eCAMPUS
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PROJECT: ERASMUS+ Project # 101177299-eCAMPUS-EDU-2024-CBHE

Fostering Socially Distanced and Inclusive on-Campus Education in Armenian HEIs

*MILESTONE 18-1: **DISSEMINATION PLAN (DP)***

Milestone Number: MS18

Work Package: 6. DIEXSUS - Project Dissemination and Sustainability

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Introduction

The dissemination and exploitation of the eCAMPUS project are targeted at developing and ensuring the short and long-term visibility of the project's outcomes for all the stakeholder groups. It is based on Work Package 6 (DIEXSUS) and follows the best practices and feedback from disseminated documents of previous projects The Dissemination Plan (DP) has been developed to meet Milestone 18.2 – *Preparation of the Dissemination Plan* – and to guide the implementation of all deliverables from T6.1 to T6.4 from Month 2 to Month 48 of the project's implementation period.

Table 1: Overview of WP 6

WP	Lead Partner	Co-Lead Partner	Start Month	End Month	Deliverables
WP 6	NU	MESCS	2	48	T6.1. – T6.4. Dissemination events for the wider academic Community

The dissemination strategy aligns with the EU's guidelines on intellectual property and rights, as well as the ethical principles outlined in the GDPR[1]. The Lead Partner of the WP6 is Northern University, which will oversee the implementation of the dissemination and exploitation efforts throughout the project lifecycle. Ministry of Education, Science, Culture and Sports of Armenia (MESCS), with its broader reach and influence in the educational sector, will facilitate the widespread adoption and integration of the project's results into the Armenian higher education system.

The plan provides all stakeholders with information on the WP6 deliverables and outputs. Specific dissemination channels will be utilized to reach them, ensuring that the results are accessible and valuable for their respective needs and applications.

The DP aims to create a **dynamic communication ecosystem** that effectively translates project results into practical benefits for academia, policy, and society.

Dissemination is not an isolated activity but a **continuum of engagement**: from raising initial awareness, fostering meaningful dialogue, facilitating adoption of innovations, to ensuring the **long-term sustainability and reuse** of eCAMPUS outputs. Central to this is tailoring communication to the specific interests and needs of distinct target audiences using the most appropriate channels.

The plan maps the most effective dissemination channels and ensures that the information is delivered in a clear, accessible, and timely manner to reach all relevant stakeholders effectively. It also introduces key performance indicators (KPIs) to monitor and assess the effectiveness of each dissemination activity.

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[1] GDPR (General Data Protection Regulation) https://gdpr-info.eu/

2: Objectives and Timeline

The goal of WP6 is to **publicize and disseminate project activities and outcomes** using multiple dissemination channels.

The DP is a strategic document that ensures project outputs are not only widely communicated but also meaningfully adopted by the intended stakeholders. It serves as a framework for managing outreach activities, tailoring messages to specific audiences, and evaluating the success of dissemination efforts through measurable indicators.

2.1. Key objectives:

2.1.1. Awareness

- Ensure that all key stakeholders - including educators, students, administrators, HE policymakers, and the wider public - are made aware of the eCAMPUS project's goals, activities, and outputs.

Strategies: Develop web content, distribute updates via social media and newsletters, and organize external and internal dissemination events (seminars, workshops, conferences, etc.) as well as online surveys[2] and face to face round-table discussions.

Indicators: Website visits, social media reach, media coverage metrics, and number of stakeholders reached through events and publications.

2.1.2. Engagement

- Promote active participation from each target group in relevant project activities, including seminars, workshops, online surveys, round table- and focus group discussions.

Strategies: Personalized and non-personal invitations to events, stakeholder-specific content, and open feedback opportunities.

Indicators: Number of participants per event, and survey-based feedback indicating relevance and satisfaction.

2.1.3. Compliance

- Ensure that all dissemination activities comply with European Commission guidelines, including visibility requirements, intellectual property rights, and proper acknowledgement of EU funding.

Strategies: Use of standard disclaimers and logos, adherence to open access publishing norms, and uploading outputs to the Erasmus+ Project Results Platform and the project Website.

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[2] For example, online questionnaires for digital competence assessment were distributed to all faculty and students across 8 major universities of Armenia, featuring official EU and eCAMPUS branding/logos along with clear project identification to inform participants about the initiative. The survey widely engaged the university community, with approximately 600 teachers and 1,300 students responding to assess their digital skills.

Indicators: Number of outputs published with correct attribution and uploads to EU platforms.

2.1.4. Visibility

- Ensure that the project results are visible to the target audiences through digital, print, and in-person strategies.

Strategies: Share updates on the project website, university webpages, and social media. Distribute printed and digital materials such as leaflets and e-newsletters to target audiences.

Indicators: number of publications in different formats (digital, print); number of physical materials distributed (leaflets, the handbook); number of audience sizes at external events, seminars, dissemination conferences, final conference).

2.2. Timeline

A timeline is necessary to

1. Plan effectively when different activities take place (relating them to the work plan),

2. Agree on a realistic goal and ensure flexibility, adjusting it as needed to account for the project's progress and the changing needs of the target group.

As mentioned above, the survey questionnaire was sent to the entire teaching and student community of YSU. However, only 211 teachers or nearly 10% of YSU teaching staff and 164 students or over 1% of YSU students have filled in the questionnaire.

3. Consortium Task Responsibilities and Implementation Roles

To ensure the effective execution of the eCAMPUS project's dissemination and exploitation strategy, specific responsibilities have been assigned to consortium members based on their institutional strengths and role in the project.

3.1. WP.6 Lead Partner – Northern University (NU)

Organization: NU

- Development of the Dissemination Plan
- Coordination of Dissemination Activities
- Monitoring and Reporting
- Visibility and Outreach

3.2. WP.6 Co-Lead – Ministry of Education, Science, Culture and Sports of Armenia (MESCS)

Organization: MESCS

- Stakeholder Mobilization
- Support for Visibility and Outreach Efforts

3.3. Other Members of the Consortium

The project partners are expected to utilize all relevant channels and tools to disseminate the project's activities and events within their academic and professional networks.

By assigning clear roles across the consortium, this structure promotes coordinated action, accountability, and equitable involvement in both national and cross-border dissemination and exploitation efforts.

4. Visual Identity Aspect of the Project

One of the most essential elements of a successful project is its Visual aspect, particularly in terms of dissemination activities, which includes the Visual Identity of the eCAMPUS project.

Its importance lies in recipients being able to swiftly recognize that messages, products, and results are from the eCAMPUS project. The elements for a successful visual project identity include visual aids, templates, and images that are consistent in style, color scheme, and format, used uniformly across identical events and occasions. The project will therefore take care of producing the following:

A project logo captures the overall objective of the project in a primary graphic element or an acronym. The logo reflects the colors of the philosophy of the project (violet is the color of innovation and visionary thinking, yellow is the color of optimism and energy, symbolizing creativity, clarity, and enthusiasm. Together they pair renewal and sustainability. The logo serves as the primary visual representation of the project to both direct and indirect target groups, as well as to partners and stakeholders involved. This project will use the logo types in all communication organized on behalf of the project. The project logo will appear in all communication and dissemination materials, including emails, letterheads, informational materials, presentation templates, or newsletters.

Document templates: The visual identity of a project is also closely linked to the documents used to communicate project aspects, both internally and externally, for both internal and public records. Hence, in addition to dissemination deliverables (i.e., newsletters, brochures, etc.), all products and their iterations shall have a uniform appearance. In a nutshell, all project-related intellectual outcomes (presentations, including documents for internal use, such as meeting minutes and participant lists) and communication should follow the same template for their type (specifically, Word and PowerPoint). These templates will showcase the key elements of project visual identity.

EU rules: the third element to feed the Visual Identity. The DP encompasses all the legal aspects of the project's visual identity, aligning with the visual concept of the Erasmus+ project(https://ec.europa.eu/assets/eac/promo/erasmus-plus-toolkit-20131031_en.pdf).

Additionally, **each partner's logo** will be used in the intellectual outputs. Finally, **the disclaimer** (in the respective partner language for translated products) has to be shown in any written communication: *"Co-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 European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them"*.

5. Target Audiences and Channels

5.1. Target Audiences

- Educators
- Administrators
- HE policymakers
- General Public

5.2. Channels

- Website,
- Social media,
- E-newsletter
- Video clips
- Seminars
- Conferences

The table below maps key target audiences, purposes of their dissemination and engagement, as well as corresponding dissemination channels.

Table 2: Target Audiences, Purposes, and Dissemination Channels

Target Audience	Purpose	Dissemination Channels
Educators	Inform, engage	Workshops, trainings, e-newsletters, project website, university websites, handbook, e-surveys
Students	Inform,	Project website, university webpage of the project, and social media, e-surveys
HE policymakers	Inform, engage	e-newsletters, project website, university websites, handbook, round-table discussions
Wider Public	Inform, increase awareness	Social media, HEI websites, forums, leaflets

The project is not limited to the predefined dissemination channels. Representatives of any target group are encouraged to propose and implement their innovative methods of sharing project-related information. These alternative methods may include, but are not limited to, internal newsletters, departmental briefings, student engagement activities, or digital platforms specific to their institutions. The aim is to ensure that relevant stakeholders are effectively informed and engaged. The target audiences are also welcome to communicate such initiatives directly to the Project Steering Committee at **ecampus@ysu.am** for coordination and potential amplification across the consortium.

6. Assessment of Key Performance Indicators (KPIs) for WP 6 T61.-T6.4

The following table illustrates how the project's outputs and outcomes are measured quantitatively and qualitatively through the Key Performance Indicators (KPIs) in the Logical Framework Matrix (LFM).

Table 3: WP.6 Outcomes, KPIs and Means of Verification

Project Outcomes	Key Performance Indicators	Means of Verification
• *Project website (PW); Links in partners' websites;*	• *Project website and partners' webpages are operational by M5 and regularly updated; Project's presence in social media by M7*	• *URLs of the project and partners' websites'/ pages; published dissemination plan in project and partners' websites* • *The project website and all partners' websites* • *Info on the project and consortium AM partners' websites*
• *Project dissemination plan*	• *The project dissemination plan was approved by the Project Steering Committee (PSC) and made operational by M6*	• *Final version of the Dissemination Plan shared with all partners and uploaded to the project website*
• *2 information seminars; 2 dissemination conferences*	• *The project leaflet and handbook are published by M3 and M47, 8 e-newsletters and 2 video clips are posted on PW - one per 6 months, and all materials are disseminated amongst the AM HE community; a published report by M46*	• *Project leaflet and handbook; e-newsletters; video clips; report on dissemination activities*
• *Internal dissemination events in AM HEIs*	• *4 dissemination events per AM HEI - one per year; press conferences & interviews in mass media* • *HE community participated in 4 project dissemination events – in M9/online, M20/AM, M37/EU, M48/AM*	• *Signed participants list for 4 events* • *Agendas, 4 signed list of participants, seminars/ conferences' materials, and* • *news-info posted on project and partners' websites, 4 FERs*
• *Project leaflet and handbook; e-newsletters; video clips; report on dissemination activities*	• *Project leaflet and handbook are published by M3 and M47, 8 e-newsletters and 2 video clips are posted on PW - one per 6 months, and all materials are disseminated amongst AM HE community; published report by M46*	• *Published leaflet* • *Published handbook* • *8 e-newsletters* • *2 videoclips* • *Published report*

7. WP.6 Deliverables, their Purposes and Target Audiences

7.1. D6.1. Creation and maintenance of the project website & partners' links

A dedicated website will be created as the primary hub for project information, updates, and resources. It will be regularly maintained and linked to all partners' websites. A detailed dissemination plan will be elaborated with shared responsibilities among partners for each target group. The project's presence on social media platforms will be leveraged to engage a wider audience and encourage interactive participation.

1. Project Website

Purpose: Act as the primary hub for all project-related information, deliverables, and updates. URL of the website: https://www.ecampus

Target Audiences: Academics, educators, students, administrators, HE policymakers, and the general public

2. Institutional Subpages

Purpose: Offer localized access points and visibility tailored to each partner institution (All links are located at https://www.ecampus.am/en/e-campus/75929)

Target Audiences: Academic staff, students, administrators, internal and external stakeholders of the university

3. Social media (Facebook Page, LinkedIn Page, YouTube Page)

Purpose: Encourage community engagement, foster interaction, and provide timely updates. All of them will be accessible via the main page of the Website, under the menu Contacts

Target Audiences: General public, students, educators, administrators, and wider public

4. Dissemination Plan

Purpose: Define a structured, multi-channel strategy for promoting the project's progress.

Target Audiences: all the target audiences of the project.

7.2. D6.2. Publication and dissemination of information materials and video clips

A project leaflet, eight biannual e-newsletters, two engaging video clips, a comprehensive report on dissemination activities, and a detailed project handbook will be produced and disseminated. These materials are tailored to various target groups and audiences, ensuring a broad reach.

Purpose: To raise awareness of the project's objectives, activities, and outcomes among a wide range of stakeholders by producing and distributing accessible, engaging, and informative materials. The goal is to ensure continuous visibility, foster stakeholder engagement, and promote the sustainability and replicability of project results across partner institutions and beyond.

Target Audiences: educators, students, administrators, HE policymakers, wider public.

7.3. D6.3. Publication and dissemination events.

Each AM consortium Higher Education Institution (HEI) will host four internal dissemination events (one per year), including press conferences and interviews in mainstream media. These events will focus on engaging internal stakeholders and amplifying project visibility.

Purpose:

To enhance institutional awareness, ownership, and visibility of the eCAMPUS project, to inform academic and administrative staff, students, and local media about the project's progress, results, and relevance. Press conferences and interviews will also promote public understanding and media coverage at the national level.

Target audiences: educators, students, administrators, wider public

7.4. Key Performance Indicators (KPIs) to evaluate the dissemination effectiveness of the dissemination tools

Table 4: Quantitative and Qualitative KPIs

Instrument	Indicators	Targets / Thresholds
Website	Unique visitors, average session duration, page hits	2 mins avg duration
Social Media	Followers, shares, likes, engagement rate	500+ followers per channel
Newsletters	Open rate, number of issues	40%+ open rate; eight issues
Events	Number of events, participant feedback	8 internal, 4 externals; >80% satisfaction
Media	Press coverage (articles/interviews)	At least 8 features across the project lifetime

7.5. D6.4. Organization of information seminars and dissemination conferences

Four key external events convene diverse stakeholders to foster dialogue, feedback, and dissemination of results:

Purpose: They provide platforms for wider dissemination and discussion, facilitating knowledge sharing with external stakeholders.

Target audiences: educators, students, administrators, HE policymakers, wider public

Activity	Number of Participants	Aim	Means of Verification	Deadline
Online Forum (YSMU)	(30-40 participants)	Focused on cross-institutional sharing	Agenda, attendees list, presentations of partners, Feedback and Evaluation Report (FER), audio record of the meeting	Month 9 of the project
QA Seminar (ANQA)	(20–30 participants)	targeting quality assurance professionals	Agenda, signed list of participants, and presentations	Month 20 of the project
Dissemination Conference (UAM)	(30–40 participants)	showcasing project-driven pedagogical advances	Agenda, signed list of participants, and presentations	Month 37 of the project
Final International Conference (YSU)	(80–90 participants)	gathering national and international experts	Agenda, signed list of participants, and presentations	Month 48 of the project

8. Responsible Persons from Partner Institutions

Each university has a responsible person to facilitate internal, cross-partner, and external communication for WP6 dissemination activities, which is presented in Table 5 below**.**

9. Conclusion

The eCAMPUS Dissemination Plan is a **strategic, multi-layered framework** designed to effectively promote the project's innovations to all relevant stakeholders. By combining coordinated consortium efforts, tailored messaging, diverse communication channels, and rigorous monitoring, the plan aims to maximize project impact, foster sustainable adoption, and make a meaningful contribution to the digitization and modernization of Armenian higher education through digital transformation.

Table 5: List of Responsible Persons

Partner №	Acronym	Logo	Name and surname of the responsible person from the partner institution for dissemination	Contact information
P1	YSU		Margarit Hovhannisyan	margarit.hovhannisyan@ysu.am
P2	ASPU		Anahit Panosyan	panosyananahit@aspu.am
P3	YSMU		Artem Grigoryan	grigartem@yahoo.com
P4	NU		Arpine Aleksanyan	arpine0aleksanyan@gmail.com
P5	IIAP NAS		Naira Kocharyan	naira.kochar@gmail.com
P6	ANQA		Haykuhi Barseghyan	haykuhi.barseghyan@anqa.am
P7	MESCS		Lilit Sanasaryan	l.sanasaryan@hesc.am
P8	UAM		Elisa Martínez	elisa.martinez@unir.net
P9	ULISBOA		Rita Viola	rita.viola@técnico.ulisboa.pt
P10	UNIGE		Angelo Musaio	musaio@unige.it
P10	KTH		Viktor Kordas	victork@kth.se

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