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**Healthy URBan Environment: Developing Higher Education in Architecture and Construction in
Bosnia and Herzegovina / HURBE I 598503**

Dissemination and Exploitation Plan

Work Package 6





Dissemination and Exploitation

Lead organization: UNZE



Project Title	Healthy URBan Environment: Developing Higher Education in Architecture and Construction in Bosnia and Herzegovina
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The HURBE consortium

No	Acronym	Programme Country	Logo
P1	UNIROMA1	Sapienza, University of Rome, Italy – Project Coordinator	
P2	UACEG	University of Architecture, Civil Engineering and Geodesy, Bulgaria	
P3	AF ZG	University of Zagreb, Faculty of Architecture, Croatia	
No	Acronym	Partner Country	Logo
P4	UNMO	Dzemail Bijedic, University of Mostar, Bosnia and Herzegovina	
P5	UNSA	University of Sarajevo, Bosnia and Herzegovina	
P6	UNZE	University of Zenica, Bosnia and Herzegovina	

Steering and Scientific Committee (SSC)

The Steering and Scientific Committee (SSC) is composed of 2 persons from each HEIs inside the Consortium.

The main tasks of the SSC will be:

1. Coordination of the general activities
2. Identification of strategies and guidelines for project operations
3. Follow-up performed activities and reached results
4. Deciding interventions that can improve the activities' performance
5. Didactic contents elaboration and organization of training activities.



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P6	UNZE	Edin Berberović Aleksandar Karač

The Quality and Sustainability Team (QST)

The Quality and Sustainability Team (QST) is composed of 1 member of each partner in the Consortium. The QST will be responsible of the standards and indicators of quality to support the SSC in the management process of the project and guarantee the continuity and sustainability of the project. During the life of the project some changes occurred, as shown in the table below.

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P2	UACEG	Boyan Georgiev
P3	AF ZG	Aleksandar Homadovski (up to 9 July 2020) Krunoslav Šmit (10 July 2020 – 14 November 2021)
P4	UNMO	Marko Čećez (2 July 2021) Merina Salcin (3 July 2021-14 November 2021)
P5	UNSA	Dženana Bijedić (up to 9 June 2021) Mevludin Zečević, supported by Renata Androšević (10 June 2021 – 14 November 2021)
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Introduction

This document presents the Dissemination and Exploitation Plan for HURBE project. It serves as a guideline for communication and exploitation activities.

Healthy URBan Environment: Developing Higher Education in Architecture and Construction in Bosnia and Herzegovina (HURBE) is a National joint project that aims, over 3 years (2018-2021), to raise awareness in Higher Education Institutions (HEI) in the field of Healthy URBan Environment in the Faculties of Architecture, Construction and Civil Engineering in Bosnia and Herzegovina (Partner Country). Project is being implemented by 6 HEIs and 5 associate partners from 4 countries (Italy, Bulgaria, Croatia and BiH). The project works on the modernisation of curriculum by developing new and innovative courses and installing new facilities (laboratories).

The Dissemination and Exploitation Strategy presents a part of HURBE project sustainability. The version 01 (V01) was prepared by HURBE Project partner UNMO (P4), who was the leading organization for WP6 Dissemination and exploitation, and this final version is updated and reviewed by UNZE (P6), after the change of the WP leader.

The dissemination activities will be carried out over the full duration of the project.

All material developed by the project will be placed on HURBE web site, so that they can be widely used and disseminated. This will apply also to training materials including videos.

Dissemination refers to the process of making the results of the project available to the stakeholders and to the wider audience. A good identification of the objectives and stakeholders is essential part of the dissemination plan.

Dissemination helps in promotion of the exploitation of the project in a way that it gives a set of activities to promote the use of project results beyond the life of the project. Dissemination activities have a significant importance to ensure sustainability.

Dissemination is important to support the EU view, to comply the contractual obligations, to benefit the whole consortium and the project partners.



Dissemination has even more importance for projects related to higher education. This is due to the facts that:

- transfer of knowledge and results is the one that can best make use of it, and
- it maximizes the impact of research, enabling the value of results to be potentially wider than the original focus.

Defined Exploitation will help to:

- Make use of the results by recognising exploitable results and their stakeholders,
- Concretise the value and impact of the research activities for societal challenges.

This Dissemination and Exploitation plan:

- describes the project's dissemination objectives and measures for achieving them after the end of the project and defines and prioritises the key objectives of the project's dissemination (how to make results available so that they can be used, and how to make use of the results for scientific and economic purposes),
- identifies main stakeholder types/categories, why we want to reach them and elaborates means for reaching out to stakeholders (campaign form) (identifies audiences that may make use of results as well as groups and entities that are making concrete use of the results);
- defines results which are not restricted due to the protection of intellectual property or legitimate interests while also defining all results generated during the project implementation in order to group them for the project participants so they could make best effort to exploit the result on its own or to have them exploited by another legal entity.

The dissemination plan constituted the starting point of the whole dissemination process. It was developed by P4 (UNMO) in January 2019, and it was revised and complemented by P6 (UNZE) based on partners' input in the first part of the project. It can be revised and updated at the end to evaluate the results.

Some activities were late as the lead partner P4 (UNMO) had difficulties in devoting enough staff to manage the activities and the subcontracted company failed to fulfil all initial requests and to enable the full functionality of the web page as planned. The project partners then agreed to transfer these duties to other project partners P6 (UNZE) and P5 (UNSA), and this has shown that project partnership is based on cooperation and solidarity, helping project to keep up with the planned dynamics.



This dissemination plan is the final version and it was modified by agreement of Consortium and defines the way, the timing and the place (events) where project's produced materials will be disseminated in order to reach target audiences and interested parties, not directly involved in the project. Each partner in the HURBE consortium will be included in the dissemination process.

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1 Introduction

Healthy URBan Environment: Developing Higher Education in Architecture and Construction in Bosnia and Herzegovina (HURBE) is a National joint project that aims, over 3 years (2018-2021), to develop the curricula in Higher Education Institutions (HEI) in the field of Healthy URBan Environment in the Faculties of Architecture, Construction and Civil Engineering in Bosnia and Herzegovina (B&H). Project is being implemented by 6 HEIs and 5 associate partners from 4 countries (Italy, Bulgaria, Croatia and B&H). The project works on the modernisation of curriculum by developing new and innovative courses and installing new facilities (laboratories).

The motivation behind the project is the criticality of the topic on an international, European and national scale. The World Health Organization created projects like “Healthy Cities”; it encourages governments and institutions to partnership-based planning and capacity building projects. In B&H, the majority of Bosnian inhabitants live in cities, which corresponds to EU tendencies. National disability rate reaches 8,3% and Bosnian cities need extensive work of regeneration.

HURBE introduces and transfers necessary knowledge and skills to the future actors of urban transformation. The target groups are HEI staff members that works on the preparation of future architects and engineers. The Project builds a Consortium, which sets up a complete teaching Programme – creates academic courses and MOOC modules (Massive Open Online Course) and installs laboratories that ensure a real sustainability after the project lifetime. This improves the teaching skills and integrates the healthy urban environment topics, through a project that puts the credit transfer - reforms degree programmes into practice and turns the European Higher Education Area into reality on the ground.

HURBE project actualizes strategies of urban regeneration to improve the built environments, promote physical activities and the use of urban public space, encourage a healthy behaviour, prevent diseases and promote healthier living. The Consortium aims to create a wide education offer that prepares experts who act directly on city transformation. The project builds a Consortium of Bosnian schools of Architecture and Civil Engineering which sets up a complete teaching Programme for students, teachers and trainers, and installs permanent laboratories that serve the Bosnian HEIs and offer services to external clients – to attract funds that ensure a real sustainability after the project lifetime. The project gives also added value through introduction of new courses dedicated to HURBE into Partner countries.

The innovative element of the HURBE project lies in the fact that the public health theme is dealt from an architectural perspective – project explores how the environment planning can contribute in promotion of healthier lifestyle and reduction of several diseases. Moreover, HURBE encourages the exchange of experimentation, knowledge sharing and raising the

competences and skills in the given topic, primary for the teachers and students of the Partner Country.

Dissemination itself is another innovative element of the project. Most of the project results will be disseminated through the use of the world-wide networks, in an open-source modality. This will allow unlimited number of interested individuals and groups from all places and backgrounds to have access and follow the continuous results and project documentation.

The project aims to improve the quality of education in the organizations of Bosnia and Herzegovina by focusing on curriculum development, modernization of HEIs and strengthening the relationship between HEIs and the urban and health environment. Therefore, the concrete aims and objectives of HURBE are:

- Strengthen credit transfer and the status of degree programmes to support accessibility and internationalisation in Architecture and Civil Engineering Faculties.
- Modernisation of the curriculum by developing new and innovative courses and methodologies in the Subject area Architecture and Construction.
- Integrate innovative learning, teaching tools and ICT-based practices.

Objectives of the HURBE project are

- Analysis and introduction of credit transfer in Architecture and Civil Engineering Faculties in Bosnia Herzegovina.
- Integrate innovative educational approaches by focusing on decisive content in the disciplinary sectors of Architecture, Construction, Urban Planning, Landscape Architecture, Technology of Architecture and Civil Engineering.
- Develop new courses in the field of Healthy Urban Environment and upgrade HEIs facilities (laboratories) to enhance relevance with labour market and society.
- Increase cooperation and exchange between academic staff, students and policymakers in Bosnia and Herzegovina and Europe.

2 Dissemination strategy

2.1 Objectives of the Dissemination and Exploitation Strategy

The objective of the dissemination strategy is to identify and organise the activities to be performed in order to maximise the influence of the project and to promote both academic and commercial as well as other exploitation of the project results. In more detail, the objectives of the dissemination are:

- To raise HEIs awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;
- To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;
- To create the ground for a successful commercial and non-commercial exploitation of the project outcomes (through creation of the laboratories).

The dissemination strategy and activities will follow principles and best practices successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports will be duly reviewed and a copy will be sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- All consortium members who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable from all parties who may benefit from them.

The HURBE dissemination strategy covers both internal and external communication and dissemination. Internal communication will itself be conducted daily via email or skype conference and periodically face-to-face meetings. Shared documents (including administrative project documents, case study data and reports and publications) are stored in [Google Drive](#), giving all partners access at all times. The project website will have both internal and external audiences in mind.

Regarding the external dissemination, the strategy is based on the identification of the following milestones:



- the subject of dissemination (what will be disseminated),
- the identification of target audience (who will most benefit from the project results and who would be interested in learning about the project findings),
- the definition of methods and tools (what is the most effective way to reach the target audience),
- the timing (when dissemination will take place),
- the dissemination management and policy (who is responsible of and how dissemination is ruled).

Following are dissemination objectives and related activities:

- Achieve visibility – creation of logo, establish and maintain the project’s website and social network canals (YouTube channel, Facebook and Twitter pages, and LinkedIn accounts) establish social media presence, plan liaison activities, identify the stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders. On the institutional websites of each partner faculty, there will be the link to the HURBE website.
- Community involvement (academic, professional and local) - Dynamic website; Communication on selected channels; organizations of the seminars and trainings, MOOC and elective course organisation, organizations of the conferences within project activities and other promotional and educational materials, work of the laboratories;

HURBE dissemination strategy aims to create awareness among various stakeholder groups of the project, its progress and results. The dissemination strategy is part of the overall project implementation plan and explains how the visibility of the project outputs and outcomes could be maximized, and how the project results are shared with different target groups, stakeholders, relevant institutions, and organizations. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability. The main objective of the HURBE dissemination strategy plan is the need to support the project sustainability:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from decision-makers at the university level as to facilitate the necessary management support and generate potential positive decision concerning project’s sustainability;
- Gaining acceptance and interest from the direct users/ target groups for the delivered services after the project end and/or to potentially support the project’s sustainability.

2.2 Subject of dissemination

The following general subjects of dissemination have been identified:

- HURBE project itself (general scope, coverage, goals and milestones and plans to reach them)
- interim results (reached objectives and achievements)
- knowledge transfer (seminars, Syllabus of the elective course and MOOC on Healthy Urban Environment, establishment of Permanent laboratories at partner country and exchange of expertise),
- sustainability assessment results (HURBE Network with other laboratories, sustainability plan, etc)
- innovation elements (open educational platform)

2.3 Target audience / groups

Healthy urban environment topic has been strongly integrated as a main topic in modern European Faculties of Architecture and Civil Engineering. HURBE project aims to introduce and transfer necessary knowledge and skills to the actors of urban transformation in Partner Country.

Target audience of the HURBE project can be divided into general audience and specific audience. General audience include people who may not have professional interests in the project, but in terms of visibility of the project results is considered as very important for the project. Specific audience consists of:

- Academic community: students, researchers, professors, external experts participating in the course delivery or other people involved in activities related to the project's topic and interested in following its development and outcomes;
- Stakeholders, potential employers of graduates; experts or practitioners in the field (graduate engineers and architects) and other interested parties;
- Decision-makers at the university or government level;

The indirect target groups are wide range of individuals, professionals and companies that work on or are somehow related to work on improvement of urban fabric of the cities and improvement of urban environment:

- Professors, administrative staff and the students of other faculties,
- National and international stakeholders, associated partners and others professionals interested in the topic.

The target groups will be reached through the following methods:

- The website HURBE will allow downloading in open source modality all the documents and results produced. Even after the project lifetime, it will be the reference point to gather materials, projects and good practices at international level. The YouTube channel HURBE will continue to welcome different initiatives on the Healthy Urban Environment topic after the end of the project (interviews, video of good practices application...etc.)
- Updating of the social network accounts and pages (Facebook, LinkedIn) will continue after the end of the project and it will publish news and foster communication among target groups.
- After the project lifetime, the strategic partnership will be opened to other institutional organizations interested (e.g. local authority, universities, etc.) inviting them through a newsletter sent by email. This action will introduce new project beneficiaries, promoting the production and the sharing of interviews, video and short articles.
- The three permanent laboratories installed in B&H HEIs will be another point of force after the lifetime of the project. Agreements of cooperation will be signed with the laboratories in Programme Countries' HEIs. It will allow to create a stable network with similar laboratories in Program Countries and at European level. This network will promote the exchange of experiences and the implementation and continuity of the researches on Healthy Urban Environment topic.
- Two years after the end of the project, another International Conference will be launched, and organized by the same consortium, under the patronage of the HURBE Network. The aim of this initiative is to promote the Healthy Urban Environment theme, to reach all target groups and enlarge the network, and to follow the evolution of the topic. It is intended to become a biennial appointment.

2.4 Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project as planned in the Detail Description of the Project.

The dissemination activities are to be performed according to the following logical schedule:

- Initial phase (month 0-3): establishment of HURBE internal communication network and graphical identity of the project (i.e. project logo, project presentation, project poster, project brochure, press release and templates for project documents and for project presentations) and analysis of relevant information resources in terms of identification of dissemination opportunities.



- Targeted dissemination phase (months 4-36): the consortium will enrich the website, upload defined content on the selected channels, organize seminars and training according to the plan, make conferences according to the plan, make sustainability plans for the established laboratories. All project results will be presented to the target audiences.
- After project phase (two years after project ends): presentation of the project result through international conference.

The website will remain active for at least 10 years. It will support the dissemination and exploitation of the project results, follow-up of the project news and activities. It will also add exposure to external stakeholders and represent a networking channel. The documents published on the website will be a sustainable source of the spread of knowledge and promotion of the reached outcomes. After the termination of the European funding, the website will continue to promote the outcomes and it will be active and share further activities developed by the project partners within the project theme.

2.5 Tasks of project partners

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools. Thus, for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities and will strive to maximize the existing dissemination channels for the purpose of project result adoption and successful future spread of HURBE results.

Main contact for Dissemination is P6, and the main validator of the all materials for dissemination is Scientific Steering Committee.

All project partners are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) – by updating the document in the project Google Drive on a regular basis or via Intranet web site section;
- Send on regular bases the contents of their work to P5 and P6 (including video, press releases, presentations, etc.);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote through HURBE developed courses and established laboratories.



Very important part of each dissemination strategy is phase of budgeting. In order to contribute to the dissemination of the project results each partner must secure budget for:

- Translation of all produced materials (in case some materials are not previously translated to the mother tongue of each partner),
- Lobbying activities,
- Eventual organization of the dissemination workshops.

3 Dissemination tools

HURBE will perform its dissemination activities on a wide range of channels, in order to maximize impact and to reach all target audiences. The following dissemination channels will be used to target each of the target groups with a specific aim:

- Project Website
- Social Media
- Leaflets, Flyers, Posters, Presentations
- Synergies with the local, regional and national Media and Press
- Journal and Conference Articles
- Workshops and Roundtables
- Conferences and Events

The partners will take the opportunity at various occasions to inform about the aims and the progress of the project and to disseminate the results and outcomes.

3.1 Project logo

The HURBE partnership will be required to ensure the HURBE Visual Identity is displayed for all types of communication concerning the project.

The HURBE visual identity is defined by a color palette using principally green/ blue, but also using colors of flags from the countries represented by in the project partnership (yellow/red/black/white) and always using the logo developed by UNIROMA1.



Figure 1. Project logo

The project logo has been uploaded to the project Google Drive. The project partners must always ensure to include the HURBE project logo and European Commission logo with mention "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag on any dissemination means they use to communicate about the

project. Examples for the European Commission logo can be found here:
https://eacea.ec.europa.eu/about-eacea/visual-identity_en

3.2 Project template

The Project Coordinator will provide a template for PowerPoint presentations which should be used by project partners when presenting any aspects of the project. It is used as an introduction presentation on numerous project workshops, trainings, and other project activities, in order to inform people about the project, and already seek their active contribution.

3.3 Project promotional material

HURBE dissemination materials will be distributed in specific dissemination events in the European Higher Education Area and mainly through the networks of the consortium universities. The produced leaflets will be distributed to the partners for dissemination through their various channels. The leaflets will promote the website as the main source of information. The Posters are hanged in the partner universities, to inform the students and the general public about the HURBE project, its progress and activities which are carried out in the frame of the project and thanks to the EU funding. The Flyer was created as a specific tool for the external dissemination, to promote HURBE activities during national and international events. Different target groups will be reached in different events such as international relation officers, masterclasses and workshops, national agencies meetings, student conferences and championships, information events, international forums, etc. Different advertising materials will be printed and distributed (T-shirts, notebooks, pencils, bags) with project logo and EU funding mark.

Promotional material will be developed by the Project Coordinator in collaboration with P5 and P6. Project partners should not develop their own promotion materials but use those provided by the Project Coordinator to ensure coherence across all dissemination activities.

Project flyer will be created in electronic form to communicate information about project identity, aims and objectives. It will be addressed to the target groups. The flyers will be adjusted to the current project's stage and will promote the project's current achievements, possibly adjusted also to the target audience in case of preparing it for a planned event. The flyers design will be consistent with the project visual identity.

Flyers includes the website address and provides basic information on HURBE Consortium. All partners' logos are also displayed. Flyers can be circulated in printed form, e.g. it can be handed

out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated. The flyers can be also downloaded from the project website. Flyers will be translated into Bosnian language by the Partners, based on a master template. The content of the flyers has to be clear and easily understandable by the target end users.

The main purpose of the poster is to catch the target groups attention, primarily students. The poster focuses on the visual aspects. The content of the poster is clear and easily understandable by the target end users. With regard to the layout and design, the poster shows the HURBE project's logo and the colours emphasizing the link to the project's graphic. From the content point of view, the poster of the HURBE project illustrates its objectives and include basic information on the project with focus on through project developed courses, including all partners' logos. It is possible to download it from the HURBE website. Poster will be translated into Bosnian by the partners.

The European logo will be presented together with the Project one in all the documents, presentations and dissemination materials prepared during the project lifetime.

This disclaimer has to be put at all published electronic materials, produced in the framework of the project: *This project has been funded with support from the European Commission. This publication / communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

3.4 Website and social networks

The project website is one of the main sources of information about the project available to most stakeholders and wider audience. The website was established immediately at the start of the project and will be maintained for at least three years after the project ends.

HURBE website (<https://hurbe-project.eu/>) will be the main dissemination channel of the project, to where the audience will be pulled with interesting information and where project specific information will be presented. The website will be maintained and regularly updated by P6 and will be used to inform about the project activities and progress and will provide the links to relevant tools. HURBE website will be free for access to all interested bodies.

HURBE website has a clear structure including the following pages:

- Home – Project at a glance, latest news, latest events and footer with an imprint
- About – project overview, including Specific Objectives, Work Packages, Work Packages Aims, Work Packages and Tasks and Activities.
- Partners – brief information about participating partner universities, project team, and associated partners



- Events – chronologically ordered project events, with text description and illustrated with images or image galleries
- News – chronologically ordered project news, with text description and illustrated with images or image galleries
- Conference – all information related to the final project conference: call for papers, deadlines, topics, instructions for authors, link to conference management portal (EasyChair), Conference Proceedings
- Project results –an archive of documents developed under HURBE Project, with clear instructions on copyright and IP.
- MOOC – introduction and description of the MOOC developed under the project, with links to video materials and Moodle online course management system.
- Intranet – closed part of the site intended for internal communication between the project partners. This part of the website is password-protected.
- Contact – contact information with various communication channels (e-mail, telephone, contact form, postal addresses, map).

Description with the main information about the project, including a link to HURBE website, will be provided on the homepage of every partner university to reach all interested stakeholders.

The project's Social Media accounts were set up in order to enable a two-way communication with active web community. In this contest, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption of the community will be shown by the number of citations and Retweets of messages and the following highly satisfactory participations in trainings, workshops and similar activities.

Social Media accounts will be regularly updated with relevant information regarding the project and its progress. This can be in the form of articles about events or conferences, results etc.

All information will be available in English.

Social media account plays a promotional role for the project and improves visibility to a wide range of audience. Project partners set up a Facebook account to allow for conversations and sharing. HURBE page on Facebook with relevant logo will refer to EU financial support and links to the main HURBE website.

To disseminate video materials, a YouTube channel HURBE was created. The channel will contain videos of the main events of the project.

Main project results will also be shared in open-source mode: spread the educational MOOC module, good practices and the results of the classroom course on the online platform.

3.5 Press releases, conferences, publications and newspapers

A press release was launched immediately after the start of the project and the kick-off. Press conferences are regularly held after each important seminar and each coordination meeting.

During project implementation more publications will be prepared and published, distributed on the trainings and seminars.

A copy of these documents will be available for download from HURBE web site.

During project implementation following important seminars and trainings are planned:

- Seminars for academic curricula comparison, credit transfer and degree programs.
- Seminars for trainers on the topic Healthy Urban Environment.

Project partners will participate in Erasmus+ events organized by the National Contact Points or Erasmus+ office in Bosnia and Herzegovina.

One of the outcomes of these seminars is educational MOOC (Massive Open Online Course) module and an elective course - with class attendance dedicated to the topic Healthy Urban Environment.

Conferences are a means of developing national and international connections with governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse.

Therefore, an international Conference HURBE will be organized by the end of the project in order to share best practices, projects and experiences on the Healthy Urban Environment and disseminate the results of the project on an international level. In addition, conference will allow experts, PhD students, researchers, professors, public administrators etc. to present best practices, experiences and connect with stakeholders and labour market.

3.6 Research and educational activities – creation of the HURBE Network

Research and educational are main project activities. These activities and their outcomes are most vital element of the project sustainability.

Among these activities most important ones are:

- Establish a network of scientific and research capacities in region in the topic of Healthy Urban Environment through intentionally developed two educational modules and training of the professors and administrative staff in relevant topic.



- Initiate a regional research and education activities concerning Healthy Urban Environment by establishing three laboratories at 3 Universities in B&H.
- Establish the HURBE network.

The HURBE Network - created between all partners during the project - will be open to universities and other institutions that work on the Healthy Urban Environment topic. This will be a mean to communicating the project actions and ensuring its sustainability.

The project's network will send invitation to national and international stakeholders operating in the HURBE fields (associations, companies, ministries, public administrations, NGOs, experts etc.) to take part of project events (seminars, conferences etc.). This will provide a potential of growing and expanding to encourage the development of international cooperation for other calls of the EU projects.

4 Dissemination activities

4.1 Project Communications scheme / Dissemination Plan

All partners will contribute to maximize use of all existing dissemination channels.

The project website will be regularly updated with announcements, project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and training events provide good opportunities for this. Therefore, all project partners are expected to announce participation in events. Summary of the contribution and results are compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible.

In order to promote project results and raise awareness about importance of the main project topics and objectives (Modernisation of the curriculum by developing new and innovative courses and methodologies in the subject area of Architecture and Construction in the field of Healthy Urban Environment) a promotional material will be developed by UNIROMA1 in collaboration with P5 and P6.

Establishment of laboratories, one of the major project sustainable outcomes, must be presented to the target groups and wider audience. Laboratories will be for the students' – and researchers - to learn, train and practice. Their existence within Faculties in B&H must be presented by partners in all available communication means.

4.2 Promotional material

HURBE project will, during its implementation period and with participation of all partners, produce material that will reflect the mission and expected outcomes of the project. All promotional material will be designed by UNIROMA1 in collaborate with UNMO and all materials will show project's logo, Erasmus+ and EU logo, list of partners, relevant link to project site, its social media channels and the European Union co-funding information with disclaimer. Different materials will present different messages addressing general project interests as well as specific target groups. Promotional materials will be distributed during various project events and on the project web site.

Promotional material consists of flyers, posters, various reports, education materials, presentations, as well as advertising materials such as pencils, notebooks, T-shirts, bags, etc.

4.3 Educational / training materials and events

Educational and training materials and events are the main deliverables of the HURBE project.

Educational materials consist of different reports, guidelines and handbooks produced within different work packages of the project, such as:

- Report from the seminar organized to increase the competences of professors and administrative staff on reform degree programmes. The result is the training of 15 professors and 3 administrative staff members from UNSA, UNZE and UNMO on management of degrees and credit transfer.
- Report from the training of trainers' seminar organized to train 15 professors and 6 PhD students on Healthy Urban Environment topic.
- Report and proceedings from the International Conference HURBE
- Curriculum on elective courses related to Healthy Urban Environment, total 10 ECTS.
- Curriculum on two 1 ECTS MOOC on Healthy Urban Environment (MOOC will be available on HURBE Website).

Additional produced reports and related materials are:

- Report based on the surveys of reform degree programmes.
- Report (to identify the improvement of management systems of B&H HEIs) will be filled by the professors that attended the observation visit and confirmed by SSC
- Report from observation visits by professors and administrative staff of Partner Country HEIs to Programme country HEIs.
- Decisions on establishment and work plans of the 3 permanent laboratories installed in Partner Country, 1 in each University.
- A final report "Healthy Urban Environment: the Bosnian students' awareness" will be validated by SSC and published on the HURBE website and social network.
- Quality plan
- Sustainability plan

Main dissemination event will be the final International Conference HURBE.

4.4 Training activities

Training activities should contribute to professional development through training of PhD researchers and other students, as well as individuals from various companies and public institutions. Different training approaches will be adopted at various levels:



- Organization of one training seminar - The seminar will be held at UNSA and it will last 5 days. 6 professors from Programme Countries (2 professors from UNIROMA1, 2 professors from UACEG and 2 professors from AF ZG) will perform the seminar activities. UNSA will provide the necessary conditions to perform the activities and tasks defined by UNIROMA1, AF ZG and UACEG in (T.2.2). The seminar is dedicated to the trainers chosen in (T.2.1). During the seminars, the trainers will receive frontal lectures, assignments to fill; practical training and they will learn how to use necessary tools to analyze urban environment parameters (e.g. LIM - interactive multimedia board, software like ArcGIS - geographic information systems, instruments...etc.). At the end of the seminar, the trainers will fill the feedback survey to improve the content and methodology of the lectures. UNSA will record the seminar and produce a video with the most important parts to be shared on IIP for the approval of SSC and then published on the online platform HURBE and other social networks.
- Development of two education MOOC modules (1 ECTS each) – accessible for everyone. It should introduce a large number of students to the Healthy Urban Environment topic and will be delivered online through the HURBE Platform
- Development of two education courses (total 10 ECTS) in each partner university that will contribute to development of new competences and skills on the topic among students.
- Internship for students in established laboratories (the estimated length of the internship is one semester).
- Fee-based training to enterprises, public institutions and stakeholders at the established laboratories (in order to ensure a sustainability after the project lifetime).

5 Exploitation plan

The Exploitation Plan (EP) is designed over the course of the project implementation in order to multiply the impact of the project research and educational activities as well as to fully achieve the expected project sustainability.

The EP will, before all, deal with further education of students and work of the laboratories.

The EP will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself. The exploitation strategy will reflect and will be built-up as a result of sound analysis of the market trends, potential users, and financial sustainability. The target users will be precisely identified and analysed in terms of specific needs and objectives.

The main HURBE exploitable results are knowledge on relevant topic as well as HURBE network. Direct value of the result in exploitation is raised in its value by establishment of the laboratories. Therefore, it is needed to clearly analyse future research and real sector users of the laboratories in order to engage them in the project on time and to include them on the dissemination list.

The exploitation activities will be coordinated by the SSC in collaboration with WP6 leader.

The Bosnian HEIs will support the continuity of activities and financial sustainability will be maintained through the income of the services presented to external entities. In addition, the laboratories will offer fee-based training to enterprises, public institutions and stakeholders which is another tool to enforce sustainability after the project lifetime.

Each partner will take measures aiming to ensure 'exploitation' of its results by:

- using them in further research activities (for PhD student and internships);
- developing, creating or marketing a product or process;
- providing a service in the laboratories, maintaining equipment and creating new offers.

6 Results to be exploited

6.1 MOOCs (Massive Open Online Courses)

The MOOCs will be developed in WP4 using the training sessions and published for the use of members of staff in HEIs interested in developing skills in EU project design and management. In order to promote the exploitation of results as part of the MOOCs, selected trainers could provide testimonials either to be used in the MOOCs or to be published on the website and other promotional materials. Their use will be monitored through a free registration service on the HURBE website. The project coordinator, project partners and associated partners should diffuse the information once MOOCs are published providing links to the HURBE project website on the websites of their institutions and mailing to their partners in the South Mediterranean Countries. Two 1 ECTS MOOC modules will introduce a large number of students to the Healthy Urban Environment topic and are delivered online through the HURBE Platform. It will continue to exist after the project's lifetime, allowing the spread of knowledge and the dissemination of the project's outcomes, even after the termination of the European funding. Also, the MOOC participants (students, experts, etc.) will get to learn about the partner countries, their universities, and academic staff members. Moreover, to track the access of the students, the MOOCs were uploaded in the open-source Moodle platform with additional materials to study and survey for students.

6.2 Regional HURBE Network

WP3 foresees the creation of a regional HURBE network (T3.3) which will be founded by the project partners. The network will raise awareness of the activities of the HURBE project, offer external training sessions and guidance for HEIs wishing to use HURBE project results, laboratories and training materials within their institutions. This project result should be diffused widely, and invitations sent to HEIs in the South Mediterranean countries.

6.3 Permanent laboratories

The WP3 will install one permanent laboratory dedicated to Healthy Urban Environment in each Bosnian University (Total 3 laboratories). Each Bosnian University chooses the equipment necessary for its university and its context. These laboratories will be prepared to assist the monitoring and collection of updated local policies on Urban Environment. They become units that monitor the evolution and innovation of the tools for the analysis of Urban Environments. Through the laboratories, the universities can develop activities for the development of their

communities, and they can coordinate the project for universities and external clients. They will foster the network with similar laboratories on an international scale, which allows a potential continuity and expansion of the activities focused on healthy urban environment and building capacities in universities. The internships offered for the students will provide them with technical support and services (e.g. Training on tools use, support to develop the final thesis etc.) to fill the significance of the gap between the practical skills of recently graduated students and the needs of the labour market.

In addition, the laboratories represent a fundamental financial sustainability element as they create a steady source of funding by offering services to external clients even after the project's lifetime. The services are fee-based technical services and fee-based training to enterprises, public institutions and stakeholders according with the internal universities, local, national regulations.

6.4 International Conference HURBE

The international Conference HURBE will be organized in the final stage of the project. The project partners will appoint the Organizational Committee and the Scientific Reviewers' Board.

The final conference aims to share interdisciplinary vision studies, plans, projects, and experiences for making Healthy City. Through the conference's specific themes, it will connect scholars and practitioners in the geographic region of the HURBE project consortium countries. The conference will identify three thematic areas: Healthy spatial planning, Healthy urban and architectural design, and Healthy engineering. The conference organizers will invite researchers, professionals, and experts to submit their scientific studies, accomplished projects, and teaching experiences within the three thematic areas. The conference will accept theoretical and practice-oriented contributions addressing topics in one or some of the following countries: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Italy, Kosovo, Montenegro, North Macedonia, Romania, Serbia, and Slovenia.

The conference call for papers will be organized by means of an online tool, enabling collection of abstracts and full papers, assignment of tasks for reviewers and communicating with authors and reviewers. All papers will be reviewed in two phases: the abstracts will be reviewed by the project SSC, and each partner will appoint the prospective members of the Scientific Reviewers' Board. The reviewers will perform the double-blind peer-review of the papers, according to the predetermined rules and templates. The conference proceedings will be published online and submitted for indexing in relevant scientific databases. The conference will thus become the valuable collection of scientific papers for further dissemination of results and an opportunity to expand the network.



7 Disclaimer

This document represents the final document plan.