ENRICHER hubs

Designing green tourism concepts through learning

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Deliverable 6.1
Dissemination Plan

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v.0.2	13/02/2024	The second version of the document	
v.0.3	22/02/2024	The final version of the document	

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1. CONSORTIUM MEMBERS

Logo	Institution	Country
	HAAGA-HELIA AMMATTIKORKEAKOULU OY	FI
	CAUCASUS UNIVERSITY LTD	GE
	MCI MANAGEMENT CENTER INNSBRUCK INTERNATIONALE HOCHSCHULE GMBH	AT
	UNIVERSITATEA DE STUDII POLITICE SI ECONOMICE EUROPENE CONSTANTIN STERE	MD
	AKAKI TSERETELI STATE UNIVERSITY	GE
	UNIVERSITATEA DE STAT DIN MOLDOVA	MD

	UNIVERSITA DEGLI STUDI DI GENOVA	IT
	INSTITUTIA INVATAMINT UNIVERSITATEA DE STAT DIN COMRAT	MD
	IAKOB GOGEBASHVILI TELAVI STATE UNIVERSITY	GE

2. INTRODUCTION

Raising awareness of project events is crucial for its success. A well-defined procedure in this context ensures that consortium partners disseminate information and results to a broader audience, including various stakeholders at different levels. As a result, the project's efficiency is assured, leading to greater sustainability of its long-term outputs and outcomes.

The initial version of the current Communication and Dissemination Plan was drafted in February 2024. The document is intended to be revised throughout the project implementation as needed and with the agreement of partners. Given the significance of dissemination for the project, updating this document during the project's progress will be a significant project activity.

The objective of WP6 is to ensure visibility for the project and to raise awareness as well as to engage the target groups of the project with interesting and timely content. Maximum impact of dissemination activities is ensured through expertise and experience of WPL and other project partners, careful planning, and continuous monitoring and evaluation of effective strategies as well as communication channels and content. The main document to offer guidance in this process will be the dissemination plan, including the communication plan and project identity, comprising the main methods and tools for communicating the project documentation, results and outcomes. WP6 will run in parallel with the other packages during the entire lifecycle of the project and it will focus on dissemination of the project's aims, objectives and results.

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 fulfillment of the agreed objectives in this document and its updated versions.

3. PROJECT DETAILS

3.1. Strategic objective

The objective of the ENRICHER hubs project is to accelerate the twin transition to boost the recovery of the European tourism industry by identifying skills and competence mismatches between Higher education institutions (HEI) and the labour market. This will be done by improving the capacity of Georgia and Moldova partner HEIs related to green tourism service development and experiential learning to better match industry needs of future employees.

3.2. Specific objectives (SO)

SO1: To narrow the mismatch between the job market and the competences of future graduates from HEIs when it comes to sustainability in general, sustainable tourism and the need for competences related to designing green .tourism service concepts

SO2: To advance national and institutional regulatory framework by proposing new strategic initiatives, regulatory changes in online teaching and learning, pedagogy and practice, learning environments and community, based on EU best practices

SO3: Enhancing collaboration between HEIs and the tourism business to enhance development of new green tourism service concepts

4. INTRODUCTION TO THE DISSEMINATION WITHIN THE ENRICHER hubs PROJECT

4.1 Objective of the WP6 (Dissemination Plan)

The objective of WP6 is to ensure visibility for the project and to raise awareness as well as to engage the target groups of the project with interesting and timely content. Maximum impact of dissemination activities is ensured through expertise and experience of WPL and other project partners, careful planning, and continuous monitoring and evaluation of effective strategies as well as communication channels and content. The main document to offer guidance in this process will be the dissemination plan, including the communication plan and project identity, comprising the main methods and tools for communicating the project documentation, results and outcomes. WP6 will run in parallel with the other packages during the entire lifecycle of the project and it will focus on dissemination of the project's aims, objectives and results.

4.2. Milestones

The milestones for this WP include:

- MS8: Development and implementation of the dissemination plan and creation of project identity (M2)
- MS9: Interim dissemination report (M18)
- MS10: Final dissemination report (M36)

4.3. Dissemination Activities

Following the achieved milestones, the next steps involve the dissemination activities at different stages of the project.

Before the project starts
- Drafting the dissemination plan
- Description of the expected outputs
- Consideration of how and to whom dissemination outputs will be disseminated

During the project
- Contacting relevant media, e.g., at the local or regional level
- Conducting regular activities such as information sessions to students and other stakeholders

- Assessing the impact on target groups
- Involving other target groups in view of transferring outputs to end users/new areas/policies
- Actively market project dissemination and communication channels including website and social media sites
- Produce content for social media channels, project and universities websites and other publications, including blog posts, articles in peer-reviewed journals, conference proceedings including articles in professional journals and general media
- Each student, teacher and trainer participating in the project will be asked to produce a blog post or post in social media for dissemination to increase the community spirit and commitment to the project
- Present the project outputs and outcomes at different events

At the final stage
- Uploading the final project outputs and updating the project description on the Erasmus+ Project

Results Platform
- Continuing further dissemination
- Developing ideas for future cooperation with project partners and stakeholders
- Evaluating outputs, outcomes and impacts
- Contacting policymakers in, e.g., education and tourism, to increase wider dissemination of the project outcomes through, e.g., curriculum development, commissioning of projects and other industry collaboration

These activities work together to create a consistent look and feel for the project, establishing a recognizable brand identity. To maximize the consortium's benefit, open communication and involvement should be encouraged beyond the listed activities. Partner universities can facilitate this by effectively implementing and sharing information related to those activities.

5. THE STRATEGIC AIMS WITH THE PROJECT AND DISSEMINATION

The dissemination plan aims to prioritize the project's outputs and will be synchronized with important project milestones and events, resulting in increased dissemination activities during those periods. It will be adaptable to accommodate changes in the environment and the requirements of the target groups. The plan will be regularly updated to reflect the progress and emerging outputs of the project. It will encompass details about the various channels through which project information will be disseminated. Additionally, the plan will include key performance indicators for different dissemination channels, such as the number of followers on social media platforms, website visitors, and participants in dissemination seminars.

Properly set strategy for the Dissemination Plan will be an efficient tool for the realization of the project's objectives rather than only a 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.

Dissemination Plan will:

- **Enhance Visibility:** Dissemination ensures that the project gains visibility among the target audience, stakeholders, and potential collaborators, increasing its impact and recognition.
- **Share Knowledge:** By disseminating project outcomes and findings, we can share valuable knowledge and best practices with a wider community, promoting learning and advancement in the field.
- **Foster Collaboration:** Dissemination activities facilitate networking and collaborations, attracting partners and experts who can contribute to the project's success.
- **Generate Interest:** Engaging and well-executed dissemination activities can pique interest and attract support from investors, donors, and policymakers.
- **Ensure Sustainability:** Dissemination secures the sustainability of the project's results, as it creates awareness, promotes adoption, and encourages further use and development of the outcomes.

Ways of dissemination include publications, workshops, conferences, webinars, social media campaigns, partnerships with relevant organizations, and engagement with media channels to reach diverse audiences effectively.

ENRICHER hubs project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfill 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 the project team. The ENRICHER hubs 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.

The Dissemination Plan 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 practices.

Dissemination activities:

- SMM Plan for all consortium partners;
- Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
- Project website (enricher.eu);
- Articles and news published over partner universities websites and ENRICHER hubs website (enricher.eu);
- Printed material (brochures, leaflets, reports, publications, etc);
- Meetings with policy-makers and key actors;
- One-to-one interviews (telephone/online or personal);
- Customized trainings offered to the university staff, students, and other specialized staff;
- Events and activities.

To ensure the visibility of EU funding, the following actions will be taken:

- EU funding will be distributed to consortium partners according to the grant agreement and the agreed tasks, deliverables, and milestones in the project.
- Resources will be allocated to Work Package Leaders (WPLs) to enhance project visibility through WP6.
- A dissemination plan will be prepared.
- Various communication channels, such as the project website and social media sites, will be utilized to disseminate information about the project and

its outputs.

- Diverse dissemination activities, such as seminars in target countries, will be conducted in accordance with the dissemination plan.
- The EU emblem and project logo will be correctly and prominently used in all dissemination activities and project templates.
- Official and relevant sources, as well as EU websites, will be utilized when sharing project information.
- Participation in #ErasmusDays will be encouraged and communicated across all project channels.
- The EU will be granted the right to use the project's dissemination materials.
- Versatile and high-quality marketing materials will be produced to enhance project visibility.
- Adequate resources will be allocated for dissemination activities and the creation of marketing materials.

6. TARGET GROUPS

Dissemination and utilization of outcomes are an integral component of this project throughout its duration. The primary focus groups for this project include students, teachers, and local entrepreneurs in the target countries (Georgia and Moldova) who are affiliated with partner higher education institutions (HEIs).

Students

The project places a strong emphasis on students as they have the potential to become influential "knowledge multipliers" who shape perceptions of tourism, hospitality, and business management from an early stage. While universities have varying needs based on their regional roles, it is essential to foster deeper collaboration between them and businesses to establish a "knowledge triangle" where students, teachers, and businesses collectively generate knowledge. Students are actively seeking practical skills and enhanced employability, which can be facilitated through real-life business projects during their studies. In these projects, students are empowered and take on the responsibility of achieving project objectives.

Teachers

Teachers play a crucial role in the project, where students, instructors, and businesses collaborate to learn and share expertise. The ENRICHER hubs project introduces a new model emphasizing collaboration with businesses. This requires them to move beyond traditional teaching methods and adopt approaches that nurture deeper university-business connections. Through the project, teachers can bridge the gap between theory and practice, gaining new pedagogical methods to improve learning and working styles. Collaborating with businesses not only allows them to apply their knowledge in real-world scenarios but also

deepens their understanding of business challenges and trends. This enriches their teaching with practical relevance and keeps their methods stimulating for both themselves and students.

Business partners

Deeper university-business cooperation offers a solution for businesses, especially small and micro companies, facing development challenges. Universities can provide valuable assistance and fresh perspectives to overcome these obstacles.

By partnering with students on development projects, businesses gain access to a potential talent pool. This helps them recruit top talent and stay ahead of the competition. Moreover, by contributing to student employability programs that focus on community development, businesses can create new job openings in local communities. This not only benefits students but also contributes to regional growth and development.

Additionally, the project aims to reach a broader audience, including policymakers at the national, regional, and local levels, as well as other stakeholders such as the media, both in the target countries and the partner universities within the European Union (EU).

7. CONSOLIDATED STRUCTURE OF INTERNAL AND EXTERNAL COMMUNICATION

This document serves as a starting point for organization of internal and external communication flow. Information will be constantly updated by contact persons throughout the project's lifetime and displayed on the project's Teams channel (internal) and website (external).

7.1. Internal Communication

Various communication methods, including emails, phone calls, and online meeting tools like MS Teams, will be utilized to ensure consistent and productive communication among the consortium members. Meetings will be scheduled in relation to important outputs and milestones, with regular monthly project management meetings (online) being held. Quality and ethics board will arrange separate meetings and Work Package Leaders (WPLs) may arrange work group meetings, when needed. Language of all internal communication is English.

Collaborative work will be facilitated through the use of the cloud service storage platform MS Teams, enabling efficient collaboration. A channel has been put in place for each Work Package. The WPLs will regularly provide updates in a clear and organized manner, ensuring that all participants are aware of the necessary actions and deadlines that need to be met. All materials and documents (reports, presentations etc.) on the ENRICHER hubs project are gathered in different formats of the files, shared on project`s MS Teams and updated regularly. Meetings will be documented (using projects meeting memo template) by WPLs and stored to MS Teams in WP channel. WPL is responsible for storing them in MS Teams in WP channel for project teams use.

For financial management and reporting, a confidential channel (shared only with HHUAS and partner) for each partner will be set in MS Teams by the project coordinator to share documents for budget follow and other financial monitoring if any.

Communication of general interest and on key issues will be done in different ways. Communication of day-to-day management is mainly running in writing. As a general rule, all email subjects regarding the project should start with the name of project "Enricher", to make the communication via email more transparent.

7.2. External Communication

To ensure effective communication and dissemination of project activities, outputs, and outcomes, various channels will be utilized, including the project website and partner universities websites, social media platforms, partner online meetings, stakeholder meetings, and events. The communication will be aligned with the EU's objectives in the partner country/region and will convey clear messages with specific communication objectives.

The project website and social media sites will primarily be in English, but information will be translated into the local language when necessary. The communication efforts will be proportionate to the scale of the project in terms of cost-benefit. Both internal and external communication, as well as project visibility, will be maintained throughout the project cycle. Dissemination, visibility, and other communication actions will be carefully planned to maximize the project's impact. All partners are expected to disseminate the project results through their institutional dissemination channels and beyond, using their networks and running projects to inform the interested parties about project results.

8. 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.

8.1. The ENRICHER hubs website

The ENRICHER hubs website (enricher.eu) plays an important role in the overall project, since it functions as an important tool for public dissemination of project results and news. The website will become one of the main sources of information about the activities and achievements of the project. Articles and blogs will be published in universities websites and linked to the projects website. Contact information about all members of the consortium is available on the website to facilitate communication with those who are potentially interested in the project. A minimum of 1000 visitors are expected to the project site.

Enricher
Ulysseus

Home Page   About   Partners   Activities   Contacts

Designing Green Tourism Concepts
Through Learning

The objective of the ENRICHER-hubs project is to accelerate the twin
transition to boost the recovery of the European tourism industry by
identifying skills and competence mismatches between Higher
education institutions (HEI) and the labour market.

About

To narrow the mismatch between the job market and the competences of future graduates from HEIs
when it comes to sustainability in general, sustainable tourism and the need for competences related to
designing green .tourism service concepts

To advance national and institutional regulatory framework by proposing new strategic initiatives,
regulatory changes in online teaching and learning, pedagogy and practice, learning environments and

8.2. Project identification: the Enricher hubs logo and other visual elements

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 ENRICHER hubs 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.

As Enricher hubs is Ulysseus European university's satellite project, it is utilizing the visual elements according to Ulysseus brand book to create logo, colour scheme and different templates for materials (for presentations, documents and reporting). Enricher hubs project will gain visibility also through Ulysseus website.

The identity for the project has been discussed and decided together with all partners and will be in line with all EU visibility guidelines. EU logo will be used as recommended, to show the visibility of EU funding. Style of the pictures will be selected to identify the project's visual identity as well. It is important to select the key words and sentences, to describe the project in a nutshell, the main hashtags for social media, how to best reach and engage project's different target groups in different channels.

Logo of ENRICHER hubs
Project

8.3. Printing and publishing materials

For the efficient promotion of the ENRICHER hubs project, emphasis will be placed on online materials as the primary means of communication. Printed promotional materials will be used sparingly and strategically, targeting specific audiences and events. Posters will be displayed at selected locations during knowledge-sharing events like workshops and information days.

8.4. Social Networks

ENRICHER hubs is available on – influential social media networks. An online profile will be created, used as an information collecting point and connected to the website. The channels (Facebook, Instagram and Linkedin) will have a minimum of 300 followers. The benefits provided by social networks include: help in developing media skills; reach new contacts and opportunities; increase awareness. During the course of ENRICHER hubs project partners will use different social networks to post local news, event photos, ideas, comments, milestones, etc.

9. ACTIVITIES AND EVENTS

Event No	Participant	Description					Attendees
		Name	Type	Area	Location	Duration (days)	Total
E1.0	Project managers from coordinators	Grant holder meetings	Event	Information about projects	Online	2	4
E1.1	Project managers + Teachers/researchers	Kick-Off	Event	Starting the project	Helsinki-(+online)	3	27
E1.2	Teachers/researchers	Training 1	Training	Gaining an understanding of sustainable tourism	Kutaisi, Georgia	4	24

E1.3	Teachers/researchers	Training 3	Training	Gaining an understanding of design thinking and service design for green tourism service development	Comrat, Moldova	4	24
E1.4	Teachers/researchers + project managers	Dissemination event	Conference	Conference about sustainable tourism	Tbilisi, Georgia	3	27
E1.5	Teachers/researchers + project managers	Dissemination event	Conference	Conference on designing green tourism service concepts	Chisinau, Moldova	3	27
E1.6	Project managers + 2 Teachers/researchers from each university involved in project	Wrap-up	Event	End of project	Innsbruck, Austria	3	27

10. MONITORING AND ASSESSMENT

The 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 Plan, 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 optimize the desired results of dissemination action.

10.1. 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 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 sufficiently 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 plan.
- Impact on sustainability factors: Effective communication action is a cornerstone for achieving the sustainability effects of the project. We will monitor and assess which communication measures produced real impact to certain indicators which show enhancement of particular sustainability potential, i.e. to the embodiment of the project results into the desired social, entrepreneurial and academic environment of the partner countries involved in the project.

10.2. 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 were there at the events?
2. How many promotional materials were 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 the expert public (articles, scientific conferences etc.) have been performed?
5. How many journalists participated at the events?
6. How many articles have been published?
7. etc

For ENRICHER hubs dissemination events a questionnaire is prepared for participants to fulfill, to give a qualitative assessment of this part of promotion activities (see Quality Plan).

11. QUALITY OF DIGITAL PROMOTIONAL TOOLS AND VISUAL IDENTITY

All promotional materials will reflect the visual identity of the project and Erasmus+ programme. The draft version will be sent to all partners for comments and suggestions, before printing, publishing and distribution. The promo materials will be disseminated by all project partners at events which are relevant in order to reach the project's target group (i.e. not only events organized by the project, but also other events with a focus on university lifelong learning).

All social network tools will be continuously updated by the project partners and will be used to effectively communicate project activities and results.

Enricher hubs webpage can be accessed by all partners depending on their assigned tasks and roles. All electronic tools including the website will be implemented with high performance, good functionality and stability.

Visual Identity Mandatory Elements :

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

Application of the visual identity on studies and publications produced by external organizations.

"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 EACEA. Neither the European Union nor the granting authority can be held responsible for them."

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Programme LOGO   **Project LOGO**

</div>

12. DISSEMINATION PLAN

Activity	Done by whom	Target Audience	Purpose of the Activity	Deadline
Development of the project logo and identity	Service Provider	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	To create a recognizable visual identity for the project, appealing to the target audience.	M2

Setting up the ENRICHER website	Service Provider	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	This project wants to raise public awareness about its goals, objectives, and partnering organizations. It will do this by creating a platform for knowledge exchange.	M2
Project folders and posters	Service Provider	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	To raise public awareness about the project, its goals, partners, and progress, we will create a folder and poster for distribution to target audiences. These materials will be updated once during the project to reflect fresh information and can be distributed both in print and electronically.	M36
Writing content and promoting website as well as online profile (Linkedin, Instagram, Facebook)	Service Provider	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	Keeping the public informed on the project's progress is crucial. We'll do this through regular website updates and social media posts, sharing knowledge openly and transparently.	M36

Setting up and hosting Instagram, Facebook and Linkedin online profile	Service Provider	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	To keep the public engaged, we will regularly (monthly) communicate updates about the project, its objectives, partner involvement, and recent advancements.	M36
Stakeholder list	WP Team with the support of all consortium members. Each partner university will submit a list of stakeholders	Engaging partner universities stakeholders, such as students, faculty, and industry collaborators, is a key focus. However, the project also seeks to reach wider audiences with an interest in its areas of exploration.	Create a comprehensive stakeholder list (300+) via targeted mapping.	M36
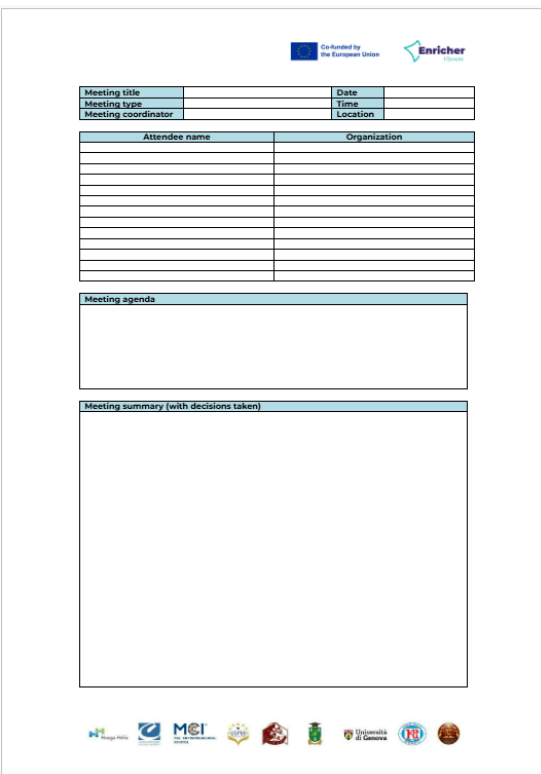
13. TIME TABLE FOR DISSEMINATION REPORTING

First Report	M6	
Second Report	M12	
Third Report	M18	
Fourth Report	M24	
Fifth Report	M30	
Final Report	M36	

ANNEX

Nr.	Name	Location
1.	PPT presentation	
2.	Confidential Report	

3.	Public Report: Horizontal version	
4.	Meeting Memo template	

	Word Document Template	
5.		