AL4Life ↗

Dissemination and Exploitation Plan

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Aims and objectives of the document

The main objective of this document is to establish a clear strategy for disseminating and exploiting the results of the AL4Life project, in order to support the project's goals and objectives. It outlines the approach to communication, exploitation, and sustainability, as well as the tools, target groups, visibility requirements, and dissemination calendar. It is important to have such a plan in place from the beginning of the project and to update it regularly with input from all partners. The partners are all actively involved in fulfilling the objectives outlined in the document and the project proposal. The methodology involves transparency of project results, sharing of information, and organizing dissemination and exploitation events to reach a wider audience and inform interested parties about the project's activities and results. The ultimate goal is to raise awareness among stakeholders about the benefits of university-alumni-business links and cooperation.
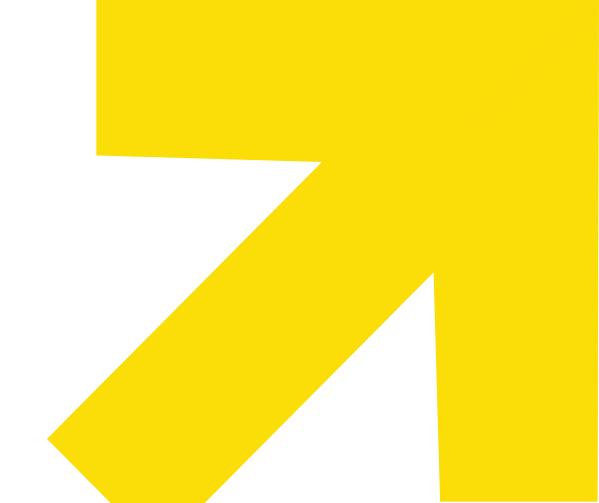
Description of the project and partners

Project summary

The AL4Life project aims to create competences-oriented education and innovation to strengthen students and universities growth and competitiveness, through involvement of alumni in teaching process and modernization of learning objectives. Enhancing connections between WBC HEIs and business sector and establishing business and new business networks, while enabling collaborative opportunities, knowledge transfers and partnerships between industry and universities, creating conditions for better employability of graduates, capitalize with well-established and string alumni structure at HEIs. Consequently, greater openness of HEIs to industry and market needs is achieved, especially at still greatly traditional Western Balkan higher education system. The project objectives will be achieved with systematic involvement of alumni in teaching, mentoring and research at HEIs, with more practical training and competences-oriented education harmonized with labor market needs and organization of career support program for students, their professional development and recruitment. With close cooperation with alumni and industry, each WBC HEI will enhance research capacities and it commercialization, facilitated by Research Chair that will be established for linking the research excellence with innovative potential of industry and mobilizing the industry funding for top-notch research and market-based innovations through Alumni Scholarships Clubs. To expand WB HEIs management and inclusion of alumni in their teaching and research activities reform of operational regulation is needed and will be important part of AL4Life activities. Involvement of alumni in WB HEIs will be reflected in the creation of institutional and operational framework, integration of the HEIs' Career Center activities into that structure, and installed effective Alumni coordination tool that jointly ensure continuous and sustainable realization of the project objectives.

Consortium

Consortium is consisted of 7 HE institution and those will be presented in this document shortly.

University of Montenegro

The University of Montenegro is the biggest and the only public university in the country. It was founded in 1974. Since its foundation it has continuously been conducting reforms in the area of education and research, and since 2003 in line with the trends in EHEA. UoM is an integrated university organized as most of the European universities. Today around 22 000 students study at the UoM at 21 faculties and three research institutes.

In view of attaining its mission, UoM is oriented towards the priority social needs of the time in which it accomplishes its mission; open for all the students and staff exclusively based on their knowledge and abilities; dedicated to preservation of multicultural and multi-ethnic society in Montenegro; entrepreneurial in stimulating social and economic application of supreme achievements within the scope of its activities.

Internationalization is high on the agenda of UoM priorities, thus it has participated in a number of international projects – over 50 projects funded under the Tempus programme, over 15 Erasmus Mundus Action 2 projects for student mobility, a number of projects under FP7 funding scheme or IPA supported projects.

UoM is among the leading higher education and research institutions in Montenegro. Academic community of UoM is aware of the importance of its functioning for further development of the state and wider region. It has been so far, and will be in the future, leader in processes of social and cultural changes, along with the economic development.

By participating in different EU funded projects, University of Montenegro has become familiar with different procedures and methods for propagating the project's knowledge and results.

University of Donja Gorica

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Arizona State University

University of Donja Gorica is a research-entrepreneurial university. That is why developing research and entrepreneurship among students is one of the priorities of this University. The vision is implemented through an innovative education philosophy that stresses intellectual and personal development through active learning.

University of Donja Gorica (UDG) is a university whose primary aim is to awake its students with UDG Mision: UDG student - Responsible citizen of a global world! And UDG Motto: Be a part of the History of the Future!

UDG was founded in 2007 with two faculties. It offers courses at both undergraduate and postgraduate level of education, including Bachelor, Master's and PhD level of studies. Currently, it has around 3500 students and around 300 professors from whole world. Today, UDG includes twelve faculties and more then 50 programs.

UDG is an active international university engaged in worldwide collaboration projects and partnerships. UDG has participated in over 50 different international projects including Horizon2020, IPA, COST, EFSA, Erasmus+, Tempus, Eureka, World Bank grants and many others). Similarly, we tend to be the University which creates new markets rather than adopting to today's market. On that idea we establish "Entrepreneurial Nest", with 70 positions for student company's development, and great investments in laboratories for students' research work (Laboratory for food quality and safety, Laboratory for chemical analyses, 3D Laboratories, IT laboratory, Design...).

University of Donja Gorica (UDG) Joins Global Alliance and Partners with America's Most Innovative University to Become Center for Innovation, Transformation, and Internationalization in the Balkans Region. Powered by Arizona State University, UDG joins the Cintana Alliance to provide Montenegro and Balkans students with access to world-class degree programs and cutting-edge research.

The key goal of this cooperation is to develop the UDG as a research-entrepreneurial university, that is, to contribute, that the university is not only educational, but an institution that integrates education, research and development, an institution that in the future should be one of the key drivers of the development of the community in which it lives and works.

More information about UDG you can find on the website: www.udg.edu.me/en/

University of Mitrovica

The University of Pristina was founded on 18 November 1969. At that point, according to legal requirements, the University established courses in the Serbian as well as the Albanian language.

When founded, the University of Pristina consisted of 14 faculties, twelve of which were located in Pristina. Due to the continuous expansion of its faculties, the forming of a wide range of courses and degrees, and the establishment of fully adequate conditions for undergraduate, graduate, and doctoral students alike, the University of Pristina was able to develop into one of the most prestigious universities in Serbia.

This was not always discernible. During the war in 1999, around 1,500 professors, administrators and other employees of the University in Pristina, together with 16,000 students (whose lessons were in Serbian), were expatriated and evicted from the University. Their property was usurped and their return has never been made possible. After the exile from Pristina, the University and a few other faculties have been temporarily relocated. As a result of a governmental resolution of the Republic of Serbia at the end of 2001, the university resettled in Kosovska Mitrovica, which has been its temporary settlement since then. Gradually, all faculties have returned to Kosovo and Metohija. In spite of the past difficulties and turbulences, our university has consolidated and succeeds in doing its best: providing young people with high quality education and a proper perspective for the future. Today the University can be correlated, and even equated with other European universities.

The University has the status of a state university, as a comprehensive/ multidisciplinary university, and comprises ten Faculties. The University has adopted the Bologna agenda and a three-cycle system of studies was introduced in 2006. Almost all scientific disciplines (with the exception of the political sciences) are covered at the University, as well as three levels of studies (BA, MA and PhD), which are covered at 10 different faculties and 101 study programs. Currently, there are around 9.000 students, 721 academic staff, and 336 non-academic staff.

International Business College Mitrovica

The International Business College Mitrovica (IBC-M) is based in the town of Mitrovica in Kosovo, at the centre of the Balkan region's most pressing social, economic and environmental challenges. Located near the widely known Trepca mine, the tension between profit and prosperity, lack of scalability for imperative business in a healthy Economy, society and environment, all come together in the Mitrovica region, symbolizing much of the wider struggles of the Western Balkans. IBC-M is an educational institution of higher education, which offers practice-oriented professional education. It is at present the only inter-ethnic higher educational institution in Kosovo and one of the most successful international efforts to include the Kosovo Serbian community in North Kosovo. IBC-M was founded in 2010 with the aim of improving employability through study programmes with a heavy focus on practice and skills, supporting economic development in the region and bridging the ethnic groups in Mitrovica.

Alma Mater Studiorum Universita di Bologna

Over the years, the **Alma Mater Studiorum – Università di Bologna**, the oldest university in the Western world, has paved the way for innovation thanks to an increasingly rich programme catalogue, cutting-edge research, a convincing third mission strategy and a growing international perspective. Since its foundation in 1088, the University of Bologna has been student-centred, and, thanks to its five campuses (in Bologna, Cesena, Forlì, Ravenna and Rimini) and its Buenos Aires branch, it offers its student a varied course catalogue that is tailored to the needs of present-day society: over 250 degree programmes within its 32 departments and 5 schools.

Its community of more than 90,000 students makes the Alma Mater one of Italy's largest universities, ranking first in Italy in terms of number of its students in exchange programmes abroad and within the top 5 universities in Europe in terms of number of exchange students. Moreover, the University of Bologna is among the top 5 Italian universities in major international rankings (Shanghai, Times Higher Education, GreenMetric).

The University of Bologna is deeply committed to sustainable development and actively contributes to the achievement of the 17 sustainable development goals of the UN's 2030 Agenda. As a comprehensive research university, the Alma Mater invests in multidisciplinary cross-cultural approach to research and teaching, which are considered as inseparable parts of the same unit. In the European landscape of research and academic cooperation, the University of Bologna is surely among the most active institutions. Indeed, it has shaped and maintains alliances with industries as well as public/private organizations, and also represents a crucial hub for international networks with its lively relations with America, Africa, Asia and Australia, that add up to its great networks in Europe. In fact, it is one of the founders of the prestigious Una Europa alliance, which is striving to build the integrated university of the future.

Universidad Autonoma de Madrid

UAM is a public comprehensive university. It's identity is rooted in a strong social commitment through specific actions and structures that have evolved since UAM creation 50 years ago. That is an European University devoted to widen its impact beyond the academy, transparent, accountable and well-managed, making use of innovative methodologies encompassing society demands.

UAM attracts, at least in some fields, a number of outstanding, talented and socially-engaged students. All of their activities are based on values cultivated along decades: the pride to be public, to be research-oriented, to have clear social commitment; to be sustainable, healthy, and concerned with the continuous improvement of education quality. They are devoted to the dissemination of research results not only to student education but also to the society as a whole: they truly believe that knowledge transfer is the best tool to boost social and economic development.

UAM is also internationally oriented, focus on collaborative partnership with institutions aimed not merely at assuring students and staff exchange and mobility, but mainly at building common specific projects, for education and research improvement as well as SDG cooperation. Their allies span from culturally and geographically closer Latin America or North Africa countries to distant East Asia or sub-Saharan Africa.

Undoubtedly, this wide and global research and innovation area will contribute by sharing research infrastructures to enhance our productivity and by actively participating in future applications directed to complement our facilities with cutting-edge technology. Considered as the first young Spanish university and the third in Europe -QS Top 50 Under 50-2018- UAM is confidently facing the new academic and research landscape.

Univerza V Ljubljani

Univerza *v Ljubljani*

University of Ljubljana is the oldest and largest higher education and scientific research institution in Slovenia. University with its rich tradition was founded in 1919. It has approximately 40,000 undergraduate and postgraduate students and employs approximately 6,000 higher education teachers, researchers, assistants and administrative staff in 23 faculties and three arts academies. The central building, all three academies and faculties are located in the centre. Some of the most recent and modern buildings were constructed on the outskirts of Ljubljana, giving the university and its students a ubiquitous presence in the city.

The University of Ljubljana is renowned for its quality social and natural sciences and technical study programmes, structured in accordance with the Bologna Declaration. Our projects keep pace with the latest developments in the areas of arts, sciences and technology at home and abroad.

The University of Ljubljana has been ranked among the top 500 universities by the prestigious Academic Ranking of World Universities (ARWU); it is placed 416th in The Center for World University Rankings (CWUR), listed in the 801-1000 group in the Times Higher Education (THE) ranking, and the 591-600 group in the Quacquarelli Symonds ranking.

The University of Ljubljana is the central and largest educational institution in Slovenia. It is also the central and largest research institution in Slovenia with 30 percent of all registered researchers (according to the data from the SICRIS database).

The University takes a central pedagogical position by performing public services in the areas of special social importance, which ensure the preservation of the national identity.

The University of Ljubljana has close ties with Slovenian companies and foreign enterprises. Their partners include multinational corporations and the most successful Slovenian companies. As they are fully aware of the importance of knowledge and skills in obtaining their own financial sources, they are increasingly developing their market-oriented activities every year.

Dissemination and exploitation plan

The AL4Life project will follow ERASMUS+ recommendations to ensure high visibility and impact. The first step is to create a Dissemination and Exploitation Plan at the beginning of the project, which will be regularly updated throughout the project.

The dissemination plan is designed to promote the project and its outcomes to a wider audience, and all project partners are expected to comply with it. The plan includes information about the project's identity, target groups and end users, dissemination activities, event organization, communication materials, and partner responsibilities.

The exploitation plan is aimed at improving the sustainability and transferability of the project results, and all project partners are expected to comply with it. This deliverable provides detailed information on the methodologies for collaborating with relevant organizations and project outcomes.

Target groups

For successful dissemination, partners should identify the target groups at the beginning of the project and tailor dissemination tools to meet their specific needs. The primary objective of the AL4Life project is to enhance the competencies of students and improve the employability of graduates in Montenegro and Kosovo* by promoting cooperation between higher education institutions and the business sector, as well as modifying the teaching process with the support of alumni.

Target audience of dissemination activities:

a) Policy level (local and national level):
• Decision makers: this means especially departments
   and offices in charge of:
- Education
- Innovation and entrepreneurship
- SMEs and industry

b) Professionals:
• Higher education institutions and academic community: students,
   researchers, professors or other people involved in activities related to the
   project's topic and interested in following its development and outcomes;
• Their organizations (TTOs, entrepreneurship centers,
   creative centers, etc.)
• Student organizations
• Business incubators
• Science & Tech Parks ,

c) General audience (GA):
• People who may not have professional interests in the project,
   but that in terms of visibility result to be very important for the project.
• Press and media

Dissemination tools

Project logo

The project logo will be developed within the first 5 months. The partners will agree on and approve the general shape and visual identity of the logo which should reflect the ideas of education, communication, and involvement of alumni.

The project logo in its usable versions shall be available on the project websites, and the logotypes will be complemented by a User Manual where guidelines for the use of the logo shall be defined.

AL4Life

Use of Erasmus+
Logo and programme disclaimer

The use of the Erasmus+ logo is compulsory (no changes), and any project-related event and product should clearly specify that it is funded by Erasmus+ Programme of the European Union.

**Co-funded by
the European Union**

All communication and promotional material should mention the following disclaimer:

This project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 101083125

Project templates

Project logo and the project template to be used for further project presentation will be designed and will be used for all project presentations. All templates shall be available in the Intranet section of the website for Partners' use. Partners will use consistently the project logo, the templates proposed, 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 AL4Life Project Logo when publishing dissemination materials for the project.

Project website

The project website is the main dissemination tool aimed at presenting the project, informing on ongoing project activities, and outcomes generated. One of the main dissemination task will be to constantly feed the web platform with multi-media contents, news and press releases on activities and initiatives. All the communication material produced will be uploaded to the website available for partners and external who wants to further disseminate the project. The website will be composed of the following sections:

Home

The home section includes direct links to the distinct areas of interest for the visitors, and a video presentation of what virtual collaborative learning is.

The Project

In this section the Project is explained, its mission, objectives, and goals.

Activities

In this section, the activities foreseen in the project are listed.

Partners

In this section partner organizations are presented, together with their role in the project and team members.

Documents

This section houses the main project's results achieved.

News

This section features news, updates and posts from the AL4Life consortium.

Photo Gallery

This section presents slideshows with the project pictures.

Media Kit

A dedicated session devoted to collect and made available the branding materials produced for the project, where also a Guideline for the use of the Logo is made available.

Intranet

The internal section of the project accessible only to Partners with a password.

Contacts

The section destined to provide contact information and to send a message to the project team via the email for general enquires.

The project website will integrate professional social networking tools such as LinkedIn, Twitter and Facebook to increase its traffic, attract more visitors and disseminate results and planned events more effectively to the target group. It will be conformed to WCAG 2.0 accessibility guidelines at level AA. In order to assure project sustainability the website will be maintained active for at least 3 years after project completion.

The website will be in English (and if needed partner country languages).

All Partners have been asked to make the project visible on their institutional websites. This is not only a requirement of behalf of the funding Agency, but also the very first dissemination step. References to the project partners, goals, duration and contacts are recommended.

Social media accounts

A separate AL4LIGE Twitter account shall be opened and an AL4Life Facebook page will be launched. However, Social Media coverage shall be performed mostly using UDG and other partners' Social Media accounts (Twitter, Facebook, LinkedIn), to fully exploit the potential very wide outreach of the network. University of Donja Gorica shall maintain the news flow and information through social media, by sharing news, updates and achievements, while partners are required to send to UDG news and contents to animate Social Media. Efforts will be made to manage the accounts on a regular basis. A constant flow of information, coherent with the information available on the project website, will ensure the visibility and presence of the project.

Promotional material

A range of promotional material shall be prepared in English, Montenegrin, Serbian and Albanian language in order to maximize impact of dissemination. Thus, project brochures, posters, roll-ups, folders and pads will be developed and distributed to the partners, so that they can use them for dissemination not only for project-related activities, but on any other occasion they may find adequate.

Project brochures will be created in electronic and/or printed form to communicate information about project identity, aims and objectives. They will be addressed to the general public, companies and to universities. The brochures will be adjusted to the current project's stage and will promote the project's current achievements, possibly adjusted also to the target audience in case of preparing it for a planned event. The brochures form will be consistent with the project visual identity.

Project posters and roll-ups will be created to be used as marketing instrument at events and partner institutions. The project poster will consist of project's logo and title, logo of Erasmus+, and it will be consistent with the project visual identity.

Project electronic newsletter

Project electronic newsletters will be produced to inform about activities and results. It will be prepared twice a year, it will focus on project outcomes, but also on participating institutions in general. It will be used to inform and summarize special "events" of the project, such as the release of a key result (for example, WP1 report), the need to engage the target groups (for example, participation to the training), the organization of an event (for example, Open days or thematic trainings) and/or unexpected achievements. It will be widely distributed by posting it on the project web-+site, social media, distributed via e-mail. It will be prepared twice a year.

Alumni Association webpage at each WB HEI

The alumni structure to be established through AL4Life project will be se through formation of Alumni Clubs on HEI organizational units, forming one central Alumni Association body serving as a secretariat for university-alumni relations and activities, creating sustainability of that structure and activities that go beyond the lifespan of the project. Branding the alumni engagement and activities will contribute to creating lifelong university-alumni relations, which will require a significant commitment of all HEI's human resources - academic, research and administrative.

The main purpose of the Alumni Association is to focus on continuous growth of HEI's alumni community, in close cooperation with local alumni groups (Alumni Clubs) and regular organization of events and facilitation of gatherings that provide momentous social and professional networking opportunities amongst the alumni, students and academic staff of each WB HEI.

In order to support smooth functioning of Alumni Associations, each WB HEI Alumni Association website will be developed, designed and ready by the end of year one, to boost visibility and ensure a high-quality communication and dissemination of alumni- university cooperation (contacts, bios, opportunities, interactive matching platforms, etc.).

Alumni Association web pages will be developed and populated with relevant, attractive information for both students and academic staff, as well as for wider community.

As the Alumni Association website will be created and hosted within website of each WB HEI, visually it will conform to the visual identity of that HEI, however it shall also feature the project logo and the Erasmus+ logo. Having Alumni Association website within websites of each WB HEI will be important for sustainability and exploitation of project results.

The alumni e-Magazine

The alumni thematic and specific e-magazine shall be produced for promotional as well as rising awareness purposes on benefits of closer alumni-university cooperation and their integration in teaching and research activities.

The e-Magazine shall enhance the communication of university with alumni, and will be the bridge where the news will flow two-way. On one hand, it will serve to inform alumni on all the events, news, developments of the university, but on the other hand, to feature success and articles by different alumni and bring them closer to current students.

The e-Magazine shall be produced semi-annually, in November/December and April/May each year. Each WB HEI shall be responsible for development of their alumni e-Magazine. Visually, the e-Magazine shall conform to the visual identity of that HEI, however it shall also feature the project logo and the Erasmus+ logo.

The e-Magazine shall be posted on the Alumni Association webpage at the relevant HEI, but will also be distributed through contact lists, emails and social media.

First e-Magazine will provide information about: project, consortium members, role of the project and give short overview of future activities within the project. All other e-magazine will have information about:

• News, events and recent developments at university
• Promotion of alumni students, their success stories
• Information about events and gathering of alumni students
• Information about events, open days, thematic meeting and round tables that will be organized in future at university and that are open for public so alumni could visit them
• Opportunities for students and alumni.

Dissemination activities and events

Promotional and communication events will be organized throughout the project lifetime, in order to bring attention of the project, its outcomes and utilization possibilities to different target groups. Events such as open days for students and wider public will be organized at each MNE/Kosovo* HEI. Thematic meetings/trainings and/or round tables involving HEIs teaching staff, alumni, student parliament, scientific diaspora and wider public audience will be organized during the project implementation period, as well as day events such as alumni-industry meetings, alumni seminars and career-focused events.

Open days, thematic meetings and round tables

Promotional and communication events such as "Open day", specific thematic event and round table event will be organized at each WB HEI in cooperation with their respective alumni organizations and will involve HEIs teaching staff, alumni, student parliament and a wider audience. The mail goal of such events is to bring attention to the project, its outcomes and utilization possibilities to students and different target groups i.e. to wider public (involving also scientific diaspora). There will be total of three such events during the project duration, at each of the WB HEI. Events will be promoted through the project website, social media accounts, and the outcomes will be featured in the electronic newsletter.

Alumni-industry meetings and speed networking events

To foster the "Go Back to University-Alumni" activities and fully integrate alumni and students as prospect alumni, the "Be Engaged" events shall be organized to inspire students- alumni relations.

At each WB HEI two thematic Alumni-Industry meetings shall be organized – yearly theme-oriented, science-research projects deployment/promotion and mobilization of funding conference, that serve as: idea generator, cooperation originator, funding corner for access to laboratories, research facilities and IT services, and for coaching, mentoring and training of prospect PhD students and lecturers/professors. In parallel, at each central HEI level, in cooperation with Unit Alumni Clubs, 2 Speed Networking events will take place, ensuring that newer graduates network with older alumni, create a level of respect and lasting bonds, which will give the opportunity to companies to recruit graduates approved by older alumni.

Motivating alumni seminars

At each WB HEI there will be annual seminar/webinar organized with prominent alumni as guest speakers. These events shall be organized at each WB HEI in site or on-line, depending on the availability of the speakers taking in consideration that some of the most prominent and successful alumni might not be physically present in Montenegro/Kosovo*. The working titles of the two seminars are "The role of science in business" and "Giving to the community". The purpose of these events is to host motivational and popular alumni who will contribute to creation of the sense of pride in both students as well as other alumni encouraging them to engage more with the institution, as well as to transfer their knowledge and share entrepreneurial experience with students.

Career-focused
Alumni event

At each WB HEI institution there will be one career-focused alumni event organized. These events are an opportunity for alumni to connect and engage with students more, to share their advice and expertise, while it is a chance for students to learn from the alumni, and their personal professional development and career presentations.

Project exploitation after the end of the project

The term "exploit" means to utilize something effectively for greater productivity or benefit. In the context of the AL4Life project, exploiting involves maximizing the potential of their activities to achieve the best possible outcomes. This is done through mainstreaming and multiplication. Mainstreaming refers to the process of transferring successful results to appropriate stakeholders and decision-makers at various levels, while multiplication involves convincing individual end-users and immediate stakeholders to adopt or apply project results. The aim of exploitation activities is to optimize the value of project results, strengthen their impact, transfer them to different contexts, integrate them sustainably, and actively use them in systems and practices at local, regional, national, and international levels.

The main intellectual outputs of the project are: alumni association website at each WB HEI. Other intellectual outputs will be available on project's website, project partners' websites and AL4Life Platform.

One of the main objectives of the ALFLIFE project is to create ALUMNI platform as an open, automated, and web-based system that supports opportunities and information. The platform will be accessible to people with varying levels of expertise. The project partners plan to use the new tools created during the project and the expertise gained by personnel to carry out activities aimed at a wider audience, and to encourage the use of the AL4Life alumni platform and alumni's also for the educational purposes.

Sustainability is a goal of the project team since day one of the project, since all activities of AL4Life have been planned with that idea. To further enhance the entrepreneurial spirit and sense of belonging among stakeholders, the project results, tools, materials, and methodology will be promoted online even after the project's completion.

The project partners will maintain the project website and platform after the project's end. Also, Alumni Association webpages at each WB HEI will remain after the end of project. Furthermore, the support provided by Associated Partners representing various experienced groups across Europe will contribute to the sustainability of the concept.

Besides all above mentioned, installed effective Alumni coordination tool that jointly ensure continuous and sustainable realization of the project objectives. Also, branding the alumni engagement and activities will contribute to creating lifelong university-alumni relations, which will require a significant commitment of all HEI's human resources - academic, research and administrative.

Responsibilities for dissemination and exploitation activities

Table X presents the allocation of responsibilities for dissemination and exploitation activities among consortium members regarding WP5 activities.

Activity	Description of activity	Responsibilities of partners
D5.1 Dissemination and exploitation plan	Developing dissemination and Exploitation plan	UDG - drafting and final version other partners - reviewing and comments
D5.2 Project website and social media accounts	Developing project website to boost visibility and ensure a high-quality communication and dissemination of the project-related information Additionally, the accounts for various social media will be established and used for communication and dissemination purposes	UDG - design and implementation all partners - timely report on the activities of the project to be disseminated through website and social media accounts, supply materials and texts for announcements, promotion of the project and the website through institution's channels etc.

Activity	Description of activity	Responsibilities of partners
D5.3 Promotional materials	Promotional materials made - brochures, posters, roll-ups, folders and pads	UDG – design and implementation, to be distributed to the partners All partners print the promotional material
D5.4 Semi-annual newsletter	Project electronic newsletters will be produced to inform about activities and results. It will be prepared twice a year, it will focus on project outcomes, but also on participating institutions in general.	All partners contribute with information to be disseminated, UDG responsible for drafting and distributing the newsletter. All partners responsible for further dissemination through their institutions.
D5.5 Alumni Association webpage at each WB HEI	Each WB HEI alumni association project website will be developed in order to boost visibility and ensure a high-quality communication and dissemination of alumni-university cooperation (contacts, bios, opportunities, interactive matching platforms, etc.)	Each WB HEI will be responsible for creating and implementing their Alumni Association webpage which is hosted through the website of that institution.
D5.6 Semi-annual e-Magazine at each WB HEI	The alumni thematic and specific e-magazine shall be produced for promotional as well as rising awareness purposes on benefits of closer alumni-university cooperation and their integration in teaching and research activities.	Each WB HEI will be responsible for creating semi-annual e-Magazines at their institutions.

Activity	Description of activity	Responsibilities of partners
E5.1-E5.4 Events for dissemination/promotion of project results at each WB HEI	E5.1-E5.4 Events for dissemination/promotion of project results at each WB HEI Promotional and communication events organized by each WB HEI and its alumni organization in order to bring attention of the project, its outcomes and utilization possibilities to students and different target groups i.e. to wider public (involving also scientific diaspora). There such events are to be organized at each WB HEI.	Each WB HEI is responsible for organizing the events at its institution.
E5.5-E5.8 Alumni-industry meetings and speed networking for fostering university-alumni relations at each WB HEI	Alumni-Industry meeting for science-research projects deployment/promotion and mobilization of funding that serve as: idea generator, cooperation originator, funding corner for access to research facilities and IT services, and for coaching, mentoring and training of prospect students and lecturers. A parallel Speed Networking event will ensure that newer graduates network with older alumni, which will give the opportunity to companies to recruit graduates. This is to take place at each WB HEI.	Each WB HEI is responsible for organizing the events at its institution.

Activity	Description of activity	Responsibilities of partners
E5.9 - E5.12 Motivating alumni seminars at each WB HEI	At each WB HEI, there will be organized two seminars/webinars with famous alumni as guest speakers ("The role of science in business" and "Giving to Community"), for motivating and creating a sense of pride in the other alumni and encourage them to engage with the institution, as well as transfer their knowledge and share entrepreneurial experience with students	Each WB HEI is responsible for organizing the events at its institution.
E5.13 - E5.16 Biennial career-focused Alumni event at each WB HEI	A biennial career-focused Alumni events will be organized, one at each of the WB HEI.	Each WB HEI is responsible for organizing the events at its institution.

Reporting and monitoring of activities

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 WP5 Leader University of Donja Gorica, thus contributing to the reporting of activities and providing materials for the website. 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 their efforts. All Project partners are therefore expected to:

• Continuously identify and inform on dissemination opportunities (events, publications, web news, etc)
• Inform about disseminating achievements of their respective work packages (video, press releases, etc);
• Use their network and websites to support the dissemination of project activities;
• Present the project at relevant conferences, workshops and other events;
• Engage key stakeholders to act as multipliers and to motivate others.

All partners are responsible for regularly providing information and filling out the Dissemination Log (**available on Google sheet LINK**) with information about when did the activity take place, which kind of activity has been implemented (dissemination tool), description of the dissemination implemented as well as evidence of the dissemination activity (link to a website, pdf document, pictures etc.).
Furthermore, for each event, the responsible partner is to fill out the Event Report (form provided on the next page) following each event that takes place throughout the project.
Based on the received information, all the project events and activities will be regularly disseminated through the project website and social media channels.

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Event Report

Name of the event:

Type of event:
(Seminar, Workshop, Conference, National Forum, etc)

Date:

Venue:

Number of participants:

Type of participants:
(HEIs managers, alumni, students, policy-makers, 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

Key messages, outcomes, recommendations

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Dissemination and Exploitation Plan

Partners

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University of Montenegro

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