Ref. Ares(2026)9866198 - 20/10/2026
Ref. Ares(2025)53 - 01/01/2025

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

CompIIT

Dissemination Plan

Within the Erasmus+ KA2 Capacity Building Project (CBHE) CompIIT

"Competences for International Innovation Projects"

Project 101082806

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Version: 1.0, 01.01.2025

Version: 2.0, 20.10.2026

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Introduction

CompIIT Erasmus+ Project dissemination will involve institutional, national and international level of activities. It will be focused on promotion the project itself, its objectives and achieved results and participants and to raise awareness of the general public about the potential benefits of the project results.

Dissemination and Communication Plan will ensure that:

a. all communication and dissemination need from various WPs and the project in general are considered and coordinated

b. target groups are aware of the project, understand its benefits and committed to act within and beyond the period of the project.

The objective of the Dissemination and Communication Plan is

- to disseminate the results by broad information within the community,
- provision of outcomes to Armenian universities and beyond, scientific validation of the effect and usefulness. In addition, the project intends to connect the Armenian HEIs to the EU HEIs and to relevant partners in business and society,
- to develop the competence of the Armenian lecturers with respect to international, agile and virtual projects as a tool in project-based learning (PjBL), their relevant digital literacy and their integration into European competence networks, e.g. EuroPIM,
- to increase industry-university cooperation and foster entrepreneurship by doing joint, interdisciplinary projects for innovation.

Description

▪ Web Portal for "Cross-border projects in higher education" (CompIIT will establish a Web Portal with all relevant information and material which is useful for teachers and HEIs for "Cross-border projects in higher education". This goes beyond the classical project web page since participatory and interactive elements are included, e.g., forum, blogs. Events are announced and participants can register and join via the portal).

▪ Digital Marketing and Communication (EUA develops the dissemination and exploitation strategy and manage the implementation of the marketing plan during and after the project runtime. The most relevant goals are to attract contributors (new members) to the Open CoPs and to convince users (teachers) to apply the results. The online appearances of the Open CoPs as "maker communities" with online presence are the one main pillar for dissemination and sustainability).

▪ IEEE E-TEMS session on project-based education (Within the IEEE E-TEMS conference series it is planned to establish a specific conference stream on project-based education. This will be conducted once per year resulting into 3 conferences within the frame of the project).

Communication with the business community in Armenia (For the collaboration on the cross-border innovation projects and within the Open CoPs, it is necessary to foster industry-university cooperation and to maintain the contact with the business community in Armenia. CompIIT will develop and implements formats like company visits, information meetings with the chamber of commerce, tech talks with innovators and entrepreneurs, and promotion of the professional education package

(LLL) in the companies).

Target Groups

- Academic staff and institutions, researchers and research institutions
- Industry partners (private companies, especially those which have innovation potential)
- Students and alumni
- Investing agencies and third-party funds
- Media

Information and Communications Infrastructure for CompIIT Project

Communication in and around project will be organized at four levels:

- Between partners, e.g. regular Zoom Meetings, emails, face-to-face project meetings and workshops,
- With stakeholders closely involved with the project, e.g. expert panel, workshop and summer school participants,
- General public, scientific community, decision and policy-makers, business community,
- Specific communication activities towards the EU Commission Services

First step in order to create effective communication is to do stakeholder mapping. Focus groups should be created based on stakeholder mapping.

Communication channels and implementation: Internal consortium communication uses scheduled online meetings, e-mail exchanges, shared working documents and face-to-face consortium meetings to coordinate work-package updates, approve the status of deliverables and retain minutes. Stakeholder communication uses targeted invitations, expert panels, workshops and summer schools, with registration records and follow-up feedback. Public communication uses the project web portal, institutional websites, social-media accounts, press releases and conference presentations; posts explain the project objectives, activities, available results and opportunities to participate, with links to publicly accessible outputs. Communication with policy-makers, EU services and industry networks uses tailored briefings, meeting presentations and documented correspondence. The coordinator consolidates partner contributions, while each beneficiary publishes project information through its own channels and maintains evidence of dissemination.

All beneficiaries (EUA, FHDo, KUL, GSU and YeTRI) (In accordance with Article 17 and Annex 5 of the Grant Agreement) must communicate the action and results to multiple audiences in a strategic, coherent and effective manner; inform the granting authority in advance of activities expected to have major media impact; and ensure factual accuracy. Each beneficiary publishes on its institutional website a project summary, coordinator's/local coordinator's contact details, project results, EU logo and

disclaimer. At public events, signs and posters identify the action and display the EU logo and disclaimer. Public project results are to be uploaded to the SyGMA (Grant Management System) via the Funding & Tenders Portal. EUA circulates these obligations to partners and checks their reporting in shared materials.

Web-portal for "Cross-border projects in higher education"

Purpose:
The objective of this task is to create an interactive and user-friendly web portal dedicated to cross-border projects in higher education. The portal will serve as a central hub for information, collaboration, and sharing best practices among teachers, students, and HEIs (Higher Education Institutions) engaged in cross-border educational initiatives.

Key Activities:

- **Web Development**: Build the web portal with user-friendly features, including sections for resources, events, and discussions. Ensure the portal is mobile-friendly and adheres to web accessibility standards.
- **Interactive Features**: Include forums, blogs, and a collaborative space where educators, students, and HEIs can interact, share experiences, and ask questions.
- **Event Registration**: Implement an online registration system for upcoming workshops, conferences, and webinars related to cross-border education.
- **Content Upload**: Populate the portal with teaching materials, case studies, research reports, and other resources useful for faculty and students involved in cross-border projects.
- **User Engagement**: Encourage ongoing participation from users through regular updates, announcements, and engaging content (e.g., success stories, project highlights).

Expected Outcome:
A well-structured and engaging portal that facilitates the sharing of knowledge and collaboration between Armenian and European HEIs, while providing valuable resources for those involved in cross-border educational projects.

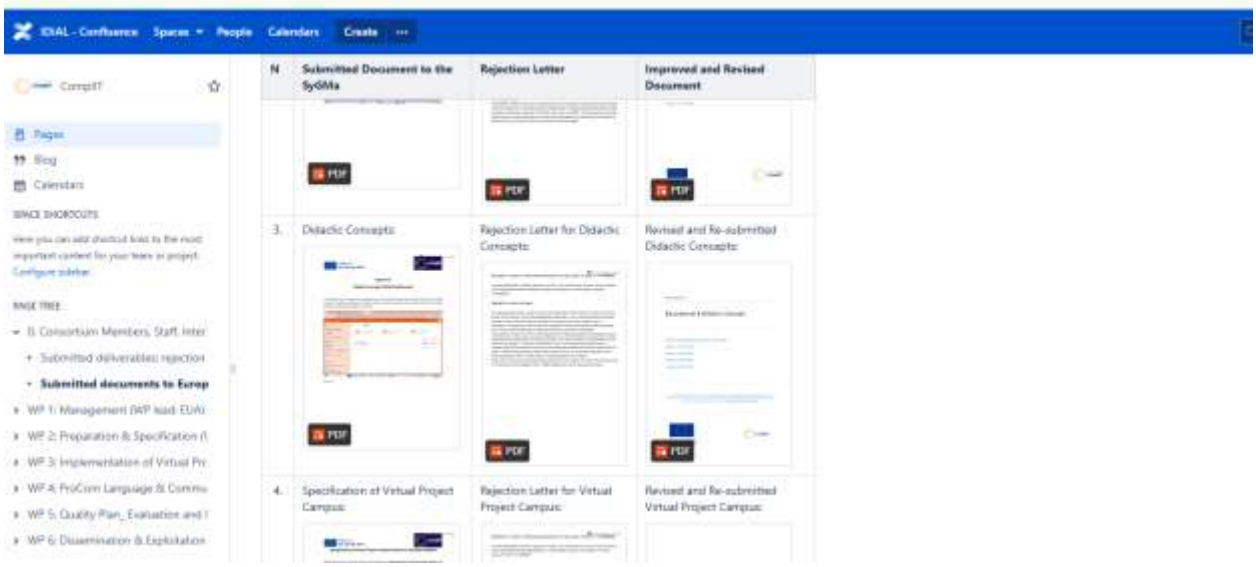
Dissemination materials

- Project brochures / leaflets



i.e.
and

- Reports and project documents



- Press releases:

i.e. https://gtimes.am/%D5%BF%D5%A5%D5%B2%D5%AB-%D5%AF%D5%B8%D6%82%D5%B6%D5%A5%D5%B6%D5%A1-%D5%A7%D6%80%D5%A1%D5%A6%D5%B4%D5%B8%D6%82%D5%BD-compiit-%D5%AE%D6%80%D5%A1%D5%A3%D6%80%D5%AB-%D5%A1%D5%B4%D6%83%D5%B8%D6%83%D5%AB/

- Media reports and appearances:

i.e. https://compiit.am/news/

- Social media:

i.e. FB:
https://www.facebook.com/CompIITErasmusPlusProject?rdid=cfT4DxPPZodgPSO9&share_url=https%3A%2F%2Fwww.facebook.com%2Fshare%2F19s9haFN91%2F#

Linkedin: https://www.linkedin.com/company/compiit-erasmus-plus-project/

- Purposely organized events:

i.e. https://compiit.am/events/

- Presentations at conferences, workshops and summer schools, professional and scientific journals:

i.e https://compiit.am/2026/10/11/2nd-summer-school-on-international-project-management-2025/
https://ieeexplore.ieee.org/document/11239209
https://ieeexplore.ieee.org/document/11239074

Channel-specific materials and evidence: Brochures and leaflets/flyers provide a concise project description, partner information and links to outputs and are distributed at relevant events; press releases highlight milestones and results and are circulated to institutional and sector media; social-media posts announce activities and share accessible outcomes; conference presentations and journal contributions address academic audiences; workshops and industry meetings demonstrate practical results to prospective users. Each partner retains copies or links, dates, target audience and available reach/attendance statistics. Existing approved logos, banners, posters, presentation templates and brochures/flyers are to be appended or linked as supporting promotional examples where available; this plan does not claim that unprovided materials have already been produced.

Dissemination Activities

Events meetings and mobility

Events meetings and mobility

This table is to be completed for events meetings and mobility that have been mentioned as part of the activities in the work packages above Give more details on the type, location, number of persons attending, etc.

Event No (continuous numbering linked to WP)	Participant	Description			
		Name	Type	Area	Location
E1.1	EUA, GSU, KUL	EU Kick-off for EUA in Brussels	Consortium meeting	Meeting is intended to align with EACEA and to present the project in the new group of CBHE projects	Brussels, Belgium
E1.2	FHDo, KUL + EUA, GSU, YeTRI	Project Kick-off in EUA	Consortium meeting	Main planning and alignment meeting of CompIIT, distribution of roles, introduction and trainings on topics, projects structure, tools and processes, team building	Yerevan, Armenia
E2.1	EUA, KUL, GSU, YeTRI + FHDo	Consortium meeting in FH Do	Consortium meeting	Mid-term project meeting conducted in June 2024 in connection with the Dortmund International Research Conference, goal is to wrap up the preparation work of WP2 and to monitor the progress on WP3 and 4 in order to release the modules and start the pilot teaching. Includes a face2face meeting of the	Dortmund, Germany
E3.1	FHDo, KUL + EUA, GSU	Summer School on International Project Management 2024 in Armenia	Summer School	First Summer School, pilot teaching event and Train-the-Trainer workshop with all partners in Armenia, at this event first students will experience the new course materials and the further pilot teaching will be planned. The meeting is used for dissemination in Armenia, especially with professional associations and public bodies.	Yerevan, Armenia
E3.2	EUA, GSU	Virtual cross-border innovation projects 2024 in FHDo for students	Workshop	This event is combined with E2.1 and will be co-hosted with the Dortmund International Summer School, the largest international event at FHDo. The focus is on the teams in the first wave of the cross-border innovation projects, so the student team leaders will join in Dortmund and will present and pitch to experts from industry and academia. Travel is planned for students (lecturers join from E21.)	Dortmund, Germany
E5.1	EUA, FHDo, GSU, YeTRI	Train-the-Trainer in KUL + E-TEMS 2025	Training and Conference	One of the train-the-trainer (TtT) workshops is planned at KUL in order	Leuven, Belgium

	+ KUL		participation	to visit the innovation and incubator infrastructure which is the leading one in the EU. Participants will focus on industry university cooperation and project-based transdisciplinary format for students. At the same time, the IEEE E-E-TEMS 2025 conference is hosted by KUL, where CompIIT will organize a conference session.	
E5.2	EUA, GSU	Virtual cross-border innovation projects 2025 in KUL for students	Workshop	Same as in Dortmund in the previous year, the workshop of the cross-border innovation projects (see 3.2) is combined with a dissemination event (IEEE E-TEMS, E5.1). Student team leaders will have the chance to see and communicate with people from the KUL innovation ecosystem and to pitch with leading experts.	Leuven, Belgium
E5.3	FHDo, KUL + EUA, GSU	Summer School on International Project Management in Armenia	Summer School	The second delivery of the Summer School (see E3.1) is again conducted as the main anchor event of CompIIT in Armenia, including teaching of experts from FHDo and KUL. Again, dissemination and train-the-trainer activities are combined.	Yerevan, Armenia
E6.1	FHDo, KUL	Final symposium in EUA	Consortium meeting, Conference	The final symposium is not only intended as appraisal of the team and	Yerevan, Armenia

Measures

- Publications and promotional material for national and international events;
- List of participants;
- Number of summer school and train-the-trainer sessions held and people involved;
- Pilot project reports;
- Applications for cross-border project proposals;
- Feedback from professors, students and professionals;
- Feedback from Business Community

Communication and dissemination indicators (to be monitored for each beneficiary and consolidated by EUA):

1. number of project-related website updates and their available views/visits;
2. number of social-media posts and available reach/engagement;
3. number of brochures/flyers, posters, press releases and other materials produced/distributed;
4. number of dissemination events, conference presentations, workshops and open days;

5. number of participants reached, disaggregated by target group where feasible;
6. number of participating companies and other external stakeholder organisations;
7. number of public project results uploaded to the SyGMA (Grant Management System);
8. number of downloads/accesses of portal resources where analytics permit;
9. number of feedback responses and key findings; and
10. number of partner channels displaying the required EU visibility elements.

Sources: publication links, analytics exports, copies of materials, agendas, attendance lists, screenshots, platform records and feedback forms. Indicators are reported as achieved values against available project/work-package targets; no unsupported numerical targets or results are assumed in this revision.

Visual identity of the project

Visual tools:

- Project logo

- Project banner



- Project file



- Templates

Specification:

Digital Marketing and Communication Plan

Within the Erasmus+ KA2 Capacity Building Project (CBHE) COMPIIT
Competences for International Innovation Projects
Project 101082806
Authors: Sona Hakobyan, Jan Van Maele
Version: 1.0, 30.05.2025

Co-funded by the European Union

CompIIT

- General flyer/project brochure:



- Project poster:



- Project website:
https://compiit.am/about/

- Project Dissemination Accessories:



- Grant Agreement number: No 101082806-CompIIT.

- EU logo and mandatory disclaimer. The outdated funding acknowledgement previously used in this plan is replaced by this statement in accordance with Article 17.2 of Grant Agreement No 101082806-CompIIT.



- Project Partners are required to use the logos, colours of the Visual Identity Guide and the templates
- Project Partners are obliged to respect the visual identity and logo of the EU as presented and explained in Grant Agreement No 101082806-CompIIT.