



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

FRIENDS

**Furthering international relations capacities and
intercultural engagement to nurture campus diversity
and support internationalisation at home**

Erasmus+ Capacity Building in Higher Education

Project Reference: 598652-EPP-1-2018-1-BG-EPPKA2-CBHE-JP

Duration: 36 Months (15/11/2018-14/11/2021)

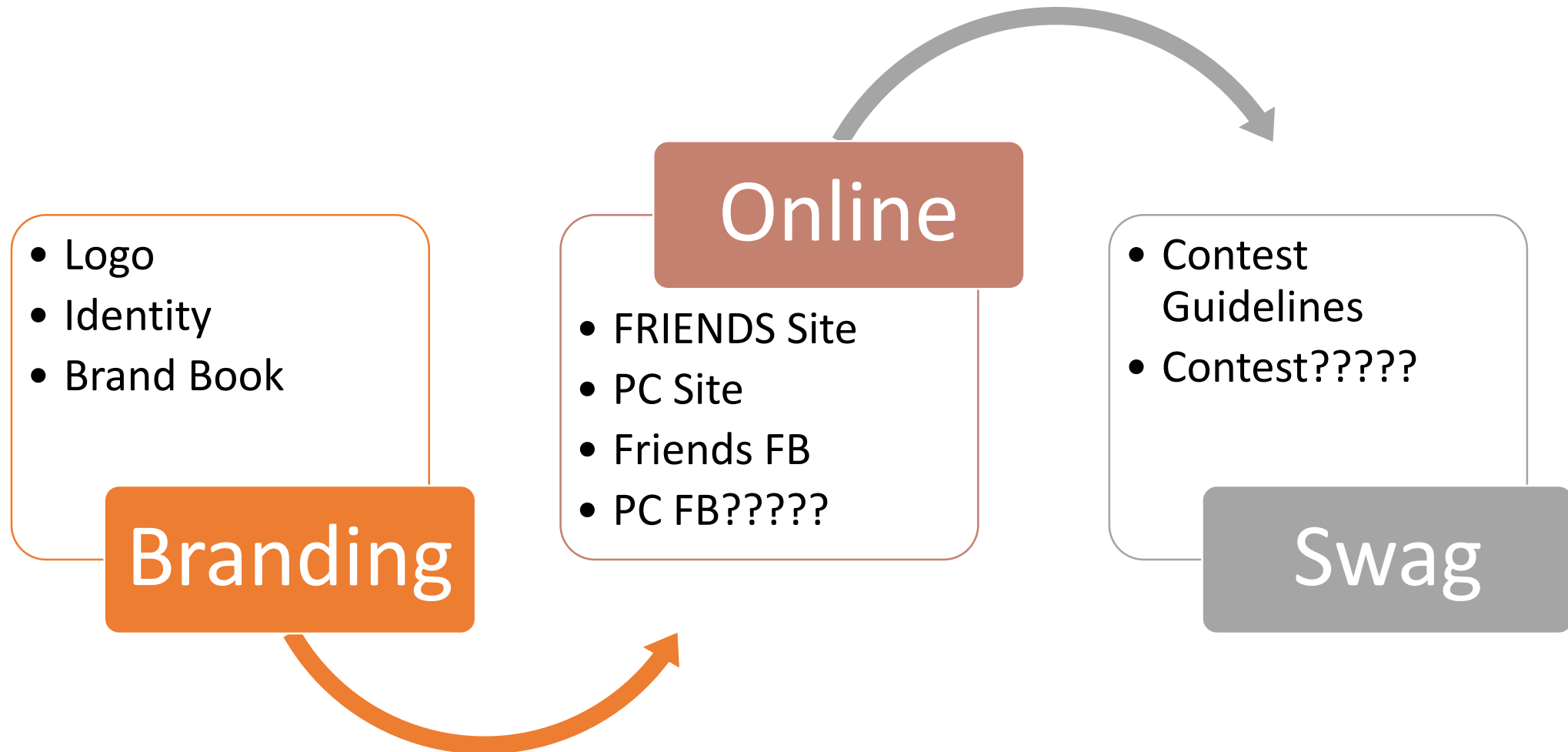
Project Management: VUM

Key Deliverables of WP.7

Deliverable	Timeline	Responsibility	Output
Dissemination and Communication Plan	ASAP	P15, P2	20pp plan
Online Presence	ASAP	P1, P15, P2 +PCs	Website, Social Media
Swag Design Contest	June 2019	All	Giveaways
Newsletters	July 2019	All	5 Newsletters in each PC
Promotional Materials	ASAP (Brochure)	P1, P15, P2 +PCs	Brochure, Leaflet
FRIENDS Reunions	Nov 2020	PCs	12 1-day reunions
International Conference	Oct 2021	P5, P6 + All	Conference

The above are the deliverables mentioned in the project proposal – BUT..... every activity you do related to the project is part of dissemination!

Before Istanbul....



We Need to Discuss....

- We are required to have websites in each PC language
 - FB too?
- We need 1 partner from each PC to take responsibility for:
 - translating materials into national language
 - updating PC website and maybe FB
- Timeline for Swag Contest
- Branding


The Brand needs your help...

- If FRIENDS was a person (remember GABEE), how would you describe their personality? (5 words)



Dissemination Records

Institution: Payap University

Nr	Date	Short description of the activities	Who	Participants/ beneficiaries n. of participants/ beneficiaries	Evidence: links, pictures, agendas, participant lists
1	28 th April, 2018	<p>Presented the TOURIST project at the Tourism Council of Chiang Mai/Thailand.</p> <p>The meeting, at the <u>Kiree Thara Bioutique Resort</u>, was to prepare a draft master plan (2018-2038) for the sustainable development of the tourism industry in Chiang Mai.</p> <p>Many of the attendees were interested in being a part of the TOURIST project and will be invited to our focus group next month.</p>	<u>Chawan Maleehom</u>	Tourism Council of Chiang Mai/Thailand	 <p>The evidence for this record includes a collage of four images: a meeting around a table, a night view of a temple, a social media post, and a meeting with a presentation screen. The social media post features the TOURIST logo and the text 'Disseminated by the Erasmus+ Programme of the European Union'.</p>
2	4 th May 2018	Presented the TOURIST project to a special meeting of all faculties and administrative team	TOURIST Team	36 PYU faculty and PYU administrative members	<ol style="list-style-type: none"> 1. Attendance List 2. PYU Meeting Memo 3. PYU Website

Example: Facebook

The screenshot shows the profile page for 'TOURIST EU' (@SustainableTourismSEA). The profile picture is a green globe with the word 'TOURIST' in large green letters. The cover photo features the same 'TOURIST' text with a globe icon. The page is co-funded by the Erasmus+ Programme of the European Union. The left sidebar includes navigation options like Home, Reviews, About, Videos, Photos, Posts, Community, and Info and ads. The main content area shows a 'Create post' section, a recommendation from Michael Murg dated 4 August 2018, and a video titled 'The 3rd TOURIST training is over and we are happy to...'. The right sidebar displays a 5.0 rating based on 1 person's opinion, an 'ABOUT TOURIST EU' section, and a 'Community' section with 303 likes and 309 followers.

The screenshot shows a post from the 'Payap Center for Social Impact' page. The profile picture is the Payap University logo. The post text reads: 'Really excited to be at the kick-off meeting in KL for our second Erasmus+ CBHE project called FRIENDS which is focused on Internationalisation at Home (IaH). Project partners include universities from Hungary, Bulgaria, Poland, Turkey, Philippines, Cambodia, Malaysia Thailand and Bhutan'. The post includes a photo of a large group of people at a meeting. Engagement statistics show 153 people reached and 29 engagements. The post is shared by PinYo Chiangkumarn, Ezra Panyajamsiri and 9 others. The right sidebar shows 'Page tips' and 'Community' information, including 468 likes and 480 follows.

Documentation of Dissemination

- Every dissemination activity needs to be documented
 - Valuable and important for the evaluation from the EU
- Regular dissemination reports
 - Every 6 months
 - Report/Documentation file needs to be send to PYU
 - PYU will then prepare a report and send it to VUM

Reporting	Due Date
1 st Interim Report	Istanbul
2 nd Interim Report	Cambodia
1 st EU Report	M18
3 rd Interim Report	??
4 th Interim Report	??
Final EU Report	M36