



University of Montenegro

DISSEMINATION PLAN



Co-funded by the  
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## Dissemination & Exploitation as described in the project proposal

Within CABUFAL project, one of the work packages was dedicated to dissemination and exploitation- WP 6.

In the detailed project description, this activity was described in detail. In this document, general ideas for dissemination were described as:

- 6.1. 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;
- 6.2. The web site will be designed to present the project, promote the new study program with enrolment information, and host the electronic versions of all materials that are produced during the project;
- 6.3. Brochure will be designed to promote the program and present relevant enrolment information, and it will be distributed at all dissemination events, and sent to schools, local, regional and national authorities via post and email lists;
- 6.4. The local and national press and TV will be used for the purposes of project promotion;
- 6.5. The project newsletter will be regularly issued, distributed in printed form, and true the web site;
- Once a year an article will be published in the Montenegrin Law Review presenting current progress of the project;
- 6.6. Project results will be promoted at events held at the local and national level;
- 6.7. Student info days will be organized in June 2017, 2018 and 2019;
- 6.8. The new generations of students will be enrolled in June 2017, 2018 and 2019;
- 6.9. Alumni club of the FoL will be formed in order to improve connection between FoL and employers.

The dissemination was envisaged to be done by utilizing all appropriate methods. Some of the actions planned were describe in more detail in the project proposal as follows.



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 web site will be designed to present the project, promote the new study program with enrolment information, and host the electronic versions of all materials that are produced during the project. The web site will contain project information and documents including minutes, plans, results and background information that can be easily accessed. Online publications of the documents will ensure that the project results will be distributed beyond the lifetime of the project.

The project newsletter will be also regularly issued, and will be distributed in printed form, and will also be available on the web site.

Once a year an article will be published in the Montenegrin law review presenting current progress of the project.

Brochure will be designed to promote the program and present relevant enrolment information, and it will be distributed at all dissemination events, and also sent to schools, local, regional and national authorities via post and email lists.

Also, other Internet communication channels such as social networks will be used, for the promotion of the project results. Social networks shall be utilized to the furthest extent possible to spread the information about the project to experts in the field and to reach student population (using Facebook and Twitter). It is aim of the project to make all project deliverables public.

The local and national press and TV will be used on the occasion of promotional and informative sessions, kick off and final project conferences

Effective dissemination will also be achieved by including students in dissemination process. The project results will be presented to the current students of the Faculty of Law at the info days that will be organized at Faculty of Law. Students will be the first to benefit from this project, as they will be the first generation that will finish their studies according to the new program. In addition, the students of secondary schools and prospective students will be presented with the project results through promotional activities of the FoL.

Project results will be promoted at a variety of other events held at the local and national level, at the meetings with policy makers and during the visits to the stakeholders.



The final project conference will invite all project partners to Montenegro, not only to disseminate the program results, but also to promote the new study program, to spread acquired knowledge and promote cooperation with EU partners.

### **Dissemination & exploitation plan for the CABUFAL**

Having in mind the description of the activities needed to be realized a detailed plan of these activities was made in order to have a clear vision on the objectives of the project and to have a chance to realize each activity in a well-planned manner, with the strategy exploitation and dissemination of results.

In this regard, the following will contain the title of the activity and timeline of the planned dissemination activities (organization of events, creation of a website etc.).

### **Use of the project logo for the dissemination purposes**

The project logo will be used on project website.

The project logo will be used in all communication between the partners, and will be part of the header for each document created by the partners for the purpose of the project activities.

Project logo will be used at any public event organised by the Faculty of law UoM and other consortium members when the activity is organised within the CABUFAL project. During these events the logo will be prominently placed at appropriate place.

Project logo will always be accompanied with the Erasmus + logo with the disclaimer „Co-funded by the Erasmus+ programme of the European Union" next to the EU flag.

Partners should use the consistently the logo of the project, and other templates posted by the Project coordinator. Partners are required to use the CABUFAL Logo when publishing dissemination materials for the project.



## **Use of the project website for the dissemination purposes**

The project website is located at <http://cabufal.ac.me/> the domain was reserved already before the start of the project, so that the website could be launched at a very early stage after the completion of the public procurement, so that all results of the project could be easily disseminated.

Each consortium member is asked to draft short articles and provide pictures from the events taking place at their institutions whenever it is possible.

The project's Social Media account - Facebook were set up in order to enable a two-way communication with the university community and students.

The project website and Facebook account will be fed with announcements and updates on the project's progress and different activities consortium is undertaking. Project newsletter will be regularly published at the project website and Facebook account as a mean of more attractive media for the dissemination of information.

The Project coordinator will be using these channels for promotion of the project results and creating awareness, i.e. recommending them to members of their social networks. Feedback over these channels will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as Tweeter for setting up specialized groups.

## **Using media for dissemination purposes**

All types of the media should be used for dissemination. Even doe in the project proposal only number of medias were directly mentioned all media channels should be used for dissemination purposes.

A press release at the meeting of the launch of the project, each training and the concluding conference should be produced. This type of announcements should be used conservatively as to



allow future media presence of the project. Regular information sessions and press releases should be used for the promotional purposes of the most important achievements and events in the project.

The kick off meeting and project final Quality control board meeting will take place in Podgorica and their aim is to present the project at the institutional, and national level and interest of the academic and stakeholders and then present the results achieved by the project.

One of the main factor is the presence of government authorities as to promote the sustainability of project results.

### **Use of the printed materials for dissemination purposes**

CABUFAL will produce posters that will include the logo of the project accompanied with the Erasmus + logo with the disclaimer „Co-funded by the Erasmus+ programme of the European Union" next to the EU flag, and logos of all the consortium members.

The posters will be used at all promotional events and other events whenever the use of this type of promotional materials is appropriate and possible, as to welcome participants to the event and guide their way in buildings, thus creating awareness about CABUFAL.

A similar approach will be used for flyers, brochures and newsletters. These type of materials will be printed and distributed to the students periodically in the printed form as a mean of raising the awareness of the project, and promotion of other potential means of distribution that does not require a printed version of these information.

Use of other external printed publications is expected in Montenegro in order to reach as wider public as possible. In that regard project coordinator and project management team should contact the Montenegrin legal journal as only legal journal in Montenegro, for the publications on CABUFAL and its progress thru the years, since this is the publication that is being distributed free of charge to almost every legal professional in the country.



### **Student info days as a dissemination tool**

A number of dissemination event will be organized in Podgorica thru the project lifetime, in order to reach potential students and as well to present project results. The event will aim at raising awareness and promoting the project outcomes among students.

Promotional material will also be distributed during the event.

### **Other means of dissemination**

During the various events in the project, the partners will be in encouraged to invite people non-directly involved in the project to join the network: government authorities, political authorities, and professional associations in order to promote the project results, or to promote the project and its results in information sessions.

The project should form the alumni club of the former student of the Faculty of law in Podgorica, in order to further promote project results, as well as to improve connection between Faculty of Law in Podgorica and employers.

Every project member is expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) by contacting the Project coordinator directly;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant meetings, conferences, and other events;
- Helping to promote CABUFAL when engaging key stakeholders to act as multipliers;
- Promoting CABUFAL in their internal and external documents on annual work, as to reach as weider public as possible.

