

<b>Project acronym:</b>	<b>SETOF</b>
<b>Project full title:</b>	<b>Soil Erosion and Torrential Flood Prevention: Curriculum Development at the Universities of Western Balkan Countries</b>
<b>Call identifier:</b>	<b>Call 2018 EAC/A05/2017 Selection Year 2018</b>
<b>Type of action:</b>	<b>K2 - Capacity Building in Higher Education</b>
<b>Start date:</b>	<b>November 15, 2018</b>
<b>End date:</b>	<b>November 15, 2021</b>
<b>Grant agreement No:</b>	<b>598403-EPP-1-2018-1-RS-EPPKA2-CBHE-JP (2018-2579/001-001)</b>

## D5.2 – Dissemination plan

<b>Work Package:</b>	<b>WP5: Dissemination of project results</b>
<b>Task:</b>	<b>5.2. Establish a dissemination plan</b>
<b>Due Date:</b>	<b>March 2019</b>
<b>Submission Date:</b>	<b>14.12.2018</b>
<b>Version:</b>	<b>1</b>
<b>Status:</b>	<b>Final</b>
<b>Lead Author:</b>	<b>Slobodan Milutinović</b>
<b>Author(s):</b>	
<b>Reviewer(s):</b>	
<b>Deliverable Type:</b>	<b>PU</b>
<b>Dissemination Level:</b>	<b>R</b>

## Version History

---

VERSION	DATE	AUTHOR	PARTNER	DESCRIPTION
1	14.12.2018	Slobodan Milutinović		Content Agreed on Kick-off meeting
2	30.01.2019	Slobodan Milutinović	Paolo Porto, Milica Vranešević, Natalija Momirović, Emira Hukić	First draft for internal review
3	17.05.2019	Slobodan Milutinović	All partners	The final version agreed on 1 <sup>st</sup> Steering Committee Meeting
4	01.07.2019	Slobodan Milutinović	Snežana Živković, Rodoljub Avramović	Updated version Visual identity items added

### Statement of originality

This deliverable contains original unpublished work except where indicated otherwise. Acknowledgment of previously published material and of the work of others has been made through appropriate citation, quotation or both.



# Table of content

---

<b>VERSION HISTORY</b> .....	<b>2</b>
<b>TABLE OF CONTENT</b> .....	<b>4</b>
<b>FIGURES</b> .....	<b>5</b>
<b>TABLES</b> .....	<b>6</b>
<b>GLOSSARY</b> .....	<b>7</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>8</b>
<b>1. INTRODUCTION</b> .....	<b>9</b>
1.1. INTRODUCTION TO SETOF .....	9
1.2. WP5 - DISSEMINATION OF PROJECT RESULTS .....	10
1.3. PURPOSE OF DOCUMENT .....	11
1.4. THE METHODOLOGY OF THE DELIVERABLE .....	12
<b>2. DISSEMINATION STRATEGY</b> .....	<b>13</b>
2.1. DISSEMINATION OBJECTIVES .....	13
2.2. TARGET AUDIENCE .....	14
2.3. WHAT SHOULD BE DISSEMINATED? .....	15
<b>3. ACTIVITIES TO ADDRESS TARGET AUDIENCE</b> .....	<b>16</b>
3.1. THE PHASES OF THE DISSEMINATION PROCESS.....	16
<b>4. MAIN CHANNELS OF DISSEMINATION AND DISSEMINATION MATERIAL</b> .....	<b>19</b>
4.1. WEBSITE .....	19
4.2. VISUAL IDENTITY KIT .....	20
4.2.1. <i>Icon and logo</i> .....	20
4.2.2. <i>Project presentation templates</i> .....	20
4.3. SOCIAL MEDIA.....	22
4.4. PUBLICITY MATERIAL (LEAFLETS AND POSTERS) .....	23
4.4.1. <i>Project leaflet</i> .....	23
4.4.2. <i>Project poster</i> .....	25
4.5. PROJECT BROCHURE .....	26
4.6. PROJECT NEWSLETTER .....	26
4.7. PRESENTATION OF PROJECT RESULTS TO NATIONAL ASSOCIATIONS OF LOCAL SELF-GOVERNMENTS .....	27
4.8. PUBLICATIONS PRESENTED AT RELEVANT EVENTS OR PUBLISHED IN RELEVANT JOURNALS OR NEWSLETTERS .....	27
4.8.1. <i>Presentation at non-network events</i> .....	27
4.8.2. <i>Publications in scientific journals and newsletters</i> .....	31
4.8.3. <i>Contributions in thematic networks and platforms</i> .....	32
4.9. PRESENTATIONS OF NEWLY ESTABLISHED ACADEMIC COURSES AT STAKEHOLDERS' EVENTS.....	33
4.9.1. <i>Open days and educational fairs</i> .....	33
4.10. PRESS RELEASES .....	34
4.11. TRAINING.....	35
4.12. WORKSHOPS FOR ADMINISTRATIVE STAFF EMPLOYED IN LOCAL SELF-GOVERNMENTS IN SERBIA AND BOSNIA-HERZEGOVINA .....	35
<b>5. MONITORING DISSEMINATING ACTIVITIES</b> .....	<b>36</b>
<b>6. CONCLUSION</b> .....	<b>40</b>

## Figures

---

<b>FIGURE 1.</b>	SETOF METHODOLOGICAL APPROACH	9
<b>FIGURE 2.</b>	MAIN RESEARCH QUESTIONS	11
<b>FIGURE 3.</b>	SETOF OFFICIAL WEBSITE DESIGN (THE HOME PAGE)	19
<b>FIGURE 4.</b>	SETOF PROJECT ICON	20
<b>FIGURE 5.</b>	SETOF PROJECT LOGO	20
<b>FIGURE 6.</b>	PPT PROJECT PRESENTATION TEMPLATE	21
<b>FIGURE 7.</b>	TEMPLATE FOR THE DELIVERABLES' REPORTS AND DOCUMENTATION	22
<b>FIGURE 8.</b>	SETOF OFFICIAL LEAFLET DESIGN	24
<b>FIGURE 9.</b>	SETOF OFFICIAL POSTER DESIGN	25

## Tables

---

<b>TABLE 1.</b>	SETOF CONSORTIUM MEMBERS.....	10
<b>TABLE 2.</b>	DISSEMINATION ACTIVITIES DURING THE INITIAL PHASE OF SETOF PROJECT (M1 – M12) .....	16
<b>TABLE 3.</b>	DISSEMINATION ACTIVITIES DURING THE DEVELOPMENT PHASE OF SETOF PROJECT .....	17
<b>TABLE 4.</b>	DISSEMINATION ACTIVITIES DURING THE FINAL PHASE OF SETOF PROJECT .....	18
<b>TABLE 5.</b>	INDICATIVE LIST OF CONFERENCES.....	29
<b>TABLE 6.</b>	PROVISIONAL LIST OF JOURNALS AND PUBLICATIONS.....	31
<b>TABLE 7.</b>	DISSEMINATION SCHEDULE OF PRESS RELEASES.....	34
<b>TABLE 8.</b>	SETOF COMMUNICATION STRATEGY MONITORING.....	38

## Glossary

---

BH	Bosnia – Herzegovina
D	Deliverable (D5.1 – Deliverable 5.1)
EU	European Union
FBiH	Federation of Bosnia – Herzegovina
FLOOD EXPO	FLOOD EXPO Fair in Birmingham
HEI	Higher education institution
IASWS	International Association for Sediment and Water Science
IPBES	Science and policy for people and nature
M	Month (M3 – Month 3)
MEDCLIVAR	The MedCLIVAR conference
P1	Project partner No 1 (University of Belgrade)
P10	Project partner No 10 (Forest Research Institute at the Bulgarian Academy of Sciences)
P2	Project partner No 2 (University of Novi Sad)
P3	Project partner No 3 (University of Nis)
P4	Project partner No 4 (University of Banja Luka)
P5	Project partner No 5 (University of Sarajevo)
P6	Project partner No 6 (Institute of Forestry)
P7	Project partner No 7 (University of Natural Resources and Life Sciences)
P8	Project partner No 8 (Ss. Cyril and Methodius University in Skopje)
P9	Project partner No 9 (University Mediterranea of Reggio Calabria)
PMC	Project Management Committee
SC	Scientific Committee
SCTM	Standing Conference of Towns and Municipalities of Serbia – Association of local self governments
SETOF	Project “Soil Erosion and Torrential Flood Prevention: Curriculum Development at the Universities of Western Balkan Countries”
TBA	... to be announced
UB	University of Belgrade
UNI	University of Nis
WB	Western Balkan
WP	Work package
WP1	Work package 1
WP5	Work package 5
WP7	Work package 7
WP8	Work package 8

## Executive summary

---

This report outlines the dissemination plan to be followed for the overall duration of SETOF project.

The SETOF project is a research project co-funded by the European Union (EU). It aims to improve the education of professionals in the Western Balkans (Serbia and Bosnia and Herzegovina) involved in soil erosion control and protection against torrential floods through curricula development and/or improvements. To that end, the preparatory phase will identify, collect and elaborate appropriate existent erosion control and flash floods prevention issues, and analyze existing HEI curricula in WB countries and abroad. Then, based on previous, improvements of existing curricula and the development of a new master curriculum shall be elaborated. The new master curriculum will be then piloted.

This deliverable D5.2 Dissemination plan is the work plan for the dissemination of the project. It contains detailed descriptions of the strategy and the means of how SETOF communicates. The overall goal is to provide a basis for the consistent communication of the project's innovative character, its objectives and future results. SETOF dissemination strategy identified dissemination activities necessary to make the generated knowledge available to society, as well as dissemination activities that will serve as a source of important stakeholder feedback that will help to adjust project activities, with the overall aim to ensure impact creation by creating awareness among the target audience about the project idea, activities, and outcomes and creating understanding of the benefits of the project's activities and outcomes.

All outlined activities will involve main stakeholder groups (namely, higher education institutions – Universities, teaching staff and students; local public administration; professionals employed in the public companies; and governmental (controlling) institutions in WB region. Stakeholders will be addressed through three dissemination phases - initial phase (M1 – M12), development phase (M13 – M31) and final phase (M31 – M36).

This Dissemination plan establishes the dissemination objectives of SETOF project, issues, and messages that will be disseminated, dissemination activities and measures, including the communication channels, and monitoring and evaluation activities during the course of the project. The envisaged activities contain a mixture of dissemination instruments that are employed based on the dissemination objective and the addressed target group. Furthermore, the Dissemination plan presents the dissemination material prepared, such as logo design, design of promotional material (poster, leaflets, etc.) and the project's website. Attention has been paid to associate every dissemination instrument with an indicator to measure its impact and evaluate its effectiveness.



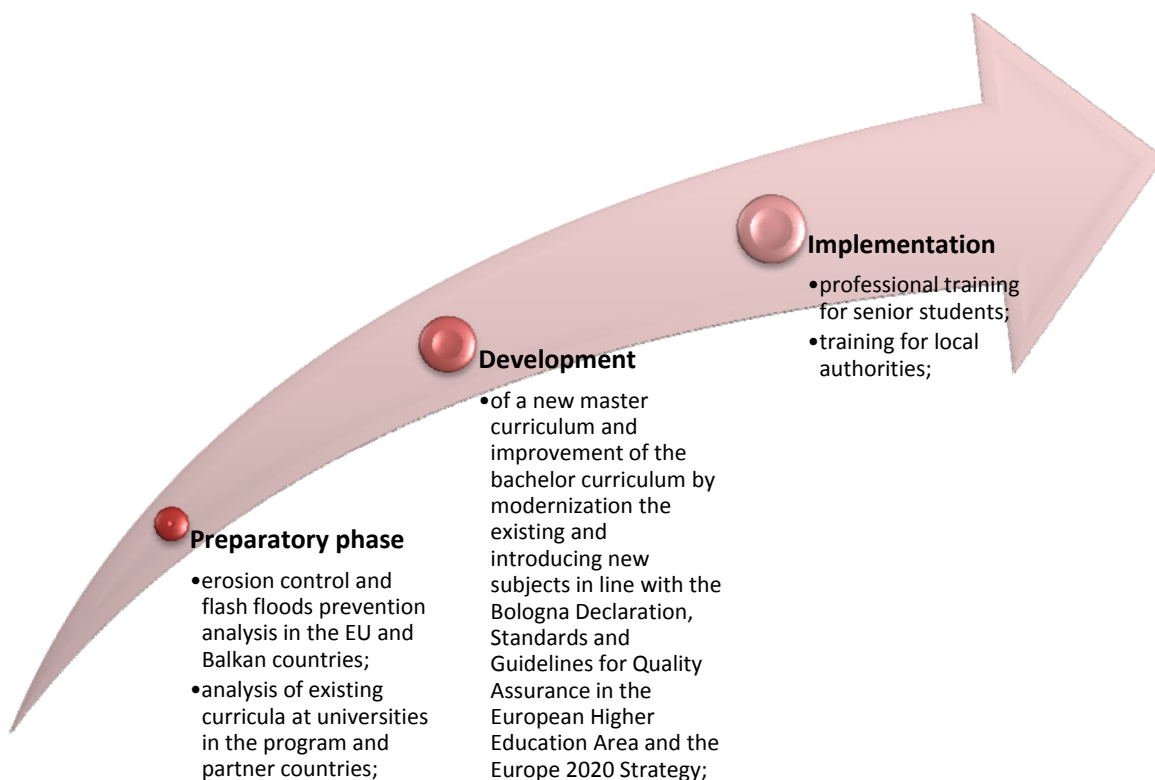
# 1. Introduction

## 1.1. Introduction to SETOF

SETOF project aims to improve the education of professionals in the Western Balkans (Serbia and Bosnia and Herzegovina) involved in soil erosion control and protection against torrential floods through curricula development and/or improvements. Specific objectives of SETOF are defined as:

- improved soil protection from degradation, particularly from erosion and improved prevention of flash floods;
- development of new and improvement of existing curricula in the field of prevention of flash floods following the Bologna Declaration and good EU practices;
- implementation of advanced knowledge on practical solutions to the prevention of flash floods through the design and implementation of works and education of local governments to take measures aimed at flash flood prevention;
- increased education of local self-governments for soil erosion and torrential flood protection.

SETOF methodological approach will follow the logical pathway, as depicted in Figure 1.



**Figure 1.** SETOF methodological approach

The SETOF project pursues a three-stage approach. During the first (preparatory) phase the main concern will be to identify, collect and elaborate appropriate existent erosion control and flash floods prevention issues in WB countries and wider in EU; and to analyze of existing curricula at universities in the program and partner countries. The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into an improved and more mature HEI bachelor curriculum and new HEI master curriculum. Finally, the third stage will pilot new curricula through activities tailored for main stakeholder groups, including training for professionals in local communities and professional training for senior students.

Over the course of the project, the SETOF consortium will be disseminating the results of the project to multiple audiences, via different channels, at different intervals, etc. Activities on the dissemination of project results throughout the project will be undertaken for:

- raising awareness and inviting debate and comment on the scientific work which is being undertaken, while it is in progress;
- disseminating the deliverables and results of the project to promote uptake and increase the impact of the project.

The project has been proposed by the SETOF Consortium, which is currently composed by the following entities:

**Table 1.** SETOF Consortium members

Partner No	Organization name	Acronym	Country
P1	University of Belgrade	UB	Serbia
P2	University of Novi Sad	UNS	Serbia
P3	University of Nis	UNI	Serbia
P4	University of Banja Luka	UBL	BH
P5	University of Sarajevo	UNSA	BH
P6	Institute of Forestry	INSZASUM	Serbia
P7	University of Natural Resources and Life Sciences	BOKU	Austria
P8	Ss. Cyril and Methodius University in Skopje	UNSCM	Republic of Macedonia
P9	University Mediterranea of Reggio Calabria	UNIRC	Italy
P10	Forest Research Institute at the Bulgarian Academy of Sciences	FRI-BAS	Bulgaria

## 1.2. WP5 - Dissemination of project results

According to the SETOF project document, WP5 will dedicate its efforts to promoting and communicating the project, its objectives, findings, and accomplishments on local, national and European level. The dissemination plan falls under the responsibility of the WP5 leader. To achieve this, WP5 will use a series of online and offline tools and strategies throughout the project lifetime, to bring attention to the project, gain trust and ensure acceptance of the results. The first draft was presented at SETOF Kick-Off Meeting (held 13-14 December

2018 in Belgrade, Serbia). It was then reasserted with the comments and contributions of all the partners.

The achievement of WP5 main goals and objectives is highly dependent on the active role and participation of the partners in all the tasks and activities of this WP. Despite the overall responsibility of the WP5 leader, the internal communication builds on top of certain tasks (including the design of visual identity of the project, the SETOF logo, and setting up of the project website) and is to be carried out under the WP1, led by WP1 leader - the University of Belgrade (UB, Coordinator and Leader of WP1).

### 1.3. Purpose of the document

The scope of this deliverable is to outline the communication and dissemination strategy that will be implemented for the project.

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and the general audience.

To ensure that the project results will be realized, a project must develop a dissemination plan that explains how and when the deliverables of the project will be shared with the stakeholders, relevant institutions, organizations, and individuals. The objective of this Dissemination Plan is to identify and organize the dissemination channels to utilize and activities to perform within the project. The aim is to promote and spread project ideas and results as well as contribute to impact creation. The overall dissemination strategy is essential to achieve the highest impact, visibility, and credibility as possible.



**Figure 2.** Main research questions

This strategy needs to answer the following four questions, depicted in Figure 1. Therefore, the main purpose of the present Dissemination Plan is to:

- identify crucial target groups and bodies that are interested in the project and identify appropriate key messages in the deliverable;

- set clear and reliable rules, aiming at ensuring targeted and effective dissemination of the project's objectives, activities, and results;
- identify all dissemination methods, tools, and channels for the identified target groups.

The document initially drafts the dissemination plan for the entire lifetime of the project, from November 15, 2018, to November 15, 2021. However, it is expected to be altered, upgraded, complemented and revised throughout the project's life cycle, even beyond. The dissemination plan represents only a starting point for project work in this area. Therefore, an important characteristic feature of this Dissemination Plan is its flexibility.

This deliverable is public and it can be downloaded by general public in the SETOF website at the page <https://www.setof.org/>.

#### **1.4. The methodology of the deliverable**

The methodology followed for the production of the current deliverable is based on the constructive and close collaboration of WP5 leader with the WP5 partners. The initial version of the "D5.2 Dissemination Plan" deliverable (Table of content) was created by WP5 Leader - UNI. Once presented and discussed at the SETOF Kick-Off Meeting, the WP5 Leader has revised the Dissemination Plan and formalized it as Version 2 (The First draft). Version 2 was sent to partners for review and comments. The final version resulted after incorporating their comments/suggestions to the deliverable.

## 2. Dissemination strategy

---

To achieve the objectives of the SETOF Project, an efficient dissemination strategy has to be developed and implemented.

SETOF dissemination strategy, as considered in this document, implies

- dissemination activities necessary to make the generated knowledge available to society, as well as
- dissemination activities that will serve as a source of important stakeholder feedback that will help to adjust project activities, if needed.

Thus, dissemination activities will be started as early as possible, aiming to use the above feedback for optimization of project implementation.

To ensure a successful Dissemination strategy, the following actions must take place<sup>1</sup>:

- Define the objectives of the strategy;
- Target the audience;
- Define the message(s);
- Select the appropriate tools;
- Plan the program.

In this section the most important elements of the methodology that SETOF has adopted in order to set out the dissemination plan and establish the mechanisms for the assessment of its impact are described; the dissemination objectives and directions of SETOF project, the groups that will primarily target with our dissemination activities and the instruments that SETOF plans to employ are specified.

### 2.1. Dissemination objectives

The overall aim of the dissemination activities outlined in this plan is to ensure impact creation by creating awareness among the target audience about the project idea, activities, and outcomes and creating an understanding of the benefits of the project's activities and outcomes.

SETOF dissemination strategy has the following objectives:

- make sure that the knowledge, methods, teaching materials and resources made available through the SETOF project reach the target audience it aims to help;
- spread the word about SETOF through publications, workshops, trainings, events and other appropriate communication channels, in order to obtain the attention and support of not only those who directly benefit from SETOF research results, but also those who

---

<sup>1</sup> European Commission, "European Research – A Guide to Successful Communications", European Commission, 2004

are interested in the topics of water and soil protection, climate change adaptation and torrential floods, from academia or local self government;

- ensure that all project partners appropriately present and sufficiently communicate achieved results to optimize their value and facilitate future regional and wider adoption, to fully maximize their networks, contacts, and capabilities for the effective dissemination of project results.

To reach the above mention objectives, SETOF consortium will follow two pathways, namely **the communication** pathway and **attraction** pathway. In this context, the communication means providing detailed information about project achievements to the general public, while attraction is intended to support the engagement of stakeholders, either they are students, scientists, or decision-makers and/or professionals from public administrations.

## 2.2. Target audience

To maximize the impact and thus the success of the SETOF project, envisaged dissemination activities need to be tailored to specific target audiences as to accommodate them to different contexts. The main goals of dissemination activities involve **four main stakeholder groups**:

- **Higher education institutions (HEI)** - Universities and faculties in Western Balkan countries, more particularly:
  - First and foremost the partner universities from Serbia and Bosnia - Herzegovina should be activated. Secondly, the dissemination is addressed to universities in Western Balkan (WB) countries generally and then in turn to the European universities generally;
  - Two groups of people can be targeted at WB HEI:
    - teaching staff participating in project activities,
    - enrolled students on bachelor and master studies (including prospective students interested in enrolling bachelor and master studies) at the Serbian and Bosnian-Herzegovinian HEIs;

HEIs are considered as the main stakeholder because they have direct access to final beneficiaries (undergraduates, postgraduates, researchers and teachers), young unemployed people professionals and public officers coming from stakeholders' institutions as well as private companies.

HEI teachers and students are identified as beneficiary groups.

- **Public administration** at the local level in Serbia and Bosnia-Herzegovina;

Since emergency management and flood protection (including strategic and action planning, management, and control) are primarily the responsibility of local governments in WB countries, public administration at the local level will be considered as an important stakeholder group. They have the motivation, capacities, and resources to develop tailored measures to address specific problems regarding torrential flood protection. On the other hand, cooperation with local authorities is

necessary for the project to implement studies and activities foreseen by the project plan.

- **Professionals employed in the public companies** in the water and forestry sectors in Serbia and Bosnia-Herzegovina;

Forestry and water sector public companies have the overall responsibility for the management of public assets and natural resources, including water bodies and public forests. Professional staff employed in those companies significantly influence current activities in flood protection and erosion control.

- **Governmental (controlling) institutions** and funding authorities in higher education at the national level in Serbia and cantonal level in Bosnia-Herzegovina.

National and regional public authorities and policymakers, such as Ministries, are fundamental for project sustainability due to their influence on their regional or national education policies.

### 2.3. What should be disseminated?

The following issues and messages will be disseminated:

- Current developments;
- Achieved results;
- Achieved milestones;
- Published deliverables and other publications, like scientific articles;
- Attended events and own events, like the annual meeting;
- Other important incidents.

### 3. Activities to address the target audience

#### 3.1. The phases of the dissemination process

To effectively achieve the dissemination objectives of SETOF and better disseminate the project’s developments during its lifetime, three dissemination phases were defined: **initial phase** (M1 – M12), **development phase** (M13 – M31) and **final phase** (M31 – M36). The dissemination materials and activities will be adapted according to the needs and requirements of these phases.

**Initial phase** is focused on establishing the project identity, raising awareness and visibility of the project and it covers: the project announcement, the launch of the project website, the design and creation of the initial dissemination/promotional materials, the sharing of these materials with project partners and main stakeholders, the strengthening of online coverage through the use of social media, the definition of the internal collaboration with the WP8 partners and the definition of key target groups. During the initial phase of the project, the main dissemination activities will be established as depicted in Table 2.

**Table 2.** Dissemination activities during the initial phase of SETOF project (M1 – M12)

Activity	Description	Benefits
Project website	<ul style="list-style-type: none"> <li>Establish a project website where project partners, stakeholders, and target audience, as well as the general public, can read about the project progress and findings;</li> <li>Create an online repository on the website for anyone to download project findings and public deliverables;</li> </ul>	<ul style="list-style-type: none"> <li>The project website is a key instrument for enhancing the visibility of the project;</li> <li>Project website refers visitors to the SETOF rational and educates them about the project concept;</li> <li>The project website has links to all relevant communities and interest groups;</li> <li>All project findings are published on the website to allow anyone interested in the subject to follow the progress of the project;</li> <li>Increased awareness of the project, its progress and results;</li> <li>Promotion of the events and new publications of SETOF project;</li> </ul>
Visual identity kit for improved publicity (project logo; PowerPoint project presentation template; ...)	<ul style="list-style-type: none"> <li>Visual identity kit includes designing a common branding strategy (project collateral) including project logo, PPT templates, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Project collateral distributed at various events, conferences, workshops, etc. to gain project visibility;</li> <li>Project collateral will improve the awareness of the project, containing</li> </ul>



Activity	Description	Benefits
Publicity material (project leaflet, and a project brochure)	<ul style="list-style-type: none"> <li>• Summary presentations of the project, which can be handed out during events;</li> <li>• Create leaflet and poster to be given away at various events, conferences, workshops, etc;</li> <li>• Create and print project brochure for a presentation of the project in communication with stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• general information on the project, overview of the project partnership, background and technological/scientific rationale for undertaking the project; expected results and predictions for long-term impacts;</li> </ul>
Social media (LinkedIn and Twitter);	<ul style="list-style-type: none"> <li>• Create a LinkedIn group fostering interaction with and participation of groups of people that have a special interest in the project as groups of people that are interested in the specific research outcomes of the project;</li> <li>• Create a Twitter account for sharing project news and reach a wide range of communities;</li> <li>• Use existing consortium social networking contacts (Twitter, LinkedIn) to reach out to a wide range of communities;</li> </ul>	<ul style="list-style-type: none"> <li>• Social media are fast, low-cost channels of reaching interest groups and communities that are normally not present at many events, conferences;</li> <li>• Keeping interested people constantly updated about project progress</li> </ul>

In the **development phase** after the first project year, dissemination channels will be further extended to also include activities depicted in Table 3.

**Table 3.** Dissemination activities during the development phase of SETOF project

Activity	Description	Benefits
Project newsletter	<ul style="list-style-type: none"> <li>• Information on particular developments and achievements of the project will be published via semi-annual project newsletters;</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness of the project, its progress and results;</li> <li>• Updated information about the status of the project;</li> </ul>
Presentation of project deliverables and results to national associations of local self-government	<ul style="list-style-type: none"> <li>• Dissemination of the Project on events organized by Standing Conference of Towns and Municipalities (SCTM) Board on the environment and newly established Network of eco-officers, Association of municipalities and cities of the FBiH and Association of municipalities and cities of the Republic of Srpska;</li> </ul>	<ul style="list-style-type: none"> <li>• Shared knowledge about soil protection and flood control;</li> <li>• Increased awareness of the project, its progress and results;</li> <li>• Introduce to and test the use of methodologies and tools developed with the end-users;</li> </ul>
Publications presented at relevant events or published in relevant journals or newsletters	<ul style="list-style-type: none"> <li>• Presentation at external events;</li> <li>• Publications in journals and newsletters;</li> <li>• Contributions in European Platforms;</li> </ul>	<ul style="list-style-type: none"> <li>• Shared knowledge about soil protection and flood control;</li> <li>• Increased awareness of the project, its progress and results;</li> </ul>

Activity	Description	Benefits
Presentations at stakeholders' events	<ul style="list-style-type: none"> <li>• Presentations of newly established academic courses at open days and educational fairs;</li> </ul>	<ul style="list-style-type: none"> <li>• Information about the project and methodologies and tools to students as end-users;</li> <li>• Increased awareness of newly established courses and teaching methodologies on torrential flood control and soil protection;</li> <li>• Contribution to the sustainability of project results;</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>• Press releases about the project itself and, more particularly, about developed study programs (courses);</li> </ul>	<ul style="list-style-type: none"> <li>• Information about the project to the general public and those who are not actively seeking information themselves;</li> </ul>
Training	<ul style="list-style-type: none"> <li>• Training for professionals employed in the public companies in the water and forestry sectors;</li> </ul>	<ul style="list-style-type: none"> <li>• Shared knowledge about soil protection and flood control;</li> <li>• Education on soil protection and flood control issues in the Balkan region, results of the project and tools developed by the project;</li> <li>• Introduce to and test the use of methodologies and tools developed with the end-users;</li> </ul>
Workshops for professionals from local authorities	<ul style="list-style-type: none"> <li>• Workshops for professionals and administrative staff employed in local self-government in Serbia and Bosnia-Herzegovina, responsible for emergency management, flood protection, and climate change adaptation</li> </ul>	<ul style="list-style-type: none"> <li>• Shared knowledge about soil protection and flood control;</li> <li>• Increased awareness of the project, its progress and results;</li> <li>• Introduce to and test the use of methodologies and tools developed with the end-users;</li> </ul>

**The final phase** will focus on the effective dissemination of the final results and solutions. WP5 intends to present the project and its achievements in major events and workshops to share knowledge and experience. All findings will be disseminated widely and to all possible outlets at national and European level to gain acceptance, trust, and confidence.

**Table 4.** Dissemination activities during the final phase of SETOF project

Activity	Description	Benefits
Final conference	•	•

## 4. Main channels of dissemination and dissemination material

---

### 4.1. Website

SETOF website is the key medium and first address that will be used by stakeholders, target groups and other interested audience to be informed continuously. The website will be the central and most vivid information platform of the project. Project news will mainly be announced and distributed via this website.

A project website will be launched in project month M1. The link to the project website is: \_\_\_\_\_ . The website will be designed, hosted and maintained by P1 (UB - Serbia) and acts as the main point of reference for up-to-date information on the project activities and results. The website will contain general information on the project, its contents, and aims; consortium data; documents such as public deliverables; open-access publications; newsletters; information on SETOF events; contacts and links to related projects and networks, publications or project-related events. The main part of this website will feature essential project information illustrating the description of the project. Moreover, sections on the website will be dedicated to the organizational structure of the partnership as well as the objectives and activities. As outcomes become available, the same as for articles and other reports, they may be published to highlight the project's progress as all WPs will create web documents illustrating project achievements.

The website will also contain a link to the project internal working platform which can only be accessed by partners and which will act as an information exchange platform and as a repository for restricted working documents, reports, presentations and other information which will be shared between partners.

The website should be updated regularly to attract regular viewers who come to see what is new on the site. News, events and updated information will be provided by the partners (under WP1 to 4) to nourish the website, and collated, filtered and published by the WP5 leader, to maintain the usability and relevance of the website at a high standard. Moreover, downloadable versions of any literature and all publication material generated by the project are essential. All materials will be published promptly and updates will be made regularly. The website should be heavily publicized in all printed documents and press releases.

Partners will ensure good cross-linking between SETOF website and their sites. The Project website will be created in English at the beginning of the Project, until mid-January 2018. Once the English version is operational by P1, the translation of static texts will ensue, so the website will be fully operational in Serbian and Bosnian language. The website will stay accessible in static mode at least 3 years after project completion.

(print screen of SETOF website here)

**Figure 3.** SETOF official website design (the home page)

## 4.2. Visual identity kit

To facilitate identification of a project identity easily recognizable and able to convey the main concepts and intentions of the project effectively and attractively, project partners will define a project logo, and a common graphical layout for website, presentations and other dissemination material, as follows.

### 4.2.1. Icon and logo

The SETOF logo and icon can be used for project publications, templates, and the website.

SETOF logo and icon will be designed by P1 (UB – Serbia) with the help of all partners and will be available for the kick-off meeting (M1).



Figure 4. SETOF Project icon



Figure 5. SETOF Project logo

### 4.2.2. Project presentation templates




All dissemination tools require a certain format. To obtain a clear visual identity of the SETOF project, the project presentation template will be designed as a part of SETOF common branding strategy. It will be used by all project partners to improve the visibility of the project.

The master PowerPoint presentation will be designed by P1 (UB – Serbia) with the help of all partners and will be available for the kick-off meeting (project month M1).



**Figure 6.** PPT project presentation template

Templates for the official documentation such as deliverables, press releases, letterheads to enhance and foster the SETOF visual identity shall be designed by P1 (UB – Serbia) with the help of all partners and shall be available in M3.

 <p><b>EUROPEAN COMMISSION</b> EACEA Education, Audiovisual and Culture Executive Agency</p>		 <p><b>Erasmus+</b> Capacity Building in Higher Education Call 2018 EAC/A05/2017 Selection Year 2018</p>	
 <p><b>SETOF</b> Soil Erosion and <b>TO</b>rrential Flood Prevention: Curriculum Development at the Universities of Western Balkan Countries</p>			
<b>Project acronym:</b>	SETOF		
<b>Project full title:</b>	Soil Erosion and Torrential Flood Prevention: Curriculum Development at the Universities of Western Balkan Countries		
<b>Call identifier:</b>	Call 2018 EAC/A05/2017 Selection Year 2018		
<b>Type of action:</b>	K2 - Capacity Building in Higher Education		
<b>Start date:</b>			
<b>End date:</b>			
<b>Grant agreement No:</b>			
<b>Deliverable No. – Deliverable title</b>			
<b>Work Package:</b>	WPS: Dissemination of project results		
<b>Task:</b>	5.2. Establish a dissemination plan		
<b>Due Date:</b>	March 2019		
<b>Submission Date:</b>			
<b>Version:</b>	1		
<b>Status:</b>	Work in progress		
<b>Lead Author:</b>			
<b>Author(s):</b>	Slobodan Milutinović		
<b>Reviewer(s):</b>			
<b>Deliverable Type:</b>	PU		
<b>Dissemination Level:</b>	Document, report (excluding the periodic and final reports)		

**Figure 7.** Template for the deliverables' reports and documentation

The availability and downloadability of project presentation templates will be regulated by SETOF communication strategy.

### 4.3. Social media

The use of social media channels facilitates direct communication with target groups and stakeholders. To easier spread information about the project, disseminate results and maintain a professional and up-to-date SETOF profile, **LinkedIn** and **Twitter** as most appropriate social media channels were chosen. LinkedIn should facilitate exchanging views and latest developments among professionals from both research and professional community, while Twitter should address all target groups, including students, authorities

and the general public. Other social media channels can be considered during the development of the project.

An account on LinkedIn will be created in project month M2. The link to the LinkedIn is: \_\_\_\_\_ . LinkedIn account will be hosted and maintained by P3 (UNI - Serbia). Publications on this social media will be a more technical and scientific nature, not so much awareness-raising oriented. It will look for professionals from the research and education industry to join a technical community willing to get informed with more depth about the findings of the project. The official language of posts is English. Three-Monthly monitoring on the number of followers and likes of the page will be conducted thanks to LinkedIn analytical tools, measuring the number of followers, visitors, interactions like recommendations and shares.

An account on Twitter will be created in project month M2. The link to Twitter is **@SETOFProject**. The official language of the tweets is English. Twitter account will be hosted and maintained by P3 (UNI - Serbia). All partners will be asked and capacitated to contribute to social media discussions. The schedule for tweets is irregular, but we aim to an active flow with ample of followers of the account. Tweets will be posted for example whenever there is a short update on the website (P1 responsibility), an event is organized (P1 responsibility), or when the news is received from other partners (P3 responsibility). Partners may suggest posting a tweet by sending an e-mail to P1. Partners may also post tweets using their own accounts and insert a reference to the **@SETOFProject**. Re-tweeting by individuals and partners in SETOF will be encouraged and will increase the visibility of **@SETOFProject** which should result in an increased number of followers. Three-Monthly monitoring on the number of followers and likes of the profile will be conducted thanks to Twitter Analytics, measuring the number of followers, impressions, interactions, re-tweets, likes, etc.

Consortium members' social media will also echo the SETOF social media posts and the other way round, further increasing the combined impact and outreach of the network.

#### **4.4. Publicity material (leaflets and posters)**

Several communication materials will be created, elaborated and distributed before May 2019, primarily in digital version, but also in printed versions according to partners' needs.

Partners will be in charge of the translation and printing of documents according to their needs.

##### **4.4.1. Project leaflet**

Leaflets are meant for a quick overview of the project on one A4 sheet. It will be published in printed form (complemented by the project information on the website) and made available to all partners as promotional material to be used at external dissemination activities or to give away to any of the dissemination target groups where appropriate. The leaflet is depicted in Figure 8.



**WHY SOIL EROSION AND TORRENTIAL FLOODS PROTECTION AS A TOPIC FOR NEW COURSES?**

Soil erosion and torrential floods are a destructive processes, with serious consequences on the economy, society and environment. Due to climate change, which is also pronounced in the region of the Western Balkans, the intensity of erosion, and frequency and intensity of torrential floods will increase in the future.

*The floods that occurred in May 2014 in the Croatian territory, Bosnia and Herzegovina and Serbia have had disastrous consequences with great material damage and loss of human lives. In a drastic way, they once again reminded the country of the prevention of flash floods. Damage caused by these floods amounted to around 1.7 billion Euros only in Serbia.*

Also, all types of soil degradation are present in the region, such as degradation of soil physical properties (compaction, loss of the structural stability), chemical (salinisation, acidification, and nutrient depletion), biological degradation and soil loss (due to soil erosion and landslides), leading to permanent loss of agricultural land.

Considering above mentioned, Western Balkans universities – members of SETOF consortia - have expressed the need for improvement of study programs by introducing new or modernized curricula and courses on soil erosion and torrential floods protection. Given that EU countries have paid more attention to the problem of natural disasters, including soil erosion and flash floods, and significant expertise of EU consortia members, it is expected that the project will increase the awareness regarding importance of the prevention of torrential floods not only on the HEIs level, but also in the practice on local, regional and national level in WB countries.

**SETOF PARTNERS**  
University of Novi Sad  
University of Nis  
University of Banja Luka  
University of Sarajevo  
Institute of Forestry  
University of Natural Resources and Life Sciences  
Ss. Cyril and Methodius University in Skopje  
University Mediterranea of Reggio Calabria  
Forest Research Institute at the Bulgarian  
Academy of Sciences  
Serbian Chamber of Engineers  
Forest Management Unit "Donjevrasko"  
Banja Luka  
Cantonal Public Company  
"Sarajevo-forests".

**CO-ORDINATOR**  
UNIVERSITY OF BELGRADE  
setof.admin@sfb.bg.ac.rs  
+381 11 3053901

Prof. Dr Nada DRAGOVIĆ  
nada.dragovic@sfb.bg.ac.rs  
+381 11 3053 948

Soil Erosion and TOrrential Flood  
Prevention: Curriculum Development at the  
Universities of Western Balkan Countries


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

This project has been co-financed by EU funds  
within the framework of the Erasmus+ Programme  
under grant agreement No. 598403

**CO-FOUNDED BY THE  
ERASMUS+ PROGRAMME  
OF THE EUROPEAN UNION**



**Soil Erosion and TOrrential Flood**  
Prevention: Curriculum Development at the  
Universities of Western Balkan Countries



**SETOF OBJECTIVES**

The main aim of the project is the development and improvement of curricula in higher education institutions and curricula for the education of professionals in the Western Balkans (Serbia and Bosnia and Herzegovina) who will solve problems of soil erosion control and protection against torrential floods in compliance with EU directives.

The specific objectives are:

- improvement in the protection of soil from degradation, particularly from erosion and improvement of the prevention of flash floods;
- development of new and improvement of existing curricula in the field of prevention of flash floods in accordance with the Bologna Declaration and good EU practices;
- implementation of advanced knowledge of practical solutions to the prevention of flash floods through design and implementation of works and education of local governments to take measures aimed at flash flood prevention.

**HOW THE SETOF GOALS AND OBJECTIVES WILL BE ACHIEVED?**

The SETOF project pursuats a three-stage approach. During the first (preparatory) phase the main concern will be to identify, collect and elaborate appropriate existent erosion control and flash floods prevention issues in WB countries and wider in EU; and to analyse of existing curricula at universities in the program and partner countries. The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into improved and more mature HEI bachelor curriculum and new HEI master curriculum. Finally, the third stage will pilot new curricula through activities tailored for main stakeholder groups, including trainings for professionals in local communities and professional training for senior students.

**IMPLEMENTATION**

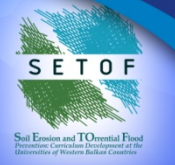
- professional training for senior students;
- training for local authorities;

**DEVELOPMENT**

- of a new master curriculum and improvement of the bachelor curriculum by modernization the existing and introducing new subjects in line with the Bologna Declaration, Standards and Guidelines for Quality Assurance in the European Higher Education Area and the Europe 2020 Strategy;

**PREPARATORY PHASE**

- erosion control and flash floods prevention analysis in the EU and Balkan countries;
- analysis of existing curricula at universities in the program and partner countries;



**Soil Erosion and TOrrential Flood**  
Prevention: Curriculum Development at the  
Universities of Western Balkan Countries

Figure 8. SETOF official leaflet design



The technical specification of the leaflet will include A4 format, double-sided printing, full color, glossy paper medium weight (90-130 g), bending in three parts. The leaflet will be bilingually printed in 2000 copies (1000 English and 1000 Serbian-Bosnian copies).

#### 4.4.2. Project poster

The main purpose of the poster is to explain the project and its objectives in a simple and 'catchy' way. To reach this objective a roll-up poster will be designed, using Adobe Illustrator or other professional publishing tools. The poster will be used in all dissemination events, like training, conferences, project workshops, etc. The poster template will be made available from the outset of the project, open to be tailored to the partners' communication goals in local languages. The poster will show the project's logo including catchphrases and keywords, a list of partners, relevant links to the project site, its social media channels and the European Union co-funding information.



Figure 9. SETOF official poster design

The technical specification of the poster will include B2 format (70 x 50 cm); printing in full color (4/0); 200 gram matt paper; one-sided matt plasticization 1/0; additional UV strip 1/0. The poster will be printed in 100 copies in the Serbian-Bosnian language.

#### **4.5. Project brochure**

The brochures are meant as paper-based summary presentations of the project, which can be handed out during events. A project brochure will serve as a prestigious calling card for presentation to influential readers' – European policy-makers, national and local authorities, potential partners, media representatives and so on<sup>2</sup>. It will be produced in project month M5, containing general information on the project, an overview of the project partnership, background and technological/scientific rationale for undertaking the project; expected results and predictions for long-term impacts.

Project brochure will be designed and published with contents in English by P3 (UNI – Serbia) in printed form (complemented by the project information on the website) and made available to all partners as promotional material to be used at external dissemination activities. Partners will be in charge of translation to local languages and printing.

The first brochure should be developed and printed within the first 6 months of the project.

#### **4.6. Project newsletter**

Apart from the distribution of general project information, the information on particular developments and achievements of the project will be published via semi-annual project newsletters. It will raise and keep up public awareness of the project during the project's lifetime.

The newsletter will act as a compilation of news, events, and information published on the website that will be distributed to voluntary subscribers. All project partners will be requested to contribute to the contents. The written contribution will be provided to WP leaders, and reviewed by the project partners PR team. The articles should cover achieved milestones, recent results and events. WP leaders will consolidate inputs and deliver them to WP5 leader (UNI - Serbia), who will together with the project coordinator act as an editorial team.

Subscription to the newsletter will be voluntary via the website. The newsletter will be electronically distributed to subscribers via email, made available on the project website, and posted on social media profiles of the project. For that purpose, a mailing list will be developed until M6. Moreover, WP5 leader (UNI - Serbia) will provide a template for the mailing list to all project partners until M5 and request their contribution. MailChimp software will be used for the management and distribution, ensuring the accurate monitoring of the impact of the newsletters.

---

<sup>2</sup> European Commission, "European Research – A Guide to Successful Communications", European Commission, 2004

#### **4.7. Presentation of project results to national associations of local self-government**

Active participation and dissemination of the Project on events organized by Standing Conference of Towns and Municipalities (SCTM) Board on the environment and newly established Network of eco-officers, Association of municipalities and cities of the FBiH and Association of municipalities and cities of the Republic of Srpska will be arranged. SCTM is an association of towns and municipalities in Serbia, organization dedicated to developing local self-government, advocating the interests of local authorities, strengthening their capacity to provide services to citizens and their cooperation. SCTM Board on the environment and newly established Network of eco-officers (officers from local administration dealing with environmental issues) will be used as a proxy to reach local communities and to make them aware of SETOF accomplishments and deliverables. Similarly, SETOF will present deliverables in both FBiH associations of local self-governments, namely the Association of municipalities and cities of the FBiH and Association of municipalities and cities of the Republic of Srpska (Board of urbanism, communal utilities, and the environment).

#### **4.8. Publications presented at relevant events or published in relevant journals or newsletters**

To achieve the best possible dissemination of the project results, it is important to publish them in journals, or present at the conferences and workshops. This is a means that SETOF can reach scientific, administrative, and user-oriented outreach via publications and related knowledge-transfer and community-building events. These activities aim at sharing the results of the project with the scientific community, to encourage their incorporation into the work of other scientists and professionals.

##### ***4.8.1. Presentation at non-network events***

Project presentations at national and international conferences as well as in other dissemination events are essential in increasing the stakeholders' awareness of the project. Attendance at and participation in external events (including conferences, seminars, and workshops) will be targeted by the partners throughout the project's duration, to inform the stakeholders of the progress of the project and get some feedback or/and input.

Provisional events, including major events focused on the project's thematic area, are listed in Table 5. Partners may have to update these tables regularly including relevant events at the national level and deliver them to WP5 leader to include them in the updated version of the Events list. The update will be provided every 3 months or just after some new events will be identified. In case of finding any new possibilities interesting from the dissemination point of view, partners shall report it to WP5 leader.

Presentations at events and conferences shall be included in the template designed and created for the dissemination purposes (see chapter 4.2.2). After their presentation at

events, partners shall provide their presentation to WP1 leader to upload it on the project website. All events shall be accompanied by leaflets and brochures distributed to the event's participants and/or posters put in relevant places to attract the wider audience.

An indicative list of conferences and journals that will be targeted for research and innovation results' publishing is provided in Table 5 and Table 6. This list will be updated at least once a year, to be up to date with the relevant conferences and events.

**Table 5.** An indicative list of conferences

Date	Event name	Location	Event description	Target audience	Relevance to SETOF (high, medium, low)	Who will attend?	Oral presentation	Poster presentation	Event link
2020	22nd International Conference on Flood Resilience	TBA	The conference provides a premier interdisciplinary platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Flood Resilience.	Researchers, practitioners, and educators	High				
September 11-12, 2019	FLOOD EXPO	Birmingham, UK	World's largest exhibition and conference designed to help the most progressive flood professionals and property owners discover the latest innovative products, services, and strategies that transform the way flooding is predicted, prevented, and managed.						
2020	MEDCLIVAR 2020	TBA	Forum where to contribute towards strategies to respond to climate change pressures on ecosystems and human societies, with discussion on impacts, adaptation, mitigation and policy solutions and options in the Mediterranean region.						
May 2019	International Festival of Science and Education	Novi Sad	The aim of the event is the promotion of science and the presentation of contemporary achievements and current research in the country and abroad.	Wider public	Medium	UNSFA		+	<a href="http://www.scifest.uns.ac.rs/index.php/sr/">http://www.scifest.uns.ac.rs/index.php/sr/</a>
June 2019	Processi idrologici ed erosivi nei sistemi agrari ed ambientali	Sassari (Italy)	National meeting that hosts colleagues of different Italian Universities working in the field of Water Science in general	Professors and PhD students in the field of Agriculture Hydraulics and Hydrology	High	Prof. Paolo Porto	Oral		

July 2019	Land Degradation Due to Natural and Anthropogenic Drivers: Impacts on Runoff, Soil Erosion and Sediment Yield at Multiple Scales	Montreal (Canada)	International Workshops organised by ICCE (International Commission on Continental Erosion) in which the P9 is directly involved with one of the members	Professors and PhD students in the fields of Hydraulics, Hydrology, Geomorphology, Engineering, Physics	<b>High</b>	Prof. Paolo Porto	Oral	<a href="http://iugg2019montreal.com/">http://iugg2019montreal.com/</a>
-----------	--	-------------------	--	---	-------------	-------------------	------	---

#### 4.8.2. Publications in scientific journals and newsletters

Special effort will be made to publish papers and articles in targeted scientific journals and external newsletters. Articles will be published throughout the project duration. The Consortium will actively engage in the publication of the project results in high-impact peer-reviewed scientific journals under the open-access scheme. The articles will be realized as much as possible through collaborative writing among the Consortium partners. Accepted papers will acknowledge the support provided by SETOF and will be made available for download on the project website.

A provisional list of relevant journals is available in Table 6. This list is not exhaustive.

**Table 6.** Provisional list of journals and publications

Peer-reviewed books and publications	
Springer Nature Switzerland AG 2019	<a href="https://www.springer.com/gp/book/9783030036454">https://www.springer.com/gp/book/9783030036454</a>
International journals	
Journal of Agricultural Engineering	<a href="https://www.agroengineering.org/index.php/jae">https://www.agroengineering.org/index.php/jae</a>
International Journal of Disaster Resilience in the Built Environment	<a href="http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=ijdrbe">http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=ijdrbe</a>
Resilience International Policies, Practices and Discourses	<a href="https://www.tandfonline.com/doi/abs/10.1080/21693293.2016.1229292">https://www.tandfonline.com/doi/abs/10.1080/21693293.2016.1229292</a>
International Journal of Disaster Risk Reduction	<a href="https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction">https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction</a>
International Journal of Emergency Management	<a href="https://www.inderscience.com/jhome.php?jcode=ijem">https://www.inderscience.com/jhome.php?jcode=ijem</a>
Resilience: A Journal of the Environmental Humanities	<a href="http://www.resiliencejournal.org/">http://www.resiliencejournal.org/</a>
Disaster Prevention and Management	<a href="https://www.emeraldinsight.com/journal/dpm">https://www.emeraldinsight.com/journal/dpm</a>
Risk Management	<a href="https://link.springer.com/journal/41283">https://link.springer.com/journal/41283</a>
International Journal of Disaster Risk Science	<a href="https://link.springer.com/journal/13753">https://link.springer.com/journal/13753</a>
Natural Hazards	<a href="https://link.springer.com/journal/11069">https://link.springer.com/journal/11069</a>
International Journal of Critical Infrastructure Protection	<a href="https://www.journals.elsevier.com/international-journal-of-critical-infrastructure-protection">https://www.journals.elsevier.com/international-journal-of-critical-infrastructure-protection</a>
International Journal of Critical Infrastructures	<a href="https://www.inderscience.com/jhome.php?jcode=ijcis">https://www.inderscience.com/jhome.php?jcode=ijcis</a>
International Journal of Risk Assessment and Management	<a href="https://www.inderscience.com/jhome.php?jcode=ijram">https://www.inderscience.com/jhome.php?jcode=ijram</a>
Restoration & Remediation Magazine	<a href="https://www.randmagonline.com/">https://www.randmagonline.com/</a>
Environmental Hazards: Human and Policy Dimensions	<a href="https://www.environmental-expert.com/magazines/environmental-hazards-human-and-policy-dimensions-36225">https://www.environmental-expert.com/magazines/environmental-hazards-human-and-policy-dimensions-36225</a>
Journal of Flood Risk Management	<a href="https://onlinelibrary.wiley.com/journal/1753318x">https://onlinelibrary.wiley.com/journal/1753318x</a>
International Journal of Water Resources Development	<a href="https://www.tandfonline.com/loi/cijw20">https://www.tandfonline.com/loi/cijw20</a>
Water	<a href="https://www.mdpi.com/journal/water">https://www.mdpi.com/journal/water</a>
Journal of Urban Planning and Development	<a href="https://ascelibrary.org/journal/jupddm">https://ascelibrary.org/journal/jupddm</a>
International Journal of Erosion Control Engineering	<a href="http://www.jsece.or.jp/jece/">http://www.jsece.or.jp/jece/</a>
Journal of Environmental Geography	<a href="https://content.sciendo.com/view/journals/jengeo/jengeo-overview.xml">https://content.sciendo.com/view/journals/jengeo/jengeo-overview.xml</a>
Bulletin of the Faculty of Forestry	<a href="http://doiserbia.nb.rs/journal.aspx?issn=0353-4537">http://doiserbia.nb.rs/journal.aspx?issn=0353-4537</a>
Journal of Soils and Sediments	<a href="https://www.springer.com/environment/soil+science/journal/11368">https://www.springer.com/environment/soil+science/journal/11368</a>
Journal of Forestry Society of Croatia	<a href="https://www.sumari.hr/sumlist/">https://www.sumari.hr/sumlist/</a>
National journals and publications	

Contemporary Agriculture	<a href="http://www.contagri.info/">http://www.contagri.info/</a>
ANNALS OF AGRONOMY (Ann. Agron.)	<a href="http://polj.uns.ac.rs/sr/node/469">http://polj.uns.ac.rs/sr/node/469</a>
Sustainable Forestry	<a href="http://www.forest.org.rs/?%D0%9D%D0%B0%D1%98%D0%BD%D0%BE%D0%B2%D0%B8%D1%98%D0%B8-%D0%B1%D1%80%D0%BE%D1%98-%D1%87%D0%B0%D1%81%D0%BE%D0%BF%D0%B8%D1%81%D0%B0-sustainable-forestry-">http://www.forest.org.rs/?%D0%9D%D0%B0%D1%98%D0%BD%D0%BE%D0%B2%D0%B8%D1%98%D0%B8-%D0%B1%D1%80%D0%BE%D1%98-%D1%87%D0%B0%D1%81%D0%BE%D0%BF%D0%B8%D1%81%D0%B0-sustainable-forestry-</a>
Erozija	<a href="http://www.udruzenjebujicara.com/index.php?option=com_content&amp;view=category&amp;id=14&amp;Itemid=33&amp;lang=sr-cir">http://www.udruzenjebujicara.com/index.php?option=com_content&amp;view=category&amp;id=14&amp;Itemid=33&amp;lang=sr-cir</a>
<b>Project partners' publications</b>	
<b>P1</b>	
<b>P2</b>	
<b>P3</b>	
Facta Universitatis, Series: Working and Living Environmental Protection	<a href="http://casopisi.junis.ni.ac.rs/index.php/FUWorkLivEnvProt">http://casopisi.junis.ni.ac.rs/index.php/FUWorkLivEnvProt</a>
Safety Engineering	<a href="http://www.znrfak.ni.ac.rs/SE-Journal/index.html">http://www.znrfak.ni.ac.rs/SE-Journal/index.html</a>
Teme	<a href="http://teme2.junis.ni.ac.rs/index.php/TEME">http://teme2.junis.ni.ac.rs/index.php/TEME</a>
The Economics of Sustainable Development	<a href="https://www.ekonomika.org.rs/esd/index.html">https://www.ekonomika.org.rs/esd/index.html</a>
<b>P4</b>	
<b>P5</b>	
Works of the Faculty of Forestry University of Sarajevo	<a href="http://sfsa.unsa.ba/v2/stranica/arhiva-radova-45">http://sfsa.unsa.ba/v2/stranica/arhiva-radova-45</a>
Our Forests	<a href="https://usitfbih.ba/casopisi/">https://usitfbih.ba/casopisi/</a>
<b>P6</b>	

#### **4.8.3. Contributions in thematic networks and platforms**

The SETOF project will be presented through relevant European platforms on forestry, water and agriculture, such as:



- IASWS – International Association for Sediment and Water Science (<https://www.iasws2020.com/>);
- Water supply and sanitation Technology Platform (<http://wsstp.eu/>),
- European Innovation Partnership Water Platform (<https://www.eip-water.eu/>);
- European Innovation Partnership Agriculture Platform (<https://ec.europa.eu/eip/agriculture/>);
- IPBES - Science and policy for people and nature (<https://www.ipbes.net/>);
- Practitioner Network to Strengthen Flood Resilience in the Danube Region (<http://darenetproject.eu/>);
- Soil Science Society of Bosnia and Herzegovina (<http://www.udruzenje-pedologa.ba/>);

The platforms consist of academics, policymakers and representatives of the enterprises of the water sector, offering the occasion for fruitful discussions and engagements.

#### **4.9. Presentations of newly established academic courses at stakeholders' events**

##### **4.9.1. Open days and educational fairs**

Open days and educational fairs as prospective student engaging events should be considered as a good opportunity to demonstrate the newly developed academic courses to potential users, and thus to evaluate main deliverables and enhance the objectives of the project and provide feedback for improvements. Prospective students, both high-school students interesting in enrolling universities and current university students interesting in continuing their education at master study programs, will be supplied with promo material about newly developed courses and curriculum.

The following open days and educational fairs might be considered for the presentation:

- Education and Teaching Tools Fair, traditional manifestation at the Belgrade Fair (autumn 2020), intended for the educational institutions, the representatives of Ministries and Local Self-Governments dealing with education, bookshop owners, pupils, students, but also general audience;
- 18<sup>th</sup> EDUFair, to be held in Belgrade in spring 2020. EDUFair is the leading International educational event in the region, taking place for 15 years already. It showcases education offering to future students from Serbia, Bosnia and Herzegovina, Croatia, Montenegro, and Macedonia;
- Erasmus+ Contact seminar – Higher Education Fair 2019, (Belgrade, Autumn 2019);
- Education Fair Sarajevo 2020 (Autumn 2020);

#### 4.10. Press releases

Press releases about the project itself and, more particularly, about developed study programs (courses) are important to directly communicate to the SETOF project stakeholders and the general public. The press releases will include information about recently achieved results, reached milestones and relevant events. They will also include informative content and specific benefits for citizens and society.

Press releases will be emitted at least at each key milestone that is reached by the project. It will be prepared according to the schedule depicted in Table 7 by P3 (UNI – Serbia) and spread electronically via email to partners for internal promotion, and media for external communication. All project partners will be asked to exploit their special relationship with local, regional and national media to increase impact. In practice, this will mean that they will be sent out to those media contacts by the partners themselves, rather than by WP5 leader.

**Table 7.** Dissemination schedule of press releases

Press release No	Deliverable/ Milestone	Topic	Due date
Press release No <b>1</b>	D1.1;	Analysis of soil degradation/soil erosion in WBC finalized;	M7
	D1.2;	Analysis state of soil degradation/soil erosion in WBC finalized;	
	D1.3;	Report of prevention measures for soil and torrent in EU issued;	
Press release No <b>2</b>	D2.1;	Defined study requirements with Bologna standards;	M19
	D2.2;	Defined goals, competencies and learning outcomes;	
	D2.3;	Established new and improved existing subjects on bachelor;	
	D2.4;	Established new master programme;	
Press release No <b>3</b>	D3.4;	Report of bachelor and master curricula quality issued;	M30

Articles and media impressions will be continuously recorded in a template throughout the project. Every partner will be requested to register the following information:

- Date;
- Media name;
- Media type: Newspaper, Magazine, Journal, Website, others;
- Media scope: Local, Regional, National, European, International;
- Media language;
- Potential outreach: number of subscribers, followers, readers, etc.;
- Title: Headline of the information;
- Author: Journalist, institution, etc.;
- Type: Printed, online, both;
- Description: Short comment on the contents;
- Length: Number of words, pages, etc.;
- Additional comments - Link: webpage, if available.

#### **4.11. Training**

In order to share project results and tools developed by the project under WP3 and WP4 with potential end-users and to educate them further on soil protection and flood control issues in the Balkan region, trainings for professionals employed in the public companies in the water and forestry sectors in Balkan region will be organized in Chamber of Engineers and companies identified in the Training plan.

WP5 leader (UNI-Serbia) will prepare a **training plan** (Deliverable 5.4) by February 2020, to be adopted by the PMC and the SC. The training plan will identify public companies in the water and forestry sectors in Serbia and BH who will be offered training (overall five companies from Serbia and two companies from BH). Following the Training plan mentioned above, training will be delivered by P1, P2, P3, P4, and P5 from July to October 2020 and from February to July 2021 (Deliverable 5.5). Training will be delivered in Serbian and Bosnian language.

#### **4.12. Workshops for administrative staff employed in local self-governments in Serbia and Bosnia-Herzegovina**

To provide a more intimate and detailed overview of SETOF achievements, one-day workshops for administrative staff employed in local self-governments in Serbia and Bosnia-Herzegovina will be organized in 9 self-government unit in Serbia and 4 in BH. Workshops will provide the opportunity to highlight problems that require a cross-disciplinary perspective, encourage novel approaches and demonstrate the latest knowledge and good practices of the EU included in the SETOF syllabuses and its relevance regarding the future of flash flood control at the local level in Serbia and BH.

Promotional activities for workshops for administrative staff employed in local self-governments will be finalized until February 2020, while workshops will be organized and delivered by P1, P2, P3, P4, and P5 from August 2020 to February 2021.

Training will be delivered in Serbian and Bosnian language.

## 5. Dissemination timetable

Dissemination deliverable	No of deliverable (from the project proposal)	Responsibility	Partner(s) involved	Due date	Comment
<b>Website</b>					
Project website created and made operational	5.1	P1		M1	
Project website hosting and maintenance	5.1	P1		Cont.	• Maintenance up to 2024
<b>Dissemination plan</b>					
Dissemination plan established	5.2	P3	P1; P2; P4; P5; P6; P11; P12; P13	M5	<ul style="list-style-type: none"> <li>• To be adopted by the PMC and subsequently by the SC;</li> <li>• To be updated throughout the Project;</li> </ul>
<b>Visual identity kit</b>					
Project icon and project logo created		P1		M1	
Project templates created		P1		M2	
<b>Social media (Twitter)</b>					
Twitter account created	5.3	P3	P1	M3	
Twitter account maintenance and facilitation of the communication	5.3	P3	All	Cont.	
<b>Social media (LinkedIn)</b>					
LinkedIn account created	5.3	P3	P1	M3	
LinkedIn account maintenance and facilitation of the communication	5.3	P3	All	Cont.	
<b>Promotional material</b>					
Project leaflet and project poster designed and printed	5.3	P3	All	M9	• To be adopted by the PMC;
<b>Project brochure</b>					
Project brochure in English designed and published	5.3	P3	P1; P2; P3; P4; P5; P6;	M6	• To be adopted by the PMC;
Project brochure translated in Serbian and Bosnian	5.3	P3; P5;		M7	
<b>Newsletter</b>					
A template for the mailing list developed and submitted to all project partners	5.3	P3		M5	
Newsletter mailing list developed	5.3	P3	Contribution from all	M6	
Newsletter developed and issued on-line	5.3	P3	Contribution from all	Cont. (semi-annual)	
<b>Presentation of project results to national associations of local self-governments</b>	5.3	All		Cont.	

<b>Presentation at non-network events</b>	5.3	All		Cont.	
<b>Publications in scientific journals and newsletters</b>	5.3	All		Cont.	
<b>Contributions in thematic networks and platforms</b>	5.3	All		Cont.	
<b>Presentations at open days and educational fairs</b>	5.3	All		Cont.	
<b>Press releases</b>					
Procedure, templates and mailing list for press releases established	5.3	P3	All	M5	• To be adopted by the PMC;
Development and compiling material for Press release No 1	5.3	P3	P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	M6	
Press release No 1 finalised and issued	5.3	P3	P2	M7	
Development and compiling material for Press release No 2	5.3	P3	P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	M18	
Press release No 2 finalised and issued	5.3	P3	P4	M19	
Development and compiling material for Press release No 3	5.3	P3	P1, P2, P3, P4, P5, P7, P9	M29	
Press release No 3 finalised and issued	5.3	P3	P4	M30	
<b>Training</b>					
Training plan defined and adopted	5.4	P3	P1, P2, P3, P4, P5	M33	• To be adopted by the PMC;
Training for employed in public companies in the water and forestry sectors delivered	5.5	P3	P1, P2, P3, P4, P5	M33	
<b>Workshops</b>					
Workshops for administrative staff employed in local self-governments delivered	5.6	P3	P1, P2, P3, P4, P5	M28	

## 6. Monitoring and reporting disseminating activities

The reach and impact of SETOF, communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other established indicators of media use. The following measures will be used to evaluate the output of the dissemination activities:


**Table 8.** SETOF communication strategy monitoring

Communication tool	Quantification	Target value in the project proposal	Target value defined by the consortium	Proof of communication
Website	No. of visitors (hits) and downloads on the project website		600	Search metrics (Google Analytics)
Social media (Twitter)	No. of posts per month		2	Search metrics
Social media (LinkedIn)	No. of posts per month		1	Search metrics
Project leaflet and project brochure	No. of project leaflets			Copies of project leaflets
	No. of project information brochures			Copies of project brochure
Newsletter	No. of issues		5	Copies of newsletters
	No. of subscribers		100	Report on subscription number change
Presentation of project results to national associations of local self-governments	Number of events where presentations/contributions delivered		4	Report on workshops
Presentation at non-network events	No. of keynote / presentations / contributions delivered		6	Records of attendance, presentations
Publications in scientific journals and newsletters	No. of scientific publications from the project's partners		20	Record of publications
Contributions in thematic networks and platforms	No. of contributions		2	Record of publications
Presentations at open days and educational fairs	Events attended		4	Records of attendance, presentations
Press releases	No. of press releases		3	
Training	Training plan developed	1	1	Training plan
	No. of trainees attending	120		Training reports
Workshops	No. of municipalities involved	13		Report on workshops
	No. of attendants in workshops		65	Report on workshops

The main tool that has been designed to facilitate dissemination monitoring is the **Dissemination Activity Report** form. It is a brief document where each dissemination activity intended as an outcome is going to be reported in terms of its description, target audience, and achieved contacts. This report is intended to be a key support in the periodic reporting phases of the project. Each partner is requested to complete the Dissemination Activity Report form for any type of dissemination activity carried on. They are going to be summarised in the periodic project dissemination reports.

The final dissemination report will be produced by the WP leader with the support of all partners involved and based on their reports. The final report will compile all dissemination activities carried out during the project lifetime.

**Table 9.** Dissemination Activity Report template

 <b>WP5: DISSEMINATION</b>		<b>Dissemination Activity Report (DAR)</b>	
Partner Number	Partner Acronym	DAR No.	Date
<b>Activity Title</b>			
<b>Type of activity / Dissemination channel / Dissemination material</b>	<input checked="" type="checkbox"/> Website <input type="checkbox"/> Social media (Twitter) <input type="checkbox"/> Social media (LinkedIn) <input type="checkbox"/> Project leaflets <input type="checkbox"/> Project brochure <input type="checkbox"/> Newsletter <input type="checkbox"/> Presentation of project results to national associations of local self-governments <input type="checkbox"/> Presentation at non-network events <input type="checkbox"/> Publications in scientific journals and newsletters <input type="checkbox"/> Contributions in thematic networks and platforms <input type="checkbox"/> Presentations at open days and educational fairs <input type="checkbox"/> Press releases <input type="checkbox"/> Training <input type="checkbox"/> Workshops		
<b>Activity Description</b> <i>(Briefly describe the activity, insert picture(s), weblinks, etc.)</i>			
<b>Target Audience and Quantitative Indicator</b> <i>(for example number of copies; contacts reached; the number of participants; etc)</i>	<b>Target Audience (multiple inputs possible)</b>		<b>Indicator</b>
	<input checked="" type="checkbox"/> Higher education institutions – Teaching staff <input type="checkbox"/> Higher education institutions – Students <input type="checkbox"/> Public administration <input type="checkbox"/> Professionals employed in public companies <input type="checkbox"/> Governmental (controlling) institutions <input type="checkbox"/> General public <input type="checkbox"/> Other (please specify):		

## 7. Conclusion

---

In conclusion, the dissemination plan of SETOF laid out in this document has been designed to incorporate the contribution of all consortium members and to facilitate the overarching goal of the Project.

The SETOF project dissemination strategy employs a vast range of different ways in which to communicate about the project, ranging from digital media with a website and a Tweeter and LinkedIn account, to direct in-person contact by attending conferences and events.

The SETOF project partners will be implementing this strategy for the entire duration of the project and beyond. For the project partners, this document summarises the planning of dissemination activities. It serves as a reference point for all information related to the dissemination activities of SETOF. The document describes procedures and templates to be used by all partners and explains roles and responsibilities.