



### Impact and dissemination strategy

Explain the desired impact of the mobility project on participants, beneficiaries, international partners and at local, regional and national levels. Describe the measures which will be taken in your cooperation with this region to disseminate the results of the mobility project at faculty and institution levels, and beyond where applicable. Pay special attention to the Third countries not associated to the Programme.

KA171 project is the initiator of cooperation and strong ties between countries and has impact on all stakeholders involved. Beneficiaries are expected to have a professional and personal benefit from the mobility. It helps increase creativity and innovations, at all levels of education and training. It encourages the advancement of internal services, procedures, strategic orientation towards internationalization and has proved to be a capacity-building mechanism. A mobile person initiates the change at home and host organizations. Host organization experiences innovative ideas from mobility participants, which is a catalyst for new mobilities at that institution. Upon return to home institution, beneficiary applies the acquired knowledge and practice into their daily job, enriches and improves the working environment to the benefit of the entire institution. Partner organizations will start looking for more possibilities of cooperation, e.g. initiation of joint study programmes, development of new curricula, applying for new projects under Erasmus+, H2020 etc.

The **desired impact** in this project is to raise awareness of the benefits of mobility, enhance the scope of mobility, promote inclusion, make internationalization at all universities more strategically-oriented and initiate future activities and cooperation with regional or national companies. Impact of the project shall be visible on a local, national and regional level. Communities at all levels benefit from new projects emerging out of this one, fitting into local, national and regional priorities. Universities are an important part of social and economic life at the local, regional and national level. University graduates but also researchers, teachers and staff need to become more competitive in the global labour market. Projects affect the economy of a city, region and a State. We are a tourist destination, so the desired impact is to have beneficiaries returning with their families and friends to spend vacations in Croatia, or to come back for business purposes.

**Desired impact on local level:** increased active citizenship and sense of European values in local environment, improved employability of local participants,



positive effect on economic development, improved research within the institution, positive attitude towards internationalisation, strengthening of local networks and partnerships between educational institutions, civil society organizations, and local authorities, promotion of social inclusion, diversity, and intercultural dialogue within the local community; increasing visibility and importance of the university.

**Desired impact on national level:** contribution to the development of inclusive, high-quality education and training systems that empower individuals, foster social cohesion, and support sustainable economic growth and prosperity.

Project enables partner countries to go international, since Erasmus+ KA 171 is one of very few possibilities to cooperate with European countries for some partner countries in general. Hence, national authorities and diplomatic institutions/offices/embassies become aware of Erasmus programme, European values, and establish cooperation and direct contacts with applicant programme countries. At the national levels, indirect but important impact is in harmonizing mobility conditions and facilitating access to European countries in general. E.g. some partners find this opportunity as one of the ways, not widely available, to send their teaching staff, young researchers and students abroad, specifically to European HEIs, on their desirable and favourable path towards European values, policies and adaptation to European qualification frameworks, recognizable learning outcomes, competences in line with technological and contemporary developments in the graduating diplomas, necessary for demanding labour market. Graduates from partner countries become more competitive on the labour market.

On the side of programme countries, this aspect of impact is particularly important for Croatian and other countries' national interest in recent times when Europe faces importing work force from Asian and African countries for example.

**Desired impact on regional level:** sharing of best practices, increasing equal opportunities, contributing to the development of a more internationally oriented, interconnected, and prosperous region, where individuals have access to high-quality education, diverse learning opportunities, and valuable international experiences that support their personal, academic, and professional growth. Due to geographical location of Croatia, this is important in the sense of spreading its positive influence on the neighbouring partner countries and empowering them to use possibilities described under national impact section, contributing to the regional cohesion.



The impact and outcomes of the mobility project would be monitored through various mechanisms such as evaluation of each mobility in order to detect possible places for improvement and best practice examples, face-to-face interaction with participants and other above-mentioned relevant stakeholders.

The stated impact is relative to the number of mobilities and type of activities planned. Result indicators will help recognize to what degree the short-term goals (introduction of partners and identifying opportunities for broader academic and research cooperation) are achieved. The impact of the implemented activities will be measured by quantitative indicators: 1. number of inter-institutional agreements signed, 2. number of students involved in mobility activities, 3. number of academic and non-academic staff involved in mobility activities, 4. number of new initiatives (that will be ground for future cooperation) as the result of the mobility activities; and qualitative indicators: successfully organised mobilities, positive attitude towards internationalisation, career development of participants, increased job satisfaction, international visibility, Erasmus+ programme visibility, promoting European values worldwide.

**Dissemination** is considered as highly important for strengthening cooperation in the future and to achieve synergic effects, so this is why it will be publicly announced, and open to everybody interested in it. We would organize at least 3 dissemination events (info days, meetings, round table discussions): 1 at the beginning (normally held at the University and the invitation is sent to all faculties, academic and administrative staff, students and student organizations), 1 in the middle (can take place at the faculty of our choice to which the project is particularly related, and/or at one of the student organizations we cooperate closely with) and 1 near the end of the project (choice between all 3 above-mentioned). Number of participants at each event should be at least 20.

Target group are always primarily students and then academic and non-academic staff.

Communication channels used are e-mails, social networks, university web pages, University radio station, ESN communication channels, public spaces for posters etc.

Dissemination related indicators are number of students and staff to attend dissemination events, reaction of decision makers and number of project-related events.

At all events we would engage beneficiaries from all institutions (local and international) to interact with the audience, present the results of the project and impact it had on their professional and personal development. The local media



50 years of  
University  
of Split



representatives shall be invited to cover at least 1 of these events. The result of these dissemination events would be procedures we can adopt for efficient management of individual and institutional mobility. Information on the project results shall be integrated in university's events, to make sure that a wide academic community becomes aware of the opportunities these projects open. Dissemination shall be ensured on a local, national and regional level through participation on local, national and international events (e.g. educational fairs, local university events, meetings with peers, best practice sharing through Erasmus+ ambassador duties etc.).

We would promote and ensure the visibility of project results through web sites of participating universities (at least 3 announcements), through local media in Croatia and Partner Country (at least 1 press release, 1 TV or radio appearance), University newsletter Universitas (at least 1 article), university radio Radio Kampus and Facebook, Instagram, mailing lists and student organizations (on regular basis). Visibility would also include leaflets, guidelines, promotional materials, photo galleries. Similar events would be organized at our partner institution, in order to ensure the best possible implementation of our agreement and dissemination of project results.