

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



**Educational Capacity Strengthening for Risk Management of Non-native Aquatic Species in
Western Balkans (Albania, Bosnia and Herzegovina and Montenegro) - RiskMan**

Erasmus+ KA2 – Cooperation for innovation and the exchange of good practices – Capacity
Building in the field of Higher Education

Reference N.: 619384-EPP-1-2020-1-TR-EPPKA2-CBHE-JP

DISSEMINATION AND EXPLOITATION PLAN

WP7

Circulation : <e.g. Project partners, EU Agency>

Prepared by : Montenegro University

Doc Reference : <e.g. Dissemination and Exploitation Plan>

Doc History : <Version 15, February 2021>



Università
degli Studi
di Palermo



EKOMENLOG OHRID
Association for ecology



Albanian Center for
Environmental Protection and
Sustainable Development



Funded by “the Erasmus+ Program of the European Union”. However, European Commission cannot be held responsible for any use which may be made of the information contained therein.



DOCUMENT HISTORY

Version	Date	Comment
01	February 2021	First issue
02	November 2021	Final issue
03		
04		

TABLE OF CONTENTS

1. Error! Bookmark not defined.	
1.1 Project description	3
2. 5	
2.1 Objectives	4
2.2. Target groups	5
2.3 Specific objectives for each target group, related to the action's objectives and the phases of the project cycle	7
2.4 Internal communication and coordination	8
2.5 Meetings	8
3. COMMUNICATION ACTIVITIES	10
3.1 Main activities that will take place during the period covered by the communication and exploitation plan	11
3.2 Communication tools chosen	12
3.2.1. Visual identity	12
3.2.2 Web sites	15
3.2.3 Mailing lists and newsletters	16
3.2.4 Telephone	16
3.2.5 External communication and promotion	16
3.2.6 Press releases	16
4. INDICATORS OF ACHIEVEMENT	17
4.1 Completion of the communication objectives	17
4.2. Provisions for feedback (when applicable)	17
5 RESOURCES	17
5.1 Human Resources	17
5.2 Financial resources	18

1. Introduction

1.1 Project description

Non-native (NN) species are widely recognized as one of the main threats to aquatic biodiversity and impact to human well-being. In the Balkans, major corridors for their spread are transboundary rivers and lakes that drain a number of countries and create conflicts of interest since water resources are unevenly distributed among the states. A knowledge gap on the presence, distribution and impacts of NN aquatic species in the Balkans was apparent. The main aim of RiskMan Project is to strengthen the Educational Capacity for Risk Management of NN Aquatic Species in Albania, Bosnia and Herzegovina and Montenegro by promoting the education of stakeholders and higher education students and stimulating cooperation among the Partner countries. To this aim, the RiskMan Consortium proposes to design a thorough set of measures based firstly on new proposed educational paths to increase the ability of local target groups to both mitigate and proactively prevent the potential negative impact on socio-ecological systems. Secondly, RiskMan Consortium will promote the collaboration of Programme Countries academicians to share their own experiences with universities and Non Government Organisations (NGOs) members of Partner Countries.

The specific objectives of the project are to:

1. update the skills of higher education system about management of aquatic NN species in the Partner Countries in line with the international directives;
2. support the Partner Countries to address the challenges concerning the risk assessment and management, stakeholders' participation, planning and governance of aquaculture facilities and industries;
3. promote voluntary convergence with EU developments in higher education and fisheries industry and contribute to cooperation among the Consortium Partners on the management of NN species; develop risk management model for NN aquatic species for Western Balkans; produce policy framework for creating new occupation.

The Consortium consists of the following Partners:

P1 - MUĞLA SITKI KOÇMAN UNIVERSITY (MSKU) – Lead partner organization

P2 - UNIVERSITY OF PALERMO (UNIPA)

P3 - HYDROBIOLOGICAL INSTITUTE OHRID (HIO)

P4 - ASSOCIATION FOR ECOLOGY EKOMENLOG OHRID (EKOMENLOG)

P5 - UNIVERSITY OF ZAGREB (UNIZG)

P6 - ALBANIAN CENTER FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT (ACEPSD)

P7 - ALB ADRIATICO 2013 (ALB)

P8 - AGRICULTURAL UNIVERSITY OF TIRANA (AUT)

P9 - UNIVERSITY OF SARAJEVO (UNISA)

P10 - UNIVERSITY OF MONTENEGRO (UoM)

P11 - iSea

P12 - UNIVERSITY OF BIHAĆ (UNBI)

P13 - UNIVERSITY COLLEGE OF BUSINESS (UCB)

2. General Dissemination and Exploitation Plan

2.1 Objectives

2.1.1. Overall dissemination objectives

The dissemination and exploitation plan is a tool for planning, coordinating and implementing all RiskMan communication and dissemination activities in support of the project's objectives, ensuring the durability of results, disseminating knowledge on the project inside and outside the programme area.

The overall goal of dissemination and communication is raising awareness of the project activities in order to make RiskMan a successful and sustainable project. This will be carried out by using various communication channels and materials, but also by face-to-face information, conferences and workshops.

This document describes the Dissemination and Exploitation Plan to be adopted by RiskMan – a project funded by Erasmus+ KA2 – Cooperation for innovation and the exchange of good practices – Capacity Building in the field of Higher Education programme.

Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and exploitation plan are:

- to establish and maintain mechanisms for effective and timely communication;
- to inform stakeholders of the progress of the development and encourage interactions between stakeholders;
- to coordinate all levels and types of communication in relation to the project.

This document is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from partners.

Specifically, this dissemination plan includes both internal communication activities and external communication activities, which means that the two specific goals are:

- to develop successful communication activities among partners in the project, and
- to develop successful promotional and dissemination activities of the results of the project.

The results that are expected from this dissemination plan are therefore represented by a successful promotion and distribution of both the project result and raised awareness of the society of the importance of NN species in the Western Balkan region.

The dissemination plan is developed by the University of Montenegro as the lead organization of WP7, through close interaction with all project partners.

2.2. Target groups

Target Group	Means of Communication to Reach These Target Groups	Timeline of communication	Indicators to measure the effectiveness of the means of communication
<ul style="list-style-type: none"> - Students - Potential Students - Pupils from different high schools 	<p>A special web site will be created only for RiskMan. This site will be promoted at the end of the project and will be constantly updated with relevant information about Project deliverables.</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<ul style="list-style-type: none"> -Numbers of the unique visitors of the webpage. -Number of clicks of selected key links. -Number of downloads of different materials. - Number of shares of the specific website to social media.
<ul style="list-style-type: none"> - HEIs - Academicians/Researchers - Teachers - Tutors - Non- educators from the high school and higher education institutions 	<p>They will be informed about the project outcomes. They will get the proceedings of the Kick-off meeting, transnational meetings and Final Conference, with all project's specification documents, report of the training implementations and implementation guidelines.</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<ul style="list-style-type: none"> - Number of participants. -Number of attendees. -Number of readers. -Number of visits and individual visitors for each key document.
<ul style="list-style-type: none"> - Companies - Employees from the operators of fisheries in the region and in the partner countries - Labour market - National Employment Agencies in partner countries 	<p>Each project partners, will inform its members and associate partners about RiskMan with list of already established cooperation programs and with the list of perspective study programs In the Western Balkans' HEIs that are suitable for certain business activities. On common meetings these target groups will be informed about perspectives, achieved results and the latest information about RiskMan.</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<ul style="list-style-type: none"> -Number of companies -Number of employees -Number of representatives of agencies and labour markets in partner countries Number of organized meetings with

			the above mentioned.
<ul style="list-style-type: none"> - Policy makers - Representatives from national organizations and enterprises - Agency of Environment - Ministries (Ministry of Tourism and Environment and Ministry of Agriculture and Rural Development) - Other public or private institutions working on the Aquatic Environmental Protection and Biodiversity Conservation Civil Society Organizations 	<p>The consortium will inform these target groups about the proposed outcomes of the project. These target groups will be invited to participate in the kick-off meeting and especially in the Final Conference and discussion forums in order to be involved into the process of practicing project Outcomes.</p> <p>Organization of meetings with representatives of each of the target groups online by the countries...</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<ul style="list-style-type: none"> -Number of representatives of these target groups both in Turkey and in partner countries. Number of present representatives of the institutions to each of the events. Number of suggestions and remarks made by these representatives.
<ul style="list-style-type: none"> - Unemployed Young adults between ages 18-35 years old in Western Balkans Partners Countries 	<p>The RiskMan Project pays attention to the unemployed Young adults' participation in the project in order to increase the project's impact for inclusion, diversity and integration. In the project the tailored courses will be developed and these courses will be open for these target groups with the support of National Migration Centres in Turkey, Greece and Italy.</p>	<p>Starting with the WP5 beginning date till the end of the project.</p>	<ul style="list-style-type: none"> -Number of participants -Number of Attendees Number of such students included. Structure of countries of origin of the unemployed participants students.
<ul style="list-style-type: none"> - Public 	<p>The consortium will promote the project and provide appropriate marketing campaigns, as this is in their interest. Sooner or later, general public will be informed about this new kind of studies. We expect that mass media will show the interest for RiskMan Outcomes.</p> <p>Press releases for the activities to be developed and shared with the national media (at least two</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<ul style="list-style-type: none"> -Numbers of visitors of web page -Number of clicks of selected key links. -Number of downloads of different materials. -Number of participants in the

	<p>in different stages of the implementation).</p> <p>Organization of press conferences or interviews with certain national electronic of audiovisual media.</p>		<p>activities</p> <p>-Number of attendees in the Activities</p> <p>Number of press releases.</p> <p>Number of press conferences and/or interviews.</p>
ALL TARGET GROUPS	<p>Through the web site all target groups will be informed about benefits of RiskMan. Other types of advertising will be realized by Facebook, Linkedin, YouTube channel, as well as via flyers and posters, which will be widely distributed.</p>	<p>Starting at the beginning of the project till the end of the project.</p>	<p>-Numbers of visitors of web page</p> <p>-Number of clicks of selected key links.</p> <p>-Number of downloads of different materials.</p> <p>-Number of participants in the activities</p> <p>-Number of the attendees in the Activities</p> <p>Number of distributed flyers and posters.</p>
Scientific Public	<p>The findings and outcomes of the project activities will be communicated with other scientists who are dealing with similar issue through:</p> <p>Written and published scientific papers.</p> <p>Participation in different types of conferences.</p>	<p>Throughout the project duration.</p>	<p>Number of scientific papers published.</p> <p>Number of conferences attended.</p> <p>Number of citations.</p>

2.3 Specific objectives for each target group, related to the action's objectives and phases of the project cycle

External communication and promotional and dissemination activities target specific groups who will benefit directly and indirectly from the whole project implementation. These groups are the objects to which all communication and promotional materials and efforts are directed.

The target groups in each Partner Country (Albania, Bosnia and Herzegovina and Montenegro) include on a national level the academicians, teachers, tutors and non-educators from the high

school and higher education institutions, employees from the operators of fisheries in the region, pupils from different high schools, general public as well as representatives from national organizations, enterprises, National Agency of Environment and other relevant agencies, ministries (Ministry of Tourism and Environment and Ministry of Agriculture and Rural Development) and other public or private institutions working on the Aquatic Environmental Protection and Biodiversity Conservation.

Universities, NGOs and research institutes of the target countries working on Aquatic Environmental Protection and Fishery (Fisheries and Aquaculture) need to improve and update their skills on the risk management of aquatic NN species by raising awareness about the new methods and management tools developed on this topic by the international scientific communities.

An update of the Master Curriculum in the Universities of the target countries is required with the proposal of new courses focusing on Risk Management of Aquatic NN species that will help the students to acquire appropriate competencies and skills to be competitive and more competent in their future employment both within the Private industry (fisheries, aquaculture and tourism sectors) and the Public Sectors dealing with the management of Aquatic Biodiversity (government, parks, research centres and/or NGOs) in the target Balkan countries. This project connects the SMEs in fisheries and aquaculture industry that request a particular set of skills and competences with students that have strong propensity and potential to acquire that set of skills about risk management of NN aquatic species.

The Citizens also represent a target group for the RiskMan Project, because they need to be aware of the Risk posed by NN species and be conscious of the Risk Management tools. The citizens of the target countries will be involved in the Project by means of workshops for the presentation of the findings and extending knowledge about the importance of Risk Management of Aquatic NN species. Decision makers are also indirectly the target group of the project, because they need to have the instruments and background to review, analyse, and evaluate the national policies dealing with the management of aquatic NN species and sustainable fisheries production.

In addition, in the very beginning of the implementation of the project an Initial Assessment of the Specific Stakeholders and their mapping will be conducted in each of the target countries.

All the identified target groups will be conscious of the basic concepts of Risk associated with the NN species and their management. The complexity of the industrial activities (aquaculture, aquarium, fisheries, shipping, etc.) and the risk of escaping/transmission NN species from the aquaculture areas promote the emergence of risks that must be considered in the decision process. For this reason, there is a need to clarify the basics of risk management through a short new suggestion of literature review for risk management and the proposal of a general model designed for the Balkans.

All the partners involved in the RiskMan Consortium will share their knowledge and experience to address the goal of the Project through fruitful cooperation between the different Institutions and the involvement of all the stakeholders.

2.4 Internal communication and coordination

RiskMan is a project that involves 13 partners from eight different countries. Therefore, coordination is a very important part in project management.

In order to implement an efficient internal communication and keep partners informed and actively involved in the development of RiskMan communication activities, a RiskMan Communication Working Group will be created at the beginning of project implementation, composed by a reference person, a Communication Officer for each partner.

Each Communication Officer will be the spokesman of objectives, critical issues and actions planned in the local area in order to organize and manage the flow of information and to make the project communication effective both locally and globally. RiskMan Communication Working Group will be constantly in touch through skype/zoom meetings, emails, instant messages (chat), etc. and will share all the communication materials through Google Drive folders. The University of Montenegro will coordinate the RiskMan Communication Working Group.



In the early stage will be collected:

- Contacts (email, skype, mobile number) of each Communication Officer
- Partner logos
- The communication needs of each project partner in order to take into consideration all the aspects
- Any other key messages

2.5 Meetings

Regular meetings are required to maintain personal communication between partners during the project implementation. Meetings are also a routine part of the management in which each partner could report the updates of their individual activities they conduct so the lead partner (LP) can control the pace of the implementation and the achievement of the project.

The LP shall plan the realization of meetings that can be held in different venues hosted by different partners. The recommended frequency of the meetings is once in **two months (6 times a year)**. For the reason of effectiveness and efficiency, the regular meetings of the partners could also be combined with some other activities and events in which all partners' representatives have to gather in one place. However, the timeline of the meeting should be held tight regularly as planned.

To each meeting, all partners have to be able to send at least one of their representatives. The host of the meeting is responsible for finding a date in which all partners agree to attend the meeting around the proposed period.

The meeting agenda structure will remain the same in each of the meetings. Each meeting shall include:

1. Administrative issues
2. Progress report of each partner's activity
3. Reports of achieved outputs and results
4. Strategic planning for the next period

In order to secure proper project implementation, LP will ensure that all the meetings could be organized through relevant online platforms depending on the pandemic situation and national and regional travel restrictions caused by covid 19 pandemia.

3. COMMUNICATION ACTIVITIES

Active work on the dissemination activities will be conducted through the entire project life duration starting from month 3 as presented in a table below:

	PROJECT ACTIVITY	LEADER	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
WP7	Dissemination activities	Montenegro University																								
Task 7.1.	Defining dissemination and exploitation plan	All partners																								
Task 7.2.	Preparation of dissemination products	All partners																								
Task 7.3.	Preparation of the interim dissemination and exploitation report	All partners																								
Task 7.4.	Preparation of the final dissemination and exploitation report	All partners																								
Task 7.5.	Final Conference	All partners																								
Task 7.6.	Development of sustainability plan and implementation	All partners																								
Task 7.7.	Implementation sustainable strategy in partner countries	All partners																								

3.1 Main activities that will take place during the period covered by the communication and exploitation plan

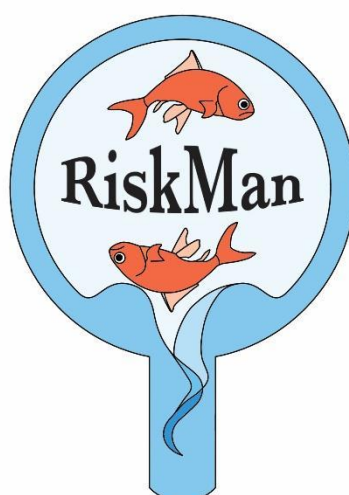
	PROJECT ACTIVITY	LEADER	Deliverable/ Results/Outcome	Target groups
WP1	Review and Analysing of Existing European Practices	Zagreb University		
Task 1.1.	Analysis of the policy level documents and principles addressing NN species in Western Balkan	All partners	Learning material, Event	Teaching staff, Administrative staff, Technical staff, All the stakeholders
Task 1.2.	Analysis of existing European practice and principles for NN species Education in Western Balkan	All partners	Learning material, Event	Teaching staff, Administrative staff, Technical staff, All the stakeholders
Task 1.3.	Analysis of existing practice in Western Balkans and cross-matching with European practices and standards	All partners	Learning material, Event, Report	Teaching staff, Administrative staff, Technical staff, All the stakeholders
Task 1.4.	Develop policy and plan roadmap for implementing and managing risk for NN species in Western Balkan Education	All partners	Teaching material, Training material, Report	Teaching staff, Administrative staff, Technical staff, All the stakeholders
Task 1.5.	Good Practice Collection and Producing good practice report	Zagreb University	Teaching material, Learning material, Training material, Report	Teaching staff, Administrative staff, Technical staff, All the stakeholders
WP2	Identify the current status of NN Species in Western Balkan	ACEPSD + AUT		
Task 2.1.	Literature Review and survey of main watercourses of Partner Countries	All partners	Teaching material, Learning material, Training material, Report	Teaching staff, Students, Administrative staff, Technical staff, All the stakeholders
Task 2.2.	Interview with industry representatives	Western Balkan Partners	Teaching material, Learning material, Training material, Report	Teaching staff, Trainees, Administrative staff, Technical staff, All the stakeholders
Task 2.3.	Combining the findings for producing online platform	All partners	Teaching material, Learning material, Training material, Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 2.4.	Creating online database	All partners	Teaching material, Training material, Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 2.5.	Pilot testing and assessments reviews	ACEPSD + AUT	Training material, Report, Service/Product	Teaching staff, Administrative staff, Technical staff, All the partners and stakeholders
WP3	Implementation of Risk Management Model for Western Balkans	Palermo University		
Task 3.1.	Introducing risk management model in the literature	All partners	Report, Service/Product	Teaching staff, Administrative staff, Technical staff, Librarians, All the partners and stakeholders
Task 3.2.	Providing a holistic view for risk management model	All partners	Training, Report, Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 3.3.	Suggesting a general implementation of risk management for all stakeholders	All partners	Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 3.4.	Publishing the model	All partners	Report, Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
WP4	Reforming of the Curriculum	MSKU		
Task 4.1.	Suggesting 3 new courses for the curriculum	All partners	Teaching material, Learning material, Training material	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 4.2.	Planning of pilot testing	All partners	Teaching material, Learning material, Training material	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 4.3.	Analysis of the results of pilot testing	All partners	Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 4.4.	Finalizing the new courses and starting implementation process	All partners	Teaching material, Learning material, Training material	Teaching staff, Students, Trainees

	PROJECT ACTIVITY	LEADER	Deliverable/Results/Outcome	Target groups
WP5	Development of Tailored Course for Different Target Groups	iSea		
Task 5.1.	Deciding tailored courses contents	iSea, MSKU, UNIPA	Teaching material, Learning material, Training material	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 5.2.	Developing tailored courses' materials	iSea, MSKU, UNIPA	Teaching material, Learning material, Training material	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 5.3.	Trainees' Training in Partner countries in English	iSea, MSKU, UNIPA, AUT, UoM, UNISA	Teaching material, Learning material, Training material, Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 5.4.	Finalizing the new courses after trainings	iSea, MSKU, UNIPA	Teaching material, Learning material, Training material, Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
TASK 5.5.	Training activities in partner countries	iSea, MSKU, UNIPA, AUT, UoM, UNISA	Teaching material, Learning material, Training material, Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 5.6.	Producing final reports for tailored courses	iSea, MSKU, UNIPA	Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 5.7.	Producing policy framework for creating new occupation "Risk Manager"	iSea, MSKU, UNIPA	Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
WP6	Quality Control	Sarajevo University		
Task 6.1.	Establish the Quality committee	All partners	Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 6.2.	Develop a monitoring, evaluation, and quality plan	All partners	Report, Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
Task 6.3.	Write progress reports that elaborate on the progress of the project and address it to the project coordinator	All partners	Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the partners and stakeholders
WP7	Dissemination activities	Montenegro University		
Task 7.1.	Defining dissemination and exploitation plan	All partners	Teaching material, Event, Report	Teaching staff, Administrative staff, All the stakeholders
Task 7.2.	Preparation of dissemination products	All partners	Training material, Report, Service/Product	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the stakeholders and subcontracted staff
Task 7.3.	Preparation of the interim dissemination and exploitation report	All partners	Report	Teaching staff, Administrative staff, All the stakeholders
Task 7.4.	Preparation of the final dissemination and exploitation report	All partners	Report	Teaching staff, Administrative staff, All the stakeholders
Task 7.5.	Final Conference	All partners	Event	Teaching staff, Students, Trainees, Administrative staff, All the stakeholders
Task 7.6.	Development of sustainability plan and implementation	All partners	Report	Teaching staff, Administrative staff, All the stakeholders
Task 7.7.	Implementation sustainable strategy in partner countries	All partners	Report	Teaching staff, Administrative staff, All the stakeholders
WP8	Project Management	MSKU		
Task 8.1.	Organizing the Kick-off Meeting and other consortium meetings (StC Meeting & Local Committee Meeting)	All partners	Event, Report	Teaching staff, Students, Trainees, Administrative staff, Technical staff, All the stakeholders
Task 8.2.	Establishment of management and operational structures	All partners	Report	Teaching staff, Administrative staff, All the stakeholders
Task 8.3.	Establishment of Training and Technical Group (TTG)	All partners	Report	Teaching staff, Administrative staff, All partners and the stakeholders
Task 8.4.	Reports	All partners	Report	Teaching staff, Administrative staff, All partners and the stakeholders

3.2 Communication tools chosen

3.2.1. Visual identity

A visual identity of the project has been created consisting of a project logo that will be applied on all the project materials and documents. The logo was freely created by MSKU at the beginning of the Project and it can be used for all the activities related to the RiskMan project



A complete visual identity of the project will be developed in accordance with the Communication and Visibility Manual prepared by the Erasmus programme.

Internet

The Internet is the most ideal substitute for the lack of physical meetings. It serves a real time data exchange that allows partners to communicate in an efficient, effective and economical way. The use of the internet in internal project coordination could vary from email, intranet, to video conferences.

Email exchange is probably the cheapest and the fastest way of sending electronic documents. It can be done as often as possible with as high frequency as desired. All staff of the partners will be involved.

This project has access to the Internet and owns their individual email addresses. **It is highly suggested that email is used as often as needed for internal communication and coordination.** The list of the e-mail addresses of the staff in this project is available in the annex. It was also created by google groups email: cbhe-riskman@googlegroups.com for easier internal communication (Figure 1).

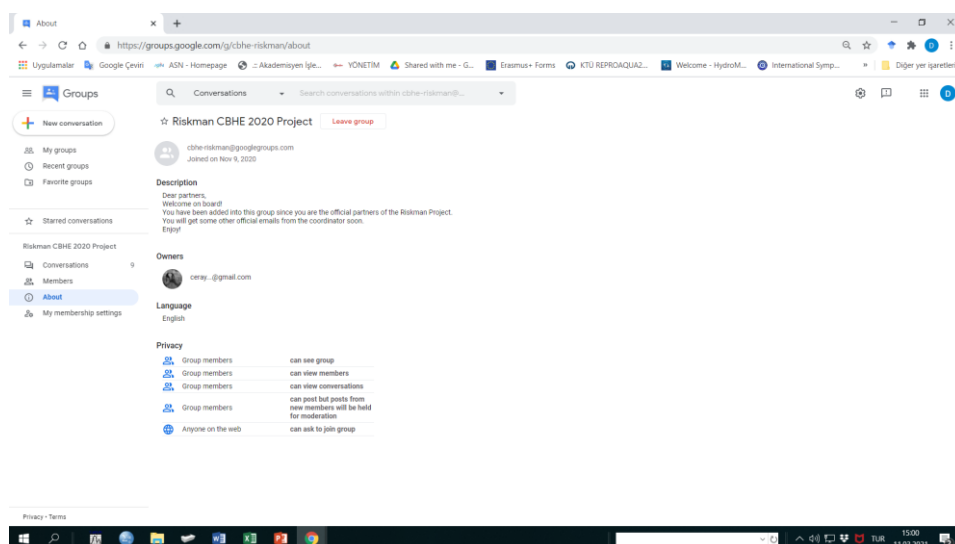


Figure 1: Google Group for RiskMan project.

The responsibilities of each partner regarding email correspondence are:

1. to carbon copy (cc) lead partners' staff each time a formal email is sent to other partners;
2. to notify LP in the event that there is a change of staff in the partner's organization, provide the new contacts of the new staff, and then LP notify all partners;
3. to set up auto reply when the staff is not available for business, and to put the emergency (alternate) contacts in the auto reply mail to where other partners could contact another person from the same organization.

Google Drive – Free shared Platform for the Consortium

A Google drive folder, as a public free data sharing application, is established, and it serves as a common database system in which partners can upload and download files and documents as needed. An application like Google drive enables all partners to create a common and shared folder in the network which instantly (real-time) synchronizes with their own folders within their disk/computer. The structure of the folder selected for Google drive is shown in Figure 2.

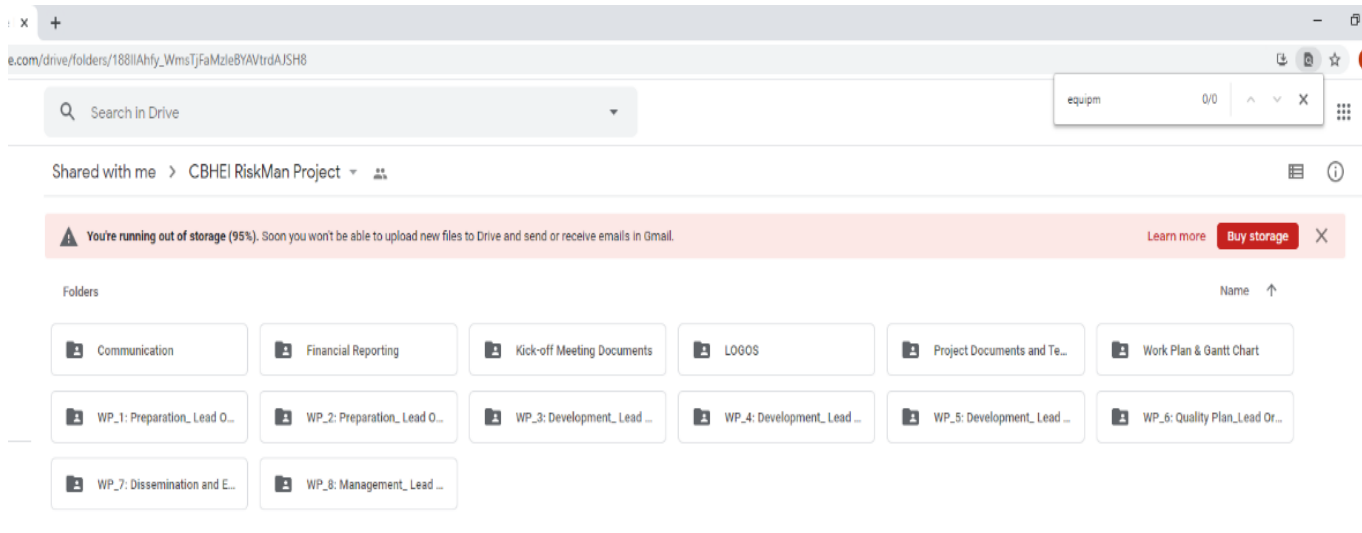


Figure 2: Google drive folder tree for RiskMan project.

Other than e-mail exchange and data sharing, the internet could be used as the platform for video conferences. Today's internet-based video conferences could be used for one-on-one conversation or conferences with multiple users. Many applications have been created to support such conferences, among them are *Skype*, *Google talk* and *yahoo messenger*. Due to high diversity and long distance between partner organizations, communication will be mostly maintained through some online application (Skype, Zoom, Google meet, etc). **Internet based teleconferences or videoconference should be held in between the regular physical meetings, to fill the gap between the less often regular meetings.** The partners should ensure technologic support for such forms of communication.

Social networks

RiskMan project will be on social media such as **Facebook, Instagram and Twitter** in order to support its dissemination and to provide specific, timely and constantly updated information on the project and its progress by involving all the reference targets. It will be possible to involve the targets also thanks to the use of social media accounts of the partners and with the publication of contents related to the project and through the use of the #RiskMan hashtag. The RiskMan social media communication will also foster the networking activities with other projects and potential stakeholders, and it will also enhance the visibility of the project and the communication materials produced: e.g. video, photos, promotional materials, etc.

The Facebook page is available at: <https://www.facebook.com/riskman.erasmus> (Figure 3). It was created by the staff of RiskMan Project and it is updated with all the activities by the following staff:

Emir Mujic UNBI
 Daniela Giannetto MSKU
 Halit Filiz MSKU
 Ioannis Giovos iSea
 Nikos Doumpas iSea
 Ana Pešić UoM
 Ilija Četković UoM
 Lejla Ušanović UNSA
 Edlira Sadiku AUT
 Elvis Kamberi AUT
 Silvia Bakiu ACEPSD

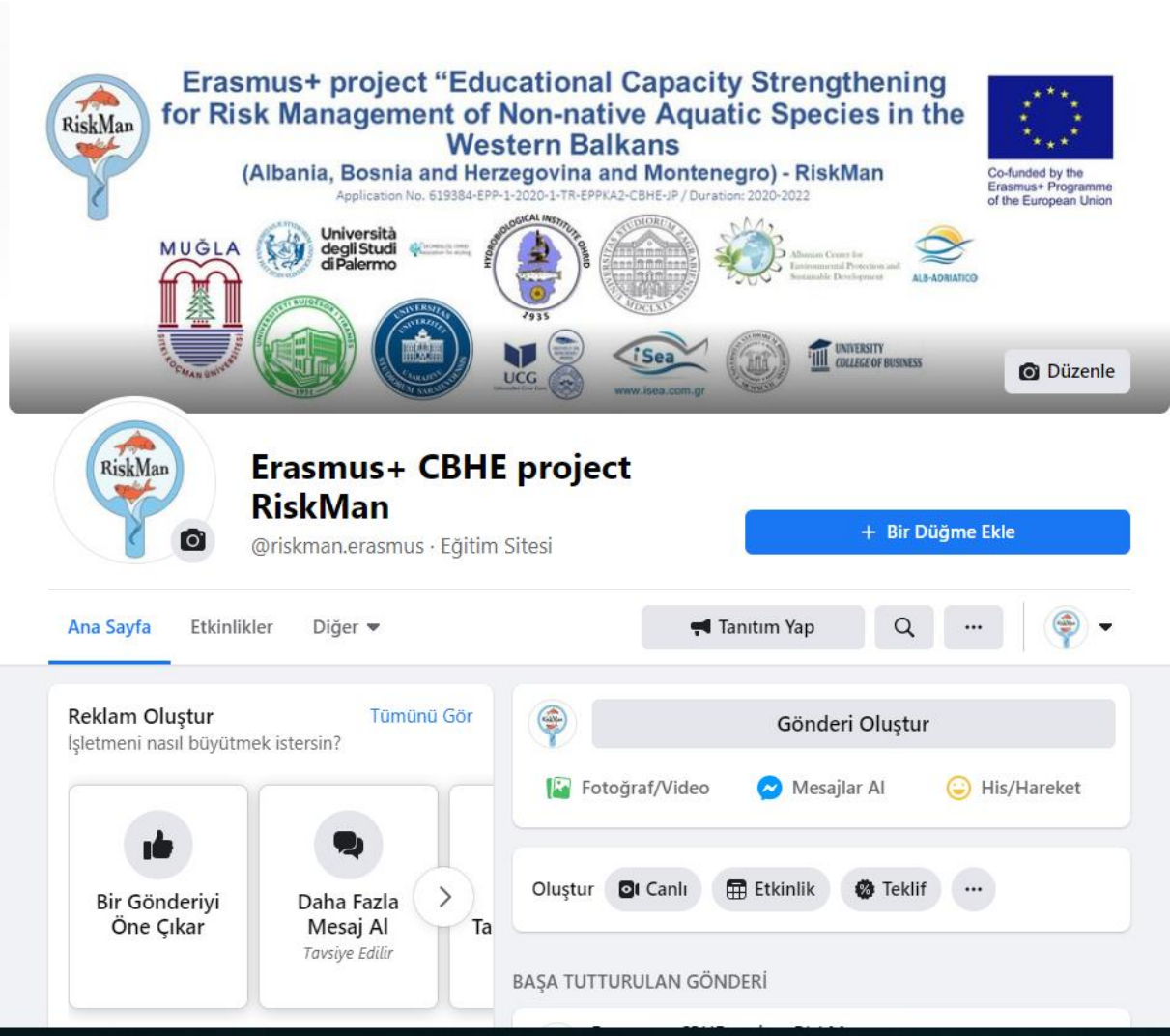


Figure 3: Facebook page for RiskMan project.

3.2.2 Web sites

A special web site and collaborative platform will be created only for RiskMan, hosted and managed by MSKU as Lead partner. Website will be structured into different sections according to the indications given by the Programme Communication Manager and the needs of the project. All the partners will play a key role by contributing in the website management with all updates and useful project materials and information. This site will be promoted at the end of the project and will be constantly updated by MSKU with relevant information about Project deliverables.

The webpage is active at the address: <http://www.riskman.mu.edu.tr/> and include pages in English and in all the 8 languages of the Project Partners (Albanian, Bosnian Croatian, English, Greek, Italian, Macedonian, Montenegrin and Turkish) (Figure 4).

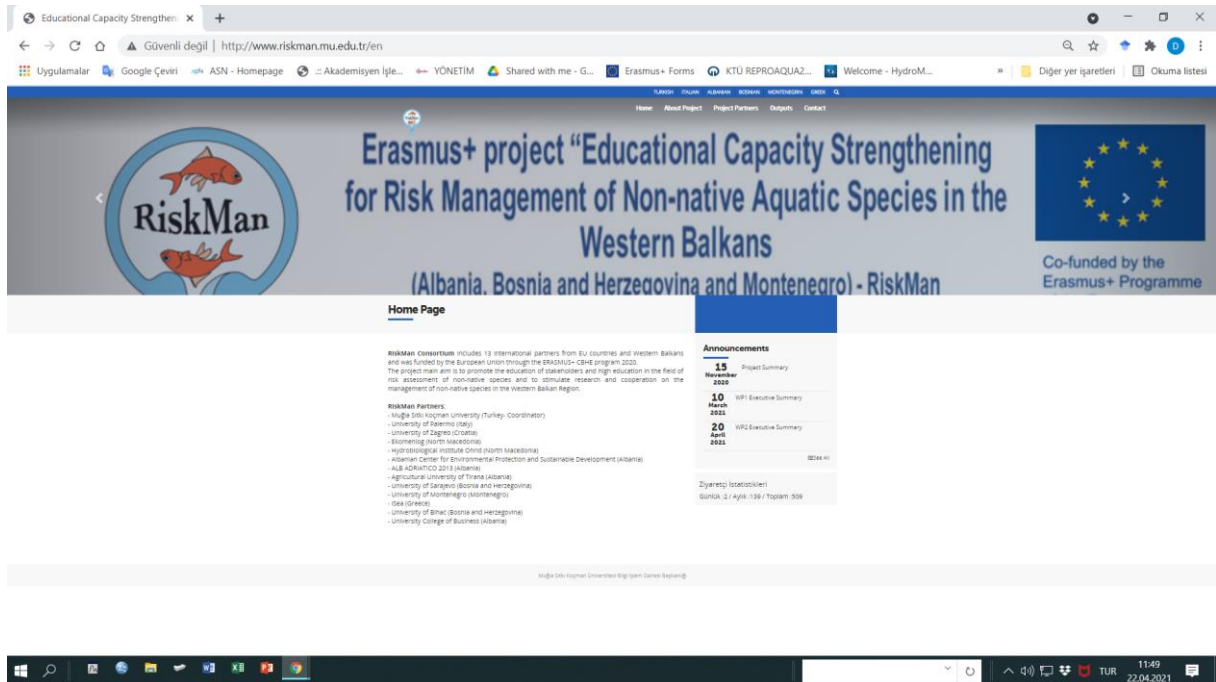


Figure 4: Main page of the RiskMan Website hosted by the MSKU server

Moreover, a continuous update of the project intermediate results and activities will be done at the following site that is the official channel given by EACEA for RiskMan Project:

https://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/?fbclid=IwAR2QogyMBQqmlGy7inLWHzlChvzZw-a_0chu1h65vSdHzqTIDfGA9mPC2FE#project/619384-EPP-1-2020-1-TR-EPPKA2-CBHE-JP

3.2.3 Mailing lists and newsletters

A mailing list containing addresses of relevant stakeholders in all programme and partner countries will be created and used to disseminate results of the RiskMan project. In addition, a mailing list will be used to circle information about and invite participants to take part in project activities (workshop, final conference and so on).

3.2.4 Telephone

Telephone communication is relatively more expensive than the Internet, but somewhat more effective in urgent matters. When email conversations get long, it could take more time to explain a problem than one short phone call. Therefore, telephone conversation is suggested to be used in more urgent and important situations that need quicker responses.

Telephone lines, other than for conversation, could be used for sending facsimiles which are also a fast way to send a copy of a document, as an alternative to scanning a document and uploading it to the shared *Drive* folder.

3.2.5 External communication and promotion

Each partner shall manage the external communication individually on their own. Each partner has an autonomy to conduct their external communication, especially with their stakeholders, under the supervision of the LP. Promotional activities should be coordinated within one work package, in which all partners will take part.

All dissemination material needs to include the EU emblem and the following disclaimer: "The Action is supported by "the Erasmus+ Program of the European Union". However, European Commission cannot be held responsible for any use which may be made of the information contained therein.



3.2.6 Press releases

Articles in the form of press releases are a more economical option compared to the organization of press conferences, but could actually serve similar purposes. Partners could create a joint short article and use them for different purposes:

1. As a press release, to become one of the materials to be given to the journalists who participate in the planned projects events in printed form
2. As a blog update, to be uploaded to the joint project website regularly in electronic form;
3. As a promotional material, to inform the target groups, media stakeholders, non-media stakeholders and the wide public about the project's outputs and general progress, both in electronic form or in printed form.

In order to collect and follow all dissemination activities (press releases, articles on web pages and social media networks of each partner, articles in journals and magazines, live appearance in media, etc.) partners created an excel form template available at project google drive, which is regularly updated from each partner and their dissemination activities (Figure 5).

	A	B	C	D	E	F	G	H	I	J	K	L
	Dissemination activities in the RISKMAN project											
	Type of Activity	Activity N°	Partner	Country	Date	Place	Brief description of the activity	Means (email, social media, distribution of leaflets, online article, scientific paper, press release etc.)	Target groups	Number of institutions involved	Number of persons	Comments (effects, observations, problems, etc)
3	city distribution	-	1 University of Montenegro (JGU)	Montenegro	01.08.2020.	Kotor	Article on facebook page of Institute of Marine Biology	https://www.facebook.com/institutibiolodizmorbiologije/	General Public; Policy Makers; Scientists, Media	University of Montenegro;		Online article in Montenegrin language
4	city distribution	-	2 University of Montenegro (JGU)	Montenegro	05.08.2020.	Podgorica	Article on the University of Montenegro website	http://znanje.univ.me/covid19naBlog/72216bbauc84291e0c0f4dfeab	General Public; Policy Makers; Scientists, Media	University of Montenegro;		Online article in Montenegrin language
5	city distribution	-	3 University of Bihać (UNBiH)	Bosnia	18.08.2020	Bihać	Article on the Faculty (FTT) website	online article: https://bf.unibg.hr/?m=3&m2=16 , https://bf.unibg.hr/?m=3&m2=16	General Public; Policy Makers; Scientists, Media	one		online article in English and Bosnian language
6	city distribution	-	4 University of Bihać (UNBiH)	Bosnia	20.08.2020	Bihać	article in the newspapers (B)	https://www.glasnik.com/bic/1184news_2729awGZuu84Fz0Rkxv134V0deu7-08F-pwqgw	General Public; Policy Makers; Scientists, Media			Newspapers in Bosnian language
7	city distribution	-	5 University of Bihać (UNBiH)	Bosnia	02.09.2021	Bihać	Article on UNBiH website (B)	online article: http://unibg.ba/vijesti/kakvo-sustavstvo-za-branicenje-zdravlja-u-unibg-a-2020-07-19	General Public; Policy Makers; Scientists, Media	one		online article in Bosnian language
8	city distribution	-	6 University of Bihać (UNBiH)	Bosnia	02.09.2020	Bihać	Article on facebook website @themontenegriniansRB (B)	https://www.facebook.com/CrvenaCiglaSarajevu-RB/	General Public; Policy Makers; Scientists, Media	two		Facebook post
9	Presentation	-	7 Sea	GER	Page created 19.3.2020	Theater (OWN)	For the purpose of RiskMan dissemination efforts, we created a page on our official Facebook.com profile translated in Greek and English	https://www.canva.com/design/	General Public; Policy Makers; Scientists, Media	one		(Website that will be updated regularly with information about the project results B)

Figure 5: RiskMan project excel form for dissemination recording.

To successfully pursue and comply with the objectives of the project and dissemination and exploitation strategy, we must track the dissemination activities of all partners and record them in our database. The database should present activities with details and arranged in chronological order. Because of that we will design a tracking list, where all partners should fill their planned and done dissemination activities. To unify and simplify reporting of dissemination activities, consortium partners shall use one of the following forms we will design to report about dissemination activities:

- Conference report,
- Newsletter report,
- Meeting report,
- Press release report,
- Publication report,
- Workshop report,
- Public event report,
- Video release report.

3.2.7. FLYER / BROCHURES

To inform a wide range of audience of the project and enhance its visibility, different dissemination materials will be prepared. Dissemination materials will contain the project logo, brief description



of the project, and list of the partners. Dissemination materials will be published on the website and will be available for download. They will be also distributed at the events attended by the partners to increase the visibility of the project and extend our network and contacts.

3.2.8. Videos

To provide audio - visual support to the whole project achievements and objectives, the video - record will be released in the main stages of the project and at the end of the project life cycle. The video - records will be uploaded on the project website and on social media. This is the new but powerful medium for dissemination of the project results in reaching specific targeted audiences (such as stakeholders, individual companies, unions and wider research communities).

3.3. Project Presentation at External Events

The partners will participate at external events relevant to the project to:

- present the project and project results to the audience,
- promote the project,
- increase the project visibility and
- establish new contacts.

Conferences, workshops, forum

Industry specific conferences will be excellent platforms for disseminating our findings and start direct conversations with the audience. Some of the consortium partners are continually active in their research and business communities and co- organize well - visited conferences. All participation in conferences must be justified.

Scientific publications

Journal articles are a broad-based dissemination tool. The consortium partners will cement the impact of dissemination activities by preparing and publishing reports and scientific articles in open access journals. This will ensure the long-lasting impact beyond project duration, particularly in relation to academic discourse in the area. We will make all specific publications stemming from available project research through the open access in accordance with the call. We will select the most appropriate journal(s) for each specific paper. The plan of specific scientific publications will be established in line with the first project results and evaluations.

Other publications

Apart from peer reviewed scientific papers we will also publish in more popular educational magazines and newsletters including online ones.

Re-usable Media Library Establishment

The library of re-usable media will be created and will include photographs, videos, deliverables, templates, etc. We will use these materials as guidance when writing blog posts, conference presentations and other dialogue support material. Allowing others to use our assets with attribution will increase project exposure. Media assets will be made available for download from the project website.

Direct Personal Meetings

We will engage in direct conversations with a few relevant communities, local population, local fishermen, businesses, other projects in the field, and other organizations. Mass media personal interviews will also contribute to project promotion.

4. INDICATORS OF ACHIEVEMENT

4.1 Completion of the communication objectives

Promo Activities	Indicator
Partners meetings	# of participants
Facebook, Instagram, Twitter posts	# of posts related to RiskMan project
Web site posts	# of articles related to RiskMan projects # of visitors # of followers
Facebook, Instagram, Twitter likes	# of likes posts related to RiskMan project
Facebook, Instagram, Twitter albums/photos	# of pictures related to RiskMan project
Press release	# of press release # articles in the media # of appearance in the media
Newsletters	# of articles related to RiskMan project
Events	# of attendees to the regional and interregional dissemination events/conferences

4.2. Provisions for feedback (when applicable)

Evaluation forms will be used for the activities entailing active work of participants, such as training, workshops, etc.

The main questions will relate to the following aspects of trainings/workshops:

- General impression of a training/workshop
- Evaluating trainers/workshop leaders (on a scale from 1 to 5, with 5 being the highest grade)
- The best part of a training/workshop
- Shortcomings of training/workshop
- Describing how the acquired knowledge will be used
- Additional comments

5 RESOURCES

5.1 Human Resources

UoM as a lead organisation of WP7 – Dissemination, and MSKU as lead partner organization will be responsible for promoting the majority of activities stated in this document. However, the project partners are responsible for promoting their individual events, such as volunteering actions. While doing so they will regularly inform and consult with the UoM and MSKU about the appearance of promotional material, letters or press releases.

5.2 Financial resources

Detailed budget for dissemination activities is presented in a table below:

Budget line	Partner organization												
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
Staff costs	7400.00	6420.00	2960.00	2960.00	3700.00	4000.00	4000.00	4000.00	4000.00	5600.00	5480.00	4000.00	3200.00
Travel & costs of stay	3345.00	3345.00	3060.00	3060.00	3060.00	3060.00	3060.00	3060.00	3060.00		3060.00	2040.00	1115.00
Subcontracting	5000.00		5000.00		5000.00			5000.00	5000.00	5000.00			

The total staff cost for the implementation of Dissemination and Exploitation WP: 57720,00 Euro (For 660 working days)

Travel and costs of stay for WP7 for the meeting and Workshop in Podgorica (Montenegro): 34325,00 Euro (for 33 staff for 7 days).

A total cost of 30.000,00 Euro for subcontracting is required for dissemination activities. In detail a subcontracting cost of 5.000,00 Euro for each of the 6 following Organizations is necessary:

- 3 Partner Countries Organizations (University of Sarajevo, Agricultural University of Tirana and University of Montenegro),
- Project Coordinator Organization (MSKU),
- 2 Programme Countries Organizations located in the Western Balkans (University of Zagreb and Hydrobiological Institute of Ohrid).

The subcontracting is required for external support needed for the implementation of the activities planned in the 24 months of the WP (organization of the workshops and Final Conference, development of a sustainability plan and strategy in Partner Countries).

6. Exploitation

Activities which are going to ensure exploitation and sustainability are quite important to be undertaken throughout the project. This is a way in which we are going to ensure that the exploitation and sustainability will occur on all levels that are required and that the project activities will ensure follow-up and up-scaling activities. With the involvement of the public in all activities that are envisaged in the project we are ensuring the development of the sense of loyalty and inclusion and that the public will be interested enough to continue with the application of the processes that have been conducted within the project's duration. Moreover, the update of HEI curriculum will enable the sustainability of this action in the future. The inclusion of the relevant institutions in the project implementation ensures that the deliverables developed within the project will be transposed into the plans and other relevant documents, thus remaining alive even after the end of the project.

All of this is a great basis for further activities undertaken by the locals, the responsible institutions and even other institutions which will further develop the issue of NN species management and monitoring or in best case scenario transfer the knowledge and good practices in the field to others that are in need of such information.