

**H E P M P**

HIGHER EDUCATION PAIN MEDICINE PROJECT

Dissemination  
and  
Exploitation Plan



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## List of Abbreviations

CBHE	Capacity Building in Higher Education
D&E	dissemination and exploitation
EACEA	Education, Audiovisual and Culture Executive Agency
EC	European Commission
EU	European Union
GA	Grant Agreement
HCWs	Health Care Workers
HE	Higher Education
HEI	Higher Education Institution
HEPMP	Higher Education Pain Medicine Project
LLL	Life Long Learning
NEO	National Erasmus+ Office
PA	Project Adviser
PA	Partnership Agreement
PC	Project Coordinator
PCC	Partner Country Coordinator
PCs	Partner Countries
PCT	Partner Country Team
PgCC	Programme Country Coordinator
PgCs	Program Countries
PgCT	Programme Country Team
PM	Pain Medicine
PMB	Project Management Board
QCB	Quality Control Board
TL	Task Leader
TLs	Task Leaders
UB	Faculty of Medicine University of Belgrade, Belgrade, Serbia
UBBL	Faculty of Medicine University of Banja Luka, Bosnia and Herzegovina
UF	Faculty of Medicine University of Florence, Italy
UHDM	University Clinical Hospital Centre "Dr Dragisa Misovic-Dedinje" Belgrade, Serbia
UK	Faculty of Medical Sciences University of Kragujevac, Kragujevac, Serbia
ULj	Faculty of Medicine University of Ljubljana, Slovenia
UP	Faculty of Medicine University of Podgorica, Montenegro
UR	Faculty of Medicine University of Rijeka, Croatia
UT	Faculty of Medicine University of Tuzla, Bosnia and Herzegovina
WP	Work package

## I Introduction

Dissemination of the project outputs is one of the crucial activities to be conducted during the project life. It is necessary tool for reaching the project outputs but also a contractual obligation of the CBHE projects. The definition of dissemination, its objectives, tools and target groups are defined by the [Erasmus+ Programme Guide](#).

The main objectives of dissemination and exploitation set by the Erasmus+ Programme Guide are:

- Spreading the projects' outputs
- Contributing to the implementation and shaping of national and European policies and systems.

The Erasmus+ Programme rules mandate that the following activities to be taken with regards to the dissemination and exploitation of the project outputs:

- Tailor-made approach: projects are to develop their own dissemination and exploitation strategies and activities that are in line with the project objectives
- A D&E plan should include measurable and realistic objectives and detailed timetable
- A strategy should be developed at the beginning of the project.

Within the HEPMP project the dissemination activities are described within work package 5 that is lead by the project coordinator the University of Belgrade (UB). The main task of the UB is to coordinate activities within WP5 and ensure that the deadlines are being met and agreed quality standards reached. All project partners are taking the equal part in the decision-making process and are actively participating in dissemination and exploitation events. All project partners share responsibility for disseminating project outputs and initiating and organising dissemination events.

## II Dissemination and Exploitation

The Erasmus+ Programme Guide provides the general framework for dissemination and exploitation that is mandatory for all Erasmus+ funded projects. The definition of those terms is as follows:

**Dissemination** is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

**Exploitation** is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related to one another. ([Erasmus+ Programme Guide](#), page 3015).

### 2.1 Objectives

The main objectives of dissemination and exploitation of the HEPMP project results are defined by the project application and are in line with the overall project objectives:

- To raise awareness among medical professionals and general public on importance of the pain medicine
- To disseminate contemporary knowledge on pain medicine to medical professionals in Bosnia and Herzegovina, Montenegro and Serbia.
- Engage stakeholders and target groups
- Organise knowledge sharing events
- Implement software solutions for increasing intersectoral connections



## 2.2 Target Groups

The target groups can be divided in two categories:

- **Primary target groups:**
  - **Medical professionals** (university teachers at faculties of medicine, doctors, nurses) and
  - **Students of medicine**
  - **Press and media**
- **Secondary target groups**
  - Ministries of Health and other government bodies
  - Managing bodies of healthcare centres at the partner countries
  - Pharmaceutical companies
  - Pain patients
  - General public

Listed target groups will be reached through the HEPMP project website, institutional websites, online project platforms, project events and media appearances all of which will be outlined in detail further in the text.

## III HEPMP Visibility

### 3.1 Dissemination standards

The main dissemination standards are defined by the Erasmus+ Programme Guide, the Project Grant agreement and the Project Application. All project partners are advised to consult listed documents, as well as this Strategy during the project implementation period.

The promotion of the project results will be primarily done through:

- The [Erasmus+ Project Results Platform](#)
- The HEPMP project website
- The HEPMP project online platforms
- Institutional websites
- Project meetings and conferences
- HEPMP accredited LLL courses
- HEPMP study programmes
- Media appearances
- Printed material

The implementation of any of the listed dissemination channels should be followed by the usage of the project logo, rollup, business card, the distribution of leaflets, newsletters, printed material, documents and reports. Printed material should follow the Erasmus+ visibility standards that will be outlined further in the text.

All relevant dissemination tools, the project logo, templates, documents will be published on the project website and available to all project partners and to the general public.

### 3.2 Dissemination tools

The main HEPMP project dissemination tools the project website, logo, leaflet, rollup, business card and newsletter are developed at the beginning of the project implementation period and are available on the project website.

### 3.2.1 Project website and institutional websites

The project website became available on the <http://hepmp.med.bg.ac.rs> to the general public at the beginning of the project implementation period. It was developed by the project coordinator with the contribution of all project partners.

It contains nine segments:

1. **Home** - with relevant information about ongoing activities, partners and relevant news
2. **HEPMP Project** - section that provides the description of the project, welcome address, LFM and work plan, the description of work packages, project objectives, dissemination, impact and the list of project members.
3. **Activities** - table providing the list of activities and outputs for each activity
4. **News**
5. **Documents**
6. **Dissemination events**
7. **Forum** -discussion for healthcare professionals
8. **Contact**
9. **Internal project platform**

The HEPMP project website is to be continuously updated during the project lifetime. It will be available at least three years following the end of the eligibility period.

*Picture 1 The HEPMP project website*



The following measurable indicators are agreed at the consortium level:

*Table 1: HEPMP project website indicators*

Task	Responsibility	Indicator of progress
The development of the project website	UB	- Website online within first month of the project implementation period. - The main categories and static pages are developed
Project event updates	Event organiser UB	- Project event report, pictures and attendance lists are published on the website within two weeks following the event
Project document uploads	Project document author UB	- Project documents follow visibility obligations - Project documents are published on the project website as soon as they are finalised
Publishing of news and media events	Project partners UB	All relevant project news is published in a timely manner Media events are published within a day

In order to increase the visibility of the project, all project partners are to publish the HEPMP project logo and a link towards the HEPMP project website on their institutional websites.

### 3.2.2 Project Logo

The project logo was developed at the beginning of the project implementation period and adopted by all project partners.

*Picture 2 The HEPMP project logo*



*Table 2: HEPMP project logo indicators*

Task	Responsibility	Indicator of progress
The development of the project logo	All partners UB	The project logo adopted at the consortium level
Printed material	All partners UB	All documents produced within the HEPMP project have the HEPMP project in a prominent place

### 3.2.3 Project Leaflet and project business card

The project leaflet and the project business card were developed at the beginning of the project implementation period and adopted by all project partners. The leaflet is available on the project website in [Serbian](#) and [English](#) language. It contains an overview of the project, its objectives, activities and indicates how to contact to the project consortium.

The project [business card](#) is also available on the project website.

The project partners should make sure that the leaflets are utilised at the fullest at all project events.

*Table 3: HEPMP project leaflet and business card indicators*

Task	Responsibility	Indicator of progress
The development of the project leaflet and business card	All partners UB	The project leaflet and business card adopted at the consortium level at the beginning of the project implementation period.
Distribution of leaflets	All partners UB	Leaflets and business card should be distributed at all project events.

### 3.2.4 Project Rollup

The [project rollup](#) is available on the project website. It contains an overview of the project, its objectives, activities and indicates how to contact to the project consortium. The project partners should make sure that the leaflets are utilised at the fullest at all project events.

*Table 4: HEPMP project rollup indicators*

Task	Responsibility	Indicator of progress
The development of the project rollup	All partners UB	The project rollup adopted at the consortium level at the beginning of the project implementation period.
Utilisation of the rollup	All partners UB	Rollup is prominently disposed at all project events.

### 3.2.5 Project Newsletter

According to the project application 20 project newsletters are to be distributed to the relevant stockholders and published on the project website. The newsletters are to contain the main project news and messages. The project newsletter template has been developed at the beginning of the project.

*Table 5: HEPMP project newsletter indicators*

Task	Responsibility	Indicator of progress
The development of the project newsletter	UB	The project template developed at the beginning of the project implementation period
Publishing project newsletter	All partners UB	The total of 20 newsletters are to be published by the end of the project implementation period.
Content development	All partners UB	All partners are to contribute with the relevant content to the development of the project newsletters. The project coordinator is responsible for publishing the newsletter on the project website



### 3.2.6 HEPMP Online tools

The main online tools that will be used for reaching the HEPMP project objectives are:

- PAINWB forum
- HEPMP Regional Academic Network

While the PAINWB forum is to be part of the project website and is to be developed at the beginning of the project implementation period, the other two online tools will be developed during the second project year. All project partners will contribute to the development of the online tools in line with the project application and ensure that relevant stakeholders and target groups from all project partner countries are reached.

Online tools should contain the project logo and follow the Erasmus+ visibility standards.

*Table 6: HEPMP project online tools indicators*

Task	Responsibility	Indicator of progress
PAINWB forum	All partners UB	At least one TV and at least one newspaper appearance per year per partner country
HEPMP Regional Academic Network	All partner country HEIs UB	The number of participants taking part in the RAN



## IV Dissemination Events

### 4.1 Project meetings and events

The project application outlines the type and the timing of the project events. They can be divided into three categories:

1. Internal project meetings - kick-off meeting, project coordination meetings, training events
2. LLL Courses
3. Study programmes
4. Project and external conferences

For the purpose of the reaching relevant stakeholders different types of events are incorporated in the project design.

**Internal project meetings (IPM)** will be organised throughout the project implementation period. At least 6 IPMs will be organised. For the events organised at partner HEIs the project partners will ensure that the HEIs management, students, academic and non-academic staff are informed about the meeting and presented with the opportunity to attend segments that are relevant for institutional development.

**LLL courses** are envisaged to reach at least 200 professionals working in the field of pain medicine. All courses are to be announced on the project website together with the course materials.

**Study programmes** will be attended by students of medicine at all partner HEIs. Teaching material should be published on the project website.

**Project and external conferences** should aim at reaching wide audience and involving the maximum number of relevant stakeholders. The event material should be published on the project website.

## 4.2 Media appearances

The project partners should work on reaching the identified target groups through media, mainly through television appearances and newspaper articles.

Reports on media appearances should be published on the project website.

*Table 7: HEPMP project media events indicators*

Task	Responsibility	Indicator of progress
The participation in the media events	All partner country HEIs	At least one TV and at least one newspaper appearance per year per partner country
Publishing media events on the project website	All partners UB	As soon as the material is publicly available it should be also posted on the project website.

## V Publications

All project publications need to be publicly available on the project website. They should also follow the Erasmus+ visibility standards: using the appropriate logo and disclaimer. The following information are also available in the Project Management Guide.

### 5.1 Erasmus+ Logo



“When displayed in association with another logo, the European Union emblem must have appropriate prominence (Guidelines for the Use of the Grant section 1.7.1).

The obligation to display the European Union emblem does not confer to the beneficiaries a right of exclusive use. The beneficiaries shall not appropriate the European Union emblem or any similar trademark or logo, either by registration or by any other means. Under the conditions specified in previous paragraphs, the beneficiaries are exempted from the obligation to obtain prior permission from the Agency to use the European Union emblem” (Grant Agreement Article II.7.1).

### 5.2 Erasmus+ Disclaimer

“Any communication or publication produced within the project should indicate that it presents only the view of its author(s) and not the view Agency and/or Commission. Hence, any publication should mention the following sentence: "This project has been funded with support from the European Commission. This publication[communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

### 5.2 Publishing

“In addition to the provisions of Article II.8 of the General Conditions, if the beneficiaries produce materials under the scope of the project, such materials must be made available for the public, in digital form, freely accessible through the Internet under open licenses. The beneficiaries must also warrant that the Agency

and the Commission has the rights to: communicate the results of the action by any other types of communication not specified in the General Conditions; edit or re-write in another way the results of the action, including shortening, summarizing, modifying the content, correcting technical errors in the content; cut, insert meta-data, legends or other graphic, visual, audio or word elements in the results of the action; extract a part (e.g. audio and video files) of, divide into parts or compile the results of the action; prepare derivative works of the results of the action; translate, insert subtitles in, dub the results of the action in all official languages of EU; authorize or sub-license the modes of exploitation set out above to third parties. The Agency and the Commission shall have the rights of use specified in the General Conditions and set out above for the whole duration of the industrial or intellectual property rights concerned” (Grant Agreement article I.7).

Strengthening Capacities for Higher Education of Pain Medicine in Western Balkan  
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