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# Project Dissemination and Sustainability Plan (DSP)

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*Introduction to EU - Education for secondary schools (INEES)*



**INEES**  
Introduction to EU Education  
for Secondary Schools



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## Summary

The Project Dissemination and Sustainability Plan (DSP) presents the aims and objectives of the project *Introduction to EU - Education for secondary schools* (INEES), dissemination strategy, as well as actions were undertaken by the INEES team to broaden project's visibility across Serbia, region and Europe.

*The INEES project represents an innovative method of familiarizing teachers and students in secondary schools with the process of European integration, the EU institutions and mechanisms, and raising the entire society's awareness of the EU through their cooperation and debate.*

*The project aims to ensure the improvement of knowledge of the EU, better understanding of the process of Serbia's accession to the EU, and to ensure the creation and adoption of new values that would influence the establishment of a new model of behavior in schools through education of teachers and students. In this way, the main messages will be sent to the society as a whole, and the active participation of citizens will be ensured, especially the involvement of youth who represent crucial social capital and resource.*

*The results of the research done in 2014 on how well the students of Belgrade secondary schools are informed about the EU reveal their negative attitudes towards the EU, the existence of a significant level of Euro-scepticism, lack of information and adequate teaching of EU topics. All of the above indicates the necessity for taking further steps towards better education of secondary school students about the EU through greater involvement of all participants - schools, NGOs, government, and educational institutions.*

*Encourage by the fact that youth will be a significant age category in the future referendum on Serbia's entry into the EU, the need for general and continuous education of secondary school students on the EU with the aim of shaping the attitudes of youth has been perceived, based on concrete evidence. In this regard, the main goal of the project is to educate teachers and students in secondary schools on EU topics. After the seminars which are planned to be held as part of the project, the teachers will be able to implement the acquired knowledge in a simple, interesting, and accessible way in the subjects they teach. In this way, favorable conditions would be created for the EU subject matter to be implemented in the teaching process without fulfilling the formal requirements, i.e., without changing the existing curricula in secondary schools. Such activities, the aim of which is to arouse the interest of teachers and students, would form the basis for enriching secondary school curricula with EU themes in the future.*

*The objective of the project will be realized through:*

- *Dissemination of knowledge and information about the EU primarily addressed to teachers and students, but also to general public through the web platform EUTutor;*
- *Obtaining concrete information on students' knowledge of the EU and their understanding of the process of Serbia's accession to the EU, through research that will be conducted in secondary schools (>600);*
- *Training teachers and raising their awareness of the importance and values of the EU and increasing their motivation for further engagement in presenting EU subject matter to*



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*students, through organizing nine seminar iterations "Towards the EU-Challenges and Opportunities" for ~50 secondary school teachers in 4 regions in Serbia;*

- *Informing students on the EU topics through the organization of the EU Info Day, which will be held in 9 secondary schools in 4 regions in Serbia (~1000);*
- *Opening of a dialogue between policymakers, representatives of the civil society, the academic community, and secondary education about the benefits and significance of the European integration process for young people and the implementation of EU topics into the secondary schools' curricula at a conference "EU for Youth-Challenges and Opportunities".*

*The above activities will result in the following main project outputs: project website, web platform EUTutor, webinars, results of the research of knowledge about EU, EU Handbook and e-materials, Conclusions from the Conference.*

*The outcome of the project is raising awareness and improving EU knowledge of teachers, secondary school students, and civil society.*

Planned dissemination actions and detailed action, as well as time plan with relevant responsibilities of the project team, is elaborated and presented in the DSP.



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## **Aim and objectives of the INEES's DSP plan**

Reasons for the existence of the dissemination plan are: to communicate the INEES's scope appropriately, objectives and outcomes to its target groups and to engage a broad spectrum of stakeholders in its activities.

### **Main dissemination objectives:**

- to start a relationship and train >50 secondary school teachers during the seminars and to present them new ways of student engagement;
- to attract >1000 secondary school students during the EU Info Days and to show them the importance of obtaining knowledge and information about the EU through the use of the platform EUTutor;
- to engage the wider public to use EUTutor platform;
- to increase stakeholders' awareness of the existence and importance of INEES project;
- to present the project progress;
- to support the organization and promotion of INEES events (seminars, EU Info Days, the Conference);
- to support the development and maintenance of the official project's website, EUTutor platform and social media (FB page, YouTube channel);
- to raise awareness among different target groups about the EU.



## Target groups and key messages

The stakeholders of the project are shown in Table 1 as well as dissemination channels that will be used to communicate key messages.

Table 1: Target groups, key messages, and dissemination channels

Target group	Key message	Channel
<b>Secondary school students</b>	Project activities will help students to acquire knowledge and understand the importance of EU accession and the role of the individual in that process.	EU Info Days, social media, EUTutor, EU handbook, Project web site, social media
<b>Secondary school teachers</b>	Teachers will be empowered and motivated to acquire new and expand existing knowledge about the EU to inform students and encourage them to reflect on and improve their understanding of the EU.	Seminars, EUTutor, Project Conference, EU handbook, webinars, Project Web site, Results of the research
<b>Policymakers</b>	Project activities will raise awareness about the importance of implementing the EU topics in secondary school programs, as well as defining further steps to familiarize the youth with the EU, with a particular focus on secondary schools and both teachers and students.	Project Conference, Project Web site, EUTutor, Conference report, Results of the research, webinars
<b>NGO</b>	Project activities will foster NGOs efforts to support more accessible and higher quality of gaining information about the EU topics for youth and the general population information	The Conference, Project Web site, EUTutor, webinars
<b>Academics</b>	The results of the research on the students' knowledge about the EU (~600) will be a benefit to the scientific community, and it could serve as a basis for further research, activities, and strategies related to the EU topics and youth at the local, national, regional and European level.	Result of papers published in scientific journals and conferences, Project Conference, other scientific and professional events
<b>General public</b>	The project results will be available to a broader population interested in being informed and eager to broaden their knowledge of the EU	TV, press, social media EUTutor, Project web site



## Dissemination objectives and actions

The project duration is two years (September 2019 - September 2021). In terms of dissemination and main project activities, this period is divided into five key phases, which has a different intensity of dissemination activities, focus, primary target audiences, and key dissemination channels. A detailed plan is shown in Table 2.

Table 2: Key phases of the project and dissemination activities

Phase	Month	Intensity	Focus	Main target audiences	Key dissemination channels
I	September 2019 – April 2020	Moderate	Setting up  Informing all the potential stakeholders about the project objectives and upcoming activities  Preparation of Project web site, EU Tutor, social media, seminar, research	Secondary schools – school managers, teachers  Citizens	<ul style="list-style-type: none"> <li>- Project web site</li> <li>- Social media</li> <li>- NSSB web site and FB page</li> <li>- TV</li> <li>- Newspapers</li> <li>- Other events - conference (XXVI skup Trendovi razvoja: "Inovacije u modernom obrazovanju")</li> <li>- Jean Monnet Directory and Jean Monnet Community online platform - Yammer</li> </ul>
II	April 2020 – October 2020	Strong	Seminars & EU Info Days  Research  Call for conference preparation	Teachers  SS Students  Citizens	<ul style="list-style-type: none"> <li>- Project web site</li> <li>- EU Tutor</li> <li>- Social media</li> <li>- NSSB web site and FB page</li> <li>- TV</li> <li>- Newspapers</li> <li>- EU Info day</li> <li>- Seminar</li> <li>- YouTube</li> <li>- NSSB Employment and Vocational Training Fair, flyers and posters</li> </ul>
III	October 2020 - December 2020	Moderate	EU Handbook for Secondary School - preparation  DECEMBER 2020 - publication	Teachers  SS Students	<ul style="list-style-type: none"> <li>- Project web site</li> <li>- EU Tutor</li> <li>- Social media</li> <li>- NSSB web site and FB page</li> <li>- TV</li> </ul>





				Citizens	<ul style="list-style-type: none"> <li>- Newspapers</li> <li>- YouTube</li> </ul>
<b>IV</b>	October 2020 – May 2021	Strong	<p>Preparation of Publication of the research results of the secondary school students knowledge on EU “How well we know each other”</p> <p>APRIL 2021 – publication</p> <p>Webinars</p> <p>Conference preparation</p> <p>MAY 20<sup>th</sup> 2021 – Conference</p>	<p>Teachers</p> <p>Students</p> <p>Citizens</p> <p>Policymakers</p> <p>Academics</p> <p>NGO sector</p>	<ul style="list-style-type: none"> <li>- Project web site</li> <li>- EU Tutor</li> <li>- Social media</li> <li>- NSSB web site and FB page</li> <li>- TV</li> <li>- Newspapers</li> <li>- Scientific papers in journals</li> <li>- Conference</li> <li>- Webinars</li> </ul>
<b>V</b>	May 2020 – September 2021	Moderate	<p>JULY 2021 - The Conference Report "EU for Youth: Challenges and Opportunities"</p> <p>Final Report preparation</p>		<ul style="list-style-type: none"> <li>- Project web site</li> <li>- EU Tutor</li> <li>- Social media</li> <li>- NSSB web site and FB page</li> <li>- Scientific journal</li> <li>- TV</li> <li>- Newspapers</li> </ul>

Table 3: List of INEES seminar and EU Info Day locations

City/Region	Secondary School	Dates
<b>Novi Sad/Vojvodina</b>	Gimnazija “Svetozar Marković”, Novi Sad	01.04.2020.
<b>Zrenjanin/Vojvodina</b>	Srednja ekonomska škola “Jovan Trajković”, Zrenjanin	15.04.2020.
<b>Ruma/Vojvodina</b>	Srednja stručna Škola Branko Radičević, Ruma	08.05.2020.



<b>Belgrade/Belgrade</b>		20.05.2020.
<b>Sopot/Belgrade</b>		03.06.2020.
<b>Užice/West Serbia</b>		03.09. - 04.09.2020.
<b>Kragujevac/West Serbia</b>		10.09. - 11.09.2020.
<b>Pirot/East Serbia</b>		17.09. - 18.09.2020.
<b>Leskovac/East Serbia</b>		24.09. - 25.09.2020.

## Communication activities

INEES project will use well-tailored messages through the most effective channels to reach the targeted audiences.

The dissemination of project results and its main messages will be done through (Figure 1):

- Traditional dissemination (TV, press, flyer, scientific papers);
- Online dissemination (Project website, EUTutor platform, FB page, YouTube channel, webinars, live streaming of the Conference, project banner on NSSB's website, EU portals);
- Face-to-face dissemination with target groups (seminars, EU Info Days, and Conference and other events).

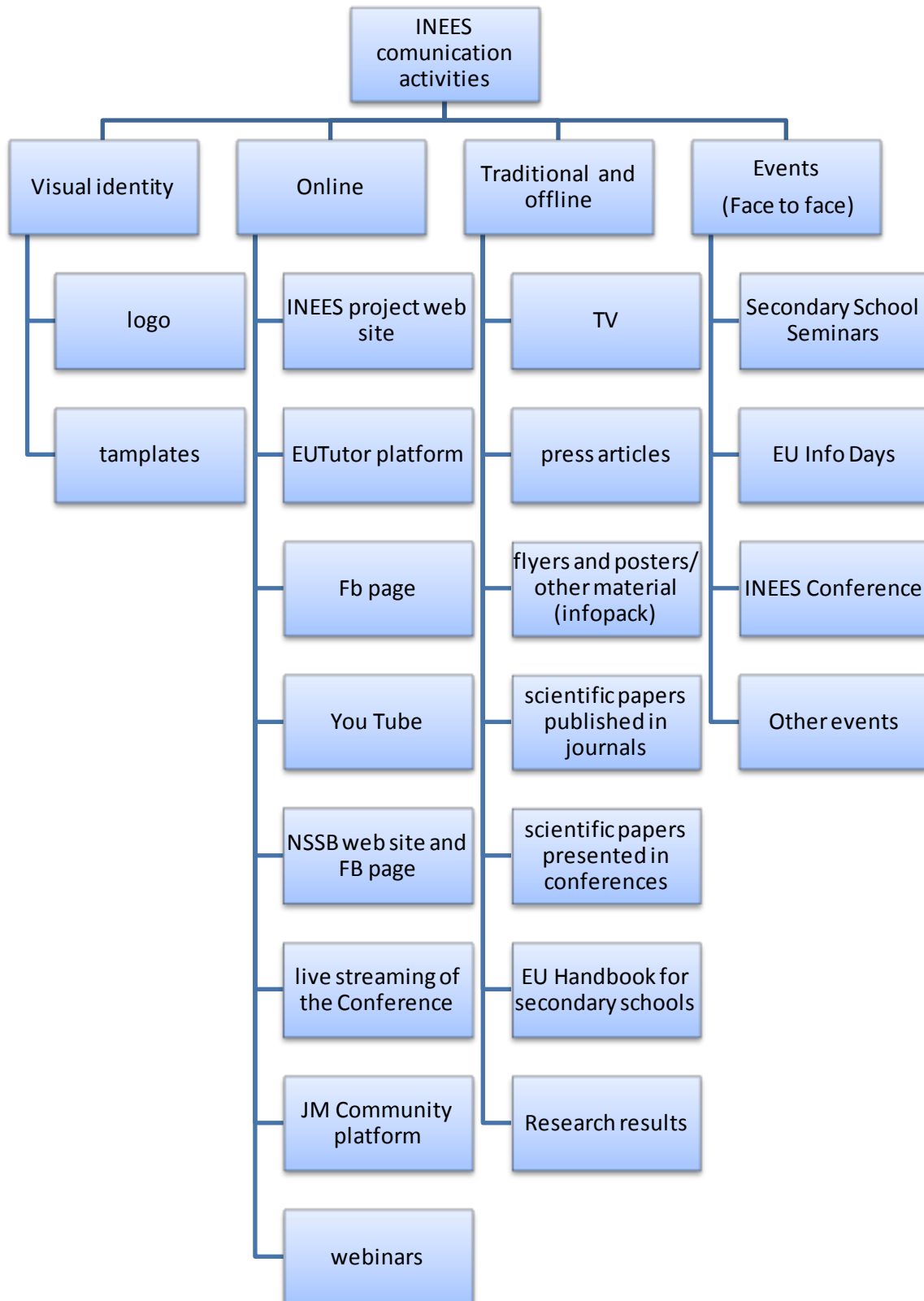
Besides, the project logo is created and will be used to secure a distinctive visual identity (Picture 1).



Picture 1. INEES logo



Figure 1: INEES communication activities





Following the main components of the dissemination tools that will be used, the following figure presents an overview of indicators:

### Online

- INEES project web site - number of visits of the project site (Source Google analytics)
- EU Tutor web site - number of visits of the site , downloads of EU Handbook (Source Google analytics)
- Fb page - number of followers (Source FB analytics, <https://likealyzer.com/>)
- You tube - number of video views (Source YT analytics)
- NSSB web site and FB page - number of page/web site visitors/followers/posts likes about INEES project (Source Google analytics and FB page analytics)
- live streaming of the Conference - number of viewers
- JM Community platform

### Traditional/Offline

- TV - RTV Vojvodina, local TV/radio stations
- press articles (offline and online)
- flyers and posters/ other material
- scientific papers published in journals
- scientific papers presented in conferences

### Face-to-face

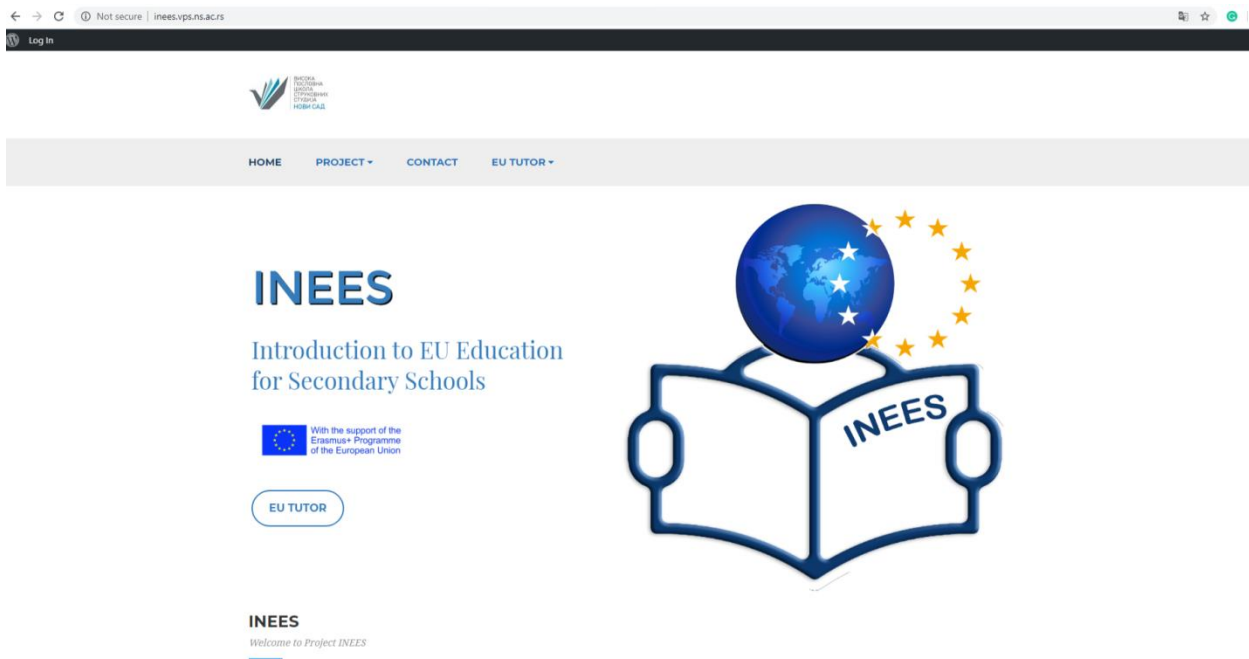
- Secondary School Seminars - 9 events
- EU Info Days - 9 events
- INEES Conference
- Other events - promotion in secondary schools in Vojvodina, conferences, youth fairs, etc.



## Online Dissemination

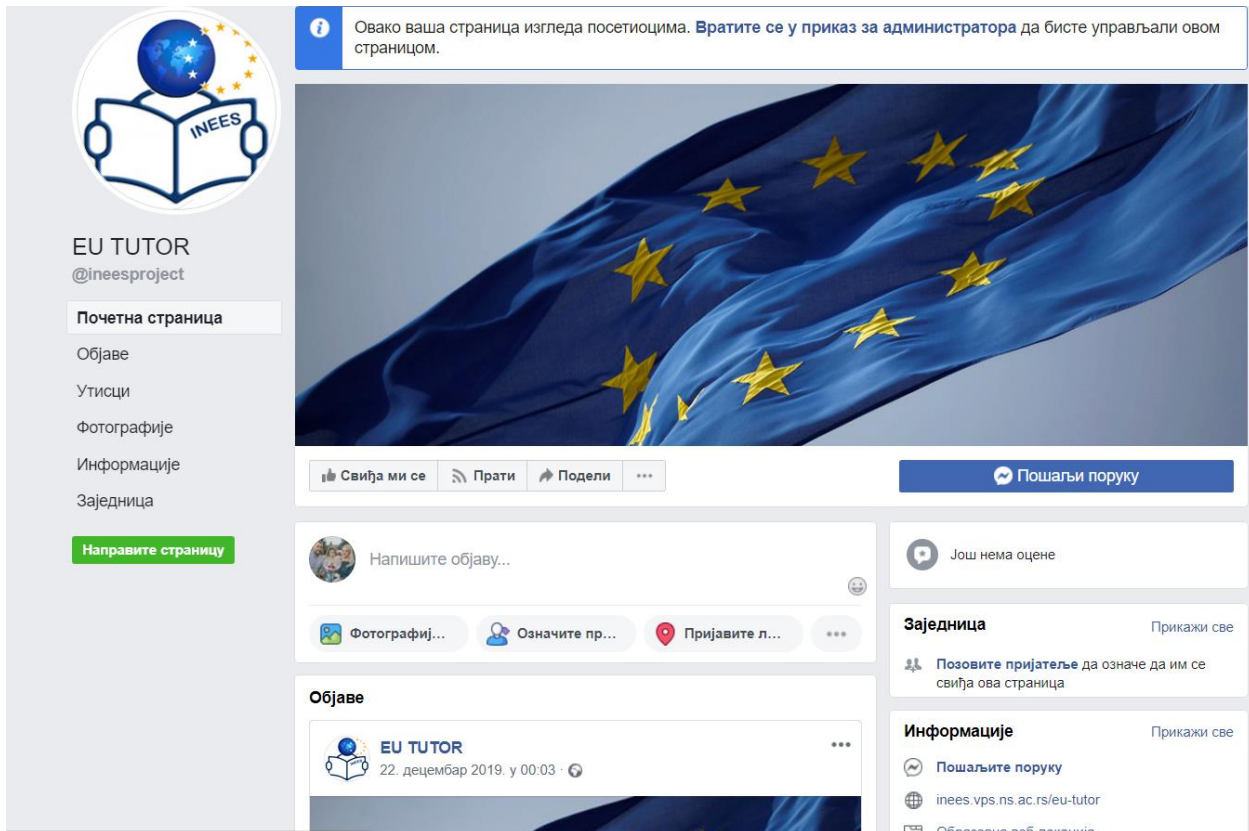
The Project web site provides a first access point for interested stakeholders, and it is accessible through the following domain name: <http://inees.vps.ns.ac.rs/>

**The INEES project website** presents the project activities, results, and impact of the project to interested stakeholders at local, national, regional, and international levels.



Picture 2: INEES homepage

Within the **Facebook page of the INEES** project, members and the wide audience can be informed about the latest news and information of interest about project activities and the EU. It is a public page, visible to everyone on Facebook, and it allows the INEES team to inform stakeholders about all relevant updates.



Picture 3: INEES/EUTutor FB page

**INEES YouTube channel** will be the main social media for video post – video lessons, seminar and EU Info Day videos, Conference video, etc. It is accessible through the following domain name: [https://www.youtube.com/channel/UCPZO\\_uc0i2inAVOwWlZWH7w/about](https://www.youtube.com/channel/UCPZO_uc0i2inAVOwWlZWH7w/about)

**The EUTutor platform** will provide open resource banks about EU information in the Serbian language. The Platform will ensure widespread dissemination of information at the national and regional level and enable access to educational materials for both teachers and students and the general public interested in EU related topics (handbook, quizzes, e-lessons). The platform will make all materials related to the project, seminar materials for teacher training, event information, and research results accessible to all to improve knowledge and spread information about the EU. All materials will be available to a broader population and will be periodically updated to include outlines of significant results obtained. It is accessible through the following domain name: <http://inees.vps.ns.ac.rs/eu-tutor/>

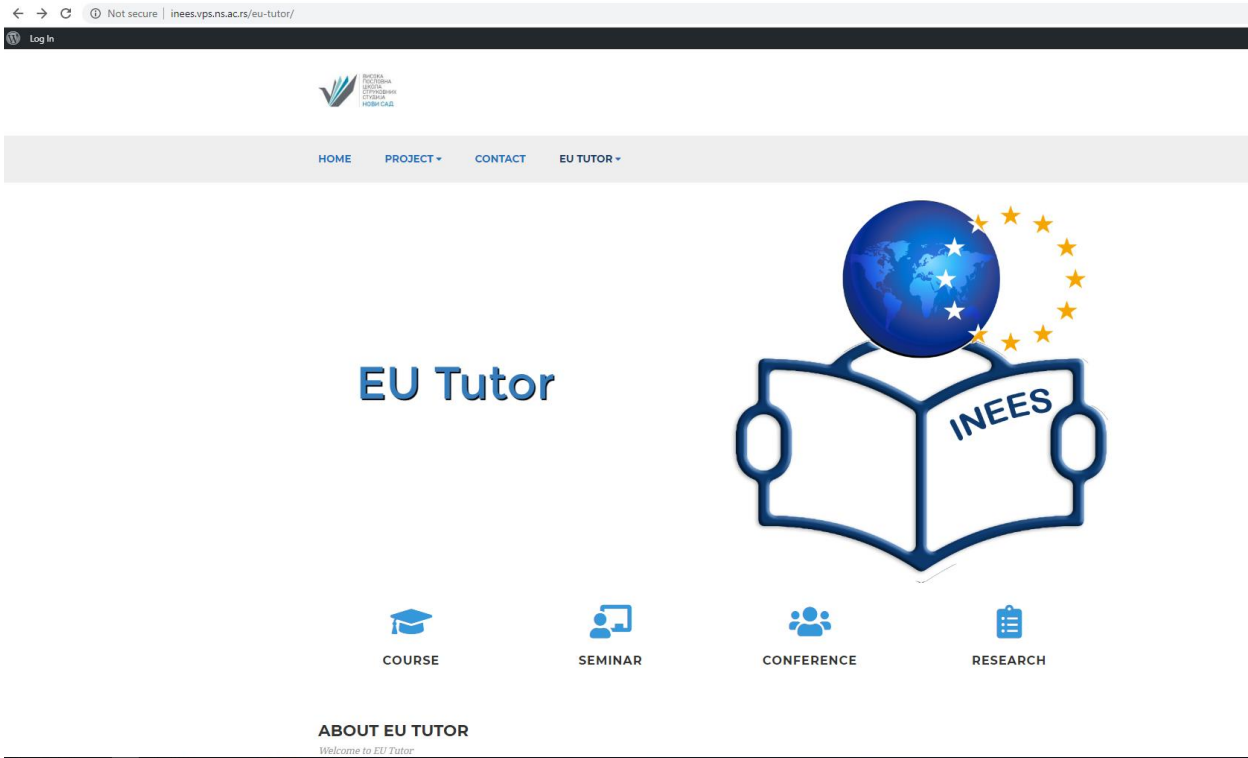


INEES

## Introduction to EU Education for Secondary Schools

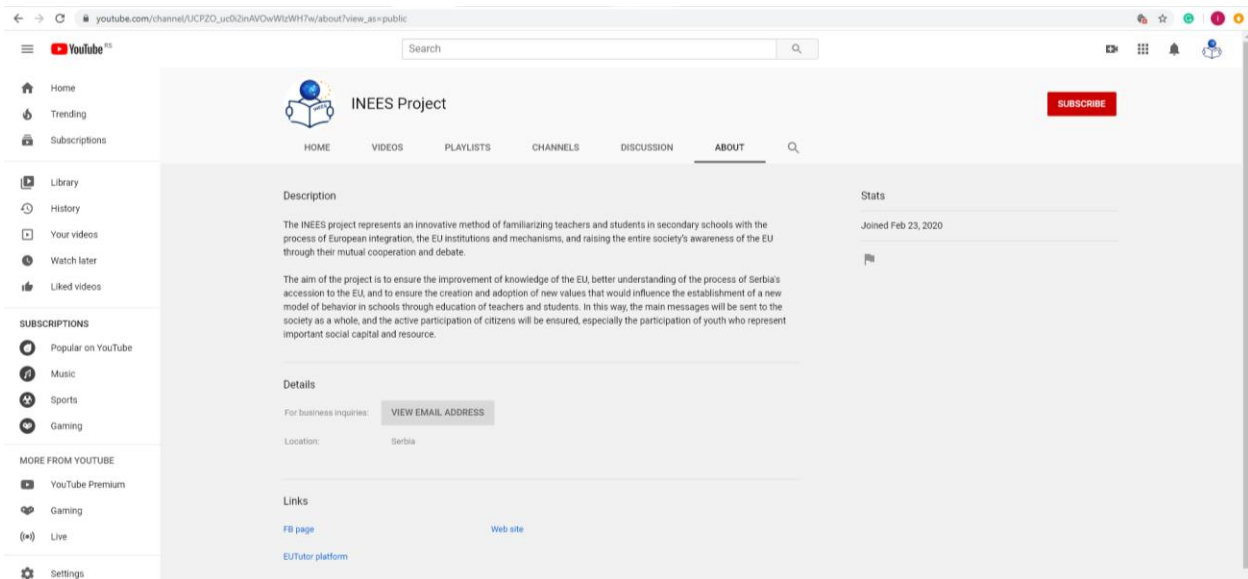


With the support of the  
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Picture 4: EUTutor homepage

NSSB web site and FB page will provide banner and page about project <https://www.vps.ns.ac.rs/o-nama/naucno-strucna-delatnost/projekti-2/>



Picture 5: Youtube homepage



**Live streaming of the Conference** will be available on the project website and YouTube channel of the project, which will be accessible and visible to all interested stakeholders and the wider population.

**JM Community platform** – Posting information about project activities at the Yammer community platform.

**Webinars** which topics will be defined depending on students' interests in the EU (a camera will record their questions about EU during EU Info Days), will be an introductory activity and will serve as a non-official conference announcement and dissemination activity. Webinars will be available on the project site, YouTube channel, and Facebook page of the project, to bring closer the activities and topics in a more interesting way to youth and present materials through the social networks on which students are active. Through webinars, students and other stakeholders will get information from representatives of NGOs and governmental institutions about EU issues that youth are most interested in.

### Traditional and Offline Dissemination

The promotion of the project through various offline media will be performed during the project. Collaboration with the press representatives and **local and national newspapers and TV stations** is a perfect opportunity for the INEES team to spread its message about:

- Relevance of project
- Seminars and EU Info Days
- EU Tutor platform and EU Handbook
- Research results
- Conference

Also, classical means of awareness-raising and knowledge transfer are to be chosen, such as **leaflets, posters, and publications** presented in conferences and journals.

**EU Handbook for secondary schools** will serve as an incentive to further acquisition of knowledge and as a source of professional material providing a wealth of information in further work with students on various topics related to the EU. The aim is to encourage students' commitment, interest, and the desire to better understand and respond to EU-related issues. Furthermore, the handbook will be based on materials from the EUTutor web platform, thus enabling students to learn in a fun way taking full advantage of e-lessons, e-quizzes, exercises, and websites offering information on EU-related topics. The added value of the material would be reflected in the possibility of applying it to various disciplines and in its usefulness for teachers, students, schools, the local community, and the wider population.

**Publication of the research results of the secondary school students' knowledge about the EU "How well we know each other"** - The results of the research conducted among secondary school students (>600) will be available to the broader population. They may serve as a starting point for further analysis by academics and professionals at the national and international levels. Future





measures, actions, activities, and strategies of the government and the non-government sector as regards EU-related topics and the role of youth in the accession process would be based on these results.

### Events/Face-To-Face Dissemination

This specific channel offers a chance for personal interaction mainly during seminars and EU Info days (location given in Table3), as well as at Project Conferences and **other events**. This channel is intended for target groups with a high level of information need and involvement and provides information tailored to highly targeted audiences.

Through the **9 Seminars for secondary school teachers "Towards the EU - Challenges and Opportunities"**, the acquisition of new and expansion of existing knowledge about the EU will be enhanced, encouraging and motivating teachers to inform students and help them to reflect on and improve their understanding of the EU.

At the **9 EU Info Days**, the students (~1000) will have the opportunity to be informed about the relevance and goals of the project and topics related to the EU. They will also be encouraged to use the EUTutor web platform as a self-training tool.

**Conference "EU for Youth: Challenges and Opportunities"** aims to develop a dialogue between participants: representatives of schools, academics, policymakers, NGOs, and other stakeholders. Topics of the panel and participants will point to the most critical aspects of the accession process. They will consider further steps for involving youth in the changes that follow in the path of EU integration and the importance of studying EU topics at all levels of education. The discussion will address the opportunities that EU membership will bring in terms of education, professional development, improvement of social life, and employment.



## Sustainability Plan

Sustainability Plan will explain objectives and actions to show how project activities provide benefits to the project beneficiaries for an extended period after the end of the INEES project.

Table 4. Sustainability objectives and actions of the INEES project

Project result	Sustainability Objective	Sustainability Actions
The <b>web platform EUTutor</b> provides an open resource bank and self-training tool for online, blended, and distance learning. The platform will make all materials related to the project, seminar materials for teacher training, event information, and research results accessible to all to improve knowledge and spread information about the EU.	The EUTutor platform will be open and electronic materials will be able to be used after the completion of the project	Maintenance of web platform EUTutor
The <b>EU handbook for secondary schools</b> will provide the necessary knowledge and information about the EU in a systematized, simple, attractive, easy to understand, and accessible way to secondary school students. In designing the handbook, special attention will be taken to make the material easy to implement into subjects in different fields (economics, law, geography, sociology, civic education, professional issues, etc.). Video lessons and quizzes will accompany topics from the handbook. The handbook will provide a comprehensive view of the EU to provide basic knowledge and broaden previously acquired knowledge and a better understanding of the nature and concept of the EU. Besides, the handbook will provide information on the role and potential impact of an individual/citizen in the EU accession process.	Use of EU handbook as additional literature in secondary schools	Recommendations to policymakers (Ministry of education, science, and technological development) at Conference and in Conference Report;  Online publication available on EUTutor platform, free for download
<b>Publication of the research results</b> of the secondary school students knowledge on EU "How well we know each other"	The results of the research conducted among secondary schools will be available to a wider population. They may serve as a starting point for further study by academics and professionals at the national and international levels.	Online publication available on EUTutor platform, free for download;  Publishing results of research in scientific journals and conferences
<b>Seminars for secondary school teachers "Towards the EU - Challenges, and Opportunities".</b>	Application for accreditation of the Seminar by the Ministry of education, science and technological development	Application of the seminar program to the institution relevant for accreditation



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## Appendix

### Appendix 1: Event report template

#### Event report

Name of the event:

Date:

Location:

Lecturer:

Participants:

Size of audience:

Staff involved:

Brief report:

Attach:

- Pictures
- Agenda
- Presentations
- Attendance sheet



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Appendix 2: Attendance sheet

**Seminar for secondary school teachers "Towards the EU - Challenges and Opportunities"**

**Date and place:**

**School:**

Please sign in using this form. It will serve as your proof of attendance

Nr.	Name	Signature	Contact
1.			



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### Appendix 3: List of contacts NGO/Policy makers

#### **NGO**

European Movement in Serbia  
EXIT Foundation  
Centre for Democracy Foundation  
Centre for liberal-democratic studies

#### **Policy makers**

Ministry of European Integration  
The European integration office of the Republic of Serbia  
Provincial Government  
Provincial Secretariat for Higher Education and Scientific Research