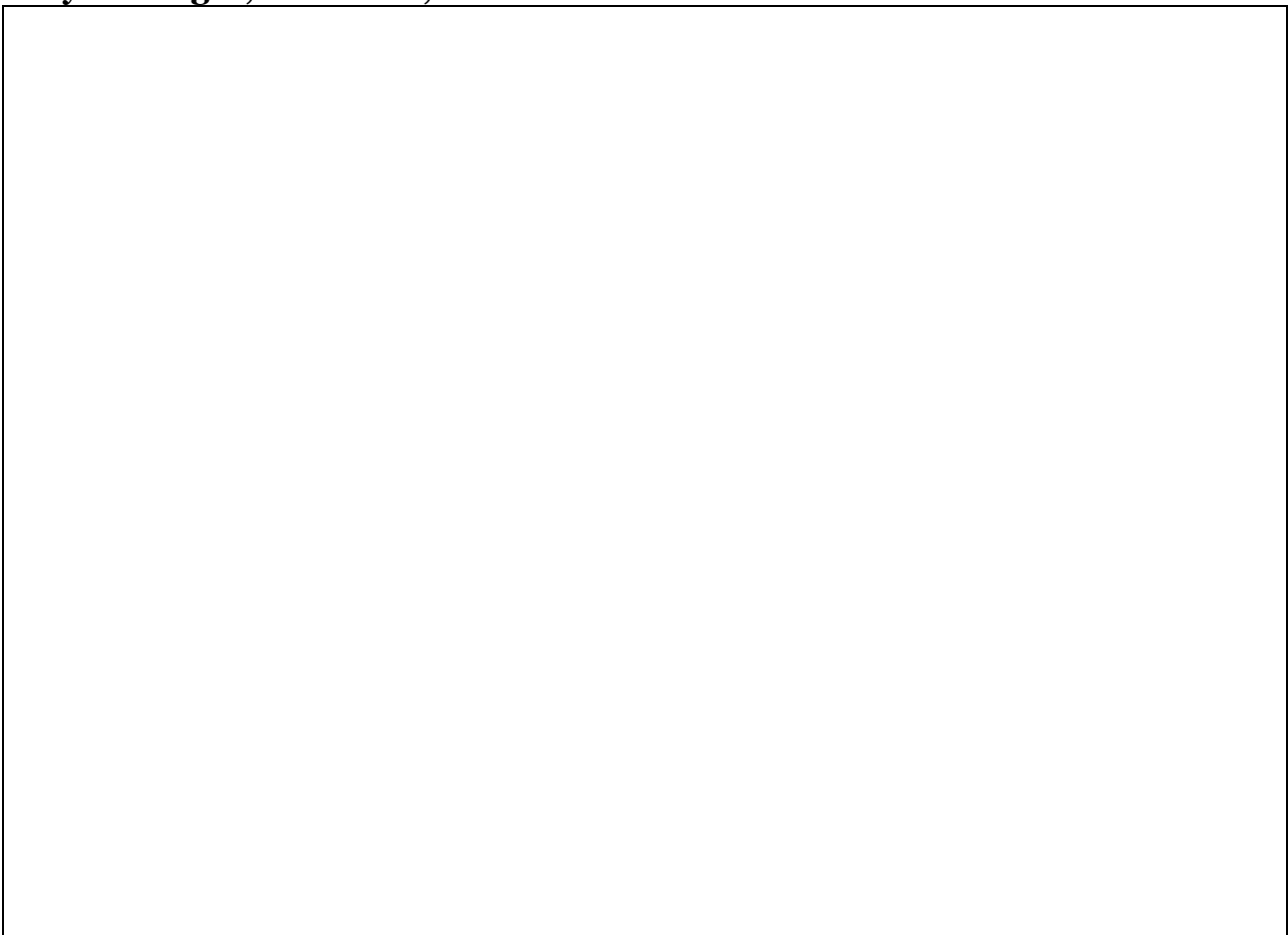**Attachments:** *(List of Participants, Presentations, Background Documents)*

Brief overview of the event and of the issues addressed in the event

Contribution of the Partner attending the Event

PAgES

Post-Crisis Journalism in Post-Crisis Libya :
A Bottom-up Approach to the Development
of a Cross-Media Journalism Master Program

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

Key messages, outcomes, recommendations

PAgES
Post-Crisis Journalism in Post-Crisis Libya :
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of a Cross-Media Journalism Master Program

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of the European Union

Annex III- Individual Partner Meeting with Stakeholders Report

Date:
Venue:
Meeting with:
Evidence of the meeting (if any): *(a picture, a signed document, video/audio recording, etc)*

Brief overview of the meeting

Main issues discussed during the meeting

Recommendation from the Stakeholder