

EACEA 586029-EPP-1-2017-1-RS-EPPKA2-CBHE-SP



University of
Belgrade



**Implementation of Dual Education in Higher Education of
Serbia**

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INTERIM DISSEMINATION REPORT

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Abstract	This is report about the progress in WP6: Dissemination and Exploitation of Results in the first 18 month of the project.
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Version	Date	Revision description	Partner responsible
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Dissemination plan

In working package 6: Dissemination & Exploitation, the first activity was development of Dissemination & Exploitation Plan. The final version of the plan was finished on 07/03/2019. The plan was accepted by Steering Committee of Dualedu consortium. Dissemination and Exploitation Plan can be uploaded from the following link: <https://dualedu.ef.uns.ac.rs/index.php/project/dissemination-and-exploitation>. On the same page it is possible to find more information about dissemination activities on the Dualedu project.

Public awareness activities/external activities

Public awareness activities were oriented on spreading the information about the project to the broad community. The following awareness/communication activities were conducted: Project visual identity, public website, general informative articles in webs, press releases, general informative presentations on the occasion of other projects' workshops or info days, TV broadcast to the general public, issuing informative material for external communication (leaflet, poster, postcard etc.), and study trips.

In order to disseminate results across countries, study trips were organized to Lille, Lleida, Graz, Lodz, Belgrade, Novi Sad, Kragujevac, and Nis, during which there was a possibility to meet a variety of external stakeholders representing different sectors and institutions.

Project logo:

Within the first two months, the project logo was developed. The partners agreed on the general shape and visual identity of the logo. Several versions of the logo were designed and the partners voted for the most aesthetic and best possible design. The logo refers to the main idea of the project, it is visually (shape, color) attractive and easy to recall. Also, it serves the purpose of project identification printed on all project-related documents. Project logo is also used in predefined power point templates and report templates by all project partners in any occasion.



Picture 1: The logo of the Dualedu project

Website

The website was initiated in the first six months of the project with the goal to provide effective dissemination of project results and inform stakeholders on a timely basis about all relevant activities during the project realization. To achieve accessibility to a large number of potential users, the web site is multiplatform operable (Windows, Linux, Windows Phone, Android, iOS) and contains responsive design for different devices (PC, mobile, tablet) with characteristics of efficiency and ease of use. It contains information in English, such as: general information about the project, work packages of the project, as well as basic information about project participants. In addition, the web site is presenting all events, activities and news of the project implementation over a period of three years. In its structure it contains sections which show events photos, related website links and contact page. In the separate section of the web site, there is a download section. The internet address of the project website is the following:

<https://dualedu.ef.uns.ac.rs>

Press releases/Informative articles:

Press release is a written or recorded short communication spread via a particular media channel in order to announce something claimed as having news value. Depending on topics and the project's progress both types of press releases were used. In order to provide press release, relevant media channels were identified and then selected according to their best suitability to the project's needs. The major newspapers, such as "Blic" were involved in this phase. More information at <https://dualedu.ef.uns.ac.rs/>.

Informative presentations

Since project participants represent mainly the educational sector, some are coming from the business sector, as well as from a variety of decision-making bodies, there are many events during which partners had an opportunity to present information related to DUALEDU. Many

partners have participated in events at national or regional level and made short information about the event including the photos and presentation itself and make this info available on the website of the project. More information at <https://dualedu.ef.uns.ac.rs/>.

TV broadcasts:

TV broadcasts represent the most efficient dissemination channel. Local and regional (national if possible) televisions and networks are used in the project's dissemination work to reach the widest possible public. As one of the first dissemination activities, an interview on Radio Television of Serbia was held in February 2018. More information at <https://dualedu.ef.uns.ac.rs/>.

Leaflets, posters:

A Project flyer has not been yet created, but we have developed roll up banner (poster) of the project. Project posters was created to be used as marketing instrument at various events. The project poster consists of the project's logo and title, logo of Erasmus+, and it is consistent with the project's visual identity. Every Serbian partner has one copy of roll up banner.



Picture 2: The roll up banner of the Dualedu project