

# **DISSEMINATION AND SUSTAINABILITY PLAN**

**OF THE ERASMUS+ PROJECT**

**MEDIATS**

**“MEDIATION: TRAINING AND SOCIETY TRANSFORMATION”**

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## **Introduction**

This strategy is an integral part of the overall strategy for the implementation of the ERASMUS + Capacity Building in the Field of Higher Education (CBHE) project and is applicable to all dissemination, promotion and sustainability enhancement activities implemented by the MEDIATS consortium.

It is intended to streamline the continuous process of making and implementing decisions for the promotion of awareness raising and capacity-building activities at different levels with the aim of achieving the project's objectives and ensuring sustainability of the results and impact. The strategy is coherent with the aims and objectives of the project, as well as with the action plans and timeline, the Project Management Plan and the Quality Management Plan.

## **1. Project brief description**

The project envisages enabling Universities to be one of the key players in facilitation of the processes of mediation in Azerbaijan, Georgia and Ukraine to enhance democracy and objective problem resolution by acquiring best European practices.

To do this, the project teams will learn the best EU practices, select and train the staff, select students, develop and implement Master Degree Program in Mediation in Ukraine and Azerbaijan and Mediation Module in Georgia. The quality of training and competencies of the students will be carefully evaluated by national and EU experts, the practical activities will be organized in partner countries and in the EU to ensure qualitative preparation of mediators.

The Mediation Federation will be established in Ukraine, HEIs of Azerbaijan and Georgia will closely cooperate with newly established state Mediation Structures and will act as sustainable mechanisms, through which HEI staff will have opportunities to promote the mediation values, introduce legislative changes, develop cooperation with various stakeholders and make impact on the local, national and international level.

## **2. General outline on dissemination**

### **2.1. Description**

In order to ensure permanent public information campaigns on the project, and to provide the final beneficiaries with information about the project, the set of activities is to be undertaken. Website of the project is created and updated. Distribution of informational materials for dissemination of mediation values and advantages of using mediation services will be made. Informational materials, videos will be prepared and disseminated among various stakeholders. All informational and training materials will be freely available on the Google Disc. Close cooperation with the media, newspapers, at local and national levels will be established and will disseminate the project results. Large-scale events will be organized - such as International Highlight Event 1,2, national dissemination seminar, that will involve HEI representatives, students, applicants, alumni, NGOs, Ministries, state authorities, etc. Electronic newsletters with current information about the project activities will be disseminated. Mediation Federation/Structures will cooperate with multiple stakeholders for implementation of joint activities and initiatives. HEI staff will develop articles that will be placed on electronic and printed resources. Promotional campaign will be developed by partner HEIs during the Training by EU experts and will be implemented.

### **2.2. Phases of dissemination:**

The dissemination process can be divided into 4 phases:

- 1.Planning, that took place during the project design
- 2.Update, replanning of the activities due to changes of the situation, legislation, or if the activities can be made more efficiently.
- 3.Implementation: started with the launch of the project.
- 4.Monitoring and evaluation of the activities will be made according to Project Management Plan and Quality Assurance Plan.

### **2.3.Target groups:**

Dissemination plan will particularly and necessarily target different stakeholders and institutions

The different target groups will be reached in two phases:

The first involves a direct contact to present the project and its purposes.

The second will be those attracted by the first groups, that will be reached via participation of events, receiving of newsletters, watching the news on FB, etc.

Main project target groups:

HEIs,  
students,  
applicants,  
teaching staff,  
specialists-mediators,  
society in general.

### **3.Channels of promotion and dissemination:**

#### **3.1.On the University level**

In view of achieving effective dissemination, the following approach to communication, visibility and promotional activities is to be implemented: project partners agreed to use their networks of partners at the local, regional and national level regarding raising general awareness of the project, attracting supporters and promoting project outputs.

MEDIATS consortium partners already have established **channels of promotion and dissemination** of the project results. They will strive to use these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level.

MEDIATS consortium partners are to present the project and promote its results during relevant events organized within their own institutions or by partner institutions. Project teams within MEDIATS consortium partners will use all possibilities presented by the publishing activity within their own institutions to promote the project and its results.

Relevant **internal publications**, of HEIs such as website news, website project link and content, social media, etc. can be efficient resources for promoting the project within the institution (including among students) and among local networks of partners and stakeholders.

MEDIATS consortium partners will use all available opportunities **to make the project visible** to wider socioenvironment at the local, regional, national and interational level, that is especially needed for efficient activities of mediation structure.

MEDIATS consortium partners will use of all suitable opportunities to promote, publish the MEDIATS project on the local, regional, national and International level, by publishing news, updates, articles about mediation, online and in print, presenting at conferences and seminars and using of any opportunities for promoting the project by collaborating with other CBHE projects through Inter Project Coaching that may occur.

#### **4.Respect of visual identity**

Each publication will respect the Dissemination and visual identity rules for ERASMUS + CBHE projects available here at [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en) and generally, the following CBHE rules will be strictly observed:

4.1. Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag.

E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

For projects funded by the Erasmus+ programme alone, the following should be used:

**Text on the left, EU flag on the right :**

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



**Text on the right, EU flag on the left :**



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

#### 4.2. Guidelines on the application of the visual identity on studies and publications produced by external organisations

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect 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."

### **5. Instructions for dissemination activities:**

#### **5.1. Dissemination of joint project events.**

After returning home each partner prepares the news with collage or set of pictures from the project meeting with project logo and Erasmus+ logo stating that the project was co-financed by European Commission respecting the visual identity rules.

The news has to be placed on the website of the partner, posted in social media.

KROK, as the WP owner, prepares and disseminates general news about the project



## **5.2. Dissemination of project events that took place at partner HEIs or with participation of member of MEDIATS project team.**

After the event the partners prepare the news with collage or set of pictures from the project meeting with project logo and Erasmus+ logo stating that the project was co-financed by European Commission respecting the visual identity rules.

The news has to be placed on the website of the partner, posted in social media, with the use of #MEDIATS.

The news has to be sent to KROK for project newsletter.

Information about the event has to be filled to the form:

No	Partner HEI	WP, Activity	Place, Date	Name of the event	Description (if it is long, provide it at the end of the table)	Number of participants	Link to the event

## **6. Tools for dissemination**

### **6.1. Project logo.**

Several versions of logo are created by partner HEIs, voting was made, the final logo was approved. Logo must be used in all related communication of the project, as well as European Commission Logo, must be represented in all related communication of the Project. The logo was sent to all partners, it is uploaded on google drive.

The logo of the project:



### **6.2. Leaflet, brochures and poster .**



The produced leaflets will promote the project, the main sources of information. The templates will be provided by KROK, uploaded on google drive.

### **6.3. Development of project information materials.**

The project information materials will be developed at the very beginning of the project, will be available for all partners.

### **6.4. Media.**

The press or any other means of mass media could be addressed in order to inform the wider public about the results of the project.

### **6.5. PowerPoint presentations.**

Project logo together with logo that the project is co-financed by European Union has to be used in order to create high brand recognition factor for MEDIATS.

## **7. Dates of dissemination events**

### **7.1. Dates of dissemination events, updated plan**

<b>WP</b>	<b>Purpose of the meeting</b>	<b>Month, year</b>	<b>Place</b>
WP 6 Dissemination	International highlight event 1	December 2020	Kyiv, Ukraine
WP 6 Dissemination	National dissemination seminars:	April -May 2021	Ukraine – Chernivtsi, Azerbaijan – Ganja, Georgia – Batumi
WP 6 Dissemination	International highlight event 2	October 2021	Tbilisi, Georgia

## 7.2.Dates of sustainability training, updated plan

WP	Purpose of the meeting	Month, year	Place
WP4 Development	Training for members of Mediation Federation	January 2021	Netherlands

## 8.Dissemination activities

In this section it will be explained in which way the consortium intends to use the different dissemination tools and channels to cover a large pool of various interest groups in the frameworks of the project workpackages.

### 8.1.Promotion of MDP in Mediation

The advertisement campaign will aim to promote MDP in Mediation and attract students. Due to the fact that the major is new, the efforts will be made to provide proper information to the future students, listing the places where they can work and what skills they will acquire. Some articles with explanation of the profession will be published in mass media.

### 8.2.Cooperation with wider socio-economic environment

Mediation structures of HEIs cooperate with a range of stakeholders from different sectors, that has result in dissemination of the project results in the following directions:

- cooperation with Ministry of Justice - in participation of law-making activities,
- cooperation with NGOs, International organizations - in participation of joint activities,
- cooperation with training centres in consulting on development and delivery of training

programs in Mediation, recommendation of qualified trainers, organization of train the trainers programs,

- cooperation with courts in dissemination of informational materials on mediation,
- promotion of the list of mediators,

- cooperation with HEIs - in dissemination all information on mediation program,
- sharing of the materials and recommendations on the program,

- cooperation with society in general - will promote the values of mediation by publishing articles in Mediation, organizing events, disseminating printing materials.

Cooperation with organizations of professionals like lawyers, psychologists, accountants, notaries.

The list of stakeholders and activities, provided above, can be enlarged in the process of project development.

### **8.3. Organization of dissemination events**

International highlight event with presentation of the results of program implementation, discussion of improvements, presentation of publication 1 will be organized at KROK University, Ukraine. Expected number of participants: 300 – HEIs representatives, students, applicants, teaching staff, mediators, MFs members, stakeholders of MFs, etc. with focus on HEIs.

National dissemination seminar with presentation of final results of program implementation will take place at each country, Ukraine – CHNU, Azerbaijan – GSU, Georgia – BSU. Expected number of participants: 100: HEI representatives, students, applicants.

International highlight event 2 with presentation of the results of project implementation, activities of MF, promotion of mediation values, presentation of publication 2 at Ilia State University, Tbilisi.

Expected number of participants: 300 – HEIs representatives, students, applicants, teaching staff, mediators, MFs members, stakeholders of MFs, etc. with focus of MF and MF's stakeholders.

### **8.4. Development of publications.**

The publication 1

will be useful for HEIs, state authorities, Ministries, organizations related to mediation, wide public.

Publication will include information on:

Explanation of the notion “mediator”, key competencies of mediator, it will give overview of European mediation environment and analysis of situation in partner countries. The EU practices that were successfully implemented in Ukraine during 2 years of project implementation will be described. The publications will be disseminated during the 3rd year of project implementation by HEIs and MSs.

The publication 2

useful for the Universities, training centres, Ministries, governmental bodies, municipal powers and NGOs -

The publication will be helpful for those interested in organization of training in Mediation. It will include complete information on MDP/module in Mediation - methodological recommendations, teaching methods, assessment of quality etc. The publication will be disseminated at the International Highlight Event, where the results of

implementation of programs in Mediation will be presented. It will contain the List of alumni of the program, info on MF and its stakeholders.

Numbers :

Publication 1 : 1000 in English, 1000 in Azerbaijanian, 1000 in Georgian, 2500 in Ukrainian

Publication 2 : 100 in English, 50 in Azerbaijanian, 50 in Georgian, 100 in Ukrainian

### **8.5.Project newsletter**

The project e-newsletter will be developed and disseminated. The materials that can be prepared– news and partner updates, articles, info on events, useful links, successful stories, useful and interesting experience of mediators, statistics, reports as well as info of partners, students and alumni. Not only HEIs and Mediation Federation/ structures, but students and alumni can contribute to the development of the newsletter. The newsletters will be also place on the project website, disseminated to and by the stakeholders.

### **8.6.Project website**

Project website is launched and will be kept updated.

The address of the project website:

<https://mediatsproject.wixsite.com/mediats/>

The project website includes general information about the project, - goals, results, brief description, list of project partners. The section Partners includes brief description, logos, link to the website of all HEIs, information and contact details of the project team. The section News includes information on the project meetings. All project newsletters are uploaded to the project website. The website is constantly updated with project news, partners information. The project will maintain all project results, as soon as they are delivered. The project website contains the project logo and logo that mentions the European Union`s financial support.

Visibility of the website is provided with the help of project partners, as they made the link to the website from the websites of their HEIs, the website is mentioned in the newsletter, in the news of partners.

### **8.7.Social networks.**

Promotion of the project in the social media will be used by all partner institutions to share information related to the general topic of the project, as well as to updates, achieved results or activities within partner institutions. The content will be less formal, more interactive and broader in terms of issues than the website of the project. This approach would allow the consortium to maximize and facilitate day-today interaction among project

team members, supporters, researchers, followers and other persons involved with or interested in the project.

In the frameworks of the project 2 Facebook groups are established, 1 group is opened for the public and 1 group is thematic – for the researchers and academic staff of the project. Project participants from all countries are active on Facebook, project participants added each other as friends, that allows them to follow the updates and developments of each other.

### **#MEDIATS**

#MEDIATS is used to mark any post, that is connected to MEDIATS activities, that will help to make all project activities recognizable, especially when lots of people do publications.

### **8.8.E-mailing.**

Electronic mailing lists will help maintain and facilitate contacts within and beyond the MEDIATS consortium. E-mail will be one of the primary means of engaging stakeholders, particularly the highly critical and relevant groups. An electronic mailing list for the MEDIATS project has already been established, and it serves the purposes of internal project communication. This consortium-level list will be complemented by institution-level emailing lists of contacts relevant to the project, which project teams within each institution will develop, maintain, expand and use for the purposes of effective dissemination and implementation of the work programme.

### **8.9.Promotional campaign**

The aim of promotional campaign is to explain the notion of mediator to societies of Azerbaijan, Georgia and Ukraine and promote the mediation institute in these countries. Promocampaign is linked with activities of Mediation structure, promotion of mediation programs.

The promocampaign includes development of the articles, preparation of videos and placing them via mass media channels, social networks, websites, organization of the seminars for various target audience.

The following numbers have to be achieved: 15 public activities involving 30000 people in Ukraine, 5 publ.act. with 5000 people in Georgia, 7 publ.act. with 10000 in Azerbaijan, 10 articles on mediation in media per country.

## **9.Sustainability**

The project will ensure that all main project results will become sustainable:

Educational Master`s Degree Program/Module in Mediation, developed according to the highest EU standards and adopted to the Ukrainian realities and will be available for implementation at Azerbaijanian, Georgian, Ukrainian HEIs

Mediation Federation of Ukraine/ Mediation structures in Georgia and Azerbaijan will act according to the adopted plan of activities, cooperation with wider socio-economic environment will be maintained

Qualified staff, able to be the teachers o the program and ready to be the trainers of the trainers

Methods/ action plan of promotion of mediaiton values into the society of partner countries

Qualified specialists-mediators, able to resolve disputes peacefully will work according to the major received

The profession of Mediator is introduced to the occupational qualifier of Ukraine and other Unversities can implement Mediation training rgrams and the position of mediator will be gradually introduced in governmental sector, insurance companies, law companies etc.

### **10.Expected impact of the project**

The results of the project are to be used by multiple stakeholders.

HEI academic staff, program curators, project managers will improve their qualifications that will contribute to quality of higher education. Moreover the project will provide them opportunity to improve English.

HEIs will implement Programs in Mediation,that are innovative for the countries involved. After piloting of the program, it will be implemented on the permanent basis, due to qualified staff, improved material technical base, high quality of program preparation on the basis of EU experience, it will be in demand among the applicants. Partner HEIs will help other HEIs to develop and implement the program if they request.

The project will provide opportunities for HEI staff to be active participants in the processes on the local, national and international level by establishment of Mediation Federations/ Structures. Built on the basis of EU experience, mediation structures will acquire the best practices and adopt them to national peculiarities. Cooperation with multiple stakeholders will be established, with the help of which and with whom the HEI staff will have opportunity to influence on law-making policy, on awareness of civil society regarding mediation values, implementation of joint initiatives and projects.

In the result of program implementation, qualified mediators will be prepared, having competencies and qualifications required at the labour market and correspondng to the EU standrds. The program applicants will have unique chance to undergo through internship abroad and practice to solve mediation cases under supervision of qualified curators.



Societies of the countries involved will have more understanding of mediation concept and will use such opportunity - as it is easier, cheaper, cost-efficiency and better for the nerves to use the services of the mediators instead of solving cases in the courts.