

Dissemination Strategy of Kosovo Erasmus+ Office

Executive Summary

The Purpose of Dissemination Strategy is to serve as a dissemination strategy through the Kosovo Erasmus+ Office grant period 2022-2024. The plan will be a guide for the KEO staff in order to follow the implementation of this grant through the clear statement of its purpose and objectives. The plan will contribute to keep track on the dissemination activities for KEO staff and to provide vision of the intended results the dissemination strategy intends to deliver. As a result, this document provides all the necessary information about the strategy that the KEO staff will follow to make the Erasmus+ programme visible and pertinent to the involved actors and to the wider audience. This strategy will be followed by all KEO staff and the dissemination activities must be implemented during the period of the grant 2022-2024 and beyond. This document will be used by KEO staff to enhance their efforts of dissemination in order to secure and maintain sustainable results. The Dissemination Plan will be reviewed and developed on a regular basis to ensure the successful implementation of the grant and its main objectives.

Introduction

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 promotion, and dissemination activities are the main strategic goals of Kosovo Erasmus+ Office during 2022-2024. Dissemination is related to making the results stemming from Erasmus+ programme visible to public, specially its end-users, the target groups and the key actors that can implement the results from its actions. This process is planned and organized from the outset of this grant through this document, which is a methodological document intended to orientate the whole process of promotion and dissemination for the KEO staff and should be considered during the whole grant duration.

Dissemination is considered the basic foundation of a strategy for exploitation and sustainability of the grant and/or its results. Kosovo Erasmus+ Office (KEO) in its role of assisting the European 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 will put to use this Strategy and involve its key actors and beneficiaries in the process.

Targeted actors:

Various dissemination and promotion activities will be organized based on Erasmus+ actions open to Kosovo.

Overall the dissemination activities will target the following actors:

- public and private Higher Education Institutions, Ministry of Education, Science, Technology and Innovation, and other Higher Education stakeholders who were either Grant holders or potential applicants for various Capacity Building projects in the field of Higher Education and International Credit Mobility;
- Youth NGOs and relevant stakeholders, Ministry of Culture, Youth and Sports, who were either Grant holders or potential applicants for projects in Capacity Building in the field Youth;
- Sport organizations and relevant stakeholders, Ministry of Culture, Youth and Sports, who were either Grant holders or potential applicants for projects in Capacity Building in the field of Sport;
- public and private VET providers interested in Capacity Building projects in the field of VET.

More specifically per Key Action of the Erasmus+ program the KEO will target all Erasmus+ beneficiaries in Kosovo namely:

Capacity building in the field of Higher education; International Credit Mobility; Virtual Exchanges; Degree Mobility-Erasmus+ Mundus joint master; Erasmus Mundus Joint Masters and Erasmus Mundus Design Measures; Jean Monnet activities;

- National authorities involved in Higher Education, (Ministry of Education and Science, Accreditation Agency, Quality Assurance Agency and their affiliates)
- Higher Education Institutions and its academic and administrative staff and students

Capacity building in the field of VET

- National and local authorities involved in VET sector, employment agency 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

Capacity building in the field of Youth

- National, and local youth NGOs, thematic/sectoral CSOs, Councils and organizations, Ministry of Culture Youth and Sport

Capacity building in the field of Sport

- National Olympic and Paralympic committees, sports federations, clubs and sports

organizations, Ministry of Culture Youth and Sport

As well as any other potential applicant or stakeholder eligible for participation in different Erasmus+ actions according to the Erasmus+ Programme Guide.

Dissemination objectives

The main objective of Kosovo Erasmus+ Office will be to implement the international dimension of Erasmus+ programme and 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 will be also 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.

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.

Networking activities with core stakeholders will include cooperation with local, regional and

international beneficiaries and HERE teams in cooperation with Erasmus+ National Agencies and National Contact points in all regions in the world.

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.

KEO will assist selection, appointment, renewal and budgeting of HERE team members. KEO coordinates HERE activities and provides necessary support in following closely national policy development in the field of education, youth, VET and sport. KEO also assists in the development of the HERE annual activity plan and preparation of the relevant report on HERE involvement in the reform and modernization of the HE sector in Kosovo while keeping MESTI and EU Office in Kosovo regularly informed.

KEO will offer its advisory services to academic and administrative staff and students from all HEIs located in Kosovo, Youth, VET and Sports organizations, but also to various legal entities of the private sector (small and medium scale enterprises) whose representatives expressed their willingness to be involved in Erasmus+ projects.

KEO staff will continue to regularly advise students and staff at both Erasmus+ corners in Europe House in Pristina and Mitrovica North in both languages (Albanian and Serbian), providing potential applicants with the latest information regarding the Erasmus+ Programme in Kosovo; advisory services for students applying for Erasmus+ scholarships under the Erasmus Mundus Joint Master, as well as on mobility offered through International Credit Mobility projects. In addition, they will also deliver information on Jean Monnet, but also on the Marie Skłodowska-Curie actions for structured doctoral training and research activities.

KEO in cooperation with the EU Office in Kosovo, will organise different Technical Assistance Missions (TAM) in Kosovo according to the needs of potential applicants for Erasmus+ actions open for Kosovo. The aim of this activity is to provide the Kosovo HERE team/ representatives of HEIs, with effective strategies and technical expertise and European best practices in the relevant fields.

KEO will organize yearly cluster meetings on the most important topics influencing implementation of the CBHE projects in Kosovo. The outcome of the cluster meeting is to come up with a set of recommendations for better implementation of CBHE projects that will lead current and new generation of these projects to improve the impact and sustainability.

KEO will seek to utilize Kosovo alumni which have benefited from various mobility or projects actions of Erasmus+ program and use them as Ambassadors of the Erasmus+ program and use their voice in various promotional activities to amplify and reach to wider audiences.

Promotional Materials and EU Logo visibility

In order to increase the promotion and visibility, KEO will design and 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 in all three official languages Kosovo (Albanian, Serbian and English).

Recognition of EU funding and use of logos must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or funded by EU according to EU/EACEA guidelines. EU and Erasmus+ logo, must be placed in all publications, promotion material and media (i.e website, Youtube channel, video, presentations, testimonials etc).

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 but also creating promote daily content related to Erasmus+ programme and its opportunities for Kosovo.

Dissemination plan and activities

Promotion and dissemination 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. However, the plan of dissemination will follow a twofold approach:

- 1) Broad dissemination plan and an
- 2) Action specific dissemination plan.

The Erasmus+ Promotion and Dissemination 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, round tables and information seminars.

Resources for implementing the Dissemination Plan will be geared towards publishing news in local and national news portals in the partnering NEOs, publishing newsletters on the project's website and related websites, Facebook/LinkedIn and promotional flyers. These mainstream communication methods are the ones to achieve maximum publicity and exposure.

1) Broad dissemination plan

KEO will continuously inform the wider audience reached through its website, social media and TV/radio appearances, Op-Eds, articles by KEO Coordinator on all Erasmus+ opportunities available to all communities in Kosovo. Furthermore, KEO staff will take part in related conferences, round-tables and workshops which deal with thematic areas covered by Erasmus+ programme (education, youth, VET and sport). KEO will establish regular line of communications, meeting and visits with relevant public authorities (MESTI and MCYS) as well as Olympic Committee, Paralympic Committee, sports federations and clubs and organizations.

In a nutshell KEO will provide information and engage academic and non-academic communities about the project activities that may be to their particular interest. Motivating new entities such as the business community, social partners, municipalities and VET providers to participate and career centers will be vital for wide dissemination. A budget will be 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.

2) Action specific dissemination plan

The action specific dissemination plan intends to reach out to specific ERASMUS+ actions and those especially related to the newly opened actions of Erasmus+ programme for Kosovo.

In this regard for HE, KEO will:

- Engage actively with Higher Education Institutions and its academic, students and administrative staff as well as relevant institutions in this domain i.e. Ministry of Education and Science, Accreditation Agency, Quality Assurance Agency and their affiliates- exchange on the new features of the programme, assist with partner search, promote results and listen to their challenges vis-à-vis the application process and participation in the programme.
- Use best practices where available to disseminate and promote the specific actions to newcomers

In this regard for VET, KEO will:

- Reach out to VET institutions providers and centers (both public and private) exchange on their participation to the programme, assist with partner search, promote results and listen to their challenges vis-à-vis the application process and participation in the programme.
- Bridge them with relevant agencies, public bodies and regional and international partners as well as business community, chambers and industry if needed.
- Build their capacities in synergy with already existing projects on the ground dedicated to advancing VET needs and capacities

In this regard for YOUTH, KEO will:

- Engage actively with youth NGOs, CSO's and youth Councils and networks, especially those which are more established and have capacities to be partners in Erasmus+ programme.
- Build synergy with already existing projects on the ground dedicated to advancing youth policies and use their capacities to plug in Erasmus+ promotional and dissemination activities.
- Coordinated activities with the Ministry in charge of youth and relevant authorities in order to have synchronized effect.

In this regard for SPORT, KEO will:

- Engage actively with Sports organization in Kosovo including the National Olympic Committee, sports federations and sports clubs and organisations, active in the field of sport and those using sport to advance democracy, peace and reconciliation.
- Build synergy with already existing projects on the ground dedicated to advancing sport policies and use their capacities to plug in Erasmus+ promotional and dissemination activities.
- Coordinated activities with the Ministry in charge of sport and relevant authorities in order to build multiplied affect.

In all Erasmus+ key actions and dissemination efforts strive to include relevant EU Embassies following particular area and engage them for increased effect.

Dissemination Tools

All dissemination activities will be supported by a set of tools and materials consisting of the following: EU/Erasmus+ visual identity, KEO website, social media, promotion, and communication materials.

HERE component

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 profile accurate EU promotion information.

Dissemination Activity

Activity	Time	Product	Target Group	Communication Tool	Expected Impact
Developing new and comprehensive dissemination strategy	During (March-September)	Dissemination Strategy 2022-2024	Internal	KEO website	Smooth and successful dissemination implementation of the project grant

Conference on the current impact at different levels of Erasmus+ projects in Kosovo 2022-2023-2024	When results are published (Oct-Nov)	Statistics/Data of winning project applications	All stakeholders	KEO website, social media, TV/Radio appearances , Op-Eds, articles	Awareness raising, increased visibility of the programme
Annual statistical data report	January-February	Annual Statistics report	General public, universities students		Awareness raising, increased visibility of the programme
Dissemination of the best practice projects results in IMC, EMJMs, EMDMs, CBHE, JM, VET, Sport, Youth and Virtual Exchange	Throughout the year	Information from beneficiaries; report/data/implementation report	Partners in the WB region and EU, other	Conferences, workshops, events, meetings.	Awareness raising, increased visibility of the programme , discussion of the HE challenges and obstacles for Kosovo students
Organization of the annual cluster meeting 2022, 2023, 2024	One per year (approx.)	Thematic Cluster meeting report		KEO website, social media	New partnerships for new projects
Disseminating information and providing statistics on Erasmus+ actions to MESTI, EU Office in Kosovo and public, private and NGO sector	Throughout the year	Infographics per specific Erasmus+ action	All stakeholders		