

## KEO Communication Strategy

---

### Introduction

Kosovo Erasmus+ Office (KEO) assists the Commission, the Executive Agency, local authorities, Higher Education Institutions, Vocational Education and Training, Youth and Sport organizations and their stakeholders in the implementation of the Erasmus+ Programme.

KEO is the focal point for all actors involved in the Erasmus+ Programme in the area of Higher Education, Vocational Education and Training (VET), Youth and Sport. The mandate of the KEO under the Erasmus+ Programme covers all supporting, promotion, supervisor and dissemination activities related to the Erasmus+ actions open for Kosovo.

Improvement of the communication activities were the main strategic goals of Kosovo Erasmus+ Office during 2022-2024. Various communication activities will be organized both through social media and mainstream media.

KEO staff will continue to regularly inform interested parties on all actions available of the Erasmus+ programme to Kosovo actors.

In order to increase the promotion and visibility, KEO will produce various promotional materials such as notebooks, pencils, promotional gifts, etc. and they will be shared with the management of HEIs, staff and students, VET, Youth and Sports organisations.

The KEO web-site, Facebook fun page, and LinkedIn will remain important tools in the period 2022-2024, providing all the necessary information about Erasmus+ programme.

## 1 Objectives

### 1.1 Overall Communication Objectives

The KEO contributes to the overall objectives of Erasmus+ programme, but most importantly to improve the following:

- Awareness
- Visibility
- Relevance
- Impact of Erasmus+ programme

KEO is actively engaged into Erasmus+ programme promotion in Kosovo.

## 1.2 Target Groups

KEO target audiences in its communication strategy in Kosovo will be the following:

- National authorities, in particular those involved in Higher Education, Youth and Sport and their affiliates
- Higher Education Institutions and its academic and administrative staff and students
- Public bodies, agencies and chambers of commerce
- academic, professional, employers' and students' associations,
- research institutions
- non- governmental organizations,
- start-ups and SMEs,
- professional organizations,
- vocational education and training institutions, VET centers and organizations
- youth NGOs and organizations
- National Olympic and Paralympic committees, sports federations, and organizations
- and any other potential applicant or stakeholder eligible for participation in different Erasmus+ actions according to the Erasmus+ Programme Guide.

## 1.3 Specific Communication Objectives

The main objective of Kosovo Erasmus+ Office will be to implement the international dimension of Erasmus+ programme. In this regard specific communication objectives of KEO will be to communicate effectively the actions of the programme not only in the field of Higher Education, but also in the field of youth, VET and sport, in the following order:

- Key Action 1
- International Credit Mobility
- Key Action 2
- Capacity Building in Higher Education action;
- Capacity Building in Vocational Education and Training action;
- Capacity Building in Youth action;
- Capacity Building in Sport;
- Virtual Exchanges;
- Degree mobility through joint master degrees (and on-going Erasmus+ Mundus joint master);
- Erasmus Mundus Joint Masters and Erasmus Mundus Design Measures
- Jean Monnet activities;
- Key Action 3
- Teams of Higher Education, Youth and Vocational Training Reform Experts;
- Commission's policy dialogues with the Third countries not associated to the Erasmus+ programme /Regions.

KEO will invest a sufficient amount of time in improving awareness and visibility of new Erasmus+

international components while concentrating on the relevance, effectiveness and impact of its projects.

Every Call for proposals for the next three consecutive years will be promoted properly through national and regional promotional activities to disseminate all necessary information on the current Call including general and specific documentation on the various Erasmus+ actions and outcomes on various kinds of Erasmus+ projects.

KEO supports potential applicants, assist in partner search, and organizes training sessions for particular actions and consultations on administrative procedures.

Thematic seminars organized in cooperation with the team of Higher Education Reform Experts on important topics such as inclusion, green Erasmus+, digitalization of Higher Education and employability will be properly followed on through KEO social media.

In cooperation with national authorities, KEO will assure the exploitation of Erasmus+ projects` results, their impact at the national level and synergy among Erasmus+ different actions.

KEO is going to support HERE team in the development of various studies, analytical and statistical reports, on Erasmus+ actions, but also in the field of HE, VET and youth, to be able to provide support to policy dialogue activities in these fields.

Synergy with other EU programmes and initiatives will be additionally explored as well as any other international donor activities with an accent on Horizon Europe –Marie Skłodowska Curie.

## 1.4 Communication Tools

List of the main communication tools:

1) Online tools:

- Website <http://erasmuspluskosovo.org/>
- FB page(over 10 000 followers) for students and general public  
<https://www.facebook.com/erasmuspluskosovo/>
- LinkedIn:  
<https://www.linkedin.com/company/kosovo-erasmus-office/>

2) Information meetings, outreach, training seminars for direct beneficiaries

3) Dissemination seminars in collaboration with HERE team

4) Events for stakeholders (tailored-made training seminars)

5) E-mails, phone calls, Skype and Zoom for direct beneficiaries

6) Media publication(s), TV and Radio interviews for general public

7) Education Fairs organized by the different Embassies and HEIs in Kosovo

8) Printed and very creative promotional materials, promotional video clips, Signs (A4 format) and small signed with the motto 'Be Erasmus+' in both languages Albanian: 'Bëhu Erasmus+' and Serbian 'Budi Erasmus+' in front of each HEI in Kosovo and Europe House in Pristina and Mitrovica North.

9) Publications, written articles and Op-eds on Erasmus+ programme and actions open for Kosovo

10) Social media information campaigns on Erasmus days and EU day

## 2. Communication Plan

Communication activities are mostly conducted according to the annual plan and follow initially determined timeline, but at the same time KEO Kosovo is flexible to adjust activities to current needs and requests.

The Erasmus+ Communication Strategy for KEO Kosovo comprehensively addresses its target audiences, mostly through connections with HE, VET, Youth and Sports. KEO channels for connecting with target audiences include visits, zoom meetings, joint events, kick off meetings etc.

Resources for implementing the Communication Plan will be geared towards publishing news in local and national news portals in the partnering NEOs, publishing articles, Op-eds in KEOs and thematic-related websites, Facebook/LinkedIn and promotional flyers. These mainstream communication methods are the ones to achieve maximum publicity and exposure.

KEO will continuously inform the academic and non-academic communities about the project activities that may be to their particular interest. Motivating the business community to participate and career centers will be vital for wide dissemination. A budget is devised to serve these purposes.

Outreach activities for policy makers and public administration

- There will be media outreach via YouTube, FB and LinkedIn channels, public media appearances (TV/Radio/Podcast interviews).
- Developing different study reports, publications, analytical data on the specific themes interested for the different stakeholders
- Moreover, the activities and reports produced together with the HEREs team that will contribute to the modernization of the higher education system in Kosovo.

For the period 2022-2024, KEO has opened a new Call for applications for the selection of the new HERE team which were endorsed by the MESTI and EU Delegation in Kosovo and confirmed by the EACEA. KEO's main aim is to rely on this new team to perform their relevant roles in team spirit and for the benefit of reform processes in HE in Kosovo.

Besides KEO as the lead entity for the outreach campaign there are other supporting institutions which will work closely with KEO in striving to multiply and extend key messages to wider audiences and target groups such as MESTI, MCYS, HEI, National Olympic Committee, EU member states Embassies and EU Office in Kosovo as well as other EU projects which KEO identified thematic synergies etc. KEO will publicly acknowledge EU across its publications to ensure the visibility of the EU funding is perceived, including the correct and prominent display of the EU logo. KEO will link to the EU's priorities and display a simple funding statement; it will mention the particular EU support and provide accurate EU promotion information.

## 2.1 Communication Activity Plan

Activity	Time	Message	Target Group	Communication Tool (see 1.4)	Expected Impact
Promotion of Annual Erasmus+ Info Day in Prishtina and other Kosovo regions	During Erasmus+ call (October-January)	Information about the call, application procedures, new actions open for Kosovo	Direct and potential beneficiaries	1,2,3,4,7,8,9,10	Smooth and successful application process
Video testimonials and promotion videos for Erasmus+ actions for social media and online mediums	Erasmus Days ( Oct-Nov)	Information about the specific actions of Erasmus+ programme	Potential applicants	1,8,10	Awareness raising, increased visibility of the programme
Promotion of Education Fair(s), MESTI, MCYS and EU embassies' event	EduFairs organized by different Stakeholders	General information about Erasmus+	General public, universities, students	1,8,10	Awareness raising, increased visibility of the programme
Promotion of WBAA and EMA activities in Kosovo and WB	Throughout the year	General information about Erasmus+, support to the WBAA activities	Erasmus+ Alumni, students	1, 2	Awareness raising, increased visibility of the programme, discussion of the HE challenges and obstacles for Kosovo students

Contact seminars with other National ERASMUS+ Offices and Agencies ( NEOs and EUMS NAs)	One to two per year ( approx.)	Promote Kosovo HEI, NGOs on Youth and sport activities for reaching potential partnerships	Partners in the WB region and EU, other	1,2,7,10	New partnerships for new projects
Erasmus+ promotion	Throughout the year	Information about the programme; Statistical data; Success stories	Universities, students, VET, Youth and Sport, NGOs, wider public	1-10	Awareness raising, increased visibility of the programme, reaching out to new potential beneficiaries

## 2.2 Indicators

Target Group	Activity (see2.1)	Indicator(s)
1	Information events, trainings, publications, presentations	Number of submitted and granted project proposals in the field of HE, VET, YOUTH and SPORT/ individual scholarship applications
2	Meetings, information events at MESTI, MCYS	Number of projects where the MESTI and MCYS is involved in planning and implementation
3	Social media and TV/radio/Podcast media coverage, participation in Education Fairs and other relevant events	Increased awareness and programme visibility, FB number of attendees and followers
4	Information events, trainings, publications, FB activities	Number of publications, TV/Radio interviews, FB number of attendees and followers

## 3.Resources

### 3.1 Human Resources

Kosovo Erasmus+ Office does not have staff member responsible solely for PR and Social media outreach.

However, Project staff (three members consisting of Coordinator, KEO Project Officers in Mitrovica and Pristina) contributes to the promotion and dissemination of the Erasmus+ Programme.

KEO Kosovo is developing promotional materials and contracting designer/advertising companies for designing/printing of promotional materials.