



Project: 101083212 — GROWTH — ERASMUS-EDU-2022-CBHE-STRAND-1

“Greening Relevance in Operations in Western-Balkans Tertiary-Education Habitats” GROWTH

Dissemination and exploitation plan

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1. Introduction

This dissemination plan describes the project's dissemination objectives and measures for achieving them throughout the project.

An overview of the GROWTH project

Planet on which we live has seen better days, and one of the main culprits for its present unfortunate state are human globalisation and civilisation. Relentless use of natural resources in an unsustainable manner has led to pollution, global warming, overpopulation, waste disposal, and loss of biodiversity, to name but a few. The European Union (EU) has set a very ambitious task of making our continent climate neutral by 2050. In order to do that, the EU Commission presented the document titled the European Green Deal. Such an ambitious task can only be carried out if all our societies join forces and knowledge to achieve it. Among other solutions presented in the aforementioned strategy, one of the most conspicuous is education of today's generations for the world of tomorrow, or "learning for environmental sustainability" (GreenComp:6).

GROWTH joins overall efforts towards climate neutrality by tackling the issue of environmental awareness and green transition in the Western Balkans. It gathers 7 partners from the EU and Western Balkans, whereby the core intervention locations are four target higher education institutions (hereinafter: HEIs) from B&H and Montenegro. Interventions are aimed at raising environmental awareness among HEI stakeholders by introducing the concept of green universities and green education methodologies and practices in four partner HEIs in Western Balkans.

Project outcomes will benefit four HEIs in B&H and Montenegro, HE students, teaching and non-teaching HE staff, HEIs management, state institutions, institutions of local self-government, and the media by presenting them with environmentally friendly alternatives, waking them up to the dangers of climate changes, and empowering them to act and significantly contribute to a green and bright future by stacking their own pieces of environmental efforts into the mosaic of climate neutrality.

Specifically, the project intends to:

Specific Objective 1) To make higher education and research in the Western Balkans more environmentally conscious

Specific Objective 2) To introduce green education methodologies and practices in 4 partner higher education institutions

Indicators:

SOin1.1) Number of measures introduced at HEIs to support green transition in 2 partner countries (20)

SOin1.2) Number of managements, teaching and non-teaching staff (120-150) improved competences on green transition and HEIs role in the process

SOin1.3) Number of partners HEIs implemented the principles of green transition (4)


SOin2.1) Number of partners HEIs optimized their working environment and learning tools and equipment (4)

SOin2.2) Number of partners HEIs adopted institutional policies ensuring green transition (4)

SOin2.3) Number of ToT teams created at partner HEIs (4) and number of trained teaching staff (48)



Table 1. GROWTH Project card

Project Title	Greening Relevance in Operations in Western-Balkans Tertiary-Education Habitats
Projects acronym	GROWTH
Projects budget	EUR 400.000
Funded by	Erasmus + Capacity Building in Higher Education Project
Topic	ERASMUS-EDU-2022-CBHE-STRAND-1
Project timeline	March 2023- March 2026
Project Coordinator	University Bijeljina, Bosnia and Herzegovina
Countries involved	Bosnia and Herzegovina, Montenegro, Serbia, Slovakia, Germany
Project partners	University of Bijeljina, B&H – COORDINATOR University Herzegovina, B&H University College CEPS Kiseljak, B&H Adriatic University Bar, Montenegro Socioekonomski centar Montenegro, Montenegro Academy of applied preschool teaching and health studies, Serbia Hochschule Weihenstephan-Triesdorf, Germany Slovak University of Agriculture in Nitra, Slovakia
Working packages	WP 1 - Project preparation WP 2 - Optimization of HEIs environment WP 3 - Green transition in teaching, learning and research WP 4 - Introduction of digital & sustainable academic mobility WP 5 - Communication & exploitation WP 6 - Project management and quality control
Project logo	

1.1. Purpose

This document is developed as part of the GROWTH “Greening Relevance in Operations in Western-Balkans Tertiary-Education Habitats”, this project has been funded with support from the European Commission, no. 101083212 within Strand 1.

The aim of this Impact and Dissemination is to ensure that the results and activities of GROWTH project are fully disseminated to project partners, target groups, stakeholders and public at large.

1.2. Expected Results

The expected results of the GROWTH dissemination strategy are: awareness-raising about the project, and informing the target audiences and the general public about the project outputs and results. This will be done mainly through activities during the initial stage of the project and will be actively supported by the dissemination tools. However, during the whole lifecycle of GROWTH project, the consortium will create publicity for the project to attract potential future stakeholders and ensure maximum impact through:

- Communication to the target groups of the benefits that the project provides and of ways to exploit the results.
- Promotion of active participation in the project.

2. Dissemination

Dissemination is one of the core activities of the GROWTH project to ensure successful performance of planned activities and for project transparency, visibility, and sustainability.

The activities related to dissemination will start from the very beginning of the project, continue during its realization and after its completion as a permanent process, which is important to raise the awareness of the need to foster the university to society links and cooperation in the sense of collaboration between all actors: university, business, policy, civil society, and media. At the beginning, project website and social network sites (Website of the University, LinkedIn) will be developed to make the project visible in social networks and the information will be regularly updated during the span of the project.

The Impact and Dissemination Plan will include a range of promotional and informative events aiming to spread project significance and results by:

Website recognized by the specific and general communities
Stakeholders made aware of green university policy Towards green university
E-newsletter Towards green university
WB Partner institution teaching and administrative & technical staff trained on recycling culture, green energy sources, infrastructure
4 institutional hackathon reports
2 national conference reports

The dissemination plan is going to be developed and implemented according to the significance of dissemination activities under the guidelines of the Erasmus+ project GROWTH throughout its lifetime. The objective of Impact and Dissemination is to maximize the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, sustainably integrating them and using them actively in systems and practices at local and international levels”, [Erasmus+ Programme, 2023].

In general, the Impact and Dissemination Plan aims to wider dissemination of knowledge, information and guidance include a wide range of activities, tasks, and events aiming to spread information about the project and the establishment of the resource centers and to exploit the results and support the sustainability of the project. The dissemination plan extends beyond project life; long-lasting use of project results is secured by careful planning of methods and means, which will be used for dissemination.

2.1. Communication in the project context

GROWTH project visibility will be achieved by:

- utilizing as varied online and offline communication channels (including, but not limited to: website, access to an online platform through the website, social networks

(Project Web page, LinkedIn), each year newsletters, dissemination materials, info days in other universities and research centres, organization of roundtable with stakeholders and final promoting event.

- accurately strategizing the use of each tool to target a specific audience segment to maximize the tool's potential, creating a distinctive visual, graphic identity, which partners will use to ensure a consistent image of the project across its dissemination material, thus allowing the wider public to better recognize and understand the project.

Dissemination of results is an integral part of GROWTH project throughout its lifetime: during the project, and even after European funding has ended.

- contacting relevant media e.g., at the local or regional level, conducting regular activities such as training, study visits, mobilities at partner universities, assessing the impact on target groups, involving other stakeholders in transferring results to end users / new areas / policies,
- A final report stage - uploading the final project results and an update of the project description on the Erasmus+ Project Results at EACEA Platform (<https://ec.europa.eu>)
- continuing further dissemination, developing ideas for future cooperation; evaluating achievements and impact, contacting relevant media, contacting policymakers if relevant, cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

2.2. Requirements in terms of dissemination

Dissemination is one of the award criteria on which GROWTH application was assessed. A detailed and comprehensive plan, describing targets, tools, and outcomes is requested by the Grant Agreement. Although generally, CEPS takes the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project, which is stated in Partnership Agreements.

2.2.1. Visibility of the European Union and the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag'), logo of the project, and the name of the European Union spelled out in the full form in all communication and promotional material. This means that all materials produced for project activities, training materials, project website, videos and social media accounts created to promote the project, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union" as shown below:



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:

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



3. Dissemination strategy

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing, and frequency of the various dissemination activities are defined in the present strategy. The dissemination strategy of GROWTH project consists of five core components:

Objectives of dissemination: identify the project dissemination objectives:

1. Target groups: identify crucial target groups and bodies that are interested in the project,
2. Key messages: identify core project messages for specific target groups,
3. Dissemination methods: identify dissemination methods, tools, and channels,
4. Dissemination time plan: identify a plan of dissemination activities.

The project will use various actions to ensure high project visibility and maximal impact. Project dissemination will involve institutional, national, and international activities. It will be focused on promoting the project and its participants and raising awareness of the public about the potential benefits of the project results. One of the first tasks is creating this document at the very beginning of the project to update it regularly throughout the project. Other important activities to be performed at the beginning of the project are also to define the project's visual identity (logo, which has already been realized) and design and print promotional material (flyers, posters, etc.) that will be distributed during the span of the project.

Besides, a project website will be developed and maintained by regularly updating with new information. The function of the website is to inform all target groups about the project realization and achieved results. Project participants can exchange documents via the website. Social networks are utilized to spread the information about the project to the experts in the field (using LinkedIn) and to reach the student population (using web of University, Facebook and LinkedIn). The awareness campaign will include communication with the media and appearance on TV, radio, and newspapers. All events will be documented and displayed on the project website. Dissemination of the project outcomes will be carried out also through all study programs.

This goal will be achieved mainly through the project website, distribution of brochures, leaflets and booklets aimed to provide all relevant project information to interested stakeholders, as well as to publish information about GROWTH in the media.

All activities, results and outcomes will be presented on the project website and on the websites of all partners' universities. The number of visits will be measured on a monthly basis and it is expected to have minimum 100 visits per month after setting up the project website. Furthermore, social media is a very good way of communicating and disseminating project results. Bearing in mind the average number of followers of all partner universities' profiles at the most frequented social media (Twitter, Facebook, Instagram) it is expected that by resorting to these channels the project will be presented to the audience of minimum 35 000 people. Hence, all partners will contribute to the project promotion by regularly updating and publishing the latest project information on their official websites and social media. Three e-newsletters will be published in the course of the project and it is expected that it will reach the audience of minimum 300 people.

To secure the sustainability of project results all project partners will conclude cooperation agreements which regulate the manner of further cooperation. Multiplier effects of project results will be ensured by project partners' engagement in promotion activities through

conferences which are not necessarily directly connected with the GROWTH project, research papers, trainings and workshops, media, etc.

3.1. Dissemination objectives

The main aim of the dissemination strategy is to share knowledge among the project partners and to the interested stakeholders, in the field of the theory to practice centres for knowledge transfer that facilitate linkages to the business and policy sector and allows cooperation with civil society and media.

- Identifying target groups at different territorial levels: national, regional, EU,
- Identifying the communication needs of the target groups,
- Establish core messages of the project, to be disseminated to the target groups,
- Identifying dissemination methods and tools,
- Disseminating the results, solutions, and knowledge collected within a project to the general audience,
- Defining timing of dissemination activities.

While defining the purpose of the dissemination, the first step is to decide on the audience, message, method, and timing of the dissemination. The main purpose of GROWTH dissemination activities is to achieve the involvement of all relevant stakeholders and to provide updated information on project results.

The dissemination activities will be therefore focused on:

- Raising awareness by informing the general audience about the project work.
- Dissemination of understanding by educating the target audience about the project work.
- The dissemination will be focused on the target audience, which can directly benefit from the project work.

3.2. Target groups

Target groups aimed by communication and dissemination activities are HE students, teaching and nonteaching HE staff, university management, policy makers, the media, public body representatives, civil society, as well as wider communities and the general public.

The channels to be used in order to reach the stated target groups will be as follows: GROWTH project website, official websites of all partner HEIs, profiles and accounts of all partners HEIs in social media, conference events, media promotions and appearances, conspicuous project symbols whenever and wherever possible, visual (images, videos) presentation of project results for the purposes of promotion, e-newsletter, hackathon events, etc.

At the local level, all target groups will be reached by dissemination tools such as delivering promotional materials to students and citizens, the project website, social and digital media.

Communication and dissemination activities will be performed by all direct project participants (staff, students, management). Namely, all four target HE partners will host a dissemination event at each of their universities (not just conferences, but hackathons as well) and these events will serve to further inform their students, staff and the general public of the project as such, raise environmental awareness, and invite the wider community of lecturers, scientists, researchers and citizens to take action. These events have the capacity to reach, directly or indirectly, over 400 persons.

T5.1	Maintenance and promotion of Towards green university website	Project website will be regularly updated with project-related information (communication and dissemination activities, latest achievements, results and milestones, etc.). Information will be uploaded by designated administrators (2 with full access to website parameters) of the project Dissemination team. Project website will contain suitable Erasmus + Programme logo, as well as other required funding and ownership symbols. Links will be created towards individual partner' websites and the content will be presented in English and/or local partner languages (Bosnian and Montenegrin). Data will be uploaded whenever opportunity presents itself, on average 3 per month.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMS (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.2	Creation of policy brief Towards green university	A policy brief Towards green university is to be led by P2 and P6 and developed jointly by the partnership. The policy brief will comprise the summary of the main project topic, which is the creation of green universities as well as recommendations, best options and justified reasons on a path towards greening one's universities. The policy brief is intended for all those who are interested in creating a policy framework for prospective green universities, green communities and green transition in general. Target groups are as follows: autonomous higher education bodies, ministries, government advisors, civil servants, etc. Policy brief aims to secure the sustainability of the project idea by recommending it to a wider community. The policy brief will be available in three languages (English, Bosnian, Montenegrin). It is planned to distribute the policy brief among minimum 200 recipients.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMS (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.3	Adoption of "Towards green university" strategy	During M? of project implementation four strategy documents devised by four target HEIs in collaboration with the partnership will be adopted by four University Senates of target HEIs. Strategies will consequently be incorporated in four statutes of target HEIs thus making the strategy the official policy of the afore-mentioned universities at hand.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMS (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.4	Promotion of policy brief "Towards Green university" across HE and the society	The policy brief Towards green university will be promoted through various communication and dissemination activities: project website, individual HEIs websites and social network profiles, all available local and national media in the four target countries, and across Western Balkans, during the final promotional conference, in the newsletter, etc.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMS (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.5	Publication of annual e-newsletter "Towards green university"	Three annual newsletters will be published in the course of the project, and they will continue to be published even after the project lifetime. The newsletter will contain relevant and principal information relating to the project and its achievements. The e-newsletter will be 4-8 pages long and it will contain inputs and contributions from all partner institutions. The e-newsletter will be available in English, Bosnian and Montenegrin. It will be published on the project website and individual websites of all partner institutions.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMS (BEN) P6. HSWT (BEN) P7. SUA (BEN)	COO, BEN

			P8. SECCG (BEN)	
T5.6	Local institutional training sessions on recycling culture, green energy sources, infrastructure	Training sessions are intended for all stakeholders (teaching, administrative, technical and management staff, student organizations members) at four target HEIs who have the opportunity to further share the knowledge and skills, organize campaigns and animate wider community to participate in the green transition conceived by the GROWTH. Twelve training sessions in total have been planned at four target universities and they will include 12 participants each. It is expected that 30% will be female participants.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMSM (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.7	Organization of green university innovation hackathons competitions	Four green innovation hackathons have been planned, one at each target HEI. It is expected that there will be 60 participants in total. They will gather around previously jointly devised green goals and ideas with the aim of creating a solution/product the character of which will be environmentally friendly, which will testify to the green university orientation and which will be usable in the refurbished green university habitat. Hackathons have the character of competitions, whereby the best idea will be rewarded and promoted within the project dissemination campaign and beyond.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMSM (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN
T5.8	Final promotional conferences "Towards green university"	Towards the end of the project, during M36, partner HEIs will host the national dissemination conferences that will have a hybrid form. Two such conferences are planned by the GROWTH proposal and they are planned to gather minimum 120 participants (60 in the physical environment, and at least 60 more in the virtual environment). The conferences are a kind of multiplier events which will serve to showcase and promote project results relating to newly established green practices at four target universities in Western Balkans. By displaying project achievements, conferences will contribute to further raising awareness of climate change, share examples of good practice, pinpoint the barriers and limitations and provide recommendations for future actions. Presenters will be selected from various fields, social and cultural groups: teaching and non-teaching staff, students, university heads and managers, representatives of local selfgovernment and other policy makers, representatives of different groups with fewer opportunities (female participants, persons with physical disabilities, persons from remote/inaccessible regions). They will be invited through an open call, and participation of the afore-mentioned persons with fewer opportunities among speakers and presenters will be favoured.	P1. UBN (COO) P2. SVEHERC (BEN) P3. CEPS (BEN) P4. AUB (BEN) P5. AVMSM (BEN) P6. HSWT (BEN) P7. SUA (BEN) P8. SECCG (BEN)	COO, BEN

3.3. Key messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principal guidelines of key messages are to:

- Be clear, simple, and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible;
- Tailored to the target groups. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- Information should be correct and realistic.

The key messages are:

- Effective and sustainable cooperation with universities in order to have international standard curricula.
- Effective and sustainable cooperation among partner universities always be up-to-date with green teaching methodologies and international curricula
- Improved capacities for research and innovation
- Improved capacities for research and innovation
- Co-production of knowledge and research with impact

The following keywords will be used in dissemination materials:

- Cooperation
- Green teaching methodologies and competitions
- Increasing capacities
- GROWTH

3.4. Dissemination tools

In this chapter, a general overview of the GROWTH dissemination tools that are planned to be prepared and the dissemination activities that will be performed from 2023 until the end of the project are presented.

Moreover, some recommendations on how to prepare these tools and activities are provided, so that it is ensured that all partners disseminate the project information most effectively and appropriately. Besides, these instructions ensure that:

- All partners have access to the same information at the same time
- All partners are aware of the development status of the GROWTH website and platform
- The project's information is equally fast transmitted to all partners
- Appropriate formats and effective communication procedures are used
- The transmitted information is fast accessible and reduced to the essential

3.4.1. GROWTH visual identity

The GROWTH visual identity has already been established from the early beginning of the project. All project partners should use the agreed colour palette and logos for any graphics or colour design of GROWTH throughout the project and after its completion. <https://growth.ubn.rs.ba/visual-identity-templates/>

3.4.2. GROWTH website

A user-friendly, well-designed and easily accessible website will be established and will be functional in its full capacity. Within the duration of the project, the website will be constantly updated with project activities and results of the project, besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. <https://growth.ubn.rs.ba/>

3.4.3. Social Media

Dedicated social media accounts (LinkedIn) are created early in the project. These accounts will be sustained and continuously fed with new elements as they represent an important way for the consortium to be in touch with the GROWTH target groups, and especially young people. CEPS is overall responsible for managing and feeding these accounts. However, all project partners are encouraged to send to CEPS any interesting information that can be communicated via the GROWTH social media accounts. To maximize and engage the audience

to which the GROWTH results will be communicated, CEPS will run social media campaigns with advertisements and various motives (contests, prizes, etc.).

3.4.4. Erasmus+ Project Results Platform

Erasmus+ Project Results at EACEA Platform (<https://ec.europa.eu>)

3.4.5. Web pages of consortium members

The organizational websites will be used to disseminate project results.

3.4.6. Internal Communication

The internal communications define the communication among the project partners and between the project consortia and the Lead Partner. The main premises on which this communication will be based are transparency, participation, openness and inclusion in the decision-making process.

3.4.6.1. Key Internal Target Audiences

The project has a Steering Committee made up of representatives from all project partners. Members are officially appointed by the legal representative of their institutions. In line with the guidelines, grant agreement and partnership agreements, the Steering Committee decides with all votes on important project implementation matters and monitors its progress.

3.4.6.2. Tools

The Communication mix and tools for the internal communication among the project partners and between the lead partner will be facilitated through the use of following communication direct and electronic communication tools:

Direct communication

The Steering committee will have project meetings during the project duration. The project meetings are organized by the Lead Partner and the hosting partner.

Electronic communication

- Day-to-day electronic communication by e-mails on a daily base
- Regular online meetings through zoom or other tools
- Document sharing platform implemented to facilitate the exchange of project document - Dropbox.
- Bilateral meetings with project partners on demand and on every issue of concern.

For project dissemination and reporting purposes the project partners will use common unified templates such as meeting agenda, attendance list, event planning checklist, invitation letter, letter head, poster, power point presentation template and templates for reporting dissemination events and visibility report template (Annex).

3.5. GROWTH promotional materials and activities

3.5.1. Newsletters

It will improve the dissemination of information regarding the project objectives; the mailing list should include the main Project' Stakeholders to give maximum visibility to the importance of the project. They will be produced and circulated appropriately every six months and they will consist of brief articles and updates about the project progress. To engage as many

stakeholders as possible, the GROWTH partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Each issue will be disseminated to the GROWTH email list, published on the website, and announced through social media channels for further dissemination.

3.5.2. Press releases

PR and articles can support wider dissemination of project objectives, initiatives, events and services, and relevant achievements. PR about the project activities and results will be prepared in English and distributed through various media channels throughout the project. CEPS is responsible for the preparation of the press releases and their distribution to international channels. PR with dissemination to online media and bloggers and dissemination of information to digital opinion influencers publishing in unofficial media channels will also be explored to create additional outreach.

3.5.3. Brochure and other promotional materials

GROWTH project brochure includes the presentation of the project objectives, target groups, and benefits; it will be downloadable from the project website. Further targeted promotional material should be prepared to ensure the maximum dissemination of the project. Some promotional materials (GROWTH bag, pen, USB, plaque etc..) have been prepared as templates to be used by the project partners, but they are optional to the partners use. Each pilot partner may prepare their own design, print and distribute dissemination material that better meets their own needs, always under the supervision of CEPS. Any printed dissemination material will be aligned with the relevant guidelines of the European Commission, will agree with the graphical identity of the project, and clearly state the EC's support.

3.5.4. Mass media

The scope of the mass media communication activities will be to inform the general public about the GROWTH project through news agencies and mass media with general or specialized interests. These media include local and national TV and radio channels, web media, newspapers, and magazines with a wide audience. The GROWTH partners are encouraged to disseminate the GROWTH project through mass media regularly. However, the official contact with the mass media will be made by the WP 5 leader through the official email account of the GROWTH project.

3.5.5. Posts in non-project channels

As for all the dissemination activities of the project, uploading posts to non-project channels is an ongoing activity that will continue to be executed throughout the whole duration of the project. These channels include blogs, LinkedIn and EU websites relevant to GROWTH's main objectives, etc. Uploading posts to such channels aims to boost the visibility of project news and results so that the maximum target audience is reached.

3.5.6. Participation in targeted events

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve effective dissemination is the participation of the GROWTH partners in targeted events where GROWTH will be presented. Personal contacts and presentations through attendance at relevant workshops, conferences, fairs, and other events are ranking top of the list of most popular dissemination channels. All project partners are encouraged to identify relevant local/ national/ international events in which the GROWTH

project can be presented and reach a wide audience, and report these to CEPS. After participation, in any event, the participant partner should send a full report to CEPS describing the scope of the event, the means of the project dissemination, and the volume of the audience reached.

3.5.7. Organization of project events

All project partners are motivated to organize local targeted events to disseminate the GROWTH project in their area and motivate local stakeholders to actively participate in the project. The scope of these events is to increase youth awareness on the GROWTH project and engage further external stakeholders, such as public organizations, NGOs, strategic decision-makers, policymakers, think tanks, scholars, public and private administrations, etc. Each partner can evaluate what kind of event better meets the needs of the local people and can be an effective means of dissemination.

For organizational purposes, Event Planning Checklist Template which gives details on how the events should be organized, will be used by all project partners. Partners should report on the realization of the event, the necessary information including the aim of the event, the speakers, the impact of this event to the project, the audience reached, level of coverage at local/ national/ international level and some photos and/ or videos related to the event (at least 5 photos) will be sent to CEPS representatives to be disseminated through all project promotional and dissemination channels (project website, social media networks, LinkedIn channel etc.). All this information should be sent right after the event at the latest one day after.

3.5.8. Open events

These events can be categorized into two groups:

Project Workshops/Webinars

Two or three workshops will be set up to provide an overview of the project objectives and activities, present and discuss the results of the project, share experiences and lessons learned to stakeholders and the scientific community. The events will include talks and presentations from GROWTH partners, but also from invited speakers that have studied related topics to the GROWTH project, such as representatives of relevant activities.

Conference

A conference or symposium will be organized at the end of the project to present the results achieved and the lessons learned to the public. The venue of the conference will be agreed upon among all partners.

3.6. Amendments to the Plan

The Impact and Dissemination Plan can be amended by agreement of all partners or by a decision taken by the project's Steering Committee. Any new version is communicated to all the partners and takes effect 15 calendar days after this communication.