

#2 Dissemination & Communication Quality Report

1. Introduction

The quality of dissemination and communication was evaluated through the DISSCOM Evaluation Form, in line with the PQA Guide. The evaluation of dissemination and communication should provide information on the extent to which the project succeeded to distribute results to different project target groups, and involve them in the project activities.

The second evaluation was carried out in the period from **06 - 19 February 2020**. And it covers the period from 05 October 2019 until 05 February 2020. The basis for the evaluation were "Dissemination and exploitation plan" and LFM indicators for WP.7.

2. Target Indicators

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|--|---|
| Indicators of achievement and/or performance as indicated in the project proposal | <p>7.1 Increasing number of website visits, min. 5 web updates/month</p> <p>7.2 17 internal dissemination events</p> <p>7.3 Dissemination conference held, 80 participants, 10 videos/articles</p> <p>7.4 2 country expert working groups</p> |
|--|---|

3. Findings

| Indicator 7.1: Increasing number of website visits, min. 5 web updates/month | | | |
|---|---------------|-----------------------------------|---|
| The number of project website updates still has on average 3 new posts per month and between 50 – 100 visits. | | | |
| Indicator 7.3: Dissemination conference held, 80 participants, 10 videos/articles | | | |
| In the period covered by this report no new videos/articles were published about the project. | | | |
| Fulfillment of "Dissemination and exploitation plan" | | | |
| DATE | PLACE | ACTIVITY | ACHIEVEMENT (number of participants, media coverage provided, tools used) |
| 24-25/10/2019 | NOVI SAD (RS) | ECEC LEARNING HUBS WORKSHOP (WP2) | Power point presentations; Photos; |

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| OCTOBER 2019 | NOVI SAD, VRŠAC, SREMSKA MITROVICA, BELGRADE, KRUŠEVAC, PIROT (RS), PODGORICA (ME) | CONSULTATIONS WITH ADVISORY BOARDS ABOUT ECEC LEARNING HUBS (WP2) | N/A |
| 28-29/11/2019 | KRUŠEVAC (RS) | MOODLE SEMINAR (WP3) | 23 participants; Photos; WP.1 hardcopy publication was distributed among the partners. |
| DECEMBER 2020 | SERBIA, MONTENEGRO | PRESS RELEASE ABOUT NEW ECEC LEARNING HUBS AND PURCHASED EQUIPMENT | DELAYED – WAITING TO COMPLETE PURCHASING OF EQUIPMENT |

4. Conclusions

The second report covered significantly shorter and less dynamic 5 month period, and these are 2 main reasons for less dissemination activities.

The website is still informative, well organized, and contains all relevant sections and resources. There are still averagely 3 web updates per month and stabile visiting volume of 50-100 monthly visits.

The “Dissemination and exploitation plan” hasn’t undergone any changes and better specification of number of audience and target groups is still recommended.

Press releases in Serbia and Montenegro were expected and considered very important dissemination milestone. However, taking into account that procurement of equipment was delayed, the consortium decided to delay also the press releases until the moment when the equipment is purchased and installed.

5. Recommendations

- Coordinator is advised to upgrade the “Dissemination and exploitation plan” with target values set for single dissemination activity.
- WP.7 coordinators and Institutional teams are advised to increase effort and publish 2 web updates per month more at project website.

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- Project partners are advised to find a way to publish an appropriate press release within first 18 months of the project regardless the fact that equipment will not be purchased within this period.