



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



Work Package 8

Engagement, Participation and Dissemination Strategy

V3

April 2022 (War in Ukraine)

ERASMUS + Capacity Building in the Field of Higher Education (CBHE)

DESTIN:

Journalism Education for Democracy in Ukraine: **D**eveloping **S**tandards, **I**ntegrity and
Professionalism

Project number: 598964-EPP-1-2018-UK-EPPKA2-CBHE-JP

This project has been co-funded with support from the European Commission. This information reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of Contents

1. Introduction	3
1.1. Main principles	6
1.2. Partners	7
1.3 Project Extension	7
2. Communication, visibility and PR activities	8
2.1. DESTIN approach to dissemination	8
2.2. Project website and other web-based tools	8
3. Dissemination strategy, communication mechanisms and channels	10
3.1. Introduction	10
3.2. University engagement and participation	11
National Guideline Statements	11
3.3. Public engagement and participation	11
Open Days (Updated Aug 2021)	12
Outreach courses	12
3.4. Project Results Platform	13
3.5. Network	13
3.6 Pandemic Update	13
4. Expected Impact of the Project	14
5. Sustainability	14
5.1. Possibilities for synergies and multiplier effects	15
6. Milestones in the process of promotion and dissemination	15

1. Introduction

The objective of the Engagement, Participation and Dissemination Strategy is to identify and organise the activities to be performed in order to promote the outcomes of the project's results and the widest dissemination of knowledge from the project. The plan includes activity targeted towards university engagement and participation and public engagement and participation. Dissemination is a horizontal activity and concentrates on disseminating the results of the DESTIN project itself to a wide range of existing or potential stakeholders. Special attention will also be paid to the transfer of knowledge to Ukraine Higher Education Institutions (HEIs) through the dissemination of the National Guidelines Statements.

This plan is an integral part of the overall strategy for the implementation of the ERASMUS+ Capacity Building in the Field of Higher Education (CBHE) project 598964-EPP-1-2018-UK-EPPKA2-CBHE-JP *DESTIN: Journalism Education for Democracy in Ukraine: Developing Standards, Integrity and Professionalism* and is applicable to all communication, dissemination, promotion and activities implemented by the DESTIN consortium.

In alliance with the processes of curriculum reform, DESTIN will undertake activities to increase public understanding of the role of journalists and citizens within a multicultural society. These will include opportunities for stakeholders to contribute to the development and sustainability of the project (e.g., through Open Days at Ukrainian universities, responses to needs-surveys, and the creation of a formal Network), and raising public awareness of the vital role of journalists and news-media in the promotion and protection of citizens' rights within democracy.

This plan will be a standing item at Governing Board (GB) meetings. The Dissemination Work Package is led by [Yuriy Fedkovych Chernivtsi National University](#) who will maintain the project website that will provide information about all partners, activities, events, publications and resources. It will also invite feedback on the information, activities and services provided, and seek out opportunities for 'external' collaboration and contribution. This central website will be supported by links to and from the project webpages of all other partners. It will publish an online bulletin on the progress of the project and invite participation.

Destin's wider aims fall into two categories;

- Curriculum Reform: to reform, start to deliver and evaluate new/revised curriculum for 9 BA and 11 MA Journalism programmes (2 degrees in each of the 10 Ukrainian partner universities), and the institutional quality assurance for academic programmes, so that

all new/revised programmes are aligned with European Qualifications Frameworks (EQF), meeting European standards of integrity and professionalism, improving students' industry engagement, career preparation and employability, and enabling staff and students to develop strong and sustainable connections with European journalism departments and associations.

- Curriculum Context: to enhance the media environment in which Journalism graduates will work: improving the 'media literacy' of key target groups, providing new opportunities for Journalism students to engage with public audiences during their training, and raising public awareness of the vital role of journalists and media in the promotion and protection of citizens' rights within a multi-cultural democracy.

To fulfil these aims, the DESTIN project will work through various carefully focused Coordination groups and through formal and informal mechanisms. Clear channels of communications between the project partners themselves, as well as with the wider community, will play a crucial role in the success of the project.

Specific Project Objectives are:

- to audit (desk review) all current curriculum (20 degrees), with gap analyses and action plans;
- to train curriculum teams in the alignment of programmes and QA with EQF standards;
- to use European models of Journalism education to inform curriculum reform;
- to train academic and professional staff in principles and processes of peer review;
- to conduct peer review (including 10 site visits) of all new/revised programmes;
- to deliver and evaluate the first year of all new/revised BA and MA programmes;
- to produce National Guideline Statements for BA and MA Journalism education;
- to maximise public stakeholder engagement and participation in the work of the project;
- to deliver and evaluate Outreach Media-Literacy Courses for target groups;
- to maximise the sustainability of the work and outputs of the project.

The dissemination plan sits within the aims and objectives of the project, alongside the project's work programme and timetable, Project Management, Sustainability Plan and the Quality Plan.

DESTIN aims to address the broader challenges of improving public understanding of the role and responsibilities of journalists within democratic society; of the rapidly changing media landscape in Ukraine; of citizens' rights and the responsibilities of news-media organisations; and the wide range of values, intercultural awareness and capabilities that

are embedded in the concept of 'media-literacy'. We believe this is wholly appropriate to the mission of Ukrainian universities as they play a vital part in the development of all aspects of their society, and especially to the field of Journalism. In short, we aim to support not only the transformation of Journalism education within the sector, but also the national environment within which the professional journalist must work, add value and be understood.

We have included many opportunities for public engagement with our work. Thus we plan not only to disseminate the outputs of our work, but also to promote public participation wherever possible. For example, we hold 'open days' at all Ukrainian universities for key stakeholders.

The Dissemination Strategy includes:

- consultations with stakeholders: employers and employers' organisations; professional associations and unions; national, regional and local bodies; secondary schools; and non-partner Ukrainian universities;
- online surveys of secondary school, professional association, and employer needs, for 'gap analysis' reports at GB and Co-ordination meetings;
- public 'Open Days' at each Ukrainian partner university to promote public understanding of the role of professional journalists and news-media in democracies, and to support schools in the development of 'media literacy' among their students;
- production of a regular 'Project Watch' online forum to enable target groups to discuss and contribute to the project; and
- promotion of the 'Outreach Media Literacy Courses' programme.
- Communication Plan <http://www.destin-project.info/communications-plan/>

The internal communication infrastructure ensures the provision of convenient and appropriate mechanisms for facilitating the free flow of information (strategy, administrative and practical) across the project partners.

An internal electronic mailing list has been established for the project which aims to provide a mechanism for internal project communications. This includes members of the project team from each partner.

An internal publication will be produced in the format of a formal 'Memo' to ensure communication of important project news for DESTIN partners and act as a repository for 'calls to action' as the project progresses. This will be coordinated by Bath Spa University, with other partners invited to share their own memos when required.

Each partner produces internal publications, such as institutions' websites, printed and electronic bulletins, students' newspapers, etc. These internal publications are an excellent and cost-efficient way of promoting the project and disseminating its key messages and results to persons within the institutions, including students. Many of these publications also reach key stakeholders. It is the task of each project team at the particular institution to ensure the adequate presentation of DESTIN activities and products in such internal publications.

- Quality Plan <http://www.destin-project.info/quality-plan-qp/>
- Sustainability Plan <http://www.destin-project.info/wp9-sustainability-plan-eng/>
- Outreach Plan <http://www.destin-project.info/wp6-strategy-and-operational-plan-for-outreach-courses-2/>

1.1. Main principles

Several broad principles will guide the implementation of the dissemination strategy:

All activities will be based on team efforts and led by ChNU and a Dissemination Coordination Group will be formed, consisting of one person from each partner. Coordination among the DESTIN partners is essential for achieving effectiveness of the dissemination of the project outputs and outcomes, raising awareness of our activities and post-project dissemination, with reporting to the GB throughout the duration of the project.

Each publication or product within the project will be prepared with a clear audience and purpose in mind; we have identified four key audiences for this project, these are:

- Non project HEIs in Ukraine
- Professional practitioners in journalism and media
- Schools in Ukraine
- General public in Ukraine

Each publication will respect the Dissemination and Visual Identity rules for ERASMUS + CBHE projects available here at https://eacea.ec.europa.eu/about-eacea/visual-identity_en

As a minimum project publications, electronic and hardcopy, will comprise:

- Targeted informational literature designed to raise awareness about DESTIN, and its activities
- National Guidelines Statements for BA and MA in Journalism in Ukraine
- Project Watch
- Toolkit on Review of Curriculum
- Peer Review Report Overview

1.2. Partners

- Bath Spa University *Project Coordinator & Work Package Leader WP1 & WP10*
- Adam Mickiewicz University and Faculty of Political Science and Journalism *Work Package Leader WP4*
- Institute of Art, Design and Technology *Work Package Leader WP3*
- Linnaeus University including FOJO
- World University Service Austria *Work Package Leader WP7*
- Ethical Journalism Network
- European Journalism Training Association
- Bohdan Khmelnytsky National University of Cherkasy and The Department of Journalism, Advertising and PR-Technologies
- Academician Stepan Demianchuk International University of Economics and Humanities and Faculty of Journalism
- Ivan Franko National University of Lviv and Faculty of Journalism *Work Package Leader WP9*
- Mariupol State University and Faculty of Philology and Mass Communications
- Sumy State University and Department of Journalism and Philology *Work Package Leader WP6*
- Taras Shevchenko National University of Kyiv and Institute of Journalism *Work Package Leader WP2 & WP5*
- Ukrainian Catholic University and School of Journalism and Communications
- Uzhhorod National University and Department of Journalism
- Yuriy Fedkovych Chernivtsi National University and Department of Journalism *Work Package Leader WP8*
- Zaporizhzhya National University and Faculty of Journalism
- Ukrainian Association of Students
- Hromadske Radio
- Ministry of Education and Science of Ukraine

Part of the project will involve building up networks and forming working groups with major relevant stakeholders (policymakers, labour markets, student organisations, HEIs outside the project, National and Public media channels). These activities are crucial for the dissemination strategy of the DESTIN partners.

1.3 Project Extension

The project has been extended by eight months until August 2021 due to the pandemic. The timetable of dissemination activities has been amended below.

2. Communication, visibility and PR activities

2.1. DESTIN approach to dissemination

DESTIN partners will mobilise their networks of partners at the local, regional and national level to raise awareness of the project, attracting supporters and promoting project outputs.

DESTIN partners already have established channels of media relations. They will strive to utilise these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level.

DESTIN consortium partners will present the project and promote its results during other relevant events organised within their own institutions or by partner institutions.

Project teams within DESTIN consortium partners will utilise all possibilities presented by the publishing activity within their own institutions to promote the project and its results. Relevant internal publications, such as website news, website project link and content, information bulletins (electronic or printed), brochures, student newspapers, etc. can be a suitable medium for promoting the project within the institution (including among students) and among local networks of partners and stakeholders.

Ukrainian DESTIN partners will utilise all available opportunities to make the project visible to policymakers at the local, regional and national level, including through targeted emailing of project outputs.

DESTIN partners will avail of all suitable opportunities to publicise the DESTIN project on the national and international level, by publishing papers, publishing press releases online and in print, presenting at conferences and seminars and availing of any opportunities for promoting the project by collaborating with other CBHE projects.

Stakeholder-oriented activities will present excellent opportunities to convince the target groups that the project is relevant and beneficial not just for the particular HEI, but also for the broader society.

2.2. Project website and other web-based tools

ChNU, as leader of the Dissemination work package, will undertake to:

- Design and create a website to include project information, plans, activities, resources, public contact and feedback.

- Exploit the links to, and resources of, key EU former projects in Journalism/Media relating to Ukraine and the region.
- Link to key EU and Ukrainian Journalism/Media organisations and resources that relate to the goals of the project.
- Design invitations to engage others in the ‘Outreach “Media Literacy” Courses’
- Link to these courses on the website.
- Produce, translate and distribute a project brochure and other relevant publicity materials as needed

The DESTIN project website <http://www.destin-project.info/en/> will be one of the main dissemination channels. It will be a key source of information available to different categories of stakeholders, the first point of contact, and a mechanism for ongoing communication with external audiences. It will also enable effective consultation with motivated and proactive stakeholders. The website will be publicised by the project partners at project events and at other related events. The individual partners will also publicise the website within their own networks of contacts. The DESTIN website is designed to be informative, with concise content that will ensure smooth communication with diverse categories of stakeholders and external audiences.

Project Watch, <http://www.destin-project.info/project-watch/>, is a monthly web based newsletter that will share project progress, outcomes and act as a voice of project partners to celebrate their participation in the project.

A project leaflet will be produced in both English

<https://www.dropbox.com/s/blj12psrkusn0bw/DESTIN-leaflet-ENG-RGB.pdf?dl=1> and Ukrainian <https://www.dropbox.com/s/kog2scoic1xl8s6/DESTIN-leaflet-UA-CMYK.pdf?dl=1>

The project Facebook page <https://www.facebook.com/destin.info> has been set up by, and is being maintained by, ChNU and will complement the website of the project. It will be used by all partner institutions to share information related to the general topic of the project, as well as to present achieved results or activities within particular institutions. The content will be less formal, more interactive and broader in terms of issues than the website of the project. This approach allows the consortium to maximise and facilitate day-to-day interaction among project team members, supporters, researchers, followers and other persons involved with or interested in the project, while also maintaining – through the DESTIN website – a streamlined, concise, focused and user-friendly presence on the web that will benefit the overall visibility of the project.

A DESTIN YouTube channel will be used, where possible, to make the main events accessible to a wide group of stakeholders.

<https://www.youtube.com/channel/UC6-LyLY5xSEfRPImkIMBJ1Q>

3. Dissemination strategy, communication mechanisms and channels

3.1. Introduction

To reach a variety of interest groups and stakeholders each partner will engage with the dissemination plan as part of the project and opportunities will be sought to promote the project at regional, national and international level.

While it could be argued that direct promotion of the project to stakeholders could be met with some scepticism, collaborative problem-solving activities between the HEI and the stakeholders are likely to convince the latter in the existence of mutual interests and to motivate them to assume ownership of the results achieved in the course of the project. For the dissemination potential of stakeholder-oriented activities to be realised, these activities have to be organised in the form of less formal peer-to-peer interaction, open discussion and joint interactive problem-solving activities rather than in the form of presentations and lectures.

A selection of events with wide target groups will be recorded and shared on the DESTIN YouTube channel. The DESTIN Facebook page will be used to promote these recordings with the aim to reach a wide audience.

Conferences are a means of developing national and international contacts and partnerships with key stakeholders. They allow for direct, face-to-face communication and discussion and DESTIN will encourage partners to disseminate about the project at appropriate journalism, media and other education conferences.

As part of its dissemination strategy, the partners will utilise targeted publications in the media in order to communicate key messages and to share information about major events or achieved results. In addition, project members will strive to ensure that, whenever possible, the media information they have published is also published on the DESTIN website, allowing other web-based media to re-publish or link to the information.

The DESTIN project will seek to establish and maintain contacts with other relevant projects (financed by the EU or by other grant organisations) in order to ensure wider impact of project activities and wider dissemination of project results. The partners will utilise all opportunities to present the project and its activities at other relevant events, especially if the events have high dissemination potential and involve stakeholders that are key to the project.

3.2. University engagement and participation

There are a number of levels at which communications with Ukrainian universities are relevant to the project. These communications, to include contacts at both management and departmental level, will explain the aims and activities of the project; invite participation and contribution; and to promote universities' use of project resources and take-up of 'Outreach Media Literacy Courses'.

During the project two surveys will take place within the partner Ukraine universities to assess current students, graduates and external stakeholders to audit journalism teaching. Arising from this the project will generate a template that can be used by other HEIs to survey their own students.

National Guideline Statements

A major objective of the project is to promote modernisation and reforms in higher education journalism teaching. Communicating the National Guidelines Statements to HEIs and policymakers is key to achieving this objective. Therefore, the partners will use any opportunity to present the policy recommendations stemming from the DESTIN project to policymakers at all relevant levels in their countries. Such presentation can take the form of communicating policy recommendations in face-to-face meetings at relevant events, publishing or presenting the Guidelines or discussion papers, initiating public debates within the media, etc.

Modernisation processes in the sphere of Ukrainian higher education and their implications at the institutional level are issues that will resonate with all major project stakeholders. The National Guideline Statements will be promoted at local, regional and national levels.

The Ukraine Ministry of Education and Science are a partner on the programme, as are the Ukraine Association of Students; their contacts will be utilised to disseminate project outputs to further promote the project and embed outcomes into Ukrainian HEI.

3.3. Public engagement and participation

Public engagement with the project will take place at a number of levels, to include:

- Online communication with key Ukrainian stakeholders: employers, professional associations, unions; national, regional and local bodies/authorities; secondary schools; etc.
- Invitations to participate and contribute to the development, reach and impact of the project, through online feedback on resources, activities, outputs, events and reports
- Contribute to development and take-up of 'Outreach Courses'.

- Delivery of 10 'Open Days' (one at each Ukrainian university partner) to promote public understanding of the role of professional journalism and media in democratic society, and to support secondary schools in the development of media literacy among their students.
- Collation of participants' feedback from the Ukrainian universities on their 'Open Days', and presentation of findings at Coordination meeting.
- This feedback will be used to learn from the experience and to produce a guide/toolkit to the holding of such events that can be shared with Ukrainian HEIs.
- Design and Delivery of 'Project Watch' online activity to enable public stakeholders to see how the project is progressing and the issues it is addressing, and to participate in the project's developments.

Open Days (Updated Aug 2021)

Each participating Ukraine HEI partner held an Open Day in May 2021. These took place in person, blended and online.

EU partners AMU and IADT shared their experiences in Open Day planning during the pandemic and assisted in the planning of the revised Open Day plans. This added value to the events that we had not foreseen and to the partners holding the events, creating models that can be used for future events.

Ukraine partner universities promoted the Open Days to target groups, including schools, local HEIs and local stakeholders. The Open Days made attendees aware of the project, importance of journalism in society and about the possibilities to obtain journalism and media qualifications in higher education through the revised and new curriculum resulting from the DESTIN project.

A key factor for the success of the Open Days was the informative nature of the events, their accessibility because of the online presence and in their promotion of the relevance and importance of accurate, current, accessible and factual journalism in Ukraine.

Each partner was encouraged to share the success stories of the events through their own media channels.

Additionally a template and learning document will be produced for the DESTIN website that shares the knowledge gained from holding these events.

Outreach courses

The Outreach Courses are delivered under Work Package 6 by Sumy State University.

- ChNU will work with SSU to develop publicity material to promote the courses, both in the piloting phase and in their final delivery.
- ChNU will work with SSU to develop a suitable list of stakeholders, including schools, universities, media channels in which to promote the courses.
- Working with Ukraine Association of Students and Hromadske Radio to ensure that a wide audience is reached in the promotion of the courses.
- ChNU will ensure that a press release is made available to all DESTIN partners to promote the courses
- ChNU will promote the courses via the Ministry of Education and Science and also with the National Erasmus Office Ukraine.
- Some writing of the material has been delayed due to reduced access to equipment and in person meetings during the pandemic. This has been taken into account in a revised schedule for the courses.

3.4. Project Results Platform

The Erasmus+ Project Results Platform will act as a repository of project documentation to disseminate and exploit the project outcomes. The management of this process will be overseen by the project coordinator.

3.5. Network

The DESTIN project aims to create a network/forum for the teaching of journalism in Ukraine. It is important that this is promoted widely to ensure its success and acts as a legacy of the project. ChNU will work with IFNUL, sustainability work package leaders, to develop a promotional plan for this Network to enable it to be launched at the final DESTIN conference.

3.6 Pandemic Update

The Global COVID pandemic has affected the reach of the DESTIN project as in person events have either not been able to be held. We have found solutions where events have been held virtually or as blended activities.

The project has been officially extended to August 2022.

Due to the wide range of partners the circumstances have been different in the respective countries. This has affected the nature of the dissemination activities held and the audience reach of the dissemination.

We have clearly seen that the focus of the university partners has been focussed on student teaching and the challenges that the pandemic has created for student learning.

We plan to make the following adaptations in response to the pandemic:

- Open Days - were held in a virtual, blended and in person environments in May 2021
- Additional training given for the holding of virtual open days to Ukraine university partners has been given
- Dissemination events locally, nationally and internationally - overall these have been less affected with additional opportunities arising due to the virtual nature of the events. We continue to seek virtual opportunities to disseminate the outputs of the DESTIN project
- Recording of events so that they can be shared online (if appropriate)
- Blended activities where some virtual and some in person activities take place
- Extended use of the website and of project watch to share information about the project

3.7. War in Ukraine

On the 24 February 2022 Russia invaded Ukraine. This has had a major impact, as to be expected, on our Ukrainian partners which can be found documented in local, national and international press.

In many ways the pandemic prepared the Ukrainian project partners to be able to teach online so they have been able to continue in much of their academic teaching, including the new and revised BA and MAs. However with some male colleagues fighting in the war, those under 60 not allowed to leave Ukraine and the damage and destruction to some partners' university campuses, the effect on the Ukraine partners has been extensive.

The audience for the project dissemination will change as priorities of the original target groups is focussed on war, safety, relocation and in some cases defence.

With that in mind the coordinator of the project, Bath Spa University, has requested a further extension to the project (November 2022).

We will aim to continue to disseminate the project outputs virtually and via online channels and hope that we will be able to hold the final conference in person in Lviv.

4. Expected Impact of the Project

While the main beneficiaries of the project outputs/products/results are higher education students and teaching staff at the Ukraine partner HEIs, there will also be different levels of positive impact within the wider journalism and media sector and the wider public.

At National level the DESTIN project will leave behind a comprehensive guideline for the teaching of journalism at both bachelor and masters level within Ukraine, a toolkit to help to revise and review curriculum and a suite of courses to explore journalism.

At the European and international level there will be increased collaboration amongst partners and new academic relationships established, with the opportunity of working with network partners, such as European Journalism Training Association and Ethical Journalism Network, to promote Ukraine journalism learning and training to a wider audience and to continue to learn from each other.

Dissemination, promotion, collaboration and continued learning will be at the heart of the impact of the project, both within the project lifetime and beyond.

By the end of the project knowledge of the importance of journalism in Ukraine at HEI and school levels will have increased, through the Open Days, Media Literacy courses and shared outputs from DESTIN. Commitment among partners and stakeholders will have increased to ensure that the teaching of journalism is kept under review and seen as a priority within HEI to assist in the democratisation of Ukraine's media.

We are constantly reviewing the impact of the project and the changes in audience reach due to the pandemic. We expect the reach of the project to be altered due to the war in Ukraine as target audiences focus their attention on the effects of war.

4.1. Project Dissemination in Times of Crisis

In light of the war in Ukraine the project will need to reassess the target audience and its expected impact. At the time of reassessing the Dissemination plan we are awaiting the results of the project extension request.

5. Sustainability

The following dissemination activities will be sustained after the end of the project:

- Continued promotion of the Outreach Courses
- Continuation of the DESTIN website for five years
- Development of a 'template' for Open Days to promote journalism
- Promotion and dissemination of the National Guideline Statements
- Presence of material on the YouTube channel

These dissemination activities sit alongside those outlined in the Sustainability Plan.

Project partners agree to support the key outcomes of the project and to provide the necessary resources for their sustainability.

Cultivating strong relations with stakeholders is expected to become increasingly important for the review and design of journalism curriculum as HEIs face the need to become more adaptable to the needs of society and economy and embrace the need for increased collaboration, resource sharing and exchange of experience.

5.1. Possibilities for synergies and multiplier effects

In many ways the DESTIN project was born out of the many synergies, multiplier effects and previous collaboration that existed between partners in the project prior to project application.

Looking forward within the DESTIN project we hope that there will be greater collaboration between the Ukraine partner HEI journalism and media departments and that they will continue to work closely to further democratise teaching within Ukraine. The dissemination of the project outputs after the project has ended will, hopefully, lead to the iterative processes that will ensure the review of journalism courses across Ukraine HEIs that have not been partners within this project.

Further opportunities should be sought under the Erasmus+ capacity building and strategic partnerships calls, however these, unfortunately, can no longer involve BSU (post Brexit).

5.2. Sustainability Post-Pandemic and in Times of Conflict

The impact of the pandemic on the DESTIN project had meant that a number of project activities were significantly delayed. In terms of dissemination, this particularly affected the planning and implementation of the Open Days (some of which had to take place entirely online); it also limited the opportunity for promotion through in-person meetings and events. As a result, we had planned for a more intensive period of dissemination in the final months of the project as the pandemic restrictions eased.

The Russian invasion of Ukraine has obviously led to further disruption for the project, including dissemination. In invoking the 'force majeure' clause, we recognise that, although the partners remain committed to completing the project as planned and project activities remain ongoing, it will be much more difficult to disseminate the project's outputs and achievements as originally envisaged. Nonetheless, we intend to continue to update the website regularly (taking periodic 'snapshots' to ensure that the content and structure are preserved in case of loss of the server or network access) and to implement as many of the planned dissemination activities as possible.

6. Milestones in the process of promotion and dissemination

*indicates the deadline if the Nov 22 project end date is approved

Task	Deadline	Status (updated Apr 2022)
Create Dissemination Coordination Group (1 responsible person from each partner organisation)	February 2019	Complete
Dissemination Group first meeting	February 2019	Complete
Project logo created	February 2019	Complete
Project Watch launch internally	February 2019	Complete
Launch project website	May 2019	Complete
Launch project Facebook Page	May 2019	Complete
Launch project YouTube Channel	May 2019	Complete
Dissemination Group second meeting	May 2019	Complete
Develop elements of branding (covers for social networks, disclaimer for video, infoline for images, packshots, etc.) and recommendations on how to use them. Sharing all files with partners.	June 2019	Complete
Publish DESTIN Training for Trainers Toolkit on project website	December 2019	Complete
Publish Template for Peer Review and Guide to Peer Review Process and Documentation on project website	December 2019	Complete
Launch analytics to monitor the effectiveness of dissemination on social networks and on the project website	December 2019	Complete
Develop Interactive Timeline page on the website	February 2020	Complete
Developing an easy-to-read information leaflet about the DESTIN project.	April 2020	Complete
Developing Project Watch interactive page on website	May 2020	Complete
Create and maintain a list of links to, and resources of, key EU former projects in Journalism/Media relating to Ukraine and the region	*November 2022	in progress
Exploit a list of links to, and resources of, key EU former projects in Journalism/Media relating to Ukraine and the region	*November 2022	in progress

Find or developing special script for Wordpress / Google Drive integration for increasing speed of project material publication on the website	August 2020	Complete
Production and translation of project brochure and publicity materials.	*November 2022	in progress
Distribution of project brochure and publicity materials.	*November 2022	in progress
Develop communication Links to key EU and Ukrainian Journalism / Media organisations and resources that relate to the goals of the project.	*November 2022	in progress
Develop a strategy, templates and documentation for Open days at UA University Partners	Autumn 2021	in progress
Collation of participants' feedback from the Ukrainian universities on their "Open Days"	Autumn 2021	Complete
Presentation of Open Days findings at Coordination meeting and Governing Board	GB7 Autumn 2021	Complete
Open Day 'Toolkit' / planning template for website to share learning from running these events	Summer 2021	Complete
Promote universities' use of project resources and "Outreach Courses"	<i>This will be split into Pilot Courses Summer 2020 Full suite of courses *October 2022</i>	Pilot courses complete <i>Full Suite to be scheduled</i>
Promotion of National Guidelines Statements to Ukraine HEIs in liaison with TSNUK, MESU and NEO Ukraine	Summer 2021	To be scheduled
Ensure that all links to media and project outputs are clearly visible on the DESTIN website, e.g. Facebook, YouTube, Media Literacy Courses, Forum	Spring 2019	Complete
Work with IFNUL to promote the Journalism Forum formed as part of the Sustainability Work Package	<i>This forms part of the WP9 Sustainability and will be completed at the end of the project</i>	In progress

Communications with Ukrainian universities (including management) to explain the aims and activities of the project; to invite participation and contribution	During the whole period of the project realisation	in progress
Online communication with key Ukrainian stakeholders: professional associations, unions; employers, national, regional and local bodies/authorities; secondary schools; etc.	During the whole period of the project realisation	in progress
Uploading and updating project information, plans, activities, resources, public contact, feedbacks and materials on project website and in social media.	During the whole period of the project realisation	in progress
Tracking publications in the media about the DESTIN project, their systematisation and updating the list of links in the section “Media about us” on the project website.	During the whole period of the project realisation	in progress
Writing of Project Watch for the DESTIN project website	During the whole period of the project realisation	in progress