



Co-funded by  
the European Union

# smartWB

## DISSEMINATION AND EXPLOITATION PLAN

This project has been 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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Curricula innovation in climate-smart urban development based on green  
and energy efficiency with the non-academic sector

## PROJECT INFO

Project title	Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector
Project acronym	SmartWB
Project reference number	101081724
Funding scheme	Lump sum grant - ERASMUS-EDU-2022-CBHE
Web address	www.smartwb.ucg.ac.me
Coordination institution	University of Montenegro
Project duration	36

## DOCUMENT CONTROL SHEET

Work package	WP7 Impact and dissemination
Ref. no and title of activity	T7.1 Dissemination and exploitation plan
Title of deliverable	Dissemination and Exploitation Plan
Lead institution	Polytechnic University of Tirana
Author(s)	Freskida Abazaj, Milan Gocić, Marija Jevrić
Document status	
Document version and date	v.02 14 April 2023
Dissemination level	Sensitive

## VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
v.01	20 March 2023		UPT, UoM, UNI
v.02	14 April 2023		UPT, UoM, UNI
v.03	16 April 2023	Final corrections	UoM, UNI

## Contents

<b>Executive summary</b>	1
<b>List of abbreviations</b>	2
<b>List of figures</b>	3
<b>List of tables</b>	3
<b>1 Introduction</b>	4
1.1 Purpose	5
1.2 Dissemination	6
1.3 Communication	7
1.4 Exploitation	7
1.5 Visibility of the European flag and funding statement	7
<b>2 Dissemination, Communication and Exploitation Strategy</b>	9
2.1 Dissemination and communication objectives	9
2.2 Target groups	10
2.3 Key messages	12
2.4 Communication channels	12
2.4.1 SmartWB project website	14
2.4.2 Social network profiles	15
2.4.3 Project Management Platform	17
2.4.4 E-newsletter	17
2.4.5 Erasmus+ Project Results Platform	18
2.4.6 SmartWB partners' websites	18
2.5 Dissemination activities	20
<b>3 SmartWB's visual identity</b>	24
3.1 SmartWB logo	24
3.2 Brand colours	24
3.3 SmartWB templates	25
3.3.1 General SmartWB presentation	25
3.3.2 Project brochure	25
3.3.3 Other promotional materials	25
<b>4 Responsibilities for dissemination, communication and exploitation activities</b>	29
4.1 Division of the work	29

4.2	Internal communication and dissemination .....	31
4.3	External communication and dissemination .....	32
<b>5</b>	<b>Monitoring and evaluation.....</b>	<b>33</b>
5.1	Evaluation criteria .....	33
5.2	Monitoring procedures: reporting and feedback.....	34
5.3	Overview of short, medium and long-term impact indicators.....	35
5.4	Key Performance Indicators .....	36
<b>6</b>	<b>Sustainability and continuation .....</b>	<b>39</b>
<b>7</b>	<b>Conclusions .....</b>	<b>41</b>
	<b>Annex DE1 – Word document template .....</b>	<b>42</b>
	Heading First.....	45
	1.1 Heading Second.....	45
	1.1.1 Heading the third .....	45
	1.2 Heading Second.....	46
	1.2.1 Heading the third .....	46
	1.3 Heading Second.....	46
	1.3.1 Heading the third .....	46
	1.4 Heading Second.....	46
	<b>Annex DE2 – Power point presentation template.....</b>	<b>47</b>
	<b>Annex DE3 – Dissemination and Communication activity form .....</b>	<b>48</b>
	<b>Annex DE4 – Meeting Agenda form .....</b>	<b>51</b>
	<b>Annex DE5 – Attendance list template .....</b>	<b>55</b>

## Executive summary

This document represents deliverable D7.1 "Dissemination and exploitation", of the SmartWB project funded by the European Commission's Erasmus+ Programme ERASMUS-EDU-2022-CBHE under grant agreement No 101081724. The main objective of this dissemination and exploitation plan is to ensure that the project's results and outputs can be widely disseminated to the designated and appropriate target groups and communities. This dissemination and exploitation plan introduces the dissemination, communication and exploitation strategy. It focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, ensuring maximum visibility of project results during and beyond the project's lifetime. To ensure delivery to the defined target groups in this plan, there are details of the timeline of the critical moments of communication with the target groups. This plan provides details of SmartWB's dissemination and exploitation strategy, describing the channel used to communicate a message.

## List of abbreviations

BOKU	University of Natural Resources and Life Sciences
CSUD	Climate-Smart Urban Development
EACEA	European Education and Culture Executive Agency
EU	European Union
HE	Higher Education
HEI	Higher Education Institution
KPI	Key performance indicator
NEO	National Erasmus+ Office
NMBU	Norwegian University of Life Sciences
PMC	Project Management Committee
QAC	Quality Assurance Committee
SC	Steering Committee
THOWL	Technische Hochschule Ostwestfalen-Lippe
UET	European University of Tirana
UNBI	University of Bihać
UNI	University of Nis
UNIZG	University of Zagreb
UNMO	Dzemal Bijedic University of Mostar
UNSA	University of Sarajevo
UoM	University of Montenegro
UPT	Polytechnic University of Tirana
U_POLIS	Polis University
URJC	Universidad Rey Juan Carlos
WB	Western Balkan
WP	Work package

## List of figures

<b>Figure 1:</b> European flag (emblem) and funding statement.....	7
<b>Figure 2:</b> Screenshot of SmartWB home page .....	15
<b>Figure 3:</b> SmartWB Facebook page .....	16
<b>Figure 4:</b> SmartWB Instagram and LinkedIn pages .....	16
<b>Figure 5:</b> Screenshot of Project Management Platform .....	17
<b>Figure 6:</b> Erasmus+ Project Results Platform .....	18
<b>Figure 7:</b> The SmartWB project logo .....	24
<b>Figure 8:</b> ID cards.....	26
<b>Figure 9:</b> NoteBook (front page and back page) .....	26
<b>Figure 10:</b> Poster .....	27
<b>Figure 11:</b> Roll-up .....	28

## List of tables

<b>Table 1:</b> SmartWB communication channels .....	13
<b>Table 2:</b> The SmartWB partners' websites.....	19
<b>Table 3:</b> The timeline of the key moments of communication with the target groups and how the results will be delivered to the defined target groups.....	21
<b>Table 4:</b> SmartWB first year of events schedule .....	23
<b>Table 5:</b> Colour standard for SmartWB .....	24
<b>Table 6:</b> Responsibilities for dissemination, communication and exploitation activities .....	29
<b>Table 7:</b> Division of core responsibilities in external and internal dissemination and communication activities .....	30
<b>Table 8:</b> The expected short-term effects of the SmartWB project. ....	35
<b>Table 9:</b> The expected medium-term effects of the SmartWB project. ....	35
<b>Table 10:</b> The expected long-term effects of the SmartWB project.....	36
<b>Table 11:</b> Dissemination and communication impact indicators.....	36
<b>Table 12:</b> Update frequency for SmartWB's communication channels.....	38
<b>Table 13:</b> Sustainable outcomes of SmartWB project .....	39

# 1 Introduction

The project goal of the SmartWB project - Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector, co-funded by the Erasmus+ Programme of the European Union under Grant Agreement no. 101081724, is the development and implementation of the curricula innovation in climate-smart urban development based on green and energy efficiency realised by business-academia cooperation.

The broader objective of the SmartWB project is to improve the quality of higher education in the climate-smart urban development (CSUD) field, strengthen its relevance for the labour market and society, enhance relations between HEIs in WB partner countries (Albania, Bosnia and Herzegovina and Montenegro) and the economic and social environment by establishing a technological platform for cooperation, exchange of knowledge, experience and good practices, modernising universities courses in line with EU trends and improving the level of competencies and skills of teaching staff. This broader objective fully complies with the priorities of the Capacity Building projects within the Erasmus+ program, i.e., Green Deal.

The SmartWB specific objectives (SOs) are:

- to initiate enhancement of WB community engagement by promoting the use of emission reduction approaches and low-carbon technologies,
- to set up and implement an interactive web-based platform to share knowledge and know-how practical examples among project partners and stakeholders,
- to improve the level of competencies and skills of teaching staff in WB HEIs by acquiring best-practice examples and innovations,
- to modernise university courses in the climate-smart urban development field in collaboration with the industry sector in line with the Bologna requirements,
- to create technological preconditions for WB HEIs by procuring up-to-date equipment.

The project expects to achieve these objectives by implementing seven interconnected Work Packages (WPs). Dissemination is one of the award criteria on which the application was assessed. WP7 (Impact and dissemination) runs parallel with the other WPs over the project lifetime. Its deliverable 7.1, the Dissemination and Exploitation Plan, which introduces the strategy for dissemination, communication and exploitation, is requested and will be further assessed. It focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, ensuring maximum visibility of project results during and beyond the project's lifetime.

Efficient communication and timely information delivery of project activities ensure the short- and long-term success of the project, which is a core interest of the SmartWB project. Therefore, dissemination activities are fundamental to create project visibility and reach various target groups.

The proposed dissemination methodology includes phases that form the processes to ensure efficient and sustainable information sharing in SmartWB even beyond the project's lifespan. SmartWB dissemination methodology should answer seven fundamental questions to make building blocks for a coherent dissemination approach.



The questions are:

- 1) TO WHOM and WHERE to disseminate,
- 2) WHAT to disseminate,
- 3) WHO to disseminate,
- 4) WHEN to disseminate,
- 5) HOW to disseminate, and
- 6) WHY to disseminate (expected achievements).

The dissemination activities, which will answer these questions, guarantee comprehensive dissemination and realise the skill of all SmartWB-consortium partners in communication and dissemination activities. Creating dissemination materials and activities such as social media updates, a dedicated website, articles, e-newsletters, mailing lists, strong branding through logos and document style, project presentations, and workshop participation supports the clear message of the SmartWB.

Internal and external communication activities will provide the relationship between operational work packages and stakeholders to ensure the building of clear SmartWB messages. Furthermore, all communication and dissemination activities and related material will acknowledge Commission guidelines, given in the Grant Agreement. This will ensure that all information shared on SmartWB align with the norms of the EU and Commission and promote the set of best practice standards.

## 1.1 Purpose

The main purpose of the Impact and Dissemination is to provide guidelines for the project's partners throughout the WP7 implementation in order to:

- 1) help partners better understand WP7 goals and their responsibilities,
- 2) give the Consortium members a clear idea of how to communicate the project's goals, progress and results through the most appropriate tool to select audience targets on time,
- 3) help partners better understand the importance of timely dissemination and exploitation.

This document clarifies in more detail the work division between the Consortium partners according to dissemination and communication, shares the information about these activities and provides a clear structure of the means of communication to generate a clear SmartWB message. The document will provide an overall understanding of the key target groups of the SmartWB project. Furthermore, the communication protocols and processes will guide the whole duration of the project's existence.

This document will support the creation and delivery of communication materials and channels. It will clarify the protocols for organising and attending workshops, final project conference, training, info days and roundtables for different target groups. The plan will describe the activities to spread knowledge of the SmartWB project goals and deliverables. Moreover, it will support all the opportunities for the of SmartWB results exploitation. Finally, the plan will provide a basic understanding of how

communications and dissemination can support the strengthening of capacity building of WB HEIs. All this together will ensure an effective dissemination and support the project's success.

Although generally one partner will take responsibility for the coordination of dissemination and exploitation activities of the whole project, the responsibility for the implementation will be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project, which are stated in the Consortium and Grant Agreements.

Reporting on the dissemination and exploitation activities carried out to share the SmartWB results inside and outside participating organisations will be requested continuously during project lifespan.

## 1.2 Dissemination

Dissemination is a planned process for spreading project results to crucial actors and contributing to national and EU policies and systems related to the project domain. It occurs as and when the project results become available. During the process of dissemination planning, own ideas to achieve dissemination goals should be developed. The type and intensity of dissemination activities should be tailored in line with specific project objectives. They should be specified by why, what, how, when, to whom and where to disseminate project results effectively. The activities related to dissemination will start from the very beginning of the project, continue during its realisation and after its completion. This permanent process is vital to raise the awareness of including new experts to strengthen curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector in WB countries.

To design a good communication and dissemination plan, we need to take into consideration the following:

- **The communication objectives:** they identify what we would like to achieve with our communication activity, i.e. to raise awareness, promote societal values, develop new partnerships for the future or influence policies and practices.
- **The audience or target group:** these are people we would like to reach out to; they could use results of the project. It can be the general public, stakeholders, experts and other interested parties, decision-makers, media etc.
- **The communication channels and activities to reach the target audience:** it is necessary to choose the communication channels and activities that are the most effective and appropriate to meet the needs of the chosen targets, such as social media, events, and publications.
- **The project results** (outputs and outcomes) such as a good practice guide, a practical tool or product, research report of studies, gained knowledge and skills and so on. Results should also be shared or promoted via the Erasmus+ Project Result Platform ([https://ec.europa.eu/programmes/erasmus-plus/projects\\_en](https://ec.europa.eu/programmes/erasmus-plus/projects_en)).
- **The timing:** we need to effectively plan when different activities take place (linking it to work plan/ milestones), agree on a realistic target and ensure flexibility depending on the project progress, the change in needs of the target audience or group as well as development in policy and procedure.
- **Key performance indicators (KPIs):** performance indicators are a valuable management tool to monitor progress (and allow adjustments if needed) during the implementation of the

communication and dissemination activities and to evaluate the degree of success in achieving its objectives.

The project results will be disseminated effectively to the relevant target groups with appropriate content and on time. This dissemination and exploitation plan defines the content, timing and frequency of the various dissemination activities.

### 1.3 Communication

Communication as a broader concept of the SmartWB promotion comprises the measures for promoting the project and its results to a wider audience. Making projects visible to society, including transferring messages regarding project results, requires appropriate communication channels and tools for targeting the general public. Communication methods will be tailored to the needs of various audiences, including target groups beyond the scope of project participants. We distinguish between internal and external communication. Our external communication will be designed to build a community and actively engage with users and stakeholders.

### 1.4 Exploitation

The SmartWB project is prepared and organised so that all the produced materials (reports, documents, platform, web pages, presentations, etc.) can be used even after the project's lifetime.

Quality planned and consistently implemented dissemination, communication and exploitation activities with regular quality control will ensure that by the end of the project financing and by multiplying the benefits provided by acquiring EU best practices, the participating WB HEIs will be able to carry out the main achievements of the project independently by them.

### 1.5 Visibility of the European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Funded by the  
European Union



Co-funded by the  
European Union

**Figure 1:** European flag (emblem) and funding statement

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under Article 17 of the Grant Agreement, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use.

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate) in the inner pages of the publications and studies written by independent external bodies with support from the European Commission:

*"This project has been 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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."*

## 2 Dissemination, Communication and Exploitation Strategy

The dissemination strategy of the project will be conducted at internal and external dissemination levels. Internal dissemination activities within the WB partner institutions are essential issues. The teaching staff members from the WB HEIs involved in the training at EU HEIs will be requested to disseminate knowledge and experience acquired abroad to their colleagues at organised meetings, trainings and workshops. Project e-newsletters will be written and distributed via e-mail biannually to all project partners and stakeholders to inform them of the progress of the planned project activities.

The goal of this work package is the efficient dissemination and exploitation of project results not only in project partner countries but also outside of them. Dissemination will: raise the relevance of strengthening the relations between the Third country not associated with the Programme HEIs and the non-academic sector for high education in the field of climate-smart urban development, especially in technology-driven courses; increase awareness about the project and its results within its main target groups (representatives from industrial sector, teachers, students, professionals and other representatives from academic and non-academic institutions, representatives from government bodies and local administration); assure the project results will be maintained and further developed after the completion of the project.

Project dissemination will involve institutional, national and international level activities. It will be focused on promoting the project itself, its objectives and achieved results and raising awareness of not only target groups but also the general public about the potential benefits of the project results.

One of the tasks in WP7 is developing the project website, which will be used for presenting project progress and results. Special attention will be devoted to promoting the project on social networks such as Facebook, Instagram, LinkedIn etc. The awareness campaign will include TV, radio and online or printed newspaper advertising.

Special attention will be paid to promoting emission-reduction approaches and low-carbon technologies. The WB partners will organise promotions for WB non-partner HEIs using roundtables and promotional events. All events will be documented and posted on the project website.

In the long-term perspective of the SmartWB project, it is necessary to increase the public and state authorities' awareness of the significance of climate-friendly solutions and the need for green jobs in urban development. This goal will be achieved mainly through distributing brochures and leaflets to provide all relevant project information to interested stakeholders and publish information about SmartWB in mass media and in direct contact at the organised promotional events. The feedback received from the stakeholders will be meaningful for preparing recommendations for the national bodies to strengthen conditions in climate-smart urban development in WB countries.

### 2.1 Dissemination and communication objectives

The objectives include implementing suitable communication and dissemination initiatives to ensure the maximum visibility and institutional take-up of the project results as well as the project within stakeholders' communities.

The dissemination objectives of SmartWB are to:

- efficiently disseminate and exploit the project results not only in project partner countries but also outside of them,
- raise the relevance of strengthening the relations between the Third country not associated with the Programme HEIs and the non-academic sector for high education in the field of climate-smart urban development, especially in technology-driven courses,
- increase awareness about the project and its results within its main target groups,
- assure that the project results will be maintained and further developed after the completion of the project,
- involve institutional, national and international level activities,
- raise awareness of not only target groups but also the general public about the potential benefits of the project results,
- develop the project website, which will be used for presenting project activities,
- promote the project on social networks such as Facebook and LinkedIn and advertising on the TV, radio and in online or printed newspapers,
- promote using emission reduction approaches and low-carbon technologies,
- increase the public and state authorities' awareness of the significance of climate-friendly solutions and the need for green jobs in urban development.

The objectives for the external communications and dissemination are to:

- ensure efficient communication,
- create project visibility,
- reach out to various target groups,
- guarantee the sustainability of the project results by implementing Dissemination and Exploitation Plan.

The objectives for internal communications are to:

- monitor the status of SmartWB development to keep WP teams aware of the progress,
- ensure coherent internal communication between WPs,
- make relevant internal information available also to external audience,
- support the SmartWB results delivery according to the work plan mentioned in the project proposal.

## 2.2 Target groups

To achieve the best possible results during the project realisation and its dissemination, the target groups that will be affected by project results will be identified by using the following questions:

Who has an interest in our project?

Who can contribute to our project?

Identifying target groups of SmartWB is crucial to ensure their integration and engagement throughout the project. Target group engagement ensures the SmartWB project results will meet the actual SmartWB users' needs to be addressed. This supports project results to fulfil the required needs

providing sustainability to the project. Therefore, the identification of target groups in terms of dissemination must be clarified at the project level and, finally, at the exploitation level.

The SmartWB project identified horizontally five major target groups (TGs) through all WB countries involved in the project:

- TG1. Students educated in urban development and related study programmes and courses,
- TG2. Teaching staff,
- TG3. Representatives of business sector companies in the field of urban development,
- TG4. Professionals in the field of urban development and related disciplines,
- TG5. Governmental authorities, public municipal administration and agencies.

The needs of the identified target groups can be summarised as follows:

- **Students** in urban development require modern and up-to-date courses and materials in the field of urban development, which will provide them with the necessary knowledge and skills, resulting in fast employability in the urban development business sector. They need practical placements and internships in companies, industries or institutions.

- **Teaching staff** require theme-based training in advanced urban development areas, including climate-smart solutions, advanced laboratory and teaching equipment, and software for modelling to provide practical exercises to students. They need close cooperation with the non-academic sector resulting in modernised courses oriented to provide bachelors and masters with knowledge and skills required by the industry sector.

- **Representatives of business sector companies** in the field of urban development need support from HEIs to apply new technologies and solutions. They require graduated students with specific advanced skills and knowledge to develop new products and services directly applied to real-time problems. Because of that, a strong relationship between the industry sector and university staff needs to be achieved to support them in developing their companies and businesses.

- **Professionals in the field of urban development** require general information about the relevancy and innovations in urban development, emission-reduction approaches, low-carbon technologies and climate-friendly solutions. They need workshops and other events to be informed regarding new technologies and solutions that can help them improve their business.

- **Governmental authorities, public municipal administration and agencies** need to receive well-developed products and services based on up-to-date approaches and professional expertise. In addition, they need to have a well-developed business and academic sector in urban development and related disciplines, which will deliver capacities capable of satisfying all their needs for services and products in a highly professional, efficient and cost-effective manner.

All WB countries should implement new technologies and smart solutions to reduce emissions and make cities inclusive, safe, resilient and sustainable. Because of that, the selected third country not associated with the Programme HEIs are experienced in urban development and need to strengthen their cooperation with the business sector.

## 2.3 Key messages

This Dissemination and Exploitation Plan supports the SmartWB project to build clear messages between the project consortium partners to the public audience of stakeholders and end users.

Once the purpose and audience of the dissemination are clear, the key messages can be defined. We will distinguish messages linked to the dissemination of project results and messages related to communication for broader society to easily explain the SmartWB results and their relevance to professionals in the industry and business sector. Our key messages will:

- be clear, simple and easy to understand,
- tailor to the target groups,
- inform stakeholders using correct and realistic information.

The key messages are:

- Promotion of using emission-reduction approaches and low-carbon technologies;
- New education of professionals in the field of climate-smart urban development;
- New training program for enhancing the skills of students in climate-smart urban development.

To ensure efficient and effective dissemination of knowledge generated in the project, we will use various media, networks, and methods appropriate for the different actors and target audiences.

The dissemination objective of the SmartWB is to **make results and knowledge created in the project readily available to the public and stakeholders' groups and enable them to use the results**. The SmartWB will achieve that objective by allowing open access to created reports, preparing the project website, and organising roundtables, workshops, theme-based training, and final conference, thus maximising its impact.

## 2.4 Communication channels

The channel or medium used to communicate a message affects how the audience will receive the message. Different types of communication channels will be created and used:

- SmartWB website and social media such as Instagram, Facebook, YouTube and LinkedIn (used for online dissemination),
- project publications and promotional materials such as flyers, brochures, posters, videos, e-newsletters, newspapers and magazines articles (used for offline dissemination),
- dissemination events at institutional, country or regional levels with possible participation of external stakeholders.

For internal dissemination, partners will use internal and project meetings, plus the intranet platform fully accessible to all project partners.

The SmartWB communication channels which will be used are presented in Table 1.



**Table 1:** SmartWB communication channels

Channel	Purpose	Description
Project website	Awareness Information Engagement Promotion	A project website is the most versatile dissemination tool that gives broad and different audiences plenty of information. It will be launched at the beginning of the project and regularly updated. Information about the project, general and specific objectives and work packages will be available in the languages of the SmartWB partner countries. The Project Management Platform will be used for internal communication.
E-newsletter	Awareness Information	E-newsletter announces the project and gives regular updates. It will be posted bi-annually on the project website and sent by e-mail to prescribed persons.
Flyers/ brochures	Awareness Promotion	Flyers/brochures are printed materials that will be distributed at different events. The electronic version (e.g., PDF file) will also be available on the SmartWB website and circulated electronically.
Posters/ roll-ups	Promotion	Posters/roll-ups are printed materials that will be used to promote the project at different events.
Pencil/ notebook/ folder	Promotion	Pencil/notebook/folder will be used as promotional material at different events (conferences, workshops, meetings, seminars) and during the realisation of project activities such as training for citizens and the public sector, introduction campaign for enrolment students at newly developed master curricula and student and staff mobility.
Banner	Promotion	Banner is an online communication tool visible on the partner HEIs institutional websites.
Newspapers /magazines	Awareness Information Promotion	Newspapers/magazines (online or printed mass media) will be used to publish information about realised project activities.
Radio/ television/ video	Awareness Information Promotion	Radio/television/video is a mass media tool that will be used for widely spreading project information.
Conferences / workshops/ meetings	Awareness Information Engagement Promotion	Conferences/workshops/meetings (interpersonal, two-way communication) are interactive events to achieve specific project objectives. They will be used to get user feedback and discuss issues and future project development.
Presentation /publications	Information	Project presentations in different languages (PPT files)/publications in CSUD (PDF files) are posted on the project website, accessible to a broader audience and freely downloaded.
Social networks	Awareness Information Engagement Promotion	Social networks (Facebook, Instagram, LinkedIn, YouTube) are two-way communication activities to inform the public about project activities and results.

Communication materials and tools will be developed to support dissemination activities. The manner to use the materials and tools is also clearly stated in this plan to ensure all partners use these in the same way to create a cohesive message.

The primary core tool for internal communication and information sharing is the project website (internal and external communications) and the online platform accessible via the project website (internal communications). For external communication, social media will be heavily used, specifically Facebook.

The choice of the communication channel to be used will be based on the following criteria:

- content of material to be disseminated or communicated,
- target Audience,
- communication objectives,
- strengths and weaknesses of the different channels.

#### 2.4.1 SmartWB project website

The SmartWB project website ([www.smartwb.ucg.ac.me](http://www.smartwb.ucg.ac.me)) is an important dissemination tool for presenting project results and where all the information on the project activities and other relevant data are published. The website contains all information related to the project: description, objectives, outputs, the list of the Consortium members with their short presentations, work plan documents, and the contact details of the project coordinator.

Development of the website and the continuously updated information will be ensured by the University of Montenegro (UoM).

Statistics related to website visits will be done using Google Analytics to track the interest of target groups.

All partners will regularly provide information for dissemination on a website. The website will be linked with all partners' websites and interested stakeholders.

The initial version of the SmartWB project website structure consisted of 7 categories (Figure 2):

1. Home
2. About Project
3. Activities
4. News and Events
5. Dissemination
6. Platform
7. Project Management



Figure 2: Screenshot of SmartWB home page

## 2.4.2 Social network profiles

Social networking is the major tool that students use to communicate with each other and be informed on current issues. For this reason, social media will be utilised to access and engage future targeted students in SmartWB activities.

The project will be active on Facebook, Instagram and LinkedIn. These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.

Facebook is the most widely utilised social network in the world. Through the SmartWB Facebook page, information, events, pictures and links can be shared, and the public can react by “liking” the page, giving “likes” to single elements and writing directly to the Project account.

LinkedIn will be utilized to reach business sector, to inform the stakeholders about upcoming SmartWB events and keep them engaged regarding green jobs and technologies promotion.

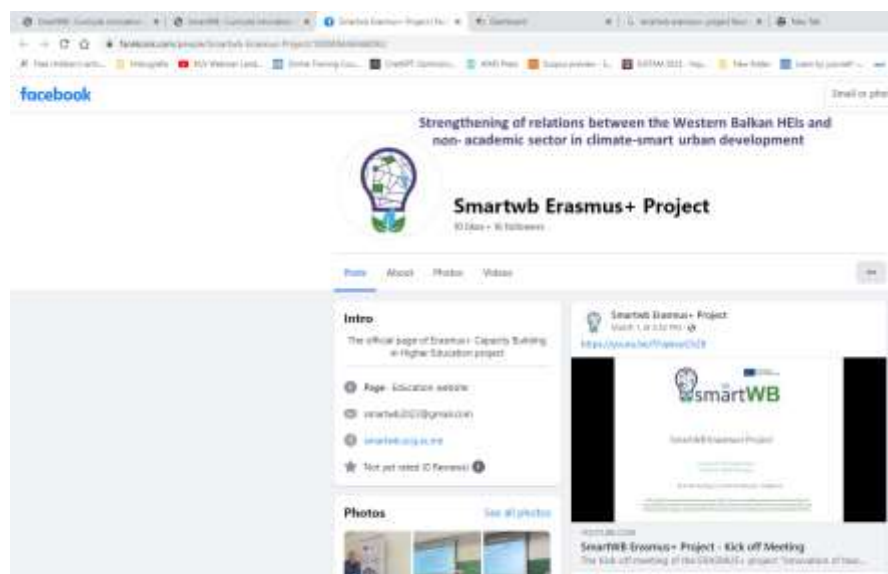


Figure 3: SmartWB Facebook page

SmartWB Instagram profile will be used to share photos, videos and messages with the public in general.

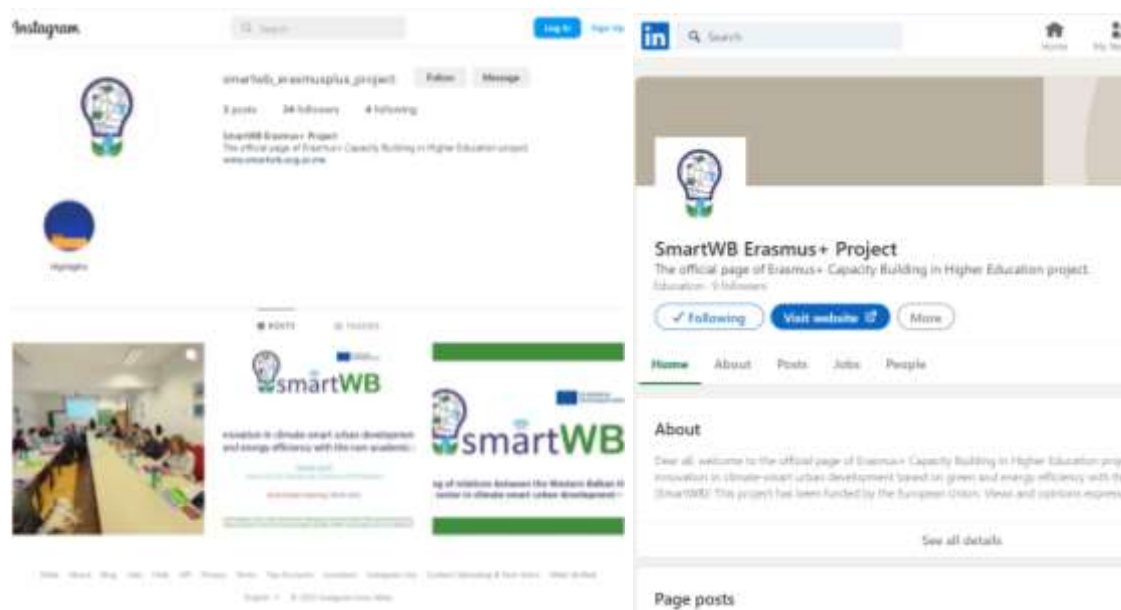


Figure 4: SmartWB Instagram and LinkedIn pages

SmartWB YouTube channel will be used to upload original project content and share it with friends and the public in general, aiming to raise awareness for low-carbon technologies and sustainable urban development. Here is the link: <https://www.youtube.com/watch?v=f7vpkvyG5Z8>

### 2.4.3 Project Management Platform

Online platform Project Management Platform (available at the SmartWB website: [dl.ucg.ac.me: Log in to the site](http://dl.ucg.ac.me:Log in to the site)) is used for effective overall project management, document management and communication between partners. After registration of the partner institutions' members, the platform allows a large number of functionalities needed for project management:

- documents and files management,
- creating and tracking project issues,
- making calendars – scheduling meetings,
- e-mail notification of any action.

After any change on the platform, all the partners registered to that activity are instantly informed via their registered e-mails and allowed to participate in discussions and other actions related to the project activity, like uploading supporting documents.

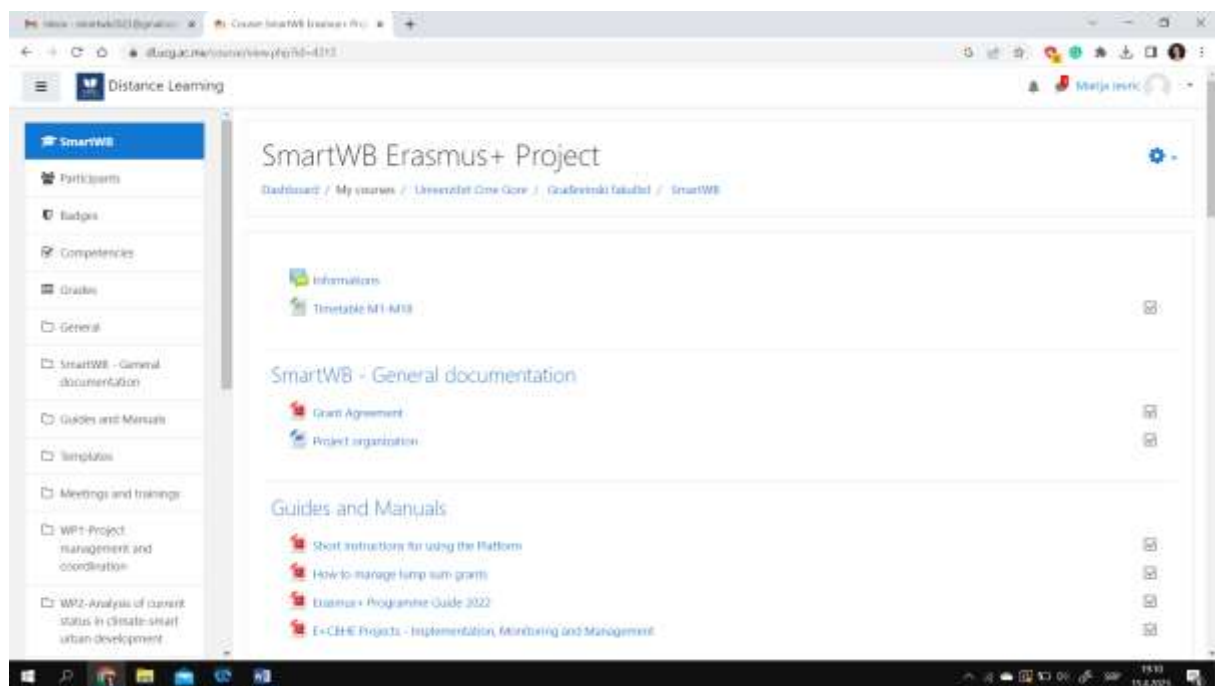


Figure 5: Screenshot of Project Management Platform

### 2.4.4 E-newsletter

An electronic newsletter will be produced every 6 months, to ensure stakeholders remain aware of the project. The newsletter will be provided by WP7 Leader in Word document format, and the template structure includes, at minimum, the following elements to fill in:

- Introduction, main text and summary section,
- Bullet points section to highlight core information delivered,
- Project contact information details,
- List and a short description of project events,
- Picture or image.

The e-newsletter is connected to the milestones described in the project description or when it will be commonly assessed as needed or beneficial for other reasons, with a minimum of biannual publication to maintain the interest of existing subscribers.

#### 2.4.5 Erasmus+ Project Results Platform

The Erasmus+ Project Results Platform (<https://erasmus-plus.ec.europa.eu/projects>) will enable wider visibility of project results. The platform also makes available products/deliverables/intellectual outputs resulting from funded projects.

The SmartWB project summary will consist of the following elements:

- context/background of the project,
- objectives of the project,
- number and profile of participants,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact envisaged the potential longer-term benefits.

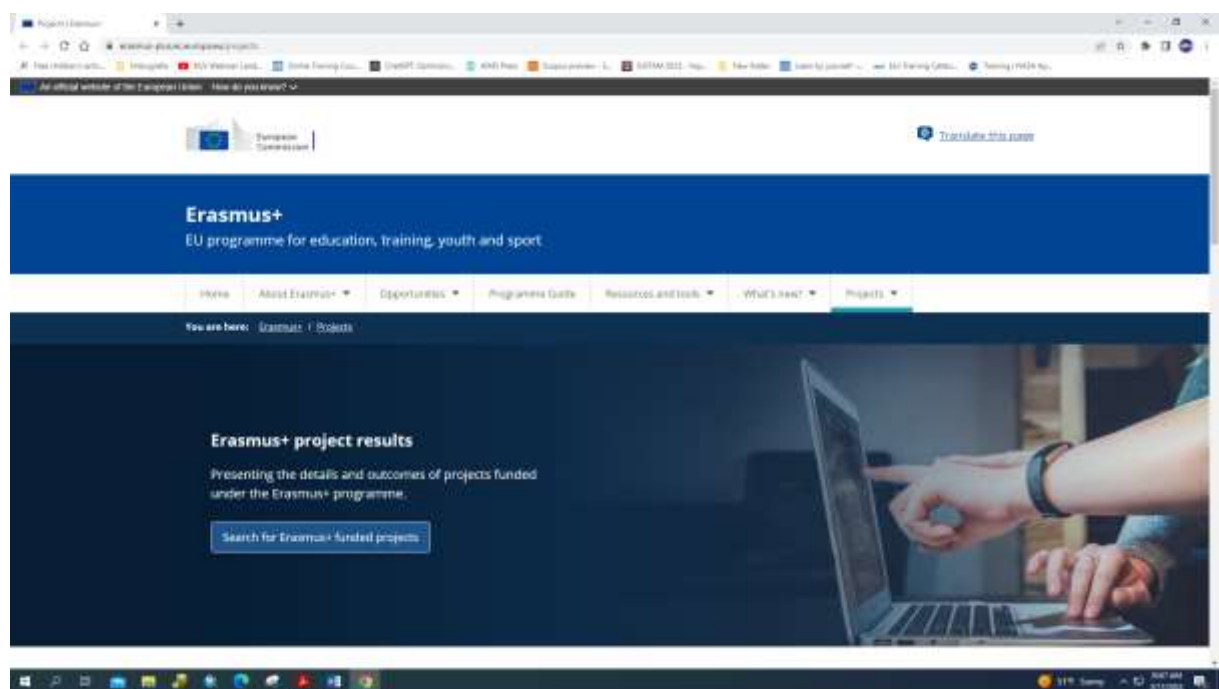


Figure 6: Erasmus+ Project Results Platform

#### 2.4.6 SmartWB partners' websites

The SmartWB partners' websites will be used to communicate the project news and disseminate the project results (Table 2). Each partner institution is obliged to share link to the SmartWB website on the official webpage of the institution.

**Table 2:** The SmartWB partners' websites

Partner No.	Institution	Acronym	Partners' websites
1	University of Montenegro	UoM	<a href="https://www.ucg.ac.me/projekti/16/1013#lat">https://www.ucg.ac.me/projekti/16/1013#lat</a> <a href="https://www.ucg.ac.me/projekti/0/978">https://www.ucg.ac.me/projekti/0/978</a>
2	University of Nis	UNI	<a href="https://www.ni.ac.rs/saradnja/medjunarodni-projekti/erasmus-plus">https://www.ni.ac.rs/saradnja/medjunarodni-projekti/erasmus-plus</a>
3	University of Natural Resources and Life Sciences	BOKU	<a href="https://boku.ac.at/rali/ilap/projekte/erasmus-smartwb">https://boku.ac.at/rali/ilap/projekte/erasmus-smartwb</a>
4	Norwegian University of Life Sciences	NMBU	<a href="https://www.nmbu.no/en/projects/node/46968">https://www.nmbu.no/en/projects/node/46968</a>
5	University of Zagreb	UNIZG	<a href="https://www.geof.unizg.hr/projekti/">https://www.geof.unizg.hr/projekti/</a> <a href="https://www.geof.unizg.hr/novosti/zapocela-realizacija-erasmus-smartwb-projekta/">https://www.geof.unizg.hr/novosti/zapocela-realizacija-erasmus-smartwb-projekta/</a>
6	Universidad Rey Juan Carlos	URJC	<a href="https://www.urjc.es/todas-las-noticias-de-actualidad/7889-arranca-el-proyecto-smart-wb">https://www.urjc.es/todas-las-noticias-de-actualidad/7889-arranca-el-proyecto-smart-wb</a> <a href="https://www.campusenergiainteligente.es/actualidad/presentacion-del-proyecto-smartwb-innovacion-curricular-en-el-desarrollo-urbano-inteligente-desde-la-sostenibilidad-climatica-basado-en-la-eficiencia-ecologica-y-energetica-con-el-sector-no-academico/">https://www.campusenergiainteligente.es/actualidad/presentacion-del-proyecto-smartwb-innovacion-curricular-en-el-desarrollo-urbano-inteligente-desde-la-sostenibilidad-climatica-basado-en-la-eficiencia-ecologica-y-energetica-con-el-sector-no-academico/</a> <a href="https://mplsap.com/arranca-el-proyecto-smart-wb/">https://mplsap.com/arranca-el-proyecto-smart-wb/</a>
7	Technische Hochschule Ostwestfalen-Lippe	THOWL	<a href="https://www.tho-wl.de/umwelt/fachgebiete/biologische-abwasserreinigung-und-abwasserwertung/">https://www.tho-wl.de/umwelt/fachgebiete/biologische-abwasserreinigung-und-abwasserwertung/</a> <a href="https://www.th-owl.de/umwelt/forschung/projekte/">https://www.th-owl.de/umwelt/forschung/projekte/</a>
8	University of Sarajevo	UNSA	<a href="https://gf.unsa.ba/erasmus-smartwb-project/">https://gf.unsa.ba/erasmus-smartwb-project/</a>
9	Dzemal Bijedic University of Mostar	UNMO	<a href="https://gf.unmo.ba/naucno-istazivacki-rad/medunarodni-projekti/smartwb">https://gf.unmo.ba/naucno-istazivacki-rad/medunarodni-projekti/smartwb</a>
10	University of Bihac	UNBI	<a href="https://tfb.ba/clanak.jsf?cid=639&amp;stavkaid=1&amp;mid=SWB">https://tfb.ba/clanak.jsf?cid=639&amp;stavkaid=1&amp;mid=SWB</a>
11	European University of Tirana	UET	<a href="https://uet.edu.al/active-projects/">https://uet.edu.al/active-projects/</a>
12	Polytechnic University of Tirana	UPT	<a href="https://fin.edu.al/projekte-e-njoftime/">https://fin.edu.al/projekte-e-njoftime/</a>
13	Polis University	U_POLIS	<a href="https://universitetipolis.edu.al/projekte/">https://universitetipolis.edu.al/projekte/</a>
14	Co-Plan	Co-PLAN	<a href="https://www.co-plan.org/en/english-erasmus-smartwb-project/">https://www.co-plan.org/en/english-erasmus-smartwb-project/</a>
15	Environmental movement Ozon	OZON	<a href="http://www.ozon.org.me/o-nama/lista-projekata/">http://www.ozon.org.me/o-nama/lista-projekata/</a>
16	Association of Consulting Engineers of Bosnia and Herzegovina	ACE BH	<a href="https://uki.ba/erasmus-smartwb-project-2/">https://uki.ba/erasmus-smartwb-project-2/</a>



## 2.5 Dissemination activities

All planned dissemination activities will meet the requirements for dissemination of the Grant Agreement, i.e. make project results visible and all produced material available, using the correct logo and disclaimer.

The main purpose of the SmartWB dissemination activities is to achieve the involvement of all relevant stakeholders and to provide updated information on project results. The dissemination activities will be therefore focused on:

- making accessible, tangible SmartWB outputs,
- raising awareness and extending the impact (SmartWB outcomes).

Dissemination activities at different stages of the project cycle are:

- **before the project starts**
  - ❖ drafting the dissemination and exploitation plan,
  - ❖ definition of the expected impact and deliverables,
  - ❖ consideration of how and to whom dissemination outcomes will be disseminated;
- **during the project**
  - ❖ contacting relevant media, e.g. at the local or regional level,
  - ❖ conducting regular activities such as training, workshop,
  - ❖ assessing the impact on target groups,
  - ❖ involving other stakeholders for transferring results to the end users, new areas and policies,
  - ❖ evaluating the dissemination in the mid-term period;
- **at the final report stage**
  - ❖ uploading the final project results on the Erasmus+ Project Results Platform;
- **after the project**
  - ❖ continuing further dissemination,
  - ❖ developing ideas for future cooperation,
  - ❖ evaluating achievements and impact,
  - ❖ contacting relevant media,
  - ❖ contacting policy-makers if appropriate,
  - ❖ cooperating with the European Commission by providing valuable inputs to its dissemination and exploitation efforts.

The SmartWB project partners must be involved as much as possible in making dissemination materials, especially presentations, flyers, brochures and e-newsletters. Their contribution will be requested, particularly in areas with more capacity-building opportunities. To build a systematic approach to delivering publishable material, the WP7 Lead partner has prepared the templates for writing the external communication material. All SmartWB beneficiaries will be potential contributors for WP7 dissemination.



Several events will be organised during the SmartWB implementation period to disseminate project results. The event calendar will be posted on the SmartWB website to inform partners, students and other website visitors about relevant events in appropriate areas of interest. Every Consortium member will organise events in coordination with the partner responsible for dissemination activities. Table 3 shows the timeline of the key moments of communication with the target groups.

**Table 3:** The timeline of the key moments of communication with the target groups and how the results will be delivered to the defined target groups.

No	Project result	Who will they impact at national/ regional level?	Due month	How?
1	Report on WB regional issues related to urban development.	This report will be important for teaching staff at regional level and governmental authorities, public municipal administration and agencies at national level in order to make correct decisions regarding sustainable urban development.	M5	SmartWB website and social profiles, e-newsletter and media.
2	Report on EU initiatives and policies related to urban development and climate change.	This report will be important for teaching staff at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction.	M5	SmartWB website and social profiles, e-newsletter and media.
3	Report on existing curricula related to CSUD.	This report will be important for teaching staff at national level.	M5	SmartWB website and social profiles, e-newsletter.
4	Workshop on climate-friendly and innovative solutions.	Teaching staff and representatives of business sector companies at regional level.	M6	SmartWB website and social profiles, e-newsletter and media
5	Report on climate-friendly and innovative Solutions.	This report will be important for teaching staff at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction.	M6	SmartWB website and social profiles, e-newsletter and media
6	Modernised University courses.	Teaching staff, students and representatives of business sector companies at national level.	M35	SmartWB website and social profiles, e-newsletter, media
7	Developed training programme for students' internships	Teaching staff, students and representatives of business sector companies at national level.	M16	SmartWB website and social profiles, e-newsletter and media.
8	Organised six theme-based trainings of teaching staff for acquiring new practical skills	Teaching staff at regional level and universities/ faculties at national level	M16	SmartWB website and social profiles, e-newsletter.

9	Signed agreements for providing students' internships	Teaching staff, students and representatives of business sector companies at national level.	M16	SmartWB website and social profiles, e-newsletter and media.
10	Laboratories equipped	Teaching staff and students at national level.	M14	SmartWB website and social profiles, e-newsletter and media.
11	Report on innovative technological solutions in CSUD in programme countries	Teaching staff at regional level.	M5	SmartWB website and social profiles, e-newsletter.
12	Survey of industry sector needs for green jobs and climate-smart solutions in WB	This report will be important for teaching staff at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction.	M6	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
13	Interactive web-based platform for sharing experiences in CSUD	Teaching staff and representatives of business sector companies at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction.	M17	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
14	University courses implemented	Teaching staff, students and representatives of business sector companies at regional level.	M35	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
15	Students' internships in companies organised	Teaching staff, students and representatives of business sector companies at regional level.	M36	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
16	Platform implemented and used	Teaching staff and representatives of business sector companies at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction and make correct decisions regarding sustainable urban development.	M17	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.

17	Inter-project coaching	Teaching staff, students and representatives of business sector companies at regional level.	M30	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
18	Roundtables with the non-academic sector to promote environmentally conscious urban development	Teaching staff and representatives of business sector companies at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction and make correct decisions regarding sustainable urban development.	M36	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.
19	Workshop for promoting green job opportunities in urban development	Teaching staff and representatives of business sector companies at regional level and governmental authorities, public municipal administration and agencies at national level in order to absorb new technologies related to emission reduction and make correct decisions regarding sustainable urban development.	M30	SmartWB website and social profiles, e-newsletter, promotional campaigns and media.

Table 4 shows the first year of events, meetings and mobility with the target groups.

**Table 4:** SmartWB first year of events schedule

Type of meeting	Chair	Target group	KPI
Kick-off meeting	UoM	Teaching staff and representatives of business sector companies	32 participants
First training of WB teaching staff	UNIZG	Teaching staff	14 participants
Workshop on climate friendly and innovative solutions: current and future challenges	BOKU	Teaching staff and representatives of business sector companies	27 participants
First PMC and SC meeting	BOKU	Members of committees	20 participants
Second training of WB teaching staff	UNI	Teaching staff	14 participants
Theme-based training of teaching staff for acquiring new practical skills	NMBU	Teaching staff	14 participants
Theme-based training of teaching staff for acquiring new practical skills	URJC	Teaching staff	14 participants
Second PMC and SC meeting	URJC	Members of committees	20 participants

### 3 SmartWB's visual identity

#### 3.1 SmartWB logo

A memorable logo is a crucial for raising awareness of the project, its activities and results visually, and build recognition amongst stakeholders. The logo must be used in every communication and dissemination material created during the project's lifespan and every time the project is presented. The selected logo represents the project's essential visibility and colour scheme. The rights to use the logo belong to the coordinator, all project partners, and the Commission. Third parties are expected to ask permission to use the logo in writing if they wish to use it. In the case of events using the logo, this should be included in event agendas, participant lists, and any promotional materials.

The SmartWB project logo is designed, comprising ideas of urban planning, green solutions, smart technologies, innovations and environmental protection:






*Figure 7: The SmartWB project logo*

#### 3.2 Brand colours

The brand colours are an integral component of the visual identity, designed to increase brand recognition of the project. A suite of colours have been selected for SmartWB's colour palette to provide depth to the brand.

**Table 5:** Colour standard for SmartWB

		R	G	B
	Blue	80	180	216
	Green	64	141	61
	Purple	70	55	122

### 3.3 SmartWB templates

Templates are used to bring a coherent visual image to all information produced by SmartWB team, including official communication to the Commission and presentations to wide audiences. Templates are used on every occasion when SmartWB is presented, or information on a project is shared. The templates are also provided to ease communication inside the Consortium, ensuring a coherent and smooth workflow. The templates are provided either in Word Document or PowerPoint Document format.

The templates include three core elements that are always requested when SmartWB is presented: the project logo, the EU emblem and the official information requested by the Commission (disclaimer).

The following templates are developed:

- Annex DE1 – Report document template,
- Annex DE2 – PowerPoint presentation template,
- Annex DE3 – Dissemination and communication activity form,
- Annex DE4 – Meeting Agenda form,
- Annex DE5 – Attendance list template.

The SmartWB partners will use a standard presentation style when presenting project-related material during internal and external events. To this extent, an MS PowerPoint presentation template is available for use (Annex DE2). This template can be edited by partners for their customisation.

#### 3.3.1 General SmartWB presentation

A general SmartWB Presentation is provided by the coordinator and entails basic details on SmartWB. This ensures that all information provided on the project is conducted coherently during the project's lifespan. The presentation is provided at the beginning of the project, on the project platform and will be updated according to the project milestones or when the coordinator sees the need for this. The presentation is provided in PowerPoint format and includes space for information on funding and duration, consortium and contact details, description of the aim and goals of the project.

#### 3.3.2 Project brochure

The project brochure is designed to briefly present the main information about the SmartWB project to interested parties. Text in the brochure gives short info on the type of the project, partners involved, main and specific objectives, and the goals.

#### 3.3.3 Other promotional materials

The most important print material for project promotion is the project brochure, designed to present the objectives and outcomes of the project briefly. Other print materials (poster, roll-up, folder, notebook) are intended for use during project events (workshops, training).



Figure 8: ID cards



Figure 9: NoteBook (front page and back page)

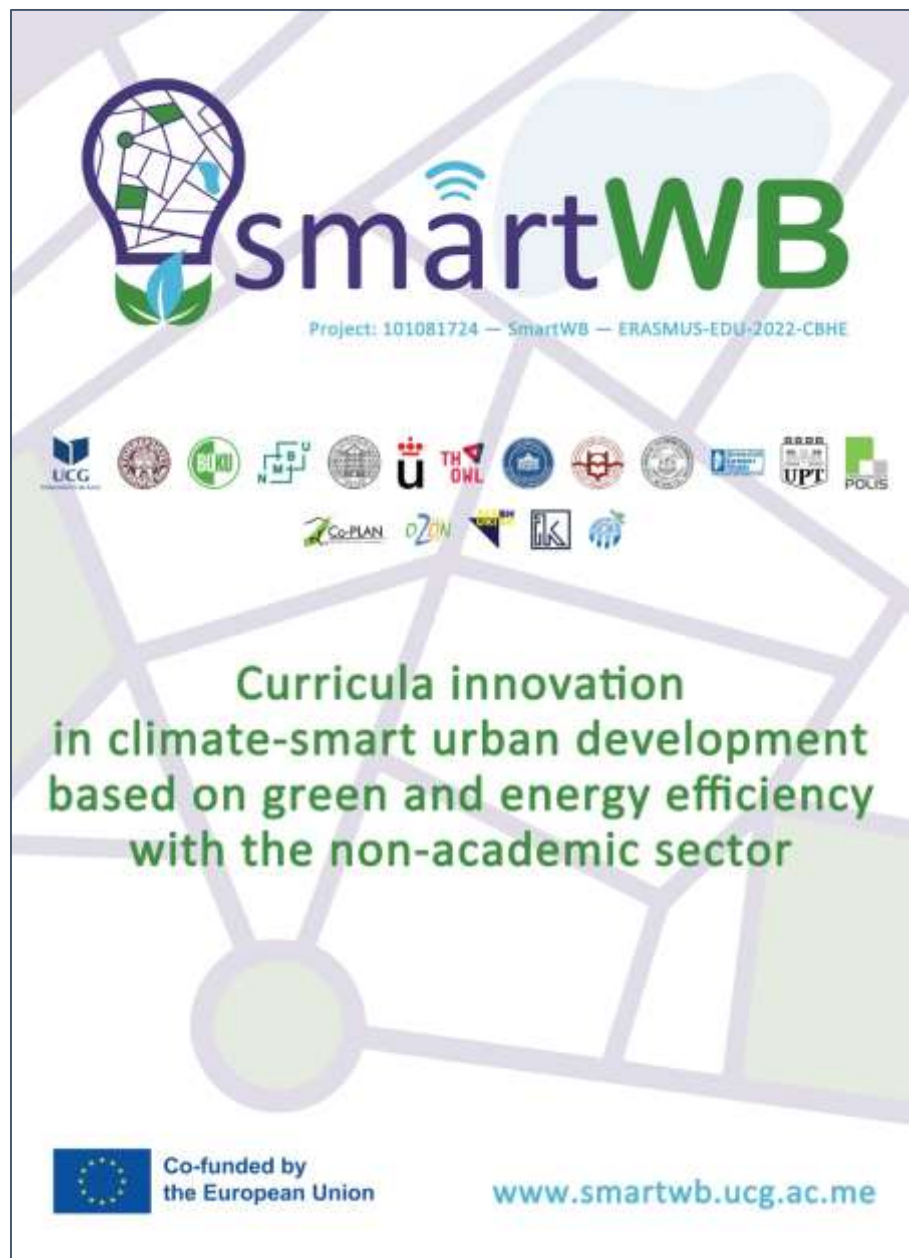


Figure 10: Poster





Figure 11: Roll-up



## 4 Responsibilities for dissemination, communication and exploitation activities

### 4.1 Division of the work

Table 6 shows responsibilities for dissemination, communication and exploitation activities among consortium members regarding WP7 activities.

**Table 6:** Responsibilities for dissemination, communication and exploitation activities

Activity	Description of activity	Partner in charge
7.1 Creation of the Dissemination & Exploitation Plan	The Dissemination and Exploitation plan will be created at the beginning of the SmartWB project, adopted at the first SC meeting and will include the following key elements: purpose, target groups, messages, methods and timing. The special chapter will be dedicated to the sustainability plan. The dissemination strategy will be developed, and dissemination activities and tools planned. Short- and long-term impact indicators will be defined. It will identify the activities to be performed to promote the exploitation of the project's results and the widest dissemination of knowledge.	Led by UPT, contributions from all project partners
7.2 Development of project website and promotional materials	The project website will be created and regularly maintained and updated. Promotional material (bag, leaflets with project mid-term and results, project brochure, pencil, folder, poster, roll-up) including visual identity will be designed and printed.	Led by UoM, contributions from all project partners
7.3 Roundtables with the non-academic sector to promote environmentally conscious urban development	Seven roundtables with the non-academic sector will be performed by third country not associated to the Programme HEI's staff to promote environmentally conscious urban development. As a result of these roundtables, the recommendations will be produced and sent to the national bodies in all WB project countries to strengthen the conditions for climate-smart urban development and accept climate-friendly solutions. Representatives of national bodies and local municipalities in the field of environment and urban development will be conducted to take part in these roundtables. For the purpose of promotion, leaflets in the mother tongue of partner countries will be produced and delivered to the stakeholders.	Led by UNBI, contributions from all WB project partners
7.4 Promotion of using emission reduction approaches and low carbon technologies	In order to promote using emission reduction approaches, low-carbon technologies and blue-green infrastructure, 7 promotional events will be organised to raise awareness of the public in general in WB countries. Reducing greenhouse gas emissions is essential to any meaningful climate action plan. Worldwide examples will be presented such as Oslo and its aim to reduce carbon emissions by 95% by 2030 reducing the number of cars, removing parking spaces, phasing out fossil fuel heating in homes and offices, building bicycle lanes and introducing buses powered by renewable energy.	Led by U-POLIS, contributions from all WB project partners

7.5 Workshop for promoting green job opportunities in urban development	The three-day workshop for promoting green job opportunities in urban development will be organised in Tirana and get together project representatives and representatives from the non-academic sector. As the result, the Report on green job opportunities in urban development will be created highlighting the need for the education of students for green jobs who can be directly involved into the industry sector. For the purpose of promotion, leaflet in mother tongue of partner countries will be produce and delivered to the stakeholders.	Led by UPT, contributions from all project partners
7.6 Final project conference	The final project conference is planned to be organised in Mostar in order to gather all project representatives (31), NEO, stakeholders and representatives from other similar projects to present the impact of the SmartWB project on the WB HEIs, synergy with similar projects and further perspectives. It will be organised at the same time when the sixth SC, PMC and QAC meetings are planned to be held.	Led by UNMO, contributions from all project partners

Partner responsibilities in dissemination activities are defined and updated at the project's kick-off meeting. During the project implementation, new tasks will be allocated to partners and the table will be updated.

The division of work in internal and external communication and dissemination activities gives the basis to create and acknowledge operational procedures and dissemination protocols for news and information collation and processing. In addition, there will be a clear understanding of lead staff with their assigned roles and responsibilities in internal and external communication and dissemination activities. The key to successful dissemination is that everyone knows who and what they will do; in other words, the roles are clearly defined.

The division of core responsibilities in external and internal dissemination and communication activities are defined in Table 7.

**Table 7:** Division of core responsibilities in external and internal dissemination and communication activities

Coordinator	WP7 Leader
<ul style="list-style-type: none"> <li>Responsible for internal communication.</li> <li>Approving all communication and dissemination material.</li> <li>Conducting internal communication and dissemination activities</li> <li>Approving SmartWB Dissemination and Exploitation plan.</li> <li>Providing and maintaining internal information sharing on the project platform.</li> <li>Deciding the need and time to update and revise initial</li> </ul>	<ul style="list-style-type: none"> <li>Establishing responsible staff with assigned roles and responsibilities to its communication and dissemination activities in SmartWB.</li> <li>Conducting external communication and dissemination activities.</li> <li>Creating Dissemination and Exploitation plan.</li> <li>Reporting to the coordinator on dissemination activities.</li> <li>Requesting permission from the coordinator for all external communication and dissemination material.</li> <li>Reminding the coordinator of the need to update the initial dissemination strategy and objectives.</li> <li>Proposing and updating dissemination and exploitation tactics.</li> <li>Tracking dissemination progress and providing additional direction and clarification on activities according to needs.</li> </ul>

<p>dissemination strategy and objectives.</p> <ul style="list-style-type: none"> <li>• Approving suggested updates to initial dissemination strategy and objectives.</li> <li>• Tasking all WP partners to their dissemination activities to all media, target groups and stakeholders.</li> <li>• Contacting partners periodically to ensure the smooth running of the strategy and deal with any snagging required.</li> </ul>	<ul style="list-style-type: none"> <li>• Measuring and evaluating the impact of the dissemination and exploitation strategy using indicators such as number and nature of the event attendee / end-user feedback.</li> <li>• Monitoring partner delivery / attendance in relation to planned dissemination events in order to avoid duplication of dissemination activities.</li> <li>• Planning and providing uniform generic presentations, logos, brochures and other promotional material to SmartWB.</li> <li>• Preparing content material to project publications and dissemination.</li> <li>• Providing and maintaining SmartWB website, and to share information via website on SmartWB.</li> <li>• Providing and maintaining SmartWB social media (Facebook and Instagram) tools, and to share channels information via the social media.</li> <li>• Providing templates for internal and external use, including newsletter, presentations.</li> <li>• Delivering SmartWB newsletters.</li> <li>• Ensuring that project information is disseminated.</li> <li>• Participating and delivering information on SmartWB in conferences, training events, seminars.</li> <li>• Conducting media evaluation on SmartWB dissemination activities.</li> </ul>
--	--

## 4.2 Internal communication and dissemination

Well-delivered internal communication aims to increase the efficiency of the work of all partners and increase the understanding of the consortium members on the mutual goals of the project whilst decreasing the unintentional duplication of work, causing inefficient use of resources. The coordinator will be responsible for internal information delivery inside the project between partners and WPs.

The primary tool for internal communication and information sharing is the internal online platform managed by the coordinator. The platform will contain a well-structured document library covering all the WPs and dissemination material, enhancing knowledge sharing, project planning and management of the project by all consortium members. The online platform will be accessible via the project website created and maintained by WP7 Lead Partner. The project website is another primary tool for internal communication and information sharing.

The Project Management Committee (PMC) supports timely and steady internal information sharing. PMC meetings have been arranged biannually, consisting of the coordinator and representatives from each Work Package (leaders of WPs). All PMC representatives are requested to prepare updated summaries of the activity in their WP. PMC will also suggest what kind of information on certain internal activities and project results will be delivered for external dissemination, while the final decision on the content of the information is the coordinator's responsibility. Therefore, newsletters will be carried out in collaboration with the Project Coordinator and WP7 Lead Partner.

Well-defined internal information delivery will ensure that all partners are aware of the project proceeding and other central information, providing the project achieves its goals. Internal

communication and information sharing with members of the Steering Committee (SC) is also the coordinator's responsibility. However, WP7 Lead Partner is responsible for creating materials and planning events according to the coordinator's acceptance.

#### 4.3 External communication and dissemination

External communication and dissemination of the project results are needed to ensure that the project achievements are well circulated and raise the awareness and understanding of the key target groups, ensuring the sustainability of the project. The aim is to ensure that the activities, outcomes, results and benefits of SmartWB are communicated effectively to all external stakeholders. The long-term, durable benefits of the SmartWB need to be expressed effectively and appealingly in external communication for different audiences. To achieve these goals both internal communication procedures and clear external communication planning are essential. The coordinator is responsible for internal communication, and WP7 Lead Partner is responsible for external communication as agreed with the coordinator. To ensure smooth external dissemination activities WP7 Leader will assign responsible staff with defined roles and responsibilities to conduct and complete these tasks to a high standard. The WP7 Leader will report directly to the coordinator to ensure the necessary dissemination initiatives.

External communication will be carried out through various tools (e.g., project website, social media, electronic mailing list, project presentations in conferences, training events etc.) and especially social media will be heavily used. In addition, external communication will be strengthened using uniform materials (e.g. presentations, logos, brochures and other promotional material).

WP7 activities to ensure effective dissemination and exploitation will include the following actions:

- Managing, coordinating, monitoring and implementing the dissemination and exploitation strategy and related activities.
- Tasking the partners with sourcing and driving information for dissemination to all media, target audiences and stakeholders.
- Contacting partners periodically to ensure the smooth running of the strategy and deal with any snagging required.
- Proposing and updating dissemination and exploitation tactics.
- Regular reviews and updates on the progress, including briefings, implementation and delivery and activity plan production.
- Monitoring partner delivery/ attendance to the planned dissemination events to avoid duplication of dissemination activities.
- Measuring and evaluating the impact of the dissemination and exploitation strategy using indicators such as the number and nature of event attendee / end-user feedback.

## 5 Monitoring and evaluation

Monitoring of dissemination and exploitation activities is vital since the impact of those activities contributes to successful project implementation and significantly strengthens the sustainability of the project. WP7 lead partner is responsible for these processes.

The monitoring and evaluation must be carried out continuously to ensure the following:

- an impact effectiveness assessment and update or redefinition of dissemination activities,
- the quality of the dissemination carried out.

The following monitoring and evaluation tools will be set up:

- Statistics on the usage, visiting and engagement of the website and the social networks: WP7 lead partner will analyse trends, statistics, and the impact of each activity performed on the website and social networks. This will allow partners to understand better the most appropriate timing, communication style and target audience of each message.
- Monitoring of workshop, training and other relevant events: Communication and dissemination activities within this framework will be carefully evaluated ex-ante, in fieri and ex-post to maximise the project's visibility.
- Facts and figures related to the website of the project: Project partners will disseminate project results on their websites.

### 5.1 Evaluation criteria

In order to measure the impact and thus conduct the most accurate assessment of the dissemination activities, both quantitative and qualitative indicators will be considered.

Quantitative indicators of planned activities are:

- 6 three-day theme-based training of teaching staff for acquiring new practical skills,
- 7 up-to-date equipped laboratories with equipment and software,
- 7 innovative curricula involving student-centred and real problem-based teaching and learning,
- At least 20 university courses in collaboration with the industry sector,
- 7 roundtables with the non-academic sector to promote environmentally conscious urban development,
- 7 events for the promotion of using emission reduction approaches and low-carbon technologies in WB countries,
- 35 students took part in students' internships provided by the non-academic sector in Partner Countries,
- at least 20 modernised and implemented courses,
- platform developed and used; at least 20 organisations are actively involved in the collaboration,
- at least 70 of enrolled and graduated students,
- 1 final conference was organised; at least 10 teachers from the SmartWB consortium presented their experience; at least 80 participants registered.

Qualitative indicators of planned activities are:

- Satisfaction of students with the improved curricula – at least 65%
- Satisfaction level of participants in the training – at least 80%
- Satisfaction level of the consortium partners with the implementation of the communication and dissemination strategy – at least 90%
- Satisfaction level of participants in the final conference – at least 80%.

Qualitative indicators will be obtained through the following tools and actions:

- evaluation lists distributed to the participants at workshops, meetings and other events,
- activities conducted within WP6 regarding quality assurance,
- self-evaluation forms for innovated curricula,
- self-evaluation forms for the training of professionals in the field of CSUD.

To achieve the indicators, the following will be analysed by WP7 lead partner:

- individual feedback by all partners,
- feedback by enrolled students,
- feedback by trained professionals in the field of CSUD.

## 5.2 Monitoring procedures: reporting and feedback

To facilitate accurate monitoring and assessment of the dissemination activities and to understand the impact of the actions carried out, all partners must register the activities that they implement, therefore:

- all partners should prepare their dissemination activities accordingly to this plan,
- all partners should report all dissemination activities at least every six months as part of the project's overall reports,
- all partners should save evidence of the activities conducted.

Regularly monitoring the activities makes it possible to assess if the dissemination plan is being carried out correctly and on time. It will also be possible to see which activities had the most significant impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

The monitoring is a continuing process that will assess the overall WP7 activities/results and evaluate each activity and its impact on the project. It is most likely that the Dissemination and Exploitation Plan will be updated according to the results of such evaluations.

To facilitate the process of collecting information on dissemination activities, a project platform is created to upload the most relevant documents to be accessible to all SmartWB partners.

### 5.3 Overview of short, medium and long-term impact indicators

Impact assessment evaluates project deliverables, i.e. progress and quality of final achievements. Questionnaires, observations, assessments and analysis will be used to measure project impact. The expected short, medium and long-term effects of SmartWB project are presented in the tables below:

**Table 8:** The expected short-term effects of the SmartWB project.

Short term impact	Target groups	Quantitative indicators	Qualitative indicators
Professional development	Teaching staff	6 theme-based trainings for teaching staff organised at Programme Countries HEIs; 80 trained WB teaching staff	Professional performance, assessment, self-evaluation
Capacity building	Institution	7 equipped laboratories with up to-date lab. equipment and software	Better working conditions
Innovative skill and knowledge gaining	Students	35 students took part in students' internships provided by the non-academic sector in WB countries	Skill and knowledge improvement
Improved curricula at partner universities	Students/ teachers/faculties /universities	At least 20 modernised and implemented courses	Interest in new courses (feedback from participants)
Networking and Collaboration among HEIs and nonacademic sector	Universities/ companies/ government bodies /municipalities	Platform developed and used; at least 20 organisations actively involved in collaboration	Interest in collaboration among HEIs and nonacademic sector without formal agreement

**Table 9:** The expected medium-term effects of the SmartWB project.

Medium term impact	Target groups	Quantitative indicators	Qualitative indicators
Innovative knowledge gaining	Students	At least 70 of enrolled and graduated students	Knowledge assessment
Raised awareness about environmentally conscious urban development	Professionals from SME and public agencies in urban development	7 roundtables organised with participation of professionals from the non-academic sector; at least 100 registered participants; operational recommendations created and sent to the national bodies in urban devel.	Interest in roundtables participation
Raised awareness about using emission reduction approaches and low carbon technologies by promoting blue-green infrastructures	Professionals from SME and public agencies in urban development	At least 7 promotional events organised; report summarizing different emission reduction approaches, low-carbon technologies and climate-friendly solutions.	Interest in awareness raising campaigns participation
Promotion of green jobs in urban development in WB region	Teaching staff/ professionals from SME and public agencies in urban devel.	1 final conference organised; at least 10 teachers from SmartWB consortium presented their experience; at least 80 participants registered.	Interest in green jobs and implementation of new technologies

**Table 10:** The expected long-term effects of the SmartWB project.

Long term impact	Target groups	Quantitative indicators	Qualitative indicators
Quality of teaching staff	Scientific community	Number of scientific papers in international journals in the field of CSUD	Quality of scientific papers
Permanent modernisation and update of curricula	Experts in urban development in WB region	Number of new or updated courses with CSUD content	Periodical reaccreditation
Graduated students with acquired knowledge that can be immediately implemented in practice	Labour market in WB region	Number of new employees/ Average time for a new graduate student to get permanent or temporary employment	Feedbacks received from employers
Collaboration among SmartWB partners	Wider community	Number of joint project applications	Quality of application achieved through the practice
Business-academia cooperation network	Companies and academic institutions	Annual grow of stakeholders joining the platform	Quality of cooperation through projects and start-ups
Improved life of WB population	Wider community	Measurement of emissions in winter period; recommendations accepted; new low-carbon technologies applied; deaths caused by low air quality reduced	Quality of WB population life improved

## 5.4 Key Performance Indicators

The impact of the SmartWB's project dissemination and communication activities shall be systematically monitored and evaluated using key performance indicators. This will allow the successful fulfilment of the relevant objectives of dissemination and communication activities, throughout the project implementation period.

**Table 11:** Dissemination and communication impact indicators.

Channel, tools and techniques	Objective	Target audience	KPI's – target	Way of measurement
Project website	Introduction of project concept activities and results, partners, news.	Students, teaching staff, professionals in CSUD, governmental authorities, representatives of the business sector	Number of visits to the website during the project lifespan – 7000 visits.	Google analytics
Social network: Instagram, Facebook	Presentation of the project news, raising awareness and promotion.	Students, teaching staff, professionals in CSUD, representatives of the business sector	Number of SmartWB social media followers – 100 followers during the project lifespan	Direct verification through social media analytics



E-newsletters	Disseminate key outcomes, other project relevant news and events.	Students, teaching staff, professionals in CSUD, governmental authorities, representatives of the business sector	Number of people receiving the newsletter	Direct verification through email records
Project brochure	Disseminate information about the project and its outcomes.	Teaching staff, professionals in CSUD, governmental authorities, representatives of the business sector	Number of distributed printouts (hardcopy) and number of downloads (softcopy) – 1000 copies of the project brochure.	Direct verification and Google analytics
Local TV /radio station	Raising awareness and promotion of the project	Teaching staff, professionals in CSUD	Number of TV / radio station programmes.	Direct verification
Attending non-project events	Raising awareness and promotion of the project and its outcomes.	Professionals in CSUD, governmental authorities, representatives of the business sector	Number of events attended by consortium members – 10 events.	List provided by the consortium members
Project events	Raising awareness and promotion of project with other departments from participating and other HEIs.	Teaching staff, professionals in CSUD, governmental authorities, representatives of the business sector	Number of other departments and other HEIs involved – 10 departments or HEIs.	List provided by the consortium members
Meetings with public decision-makers	Provide visibility and ensure a greater impact of the project at all scales.	Professionals in CSUD, governmental authorities, representatives of the business sector	Number of meetings – 7 events.	List provided by the consortium members
Final project conference	To inform stakeholders about the outcomes of the project.	Students, teaching staff, professionals in CSUD, governmental authorities, representatives of the business sector	Number of participants – 80 participants	List of participants.

Error! Reference source not found. Table 12 highlights the proposed frequency updates for SmartWB's communication channels.

**Table 12:** Update frequency for SmartWB's communication channels

Channel	Schedule – Frequency - Update			
	Weekly	Every 6 months	At the end of the project	Ad hoc
Project website	✓			
Social network	✓			
E-newsletters		✓		
Networking with other projects				✓
Networking with HE				✓
Local TV/radio station				✓
Attending Non-project events				✓
Project events				✓
Meetings with public decision-makers				✓
Final conference			✓	

## 6 Sustainability and continuation

All envisaged measures defined by exploitation strategy of the Dissemination and Exploitation Plan will be in function of achieving sustainability of the following main project results:

- exploit new/modernized courses;
- manage the equipped laboratories with up-to-date laboratory equipment and software;
- use and manage platform.

The sustainability will be expressed through the following:

1) Third countries not associated with the Programme HEIs will continue to use and update the developed platform in collaboration with the interested stakeholders (public services, companies, individuals).

2) The formed base of provided positions for the students' internships will be used for further traineeships of third country not associated with the Programme HEIs students after the project completion.

3) Third countries not associated with the Programme HEIs will continue to maintain the formed laboratories and the new teaching environment. SmartWB HEIs from WB countries will use their own budgets in order to maintain the laboratories and the new teaching environment, after the project is finished.

**Table 13:** Sustainable outcomes of SmartWB project

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?
Developed and implemented platform for business-academia cooperation in the field of sustainable urban development	Continuation of the cooperation started by signing the agreements between the academic and business sector	Project deliverables: D4.2, D4.3, D5.3 (Feedback needed for the platform defining, platform developed, implemented and used by the non-academic sector)	The non-academic sector continuously uses the platform for accessing up to-date information and resources. Center for LLL and Center for career development in WB HEIs will provide human resources after the project lifetime.
Modernized laboratories	The purchased equipment will start to be a part of laboratory exercises during the project implementation. After the project ends the equipment will be used in the same manner.	Project deliverable D3.5 (Equipment and software purchasing)	WB universities will provide dedicated human and financial resources to maintain equipment.
Modernized urban development and related courses lectured and enriched on WB universities	Courses will be modernized in cooperation with the industry and used after the project ends.	Project deliverables: D3.1, D3.3, D3.5, D5.1 (Equipment, software, trained teaching staff)	WB HEIs in cooperation with partner companies will continuously work on modernisation of courses. They will try to ensure finance for the budget position of their students.

Cooperation with business stakeholders	Documents on cooperation (MoU, PA or similar) will ensure lasting cooperation	D3.4 (Signed cooperation agreements with the stakeholders)	Cooperation agreements will give broader frame, ensuring that cooperation is sustainable and enabling internship for students (internship agreements)
Students' internships	Internships will be continued in cooperation with the industry and stakeholders	Project deliverables: D3.2, D3.3, D3.4, D3.5, D5.2 (Developed training programme for students' internships, trained teaching staff, signed agreements with the stakeholders for providing internship positions, equipment and software)	WB universities in cooperation with partner companies will continuously work on providing positions for students' internships.
Recommendations accepted.	In cooperation with the non-academic sector and after organization of roundtables	Project deliverable D7.3 (Recommendations created and sent to the national bodies in the field of urban development)	National bodies must be responsible for the development of safe and smart cities and accept climate-smart solutions provided by academic sector.

## 7 Conclusions

The SmartWB Dissemination and Exploitation Plan ensures that all communication and dissemination activities are carried out in a concerted, consistent and effective way. The document lays out the key strategies, initiatives, and targets to successfully maximise SmartWB's impact during the project's lifetime and after that.

## Annex DE1 – Word document template



Co-funded by  
the European Union

smartWB

## REPORT ON XXXXXXXX XXXXXXXXXXXXXXXXXX

This project has been 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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Curricula innovation in climate-smart urban development based on green  
and energy efficiency with the non-academic sector

Project: 101081724 — SmartWB — ERASMUS-EDU-2022-CBHE

### PROJECT INFO

Project title	Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector
Project acronym	SmartWB
Project reference number	101081724
Funding scheme	Lump sum
Web address	<a href="http://www.smartwb.ucg.ac.me">www.smartwb.ucg.ac.me</a>
Coordination institution	University of Montenegro
Project duration	36

### DOCUMENT CONTROL SHEET

Work package	
Ref. no and title of activity	
Title of deliverable	
Lead institution	
Author(s)	
Document status	
Document version and date	
Dissemination level	

### VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
v.01			

## Contents

1.Heading	First
.....	Error! Bookmark not defined.
1.1 Heading Second.....	Error! Bookmark not defined.
1.1.1 Heading the third .....	Error! Bookmark not defined.
1.2 Heading Second.....	Error! Bookmark not defined.
1.2.1 Heading the third .....	Error! Bookmark not defined.
1.3 Heading Second.....	Error! Bookmark not defined.
1.3.1 Heading the third .....	Error! Bookmark not defined.
1.4 Heading Second.....	Error! Bookmark not defined.



## Heading First

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### 1.1 Heading Second

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

#### 1.1.1 Heading the third

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse

cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## 1.2 Heading Second

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### 1.2.1 Heading the third

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## 1.3 Heading Second

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### 1.3.1 Heading the third

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## 1.4 Heading Second

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Annex DE2 – Power point presentation template



## Annex DE3 – Dissemination and Communication activity form



# DISSEMINATION AND COMMUNICATION ACTIVITY FORM

This project has been 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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector

Project: 101081724 — SmartWB — ERASMUS-EDU-2022-CBHE

Date	
Place	
Author	
Institution	

## Communication activity description

Communication activity name		
Who? Target audience (Please select)	<input type="checkbox"/> Research communities <input type="checkbox"/> Industry, business partners <input type="checkbox"/> Innovators <input type="checkbox"/> Investors <input type="checkbox"/> International organisation <input type="checkbox"/> EU institutions <input type="checkbox"/> National authorities	<input type="checkbox"/> Regional authorities <input type="checkbox"/> Local authorities <input type="checkbox"/> Civil society <input type="checkbox"/> Citizens <input type="checkbox"/> Specific end user communities <input type="checkbox"/> Other:
How? Communication channel		
Outcome (very specific Key performance indicators)		
Status		
Description of the communication activity (max. 200 characters):		

## Dissemination activity description

<b>Activity name</b>		
<b>What?</b>		
Type of dissemination activity		
<b>Who?</b> Target audience (Please select)	<input type="checkbox"/> Research communities <input type="checkbox"/> Industry, business partners <input type="checkbox"/> Innovators <input type="checkbox"/> Investors <input type="checkbox"/> International organisation <input type="checkbox"/> EU institutions <input type="checkbox"/> National authorities	<input type="checkbox"/> Regional authorities <input type="checkbox"/> Local authorities <input type="checkbox"/> Civil society <input type="checkbox"/> Citizens <input type="checkbox"/> Specific end user communities <input type="checkbox"/> Other:
<b>Status of the activity</b>		
<b>Why?</b> Description of the objective(s) with reference to a specific project output (max. 200 characters):		

## Annex DE4 – Meeting Agenda form

## Agenda

### *Kick-off meeting*

**Project title:** Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector

**Acronym:** SmartWB

**Project N°:** 101081724

<i>Work package</i>	<i>Title</i>
<b>1</b>	<b><i>Project management and coordination</i></b>
<i>Task N°</i>	<i>Task name</i>
<b>T1.1</b>	<b><i>Coordination meeting (kick-off)</i></b>

<b><i>Dates</i></b>	<b>23<sup>rd</sup> and 24<sup>th</sup> February 2023</b> (Arrival date: 22 <sup>nd</sup> February, Departure date: 25 <sup>th</sup> February 2023)
<b><i>City</i></b>	<b>Podgorica</b>
<b><i>Meeting venue</i></b>	<b>Faculty of Civil Engineering, room 105</b>
<b><i>Address</i></b>	<b>Boul. Džordža Vašingtona bb</b>

## Thursday, 23<sup>rd</sup> February 2023

*Faculty of Civil Engineering, University of Montenegro, Boul. Dž. Vašingtona bb, Podgorica*

9:00-9:30	SmartWB participants registration	
First session – Opening ceremony and project presentation		
9:30-9:35	Welcome words from the host - Faculty of Civil Engineering	Marina Rakočević, Dean
9:35-9:50	Opening remarks by Minister for Science and Technological Development of Montenegro	Biljana Šćepanović, Government of MNE
9:50-10:10	Presentation of the University of Montenegro (UoM)	Veselin Mićanović, Vice rector for education
10:10-10:20	SmartWB project in a nutshell	Ivana Ćipranić, UoM
10:20-10:30	Project website and social networks	Olga Čalasan, UoM
10:30-11:00	Coffee break (room 103)	
Second session - Introducing project technical details and directions from NEO		
11:00-11:15	EACEA Evaluation report	Marija Jevrić, UoM
11:15-11:40	Lump sum and financial reporting	Milan Gocić, UNI
11:40-12:00	Dissemination and sustainability	Genti Qirjazi, UPT
12:00-12:30	Project operational management – NEO’s directions	Rina Muhaj, NEO
Third session - Partner presentations with special emphasis on their higher education research potential and practices, as well as their role in SmartWB		
12:30-12:40	Technische Hochschule Ostwestfalen-Lippe (THOWL)	Martin Oldenburg
12:40-12:50	University of Natural Resources and Life Sciences (BOKU)	Doris Damyanovic
12:50-13:00	University of Niš (UNI)	Milan Gocić
13:00-13:10	University of Zagreb (UNIZG)	Željko Bačić Vesna Poslončec-Petrić
13:10-13:20	Universidad Rey Juan Carlos (URJC)	Carmen De P. Heredero
13:20-14:50	Buffet lunch (room 103)	
14:50-15:00	Norwegian University of Life Sciences (NMBU)	Harsha Ratnaweera online
15:00-15:10	University of Sarajevo (UNSA)	Emina Hadžić Ammar Šarić
15:10-15:20	Dzemal Bijedic University of Mostar (UNMO)	Merima Šahinagić-Isović Marko Čećez
15:20-15:30	University of Bihac (UNBI)	Aida Husetić
15:30-15:40	European University of Tirana (UET)	Fatri Morina
15:40-15:50	Polytechnic University of Tirana (UPT)	Genti Qirjazi
15:50-16:00	Polis University (U_POLIS)	Flora Krasniqi
16:00-16:10	Co-Plan (Co-PLAN)	Kejt Dharmi online
16:10-16:20	Environmental movement Ozon (OZON)	Nikola Perović
16:20-16:40	Association of Consulting Engineers of B&H (ACE BIH)	Video-presentation
16:40-16:45	Engineers Chamber of Montenegro (Chamber)	Blaženka Dabanović
16:45-16:50	Association Resource Aarhus center in B&H (Aarhus)	Video-presentation



## Thursday, 23<sup>rd</sup> February 2023

*Faculty of Civil Engineering, University of Montenegro, Boul. Dž. Vašingtona bb, Podgorica*

### Fourth session – SmartWB project bodies

16:50-17:00	Establishing of the project management structures (Steering Committee - SC, Project Management Committee - PMC, Quality Assurance Committee - QAC, WP Leaders)	Marija Jevrić, UoM
17:00-17:30	Conclusions of the day	
19:30	Social event: Dinner at the <b>100 manira</b> restaurant	

## Friday, 24<sup>th</sup> February 2023

*Faculty of Civil Engineering, University of Montenegro, Boul. Dž. Vašingtona bb, Podgorica*

### Fifth session - WP presentations and action plan

9:30-9:50	WP1 - Project management and coordination (Introduction to WP1 tasks, roles and responsibilities and deliverables) Leader: UoM	Marija Jevrić, UoM
9:50-10:20	WP2 - Analysis of current status in climate-smart urban development (Introduction to WP2 tasks, roles and responsibilities, templates, deliverables and workshop organisation) Leader: BOKU	Doris Damyanovic, BOKU
10:20-10:50	WP3 - Capacity building of WB HEIs (Introduction to WP3 tasks, roles and responsibilities, templates and deliverables) Leader: URJC	Carmen De Pablos Heredero, URJC
10:50-11:20	Presentation of three-day theme-based training (UNIZG - M5, UNI – M6, NMBU – M9) – Venue and draft agenda	Željko Bačić, UNIZG Milan Gocić, UNI Harsha Ratnaweera, NMBU
11:20-11:50	<i>Coffee break (room 103)</i>	
11:50-12:10	WP4 - Creating technological platform (Introduction to WP4 tasks, roles and responsibilities, templates and deliverables) Leader: UET	Agim Kasaj, UET
12:10-12:30	WP5 - Implementation of modernized courses and platform (Introduction to WP5 tasks and deliverables) Leader: UNSA	Emina Hadžić, UNSA
12:30-12:50	WP6 - Quality assurance and monitoring (Introduction to WP6 tasks, roles and responsibilities, templates and deliverables) Leader: UNI	Milan Gocić, UNI
12:50-13:10	WP7 - Impact and dissemination (Introduction to WP7 tasks, roles and responsibilities, templates and deliverables) Leader: UPT	Genti Qirjazi, UPT
13:10-13:40	Overview of the first project year: work plan, tasks and obligations of partners	Milan Gocić, UNI
13:40-14:30	General discussion and closing the meeting	

This project has been 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 the European Education and Culture Executive Agency (EACEA).

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

## Annex DE5 – Attendance list template



Co-funded by  
the European Union

smartWB

## ATTENDANCE LIST

This project has been 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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Curricula innovation in climate-smart urban development based on green and energy efficiency with the non-academic sector

Project: 101081724 — SmartWB — ERASMUS-EDU-2022-CBHE

Type of event	
Venue	
Date	
Organizer	

No.	Name	Institution acronym	E-mail	Signature	I would like to opt out from being photographed at the event
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					