Dissemination and sustainable development Plan SL USARB

2017

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1. Background

This dissemination and sustainable development plan was developed , which aims to adopt a series of measures and communication tools having to be applied and monitored during the project implementation in order to ensure better visibility of the project

2. Objectives plan

The overall objective of the plan is to increase awareness and information on the target group of the project activities, opportunities and benefits of involvement / participation in this project, and to ensure better dissemination of project results in support of project scope. Ensure implementation of dissemination measures contained in the Plan, aiming as much possible presence in the Mass-media, using appropriate forms and methods of advertising

The specific objectives of the plan are:

- Establish a communication / a set of measures and communication tools which will focus on information, promotion and advertising project. Informing the target group on the progress of work and results achieved in the project
-Visual message materials and information dissemination project and dissemination of information materials in the project must provide final beneficiaries proper understanding of the project objectives, in order to obtain benefits for sustainable development.

3. Target group

The project communication and dissemination activities addressing target groups described below:
The main target group
The target group consists of 5178 people: 52 librarians, 4,200 students, 396 teachers, 530 librarians of pre-university schools in the North and mun. Bălţi.
Other partners of communication.

4. Communication and dissemination strategy
This document puts communication at the base of implementation.

It aims to increase, awareness and information on funding opportunities through the Erasmus + enhancing the role and added value of European Community assistance, as well as national funding effort .For this purpose, project objectives and thus, Communication and Dissemination Plan will be consistent with the priorities of Erasmus +.
Communication and dissemination measures proposed in this plan are intended to facilitate the relationship between beneficiaries and target groups identified, to develop good working relationships to ensure visibility opportunities provided the latter part of the project, development of professional competencies through integrated tools offered.
Communication and dissemination strategy is based on ensuring transparency and easy access to information of interest about the project.

5. Project activities and measures /communication tools :

Communication and dissemination strategy of the project is based on a set of measures and communication tools chosen by the target group. For information, the project promotion and advertising we will create a communication set that will focus on measures to:
- achievement information material and advertising;
- event management services;
- advertisements in national daily press and institutional publications;
- publishing leaflets, brochures, press articles;
- web page achievement for the project;
- production pens, printed folders, memory sticks, banners, roll-ups;
- conferences to launch the project and the final press conference.

Measures and communication tools related project activities are detailed in the table below:

Project Activities	Measures /communication tools	Strategy implementation measurements	Results	Responsibile
A) Promotion and advertising project activities	Project elaboration visual identity - Creating project plan of communication and dissemination -Project Development of information and promotion materials -Development and Launch Press Releases -Distribution of information materials -Project Development Website structure; - Elaboration of texts; - Update permanent information	In developing the visual identity will choose colors and graphics defining impact and recognizable. - Visual identity elements will be included on all information and promotional materials. - Communication and dissemination plan will cover all measures necessary for each item of activity. -Promotional materials will be distributed at the events organized in the project (opening and closing conferences). - In the conference launch will present the project as a whole, the beneficiary and project partners. The final conference will report results vs. achieved results achieved in the project vs. undertaken results in the project - For each training will prepare a pre-event press release and a post-event press release. Press releases will be posted on the page of the project. - Getting music and video content (news, reports) from the institution concerned and posting media sites - YouTube and on the project website. The articles can also be scanned and posted on the page project library site. -	-1 logo - one slogan - 1 dissemination plan -100 folders - 3 posters -100 leaflets -30 presentations - 100 booklets - pens 150 -3 banners 6 conferences organized 20 articles / Press releases elaborated and disseminated	S. Ciobanu E.Harconiţa E.Stratan V.Topalo S.Ciobanu L.Mihaluţa E.Harconiţa V.Topalo L.Mihaluţa E.Stratan I.Afatin E.Harconiţa Librarians USARB
B) Organizationand implementation a	- Concept elaboration of Integrated	Integrated campaign concept promotion will be conducted by	-One concept campaign	

Promotional Campaign	promotional campaign; - Elaboration printed promotional materials	expert communication and organizing events collaboration with manager project.	-1 campaign promotion plan (human resources, material resources time resources); - One radio spot 1 video spot 1 model release 45 banners Flyers 50 50 informative materials 5000 people participating in informational campaign	

6. The management and implementation

- Realization/ Dissemination of information and advertising materials, publishing leaflets, brochures, posters.

<div align="right">Marketing & Publishing Center   2016-2018</div>

- Realization a page project on the Scientific Library USARB website page that reflects the project activities;

<div align="right">Computerization and networking Center   2016</div>

- Information presentation projects in workshops, librarians meetings dissemination on development project in USARB; Senate and Administrative Councils USARB; Libraries Education Councils under the Ministry of Education of Republic of Moldova.

<div align="right">E.Harconiţa   2017-2018</div>

- Elaboration and posting the information, press releases concerning participation in projects and events taking place: the USARB site and library website, Moldovan Ministry of Education, professional blog, using web 2.0 tools: social networks: Facebook, Google+, Twitter, Flickr, Pinterest, YouTube. Sharing information online.

<div align="right">Working Group   2016-2018</div>

- Preparation and publication the articles about the project, advertise in national and international magazines: *Magazin Bibliologic*, the magazine of National Library of Republic of Moldova, *Bibliouniversitas @ ABRM.md*, electronic journal of theory and

practice of university libraries in Moldova, *Confluenţe Bibliologice*, specialized magazine*, Sintagmele,* USARB magazine.

<div align="center">USARB Librarians   2016-2018</div>

- Production of pens, printed folders, memory sticks, banners, roll
<div align="center">Marketing & Publishing Center   2016-2018</div>

- Participation in conferences to launch the project and the final press conference

<div align="center">E.Harconiţa   2016-2018</div>

- Internet address of the website project will appear on all printed materials of the project, in press releases and correspondence (including electronic mail) etc.

7. Monitoring:

- Informing partners with development implementation publicity and visibility plan, information and publicity measures undertaken and the media used.
- Inclusion in the monitoring reports Project specific references to information and publicity measures undertaken during the Plan implementation activities in which these measures were taken and the results achieved.
- Information and publicity materials: posters displayed number; distributed leaflets number; number of presentations distributed; number press release; number of banners displayed.
- Project pages are: number of materials (articles, press releases, etc.) published number of website hits.