



European Commission

TEMPUS

“Promoting Educational Organisation through peoPLE”

WP 5: Dissemination

March 11, 2014

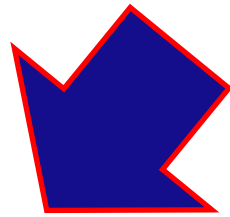
Dissemination Objectives

The main objectives for dissemination in the PEOPLE Project are as follows:

- Strengthen the awareness; launch the longer term sustainable interest for PEOPLE project
- Deliver customized specific information to the targeted stakeholder groups and individuals, explaining the purpose of the project outputs, and trigger motivation
- Encourage a wide range of stakeholders to support the initiative in their own environment
- Disseminate the PEOPLE Project results to the major academic stakeholders on Micro, Meso and Macro levels
- Maintain and improve the momentum of communication about the project achievements
- Regarding sustainability, try to gain further institutional support for potential accreditation of the payment training courses offered by PEOPLE project at national level.

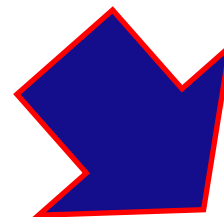


Target Groups



Local Primary Target Users

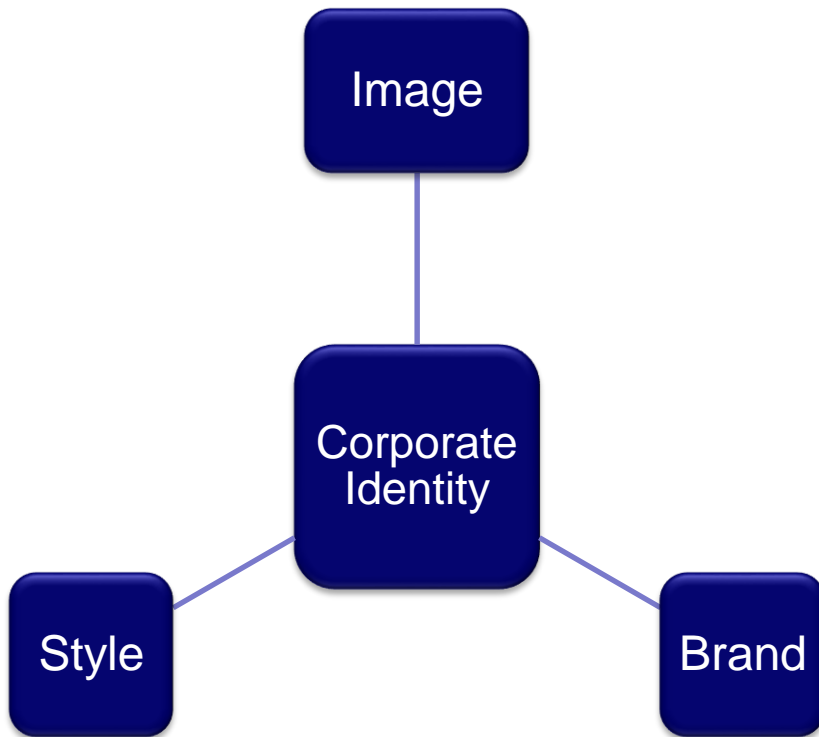
1. Partner HEI teachers
2. Partner HEI Administrative Staff (Non Academic Staff)
3. Partner HEI Technical Staff (Non Academic Staff)



Secondary Target Users

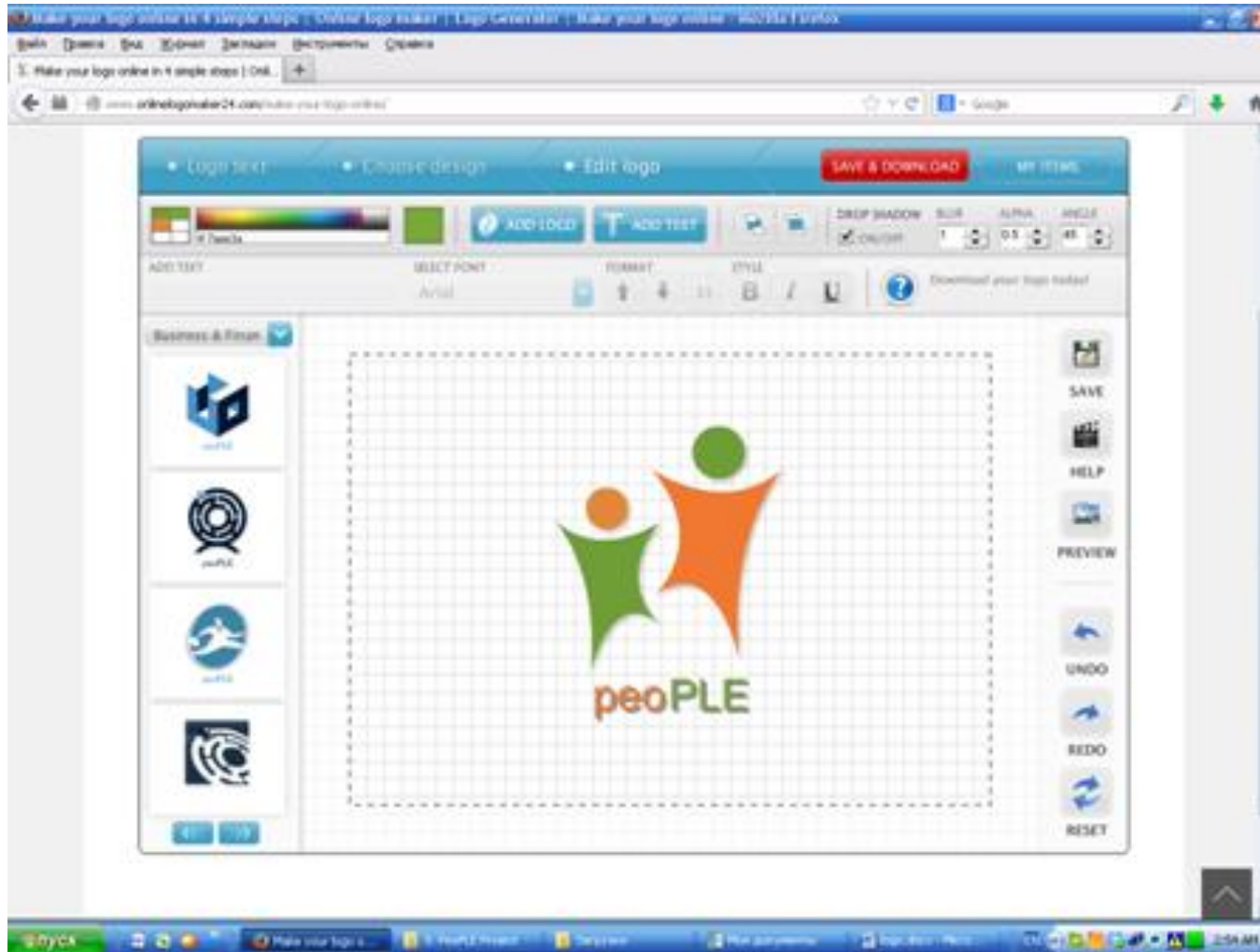
- Ministry of Education and Science or Government Agencies under the Ministry of Education in Partner Countries; e.g. National Center for Educational Quality Enhancement (NCEQE) in Georgia which is the Legal Entity of Public Law (LEPL).
- Local Public Institutions or Institute of Research; e.g. The International Institute for Education Policy, Planning and Management (EPPM) in Georgia
- Other Project Stakeholders (Associations or Foundations); e.g. The Open Society Georgia Foundation (OSGF).

Corporate Image

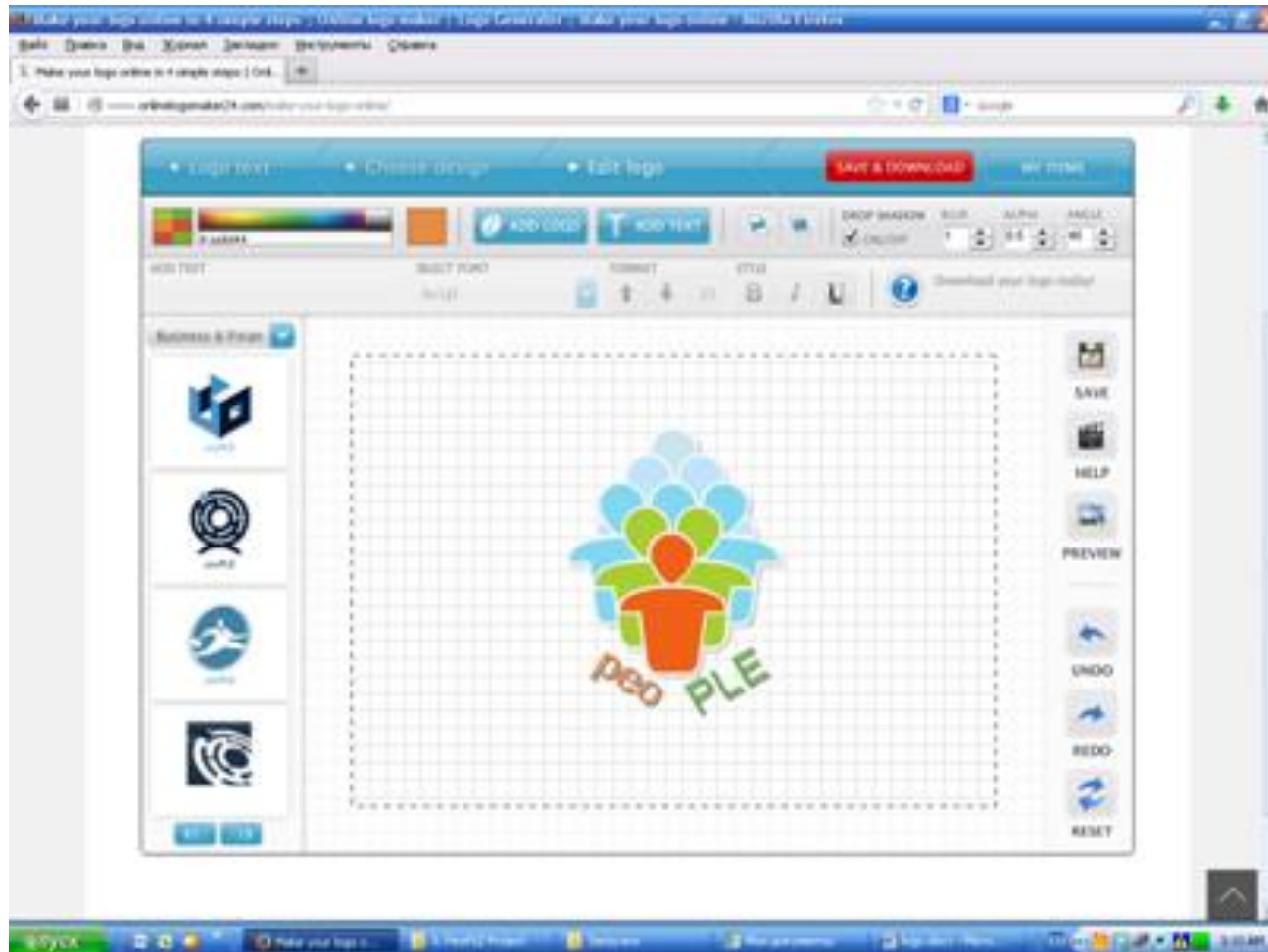


- The **corporate style** will be adhered to by all Project Partners in all printed and electronic materials related to the PEOPLE Project
- A central element of the corporate style and branding of the PEOPLE Project and the PEOPLE “HRD” Model will be the project **logo**
 - This logo will be included on all materials related to the PEOPLE Project.
- The **language** of the PEOPLE Project is English for all official communications.
 - However, press material will be available in different language versions where possible.

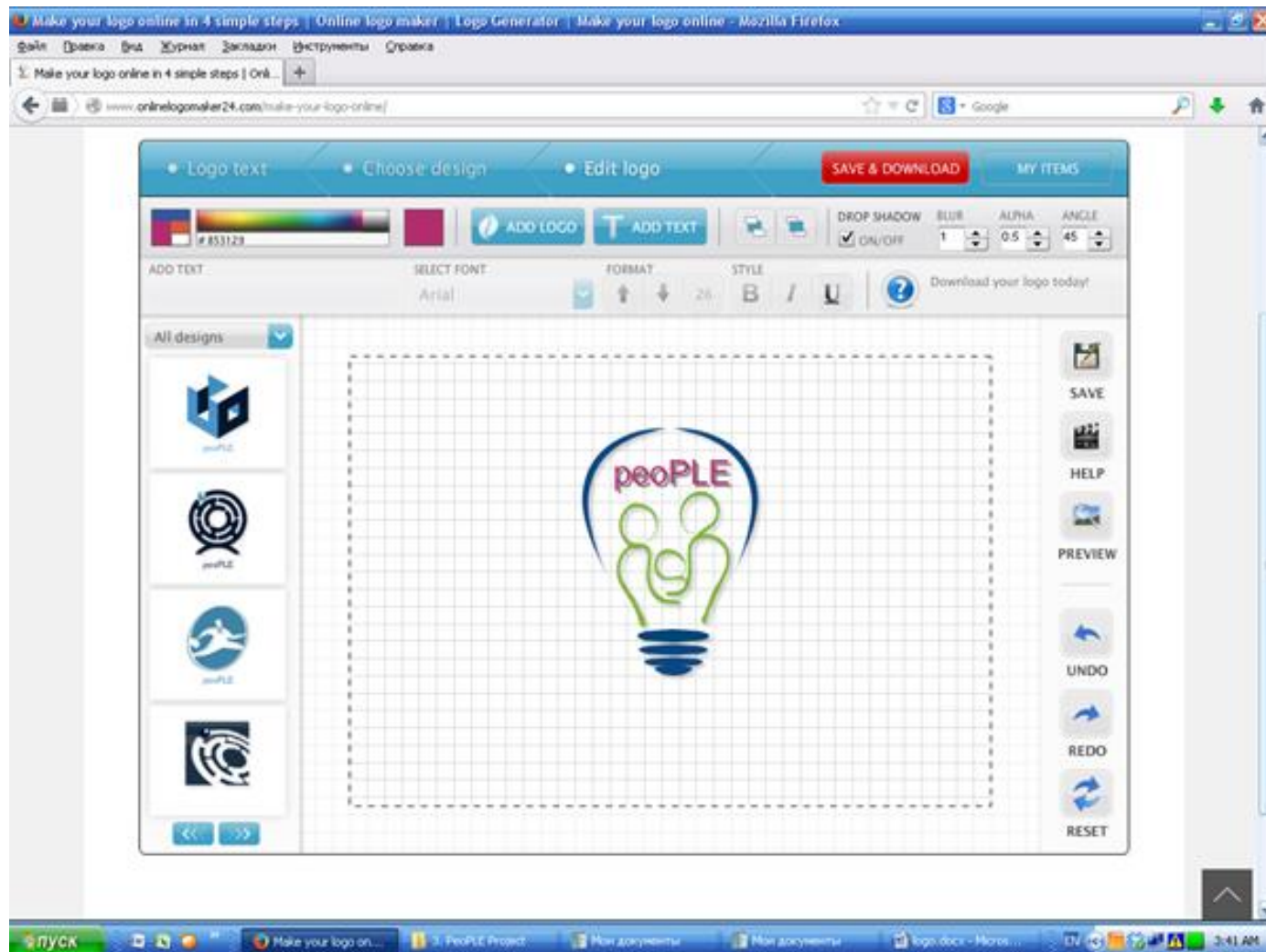
Logo Samples (Option 1)



Logo Samples (Option 2)



Logo Samples (Option 3)



Dissemination Channels

- Each Project Partner will be responsible for identifying a pool of Dissemination Contacts associated with their respective institution to be used for spreading the results of the PEOPLE activities
- The dissemination within the Consortium members is of special importance
- Moreover, the PEOPLE Project will employ the Project Partner's existing dissemination channels which include University websites and promotional materials.
- The Dissemination Team will ensure that each Project Partner has met the following minimum requirements:
 - (Where possible) Include a link from your University Website to the PEOPLE Project Website as soon as possible when the PEOPLE Project Website will be available;
 - Create and disseminate a four-month newsletter to all partnership and OTHER universities;
 - Be able to publish at least two PEOPLE project-related Press Releases in local Media;
 - Include at least one reference to the PEOPLE Project in your university promotional materials over the course of the project.

Disseminating Project Info



- **Website Content**
(articles, e-newsletters, leaflets, presentations)
- **Public area**
- **Restricted areas**
(Intranet)- e.g. internal reports, training modules and etc.
- The **Project Leaflets/Flyers** will be designed for a standard European paper size (A4), so that interested Project Partners can easily download and print for their own dissemination purposes.

Project Dissemination Conferences and Workshops/ Seminars



- Open Conferences both on international and national levels
- 3 open international conferences
- Interim National Conferences (at least one) in each partner country