



**Project title:** Sustainable Multidimensional Media Contents (SUMED)

KA220-HED - Cooperation partnerships in higher education

## Result Information

**Deliverable Title:** Dissemination plan

**Work Package:** WP 5

**Type of Result:** document

**Level:** Institutional

**Target Groups:** HE teachers, students, media professionals, HEIs

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## Description

This document outlines how the SUMED project results on sustainable media education are communicated and made accessible to higher education teachers, students, media professionals, HEIs, and stakeholders. It defines the tools, target groups, activities, and timeline for effective dissemination at institutional, national, and European levels.

The plan includes open-access MOOCs, e-booklets, articles, conference presentations, social media communication, and the use of the SUMED website and European platforms (Erasmus+ Results Platform, EPALE). Its aim is to ensure visibility, accessibility, and long-term use of the project outcomes.

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# Dissemination plan

Dedicated to ensuring the dissemination of the project results

## Goals

The main priority of dissemination activities is to promote sustainable media. Communication is important in ensuring the project can share its results.

- internal communication helps the partners coordinate the publication of results on partner organizations' websites.
- external communication is needed to ensure that stakeholders, financiers, and as many EU citizens as possible get the advantage and information of SUMED.

## The objectives of the dissemination Work Package

- share results on sustainable media in an accessible and open way through video media
- publish findings analyzed on a journalistic level

## A timeline for their completion and ensuring impact

### Timeline

## Participants

- the participating students
- teachers of participating HEIs
- participating HEIs
- stakeholders and working life

## The specific definition of target groups at regional, national, and international levels

### *Regional and national levels*

#### 1. The participating students

The project trains students into future professionals with good career opportunities, to be change-makers in the media field, with competencies in sustainability and digital solutions.

- UG: Master's and Bachelor's degree programs - Journalism and social communication (140 students) UG invited unlimited refugee students from Ukraine and other conflict zones. They will be invited to participate if they find it empowering for their educational path.



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- Turku UAS: Bachelor's degree - Journalism, advertising, and film (350)
- UPV: Bachelor's degree -Audiovisual Communications (280); Master's Degree in: Transmedia Communication (20); Cultural Management (20); and Artistic Production (40) UM: Bachelor of Communication Honors degree - (150)

### 2. Teachers of participating HEIs:

After participating in the project, teachers will obtain better sustainability skills and knowledge in education media content creation. They will share this excellence with their networks and media employers in Europe.

### 3. Participating HEIs:

The quality of the curricula and teaching of the participating HEIs will improve as they collaborate, create, and carry out the pilot courses and adapt them to their curricula and learning environments. This will also affect the next student generations by future implementation of the (re)designed curricula.

### 4. Stakeholders and Working life

The participating HEIs are local and national contributors as media educators. When the skills and knowledge inside such institutions improve, the impact spreads through the networks of the teachers and students. European media educators on different levels are indirect target groups of SUMED.

The clients of media learning environments in participating HEIs and other organizations. They actively cooperate with companies, NGOs, and others, and gain a better understanding of sustainability and rapid changes in digital and social media.

## Activities

### *Video media*

SO1 will disseminate the SUMED findings on sustainable media in an accessible and open way through video media

### *Articles*

- **articles** (1-2 articles/partner) to national channels and magazines
  - all partners will write an article in HEIs publication channels or other professional magazines (newspaper articles, articles in professional magazines, or scientific journals)

### *Social media updates*

- **social media updates** in partners' channels, in national languages, and English
  - articles in blogs, updates on social media



- already established **groups on LinkedIn, Facebook, and X [Twitter lists]** used by media operators and educators

#### *Webpages presentation materials*

- the [Erasmus+ Project Results Platform](#) as this database provides the opportunity to enhance the visibility of SUMED and therefore reinforce dissemination.
- [the EPALE platform](#) will also be used for the dissemination and valorization of our project results, especially the MOOCs

#### *Conference participations*

- all partners will be creating their own **conference/seminar presentations** and presenting in conferences/seminars (1 presentation/partner)  
(national and international seminars, country-specific staff seminars, papers presented and workshops run at relevant conferences)
- the project team will participate in various dissemination events: **workshops, seminars and webinars, demonstrations of teaching methods** e.g. in working life-based simulations to target groups
- **Communication Technologies in Education (ICICTE)**
- **the Media Business Culture**

#### **SUMED official social media**

[Facebook](#)

[LinkedIn](#)

#### **SUMED website**

In which to store and share the results of piloted courses and all innovative approaches introduced to the (re)designed curricula.

Official project website: <https://sumed-project.eu/>

#### **MOOCs**

Project consortium will create and publish MOOC (5) courses open for everybody. The MOOC process creation will be hosted by UM, and supported by the other partner institutions. The MOOC topics will be finalised based on experiences in WP4. MOOCs will include: videos, quizzes and independent learning materials and they are small-scale courses for independent learners such as freelance media workers and SME operators. MOOCs will be used as learning materials for HEI students.

Preliminary, they are:

- TUAS: **Sustainable** script writing (planning starts in autumn 2024)
- UG: Media relations - **sustainable** communication
- UPV: **Sustainable** social media production
- UM: **Sustainable** video production



- Innocamp: Service learning and e-portfolio for **sustainability** in media organizations

The MOOCs will be implemented using different digital tools, supporting international collaboration between HEI teachers, students and working life professionals. Providing them with a set of online courses accessible openly will further contribute to increased internationalisation skills of those participating, as well as promoting the use of a foreign language (English) in a work context and whilst using specific media related vocabulary. The MOOCs created during the project will be available online encouraging possibilities for distance and virtual learning as well as facilitating different study paths. SUMED materials will be available on projects webpage and linked to HEIs online environments.

All materials will be prepared in English, but all partner universities will translate MOOCs and other materials into their national language to enable better adoption of the materials. This is crucial, as besides the students in HEIs, the material needs to be accessible for all professionals in the field.

Moocs will be shared on educational platforms by partners, such as Moodle. SUMED will make use of the Erasmus+ Project Results Platform as this database provides the opportunity to enhance the visibility of SUMED and therefore reinforce dissemination. The EPALE platform will also be used for dissemination and valorisation of our project results, especially the MOOCs.

### *E-booklets*

- 1) "Leading change for sustainability in media organizations" - description of collaboration with the HEIs in designing and managing service learning, aligning them with organizations' green/sustainability culture. Guide for the HR managers and change leaders of the working life organizations through the strategies of using e-portfolios for assessing interns' progress in developing green leadership competencies, engaging with diversity and collective well-being
- 2) "Sustainability in media curriculum" – a manual of processes that will have resulted from the piloted projects at the individual institutions. The emphasis is on the pedagogical side of media: curricula planning, learning materials, and sustainable course implementation
- 3) "Sustainable ways of media content creation and media relations": experiences from pilots and input from those running the courses in all partner institutions.

### **The results**

#### *the local, regional, and national level*

- number of communication activities, including social media updates and the reactions they gained



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*European level*

- the number of conferences and events where SUMEDs findings were presented, and the number of participants in these events, such as **Communication Technologies in Education** (ICICTE) and the **Media Business Culture** conference organized biannually in Poland
- number of booklets on the project website  
(*Downloads of booklets can mostly be measured after SUMEDs lifespan*)
- number of articles in HEIs publication channels and other professional magazines
- numbers of MOOCs published  
(*Participants in MOOCs can be measured only after SUMEDs lifespan, as they are published close to project end*)



## Quality Assurance and Evaluation

This result was developed and validated within the SUMED project and **evaluated by an external evaluator**. The external evaluation confirmed: high quality and relevance of the result, alignment with project objectives, strong potential for sustainability and wider use.

## Authors

**Lead Partner:** INNOCAMP PL

**Contributing Partners:** Turku University of Applied Sciences, University of Gdańsk, University of Malta, Universidad Politècnica de València

This project result has been developed within the Erasmus+ project Sustainable Multidimensional Media Contents (SUMED) (Project No. KA220-HED-C1BB530B) and is provided as an open educational resource.

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## Contact Information

**Project Website:** <https://sumed-project.eu>

# Training & Dissemination

**SUMED**

**Kick-off meeting, Gdańsk, January 2023**

Ġorġ Mallia & Louiselle Vassallo, University of Malta

# Intentions

## Training & Dissemination

- The University of Malta's principal deliverables in the SUMED project relate to the training of students and professionals at several stages of the project, as well as
- The dissemination of outcomes from the various stages of the process.
- In the meantime, the University of Malta will also be contributing directly to the analysis, testing and hands on aspects of the research involved in the overall project.

# Initial dissemination

## Initial project

- We propose a project website that will act as a depository for all publishable outcomes.
- The website will eventually be made to be a public platform of resources, with professionals and students made aware of its existence.
- This can be the main vehicle that carries all media generated by the project.

# Training

## Malta based training

- Once the initial findings and outcomes of the research side of the project are available, their application within training sessions can be co-ordinated by all the partners.
- These training sessions can be carried out by the partners in their own country, which includes Malta.
- Or should training sessions be centralised and only one of the partner countries used for this? There are pros and cons for each scenario. To be discussed.

# Dissemination

## Media

- A number of possible media can be generated using the outcomes of the project, all publishable on the website. These are some examples:
- Fact sheets, which would include summaries/points of the main outcomes, highlighting benefits.
- Short clips, organised by themes that would be primarily of two types: a) content-based, with the intention of being instructional, and (potentially) b) promotional, including short interviews with key players as they emerge from the SUMED project.

# Dissemination

## Media

- Course and lesson/lecture plans, both before testing, to be piloted in training sessions, as well as when finalised after testing, to act as a base on which continuous training can be based.
- MOOCS - as specified by the project agreement. Although Malta is responsible for this deliverable, it would be desirable for all the partners to work on a strategy regarding any follow-up activity with subscribers, including any investigative work that might result from outcomes of the training.

# Dissemination

## Media

- Other possibilities of showcasing the project on the website could include testimonials from students and those outside the core partners who work with the materials provided by the project. This would need to be undertaken in the final stages.
- We believe that the creation of an e-book that would serve as a resource for both students and educators/trainers should be an indispensable deliverable for this project. It would be made available open-source to all those interested.

# Dissemination

## Media

- Although the publication of papers by the partners that stem from the project are desirable, it might benefit the project if a collective of papers is presented at relevant conferences. Negotiations with the organisers could result in a full session dedicated to SUMED outcomes.
- All papers published/presented collectively or individually would also be showcased on the SUMED website.

# Dissemination

## Strategies

- A strategised campaign, led by the University of Malta participants, but also coordinated among the partners, would help advertise online the outcomes of the project, predominantly deposited on the website portal.
- Each partner could use, among others, social media to draw visits to the website.
- Collaborators from the Industry could prominently link the portal.

# Training & Dissemination

## Conclusions

- These are just some ideas at the outset of the project. As always happens, other ideas for training and dissemination might be developed as the project progresses.
- The participants from the University of Malta are very open to suggestions and ideas by the partners. This is a collective that we are convinced will yield very positive results that would be useless without their promulgation far and wide.

Thank you