



Towards European University
Lifelong Learning in Moldova

Communication and Dissemination Strategy

Project Acronym:	COMPASS
Project full title:	TOWARDS EUROPEAN UNIVERSITY LIFELONG LEARNING MODEL IN MOLDOVA
Project No:	597889-EPP-1-2018-1-MD-EPPKA2-CBHE-SP
Funding Scheme:	ERASMUS+
Coordinator:	ASEM – Academy of Economic Studies of Moldova
Project start date:	November 15, 2018
Project duration:	36 months

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DOCUMENT CONTROL SHEET

Title of Document:	COMMUNICATION AND DISSEMINATION STRATEGY
Work Package:	WP6 Dissemination & Exploitation
Last version date:	31/05/2019
Status :	Draft
Document Version:	v.01
File Name	COMPASS_D&E manual_v.01.doc
Number of Pages	
Dissemination Level	International (project`s consortium)

VERSIONING AND CONTRIBUTION HISTORY


Version	Date	Revision Description	Responsible Partner
v.01		The first version of the document structure, done by the WP6 team	P1-ASEM

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1. CONSORTIUM MEMBERS

Lead Partner

	Academy of Economic Studies of Moldova (ASEM) (www.ase.md)
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EU partners

	European University Continuing Education Network (EUCEN) (www.eucen.eu)
	University of Turku (UTU) (www.utu.fi/en)
	Danube University of Krems (DUK) (www.donau-uni.ac.at)
	University of Graz (UNIGRAZ) (www.uni-graz.at)
	European Policy Development and Research Institute (www.epdri.si)
	University of Barcelona (UB) (www.ub.edu)

PC Partners

	Academy of Music, Theatre and Fine Arts (AMTAP) (www.amtap.md)
	University of Physical Education and Sport (USEFS) (www.usefs.md)
	State Pedagogical University “Ion Creanga” (UPSC) (www.upsc.md)
	Trade Cooperative University of Moldova (TCUM) (www.uccm.md)
	Comrat State University (KDU) (www.kdu.md)
	The National Council of Rectors of Moldova (NRCM)
	The Ministry of Education, Culture and Research of the Republic of Moldova (MECR) (www.gov.edu.md)

2. INTRODUCTION

Dissemination of information and communicating about project's activities are key elements of its success. A proper strategy in this regard offers the possibility of project's partners to share results and deliverables to wider audience including stakeholders and public. Therefore, it is ensured an efficient project take-up providing increased sustainability of its long term outputs and outcomes.

The first version of the present Strategy for dissemination and raising awareness was written in May, 2019. The document is supposed to be updated during the project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, update of this document in the course of project implementation will be an important project activity.

Following the guidelines from Erasmus+ Programme and documents regarding to Dissemination and Sustainability of the project, the COMPASS Dissemination Strategy presents how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the project.

It presents the dissemination strategy, the target groups, different dissemination tools, events, dissemination calendar, methods of monitoring and assessment. All project partners will be actively involved in the fulfilment of the agreed objectives in this document and its updated versions.

The aim of Work-package 6 of the COMPASS project is to disseminate project results, both among partners and within their institutions and outside the consortium. The main project dissemination goals are:

- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project;
- to raise awareness of external audience about the project through a number of dissemination activities;
- to explain the project target audiences the benefits developing LLL courses;
- to make project outputs available to a wide range of stakeholders;
- to communicate the project results to the target audience;
- to increase awareness of both project partners and general public regarding project issues and promote best practices that lead towards this direction.

3. PROJECT DETAILS

3.1. Strategic objective

COMPASS projects aims to develop and implement meaningful, transparent and far-reaching national and institutional strategies, policies and measures that will ensure a long-term systematic and strategic approach to the LLL of Moldovan HE. The overall objective is to contribute to the deeper integration of Moldova into EHEA through the integration of an inclusive and responsive University Lifelong Learning (ULLL) model in Moldova (MD).

3.2. Specific objectives

OB1: To promote and strengthen the LLL culture in Moldova and to build national consensus of the key-actors on the development issues by Nov, 2021.

OB2: To develop and advance a national legislative framework and stimulate regulatory changes on LLL in Moldova by Nov, 2020

OB3: To build up the university's integrative function in Moldova through developing the integrated university LLL strategies by Nov, 2020.

OB4: To enhance the university's institutional capacities in Moldova for efficient and effective implementation of LLL reform by Nov, 2021.

3.3. Total cost of the project

EC Grant: 891.479,00 EUR

3.4. Outputs

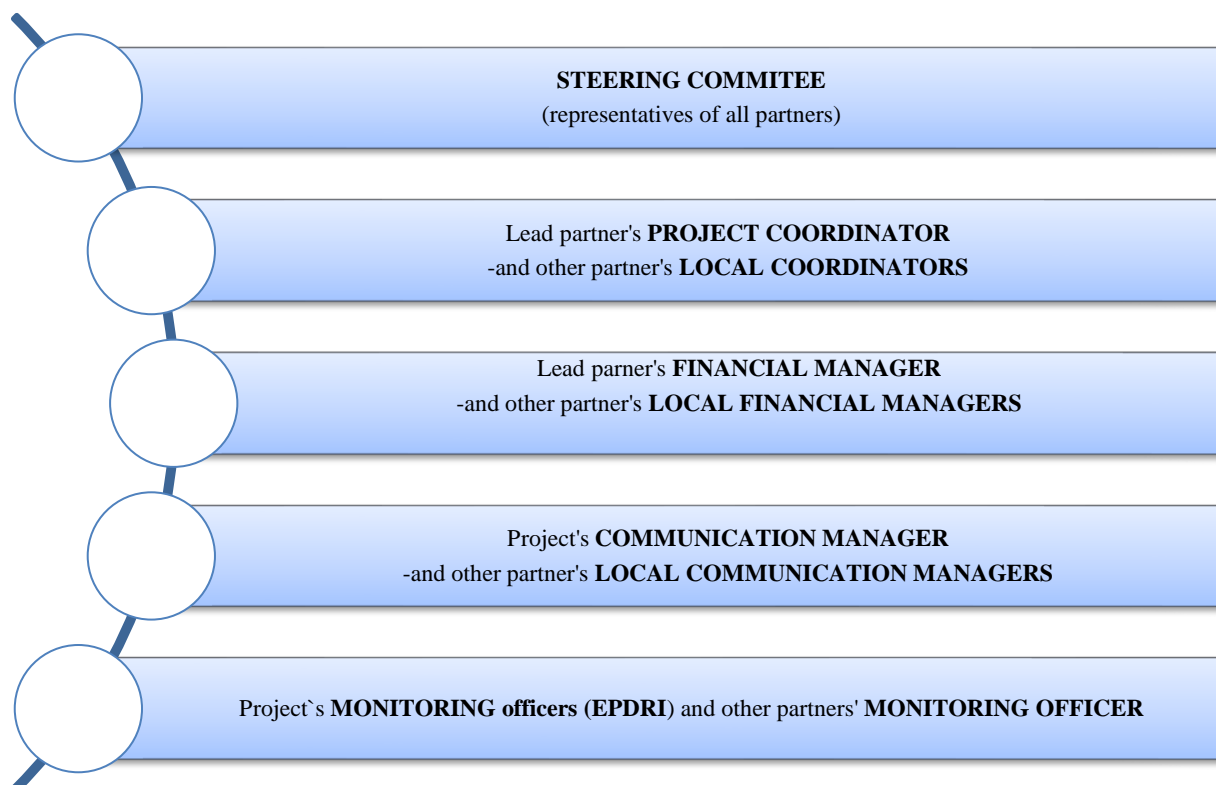
1. National Policy Roadmap on LLL;
2. Regulations on Validation of prior learning, including non-formal and formal;
3. Regulation on application of the existing ECTS tools and procedures to LLL;
4. Regulation for the continuing education of academic staff;
5. University LLL strategies;
6. Guidelines / bylaws on ULLL;
7. Development of new ULLL services;
8. Development of new ULLL courses.

3.5. Coordinator contact details

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4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION

This document serves as a starting point for organization of internal communication flow. Responsible persons and contact information will be constantly updated throughout the project's lifetime and displayed on project's website in the internal section.



Communication flow follows management structure, which was set at the beginning of the project. Four main groups of project management are Steering Committee, project coordinators, financial managers, communication and monitoring managers. Their tasks and contact information are listed on the project's webpage (<http://compass-project.md/contacts>)

Main communication tools for day-to-day coordination remain e-mail and telephone. Internal documents are shared through the project's webpage and email (<http://compass-project.md/contacts>).

4.1. Rules of internal communication

Language of all internal communication is English. All contacts on the COMPASS project are gathered in the Excell file, shared on project's OneDrive and updated regularly. Communication of general interest and on key issues will always be written (via email). As a general rule, all email subjects regarding the project should start with the name of project "COMPASS_issue_issue", to make the communication via e-mail more transparent.

5. DISSEMINATION STRATEGY

To define the dissemination strategy of the project activities, it is necessary to consider the following very important challenges ascertained in the project application: lack of modern and innovative national legislation in the field of LLL and poor Moldovan university performance in this field.

Bearing in mind the above challenges, properly set strategy for the dissemination in this project should, in addition to support the project, be an efficient tool for the realization of the project's objectives rather than only be means to disseminate information on the activities and achievements. In this regard dissemination should not go beyond the limits of this project just across the targeted audience, but also constantly improve the methods and procedures for dissemination and communicating to reach the project's expected outputs.

COMPASS project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfil its purpose. Project team will utilize several methods of dissemination, both formal and informal, in order to engage the target audience. In addition to the dissemination activities, and described in this section, it is important to keep day-to-day collaborative work within project team. The COMPASS' communication managers of each partner will take significant steps for the dissemination of all project activities, along with the promotion of knowledge transfer and research. Feedback in these activities will be used to perform other forms of dissemination, whenever the opportunity exists. In this context, of particular importance will be the exchange of information with related Erasmus+ projects, with the aim to, achieve additional quality through synergy.

This Dissemination Strategy will be continuously reviewed based on the recommendations of regular meetings of the Strategic Steering Committee (Executive and Consortium Boards), Project Support Team and Quality Assurance Project Team, as well as by external stakeholders through relevant procedures and forms, such as questionnaires. Modifications will be made whenever needed to ensure that the dissemination actions are in line with the system of dissemination at universities and remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The project will aim at three levels of dissemination:

a) **AWARENESS RISING** - will mainly involve delivering the main message of the project in relation to its aim and objectives (information days, open door days, printed and electronic promotional material - logos, leaflets, posters, roll up, notebooks, folders, pencils, bags etc), web portal;

b) **UNDERSTANDING** - will require providing of more detailed information on the project purposes and methods: electronic and printed brochures, electronic material on web portal, EU good practice reports, thematic workshops, final conference, etc;

c) **ACTION/PARTICIPATION** - involvement in each of these three stages will provide the basis for dissemination for action, where the project outputs will be presented: (i.e. National Policy Roadmap on LLL; Regulations on Validation of prior learning, including non-formal and formal; Regulation on application of the existing ECTS tools and procedures to LLL; Regulation for the continuing education of academic staff; University LLL strategies; Guidelines / bylaws on ULLL; Development of new ULLL services; Development of new ULLL courses).

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used for each target group, considering the special characteristics and needs. In accordance with best European Union practice and direct experiences in the dissemination of project activities, a sustainable model of dissemination will be consisted of following deliverable for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
2. Information days, open door days, and thematic workshops;
3. Project website;
4. Articles and news published over COMPASS platform (available at the address: www.compass-project.md) as well as **e-newsletters** distributed through their email list;
5. Articles about the project results published in Erasmus+ newsletters;
6. Printed material (brochures, leaflets, reports, publications, etc);
7. Meetings with policy-makers and key actors;
8. One-to-one interviews (telephone or personal);
9. Customized trainings offered to the university staff, students, and other specialized staff.

The deliverables will be structured according to main focus: University and National campaign on LLL in Moldova

For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Dissemination strategy will be evaluated in accordance with principles and procedures defined by the Monitoring and Evaluation Manual. Both internal (within project partners) and external (mainly through the external experts and involved stakeholders') evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

6. COMPASS PROJECT'S AUDIENCE

The COMPASS project designed to have an impact at system level and trigger reform processes at national level in Moldova. Moldovan policy-makers will receive support for evidence-based policy development and better regulation to move towards the modernisation of the framework conditions for HE in their country. HEI managers and other stakeholders in the sector will be able to feed their expertise into the reform process and articulate their needs already at the stage of policy development. By developing policies that adequately address real problems, COMPASS will ultimately benefit the whole HE sector. The inclusion of all stakeholders in the project activities and consortium ensures that the whole HE sector in Moldova will take ownership of the reforms, which is a key success factor.

The main target groups (TGs):

TG1 – Administrative staff: top managerial staff (Rectors, vice-rectors), LLL coordinators or Director of the LLL centers, heads of the Quality management units, ULLL officers, ECTS officers from faculties.

TG2-Others: Public administrators: policy makers, civil servants employed in local, regional or national public administrations and primarily work on education matters and therefore require both theoretical and practical trainings on project issues.

TG3- Academics/ researchers who are involving in flexible curriculum development, designing and teaching of short training courses

TG4 – Students: university students (BMD levels) who are involved in the study programmes.

More than that, engagement of a wider range of stakeholders shall take place at the project level as well, as a method to disseminate the good practice created for the benefit of other interested groups, institutions and countries.

7. DISSEMINATION TOOLS

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

7.1. The COMPASS - website

The COMPASS website: www.compass-project.md has an important role in the overall project because it functions as the principle public dissemination tool for project results and news. The website will be the main source of information on the project activities and achievements: conferences, workshops, trainings, project contests, state of the art in the area of LLL, research, from the aspect of strengthening the capacities of Moldovan universities in the field of LLL. Contact information about all members of the consortium is available on the website, in order to have easier communication with those potentially interested for the project.

Main categories and sub-categories in structure of COMPASS website are as follows:

1. **Home**
2. **CONSORTIUM MEMBERS**
 - 2.1 Lead Partner
 - 2.2 EU Partners
 - 2.3 PC Partners
3. **PROJECT-DETAILS**
 - 3.1 Objectives and main outputs
 - 3.2 Management structure
 - 3.3 Bodies
 - 3.4 Work packages structure
 - 3.5 Timeline
4. **OUTPUTS**
5. **CONTACTS**



Screenshot of the COMPASS webpage

7.2. Facebook page

COMPASS is also available on – Facebook, an influential social media network. It has grown beyond “chatting-network” and has become a powerful business networking medium. The benefits provided by Facebook include: help the project grow; reach new contacts and opportunities; increase awareness. During the course of COMPASS project Partners will use Facebook to post local news, event photos, ideas, comments, milestones, etc.



Screenshot of the COMPASS Facebook Page

7.3. Project identification: the COMPASS logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the COMPASS logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.




COMPASS project Logo


7.4. Printing and publishing booklets

For the really efficient promotion of COMPASS project, appropriate printed and other promotional material, will be made and distributed to wider target groups and public at large. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as workshops, info days and other.

An info sheet has been designed and printed in order to summarize the project methods, objectives and benefits available both on paper and on-line on the COMPASS website.



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



Towards European University
Lifelong Learning in Moldova

TOWARDS EUROPEAN UNIVERSITY LIFELONG LEARNING MODEL IN MOLDOVA - COMPASS

Reference number: 597889-EPP-1-2018-1-MD-EPPKA2-CBHE-SP

OVERALL OBJECTIVE

The overall objective is to contribute to the deeper integration of Moldova into EHEA through the integration of an inclusive and responsive University Lifelong Learning (ULLL) model in Moldova

SPECIFIC OBJECTIVES

1. To promote and strengthen the LLL culture in Moldova and to build national consensus of the key-actors on the development issues by Nov, 2021.
2. To develop and advance a national legislative framework and stimulate regulatory changes on LLL in Moldova by Nov, 2020
3. To build up the university's integrative function in Moldova through developing the integrated university LLL strategies by Nov, 2020.
4. To enhance the university's institutional capacities in Moldova for efficient and effective implementation of LLL reform by Nov, 2021.

EXPECTED RESULTS

1. Creating and implementing national legislative that has been lacking to date in Moldova: National LLL Roadmap; Regulation for validation of prior learning, including formal and informal (VPL); Regulation on application of the existing ECTS tools and procedures to LLL; etc.).
2. Developing and implementing effective university strategies on integrated LLL along with coherent institutional measures capable of lifelong guidance and VPL, improving institutional capacities for increasing widening participation in LLL.

PARTNERS

Moldova

1. Academy of Economic Studies of Moldova - Grant Coordinator
2. Academy of Music, Theatre and Fine Arts
3. State University of Physical Education and Sport
4. State Pedagogical University "Ion Creanga"
5. Trade Cooperative University of Moldova
6. Comrat State University
7. Rectors' Council of Moldova
8. Ministry of Education of Moldova

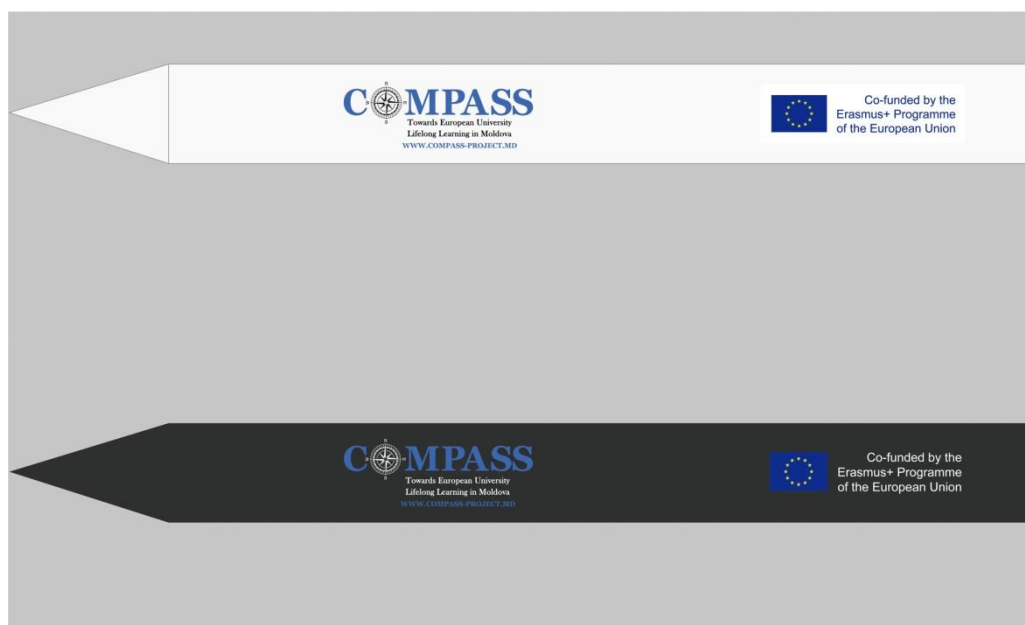
European Union

9. European University Continuing Education Network (Belgium)
10. University of Turku (Finland)
11. Danube University of Krems (Austria)
12. University of Graz (Austria)
13. European Policy Development and Research Institute (Slovenia)
14. University of Barcelona (Spain)
15. Università degli Studi di Genova (Italy)
16. University of Brest (France)

WWW.COMPASS-PROJECT.MD

COMPASS Info Sheet

7.5. Promotional materials



COMPASS project's pen



COMPASS project's bag



COMPASS project's T-shirt



COMPASS project's Photo Wall

All promotional materials can be find on COMPASS Onedrive.

8. ACTIVITIES & EVENTS

Several events will be organized to disseminate COMPASS project's issues and achieved results. These events will be researched and update constantly, and are posted on the COMPASS project's website www.compas-project.md in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

- 8.1. Steering Committee Meeting;
- 8.2. Workshops;
- 8.3. Study visits/Trainings.
- 8.4. Conferences

9. MONITORING AND ASSESSMENT

Communication and dissemination action must be understood as a process and in this perspective is its monitoring and assessment aimed at measuring changes produced by these actions.

Close monitoring of the execution of different communication activities will assist us in assessment of our dissemination strategy, which will help us to understand which actions and channels of communication have been more effective than the other.

The monitoring and assessment process will give us the opportunity to adjust the future project communication activities with the aim to optimise the desired results of communication and dissemination action.

9.1. The scope of monitoring and assessment

With the monitoring and assessment of the communication activities we would like to test the following four issues:

- **Target audience reached:** It is necessary to check whether the desired target audiences have been reached by the communication actions, what kind of message they received and if such message was the one we intended to convey to them. We want to know, what was their perception and feedback.
- **Actor's performances in the communication process:** we are interested that all people who were directly involved in the execution of the communication activities are enough motivated to perform their role effectively.
- **Direct outcome of communication measures:** We will assess the impact produced by the communication measures, which will give us the opportunity to compare the results achieved against those expected or foreseen when designing the communication strategy.
- **Impact on sustainability factors:** Effective communication action is a corner stone for achieving the sustainability effects of the project. We will monitor and assess which communication measures produced real impact to certain indicators which show to enhancement of particular sustainability potential, i.e. to the embodiment of the project results into the desired social, entrepreneurial, administrative and academic environment of the partner countries involved in the project.

9.2. Monitoring and assessment tools

Communication indicators

The communication indicators, which are easily identifiable and put into numbers, will be regularly monitored and assessed.

In this respect the following data will be collected:

1. How many participants there were at the events?
2. How many promotional material was delivered and to which target audience(s)?
3. How many media (all types of media) advertisements / communications have been performed?
4. How many measures for interaction with expert public (articles, scientific conferences etc.) have been performed?
5. How many journalists participated at the events?
6. How many articles have been published?

For COMPASS dissemination events a questionnaire is prepared for participants to fulfil, to give a qualitative assessment of this part of promotion activities (see Monitoring and Evaluation manual)

The following assessment grid will help COMPASS partner` to monitor the performance of its communication activities, which cannot be evaluated directly by the numerical indicators. It



should be applied for every planned project output in the regular intervals when certain communication activities related to this output have been performed.

Output	Date
	Questions	Description
	1. How many target users your communication action has reached?	
	2. Which communication channels have been used?	
	3. Which was the direct impact of the communication actions on the target audiences?	
	4. How has the communication activities contributed to the sustainability of this output?	
	5. Are there any unexpected positive or negative results of the communication activities?	
	6. What is an overall effectiveness judgement on the communication activities related to this output?	
	7. What are the proposals to modify / improve the communication activities related to this output?	

10. DISSEMINATION PLAN

The COMPASS project will follow deadlines defined in the framework of the proposal. The updated plan for delivery of major dissemination and training events will appear on the webpage of COMPASS project in TIMELINE section.

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
1.1	Development of methodology & design of data collection tool	Template Questionnaires disseminated	P9-EUCEN/BE	2019	Teaching staff; Administrative staff; Technical staff.	COMPASS website COMPASS social media PC/PrC social media and websites
1.2	Data collection	Final Questionnaires disseminated	All partners	05/2020	Teaching staff; Administrative staff; Technical staff.	COMPASS website COMPASS social media PC/PrC social media and websites
1.4	Elaboration of country profile	Country Profile disseminated	P4-UPSC/MD	04/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
2.1	Setting up the National Policy Task Force	List of the NPTF disseminated	P1-ASEM/MD, P7-CR/MD	2019	Teaching staff; Administrative staff; Technical staff.	COMPASS website COMPASS social media PC/PrC social media and websites



2.1	Country Workshops on LLL development	PR on event	P1-ASEM/MD, P7-CR/MD	03/2019 09/2020 /2021	Teaching staff; Administrative staff; Technical staff; Students.	COMPASS website COMPASS social media PC/PrC social media and websites
2.1.	Study Visits on LLL Policy development at system level - P11-DUK/AT - P16-UBO/FR - P10-UTU/FI	PR on event	P11-DUK/AT P16-UBO/FR P10-UTU/FI	05/2019 09/2020 10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.2.	Elaboration, adoption of national LLL Roadmap	PR on adoption of the LLL Roadmap disseminated	P7-CR/MD, P8- MECRRM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.2.	Translation, publishing of national LLL Roadmap	LLL Roadmap disseminated	P8-MECRRM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.3.	Elaboration, adoption of the Regulation for VPL	PR on adoption of the Regulation for VPL disseminated	P8-MECRRM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites



2.3	Translation, e-publishing of the Regulation for VPL	E-version of Regulation for VPL disseminated	P8-MECRRM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.4	Elaboration, adoption of Regulation on application of existing ECTS tools and procedures to LLL	PR on adoption of the Regulation	P2-AMTAP/MD	06/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.4.	Translation, e-publishing of Regulation application of existing ECTS tools and procedures to LLL	E-version of Regulation disseminated	P1-ASEM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.5	Elaboration, adoption of the Regulation for continuing education of academic staff	PR on adoption of the Regulation	P3-USEFS/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
2.5	Translation, e-publishing of the Regulation for continuing education of academic staff	E-version of Regulation disseminated	P3-USEFS/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
3.1	Formation of the ULLL working groups	List of the groups disseminated	P1-ASEM/MD	2019	Teaching staff; Administrative staff; Technical staff.	COMPASS website COMPASS social media



						PC/PrC social media and websites
3.1	Study visits on ULLL strategy development - P15-UNIGE/IT - P12-UniGRAZ/AT - P14- IL3-UB/ES - P9-EUCEN/BE	PR on event	P15-UNIGE/IT P12-UniGRAZ/AT P14- IL3-UB/ES P9-EUCEN/BE	2019 2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
3.1	Consolidation of the university structures for LLL	PR on new or updated university structures for LLL	P6-KDU/MD	06/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
3.2	Development, adoption of ULLL strategy	PR on adoption of ULLL strategy	MD universities	10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
3.2	Translation and e-publishing of ULLL strategies	E-version of ULLL strategy disseminated	MD universities	10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
3.3	Elaboration of guidelines on ULLL implementation	PR on elaboration of Guidelines	MD universities	10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites



3.3	E-publishing of guidelines on ULLL implementation	E-version Guidelines disseminated	of MD universities	10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
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WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
4.1	Training Seminars on ULLL capacity building	PR on seminars	P15-UNIGE/IT, P12-UniGRAZ/AT, P14-IL3-UB /ES, P9-EUCEN/BE	12/2020	Teaching staff; Administrative staff;	COMPASS website COMPASS social media PC/PrC social media and websites
4.2	Training on LLL courses development	PR on trainings	P11-DUK/AT	09/2020	Teaching staff; Administrative staff;	COMPASS website COMPASS social media PC/PrC social media and websites
4.2	Development/updating of LLL courses	PR on new or updated LLL courses	P1-ASEM/MD	09/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
4.2	Piloting of LLL courses	PR on LLL courses	P1-ASEM/MD	2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites



4.3	Elaboration of the ULLL services manual	E-version of ULLL service manual	P6-KDU/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
4.3	Development of new ULLL services	PR on Development of new ULLL services	MD universities	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
4.3	Piloting of new ULLL services	PR on new ULLL services	MD universities	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
4.4	Acquisition, installation of the equipment	List of new equipment disseminated	P1-ASEM/MD	06/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
5.1.	Elaboration of monitoring & evaluation manual	Manual disseminated	P13-EPDRI/SI	2019	Teaching staff; Administrative staff;	COMPASS website



5.1	Conduction of monitoring visits	PR on monitoring visits	P13-EPDRI/SI	04/2020	Teaching staff; Administrative staff;	COMPASS website
5.1	Elaboration of Internal evaluation reports	Report disseminated	P13-EPDRI/SI	03/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website
5.2	Elaboration of external reports	Report disseminated	P9-EUCEN/BE	03/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website
5.3	Fine-tuning of regulation and procedures	PR on meetings	P1-ASEM/MD	11/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
6.1	Elaboration of project's dissemination strategy	Strategy disseminated	P7-CR/MD	2019	Teaching staff; Administrative staff;	COMPASS website



6.1	Design of project's identity, promo materials & web page	Materials disseminated	P1-ASEM/MD	2019	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.1	Launching and Concluding conferences	PR on events	P1-ASEM/MD	2021	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.1	Inter-project coaching	PR on events	P1-ASEM/MD	2021	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.2	Country Workshops	PR on events	P1-ASEM/MD	2021	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.2	Mass-media dissemination	PR on events, articles, interviews	All partners	All project period	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites



6.3	Institutional dissemination events	PR on events, articles, interviews	All partners	All project period	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.3	Publication of articles	Articles disseminated	All partners	All project period	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.4	TG satisfaction survey	Survey disseminated	P5-TCUM/MD	M 32, M36	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.5	National LLL Network	PR on establishment of Network	P7-CR/MD	09/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites
6.6	Recommendations for ULLL quality, research	Recommendations disseminated	P9-EUCEN/BE	10/2020	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites



WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
7.1	Project`s Handbook	Handbook disseminated	P1-ASEM/MD	2019	Teaching staff; Administrative staff;	COMPASS website COMPASS social media PC/PrC social media and websites
7.1	Consortium meetings	PR on events	P1-ASEM/MD	03/2019 09/2020 2021	University stakeholders including academic staff and students, sector representatives and public authorities	COMPASS website COMPASS social media PC/PrC social media and websites

10. 1. The individual dissemination calendars

The calendar of the major individual dissemination and communication events in which each COMPASS partner will participate or organize them, will be represented each project's year as a report, in the following format:

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
INSTITUTIONAL LEVEL						
Institutional dissemination seminar/workshop						
Institutional newspaper/bulletin (articles/news)						
NATIONAL LEVEL						
Information days and public appearances						
Open door days						
National Conferences/ Workshops/ Seminars						
Mass-media appearance (TV, radio, articles in mass-media)						
INTERNATIONAL LEVEL						
International Conference/Articles						