



WP7

Dissemination of results

OUTPUTS

- **Communication Plan**

A Communication plan will be elaborated by HUST and approved by the Project Steering Committee. Its purpose is to formalize all communication and dissemination actions planned in the project cycle in order to provide guidelines on the approaches and to specify the dissemination tasks of each member of the partnership along with a timeline for each event and action, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means. The communication plan will foresee all the products necessary to diffuse the project information and its results: a logo, coordinated templates, flyers, video to promote the GREENUS image & its activities and achievements. It will be also foreseen a periodic quality monitoring of relative outputs produced during all the communication activities by the dissemination expert.

Target groups: teaching staff

- **Website, Logo and Communication “Tools”**

A project logo & coordinated images, project templates (word, ppt templates, banners, standee...) will be designed from the beginning of the project for the purpose of project dissemination to public audience and in order to make the project identity easily recognizable. All partners will be involved to disseminate these materials on a large scale to all stakeholders involved. For the Logo, a competition among beneficiary students will be launched. UNIROMA1, as the Project coordinator, and HUST as WP leader, will be responsible for setting up and maintaining the project website, which will be linked to social media as well.

The Website will offer detailed information about the project, its activities, and results. All project partners will refer to this website on their own website and will disseminate the project website via their existing news channels (newsletters, mailings, partner networks, social media...). Projects stories will be disseminated on social networks in order to increase the sharing of project's results. UNIROMA1 will maintain the Website active up to three years after the end of the project.

Target groups: other

- Dissemination events

At least two events will be organized in each partner University to disseminate GREENUS, with at least 20 participants each. These events aim at diffusing the project's objectives and its main goals; introducing the content of the newly elaborated courses, providing information and disseminating the results of the Eco-Campus action. The videos realized within WP5 (Task 5.1) will be used in any appropriate occasion or dissemination event.

Target groups: teaching staff, students, trainees, other

- Final Conferences

Final conferences will be held in Myanmar and Vietnam at the end of the project, combined with the final Steering Committee Meeting. The Final Conference will gather the participation of all project partners and their stakeholders involved in the project implementation including project staffs, students, public authorities, companies, local media. The event will be the occasion to inform all stakeholders on Project achievements and also to explore potential collaboration opportunities and stimulate active contact between all stakeholders.

Target groups: teaching staff, students, trainees, administrative staff, technical staff, other