



COMMUNICATION AND DISSEMINATION PLAN

Master Degree in Migration Studies: Governance, Policies, and Cultures
ERASMUS+ CBHE-JP PROJECT No: 610242-EPP-1-2019-1-IT-EPPKA2-CBHE-JP
info@migrantsproject.eu - www.migrantsproject.eu





DOCUMENT INFORMATION

Project Title	MIGRANTS, Master Degree in Migration Studies: Governance, Policies and Cultures
Project n.	610242-EPP-1-2019-1-IT-EPPKA2-CBHE-JP
Deliverable	NA
Work package	WP7
Date of Delivery	First Delivery
Status	Version N° 1
Confidentiality Status	Public
Author (Partner Institution)	UNIMED
Responsible Author(s)	Eugenio Platania
Contributor(s)	Martina Zipoli, Marco Di Donato



Table of Contents

Executive summary

1. Introduction to the MIGRANTS Project

2. Communication and Dissemination strategy

2.1 Target groups and beneficiaries

3. Detailed Communication and Dissemination plan

3.1 Stakeholder Mapping

3.2 Communication activities

3.3 Communication channels

3.3.1 Project Website

3.3.2 E-newsletter

3.3.3 Pressreleases

3.3.4 Social Media

3.3.5 Project brochures /branding materials

3.3.6 Promotional Emails

3.4 Visual identity of the project

4. Reporting Dissemination activities

Annex I - Glossary

Annex II – Dissemination Log

Annex III – Stakeholders Map

Annex IV – Event Report

Annex V – Individual Partner meeting with Stakeholders Report



Executive summary

The current document is the Communication and Dissemination Plan of the MIGRANTS project. The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in South-Mediterranean countries.

In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

In order to guarantee effective promotion and dissemination of the project, different strategies have been identified and different tools will be developed and delivered through them (i.e. project website, branding materials, brochures, papers, newsletter, participation to conferences, etc.). The sustainability plan foresees multiplication and mainstreaming activities, and the analysis of project transferability.

For the dissemination aspect, the project is embedded in a strong partnership that will contribute all in specific dissemination activities to ensure the highest visibility of the project. Additionally, UNIMED (WP leader of the WP7 Dissemination and Exploitation), in collaboration with COSPE (WP co-leader) can guarantee a wide network of contacts for a successful dissemination of project news, events and results.

UNIMED will coordinate the dissemination activities, and all partners will be actively involved in disseminating project results and making them sustainable on the long-run. Consortium members will also have actively participated in the discussion of the initial dissemination activities, such as the selection of the project logo and dissemination opportunities in their countries.



1. Introduction to the MIGRANTS project

Migration produces a connection within and across geo-political regions that link countries of origin, transit and destination. In order to cope with this reality, and to avoid the negative impacts that this phenomenon might have on all these countries, it is imperative to make an international effort to strengthen the knowledge and understanding of such a complex phenomenon. This includes improving share policies that will reduce the risks of irregular and not-governed migration, both for people on the move and for people living in transit and destination countries. Good governance and migration policies prevent, combat and eradicate smuggling in the context of international migration. They also avoid migration flows to be used to strengthen instabilities in the countries involved, and to make them more vulnerable from a social and political point of view.

According to Global Compact's vision of international migration, it is important to recognize that a comprehensive approach is needed to optimize the overall benefits of migration, while addressing risks and challenges for individuals and communities in all the countries involved¹.

MIGRANTS project intends to reinforce the institution capacity of Tunisia Higher Education System. Given its geo-political situation, Tunisia can play, in the specific context of migrations, an important role for itself and for the surrounding countries, including, of course, the EU member states.

In a coherent sense with Global Compact MIGRANTS Project promotes a broad multi-stakeholder partnership to address higher education in Migration Studies in Tunisia in all its dimensions by including migrants, local communities, civil society, academia, the private sector, parliamentarians, trade unions, national human rights institutions, the media and other relevant stakeholders in migration governance both in the Partner Country and in Europe.

The main objective of MIGRANTS Project is to improve the quality of Tunisian higher education and enhance its relevance for the labour market and society in order to support its capacities in local, international cooperation and global partnerships for safe, orderly and regular migration, in line with national priorities, policies, action plans and strategies, through a whole-of-government and whole-of society approach.

The specific objectives of the MIGRANTS Project are the following:

- to develop a new Joint Master Degree in "*Migration Studies: Governance, Policies and Cultures*" between the three Tunisian Partner Universities (University of la Manouba, University of Tunis El Manar and University of Tunis);
- to improve Partner Universities teaching staff's capabilities by a comprehensive programme of training, job shadowing, coaching and mentoring activities, and support in acquiring scientific qualification in Migration Studies;
- to disseminate and exploit the results of the project, step by step, in order to guarantee its impact and sustainability;
- to realize an orientation plan for students in entrance and in exit for placement.

¹ New York Declaration for Refugees and Migrants, General Assembly of the United Nation, 13 September 2016



2. Communication and Dissemination strategy

Dissemination is a pre-planned and constantly running process, that can be understood as the transversal activity of promoting the project and its results to an extended audience beyond the project consortium.

Both the dissemination and communication of the project results move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing. Dissemination activities have the objective to support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

In that light, this Communication and Dissemination Plan has to be considered as a working document outlining activities to be carried out, flexible and open to changes as the project progresses.

Three types of dissemination are identified for the project:

- **Dissemination for awareness on the project** which objective is to ensure that the project outcomes are visible and are known during and beyond the end of the Project.
- **Dissemination for engagement into the project** which objective is to involve other institutions and credential evaluators to join, engaging recognition offices and bodies.
- **Dissemination for sustainability of the project** which objective is to ensure continuous promotion/support of the consortium and its activities/services.

When combined together, the above types of dissemination will maximise the impact of the project and contribute to its sustainability.

Communication will take place at two levels: the general level and the partner-based level. Disseminating results at the general level means giving them global visibility and giving MIGRANTS Project a high profile at EU level. Disseminating results at the partner-based level means focusing activities of dissemination within each partner country, with a specific context-based communication strategy. The ratio is due to the different complexity in each country, which asks for targeted courses of action. For this reason, each local partner will be the driving force behind the project dissemination in the region, to gain the support and assistance from local players and other higher education institutions.

2.1 Target groups and beneficiaries

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is, and who we need to communicate with. As a result, all communication actions will be targeted towards these stakeholders, which will be our target groups for the communication activities.

MIGRANTS Project identifies the following target groups for dissemination:

- **Academics/researchers and students;**
- **Private sectors stakeholders;**
- **Mixed stakeholder groups** (organizations, institutions, networks, interested communities being or potentially being active in HE area);
- **General public** (EU and MED community, its part interested in education systems and mobility).



3. Detailed Communication and Dissemination plan

Due to the diverse nature of the MIGRANTS Project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around MIGRANTS Project will happen at three distinct levels:

- between partners, e.g. regular skype calls, emails, face-to-face project meetings and workshops;
- with stakeholders closely involved with the project, e.g. expert panel, Living Labs participants and partners, workshop participants;
- general public, academic community, decision and policy-makers, international institutions, business community.

A stakeholder map and a regularly updated list of events relevant to Consortium members will also be prepared and shared among the MIGRANTS team.

3.1 Stakeholder Mapping

Stakeholder mapping is an essential and basic step complementing the Communication activities of the MIGRANTS Project. In the process we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

A template for stakeholder analysis is provided at Annex IV.

3.2 Communication activities

The communication strategy is developed on three key elements. A very important step is the presentation of the project in local events under other initiatives: through the participation to international and national events and conferences it will be possible to promote the project's results, achievements and initiatives.

At the same time, it will be ensured the organization of national events whose objective is to inform interest groups at international, national and local level about the project and its initiatives (Master Degree Course, Summer School, etc.).

Participation in conferences and workshops represents an opportunity to promote the project, to learn about new developments in higher education and migration, to connect with other universities and research centres. This is particularly true for the South-Mediterranean region, where Partners intend to explore the possibilities given by migration governance and create a network with other potential higher education institutions.

Dissemination and communication activities in the MIGRANTS Project will focus also on innovative and engaging ways to share results with diverse academic and non-academic audiences. Newspaper articles, social media, e-newsletters and work-shops are some of the tools to be used.



Target group	Communication channel	How often and/or how many?
Academics, Researchers, Students	Project website Each Partner's website	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Seminars and workshops to present and discuss project results and outcomes with various stakeholders	Number of seminars and workshops with the participation of at least 25 students of the Master Degree Course at the end of the first year
	Academic publications (refereed journal articles, book chapters etc.)	At least 5 publications
	Contributions and participation to academic conferences	At least 5 contributions
	Social media (twitter/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project
	E-newsletters	At least one newsletter every six months
Mixed stakeholder groups (e.g. NGO's, international institutions, private sector, trade unions,	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Social media (twitter/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project
	Seminars and workshops to present and discuss project results and outcomes with various stakeholders	Number of seminars and workshops with the participation of at least 25 students of the Master Degree Course at the end of the first year.
	International events and conferences	Number of international conferences and events
	Final conference	1 at the end of the project
General public (e.g. Local communities, civil society, media)	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Media reports / appearances (articles, online reports, etc.) based on press releases and other activities in each country	Number of reports, articles to be published on the project website and partners' website
	Press releases	At least 3 (one/project year)
	Social media (twitter/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project
	Project brochures and other branding materials	At least 4 pieces (1 postcard, 1 project presentation, 1 brochure to present the Master, 1 roll-up)
	Final conference	1 at the end of the project



Policy makers	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	E-newsletters	at least one newsletter every six months
	Press releases	At least 3 (one/project year)
	Social media (twitter/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project
	Project brochures and other branding materials	At least 3 pieces (1 postcard, 1 project presentation, 1 brochure to present the Master, 1 roll-up)
	Final conference	1 at the end of the project

3.3 Communication channels

The Communication Strategy will be enriched with inputs and communication needs of the other WPs of the MIGRANTS Project. It will also be updated during the project lifetime following possible internal monitoring on communication, and adapted to better respond to the communication needs of the project.

The following communication channels to be utilized in the MIGRANTS Project are briefly described.

3.3.1 Project Website

A project website will be created in order to provide a first level of information about the scope and activities of the MIGRANTS Project. Main achievements and events will be available to all on the public sections, while confidential ones will be shared in password-protected pages, visible to partners only.

The website will be the main dissemination tool for the project activities. All the communication material produced will be uploaded to the website. The website will be updated with curated contents such as news, articles of the thematic review, thematic initiatives in line with the project, online format of the printed material, etc. A special section of the website will be dedicated to the students. The site will be linked to the web sites of all the partners.

3.3.2 E-newsletter

An online newsletter is an effective way to keep interested parties informed about the project's progress, achieved results and relevant events at local and international level. News will be produced and published by all partners on a regular basis, in conjunction with key results and events. Partners are invited to share project news within their network of contacts. In addition, all partners should publish a project-related page on their institutional website.

In addition, e-newsletters will also be produced and distributed. Main target will be university teachers and managers, higher education institutions, researchers and stakeholders in the field of higher education, etc. The main channel of distribution will be the Partner network of contacts.



Main goal will be to spotlight the project and its main initiatives to a large interested audience. Each news/newsletter should include:

- Basic information about the project
- Key Information about the result achieved or the event to be promoted
- Contacts and useful resources.

3.3.3 Press releases

Regular press releases (at least one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages (English, Arabic and French).

On the occasion of key events or achievements, press releases will be created and disseminated within project partners networks. Press releases may occur to introduce the project, its main events and achievements.

3.3.4 Social Media

In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff. A constant flow of information on Social media could be one of the main ways of communication for the project. This could ensure a wider visibility and presence of the project and a better dissemination.

Social media (Twitter/Facebook) Use of social media contributes to establishing a continuous interaction with project stakeholders, and maintaining public engagement with the project, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of MIGRANTS Project
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy

UNIPA will manage the English Facebook the Twitter account of the project, but other partners are also welcome to contribute to the Social media content. If needed (e.g. for Master degree and/or the summer school) local social media sites will also be established and maintained for shorter periods of time.

In order to increase the dissemination of the project, it can be created some specifics #hashtags (e.g. #MigrantsProject) to be used by all the project partners (from their personal or Institutional accounts) and all the users when talking about MIGRANTS Project.

3.3.5 Project brochures /branding materials

In the framework of the project's activities it will provide a range of materials for non-academic audiences, including a project brochure in the 3 languages of the project partners which detail Migrants' objectives, methodology, etc. In addition to this, two summary project documents will be published in English including the key results (one of them focusing on the Master Degree, the other on the project and its outcomes). Special efforts will be made to present complex ideas in an accessible, yet authoritative manner. All brochures will be available electronically and in print.



3.3.6 Promotional Emails

UNIMED will draw and send Information/Promotion emails devoted to the different project stakeholders to inform about relevant events. The emails are intended to provide an appealing message for attracting the attention and interest of the recipients. All partners are invited to share Information/Promotion emails within their networks.

3.4 Visual identity of the project

Along with the definition of the project identity in terms of mission and goals, it has to be developed also the project visual identity. Indeed, an easily recognizable (visual) identity of the project is essential to achieve best communication results. A Visual Identity Guide will be created by a subcontractor and made available to project partners to apply during communication and dissemination activities.

Partners are invited to use consistently the project logo, the templates proposed and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. The visual tools to be used for any kind of dissemination activity are the following:

- Project logo
- Templates (ppt, project newsletter, press release, scientific conference presentation, policy brief, paper, etc.)
- General project website (in English, with possibility to download docs and information and in national languages)
- Project roll-up (in English and in national languages, if possible)
- General flyer/project brochure (in English and in national languages)
- Project poster (in English and in national languages)
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with EU emblem.

The use of the Erasmus+ logo is compulsory (no changes) and any project-related event or activity should clearly specify that it is funded by Erasmus+ Programme of the European Union. In the light of that, any publication has to mention the following sentence and the EU logo:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

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



More information at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en



4. Reporting Dissemination activities

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. In particular, Partners will need to communicate key information to the WP7 leader UNIMED, thus contributing to the reporting of activities, which is crucial in order to fulfil the reporting obligations of the consortium to the European Commission. For this purpose, a Dissemination Log (Annex II) will be created. A digital version of the Annex II – Dissemination Log can also be created in order to facilitate the sharing of information among partners and among the partners and the WP Leader.

Moreover, each partner will fill out reports on conferences and events (Annex III Event Report) and local meetings with stakeholders (Annex IV Individual Partner Meeting with Stakeholders Report).

The report forms are attached to this document. All Project Members are therefore expected to:

- Identifying and informing on dissemination opportunities (events, publications, we presence, etc.)
- Disseminating achievements of their respective work packages (flyers, video, press releases, etc);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Engaging key stakeholders to act as multipliers and to motivate others.



ANNEX I – GLOSSARY

This glossary has the objective to provide information about commonly used terms in this document and by the European Commission in general in the field of dissemination.

- Communication:** For the purpose of this document “communication” will refer to both awareness-raising and dissemination activities. Communication in this context refers mostly to external communication and not to internal communication among the consortium and within the partner organisations.
- Dissemination:** Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.
- Exploitation:** Exploitation consists of ‘mainstreaming’ and ‘multiplication’ which both aim at creating maximum impact and sustainability of the project’s results. Dissemination and exploitation are distinct but closely related. Keys for successful exploitation of results are: to produce relevant results that satisfy the demands of providers, policy-makers and ultimately society more generally; to ensure, through the use of effective dissemination and exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit from them.
- Awareness Raising:** Publicizing, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicizing of results. As such, promotion and awareness raising is an activity with a broader focus that introduces the project to the target group.
- Impact:** Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies.
- Mainstreaming:** Mainstreaming is the planned process of transferring the successful results of the project to appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. More specifically, mainstreaming also defines the phase of transfer and the way in which other actors take account of the elaborated results, approaches and key elements
- Multiplication:** Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
- Sustainability:** Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.



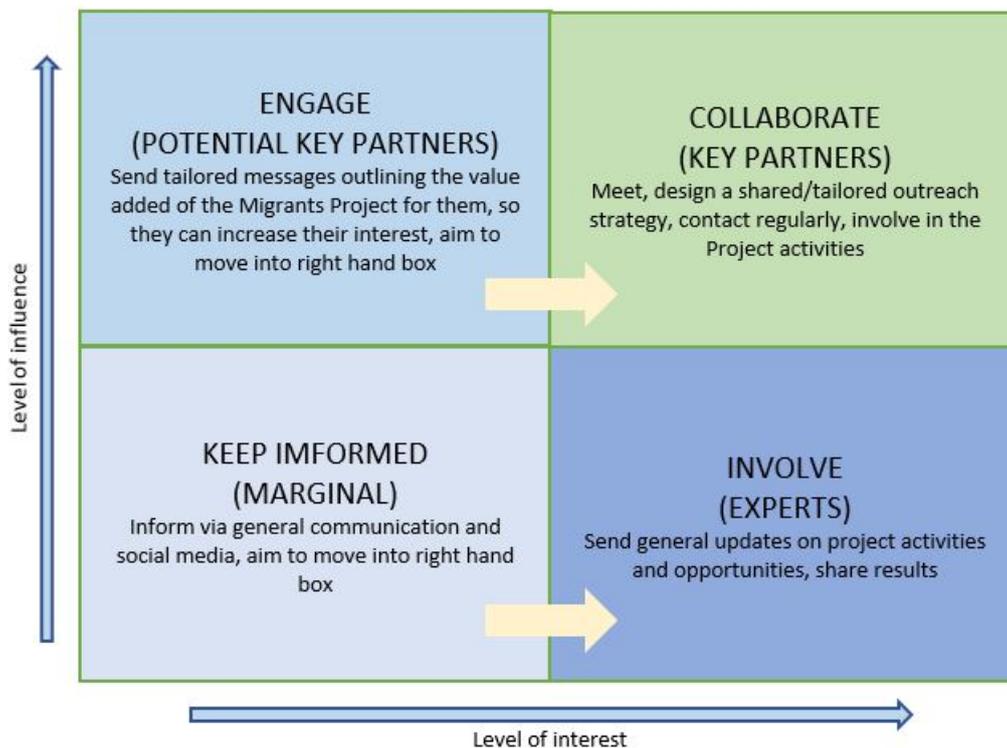
ANNEX II – DISSEMINATION LOG

When	Dissemination Tool	Description of the dissemination activity	Participants/Target	Impact	Resources
<i>Indicate when the activity took place</i>	<i>Indicate which kind of activity has been implemented: flyer production, press release, scientific paper publication, promotional email, newsletter, social media, web presence, etc.</i>	<i>Describe the activity of dissemination implemented</i>	<i>Indicate type of activity and/or type of participants</i>	<i>Indicate the feedback received during event / after activity took place, if possible</i>	<i>Evidence of the dissemination activity: link to a website, pdf document, picture, screenshot, etc.</i>
<i>dd.mm.yyyy</i>	<i>Presentation</i>	<i>Presentation at International coordinators meeting</i>	<i>e.g. International coordinators, project partners representatives, etc.</i>	<i>e.g. 50+</i>	<i>Minutes from meeting at internal/restricted access website only</i>
<i>dd.mm.yyyy</i>	<i>Meeting n 1</i>	<i>Information about the meeting</i>	<i>e.g. Project partners representatives, etc.</i>	<i>e.g. 10+</i>	
<i>dd.mm.yyyy</i>	<i>Seminar/Workshop</i>	<i>Information about the seminar/workshop</i>	<i>e.g. Academic staff, students, etc.</i>	<i>e.g. 25+</i>	
<i>dd.mm.yyyy</i>	<i>Article</i>	<i>Article about ...</i>	<i>e.g. Mena Universities, Eu Universities, etc.</i>	<i>e.g. 1000+</i>	<i>Link publication</i>
<i>dd.mm.yyyy</i>	<i>Website</i>	<i>Description of the publication on the website</i>			<i>Link website</i>

ANNEX III – STAKEHOLDERS MAP

In order to target the most relevant stakeholders for the project with the limited resources available, it is important to categorise the individual stakeholders based on their potential “utility” for the project, so that we can focus on the most relevant ones without dispersing our efforts. In order to do so, we will “map” each stakeholder identified depending on its interest in the project and on its capacity to influence its respective communities: through this strategy we will be able to identify different categories of stakeholders that will be targeted through individualized action plans.

Depending on the interest and on the influence of stakeholders, it is possible to identify four categories of actors. The main target will be the **key partners (top-right in the figure)**, who have a potentially high interest in the Migrants project and at the same time have the capacity to influence other stakeholders to participate in the project activities.



These stakeholders are targeted with an individual action plan, possibly starting with a meeting where the best collaboration strategy is discussed and where we listen to their ideas and proposals on how they can be engaged in the process. Another important category is **the potential key partners (top-left in the figure)** who, even if they do not have an immediate interest in the project, can strongly influence their communities. These actors will also be targeted individually, trying to tailor the message to meet their specific interest, with the objective of moving them to the top-right area. The two categories on the bottom of the picture are less critical because they do not have a high influence towards their community, and are targeted through general outreach actions.



Here below there is the Stakeholder map that has to be fill in by all the partners of the project.

Stakeholder groups Please add more rows to each category as necessary	Name of suggested person or organization	Area of action	Person and organization making the suggestion Please provide your name and organization acronym.	Level of interest/influence Please select one of the following categories: Collaborate, Engaged, Involved, Keep informed	Notes If you suggested a person, please add their position/affiliation here.
<i>Academics and researchers</i>					
<i>Academic and research organizations (EU and MENA area Universities)</i>					
<i>NGOs</i>					
<i>Expert organizations</i>					
<i>Policy makers / policy bodies</i>					
<i>Media/Website/Journalist (e.g. main news sites, general media publication in your country)</i>					
<i>Businesses</i>					
<i>Civil society</i>					
<i>Other</i>					



ANNEX IV – EVENT REPORT

Name of the event:

Type of event: *(Seminar, Workshop, Conference, National Forum, etc)*

Date:

Venue:

Number of participants:

Type of participants: *(HEIs managers, teachers, students etc)*

Programme of the event: *(insert the link to the webpage of the event, if possible)*

Attachments: *(List of Participants, Presentations, Background Documents)*

Brief overview of the event and of the issues addressed in the event

Contribution of the Partner attending the Event

Key messages, outcomes, recommendations



ANNEX V - INDIVIDUAL PARTNER MEETING/ CONTACT MEETING WITH STAKEHOLDERS REPORT

Date:

Venue:

Meeting with:

Evidence of the meeting (if any): *(a picture, a signed document, video/audio recording, etc)*

Brief overview of the meeting

Main issues discussed during the meeting

Recommendation from the Stakeholder