



Funded by
the European Union

D5.3

Communication and dissemination action plan

ETK5

Date: 5th June 2023

ΕΤΙΚΕΤΑ

FilmEULabel

DESCRIPTION

ETK5, Communication and dissemination is led by the FilmEU-association (FA) and Lusófona, Lisboa. ETK5 designed an initial communication and dissemination strategy in close collaboration with all partners with regular updates and revisions during the project window M1-M12. The communication and dissemination plan sets out a strategy to maximize the impact of the Etiketa-project, to increase its visibility, and to ensure that project outputs reach a wide audience of stakeholders, identified as relevant.

It is key that we will be tapping into the existing communication channels of all members of the FilmEU consortium through their base, social media, etc. All partners are considered ambassadors of the project and are expected to be involved in communication and dissemination efforts ranging from providing outreach in their own institutions to organizing debates and events for adequate impact.

Our goals can be summarized as follows:

- Assure a robust communication strategy for ensuring visibility of the partners' and students' participation in the pilot activities and of the joint degree programmes;
- to share the project's activities, results and added value to relevant stakeholders;
- social media presence and project awareness will be agreed upon amongst the partners and implemented to harness this potential;
- to keep all stakeholders and external parties informed on progress made and milestones reached;
- clear plan for dissemination of results and sharing of good practices, openly accessible to a wide range of stakeholders during and after the EU funding period.
- reviewing and updating the plan reviewed by partners throughout the project lifetime as work progresses and new opportunities for dissemination emerge and are identified;
- to disseminate project outputs in close collaboration with relevant external partners in the learning network with a long-term perspective;

- the organization of several debates for networking with similar projects culminating in a concluding conference in Brussels, disseminating results and presenting the Label template.

ELEMENTS

The communication and dissemination plan is composed of the following elements:

- Goals “why?”, setting up clear and measurable goals
- Message “what?”, identifying the message(s) to promote
- Methods “how?”, defining the most adequate tool
- Stakeholders “who?”, strategic communication is directed at a specific audience or set of audiences
- Timing “when?”, setting a pre-described timeframe

This is reflected in the detailed plan, see *Dissemination Action Plan*.

TASKS AND ACTIVITIES

As part of the submitted proposal, these activities are implemented:

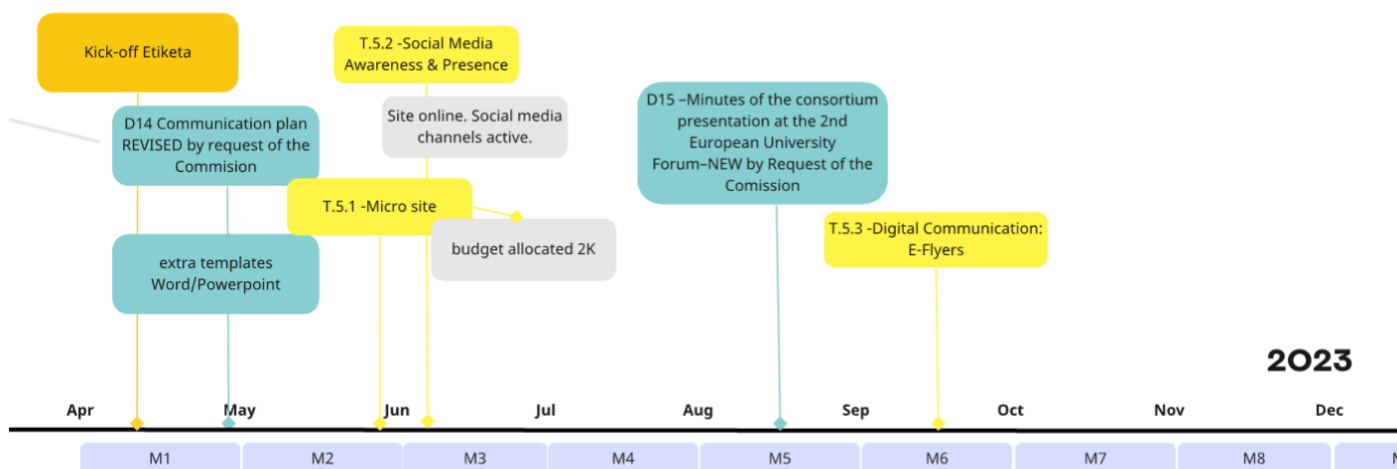
- T.5.1 Microsite Implementation as the primary institutional communication tool of the project and repository for the public reports raised from the testing and criteria optimization phases.
- T.5.2 Social Media Awareness & Presence To guarantee the visibility of the ETIKETA Label project and raise awareness to consolidate a community of experts, HEI and Stakeholders reflecting on the importance of an EU Label, see *social media strategy*.
- T.5.3 Digital Communication: E-Flyers To reach a wider audience in a cost-effective way with digital flyers that will be presenting the status of the project in crucial periods of the project during and after the funding period.

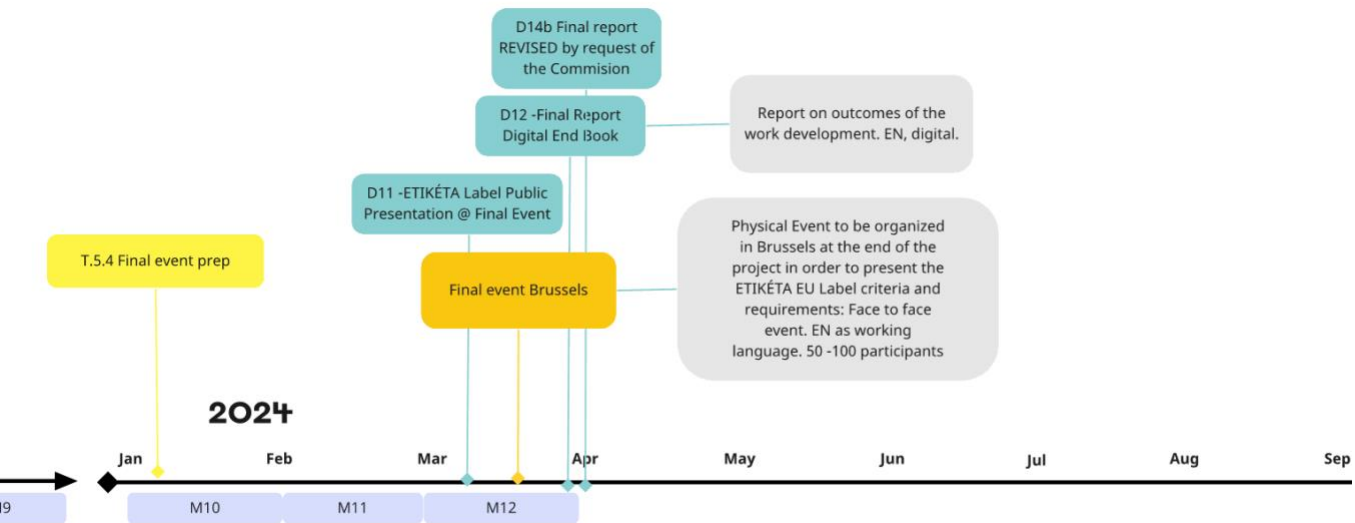
- T.5.4 Final event (Public event) to disseminate results and present the label to stakeholders in Brussels.

During the project window, extra activities and opportunities are foreseen to increase impact and provide relevant feedback for the next steps in the process:

- Kick-off Etiketa project, online session April 14th 2023 with all stakeholders present for clear description of the project and roles of all partners.
- Debate stakeholders’ views, May 31st 2023, hybrid session, Lisboa with a presentation on the whitepaper from task 2.3 and then focus groups taking place in breakout rooms to discuss with stakeholders, including networking with other projects, designing the European Label.
- Etiketa workshop, online session June 7th 2023 on the digital aspects for the process of the European Label.
- Participation European Alliances Forum, September 14th 15th 2023 in Barcelona for debate on European legal status for Alliances of Higher Education Institutions with presentations of the interim results.
- Joint activities such as public workshops or conferences with other projects (FOCI) developing a broader knowledge base.

TIMELINE









DISSEMINATION ACTION PLAN

Communication/Dissemination plan Etiketa Communication: Inform, promote and communicate your activities and results Dissemination: Make your results public, knowledge and results (free of charge) for others to use

Communication Dissemination channel	Activity message	How product/ effort	Stakeholders int/ext	Goals objectives <small>SMART (specific, measurable, attainable, relevant and time-based)</small>	Timing windows
Micro-site 	<ul style="list-style-type: none"> Microsite implementation as the primary institutional communication tool of the project and repository for the public reports raised from the testing and criteria optimization phases. 	<ul style="list-style-type: none"> Project page on each institution website Include in social media of Etiketa Redirect our social media posts to the microsite Include in E-Flyers Include in digital and print media 	<ul style="list-style-type: none"> HEI representatives Staff (teaching/non-teaching) Students Non-educational partners Educational partners Stakeholders Potential targetgroups (press, ...) 	<ul style="list-style-type: none"> To inform targetgroups about project, vision, mission and progress To disseminate the public reports To create a community of all Alliances on the same call To create visibility of the partners' and students participation in the pilot activities and of the joint degree programmes To present the collaboration effort with other Alliances working on this call 	<p>Deadline: May 31st 2023</p> <ul style="list-style-type: none"> Microsite will be included in the filmEU - domainiste
Etiketa social media Consortium members + FilmEU channels 	<ul style="list-style-type: none"> Social Media Awareness & Presence to guarantee the visibility of the ETIKÉTA EU Label project and raise awareness in order to consolidate a community of experts, HEI and Stakeholders reflecting on the importance of a EU Label 	<p>Instagram:</p> <ul style="list-style-type: none"> invite for collaborative posts with FilmEU/ Joint degrees/ institutions pages repost on institutional social media (Partners and FilmEU) Tag stakeholders and the partners, use hashtags Use our social media strategy <p>Facebook/ Twitter/ LinkedIn</p> <ul style="list-style-type: none"> repost on institutional social media (Partners and FilmEU) Tag stakeholders and the partners 	<ul style="list-style-type: none"> Non-educational partners Educational partners Local policy makers and funding partners Non-educational partners Press Consortium members 	<ul style="list-style-type: none"> To provide information about ETIKÉTA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... 	<p>Creation of projects' social media channels</p> <ul style="list-style-type: none"> ETIKÉTA social media channels > active - May 31st 2023 Continuous with posts at regular intervals Extra posts at key events, milestones <p>Consortium social media channels:</p> <ul style="list-style-type: none"> Reshare content on regular base
E-flyers 	<ul style="list-style-type: none"> To reach a wider audience in a cost-effective way with digital flyers that will be presenting the status of the project in crucial periods of the project during and after the funding period. Announcements event Thematic approach 	<ul style="list-style-type: none"> In ETIKÉTA external and internal communication External and internal communication (institutions) Post E-flyers on the microsite homepage Include in the FilmEU newsletter community 	<ul style="list-style-type: none"> Staff (teaching/non-teaching) Non-educational partners Educational partners Funding, associated partners Potential participating students / staff Other Label-project consortia 	<ul style="list-style-type: none"> To provide more elaborate information on status of the project and activities To enhance visibility and create buy-in from stakeholders To further expand network beyond consortium To recruit partners/students/teachers To receive relevant information, data, feedback for next steps 	<ul style="list-style-type: none"> Deliverable deadline - mid september 2023 (First E-flyer) E-Flyers will be posted on the website, social media, spread in consortium via local media, ...
Debates - Workshops - Conferences 	<ul style="list-style-type: none"> Events and debates for extra insights and feedback To disseminate results and present label to stakeholders and other label project consortia 	<ul style="list-style-type: none"> Hybrid events and workshops (Kick-off/Debate on the label/workshop Digital format of the label. Concluding event, hosted in Brussels physically accessible for local staff, consortium and whole target group 	<ul style="list-style-type: none"> Students partners Alumni partners Staff (teaching/non-teaching) Non-educational partners (Culture/Industry) Educational partners Press Local community + policy makers Other Label-project consortia 	<ul style="list-style-type: none"> To disseminate and evaluate the (intermediate) results To present the ETIKÉTA EU Label criteria and requirements: Face to face event. To strengthen ties within community Reaching out to local policy makers for joint design To present label to stakeholders 	<ul style="list-style-type: none"> Final Event in Brussels - Month 12 (last) of the project - March 2024 50-100 participants Events Lisboa May 31st, feedback stakeholders Workshop online June 7th, Digital format
Final Report - Digital End Book 	<ul style="list-style-type: none"> Final Report Digital End Book 	<ul style="list-style-type: none"> Disseminate via Microsite, e-flyers, institutions and partner websites, social media, ... 	<ul style="list-style-type: none"> EC Agencies Educational partners Non-educational partners (Culture/Industry) Educational partners Policy makers / Ministries Other Label-project consortia 	<ul style="list-style-type: none"> Disseminate outcomes and insights Report to policymakers (agencies, ministries) Sharing outcomes with other Label-project consortia (FOCI) 	<ul style="list-style-type: none"> Deliverable deadline - March-April 2024
Branded print & digital media 	<p>During public events:</p> <ul style="list-style-type: none"> display signs posters roll up banner digital screens 	<ul style="list-style-type: none"> Print posters Digital Screens 	<ul style="list-style-type: none"> Students Alumni Staff (teaching/non-teaching) Non-educational partners Educational partners Potential targetgroups Stakeholders HEI representatives 	<ul style="list-style-type: none"> To enhance visibility of the ETIKÉTA EU Label To provide information To convince and engage relevant stakeholders To recruit partners/students/teachers/ ... To reach out to policymakers 	<ul style="list-style-type: none"> Before and during the final event in Brussels and other ETIKÉTA public events.

SOCIAL MEDIA STRATEGY

Social media strategy ETIKETA

					Consortium social media channels / FilmEU
Who is our public? (persona) How will we find them?	<ul style="list-style-type: none"> Students in consortium and outside (to raise awareness) future students students in the joint degrees 	<ul style="list-style-type: none"> Academic staff alumni 	<ul style="list-style-type: none"> Institutions other European alliances other label projects 	<ul style="list-style-type: none"> Institutions other European alliances other label projects 	
What are our goals?	<ul style="list-style-type: none"> To provide information about ETIKETA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... Create brandawareness 	<ul style="list-style-type: none"> To provide information about ETIKETA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... Create brandawareness 	<ul style="list-style-type: none"> To provide information about ETIKETA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... Create brandawareness 	<ul style="list-style-type: none"> To provide information about ETIKETA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... Create brandawareness 	<ul style="list-style-type: none"> To provide information about ETIKETA To enhance visibility To convince and engage relevant stakeholders To reach out to policymakers, stakeholders, ... Create brandawareness
What to disseminate? (type of content / sort of visual(s))	<ul style="list-style-type: none"> explaining what the project is about Audiovisual posts as videos explaining what we are doing WP leaders to talk about experience in the joint degrees Students in the joint degrees promote the courses we already have Communicate about the future joint degrees that will come Communicating on the value of the joint degrees sharing knowledge also on the network between the different labels 	<ul style="list-style-type: none"> explaining what the project is about more posts - videos explaining what we are doing WP leaders to talk about experience in the joint degrees Students in the joint degrees promote the courses we already have communicate about the future joint degrees that will come Communicating on the value of the joint degrees sharing knowledge also on the network between the different labels 	<ul style="list-style-type: none"> The discoveries The results conclusions of the physical meetings connections with different labels (crossrefering) - invite those people to help each other (also maybe content wise for media) sharing knowledge also on the network between the different labels 	<ul style="list-style-type: none"> explaining what the project is about more posts - videos explaining what we are doing WP leaders to talk about experience in the joint degrees Students in the joint degrees promote the courses we already have communicate about the future joint degrees that will come Communicating on the value of the joint degrees sharing knowledge also on the network between the different labels 	
How to disseminate (type of content)?	Video, photos, and quotes by staff / teaching staff / other label project leads /				
When to disseminate? (Timing)	<ul style="list-style-type: none"> Key moments biweekly 	<ul style="list-style-type: none"> Key moments biweekly 	<ul style="list-style-type: none"> Key moments biweekly 	<ul style="list-style-type: none"> Key moments biweekly 	
How to disseminate (the etiketa channels)	How can we engage them - advertised post / sharing it on the consortium channels		Bigger posts		
# TAGS	ETIKETA jointdegreesbyFilmEU qualitylabels education jointdegreeelabel				
@ - tag institutions and pages / projects	<ul style="list-style-type: none"> associated partners consortium schools quality assurance agencies EU ELIA <p>Europe</p> <ul style="list-style-type: none"> @europeancommission 	<p>Europe</p> <p>@EuropeanCommission</p> <p>Portugal</p> <p>@DGEducacao</p>	<p>Belgium:</p> <p>https://www.linkedin.com/company/nvaof/</p> <p>https://www.facebook.com/OnderwijsVlaanderen</p> <p>Ireland (Higher Education Authority):</p> <p>https://www.linkedin.com/company/higher-education-authority/</p>	<p>Belgium: https://twitter.com/NVAO / https://twitter.com/onderwijs_Vl /</p> <p>Ireland (Higher Education Authority):</p> <p>https://twitter.com/hea_irl</p>	

