

#1 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 first evaluation was carried out in the period from **05 - 16 October** 2019. The report covers the period from the beginning of the project until 04 October 2019. The basis for the evaluation were "Dissemination and exploitation plan" and LFM indicators for WP.7. The QAMC members noticed that 'Dissemination and exploitation plan" do not contain number of target groups addressed by single dissemination activities, and advised the Coordinator and the Steering Committee to upgrade the plan and add the expected target numbers for each dissemination activity.

2. Target Indicators

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

<p>Indicator 7.1: Increasing number of website visits, min. 5 web updates/month</p> <p>Project website http://keyproject.net was presented in March 2019. It consists of 7 pages and 8 more sub-pages including:</p> <p>HOME / ABOUT (Objective, Work Packages, Project relevance, Project teams)</p> <p>PROJECT PARTNERS</p> <p>ACTIVITIES</p> <p>OUTCOMES AND OUTPUTS</p> <p>MEDIA</p> <p>DOWNLOADS (Events materials, Presentations, Publications and reports, Documents).</p> <p>The number website has on average 3 new posts per month and between 50 – 100 visits.</p>
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Indicator 7.2: 17 internal dissemination events

All partner institutions carried out internal institutional dissemination events, most of them over the first 6 months of the project. HE partner institutions carried out these events in the scope of Council sessions when project was presented to institutions teaching staff.

Preschool institution JPU Ljubica Popović, ZUOV, BES and WEBIN presented the project at the collegium meetings.

In addition, in September 2019, BES held presentation of the project to directors and coordinators for professional development from public and private preschool institutions in Montenegro as well as to the advisors from the Bureau for Education Services.

Indicator 7.3: Dissemination conference held, 80 participants, 10 videos/articles

Dissemination conference will be held at the end of the project. However, 10 videos/articles as part of this indicator may be identified in the past period in terms of its achievement. The total of 21 videos/articles about the project and the specific project activities were published at the media services in Serbia and Montenegro, these are the following:

Introduction conference in Novi Sad (12-13.03.2019):

[Ministry of Education Government of Serbia](#)

[Provincial Secretariat on HE](#)

[RTV Vojvodina – TV program](#)

[RTV Vojvodina – Hungarian TV service](#)

[RTV Vojvodina – Romanian TV service](#)

[RTV Vojvodina – portal](#)

[TV Kanal 9](#)

WP.1 meeting in Pirot (13.03.2019):

[TV Puls Online](#)

[TV Puls Online 2](#)

[TV Puls online 3](#)

[TV Puls online 4](#)

[Puls online](#) - portal

[Naslovi.net](#)

Introduction conference in Podgorica (28.03.2019) :

[University of Montenegro](#)

[Erasmus+ Office Montenegro](#)

[Vijesti](#)

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CPD seminar in Vršac (14-16/05/2019):

[TV Banat](#)

[Večernje Novosti Daily](#)

Establishing of CPD Center in Nikšić:

[Vijesti](#) – 24/06/2019

[Vijesti](#) – 25/04/2019

[TV Nikšić](#) – 07/09/2019

Fulfillment of “Dissemination and exploitation plan”

DATE	PLACE	ACTIVITY	ACHIEVEMENT (number of participants, media coverage provided, tools used)
12-13/02/2019	NOVI SAD (RS)	INTRODUCTION CONFERENCE	120 participants; Power point presentations; Photos; Media coverage provided;
13-15/03/2019	PIROT (RS)	WP1 WORKSHOP	Power point presentations; Photos; Media coverage provided;
28-29/03/2019	PODGORICA (ME)	INTRODUCTION CONFERENCE	80 participants; Power point presentations; Photos; Media coverage provided;
MARCH 2019 – OCTOBER 2021	KEYPROJECT.NET	PROJECT WEBSITE	In place
MARCH 2019 – OCTOBER 2021	SERBIA, MONTENEGRO, SLOVENIA, HUNGARY, UK, ROMANIA	MEDIA PROMOTION	Ongoing
MARCH-JUNE 2019	NOVI SAD, VRŠAC, SREMSKA MITROVICA, BELGRADE, KRUŠEVAC, PIROT, SMEDEREVO (RS), PODGORICA, NIKŠIĆ (ME), MARIBOR, MURSKA SOBOTA (SI), BAJA (HU), TIMISOARA (RO), BIRMINGHAM (UK)	17 INTERNAL DISSEMINATION EVENTS	N/A

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APRIL-MAY 2019	NOVI SAD, VRŠAC, SREMSKA MITROVICA, BELGRADE, KRUŠEVAC, PIROT (RS), PODGORICA (ME)	CONSULTATIONS WITH ADVISORY BOARDS ABOUT POLICY BRIEFS (WP1)	N/A
08-12/04/2019	MARIBOR & MURSKA SOBOTA (SI)	CPD SEMINAR (WP2)	64 participants; Power point presentations; Photos; Media coverage provided;
14-16/05/2019	VRŠAC (RS)	CPD SEMINAR (WP2)	Power point presentations; Photos; Media coverage provided;
20-21/06/2019	SREMSKA MITROVICA (RS)	ECEC LEARNING HUBS WORKSHOP (WP2)	Power point presentations; Photos;
19-20/09/2019	NIKŠIĆ (ME)	ECEC LEARNING HUBS WORKSHOP (WP2)	Power point presentations; Photos; Media coverage provided;

4. Conclusions

The implementation of project communication and dissemination component seems strong in the period covered by this evaluation. The project website and “Dissemination and exploitation plan” were put in place. The website is informative, well organized, and contains all relevant sections and resources. There are averagely 3 web updates per month and stabile visiting volume of 50-100 monthly visits.

The “Dissemination and exploitation plan” is detailed and informative, but insufficiently specific in terms of number of audience and target groups. Thus, the coordinator and the Steering Committee are advised to upgrade the plan by adding target values.

The media coverage of the project seems strong. There are 21 identified publications and reports published at press, web portals and TV stations which exceeded 10 planned videos/articles.

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.