



KA220 HED-Progetto n. 2021-1-IT02-KA220-HED-000032223

**CLi-CC.HE**

Climate Change, Cities,  
Communities and Equity in Health

# **Introduction on the Communication and Dissemination plan**

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### Aim and Objectives of Communication and Dissemination

The aim of the CliCCHE Communication and Dissemination Plan (CDP) is to establish, run and render the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility in EU countries.

Sharing results, lessons learned, developed methodologies, outcomes and findings beyond the participating HEIs will enable a wider community to benefit from a work that has received EU funding, as well as to promote the HEI's efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Programme and current national and EU policies relevant for the project scope.

The objectives of the CliCCHE CDP are to:

- to ensure high visibility of the project results among target groups and stakeholders in order to extend the impact of the CliCCHE project;
- to raise general public awareness on the CliCCHE project objectives and use of project results;
- to engage different target groups with information adjusted to their needs;
- to maximize the impact of the project on stakeholders;
- to develop new partnerships by launching the cooperation among HEIs, local industry and local and national authorities.



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### Cycles of Communication and Dissemination

In order to ensure high visibility and maximal impact of the project results, the following activities should be performed at different stages of the project cycle:

#### 1. Before the activity funding starts

- draft the ideas for communication and dissemination
- develop the CliCCHE project graphical identity

#### 2. During the project lifetime

- appointment of Communication and Dissemination Team responsible for the implementation of communication and dissemination activities
- write the CDP
- develop and maintain the project website
- launch social media channels
- design and publish promotional material
- proactively disseminate CliCCHE project's objectives, activities and results via project website and its social media channels
- organize dissemination events, enrolment and promotional campaigns
- contact relevant media at local, regional and national levels
- assess the impact on target groups and stakeholders

#### 3. After European Commission funding ends

- continue further dissemination and exploitation of the project results
- develop ideas for future cooperation among the partners and stakeholders
- evaluate achievements and impact
- contact relevant media



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### The Role of Each Participating HEI in Communication and Dissemination Activities

UB – University of Belgrade is responsible for the communication and dissemination activities, and all partners are actively involved in disseminating project results and making them sustainable in the long-term.



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### Target Groups

CliCCHE aims to involve three target groups of participants in the project, including:

1. *The Core Participants* – Managers, Teachers/Trainers/Researchers/Youth workers, Technicians and Administrative support staff who will continuously participate in the realisation of all project activities development and piloting of the course educational content, development and piloting of the pedagogical methodology, technical development and piloting of the CliCCHE Sharing platform, and management and communication process.
2. *The Pilot Participants* – students and teachers who will participate in the process of piloting and testing methodologies and courses, in student workshops, teacher seminars and multiplier events
3. *The Associate Participants* – representatives of associated organisations including experts, policy makers, decision makers in national NGO, decision makers in educational professional society, architectural and urban design practitioners who will participate in the process of development of intellectual outputs, multiplier events and learning/teaching/training activities



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### Communication and Dissemination Tools

CliCCHE will perform its dissemination activities on a wide range of channels, in order to maximize impact and to reach all target audiences. The following dissemination channels will be used to target each of the target groups with a specific aim:

- Visual and Graphical Identity
- Templates for Presentations, Printing material, Publishing etc
- Project Website
- Social Media
- Leaflets, Flyers, Posters, Presentations
- Synergies with the local, regional and national Media and Press
- Journal and Conference Articles
- Workshops and Roundtables
- Conferences and Events



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### Visual and Graphical Identity

Dissemination material will be designed including distinctive project Visual and Graphical Identity (logo, design) and according to this, all material will be developed (project publications, brochures, flyers, posters, visual design and other dissemination materials). Promo Materials will be published and disseminated to relevant stakeholders throughout the project lifetime, exploiting the existing structures (i.e. libraries at universities, meeting rooms, secretariats) and networks (notably at associated partners).

Partners are invited to use consistently the project logo, the templates and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the CliCCHHE Project Logo when publishing dissemination materials for the project.



Logo

Cliche



Logo

Full name of the project

Full reference number



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Logo

CLICHE

References



United Nation  
Climate Change



Red Cross



Emergency

The logo consists of the letters 'C', 'I', 'C', 'H', and 'E' in a stylized, white, sans-serif font. The 'I' is a vertical bar. The 'H' has a horizontal bar that is a gradient from grey to white. The 'E' is composed of three horizontal bars. The letters are arranged in a row with some overlap.

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Logo - invert

The logo is identical to the one above, but the horizontal bar of the 'H' is a gradient from red to white.

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### European Commission's Visibility Requirements

Any communication, publication or intellectual output resulting from the project, made by the beneficiaries jointly or individually, including presentations at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, publications, projects websites, special events, posters, leaflets, press releases, electronic files, etc. must carry the Erasmus+ logo and mention: 'Co-funded by the Erasmus+ Programme of the European Union', as shown in following Figures:

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



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

The use of the Erasmus+ logo is compulsory (no changes). When displayed in association with another logo, the European Union emblem must have appropriate prominence.

Any project-related event or activity should clearly specify that it is funded by EU Erasmus+ Programme. Any publication should include the following sentence:

*“ This project is co-funded by 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.”*

More information are available at: [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)



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### Logos of partner institutions

Each of the partner institutions should send to the Communication and Distribution Team (UB) its logo in vector format, or at least PNG or JPG in high resolution with instructions for use (if any).



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Calibri Regular

Font

Calibri

Regular

*Italic*

**Bold**

Light

*Light Italic*

Light Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890



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### The Website

The website will be the main promotional tool for publishing project results and activities as well as a dynamic database for collecting all project printings and media work. The website will be developed using the up-to-date technologies that integrates social media tools with the pages and articles in order to facilitate sharing and sending options. The content of the project website will be in English.

The website will be structured around 6 categories (sub-categories):

1. Home (Project Summary, Mission/Vision/Values, Project Perspectives/Core Figure, Upcoming Events)
2. About (Motive, Challenges, Objectives, Team)
3. Consortium (About Lead Organization, Partner Organizations, Team Members Review)
4. Results (Intellectual Outputs/Activities, Multiplier Events, Learning/Teaching/Training Activities, Transnational Project Meetings, Timeline)
5. News (announcing current events and upcoming activities as well as publishing recent results)
6. Contact (contact information that enables easier communication between all members of the consortium and other parties interested in the project)



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### Social Media

In addition to the project website, Social Media (Facebook, Instagram, LinkedIn, YouTube) will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff. Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of CliCCHE
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy



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### Project templates

The Communication and Dissemination Team will provide a templates for presentations, printing material, publishing, etc. which should be used by project partners when presenting any aspects of the project. The templates will follow the CliCCHE project visual and graphical identity

### Press releases for events and activities

Press releases will be produced as relevant pieces of graphical and informative materials in order to promote all types of events and activities planned within CliCCHE: Multiplier events, Learning/Training/Teaching activities, and Transnational project meetings. Each press releases will be carefully designed in relation to the type of event (workshop, seminar, training, modern prize, open houses, public presentations, etc.) and will include: Event Booklet, Event Poster and Agenda. The material will be prepared both for the web and for printing purposes (in line with epidemiological circumstances).

### Publication, brochure and poster

The CliCCHE brochure will be one of the main promotional materials to be delivered and sent to the identified target groups. It will present general information of the project and will allow for a fast understanding of the project's aims, activities, and expected results. The project roll-up and the posters will be produced for presentation at CliCCHE events as well as for external conferences and workshops.



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**good luck and break a leg**

duke@arh.bg.ac.rs  
vdjokic@arh.bg.ac.rs  
jelena.zivkovic@arh.bg.ac.rs