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PROJECT DISSEMINATION STRATEGY

Project title	Climate University for Virtual Exchanges
Project acronym	CLUVEX
Project reference number	101111959 - ERASMUS-EDU-2022-VIRT-EXCH
Funding scheme	ERASMUS-LS
Web address	<u>https://www.atm.helsinki.fi/cluvex/</u>
Coordination institution	HELSINGIN YLIOPISTO
Project duration	36 months, Start Date: 01 Jul 2023

WP5. Dissemination, Visibility, and Sustainability

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1. PROJECT OVERVIEW

The main objective of this **Dissemination Strategy** is to **raise public awareness in order to make CLUVEX a successful and sustainable project.**

The PLAN is an important part of every Erasmus + project in order to make sure that the project development and its results are handy for every relevant stakeholders and target audiences.

CLUVEX Main Aim is to bridge students from European and Neighbourhood East universities and to engage them with climate competences e.g., ideas of adaptation and mitigation to climate change and the green agenda together with interdisciplinary/ green/ soft skills.

CLUVEX Main Activity - Virtual Exchange is the interactive on-line courses including traditional education materials in a way that students, professors and teaching assistants will work together in small groups. The VE will take place in small groups discussing specific topics of climate change.

CLUVEX Foundation, Implementation and Networking

The project builds on atmospheric sciences research and existing virtual online platform called “Climate University” developed and hosted by the University of Helsinki (coordinator). The Climate University has been piloted since 2018 in 25 higher education institutions in Finland. VE activities will be integrated into interactive Climate University higher education e-courses involving 2,500 higher education participants.

Project novelty is that the art & science partner BioArt Society will introduce artistic perspectives on how contemporary art aims to contribute to the public climate change discourse in the form of VE lectures and creative exercises.

The project will be implemented on a 50% basis so that half of the participants come from universities of Denmark and Finland e.g., European universities, and the other half from Ukraine and Armenia universities (as Neighbourhood East countries). All the partners bring their technical tools together with pedagogical expertise for designing new VE interaction between students.



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Project will use its networks like Una Europa, an alliance of 11 European universities, World Meteorological Organization's Global Campus initiative, in Europe and Neighbourhood East to attract other participants on a diversity basis.

Major Outcome is nurturing the generation of young Climate Messengers competent in building climate awareness and sustainability strategies in their home organisations and future work life. The project has a high momentum in the post COVID19 situation, where we do not know how soon face-to-face communication will be normalised and sustainability of travelling is questioned in a world aiming at carbon neutrality. Thus, the VE cooperation complements the ongoing physical mobility opportunities in the field of climate change research and the ensemble of political decisions and issues, where Neighbourhood East has an especially important role in a global scale and new Climate Messengers could be much needed expertise in labour markets.

Main Objectives

- (1) to bridge and bring together students from European and Neighbourhood East countries universities and engage them with climate competences and soft skills;
- (2) to develop and design a new, tailored Virtual Exchange concept for climate education and training;
- (3) to educate new facilitators and moderators with climate competencies and soft skills for Virtual Exchange;
- (4) to educate university students to act as Climate Messengers in society;
- (5) to upscale and distribute information on Virtual Exchange as a powerful tool to bring students together from across wide geographical distances.



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2. PROJECT TARGET GROUPS, IMPACT AND TGS

Short-term effect of the project is involving a wide spectrum of students in acquiring the unique knowledge and skills for sustainable development and design regional, sectoral and local climate adaptation programs at **the CLUVEX partner universities in Finland, Denmark and in Ukraine, Armenia (green box, figure above)**. At the first phase of dissemination, the university students and university lecturers and professors at the CLUVEX partner universities and countries are the primary target group. The Climate University at UH is already a competence center in climate online education for regional sustainable development. However, the VE concept enables and facilitates the way for wide upscaling. The virtual exchange component will optimise the “doorstep” of the Climate University education and will attract more new students at the Partner’s universities and in their countries from various geographical regions. The Partner universities are leading universities in their countries and CLUVEX is an asset to consolidate a new format of on-line climate education.

Mid- and Long-term effects of the project are implemented by the specific dissemination and upscaling activities. The aim of the medium impact is to disseminate the VE concept to wider networks and forums and facilitate the steps towards the wider use of VE methods when implementing climate actions.

The academic and scientific community, is the major direct target group of the project.

Climate specialists, **Climate Messengers**, will be in high demand in a few years as those programs inevitably will become mandatory by national standards. Virtual exchange addressed communication skills (communication over different cultural, geographical etc. interfaces) together with the climate competences are much needed for implementing the global climate actions. CLUVEX Virtual Exchange – Climate University concept is aimed to be one aimed at to be the most important priorities at the participating universities is education aimed at developing XXI century competences, designing new activities adequate to the challenges of time, focusing on the needs of the community and initiating innovations in the field of education, especially implementing new digital forms of education and encouraging the Universities students, researches and teachers in Finland, Denmark and in Ukraine and Armenia to engage with their colleagues in EU and the world. Therefore, VE is considered as a prominent mechanism to foster the development of green literacy as a soft skill in the XXI century, international cooperation and digital transformation of the mobility practises.



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Direct or indirect beneficiaries of the project can be grouped into the following target groups:

- 1. University 2,500 students at the partner universities /other universities /national academic networks:**
 - ✓ To attract students to participate VE – Climate university courses
 - ✓ Website, Call-for-VE courses, adverts in universities media(s) for students, tailored advertisement at the partners' universities Bachelor / Masters / Doctoral Programs.
- 2. Teaching staff, practicing experts, VE facilitators at the partner universities**
 - ✓ To attract the teachers and other staff to participate the VE staff training
 - ✓ Website, Call-for-VE courses, adverts in universities media(s) for students
- 3. Partner universities' PR offices and departments, student media, bloggers and/or influencers**
 - ✓ To distribute and advertise the VE-Climate University Concept for the further dissemination
 - ✓ Promotional materials such as brochures, flyers
- 4. Partners' collaboration networks**
 - ✓ To distribute and advertise the VE-Climate University Concept for the further upscaling
 - ✓ Promotional materials such as brochures, flyers, photos, CLUVEX Guidebook
- 5. Wider international research community**
 - ✓ To disseminate the VE-Climate University Concept for the wide use
 - ✓ Presentations in international science conferences and other forums
- 6. General audience**
 - ✓ To increase general awareness
 - ✓ Website, Social media networks (Twitter, Facebook, LinkedIn).

3. DISSEMINATION PLAN OVERVIEW

The aim of the CLUVEX Dissemination is to ensure the visibility of the project and ERASMUS PLUS, to disseminate the project results and outcomes to a wider audience, and to raise awareness



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– at local, regional, national and transnational level. CLUVEX key messages will focus on the benefits from project results.

Work Package Number	WP5	Lead Beneficiary	4. YSU
Work Package Name	Dissemination, Visibility and Sustainability		
Start Month	1	End Month	36
Objectives			
<ul style="list-style-type: none"> ▪ to ensure visibility and promotion of the CLUVEX project ▪ to get public feedbacks (interviews for social media, university website, radio) ▪ to raise awareness on climate education and climate ▪ to promote Virtual Exchange programmes and the Climate University 			
Description			
<p>T5.1 Developing the project dissemination strategy and materials: Dissemination strategy is prepared, reviewed and approved by the CLUVEX consortium partners. It covers dissemination activities to reach various target groups: students (wide range students and natural sciences students), teaching staff, practicing experts, VE facilitators, university management, volunteers, applicants, parents, partners and citizens. Dissemination materials are designed and produced.</p> <p>T5.2 Setting up and maintaining online representation of the project for wider audience (webpage, profiles on social media networks): The CLUVEX logo, motto, hashtag, images or concepts (brandbook) are generated and approved to establish a clear identity of the project. CLUVEX webpages are created on the consortium partners' websites and updated regularly. CLUVEX social media profiles are created and updated regularly. Press kits for a wider media range include pressreleases, photos, brandbook, audio.</p> <p>T5.3 Developing the project sustainability strategy: Sustainability strategy is written, reviewed and approved by the CLUVEX consortium partners. It includes scenarios for multiplication of the project's activities, guidelines on its development beyond the lifetime of the project.</p>			



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4. CLUVEX COMMUNICATION AIMS

CLUVEX project aims to maximise the outreach of the project, ensuring that information and resources are easily searchable and accessible and by actively seeking a wider audience, through both online and in person engagement opportunities. Project website will serve as the central distribution point for communication and interaction activities. Project results will be disseminated via partners' collaborating networks, existing local and international platforms, including social media. All partners are well established and recognizable organisations within their communities and professional and academic networks. The already established communication channels of each partner will be utilised to amplify and multiply the reach of messages. Consortium partners approve the dissemination strategy which includes a plan for upscaling of the project's activities, guidelines on its development beyond the lifetime of the project.

Design and produce dissemination materials. CLUVEX will make a clear identity of the CLUVEX project via generating the logo, motto, hashtag, images or concepts (brand book), CLUVEX webpage on the consortium partners' websites and to be updated regularly.

Project communication e-platform

✓ establish and update CLUVEX project website (public and intranet) with contributions and relevant materials from all Beneficiaries/ Partners involved.

Project meetings

✓ organise periodic meetings (online) of the Steering Committee, WP leaders, and Advisory Boards (experts and students) as well as CLUVEX kick-off, mid-term and final meetings (face-to-face or hybrid/online depending on pandemic situation).

5. 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



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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 site, 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.

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 CLUVEX website;
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. Customized trainings /awareness raising events offered to the university staff, students, and other specialized staff.



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6. COMMUNICATION METHODS AND CHANNELS

Communication channel	Means of communication	Audience
<p>Electronic and on-line communication channels</p> <p>This communication channel is suitable for fulfilment of all communication plan specific objectives as it offers widely accessible and free to use tools that can reach Target group representatives situated in a considerable distance from the area of the factual implementation of the project.</p> <p>The communication channel suggests the use of a purposefully developed communication tools but integration of suitable information in already existing means of communication</p>	<p><u>Internet website</u></p> <p>(a) A project website will be created and will accommodate general information about the project itself, the partnership and will ensure access to all project deliverables.</p> <p>(b) Website will provide accurate and timely information about the scheduled project events and will offer the necessary pre-conditions for participation from all interested parties according to the type of the particular event;</p> <p>When appropriate the partners will also publish news and updates about the project on their websites;</p> <p><u>Social media channels</u></p> <p>(a) Social media profiles (a Facebook page/group) will be created where despite information about the topic of project news about its progress, deliverables and others relevant materials could be timely shared. Additionally, through creating events on Facebook, the project partners will be able to invite and inform diverse type of potential participants. The social media pages could be easily linked to the website of the project; additionally a reference with the official social media profiles of each partner institution and other stakeholders could be established.</p> <p><u>E-mails and on-line newsletters</u></p> <p>(a) targeted e-mails could be used with the purpose of informing wider audience about the project and drawing their attention to particular achievements/ deliverables that might be interested</p>	<p>The type of the communication channel and the wide spectrum of the publicized information makes it suitable for communicating with the representatives of all TGs</p>



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(b) e-News releases shall be published regularly for informing the representatives of all target groups regarding the achieved results and the project progress;

E-materials

(a) Electronic and on-line based materials could be used for spreading information about the project or introducing particular deliverable to the wider audience. Such e-materials may include:

- Project deliverables;
- Electronic versions of the CLUVEX Results Brochure in Armenian, Ukrainian or/and English

Printed materials

This communication channel is suitable for fulfilment of communications objectives mainly related to awareness and transparency. The channel offers more audience related information and is considered to be effective in terms of motivation of factual use of the project deliverables.

The project context and activities suggest several options for communication means within this channel that could be efficiently used:

Printed events materials:

In accordance with the typology of the organized events, all project partners can and shall suggest and include structured information about the project, printed deliverables and well-visualized materials. This means that each partner shall provide as part of the training kits of the organized events (if and when appropriate):

- Project introduction or presentation;
- Reference to the project web-site;
- Visualized materials;
- Stickers for equipment visualization;

Brochures

The brochure types of printed materials are useful as they provide summarized information appropriate in terms of time limits. In some cases they could be used by more than one person and therefore are cost-effective tool for communication. In the framework of the project an electronic brochure is planned to be developed with information about its final results. The brochure shall be prepared in Armenian or /and English and could be efficiently used for ensuring awareness, sustainability and capitalization of the project.

Representatives
of all TGs



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<p>Events</p> <p>This communication channel is suitable for fostering use, adoption and capitalization of project deliverables while they ensure conditions for direct communication with target groups and additional discussions and presentations for better understanding of project/ deliverables specifics</p>	<p><u>Information events</u></p> <p>In order the personal relations with the target groups to be strengthened a purposeful events shall be organized under the form of awareness raising conferences/ events. In the framework of CLUVEX Project, each partner shall organise awareness events with at least 30 participants in total during the 1st year :</p> <p>(a) institutional awareness-raising events are aimed at presenting the project concept, background and rationale to various TGs Those events shall bring the attention of all the target groups of the project, which shall be a good base for further cooperation with them during the implementation phase of the activities planned.</p> <p>(b) The final dissemination conferences shall be the closing public events for the project and shall present the project achievement to the stakeholder communities. Besides that, those final events will have the purpose to provide space for brainstorming and mapping of the main continuation activities.</p>	<p>Representatives of various TGs</p>
<p>Direct communication</p> <p>This communication channel is suitable for convincing target groups regarding the effectiveness of the project implementation or its results while in the framework of a dialogue the TG can express their concerns and receive adequate answers.</p>	<p>The project goals and achievements could be communicated to the potentially interested parties and participants via verbal communication during:</p> <ul style="list-style-type: none"> - Project events; - In-house presentations and workshops; - Meetings with strategical partners and contractors; - Press conferences and other events with medias 	<p>Representatives of TGs</p>



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Identifying channels

In order to reach out the above audiences, CLUVWZ will use a number of channels and will cooperate with other relevant national and international organizations, programmes and projects sharing similar objectives.

Some examples of possible communication channels are given below, classified into two lists according the size of the audience (European Commission, 2012). The CLUVEX project contains a mixture of them to effectively communicate the project results.

Examples of non-media communication	Examples of media communication
<ul style="list-style-type: none"> - Dialogues, face-to-face conversation - Group discourses - Conferences - Round tables - Meetings - Workshops - Open days - Telephone calls - e-mail information service (questions and answer) - Policy brief 	<ul style="list-style-type: none"> - Newspapers and magazines - Press releases - Newsletters - Manuals - Brochures, booklets, flyers - Letters - Radio - Television - Video - Posters - Website - Social media

7. COMMUNICATION AND DISSEMINATION ACTIVITIES

The CLUVEX Dissemination Activities are aimed to support the project management team in ensuring that all communication efforts help to achieve the project goals and the target change, and they are well coordinated and effective.

The communication activities are designed as a combination of methods for sharing information with different communities, partners and other stakeholders aimed at achieving maximum efficiency and publicity of the project, provision of relevant information at all levels as well as encouragement of usage of the project deliverables.



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Communication start-up activities:

Implementation period: months 1-3 of the project.

Start-up Activities include the development of a Project Dissemination strategy and Action plan including a Project Logo.

Dissemination refers to promoting the project and its results to a multitude of audiences, including the media and the public; and possibly engaging in a two-way exchange as well as the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of its outputs in the long term.

CLUVEX Dissemination Strategy shall rely on following types of activities:

1. Activities specifically designed for informing about the project and its objectives. They will be maximally utilized as occasions for distribution of information about the project, as well as for raising awareness on the outlined issues under the project.
2. Activities specifically designed for describing results and making project deliverables and results ready for use.

All CLUVEX events will be open to mass media representatives and active Internet-based promotion will also be used to increase the number of beneficiaries.

8. DIGITAL ACTIVITIES:

Implementation period: From the beginning of the project – on-going.

The digital presentation of CLUVEX is decisive for wide and efficient communication and dissemination of the project message, results and deliverables.

The digital communication activities of the project will include the development of a project Website as well as a Facebook Group/Page.



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Promotional materials:

Implementation period: from the 12th month of the project

The project promotional materials will include two types of deliverables:

1. e-News releases

Each partner shall develop and distribute at least 3 e-News releases on the main results and achievements of the project. The partners shall disseminate the e-news releases to their own academic, research and administrative staff as well as to members, learners and trainers, business partners, etc.

The news agencies, freelance journalists, media centres and other stakeholders shall also be contacted. The e-News release shall be also downloadable on the project Website.

2. CLUVEX Results Brochure

The project results brochure is aimed to promote the project idea and main achievements so that the interest therein is sustained upon the completion of the project. The text shall be developed in Armenian or English Brochure will be available in an online version to download from the website or to send via email.

9. EVENTS

Event No	Participant	Description				
		Name	Type	Area	Location	Duration (days)
E1.1	UH, OSENU, TSNUK, YSU, UCPH, BioArt	CLUVEX project kick-off-meeting	Meeting / workshop	Initiation the project realisation, detailed discussions and distribution of roles/responsibilities/contributions among the CLUVEX	Helsinki, Finland	2



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				Partners/ Universities		
E1.2	UH, OSEN, TSNUK, YSU, UCPH, BioArt	CLUVEX project mid- term meeting	Meeting / workshop	Status/progress reporting and discussions (proposing/taking measures) on achieving goals, objectives, realisation of WP's (on development, training, implementation, dissemination) tasks, deliverables, milestones; project's sustainability strategy	Helsinki, Finland	2
E1.3	UH, OSEN, TSNUK, YSU, UCPH, BioArt	CLUVEX project final meeting	Meeting / workshop	Overview of the CLUVEX project results for the consortium members and VE trained staff	online/ virtual	2
E3.1.	TSNUK, UH, OSEN, YSU, UCPH, BioArt	Virtual Exchange Trainings (for teachers, facilitators, administrators, IT-staff) in WP-3 on Staff Training	A series of trainings in online/hybrid mode (at each CLUVEX University the participants are meeting at the same location)	Training and skills on Virtual Exchange setting- up and integration into curricula, climate literacy for Climate Messengers, digital co- creation for Earth science students	online/ virtual	3
E4.1	UCPH, UH, OSEN, TSNUK,	VE Introductory Meetings (for students) in WP-4 on	A series (5) of Virtual Exchange Weeks online for students of	Knowledge transfer of climate on- line education to students	online/ virtual	5



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YSU, BioArt Implementation for VE the CLUVEX Universities as well as Europe and and Neighborhood countries

10. ACTION PLAN AND DISSEMINATION TO COVER ALL MAJOR PROJECT AREAS

Deliverable D1.1 – CLUVEX project eplatform

Deliverable Number	D1.1	Lead Beneficiary	1. UH
Deliverable Name	CLUVEX project eplatform		
Type	DEC — Websites, patent filings, videos, etc	Dissemination Level	PU - Public
Due Date (month)	2	Work Package No	WP1

Description

Website (public and intranet) in English will be made in collaboration with WP5

Deliverable D1.2 – Project meetings and reports, financial and contractual tasks

Deliverable Number	D1.2	Lead Beneficiary	1. UH
Deliverable Name	Project meetings and reports, financial and contractual tasks		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP1



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Description
Minutes of kick-off, midterm and final meetings (English), project reports, Consortium Agreement
Due date: periodic M06, M12, M18, M26, M34, M36

Deliverable D1.3 – CLUVEX Monitoring Strategy & Quality Assurance Plan and Reports on quality assurance

Deliverable Number	D1.3	Lead Beneficiary	1. UH
Deliverable Name	CLUVEX Monitoring Strategy & Quality Assurance Plan and Reports on quality assurance		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP1

Description
QA Plan and measures determined in the Monitoring & QA Plan with regular updates

Deliverable D2.1 – Virtual Exchange Guidebook (VEG)

Deliverable Number	D2.1	Lead Beneficiary	2. OSENU
Deliverable Name	Virtual Exchange Guidebook (VEG)		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	6	Work Package No	WP2

Description
Format: digital (pdf) Language: EN, Partners national Volume: at least 20 pages

Deliverable D2.2 – Climate Literacy Guidebook (CLG)

Deliverable Number	D2.2	Lead Beneficiary	2. OSENU
Deliverable Name	Climate Literacy Guidebook (CLG)		
Type	R — Document, report	Dissemination Level	PU - Public



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Due Date (month)	9	Work Package No	WP2
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Description

Format: digital (pdf) Language: EN, Partners national Volume: at least 20 pages

Deliverable D2.3 – Climate Messenger Code of Conduct (CMC)

Deliverable Number	D2.3	Lead Beneficiary	2. OSENU
Deliverable Name	Climate Messenger Code of Conduct (CMC)		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	9	Work Package No	WP2

Description

Format: digital (pdf) Language: EN, Partners national

Deliverable D2.4 – Training programs/ syllabi

Deliverable Number	D2.4	Lead Beneficiary	2. OSENU
Deliverable Name	Training programs/ syllabi		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP2

Description

Online, EN

Deliverable D2.5 – e-Living Annex to the Virtual Exchange Guidebook

Deliverable Number	D2.5	Lead Beneficiary	2. OSENU
Deliverable Name	e-Living Annex to the Virtual Exchange Guidebook		
Type	DEM — Demonstrator, pilot, prototype	Dissemination Level	PU - Public



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Due Date (month)	18	Work Package No	WP2
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Description

Online, EN

Deliverable D3.1 – Set of online tutorials/ recordings for the CLUVEX trainings and coursemodules

Deliverable Number	D3.1	Lead Beneficiary	3. TSNUK
Deliverable Name	Set of online tutorials/ recordings for the CLUVEX trainings and course modules		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	18	Work Package No	WP3

Description
Electronic format, EN/Partners languages

Deliverable D3.2 – Online tutorial on soft-skills development and digital didactics for VElearning

Deliverable Number	D3.2	Lead Beneficiary	3. TSNUK
Deliverable Name	Online tutorial on soft-skills development and digital didactics for VE learning		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP3

Description
Electronic format, EN/ Partners languages, 20 pages

Deliverable D4.1 – Initial test of the Climate University's pilot course

Deliverable Number	D4.1	Lead Beneficiary	1. UH
Deliverable Name	Initial test of the Climate University's pilot course		
Type	DEM — Demonstrator,pilot,	Dissemination Level	PU - Public



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	prototype		
Due Date (month)	18	Work Package No	WP4

Description
a unit of measurement: number of students participated passed the online course(s) and tailored VE exercises having "Climate Messenger" certificate

Deliverable D4.2 – Participation of CLUVEX partner universities' students to VE & Climate University course

Deliverable Number	D4.2	Lead Beneficiary	2. OSENU
Deliverable Name	Participation of CLUVEX partner universities' students to VE & Climate University course		

Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	30	Work Package No	WP4

Description
a unit of measurement: number of students participated passed the online course(s) and tailored VE exercises having "Climate Messenger" certificate

Deliverable D4.3 – CLUVEX best VE practices

Deliverable Number	D4.3	Lead Beneficiary	5. UCPH
Deliverable Name	CLUVEX best VE practices		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP4

Description
Description e.g number of countries, networks involved



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Deliverable D5.1 – Dissemination strategy (public and internal) with Brandbook and dissemination materials as an annex

Deliverable Number	D5.1	Lead Beneficiary	2. OSENU
Deliverable Name	Dissemination strategy (public and internal) with Brandbook and dissemination materials as an annex		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP5

Description	
<p>Dissemination Strategy Format: online (pdf), available on the Internal Communication e- Platform Brandbook is annex to the Dissemination Strategy, includes logo, colour scheme, templates Language: English, volume: at least 15 pages (Strategy) + links to templates, presentations, logo, etc Dissemination Materials Format digital: info posters, banners, visual imagery, audio</p> <p>(interviews, jingle, ringtone) physical (analog): badges, T-shirts, hoodies, notebooks, pens, etc. Language: EN/ Partners languages</p>	

Deliverable D5.2 – Sustainability strategy

Deliverable Number	D5.2	Lead Beneficiary	4. YSU
Deliverable Name	Sustainability strategy		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	33	Work Package No	WP5

Description
Format: digital (pdf) Language: English Volume: at least 30 pages



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11.REPORTING OF THE ACTIVITIES

Report Number	End of Project month
1	Month 6
2	Month 12
3	Month 18
4	Month 24
5	Month 30
6	Month 36

Assessment of Dissemination Activities will be based on the Dissemination Reports AND Project indicators addressed

12.MONITORING OF DISSEMINATION ACTIVITIES AND 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 Qmedia) 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?

WP Leader: Yerevan State University (YSU), Republic of Armenia

Dissemination activities are aimed at communicating project activities, outcomes, and results amongst the project partners, but more importantly to the target population and to the general public. Additionally, through planned activities of dissemination, exploitation and awareness raising, the results of the project, we will ensure that the potential of the activities, and public



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awareness about the CLUVEX is maximised, and that the results are used during and beyond the lifetime of the project.

The WP leader – YSU is responsible for updating different channels, however, as the whole consortium participates in the activities, all partners are responsible for:

- Sending necessary information/reports/updates that need to be disseminated as listed in the table below.
- Initiate promotion of the project through participation in media, TV, Radio events
- Share and promote, activities results, newsletters among their contacts via e-mails, HEIs' websites, and social media channels.
- Follow EACEA guidelines for dissemination material (e.g., logos etc)
- Follow EACEA guidelines for the dissemination of project results through the Agency's platform (e.g., beneficiary space)

13. ANNEXES

1. CLUVEX Planned Dissemination Activities
2. CLUVEX REPORT FORM
3. CLUVEX PARTNER EVENT OR ACTIVITY REPORT
4. Communication activity CLUVEX
5. Dissemination list CLUVEX