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## **PROJECT DISSEMINATION PLAN**

### **OF THE ERASMUS+ PROJECT**

**International Students Adaptation and Integration/  
*INTERADIS***

**619451-EPP-1-2020-1-NL-EPPKA2-CBHE-JP**

**Breda, the Netherlands**



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## **Introduction**

This strategy is an integral part of the overall strategy for the implementation of the ERASMUS + Capacity Building in the Field of Higher Education (CBHE) project and is applicable to all dissemination, promotion and sustainability enhancement activities implemented by the INTERADIS consortium.

It is intended to streamline the continuous process of making and implementing decisions for the promotion of awareness raising and capacity-building activities at different levels with the aim of achieving the project's objectives and ensuring sustainability of the results and impact. The strategy is coherent with the aims and objectives of the project, as well as with the action plans and timeline, the Project Management Plan and the Quality Management Plan.



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## **1. Project brief description**

Aims and specific objectives:

Wider objective:

To integrate international students into Ukrainian and European educational space by the means of cultural, ethnic, social and academic assets.

Aim of the project:

To develop and implement Roadmap, that includes all aspects of IS integration and adaptation

To improve quality of training and administrative services, assure informational support of IS

To upgrade qualifications of administrative and academic staff

To create tolerant multicultural international environment at Ukrainian HEIs

To disseminate project results among Ukrainian HEIs

The project has one general objective, that designates the main idea of the project – integration and adaptation of students. This will be achieved by implementation of 4 specific goals.

The first goal - to develop and implement Roadmap, that contains multiaspect approach towards students' integration, thus ensuring complex approach to the project problematic topic. The implementation of Roadmap will be helpful for various target groups - first of all for IS, as it will greatly improve the conditions of their training and staying in Ukraine and provide understanding about the region (Europe) and country where they obtain education (Ukraine). It is envisaged that IS will be involved to the life of University, have more communication with local students, will learn EU and UA culture, way of life, values for better understanding and faster adaptation. The implementation of the Roadmap will also provide information on practical issues on study and live in Ukraine.

The Roadmap will be also helpful for international students' offices, providing them with systemic approach and activities to dealing with IS.

The next specific objective is to upgrade qualifications of staff, thus including administrative staff of international offices, that will participate in study visits, will undergo trainings with the aim to enhance qualifications regarding implementation of administrative procedures, increase efficiency of work, knowledge about cultural differences and dealing with other cultures, master the methods of communication, including basic mediation skills, learn how to prevent conflicts and deal with them, learn methods of reaction to some behavior, understanding the origin of motivation and behavior, that can seem to be strange or different.

Academic staff of HEI, that works with IS will also participate in the study visits and training, or will undergo the seminars at their HEIs from those who acquired EU experience. At such activities, they will learn more about methods of instruction in dealing with interculturalism, methods to work in the groups with different cultures, methodological features and peculiarities



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of international students training, also some information will be the same as for administrative staff - methods of communication, intercultural misunderstandings and conflicts prevention. Academic staff will also learn the best practices, principles and methods how to develop the adaptation course, together with EU experts will work on curricula offered for IS to adjust it to the needs and expectations of IS.

The administrative staff and partially academic will be the performers, that will develop and implement the content (roadmap) for the main target group (IS).

The administrative staff will upgrade and implement administrative procedures, while the academic staff will ensure increase of quality of training by adaptation of educational programs to IS.

To reach these goals, the EU experience, that will be learnt, is very important and will be the foundation for implementation of administrative procedures and increasing quality of education.

More comfortable conditions for IS will be created by modernizing University infrastructure - thus making it more friendly for IS, especially for newcomers, when the structure of university building is unclear; also translation of documentation to the languages of IS origin will also help them to understand the legislation, rules, procedures of the country and of the University clearly, feel more safe, secure and find the environment more positive. To this specific objective will also contribute the efforts directed on Ukrainian students and university staff as they will participate in seminars on intercultural competencies, will be involved in promo campaign on interculturalism and tolerance, also will participate in the activities together with IS (envisaged by strategy). Such preparation of students and staff and in the long run society will help to make people more helpful for IS, less suspicious, prevent bullying or other possible negative effects and will result in diminishing of the barrier among interaction of different cultures.

Dissemination part of the project is extremely important and it will cover the abovementioned needs and demands at other HEIs on the national level. The Ukrainian HEIs will have clear roadmap, procedures, developed documents for all the processes of IS integration. It is expected that other Ukrainian HEIs will see the benefits of the activities, that will be widely disseminated at the seminars, social media, mass media and due to participation of Ukrainian State Center for International Education (P 13), that will ensure support and promotion of the project results at the national level.

All the project activities are feasible, possible for development and implementation. The project idea and content was developed by Ukrainian partners, supported and complimented by EU partners. As the project idea grew from the needs of Ukrainian HEIs, all partners are interested in their implementation. The proposed content, number and sequence of activities described, as well as calculations made, completely fits Erasmus+ Capacity Building of Higher Education requirements.



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**Wider objective:**

To integrate international students into Ukrainian and European educational space by the means of cultural, ethnic, social and academic assets.

**Indicators:**

- Number of IS involved into activities, % of the total number
- Level of the students` satisfaction of training and living due to project activities
- List of advantages that students indicate, that helped them to be integrated
- Decreased number of conflicts between HEIs and IS

**How the indicators will be measured:**

University statistics,  
IS questionnairing,  
increased attractiveness of HEI on the international arene,  
increased number of IS

**Aim of the project:**

To develop and implement Roadmap, that includes all aspects of IS integration and adaptation  
To improve quality of training and administrative services, assure informational support of IS  
To upgrade qualifications of administrative and academic staff  
To create tolerant multicultural international environment at Ukrainian HEIs  
To disseminate project results among Ukrainian HEIs

**Indicators:**

- Trained administrative and academic staff, IS and US students
- Developed Roadmap at each partner HEI, ensuring of its implementation
- Modernized administrative procedures
- Created tolerant multicultural international environment
- Results of the project disseminated among Ukrainian HEIs, are kept sustainable

**How the indicators will be measured:**

- Google Disc (GD) of the project,
- project documentation,
- project website,
- University documentation,
- social media,
- websites of the Partners,
- printed and electronic materials and publications,
- students and staff quastionnaires



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## **2. Phases of dissemination:**

The dissemination process can be divided into 4 phases:

1. Planning, that took place during the project design
2. Update, replanning of the activities due to changes of the situation, legislation, or if the activities can be made more efficiently.
3. Implementation: started with the launch of the project.
4. Monitoring and evaluation of the activities will be made according to Project Management Plan and Quality Assurance Plan.

## **3. Channels of promotion and dissemination:**

### **On the University level**

In view of achieving effective dissemination, the following approach to communication, visibility and promotional activities is to be implemented: project partners agreed to use their networks of partners at the local, regional and national level regarding raising general awareness of the project, attracting supporters and promoting project outputs.

INTERADIS consortium partners already have established **channels of promotion and dissemination** of the project results. They will strive to use these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level.

INTERADIS consortium partners are to present the project and promote its results during relevant events organized within their own institutions or by partner institutions. Project teams within INTERADIS consortium partners will use all possibilities presented by the publishing activity within their own institutions to promote the project and its results.

Relevant **internal publications**, of HEIs such as website news, website project link and content, social media, etc. can be efficient resources for promoting the project within the institution (including among students) and among local networks of partners and stakeholders.

INTERADIS consortium partners will use all available opportunities **to make the project visible** to wider socioenvironment at the local, regional, national and interational level.

INTERADIS consortium partners will use of all suitable opportunities to promote, publish the INTERADIS project on the local, regional, national and International level, by publishing news, updates, articles, online and in print, presenting at conferences and seminars and using of any opportunities for promoting the project by collaborating with other CBHE projects through Inter Project Coaching that may occur.

## **4. Respect of visual identity**

Each publication will respect the Dissemination and visual identity rules for ERASMUS + CBHE projects available here at [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en) and generally, the following CBHE rules will be strictly observed:



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4.1. Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag.

E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

For projects funded by the Erasmus+ programme alone, the following should be used:

**Text on the left, EU flag on the right :**

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**Text on the right, EU flag on the left :**



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## Logo

The European Union emblem (flag) must be used and the name of the European Union displayed in full.

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- Equipment
- Dissemination material
- Official publications & studies
- Website & social media accounts

Please check  
[Visual identity page](#)  
Basic rules and  
[Graphic Design user Guide](#)

## 4.2. Guidelines on the application of the visual identity on studies and publications produced by external organisations

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

## 5. Instructions for dissemination activities:

### 5.1. Dissemination of joint project events.

After returning home each partner prepares the news with collage or set of pictures from the project meeting with project logo and Erasmus+ logo stating that the project was co-financed by European Commission respecting the visual identity rules.

The news has to be placed on the website of the partner, posted in social media.

KROK, as the WP owner, prepares and disseminates general news about the project

**5.2. Dissemination of project events that took place at partner HEIs or with participation of member of INTERADIS project team.**

After the event the partners prepare the news with collage or set of pictures from the project meeting with project logo and Erasmus+ logo stating that the project was co-financed by European Commission respecting the visual identity rules.

The news has to be placed on the website of the partner, posted in social media, with the use of #INTERADI.

The news has to be sent to KROK for project newsletter.

Information about the event has to be filled to the form:

No	Partner HEI	WP, Activity	Place, Date	Name of the event	Description (if it is long, provide it at the end of the table)	Number of participants	Link to the event

**6. Tools for dissemination**

**6.1. Project logo.**

Several versions of logo are created by partner HEIs, voting was made, the final logo was approved. Logo must be used in all related communication of the project, as well as European Commission Logo, must be represented in all related communication of the Project. The logo was sent to all partners, it is uploaded on google drive.

The logo of the project:



**6.2. Leaflet, brochures and poster .**

The produced leaflets will promote the project, the main sources of information. The templates will be provided by KROK, uploaded on google drive.



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### **6.3. Development of project information materials.**

The project information materials will be developed at the very beginning of the project, will be available for all partners.

### **6.4. Media.**

The press or any other means of mass media could be addressed in order to inform the wider public about the results of the project.

### **6.5. PowerPoint presentations.**

Project logo together with logo that the project is co-financed by European Union has to be used in order to create high brand recognition factor for INTERADIS.

### **6.6. Social Media**

Facebook Group

### **6.7. Project Website**

## **7. Dissemination and exploitation activities, description**

WP 6 ensures dissemination and exploitation of the project results, the life of the project after its formal end.

The following deliverables are envisaged:

- 6.1. Promotional materials prepared and disseminated
  - 6.2. Project website is online and updated
  - 6.3. Dissemination events organized
  - 6.4. Monthly newsletter issued
  - 6.5. Results of project presented at the annual conference of international education
  - 6.6. Publication published
  - 6.7. Infocampaign for Ukrainian students, staff and society organized
  - 6.8. Partnerships developed
  - 6.9. Recommendations regarding IS policy prepared and transferred to Ukrainian State Centre of International Education, MES
- 
- 6.1. Promotional materials prepared and disseminated
    - 6.1.1. Design of project logo
    - 6.1.2. Design and printing of project leaflets
    - 6.1.3. Design of project roll up
    - 6.1.4. Dissemination of electronic and printed versions of promo materials



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- 6.2.1. Development of the website platform
- 6.2.2. Launch of the website
- 6.2.3. Development of the content of the website
- 6.2.4. Upload of informational materials relevant for other Ukrainian HEIs to ensure dissemination and use of the project results
- 6.2.4. Ensuring of its constant functioning and update
  
- 6.3.1. International highlight event 1 with presentation of the results of project implementation
- 6.3.2. International highlight event 2 with presentation of the results of project implementation
  
- 6.4.1. Development of the schedule of newsletter with deadlines for sending of information by the partners
- 6.4.2. Preparation of the materials for the newsletter by each partner and sending to the WP owner
- 6.4.3. Development of the newsletters by the WP owner
- 6.4.4. Sending of the e-newsletter to the partners, each partner disseminates the newsletter to the target audience, upload them on WP
- 6.4.5. Reports
  
- 6.5.1. Presentation of the project results at Annual Educational Forum of International Education in 2021
- 6.5.2. Presentation of the project results at Annual Educational Forum of international education in 2022
- 6.5.3. Presentation of the project results at Annual Educational Forum of international education in 2023
- 6.5.4. Reports
  
- 6.6.1. Development of the materials for the publication by each partner
- 6.6.2. Collection of the materials from the partners, translation, adjustment of them for publishing
- 6.6.3. Printing of the Publication
- 6.6.4. Presentation of the Publication
- 6.6.5. Reports
  
- 6.7.1. Development of plan of promotional campaign
- 6.7.2. Publishing of the articles
- 6.7.3. Dissemination of informational promo materials, both electronic and printed
- 6.7.4. Involvement of mass media
  
- 6.8.1. Development of partnerships with Ukrainian students organizations
- 6.8.2. Development of partnerships with European students organizations
- 6.8.3. Joint activities
  
- 6.9.1. Recommendations prepared
- 6.9.2. Recommendations transferred



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#### 6.1.

In order to ensure dissemination of information about the project, first the project logo will be designed by the team of the WP owner. The project leaflet will include the project logo, brief information about the project, logo of Erasmus. It will be in English and Ukrainian. The leaflet will be printed by the WP owner and disseminated to the partners, so that each partner will have leaflets for dissemination.

The roll-up will be designed, it will include project logo, Erasmus logo, logo of all partners. WP owner will ensure the partners observe visibility rules, and use logo about co-financing of the project.

The roll up and some other designed materials will be uploaded on Google Drive, so the partners can use them.

#### 6.2.

Project website will be launched and kept updated, it should contain information on the project objectives, activities, partner information, reports, statistics, news from partners and provide the links on partner`s websites.

The website will include all materials, developed in the process of the project implementation, will be available for all interested parties.

#### 6.3.

2 International dissemination events will be organized.

IHE 1 will be organized in Kharkiv, October 2022, Ukraine at Karazin University.

IHE 1 will involve academic, administrative staff of HEIs and international students.

Representatives of Ukrainian HEIs will be invited. IHE will last for 2 days.

First day of the activity will be for all participants and will aim to present the project results to the wider audience.

The second day separate workshops for all target groups will be organized. It will involve academic, administrative staff of HEIs and international students. Representatives of Ukrainian HEIs will be invited. IHE will last for 2 days.

The results of the first year of the project implementation will be presented: how the creative coworking zone is organized, how the modernized administrative procedures were improved, how the informational materials were used, results of work in social medias, how the plan of activities is implemented – cultural, networking and scientific, how the course was implemented.

IHE 2 will be organized in Lviv

IHE 2 will involve academic, administrative staff of HEIs and international students.

Representatives of Ukrainian HEIs will be invited. IHE will last for 3 days.

First day will include general presentations, the second and the third days will include seminars and workshops for target groups.



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During both IHEs separate activities will be organized for IS. They will learn more about the University and its activities, will meet with Ukrainian and International students, discuss common issues, share knowledge, skills. Some valuable workshops will be organized for students by University lecturers.

Media will be invited, so the activities will be widely highlighted in press.

The publication will be presented and disseminated for the participants of the conference.

The whole project results will be presented in the completed, improved versions, as the project teams had time to implement, check, upgrade the procedures.

6.4.

The project results will be presented at Annual Forum of International Education, organized by Ukrainian State Centre of International Education.

The Annual Forum gathers up to 200 HEIs from all over Ukraine.

Vectors of the Forum:

- Internationalization of Higher Education in Ukraine;
  - Organization of admission and education of foreign students in Ukraine;
  - Medical education in Ukraine: problems and prospects;
  - Accreditation of educational programs;
  - Licensing requirements for providing education to foreign students in Ukraine;
  - Organizational conditions of language preparatory courses for foreign citizens in Ukraine;
- Development of cooperation in the field of international education.

6.5.

The project e-newsletter will be developed and disseminated monthly. The materials that can be prepared– news and partner updates, articles, info on events, useful links, successful stories, interesting experience, statistics, reports as well as information of partners, students and alumni. Not only HEIs, but students and alumni can contribute to the development of the newsletter. The newsletters will be also placed on the project website, disseminated to and by the stakeholders.

6.6.

The Publication will be prepared at the third year of project implementation, it will include documentation of all project results of each partner on :

1. Creative co-working zone
- 2 Administrative procedures
- 3 Calendar plan of activities
- 4 Course for adaptation of the foreign students and other training materials
5. Informational materials
- 6 University infrastructure
7. Website updated and social medias
8. Roadmap on IS



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Prior to preparing of the materials, the WP owner will set the demands for the materials, provided by HEI. The materials from partners will be reviewed by the group of experts of Ukrainian HEIs, State Centre for International Education. EU practices also will be included there.

The publication will be printed by the WP owner and disseminated at IHE 2. Each Ukrainian HEI will have at least 2 copies of the publication.

Total number of publications: 500.

6.7.

Promotional campaign will be organized with the aim to spread information about interculturalism, tolerance within society, explanation of cultural peculiarities of other nations for Ukrainian students, staff of HEIs, society in general.

The promo campaign will include development of the articles, preparation of videos and placing them via mass media channels, social networks, website of the project and websites of the partners, organization of the seminars for various target audience.

6.8.

The partnerships between students organizations of Ukrainian HEIs have to be established, as well as the ones with European students organizations.

This will be possible as the project envisages the mobilities of students to Ukrainian HEIs for the IHE and also mobilities to the EU. During such visits there will be time for students to communicate, exchange ideas, experiences and establish possible partnerships. Also the students will be connected via social medias – Facebook, Instagram, YouTube channels. Such communication will also increase number of friendships among students from different countries, will broaden their worldview and promote interculturalism.

6.9.

The results of the project will be transferred into recommendations and provided to the Ministry of Education and Science, to Ukrainian State Centre for International Education together with publication of the project.

Due to the fact that now the strategy doesn't exist in Ukraine, such recommendations will be very valuable and needed. The materials and documents, developed in the project can be approved by respective authorities or recommended to the HEIs. Thus the project is expected to influence on the state politics and regulations.

## **8. Dissemination and Exploitation Strategy**

Target Group	Means of Communication to Reach These Target Groups	Indicators to measure the effectiveness of the means of communication
International students	Social medias Dissemination events, Project website, websites of the partners, Infocampaign	Involvement of students to social networks, posting of info into social media, participation in the dissemination events,
Ukrainian students	Social medias Dissemination events, Project website, websites of the partners Infocampaign	Acceptance of IS, friendship
Administrative staff of international offices	Social medias Dissemination events, Project website, websites of the partners Infocampaign	More efficient and comfortable communication
Academic staff	Social medias Dissemination events, Project website, websites of the partners Infocampaign	Increased quality of training, understanding of the demands of the teachers
Other Ukrainian HEIs, not project partners	Social medias Dissemination events, Project website, websites of the partners Infocampaign, Publication	Acceptance and use of the results of the projects, positive evaluation of the achieved results and their efficient application
Society in general	Social medias Dissemination events, Project website, websites of the partners Infocampaign	Understanding of IS, accepting of principle of multiculturalism



## 9. Sustainability of the project results

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?
Adaptation course	Implement course yearly within the program for newcomers, introduce it into the curricula	Staff costs paid to academics at University	University
Updated Programs for IS	Continue implementation of the programs for IS	Staff costs paid to academics at University for implementation of educational programs – costs, that are usually paid	University
Modernized university infrastructure	Once modernized, it will stay the same for a long time, if needed some small changes can be introduced, but the university will already be friendly for IS	Universities can allocate small costs to support the infrastructure or do some modernizations	University
Developed roadmap of IS integration	Once developed in can be used – the activities and procedures from there can be implemented, that will lead to growth of attractiveness of HE and will lead to more students yearly, that will	Staff costs, part-time	University, new IS

	bring costs to support the activities		
Upgraded skills of academic and administrative staff	The administrative and academic staff will use upgraded knowledge and skills in the daily activities	None	None
Project website	The project website will exist, having all the materials, developed in the project. Partner organizations will make links on it, the Ukrainian State Centre of International Education will duplicate the most important documents	None	None
Modernized administrative procedures	The developed efficient procedures will be implemented into the life of University	None/usual university staff costs	None
Translated documents	The translated typical documents will exist on project website, Ukrainian State Centre of International Education will be made available for all interested parties	None	None
Created coworking zone	The created coworking zone for IS will act on the permanent basis providing space for training, networking	Administration, that can be already provided if the coworking is made in library	University

Social medias created for IS	The created media will be supported by communication of IS if they find them valuable	None	None
Publication for organizations that work with IS	Publication will include all relevant materials, that can be required by HEIs and other organizations that work with IS	None	None



### 3. DISSEMINATION OF RESULTS

#### What?

- Define **internal and external target groups** (incl. public authorities)
- Elaborate a specific **Dissemination Strategy** (What, Why, Who, How?)
- **Define the expected impact and measure it**

#### How?

- Project website (contractual obligation)
- Project flyers/leaflets/brochures
- Social Media, media releases, newsletters
- Public events, meetings seminars



**Annex II E+ Programme Guide**  
A Practical Guide for beneficiaries



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