



Co-funded by the
Erasmus+ Programme
of the European Union



DISSEMINATION & EXPLOITATION STRATEGY GUIDE WP 7 DISSEMINATION & EXPLOITATION

Project acronym	ReFLAME
Project full title	Reforming Foreign Languages in Academia in Montenegro
Project no.	609778
Funding scheme	Erasmus+ KA2 CBHE
Coordinator	University of Montenegro
Work package	WP 7 Dissemination and Exploitation
WP Leader	University of Montenegro
Task title	WP 7.1 Write a dissemination strategy guide
Task leader	Dragica Zugic (UDG)
Last version date	
Status	
Dissemination level	

Disclaimer

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



REVISION SHEET

Version	Date	Author (Partner/Person)	The revision reason
1.1	19. 1. 2020	Milica Vuković Stamatović (UoM)	First draft of the plan
2.1	10. 2. 2020	Milica Vuković Stamatović (UoM)	Coordination with partners
2.2.			Update of changes



Co-funded by the
Erasmus+ Programme
of the European Union



Table of Contents

1. Introduction	4
2. Purpose of the Dissemination & Exploitation Strategy Guide	6
3. Description of the WP 7 Dissemination & Exploitation	6
4. Main objectives of the dissemination of the ReFLAME Project	8
5. Dissemination methods and tools	9
6. Main objectives of the exploitation of the ReFLAME Project	14

1. Introduction

Dissemination and exploitation are considered to be of vital importance for the CBHE ReFLAME Project. In order to reach the general objectives and ensure the implementation and sustainability of the project results during and beyond its lifetime, the project team will invest substantial efforts into the realization of this work package.

The definitions given below, outlining what is understood under the terms *dissemination* and *exploitation*, respectively, were taken from the Erasmus+ Programme Guide (https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en):

“**Dissemination** is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project.”

The given dissemination definition includes *key actors*. The ReFlame **target groups** and their needs, as set out in the project application, are the following:

1. **The Montenegrin students** – they need improved foreign language competences to be able to respond to the market demands, especially foreign language for specific purposes, i.e. industry-focused FL skills. Through the project, their foreign language exit levels will improve, and they will gain FL for specific purposes skills. They will also be in the position to get certificates of their foreign language knowledge, for the purpose of mobility, employment, etc. The project addresses foreign language education for non-philological departments and second foreign language education for all departments - i.e. the FL courses which do not lead to a professional degree in that particular foreign language (teacher or translator). Basically, it encompasses the students of all degrees where the FL skills are a supplementary skill to the area they are majoring in.

The Montenegrin HEIs encompassed by this project are

- the University of Montenegro (20,000 students),
- the University of Donja Gorica (2,000 students), and
- the University Mediterranean (1,380 students).

These three universities encompass almost all Montenegrin student population (about 94%) – the only Montenegrin university that is left out is the Adriatic University (1,000 students), which was founded very recently. This means that this project will encompass a vast majority of the Montenegrin student population - for most of them, the FL syllabi will be updated, some of the students will receive new textbooks, and all of the students will benefit from the improved teaching methodology of their FL teachers. All the visually- and hearing-impaired students at the three universities will benefit from the new FL teaching skills of their teachers which are adapted to their needs.

2. The Montenegrin foreign language teachers – they need improved working methods, teaching methods and materials, as well as teaching material writing skills, improved competence to teach foreign language for specific purposes, competences to write placement tests for certificate issuing purposes, as well as to test and place the candidates according to their foreign language level. A certain number of FL teachers need the skills necessary to work with visually- and hearing-impaired students. The project will address all FL teachers working at the three Montenegrin HEIs who teach FL at non-philological departments and second FL (those excluded are only those working exclusively in the teacher and translator departments teaching FL as their majors).

The ReFLAME project team will provide planned information to the said target groups, including the prospective students and seek to spread the word about the results of the project as widely as possible.

On the other hand, the Erasmus+ Programme Guide provides the following definition of *exploitation*:

“**Exploitation** is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.”

This definition mentions *decision-makers* at the local, regional and national level. In the context of the ReFLAME project this refers to:

- the management of the three Montenegrin universities, including the vice-deans, deans, vice-rectors and rectors,
- the Ministry of Education of Montenegro.

The ReFLAME project team will strive to transfer the project results to the said decision-makers and raise the awareness of the importance of foreign language education in higher education institutions and its reform.

Every member of the ReFLAME project team will take part in the dissemination activities. However, the University of Donja Gorica, as the leader of this work package (WP 7) (as decided at the kick-off meeting), will be responsible for the tasks of coordinating, documenting and monitoring all the dissemination activities. To accomplish this task, it will closely work with the project coordinator (the UoM). The UDG is also in charge of coordinating and documenting the exploitation tasks, together with the project coordinator.

2. Purpose of the Dissemination & Exploitation Strategy Guide

The purpose of this Dissemination & Exploitation Strategy Guide is to set out the dissemination & exploitation activities and requirements, in the framework of the ReFLAME project. This guide will define what, when, how, to whom and by whom will be disseminated/exploited, as well as how these efforts will be documented.

The Dissemination & Exploitation Strategy Guide will serve for the lifetime of the project and will be changed or updated as needed.

3. Description of the WP 7 Dissemination & Exploitation

This work package includes the activities of dissemination of the results of all project activities. It starts at the beginning of the project and will allow us to use the infrastructure when the project is over. It includes the following tasks:

7.1. Draft a dissemination strategy guide

- The development and publishing of a detailed plan of all the dissemination activities through various dissemination channels: web page, brochures, posters, leaflets, t-shirts, souvenirs, regular newsletters, info days...

7.2. Create a logo, develop and maintain a website

- Logo: A specific project identity will be created in order to reinforce the project's external image and to ensure a transversal coherence between all project communication channels. The logo that effectively summarizes our project will be used for all the project deliverables (dissemination material, books, reports, announcements, word documents, power point presentations...), along with the EACEA logo, so that the project gets recognizable visibility.
- Website: A website will be developed and regularly maintained. It will present the project, promote the activities within the project, promote the various project results, and host the electronic versions of all materials that are produced during the project so that it will ensure that the project results will be distributed beyond the lifetime of the project. This site will contain teaching material, recorded lectures from the teacher training seminars, newly developed teaching and didactic material. It will include also the links to the presentations of Re-FLAME activities in various media channels (video) recordings, newspaper's articles, reviews). In the course of three years, therefore, the web site will develop into a huge repository of knowledge. As such it will continue to be used by the FL students, teachers, associations, and all the other interested subjects. We believe that because it is a highly useful means, our universities will be willing to continue financing the existence of the website.

7.3. Advertise and promote the project and its results

- Publishing Re-FLAME general dissemination material that will be highly useable for a variety of planned events (bookmarks, brochures (available in printed and

electronically accessible form), posters, T-shirts, banner, note-books, pens, souvenirs (bags, cups, for our most important members and the project's guests)

- This material will be sent to all the partners by post and/or presented by person during meetings.
- This dissemination material will be used in all the occasions.

7.4. Set up and maintain Facebook and Twitter pages

- Development of the project Facebook and Twitter profiles is planned for the very beginning of the project so that it will record all the activities and results. These will be maintained throughout the project.
- Facebook and Twitter profiles will also serve to promote events, single activities and results of the project in the specific way typical of social media.

7.5. Textbook and Conference Proceedings promotional events & reviews in newspapers

- Organizing promotions of the textbooks and conference proceedings as a result of the project.
- Organizing promotion of the new textbooks and teaching materials with the demonstration of the use of its e-forms to the teaching staff and (potential) students.
- Promotion of the Conference proceedings by writing and publishing its reviews in international journals.

7.6. National media reporting on project results

- The local and national press and TV will be used on the occasion of promotional and informative sessions and project conference, as well as on the occasions of textbooks and conference proceedings promotion.

WP 7's outputs include:

- diss. guide published
- logo created
- no. of visits to the website (at least 2000 annually)
- no. of promotional materials printed & distributed (min 300)
- no. of followers of FB and twitter pages
- no. of media reports (at least 5 media appearances)
- no of p. events & reviews



Co-funded by the
Erasmus+ Programme
of the European Union



4. Main objectives of the dissemination of the ReFLAME Project

The main objectives for the dissemination of our project is to inform the target groups, as well as all possible and prospective stakeholders, about the project's activities and results. One of our main goals is to raise the awareness about the importance of foreign language education as a mandatory part of higher education of every student in Montenegro, as well as the important role that foreign language teachers have at the tertiary level.

We will also contribute to raising the visibility and profile of the Montenegrin higher institutions as cooperation partners for the EU higher education institutions.

Generally, dissemination activities will take place when the deliverables, i.e. outputs and outcomes, become available. In addition, some promotional events will be scheduled periodically regardless of the specific project outcomes.

To accomplish these objectives, we will use a variety of tools and methods.

5. Dissemination methods and tools

The following methods and tools will be used:

5.1. Project Logo

The project's logo was adopted at the kick-off meeting:

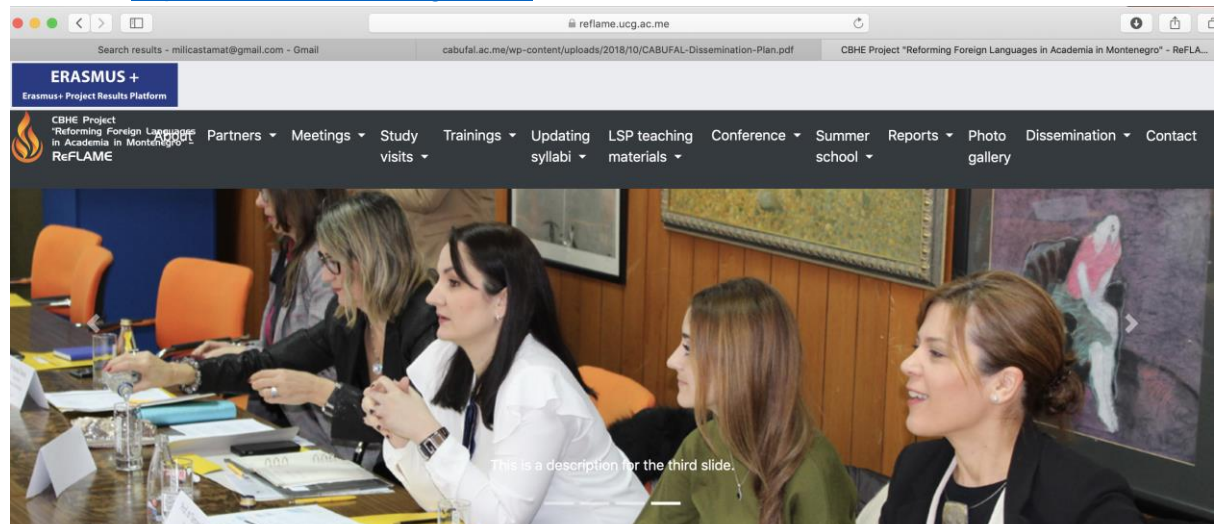


It will be used in all dissemination channels we use, together with the logo of the EU and the text "Co-Funded by the Erasmus+ Programme of the European Union". It will also be used in all the documents produced by the project.

Frequency: To be constantly used throughout the project.

5.2. Project website

The website of the project is run by the UoM and is located at the following address: <https://www.reflame.ucg.ac.me>



CBHE Project "Reforming Foreign Languages in Academia in Montenegro" - ReFLAME

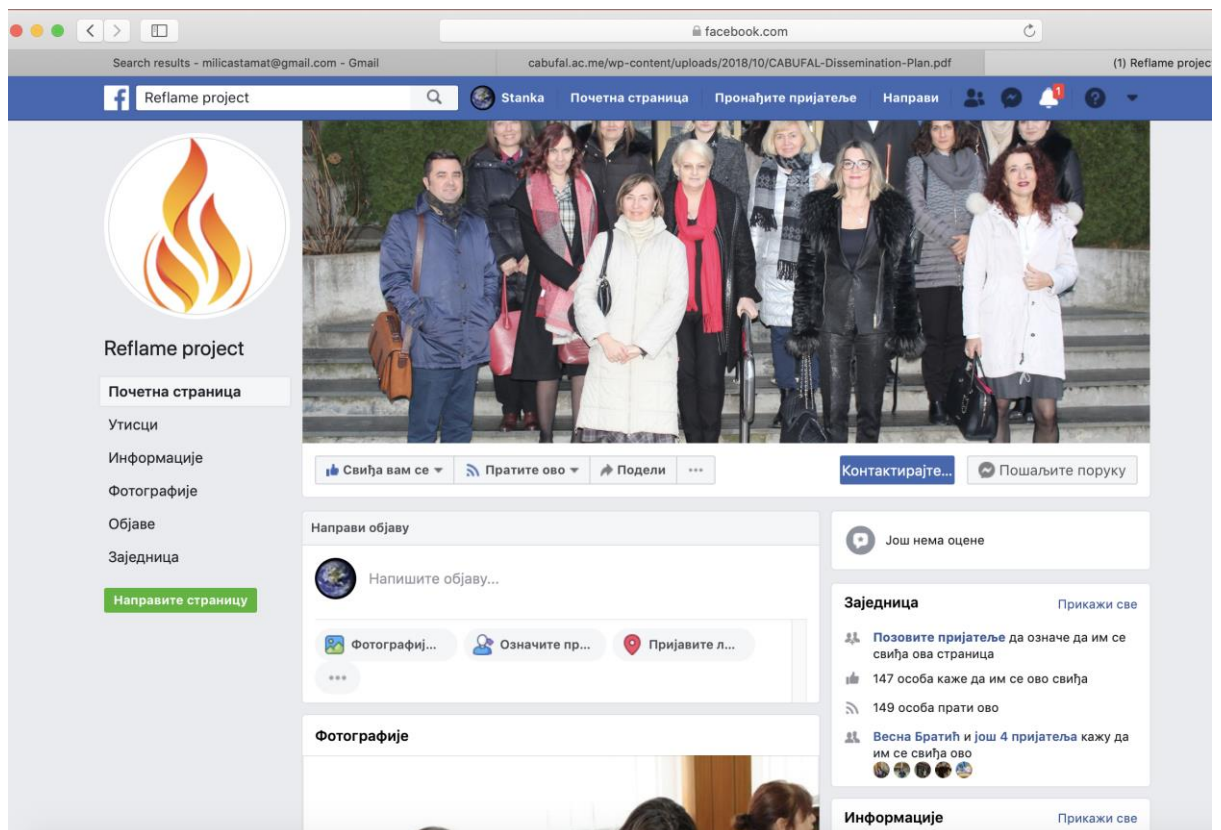
18. 12. 2019.

All project activities will be disseminated on the website. The link to the website, along with a short description of the project, at a minimum, will be posted on the official websites of the project partners, as well as the project's FB and Twitter accounts, to multiply the dissemination effects.

Frequency: To be constantly updated and maintained throughout the project.

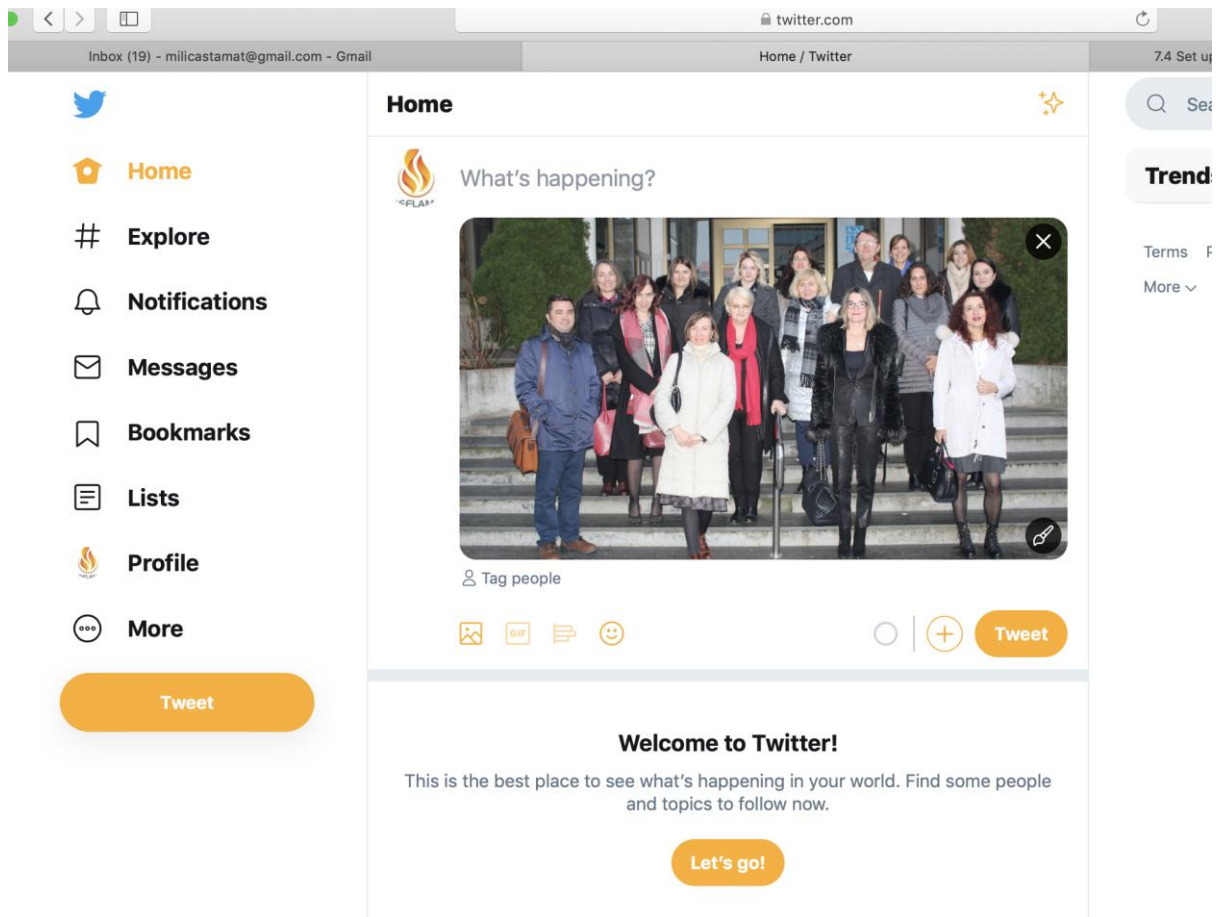
5.3. Project's FB and Twitter accounts

A Facebook Page of the project was set up and is available at:
<https://www.facebook.com/Reflame-project-110724633786160/>



All project members will promote the project's FB page. Paid sponsorship to the page is also a possibility.

A Twitter account was also set up (*@ProjectReflame*):



Frequency: To be constantly updated and maintained throughout the project.

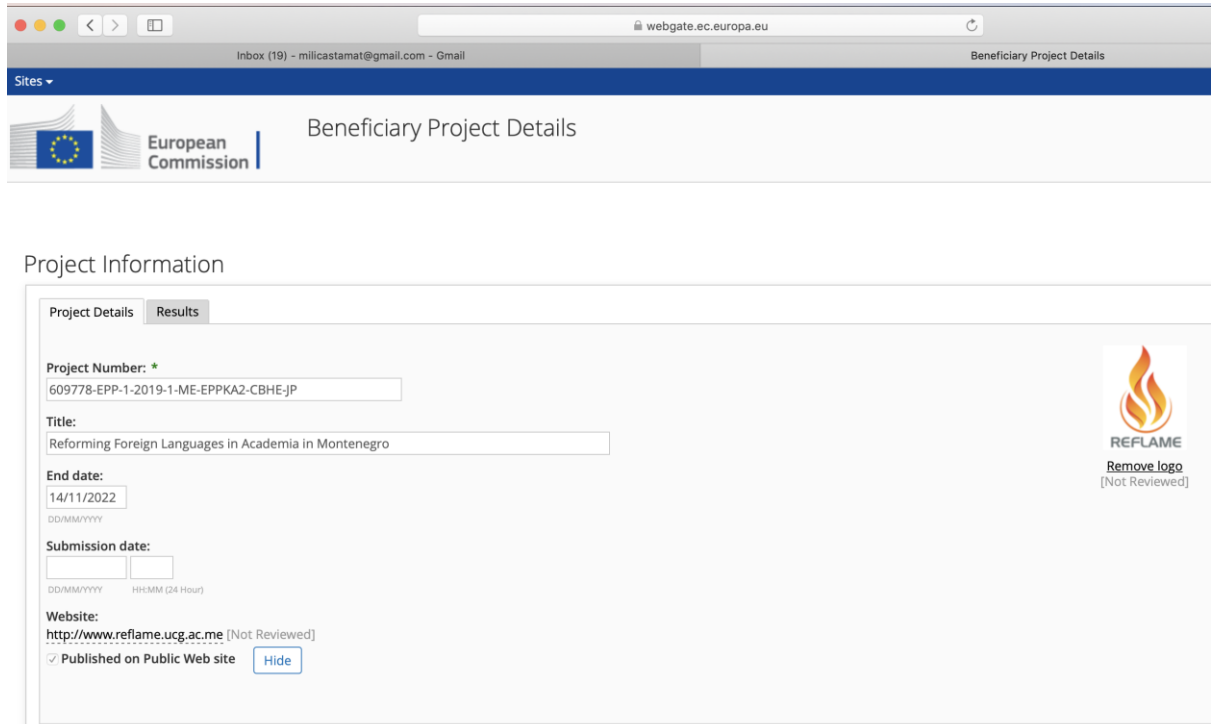
5.4. Project newsletters

Project newsletters will be produced every three months and posted on the project's website, FB and Twitter pages, as well as the websites of the Montenegrin HEIs. They will be sent via email to the Montenegrin FLT associations, such as Montesse (Montenegrin Society for the Study of English), ELTAM (English Language Teachers' Association Montenegro), AILIM (Associazione Insegnanti di Lingua Italiana del Montenegro). It will also be distributed via email to a selected target group of foreign language teachers beyond Montenegro, which will be compiled by all the partners, as agreed at the kick-off meeting.

Frequency: Every three months during the lifetime of the project.

5.5. Erasmus+ Project Results Platform

For the dissemination of the project outputs, we will also use the Erasmus+ Project Results Platform. For this purpose, the leader of the WP 7 will work closely with the project's coordinator.



The screenshot shows a web browser window with the URL webgate.ec.europa.eu. The page title is "Beneficiary Project Details". The header includes the European Commission logo and the text "Beneficiary Project Details". The main content area is titled "Project Information" and contains a form with the following fields:

- Project Number: ***: 609778-EPP-1-2019-1-ME-EPPKA2-CBHE-JP
- Title:** Reforming Foreign Languages In Academia in Montenegro
- End date:** 14/11/2022 (DD/MM/YYYY)
- Submission date:** (DD/MM/YYYY HH:MM (24 Hour))
- Website:** <http://www.reflame.ucg.ac.me> [Not Reviewed]
- Published on Public Web site [Hide](#)

The REFLAME logo is visible in the bottom right corner of the form area, with a "Remove logo [Not Reviewed]" link below it.

Frequency: After the major milestones of the project have been met.

5.6. Reflame FL Conference

Within the project, a conference on foreign languages in tertiary education will be organized in year 2 of the project. Invitation to take part in the conference will be sent out world-wide and this will be a great opportunity to spread word about the project. We expect more than 100 participants from all over the world, but mostly Europe and the region. Most Montenegrin FL teachers are expected to take part. The conference will be a great promotional event for the project in the target group of teachers, but also the Montenegrin HEIs management, which will be invited to open it.

Frequency: Several calls in the period Sept. 2020-September 2021. Intensive promotional campaign in the period immediately before the Conference.

5.7. Conference proceedings

The peer-reviewed proceedings from the conference will be made freely available on the project's website. The book itself will have the logo of the project and its short description. This would target the FL teachers.

Frequency: The proceedings will be published a couple of months after the conference. After the publication, they will have promotional effect for an extensive period of time.

5.8. FL textbooks

As part of the project, 9 textbooks will be produced, which will be used as main textbooks in 18 one-semester courses, reaching directly and on a weekly basis a large number of students in every generation. They will all have the logo and short information about the project and will be freely available for download on the project's website. Thousands of students are expected to use them during and especially beyond the lifetime of the project – a decade at least. As these will be textbooks for foreign language for specific purposes for the fields for which there are no textbooks published by reputable publishers, there are good chances that some of these will be picked up for use in other countries as well, thus further spreading word about our project, during and especially beyond its lifetime. The fact that the website will contain these free books with the project name in the header of every page, will mean substantial traffic on the website.

Frequency: To be published by the end of year 2 of the project. After the publication, they will have promotional effect for an extensive period of time.

5.9. Local dissemination events

Occasionally, there will be press coverage/media appearances in Montenegro to disseminate the project results. Such events are planned at every major stage of the project, such as after the preparation phase, to disseminate the results of the status quo analysis.

Frequency: At least 5 press coverage/media appearances events.

5.10. Dissemination via printed promotion materials

Leaflets & brochures with information about the project will be printed and distributed amongst the students of the three Montenegrin HEIs every year.

Frequency: Once a year.



6. Main objectives of the exploitation of the ReFLAME Project

The ReFLAME project aims at lasting reforms of foreign language education in HEIs in Montenegro, which is why it is important to ensure that the project results are recognized and acknowledged by the Montenegrin decision-makers, and that the syllabi, methods and materials developed and updated through it are used beyond the lifetime of the project for a number of years.

The ReFLAME project team will strive at maximizing the potential of our activities and allow for the sustainability of our results.

In an effort to achieve this, we will work closely with the management of the Montenegrin HEIs and the Montenegrin Ministry of Education.

The management at the level of the philological faculties of the three HEIs is part of the project team in all three Montenegrin HEIs, which is an excellent start. They will be responsible for a close cooperation and communication with their rectors and vice-rectors regarding the project.

On the other hand, the Ministry of Education of Montenegro proposed the Law with specific FL provisions and passed various strategies underscoring the importance of FLs and the need to upgrade the FL teaching system in HEI. The Ministry will be in position to assess how new syllabi comply with the Law on HE and the said strategies and will assist in disseminating the project results and ensuring its impact and sustainability.