



**Erasmus+ Programme (ERASMUS)**  
**(ERASMUS-EDU-2022-CBHE-STRAND-1)**  
**Managerial And GoverNance Enhancement through Teaching**  
**(101083006 —MAGNET)**



**MAGNET**  
Managerial And GoverNance Enhancement through Teaching

*<Sustainability and Dissemination plan>*

*<D5.1/D16>*

*DIMOKRITIO PANEPISTIMIO THRAKIS (1-DUTH)*



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# Editorial

## 1. 'the coordinator':

**DIMOKRITIO PANEPISTIMIO THRAKIS (DUTH)**, PIC 999659109, established in  
PANEPISTIMIOUPOLI RECTORATE BUILDING, KOMOTINI 691 00, Greece,

## and the following other beneficiaries:

## 2. **PANEPISTIMIO PATRON (UPAT)**, PIC 999894528, established in

UNIVERSITY CAMPUS, RIO PATRAS 265 04, Greece,

## 3. **LOGOS UNIVERSITY COLLEGE (LOGOS)**, PIC 887981748, established in

DRITAN HOXHA ROAD, TIRANA 1001, Albania,

## 4. **UNIVERSITETI ALEKSANDER MOISIU DURRES (UAMD)**, PIC 951374158, established in

L 1 RRUGA E CURRILAVE, DURRES 2000, Albania,

## 5. **UNIVERZITET UMETNOSTI U BEOGRADU (UAB)**, PIC 968338294, established in

KOSANCICEV VENAC 29, BEOGRAD 11000, Serbia,

## 6. **UNIVERZITET DONJA GORICA PODGORICA (UDG)**, PIC 948824319, established in

DONJA GORICA BB, PODGORICA 81000, Montenegro,

## 7. **UNIVERSITETI I PRISHTINES (UP)**, PIC 968666930, established in STREET NENA, established in

TEREZE, PRISTINA 38000, Kosovo \* UN resolution,

## 8. **INTERNATIONAL BUSINESS COLLEGE MITROVICA (IBC-M)**, PIC 915740529, established in

STR. BISLIM BAIGORA NN, MITROVICA 40000, Kosovo \* UN resolution,

## 9. **UNIVERZITET U BANJOJ LUCI (UNIBL)**, PIC 995591705, established in

BULEVAR VOJVODE PETRA BOJOVICA 1 A, BANJA LUKA 78000, Bosnia and Herzegovina,

## 10. **SOUTH EAST EUROPEAN UNIVERSITY TETOVO (SEEU)**, PIC 998142417, established in

ULICA ILINDENSKA 335, TETOVO 1200, Republic of North Macedonia,

## 11. **MEDITCINSKY UNIVERSITET-PLOVDIV (MUP)**, PIC 997876346, established in

VASIL APRILOV BOULEVARD 15A, Plovdiv 4002, Bulgaria,

## 12. **UNIVERZITET U SARAJEVU (UNSA)**, PIC 995549995, established in

OBALA KULINA BANA 7, SARAJEVO 71000, Bosnia and Herzegovina



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# Context

<b>Project number:</b>	101083006
<b>Project name:</b>	Managerial and Governance Enhancement through Teaching
<b>Project acronym:</b>	MAGNET
<b>Call:</b>	ERASMUS-EDU-2022-CBHE
<b>Topic:</b>	ERASMUS-EDU-2022-CBHE-STRAND-1
<b>Type of action:</b>	ERASMUS Lump Sum Grants
<b>Granting authority:</b>	European Education and Culture Executive Agency
<b>Grant managed through EU Funding &amp; Tenders Portal:</b>	Yes (eGrants)
<b>Project starting date:</b>	First day of the month following the entry into force date
<b>Project end date:</b>	Starting date + months of duration
<b>Project duration:</b>	36 months
<b>Consortium agreement:</b>	Yes



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# Introduction

The plan will specify the methods and means (dissemination channels) to communicate the project results, the most important of which will be the following:

- World Wide Web (project info site, blog, social media groups)
- Media coverage (newspapers, newsletters, professional publications)
- Events (Workshops/Conferences/Exhibitions)
- Partners' existing networks of dissemination
- Offline promotion actions (brochures/leaflets, etc.)



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# Project's aim and objectives

University Pedagogy, mostly enhanced through the operation of Centers for Teaching and Learning (CTL), is a main pillar for the implementation of the European Higher Education Area. MAGNET project aims to develop a network for University Pedagogy in the West Balkans States, through know-how transfer from countries that have CTLs under operation to all partner countries. Main objectives include the know-how transfer, the foundation of CTLs, the production of educational material and the creation of a sustainable network BALKANETUP (Balkan Network for University Pedagogy).

In more detail below we have the main Objectives, Activities and Results of the project.

## Objectives

1. Research and Needs Analysis of the didactic staff of all participating Higher Education Institutes, to bring out their teaching needs.
2. Actions to be taken at an institutional and national level leading to the establishment of CTLs.
3. The launching of BALKANETUP for all HEI, bringing together academic communities from the West Balkan area.
1. The design and function of an e-platform to support BALKANETUP, for communication and sharing of all deliverables of MAGNET project.
4. Development of training courses based on the Needs Analysis and an intensive literature review, in the form of pilot, field-focused, modules/courses with assigned ECTS that will be launched face-to-face or via eLearning methods.
5. The co-working of partners via webinars, face-to-face meetings and conferences scheduled in the form of workshops for all partners.

## Activities

1. Research and Needs Analysis of the didactic staff of all participating Higher Education Institutes, to bring out their teaching needs.
2. Actions to be taken at an institutional and national level leading to the establishment of CTLs.
3. The launching of BALKANETUP for all HEI, bringing together academic communities from the West Balkan area.
4. The design and function of an e-platform to support BALKANETUP, for communication and sharing of all deliverables of MAGNET project.
5. Development of training courses based on the Needs Analysis and an intensive literature review, in the form of pilot, field-focused, modules/courses with assigned ECTS that will be launched face-to-face or via eLearning methods.
6. The co-working of partners via webinars, face-to-face meetings and conferences scheduled in the form of workshops for all partners.



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## Sustainability

The quality plan will take the sustainability of the project into special regard. The establishment or enhancement of the new centers, protocols and policies that promote Competency-Based Higher Education in the Western Balkans, related research and innovation within the HEIs require solid integration within the organizational structure to ensure existence after the end of funding. The implementation of the methodology provides clearly defined indicators that allow the measurement of the implementation of the progress and the outcomes of the implemented improvements. Two types of indicators will be applied. On the one hand, as by the end of the funding period we want to reach a sufficiently high level of integration to guarantee MAGNET sustainability, some of the chosen indicators are intended to measure the level of common activities (such as the number of teachers participated, the number of training courses developed, the number of workshops delivered). On the other hand, as MAGNET wants to create added value with respect to a standing alone scenario, some of the indicators, are intended to measure the added value (such as the increase in the mobility rates, the increase in the level of satisfaction of teachers with the training courses).

It should be mentioned that financial performance is one of the dimensions that is included in the quality assessment process and the logic in this dimension is precisely the same as what was described above. Actually, in the design phase, the action plan and the financial plan were done simultaneously as they are independent, and the issue of cost efficiency was already considered at that stage. If, in the implementation stage, there are adaptations and improvements in the action plan, the financial plan will need to be revised accordingly. The project evaluation process will collect relevant data and information on internal project processes and provide feedback to the project team as the project goes along. The focus will be on the project lifecycle and on the different activities, interactions, procedures, products, feedback, and goal matching results.

During the project lifetime, formative and summative evaluation will be combined. The evaluation objectives are related to the project goals in terms of internal process performance and consistency with planned operational goals. In this respect, the work plan (containing descriptions of planned outputs, deadlines and partners' engagement) provides for the basic criteria for monitoring work progress. Integration between monitoring/evaluation activities, quality principles and project management at the project level will help facilitate the management of contingencies that may occur as the project develops. Monitoring and evaluation will be fed to project management providing it with instruments for project self-review (periodic self-assessment by individual partners). Moreover, the co-ordination meetings will include dedicated sessions aimed at reviewing project activities and products and at highlighting strengths and weaknesses of the partners' work. The methodology and tools introduced in the present evaluation framework aim at defining a threefold purpose which articulates in: operational, summative, and learning purposes.

### 1. Operational purpose.

It refers to how the project is being developed, the project management style, the quality of partners' participation, the respect of deadlines, the modalities according to which work is being carried out, and the respect of quality criteria with the support of corrective measures.



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## **2. Summative purpose.**

It refers to the match between expected results and achieved results. It also considers the resources used (efficiency) and the impact (effectiveness) of the intervention on the participants and targeted groups.

## **3. Learning purpose.**

It refers to the identification of the critical factors which determine the success of the project activities, and to the overall assessment of the "lesson" that can be drawn from the project. The evaluation tools that will be employed comprise:

- delivery of interviews and questionnaires to all the participants involved in the assessment exercises.
- compilation and analysis of interviews and questionnaires.
- results evaluation (the envisaged questionnaires will provide for a numerical assessment of the project results).
- identification of improvements and corrections of the Use Cases, Common Technical Specifications, training content, approach, and Demonstrator usability.

The results will be part of the Final Quality & Audit Report and Best Practices & Lessons Learned.



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# Project's results

## The expected results of MAGNET Project are:

1. The support for the implementation of modern, innovative, transformative, student-centered instructional strategies in HEI in the West Balkans
2. The formation of the BALKANETUP via the integration of knowledge, good practices, shared experience for the academic educational processes
3. The establishment of CTLs in HEIs
4. The launching of an e-Net to support BALKANETUP.
5. The upgrading of teaching and learning methods that lead to better students' outcomes.

The main goal of the program is precisely to maintain the results of the program after the EU funding ends since all activities focus on the creation of a Network of the Centers for Teaching and Learning. Given that a Centre of Teaching and Learning focuses on one of the main pillars of higher education institutions (that of teaching and learning), is feasible and expected that since a structure for the support of this pillar will be created and installed properly, they will continue to operate on a steady and long-term basis. The main parts of the project that should be continued include the CTLs themselves as well as the implementation of the educational material produced by the project. No further resources will be needed, taking into account that the academics appointed by their institutions to coordinate the CTLs will accomplish this task as part of their academic duties.

The most crucial point towards the continuation and sustainability and long-term impact of the project results is that of the creation of these structures. Since during the project will be offered know-how and continuous support for all issues concerning the foundation of CTLs, in terms of legal issues and technicalities, it is expected that they will continue to operate after the end of funding. Another supportive mechanism for the long-term continuation is the Network which will provide continuous stimulus. We should point out that DUTH has remarkable experience in the maintenance of relevant networks. In September 2016, DUTH created the Hellenic Network for University Pedagogy (<https://panepistimiaki-paidagogiki.gr/>), a network at national level aiming at the support of teaching and learning in higher education all over Greece.

This network started its operation as an initiative of just twenty academics from higher institutions of Greece. Nowadays, the Hellenic Network still operates, having many members from all higher institutions of Greece (about 200 academics) and a remarkable influence in teaching and learning issues for higher education institutions of Greece. Just to mention that three years ago the Network organized the 1st Conference for Teaching and Learning in Higher Education in Greece. Thus, DUTH has successfully maintained and expanded the activities of the Network. It is planned that after the end of the Program to initiate a biennial conference for Higher Education in West Balkans and create a governing body of the Network in order to continue operating in a long-term period.

The actions for ensuring results will remain available for as long as they are being used starting from with the introduction of the project which foresees mechanisms for checking the quality of the results. Measures to ensure the benefits will endure beyond the life of the project have been defined in the project methodology to be applied and include among others:



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- the incorporation of sustainability into the requirements of the project as a whole, but also per specific deliverable by addressing also preservation (where will the deliverables be preserved) and maintenance issues (additional provisions and associated cost for maintaining deliverables)
- the elaboration of sustainability scenarios for the deliverables that should live after the project ends by putting into perspective who is most likely/appropriate to carry them forward, how, and any issues that need to be addressed to make these outputs self-sustaining.
- the introduction of a best practices/lessons learned program as part of the quality assurance methodology.
- the stimulation of design for the content and the platform which creatively responds to the statements of requirements, statutory standards and good practice for sustainability.
- the addressing of sustainability aspects when change is under review.
- the constant reviewing, updating, promoting and implementing the predetermined project sustainability arrangements, standards and good practice during the assessment phase.
- the recommendation and promotion of appropriate dissemination/exploitation models at the inception phase, emphasizing on economic, social and environmental aspects governing each partner/country participating in the project.
- the introduction of a sustainability theme for communications by the team conveying the sustainability aspects of the project throughout its duration to stakeholders including to end users at hand overs during briefings.
- the availability of main outcomes to a large public that use them not only during the lifetime of the project but also thereafter.
- the establishment and maintenance of links with existing European Networks

To provide the conditions to achieve enhanced sustainability, the project outcomes will be revisited regularly under the prism of the changes the project will enable. One of the project's major objectives is the set up and maintenance of a strong link between both all the participants HE institutions and stakeholders coming from outside the project itself. Apart from the engagement strategies that address this issue during the project's course, the partnership has placed strong emphasis on the continuation of the project and the maintenance of the links that will be established throughout its lifecycle. It is the intention of the consortium to reach representatives of the target groups after the end of the project by taking the following actions:

- Public awareness attention: It is the main goal for outputs, even if it is targeted to specific people.
- Attention to long term involvement of stakeholders: The project approach is not to disseminate what is produced by the project, but to engage in a dialogue, to promote collective ownership, and develop a mutual valorization process.
- Partners will contact and inform public authorities at the national level.
- In order to address the European level all partners will undertake to attract interest in the project results by presenting project outcomes to various international events (conferences, information days, etc.), posting Web articles on sites concerned with Open education initiatives, presenting project outcomes to European Commission events (project partner meetings, information days, etc.).



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The Best Practices and Lessons deliverable will incorporate all the results and recommendations from the project's evaluation, dissemination, and assurance of results viability efforts. These will provide the basis for further post-project valorization and the allocation of associated post-project resources. The project deliverables become available during the course of the project, so that they will be replicable and usable by others. To this end, the deliverables will also provide useful practices for designing fully accessible learning objects for the target groups.

Finally, the exploitation approach strategy will encourage the take-up, use and adoption of outcomes by making sure to also soften any natural resistance users will have to the new concepts of the project. Particular attention will be directed towards clarifying the IP rights to make sure deliverables can be accessible to the appropriate communities after the project ends. The Creative Commons (CC) licenses will be adopted for the project deliverables to ensure this. A detailed analysis of the development and sustainability strategy to be employed by the project after its completion will be included in the final project report.



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# Sustainability/Dissemination committee

The Communications committee is responsible for developing, updating, and monitoring the Section's communications policies, social networking accounts, and electronic discussion groups, as well as recommending new ways for the Section to communicate with its members and other interested parties through alternative media.

## Responsible persons from each partner for Sustainability/Dissemination activities

Chair		
Katerina Kedraka		
Member, International Business College Mitrovica	Member, Medical University of Plovdiv	Member, SEEU
Medina Braha	Ani Belcheva	Veli Kreci
Member, UAB	Member, UAMD	Member, University of Donja Gorica
Jasmina Milovanovic	Nevila Mehmeti	Sandra Tinaj
Member, UBL	Member, University of Sarajevo	Member, LOGOS University
Tamara Pribišev Beleslin	Dusanka Boskovic	Konstantinos Giakoumis
Member, University of Prishtina “Hasan Prishtina”	Member, University of Patras	Member, Democritus University of Thrace
Donika Koliqi	Fieroula Papadatou	Lydia Mitits



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# Sustainability Plan

The sustainability strategy shows a long-term perspective for the project outputs, how they are going to be exploited and how they will create long-term impact on the target groups defined. The sustainability strategy analyzes the different possibilities to maintain and update results and gives a clear picture of necessary activities to ensure that the main project outputs are used in a long-term perspective and the long-term impact targets and indicators are met.

In summary exploitation and sustainability aim to achieve the following objectives:

- To promote and raise awareness regarding the project contents and developments.
- To provide information on the quality, relevance, and effectiveness of the results.
- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support.
- To convince individual end-users to adopt and/or apply the results, also after the end of the project.

The sustainability strategy of the MAGNET project was developed with the support of all project partners. Templates to identify other Partners or Target Audience in Western Balkans that might have potential to multiply, disseminate or exploit the results of the project and European or International projects or initiatives that have the potential to relate, liaise or exploit the results and tangible outcomes of the MAGNET project of each partner were distributed and were used as the basis for the development of this sustainability strategy.

**Sustainability principles.** The MAGNET sustainability plan is founded on the following principles.

## **A. Optimum allocation of resources to achieve the widest possible impact.**

According to the ERASMUS program, it is essential to deploy resources to projects that are structured to benefit the stakeholders and recipients both in the short and long term thus ensuring their maximum gain from participation.

## **B. Tangibility of outcomes.**

The process of ensuring the sustainability of MAGNET results and of the lessons learnt means that the results have explicit added value, are transferable for future actions in related projects and are therefore tangible. Tangibility is therefore ensured by the availability of the results to the target groups and the public both through the availability of reports on the project website and the dissemination of results at third party events.

## **C. Development of outcomes worthy of being sustained.**

MAGNET aims to promote the implementation of policy instruments and measures to promote educational techniques. This is achieved through exchange of experiences and interactive learning processes between partners and stakeholders. To achieve the desired sustainability outcome, these practices must be able to reinforce the relevant methodologies implemented and designed in the project even after the project is completed.



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Sustainability is a very important aspect of successful implementation of the project. Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. MAGNET will maintain its activities, services and benefits during its projected lifetime and after the project follow up. In order to assure the long-term perspective of the project outcomes a strategy to support sustainability was worked out to be maintained after the end of EU funding. The activity of achieving the sustainability will be discussed during every coordination meeting and implemented by all partner universities, involving enterprises in/out of the consortium and presented to the national Ministries. The consortium will analyze the strategy and adapt it due to the level of implemented activities and new initiatives caused by the project.

MAGNET sustainability strategy defines the percentage of project-initiated dissemination activities and services that will be delivered and maintained after five years of implementation of the project by each partner university:

- presentation of MAGNET project at national conferences.
- participation in various international conferences.
- online webinars.
- implementation of the joint scientific conferences.
- workshops and masterclasses.
- implementation of the regular students and research exchange.
- continuation of local actions stimulated by the project.
- generation of successor services and initiatives as a result of project initiatives.

To ensure sustainability the following factors are included in the strategy: the project fully meets academic, professional and social needs of target countries; active participation of all target groups (teachers/professionals/students/managers) is guaranteed; high degree of inter- institutional cooperation; intensive involvement of the non-university partners in the project implementation.

Also, MAGNET's website will be active and updated continuously after the end of the project for the further 3 years. By the end of the project, each partner university will establish a CTL that will maintain after the end of the project. Finally, the developed services and training modules will be integrated in the daily educational and training activities of the partner universities within the established network.



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# Dissemination plan

The aim of this project is to establish a consortium of West Balkan HEIs sharing similar concerns on HEI Pedagogy and, with the help of universities in the wider Balkan region which share its culture and mentality and yet have already undergone the necessary paradigm shift transition, establish a network that will address the challenges of the shift towards a CBHE in the West Balkans.

In more details the MAGNET Dissemination Plan has the following aims:

- to promote and disseminate the project results, through various channels towards the target groups.
- to identify which outside players and bodies need to be aware of, or involved with, the project, in order to promote it to policy makers and encourage the take-up of its outputs with relevant sector actors.
- to determine how project partners can use existing networks and resources for the dissemination of the project.
- to explore opportunities which could lead to the project results (products and processes) being transferred to other training environments, countries etc.

To reach these goals, project's partners will have to:

- identify key messages and target audiences.
- develop the branding of the MAGNET project.
- produce dissemination materials.
- use the project website as a dissemination platform.
- use social media tools.
- promote and raise awareness about the MAGNET project through events and networks.
- carry out social media campaigns focused on ecological sustainability.

A successful Dissemination Plan should outline specific requirements for the processes and timing of dissemination activities. It is essential to ensure a common understanding of the aims of the Dissemination Plan, as all partners will disseminate information about the project collaboratively, yet also independently.

MAGNET Dissemination Action can be organized into four specific Clusters, each of which with a specific aim:

- **Direct dissemination**, focused on the quality of the information provided to MAGNET target groups.
- **Indirect dissemination**, focused on the quantitative aspect of dissemination, i.e., the use of MAGNET website, partners social media accounts, printed dissemination materials (i.e., leaflets, poster, etc.), newsletters and other vehicles of communication to be used by partners to convey information



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about the project's implementation activities. In this case, the information has only one way and is limited to the message conveyed.

- **DUTH** will be responsible for the dissemination activities and outputs of the project. In order to ensure the success and implementation of the project, all partners will acquire dissemination activities and will support **DUTH**. **DUTH** in collaboration with the other partners will use various resources in order to disseminate project outputs, activities and achieve their exploitations.
- **All partners** acquire dissemination activities, which will be supported and coordinated by DUTH. As well all partners will use their channels (website, newsletters, social media, and magazine) to communicate updates of project results, outcomes of workshops and events. Communication channels of partners networks will enhance the level of dissemination.



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# Target audience

The project will also have impact on MAGNET participants and participating organizations, as illustrated in the following table:

MAGNET Target Group(s)	Expected impact
Students	<ul style="list-style-type: none"><li>• Generating awareness among the wider target group</li><li>• Stimulating interest through the dissemination of knowledge about uses of University Pedagogy</li><li>• Showing how University Pedagogy can address the need to improve the quality of higher education in third countries.</li><li>• Simulate cooperation of HEIs, capacity building and exchange of good practices</li><li>• Generate / Increase capacities to modernize higher education systems especially in third countries not associated to ERASMUS+</li><li>• Creation/Upkeep of an effective web site</li><li>• Creation of a brochure</li><li>• Preparation of an intermediate and final presentation for workshops and meetings/conferences</li><li>• Production and publication of papers</li><li>• Participation in specialized workshops/conferences at which the project may be presented or papers produced during the project.</li><li>• Organization of workshops and seminars for various representatives in association with other institutions to ensure dissemination in this domain.</li><li>• Notification of the generic project results to the appropriate target audience (internal/external) in the member states of the project participants</li></ul>
Academic staff	
National & Regional Organizations	
Training Community	
Society in general	

The MAGNET project will contribute to the achievement of outcomes within the HEI project funding period by providing the tools to help HEIs to decide the exact mix of policies and measures to address the Specific KPIs (Part-C of the project).



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To ensure the involvement of these target groups, partners will reach them through:

- e-mailings.
- personal meetings.
- online meetings.
- project brochure.
- newsletters.
- information/news published on the project website and on the partners' official websites.
- articles to newspapers and portals.
- posts and campaigns in social media.
- informative seminars.
- organization of multiplier/open events in partners' countries.
- presentation to conferences.

It is crucial to ensure that MAGNET project engages with the right stakeholders from the early stages of the project, and no effort is being wasted to communicate to the audiences that are less relevant for the project. In addition, it is important to ensure that the existing repository of stakeholders can be further enriched with new stakeholders identified over time, as the project progresses, and more individuals and organizations are reached to introduce the project and disseminate project results.

For these reasons, the MAGNET projects follow a carefully developed methodology for the identification, analysis and mapping for existing and future stakeholders. The methodology allows the MAGNET consortium to ensure that all the contacts gathered have a high potential to get interested and be engaged to project. The steps are as follows:

### **1. Identification**

At the identification stage, the brainstorming of all potential stakeholders takes place by taking into account their relevance to the aims of the MAGNET project. Gathered stakeholders at this stage include everyone who might potentially have some interest in MAGNET activities and results. At this stage, all project partners get involved by building an initial list of existing stakeholders and try to expand that list.

### **2. Analysis**

The second guideline involves analysis to better understand stakeholders' relevance and interest to the project and the perspective they offer. Analysis is initially performed by doing desk research and evaluating stakeholders' recent activities, interest in IAS management and relevant technological tools and measures.

### **3. Mapping**

Mapping is the final step that follows stakeholder analysis. In the context of MAGNET project, mapping refers to the stakeholder being added to the list by assigning category of influence/interest (which is determined during the analysis stage). The final result of such mapping is the Stakeholder List, that partners can update during and after the project's completion to ensure the sustainability of the project's results.



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# Key messages

Key messages are the main points of information you want your audience to hear, understand, and remember.

Suggested key messages for the MAGNET project are:

- Modernization of Higher Education
- Innovation in learning, teaching and assessment practices supported by digital technologies.
- Inclusive Education
- Pedagogical developments (e.g peer/collaborative/blended/shadow learning)
- Enhance teaching assessment mechanisms.



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# Project slogan

The **MAGNET** slogan will be:

***“Supporting modernization of HEIs”***

The **MAGNET** slogan can be used in all the dissemination activities of the project such as:

- project website.
- social media
- brochure
- poster
- presentations in meetings with target audiences etc.



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## Project Branding

### Project logo



MAGNET  
Managerial And GoverNance Enhancement through Teaching

The project logo should be displayed on the project website and on all project-related materials, documents, platforms, etc.

### Visual Identity of the project logo



MAGNET  
Managerial And GoverNance Enhancement through Teaching



BALKANETUP  
BALKAn NETWork for University Pedagogy



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As previously mentioned, funded by the European Union will be considered when preparing all templates to be used by MAGNET partners for confidential and public documents and presentations, along with the project's logo.



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In addition to the templates, all dissemination activities (including websites, media relations, conferences, seminars, and materials such as leaflets and posters) must contain the official EU logo and the correct disclaimer sentence.

## EU logo

Along with the project logo, the **EU logo** should be on the project website and on all project-related materials, documents, platforms, etc



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Link for download the EU logo: [www.eacea.ec.europa.eu/about-eacea\\_en](http://www.eacea.ec.europa.eu/about-eacea_en)



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# Sustainability and Dissemination channels

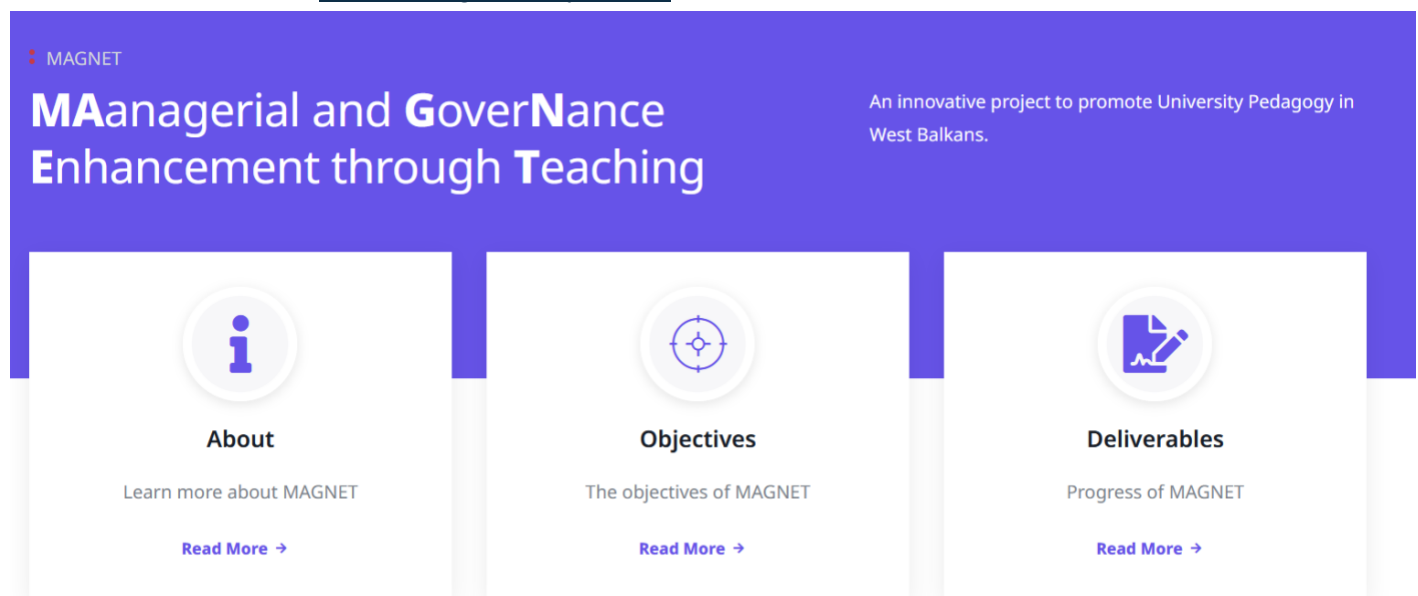
The successful promotion and valorization of the MAGNET activities and results towards the target audiences, requires the use of a wide variety of tools and channels.

This section presents the various tools the consortium intends to use for this task and the purpose they are trying to achieve.

## Project website

The website will be delivered in M2 of the project. It will present the project objectives, rationale, partnership, activities, results, dissemination materials and events, while it will be constantly updated with the latest news. The website will be available in all partner languages and will comply with web accessibility standards (WCAG 2.1, Level AA). The website will move away from a boring design of yet another funded project and communicate messages of substance in relation to the current problems. It will introduce the outcomes and later, it will provide access through the **BalkaNetUP** virtual space.

The **MAGNET** website is: <https://magnet-project.eu/>



The project website will host key information about the project and ongoing events, as well as a number of tools which will enable the different target groups to be regularly informed about the project's main contents and milestones and to "interact" with project partners.



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The website of the **MAGNET** project will feature the following sections:

- **"About"**. This section provides visitors with useful information about the project, including its aims and objectives.
- **"Partners"**. Information about project partners will be presented here. Visitors can click on the "partner's website" button to access each partner's official website.
- **"Results"**. Visitors can learn about the project's outputs and their usability for end-users.
- **"News and events"**. Articles about project news and events will be regularly uploaded to this section, providing important information about ongoing activities and produced results.
- **"Material"**. Project brochures, posters, and newsletters will be uploaded in all partners' languages.
- **"Contact us"**. Visitors who wish to inquire about the project or share their thoughts about ongoing activities can contact project partners through this section.

The MAGNET website will follow a responsive design approach and will be user-friendly on all types of devices (desktops, laptops, tablets, and mobile phones). It will also be accessible by people with special needs.

## Partner's website

A dedicated project page will be created at the website of each partner organization and link to the project website.

The 12 project partners will create a dedicated section on their official websites for the MAGNET project. This section will include information about the project's aims, objectives, target audiences, expected results, and available materials.

Additionally, there will be a button linking to the project's official website, allowing visitors to access more detailed information.

Partners will regularly publish news about project activities, materials, and tools on their websites. This effort aims to inform the public and target groups about the project and encourage participation in project activities and pilot tests.

## Project's social media

The MAGNET project will have its own social media account. The project's social media accounts will be particularly active, engaging all target audiences in project activities. The main objective of the social media account will be to use it as an opportunity to engage with the project's target audiences in an interactive way.

The use of social media for the MAGNET project will be to communicate events, project milestones and project products/outputs. Also, to showcase good practices and engage people on a regular basis.

The power of social media for general awareness will be harnessed through:



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- The use of the **#BalkaNetUP** and **#MAGNET** hashtag on twitter by the partners organizational accounts which already have substantial followers, the search results on the hashtag will be linked to the twitter icon of the project website so that visitors can find project references on **twitter**.
- A dedicated **facebook** page for the project which initially will inform about project related activities and progress and will be later used to power the project Network facilitated by the **Academy**.
- A **linkedin** group targeting the target group and all the stakeholders of the wider entrepreneurship sector who can exchange views on issues emerging from the execution of the project.

## Partner's social media

The 12 project partners will use their social media accounts (Facebook, Twitter, Instagram, YouTube, TikTok etc.), to disseminate projects' activities and results.

Posts about the project will be uploaded regularly, aiming in informing public and target groups about the project and encourage people to participate to project activities and pilot tests.

Indicators like:

- No of likes.
- No of views.
- No of shares.

will be used for evaluating the effectiveness of social media for the dissemination of the project.

The 12 partners should use the following hashtags in their posts:

- #BalkaNetUP
- #MAGNET

## MOOC Platform

The **MAGNET** project will be disseminated in large scale through the **MOOC** platform.

In this platform, content related to adult learning, such as videos, presentations, quizzes and other resources are shared in a multilingual open membership community for beneficiaries. The allocated timeframe for all courses in MOOC will be distributed and decided among the consortium during the start of the project. In effect, these activities will ensure the sustainability and open access of the magnet Results to the project beneficiaries.


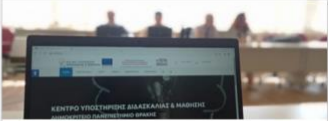





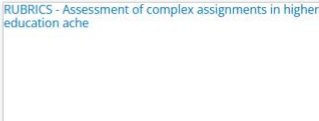
Members create online courses that are available to everyone. To ensure sustainability after the end of the project, an Open-Source Platform (OpenEdx) is used, and hosting takes place on servers of the Democritus University of Thrace.



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The **MOOCs** website is: <https://magnet-moocs.mbg.duth.gr>

 <p>logos UMTPHE Using models in teaching physics in higher education Starts: Jun 3, 2024</p>	 <p>duth UP101 Introduction to University Pedagogy Starts: Jul 1, 2024</p>	 <p>upat SCAL Students' Characteristics as Adult Learners Starts: Sep 1, 2024</p>	 <p>mup eitdi Educational Innovations and Trends in Dentistry Education Starts: Jan 1, 2030</p>
 <p>uamd EAU101 Europeanization of Albanian Universities - From EU legislation to innovative integration Starts: Jan 1, 2030</p>	 <p>uamd TSSSN Teaching Strategies for Students with Special Needs Starts: Jan 1, 2030</p>	 <p>unibl CIAUT101 Communication and Inclusive Approach in University Teaching Starts: Jan 1, 2030</p>	 <p>unsa ache RUBRICS - Assessment of complex assignments in higher education Starts: Jan 1, 2030</p>



duth: UP101  
Introduction to University Pedagogy

Explore courses

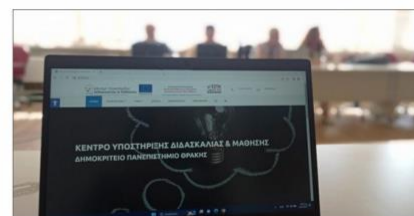
Register

Sign in

## Introduction to University Pedagogy

duth

Enroll Now



### About This Course

Learning Circle INTRODUCTION TO UNIVERSITY PEDAGOGY for faculty members and teaching staff, aims at promoting University Pedagogy and creating a community of learning, innovation and continuous improvement of the teaching work at a Higher Education Institute (HEI). Modules are designed to support teachers to reflect on their professional development, to record their needs, to acquire and exchange good learning and teaching practices, to develop and implement modern and effective educational actions, with the utilization of ICT within teaching in university courses.

### Syllabus

#### A. Professional Development in academia

- Skills required from academics -Challenges.
- Difficulties / Problems / Barriers connected to teaching in HEI
- Active learning Communities in HEI and their role for UP
- Reflection

Course Number	UP101
Classes Start	Jul 1, 2024



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# Erasmus+ Project Results Platform

The MAGNET project will be also disseminated through the **Erasmus+ Project Results Platform**.

Details about the project as well as its tangible results will be uploaded to the Erasmus+ Project Results Platform. Upon completion of the project, Lead Organization of the project, will undertake to upload all project results to the Erasmus+ Project Results Platform - Dissemination Platform - where the beneficiaries can be informed about the good practices that have resulted from projects co-funded by the European Commission under the Erasmus+ program. This means that the results of this project will be available to all and, given their nature, adaptable to the specific needs of each beneficiary.

## School Education Gateway

The **MAGNET** project will be disseminated in large scale through the School Education Gateway online platform.

The School Education Gateway platform which is one of the biggest Europe's online platform for teachers, school leaders, researchers, educators, policymakers and other professionals working in school education – including Early Childhood Education and Care (ECEC) and Vocational Education and Training (VET).

Project results, as well as experience on the project topic and target groups, will be presented on School Education Gateway platform.

## Leaflet

A project brochure will be created to inform the audience about the project's benefits [6000 Items / 6 pages, Dimensions: 21X9,5 closed, 21X28,5 open, paper: 150gr ILLUSTRATION-VELVET]

The **MAGNET** leaflet will include general information about the project, its aims and objectives, target audiences, as well as the results to be developed, contact details of each partner, the project logo and Erasmus+ logo.

The **MAGNET** leaflet will be in trifold format.

The leaflet will be available in the languages of all beneficiaries', and it will be distributed in important events during the project implementation, such as meetings with target audiences and stakeholders, conferences, roundtables, forums, seminars etc.



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## Managerial and Governance Enhancement through Teaching

A challenge for the Western Balkans' Higher Education Institutions (HEI) is to achieve integration with students, academia, learning organizations, social agencies, industry, and government in order to discuss -and demand- solutions for the modernization of HEIs.

University Pedagogy, mostly enhanced through the operation of Centers for Teaching and Learning (CTL), is a main pillar for the implementation of the European Higher Education Area.

The aim of the MAGNET project is to establish a consortium of West Balkan HEIs, to share concerns on University Pedagogy and establish a network that will address the challenges of the shift towards an active, student-centered and interactive teaching and learning culture in the Western Balkans HEIs.



## Contact

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Dragana, Alexandroupolis

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@ kkedrakas@nhg.duth.gr

🌐 <https://magnet-project.eu>



 **MAGNET**  
Management of Quality and Governance through Teaching

Erasmus+  
ERASMUS-EDU-2022-CBHE-STRAND-1  
Project: 101083006



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## POSTER

The **MAGNET** poster will include general information about the project, the website link, and social media as well as the logo of each one of the 12 partners. (Dimensions: 2x1 perpendicular)

The poster will be developed in all beneficiaries' languages and will be used in various events during the project implementation, such as meetings with target audiences and stakeholders, conferences, roundtables, forums, seminars etc.



## Promotional video



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The promotional video will be for disseminating the project at a national, European and international level, though not only social media, project website and partners' websites, but also different channels, such as TV, radio etc.

The versions with the subtitles in partners' native languages will be for the better dissemination of the project at a national level.

The versions with the English voice over and the English subtitles will be for disseminating the project in European and international level.

## Media releases/publications

Partners will publish articles and press releases on every occasion where an important event or activity will take place during the project implementation like project meetings, national events, piloting sessions, information/promotion days, finalization of product(s), research activities etc.

Media releases/publications will be done in:

- Newspapers.
- Portals.
- Professional magazines.

The content will be generated by all consortium partners in all languages. Every two or three months (based on the following schedule) every member must publish a relative action / article / publication related to the project in English and will be translated to other languages from all the partners.

Members must repost any project information in their HEI's social networks.

\* = Media Releases / Posts

X = Newsletter

	Q1/ 23	Q2/ 23	Q3/ 23	Q4/ 23	Q1/ 24	Q2/ 24	Q3/ 24	Q4/ 24	Q1/ 25	Q2/ 25	Q3/ 25	Q4/ 25
P1	*		* X		* X		* X		* X		* X	X
P2		*		*		*		*		*		*
P3	*		*		*		*		*		*	
P4		*			*			*			*	



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P5			*			*			*			*
P6				*			*			*		
P7		*			*			*			*	
P8			*			*			*			*
P9		*					*				*	
P10			*					*				*
P11				*			*				*	
P12			*			*				*		



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# Meetings

MAGNET partners will disseminate project activities and outputs, during face to face and online meetings, which they will organize, or they will participate.

Participant	Type	Topic	Location	Duration (days)	Attendees
DUTH	Kickoff Meeting	Presentation of partners in relation to project related experience, high level presentation of the description of work, analysis of tasks for the first 8 months of the project, administrative, contractual and budgetary issues, presentation of the PM Tool and processes.	ALEXANDR OUPOLIS, GREECE	2	28
LOGOS	2nd Meeting	Finalisation of WP2 results, meeting to present for approval the Master-Plan for the Needs & Wants of Higher Education in the Western Balkans and preparing the Tasks of WP3 ( <b>BalkaNetUP</b> establishment, CTLs establishment or enhancement, MOOCs Development etc)	TIRANA, ALBANIA	2	20
IBC-B	3rd Meeting	Presenting dissemination activities of <b>BalkaNetUP</b> and all partners. Finalizing the lectures and seminars for stakeholders, finalizing the development of MOOCs and platform to present them. Continuous quality monitoring and controlling the dissemination activities.	MITROVICA, KOSOVO	2	20
UNSA	4th Meeting	Presenting and teaching academic staff based on MOOCs developed. Checking the establishment of CTLs and create the roadmap for <b>BalkaNetUP</b> activities for the next period. Continuous monitoring of quality of activities based on Quality Monitoring Action Plan and controlling the dissemination activities.	SARAGEVO, BOSNIA & HERZEGOVINA	2	20
UPAT	Final Meeting	Presentation of the Evaluation of the University Pedagogy methodology and the results of the development of <b>BalkaNetUP</b> and CTLs. Create the roadmap for <b>BalkaNetUP</b> activities after the end of the project.	PATRAS, GREECE	2	28



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# Partners' Sustainability and Dissemination Events

**1st International Conference of the Network of Teaching and Learning Centers in Greece, 5-6 July 2023, Ramada Plaza Thraki, Alexandroupolis, Greece ([www.cilconference.org](http://www.cilconference.org)).** Was organized by the Horizontal Action of CTLs in Greek universities. The Conference was attended by about 90 delegates from Greece and abroad, among them almost all the Coordinators of the CTLs of HEIs as well as members of the teaching staff and the academic community of the Universities of Greece.

**Staff's Professional Development Days at the University of Banja Luka during April and May 2023.** A series of lectures and interactive workshops aimed at the professional development and professional development of the teaching staff's pedagogical competencies began. About 250 teachers and associates of the University of Banja Luka were involved, who had the opportunity to learn from experienced professors and experts from various fields in university pedagogy.

**Conference organized by the University of West Attica, which aimed at promoting the activities of the Centre and recording the state of University Pedagogy in Greece.** The Coordinator of the Centre for Teaching and Learning (CTL) of the University of Patras, Professor Thanassis Karalis, participated with an address. The Coordinator of the CTL of the Democritus University of Thrace, Professor Katerina Kedraka, participated in the conference as well. During their speech both of them referred to the MAGNET programme, the creation of BALKANETUP and the perspectives opened up by the cooperation of the Teaching and Learning Support Centers in the Western Balkans.

**"University Pedagogy and ICT in higher education" in the framework of the 13th Panhellenic and International Conference "ICT in Education", 29/9, 1 & 2/10/2023 in Kavala under the auspices of the International University -see <http://etpe23.cs.ihu.gr/>.** University Pedagogy was presented at the round table as a relatively new field in the higher education community, which is closely intertwined with the training of university teachers and with the improvement of the quality of teaching and learning in the academia. The topic of the discussion is a timely one as in Greece a network of Centers for Teaching and Learning (CTLs) is being institutionally developed in HEIs across the country in order to support the University's mission in cultivating learning and education through high quality and high-quality forms of teaching.

**The Language Center at SouthEast European University organized a profound professional development seminar on Global Learning in EFL Classrooms in line with the objectives of the MAGNET project, which focuses on the creation of the Center for Teaching and Learning (CLT).** The goal of this seminar was to enhance the expertise of educators in the field of English as a Foreign Language (EFL) instruction. The session, which concentrated on the intentional integration of global learning, was a resounding success and marked another milestone in our commitment to fostering globally competent students and responsible global citizens.

The University of Banja Luka and the Faculty of Philosophy inform and invite the teaching staff to participate in a **series of lectures/workshops** that will be held during February and March 2024, with the aim of professional development and improvement of the teaching process at the University.

In the framework of MAGNET project, the Teaching and Learning Center at LOGOS University College organized a **training activity** with lecturers and students of the college on "Philosophical foundations of the new competency-based curriculum".



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The **international conference for High school teachers** was organized at UDG (2024 February 11th and 12th) during the International Entrepreneurial Weekend. The theme of the conference was challenges and perspectives in education, and teachers listen to the best regional experts in the relevant fields. Also, the event presented and emphasized the opportunities offered by the MAGNET project and Center for Teaching and Learning that established at UDG. Training for teachers - student company.



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# Sustainability and Dissemination Newsletters

Two issues of the Newsletter have been already published. The partners have been instructed about the format and the content of the articles that they submit and the materials they have been producing are uploaded to a shared drive folder. Thus, all partners are given open access to the events and the steps taken by the consortium, contributing to their better networking. The newsletters have been uploaded on the project website. The next steps include sending the newsletters via email to subscribers and producing printed copies.

## Magnet NEWSLETTER volume 1, issue 1 published on 13/10/2023

[https://magnet-project.eu/sites/default/files/newsletter/MAGNET\\_Newsletter\\_Vol1\\_Issue1.pdf](https://magnet-project.eu/sites/default/files/newsletter/MAGNET_Newsletter_Vol1_Issue1.pdf)



Coordinator: Prof. Katerina Kedraka

Newsletter editor: Assist. Prof. Lydia Mitits

The newsletter contains the following articles:

### DEMOCRITUS UNIVERSITY OF THRACE

*The Greek and the Balkan Network of University Pedagogy*

### UNIVERSITY OF BANJA LUKA

*Staff's Professional Development on University of Banja Luka*

### UNIVERSITY OF SARAJEVO

A report on :

- A new Statute including provisions for the establishment of the Office for professional development of

teachers and non-academic staff (UNSA CTL)

- The UNSA CTL will be built up comprising components for both online and in-class educational activities: DIGI.EDU and TRAIN (Training and Research for Academic Newcomers).

### UNIVERSITY OF ARTS IN BELGRADE

*A progress report from the University of Arts in Belgrade*

### DEMOCRITUS UNIVERSITY OF THRACE

*Promotion of MAGNET in the Conference of the University of West Attica*



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## **UNIVERSITY OF PATRAS**

*Promotion of BALKANETUP at the University of Patras*

## **DEMOCRITUS UNIVERSITY OF THRACE**

*Round table entitled: "University Pedagogy and ICT in higher education"*

## **"ALEKSANDËR MOISIU" UNIVERSITY OF DURRËS**

*A progress report*

## **UNIVERSITY OF DONJA GORICA**

*Innovative model of studies and improvement of teaching process within MAGNET*

## **INTERNATIONAL BUSINESS COLLEGE MITROVICA**

*A progress report*

## **LOGOS UNIVERSITY COLLEGE TIRANA**

*Report on some of the activities held by LOGOS University College for the MAGNET Project*

- University College LOGOS participates in the inception meeting of the MAGNET project
- First General Management meeting of the ERASMUS+ project titled "MAGNET. LOGOS University College, Tirana, Albania, 31 August – 2 September 2023
- Improving Management and Governance of Higher Education Institutions for better teaching

## **UNIVERSITY OF PRISHTINA**

*Learning Cycles in University Pedagogy*

## **MEDICAL UNIVERSITY OF PLOVDIV**

*The Medical University of Plovdiv – part of the innovative MAGNET project*

## **SOUTHEAST EUROPEAN UNIVERSITY**

*MAGNET Project First General Management Meeting in Tirana*

**Magnet NEWSLETTER volume 2, issue 2 published on 02/02/2024**



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<https://magnet-project.eu/sites/default/files/newsletter/Newsletter-MAGNET-Volume%201-Issue%202-V2a.pdf>



Project coordinator: Prof. Katerina Kedraka, Democritus University of Thrace

Newsletter editor: Assist. Prof. Lydia Mitits, Democritus University of Thrace

The content of the newsletter is composed by the members of the consortium established by HEIs from EU ERASMUS+ associated countries and partner countries of the West Balkans.

**Consortium members**

Democritus University of Thrace  
University of Patras  
University of Arts in Belgrade  
University of Banja Luka  
Logos University College  
University of Donja Gorica  
University of Sargano  
Medical University Plovdiv  
South East European University  
International Business College Mitrovica  
University of Plovdiv  
Alexander Moisiu University in Durres

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of the European Union



Coordinator: Prof. Katerina Kedraka

Newsletter editor: Assist. Prof. Lydia Mitits

The newsletter contains the following articles:

### DEMOCRITUS UNIVERSITY OF THRACE

*MAGNET Website is on air!*

*"The contribution of Centers for Teaching and Learning (CTLs) to the upgrade of teaching in higher education"*

### UNIVERSITY OF PATRAS

*Child rights center of the university of Patras and UNICEF office in Greece*

### UNIVERSITY OF ARTS IN BELGRADE

CTL has been established at the University of Arts in Belgrade (UAB)

### UNIVERSITY OF BANJA LUKA

A series of seven lectures/workshops at the Faculty of Philosophy of the University of Banja Luka during the months of February and March 2024, as part of the MAGNET project.

### LOGOS UNIVERSITY COLLEGE

- Training activity with lecturers and students "Philosophical foundations of the new competency-based curriculum"
- Professional passive practice mentoring system in study program 'Teaching for pre-school education' in Albanian HEIs
- Teaching in Albanian Higher Education Institutions - Challenges and Opportunities

### UNIVERSITY OF DONJA GORICA



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- The proposal for the establishment of a Center for Teaching and Learning at the University of Donja Gorica has been prepared
- Staff's Professional Development at University of Donja Gorica (UDG) has been continued - The series of discussions and interactive trainings were organized
- UDG will host a series of trainings/workshops branded as the International Entrepreneurial Weekend at UDG for High-School Teachers!

## **UNIVERSITY OF SARAJEVO**

*TRAIN modules offered at the University of Sarajevo*

## **MEDICAL UNIVERSITY PLOVDIV**

*Information newsletter*

*"Teaching Academy Dedicated to the Best Practices in the Teaching Field"*

*"Educational Innovations and Trends in Teaching Academic Medicine"*

## **SOUTHEAST EUROPEAN UNIVERSITY**

*SEEU MAGNET Project Newsletter. Launching the Teaching Center & Successful Workshop*

## **INTERNATIONAL BUSINESS COLLEGE MITROVICA**

*IBCM has successfully inaugurated its Center for Teaching and Learning*

## **UNIVERSITY OF PRISHTINA**

*A progress report*

## **"ALEKSANDËR MOISIU" UNIVERSITY IN DURRËS**

*A progress report*

## **TALKING TO AN EXPERT - Zoe Gavrilidou**

Following the management model of the BALKANETUP, which is launched and organized within the MAGNET project (for further information see <https://magnet-project.eu/balkanetup/management-model>), a Scientific Committee consisting of four experts in the field of University Pedagogy has been formed. Its aim is to consult the project's Steering Committee in its effort towards achieving its mission and vision. The column covers interviews with the 4 experts in the field starting with Zoe Gavrilidou, who



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holds the position of Professor of Linguistics at Democritus University of Thrace and is also a Visiting Professor at the University of Chicago.



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## Disclaimer text

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):

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# Project environmental code

All project materials, products and deliverables must include the following Erasmus+ program All project materials, products and deliverables will include the following text:

***“Think before printing any material if it is really necessary. In case something needs to be printed, it is worth thinking about where to print it (e.g. local print shop, ecofriendly online print shop, etc.), on what kind of paper (e.g. recycled paper, grass paper, other alternatives to usual white paper) and with what kind of colors. Let’s protect our environment!”***

Also, on main project's communication tools (website, online brochures, newsletters, social media, etc.) partners shall refer to the project environmental code and the bellow green practices:

- **DECISION MAKING PROCESSES:** premised that the project does not provide any material interventions and therefore will have a very low impact on the environment.
- **ONLINE COMMUNICATION OUTSIDE AND WITHIN THE PARTNERSHIP:** virtual communication, collaboration and shared repository technologies will be the main drivers of the project.
- **NO POLLUTION:** during projects, there is often a need to retire outdated equipment. When these needs arise, project partners will make sure to dispose of these items in a way that has the least impact on the environment.
- **PLANNING:** project partners will add a section for environmental impact to the project prospectuses or charters, risk management evaluations, plans of action, etc.
- **TIME MANAGEMENT:** project partners will schedule tasks appropriately and set the teams adequately so that they can minimize overtime and its added energy consumption.
- **NO PAPER:** project partners will require project management status reports and paperwork to be submitted or used digitally, in order to reduce paper consumption.
- **ENERGY SAVING:** project partners will switch to laptop computers rather than desktops as they require less energy.
- **RE-CYCLING:** during events or project meetings project partners will provide facilities to promote easy and convenient disposal and recycling of materials.



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# Evaluation of Sustainability and Dissemination activities

Project's dissemination activities will be constantly monitored and evaluated throughout the project lifetime from:

- Dissemination leading organization: **DIMOKRITIO PANEPISTIMIO THRAKIS (DUTH)**.
- Internal evaluator: **PANEPISTIMIO PATRON (UPAT)**.

## Evaluation indicators

Below are listed the indicators for measuring the impact of the dissemination instruments produced and the dissemination activities carried out.

Instrument / Activity	What is Measured	Indicators	Thresholds
Project web site	Interest generated	Number of visits, Number of hits per page, Duration of the visits, and number of pages visited, and nature of the pages visited Number of references of the website on other sites. Number of contributions (uploads of documents or posts) provided by externals	$\geq 600$ unique visits (monthly) $\geq 100$ references (other sites) $\geq 300$ contributions
Project web site	Content	Number of pages published on the web site. Number of months / days that pass without an update	$> 30$ pages $\leq 30$ days threshold
Blogs	Postings & Popularity	Number of posts Number of social shares Subscribers	$\geq 200$ unique visits (monthly) $\geq 75$ references (other sites) $\geq 150$ contributions



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<b>Project brochure</b>	Reaching contacts	Number of brochures created,  Number of contacts to which the brochure has been disseminated  Request for additional project information due to brochure	6000 brochures  > 4000 brochures provided to contacts
<b>Newsletter</b>	Reaching contacts	Number of newsletters	> 6 newsletters
		created,  Number of readers who received the newsletter through mail  Number of downloads of newsletter from web site.	> 1000 email readers per newsletter  > 500 downloads per newsletter
<b>Social Media</b>	Popularity	<ul style="list-style-type: none"> <li>○ Facebook Likes and posts</li> <li>○ LinkedIn followers</li> <li>○ LinkedIn Group members</li> <li>○ #BalkaNetUP and #MAGNET hash tag mentions on twitter</li> </ul>	Over 1000 in total
<b>Events</b>	Interest generated	Number of participants to the events,  Number of requests for participation in the event,	> 30 participants per dissemination event  > 100 requests for participation
<b>Events</b>	Quality of the event	Satisfaction survey addressing: 1) Quality of speakers/content, 2) Quality of logistics / organisation	≥ 3 on a scale of 1 to 5 (1 being the minimum and 5 being the maximum)

The dissemination plan and resources to be deployed for the execution of the plan ensures the involvement of the main target groups in the project life and assigns clear responsibilities to each partner. Provisions have also been made for monitoring the execution of these activities from a quantitative (dissemination reports following each activity) and qualitative perspective (dissemination quality metrics), as well as the translation of main project deliverables into the languages of the partnership, including English in order to facilitate their wider distribution and acceptance.



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# Sustainability and Dissemination progress reports

DUTH, as the coordinator of the dissemination activities, will develop a **Dissemination Internal Progress Report** for the project, based on the following schedule. The aim of this reports will be to record all the dissemination activities done by all partners for each reporting period and check if project partners managed to achieve the evaluation indicators measuring the effectiveness of the dissemination activities. At specific milestones DUTH will create the corresponding Deliverables in which will be presented the dissemination activities for the whole project.

Project partners will develop and send to DUTH a **Partner Dissemination Internal Progress Report**, which must be accompanied by relevant proofing (copies, photos, agendas, attendance lists, citations, or links etc.) for each activity.

The **timetable** for developing the Project Dissemination Progress Report and the Partner Dissemination Progress Report is the following:

TYPE OF REPORT	RESPONSIBLE PARTNER	REPORTING PERIOD	DEADLINE
<b>1<sup>st</sup> - Partner</b> Internal Dissemination Internal Progress Report	All partners	01.12.2022 - 31.07.2023	15.08.2023
<b>1<sup>st</sup> - Project</b> Internal Dissemination Progress Repot	DUTH	01.12.2022 - 31.07.2023	31.08.2023
<b>2<sup>nd</sup> Partner</b> Internal Dissemination Progress Report	All partners	01.08.2023 - 31.05.2024	15.05.2024
<b>2<sup>nd</sup> Project INTERIM</b> Dissemination Progress Repot	DUTH	01.08.2023 - 31.05.2024	<b>31.07.2024</b>
<b>3<sup>rd</sup> Partner</b> Internal Dissemination Progress Report	All partners	01.06.2024 - 31.12.2024	10.12.2024
<b>3<sup>rd</sup> Project</b> Internal Dissemination Progress Repot	DUTH	01.06.2024 - 31.12.2024	31.12.2024
<b>4<sup>th</sup> Partner</b> Internal Dissemination Progress Report	All partners	01.01.2025 - 31.11.2025	10.11.2025
<b>4<sup>th</sup> Project FINAL</b> Dissemination Progress Repot	DUTH	01.01.2025 - 30.11.2025	<b>31.12.2025</b>




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# Annexes


Template for the content based on the type of activities



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MAGNET

Managerial and Governance Enhancement Through Teaching



MAGNET

Managerial and Governance Enhancement through Teaching

Partner Dissemination Progress Report

ORGANIZATION		XXXXXXXXXXXXXXXXXXXXXXXXXXXX							
Reference Number	Date	Activity description <i>(short descriptions, names, titles, etc.)</i>	Place	Level: L/R=local/Regional, N=National, EU=European (tick X)			Profile of the participants/people reached	Number of participants/people reached	Evidences <i>(links, printscreens, photos, documents etc.)</i>
				L/R	N	EU			
Reporting Period: 01.12.2022 - 31.05.2023									
1									
2									
Reporting Period: 01.06.2023 - 30.11.2023									
Reporting Period: 01.12.2023 - 31.05.2024									
Reporting Period: 01.06.2024 - 30.11.2024									
Reporting Period: 01.12.2024 - 31.05.2025									
Reporting Period: 01.06.2025 - 30.11.2025									



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