



Co-funded by  
the European Union



# Mobility recognition for integration



# MORIN



**Kolegji AAB**  
CILES! LEADERSHIP. SUKSESI



**Kolegji - College  
Biznesi**



Palacký University  
Olomouc





Co-funded by  
the European Union



# WP4. Impact and Dissemination of MORIN

## D4.2 – Project Website and Promotional Materials

| Version | Type         | Date              |
|---------|--------------|-------------------|
| 1.0     | First draft  | December 20, 2023 |
| 1.1     | Second draft | January 18, 2024  |

*Disclaimer:* Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

*Copyright ©MORIN*



Palacký University  
Olomouc





## PROJECT DESCRIPTION

**Project title:** Mobility recognition for integration

**Acronym:** MORIN

**Coordinator:** University of Vlora, Albania

**Project number:** 101128376

**Topic:** ERASMUS-EDU-2023-CBHE

**Type of action:** ERASMUS LS

**Project Starting date:** 01 December 2023

**Project duration:** 24 months

**Project Coordinator:** University of Vlora, Albania

**Work packages:** WP1. Management, coordination and evaluation of MORIN  
WP2. Mobility recognition via learning outcomes  
WP3. Mobility recognition in practice  
WP4. Impact and dissemination of MORIN

## DELIVERABLE DESCRIPTION

**Work package:** WP4. Impact and Dissemination of MORIN

**Deliverable:** D4.2 Project Website and Promotional Materials

**Lead beneficiary:** European Education Initiative (UET)

**Level:** Public

**Type:** Report

**Due date:** 29.02.2024





**Co-funded by  
the European Union**

## Table of Contents

|   |   |
|---|---|
| 1. Introduction.....                                | 2 |
| 2. MORIN Website .....                              | 3 |
| 2.1 Objectives:.....                                | 4 |
| 2.2 Indicators .....                                | 4 |
| 2.3 Content .....                                   | 5 |
| 3. Project Social Media Platforms.....              | 6 |
| 3.1 MORIN's Social Platforms & Social Details ..... | 6 |



**Kolegji AAB**  
CILESI. LIDERSHIP. SUKSESI



**KOLEGJI - COLLEGE  
BIZNESI**



Palacký University  
Olomouc





## 1. Introduction

The aim of this WP is to disseminate project activities during its lifetime and to exploit its results and outcomes among other HEIs in the WB, make them known in the EU, Western Balkans and beyond, to reach out HERE experts, policy-makers, student networks, interested academics, other relevant stakeholders in mobility practices as contributing to the quality of education, employability, free movement of people, hence (regional) integration, thus become more visible nationally, regionally, and internationally.

To maximize the potential of the activities within this WP, we have selected UET among all other partners as the most appropriate to be the lead organization for its experience with managing dissemination WPs. Since its establishment, UET has created a distinguished tradition of developing curricula on IT Communications science. This WP integrates a series of dissemination activities within the project which correspond to the guidelines provided to be followed by all partners, which detail the methodology and the tools to be used for communication purposes as well as the deadlines' timeframe to meet.

They will all be laid down in the dissemination, exploitation and sustainability plan, a working document that can be amended as opportunities arise during the course of the project. It will include a set of activities requiring the involvement of all project partners, responsible for specific activities and WPs, in accordance with their role and experiences, as well as the strategy to assure effective communication between project partners and dissemination. Overall, this WP will aim to inform main target groups about the objectives, the activities, the progress, the products and the results of MORIN project to make the results and deliverables available to the target groups and to the wider audience as well as to the local and regional actors.

To enhance dissemination for increasing the project's visibility and making it sustainable even after its lifetime, the project partners' wide network and the collaboration of ESN Albania and ESN Serbia, Nis will ensure proper dissemination of project announcements, activities and results.

Some of the activities will be: designing the project logo to be used on all publications and communications for immediate recognition, visibility and credit; creating and maintaining a fully functional project website as the most important and viable dissemination tool; using a management platform for storing internal documentation; including links to the official project website on all partners' official websites, social networks, including project partners' network organizations and stakeholders who will be asked to do so; designing and printing promotional material (brochures, fliers, posters, leaflets, pens, bags, T-shirts etc.) to be distributed to participants in project activities; organizing dissemination activities—publication of MORIN newsletter, promotional videos for the project activities, promotion days at WB partners to reach out other stakeholders, other events will be targeted to promote the project (This might include conferences organized at WB partners or in which the staff from WB universities participate, info days, presentation days, YouTube promotion videos, TV





appearances etc.); promoting through online tools and media—Facebook, Twitter (announcement of important “events”) and a dedicated open LinkedIn group—which will be linked with the project website and stream project activities in real time; organizing a final dissemination conference.

The dissemination activities will aim at:

- Sharing information on the project’s progress and the milestones reached with stakeholders and partners;
- Enhancing MORIN’s visibility;
- Sharing and promoting the project’s activities, results and added value to relevant stakeholders (WB partner HEI students and staff, WB6 HEIs, HERE experts, policy- makers, student networks, potential employers);
- Promote the project’s impact and regional cooperation.

The development of the Dissemination, Exploitation and Sustainability Plan will pave the way for the implementation of dissemination activities and the strategy to follow to reach out relevant stakeholders. It will be aimed to follow a specific strategy for the exploitation of project results not only during the project lifetime but also after. Since many deliverables are envisioned as manuals, mapping survey reports, progress reports on mobility recognition, revised course content, webinars, these will be made available on the project website, open access. The manual and the regional mapping report will also be published in hard copy. It will be aimed to seek the collaboration of a publisher or organization that can share partner interest with the consortium for the publication of the mapping survey, open access.

This WP will run horizontally throughout the other WPs for the whole duration of the project, with the full involvement of all partner institutions. The Final Dissemination Conference, an international conference, is expected to attract the interest and raise awareness of all the stakeholders. The project results will still be available and usable after the project is over to various interested end-users. They will also be uploaded on the project’s platform powered by EACEA.

Main deliverables of this WP:

- D4.1 Dissemination, exploitation and sustainability plan
- D4.2 Project website and promotional materials
- D4.3 MORIN Newsletter
- D4.4 Final conference
- D4.5 Social media
- D4.6 Mid-term report on the implementation of the Dissemination, exploitation and sustainability plan
- D4.7 Final report on the implementation of the Dissemination, exploitation and sustainability plan

## 2. Deliverable Description - MORIN Website and Social Media

A user-friendly, well-designed and easily accessible website will be established and will be functional in its full capacity. Within the duration of the project, the website will be constantly updated with project activities and results of the project (reports, presentations of the events and trainings,





meetings, etc.), besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. The website activity is and will be monitored using Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behavior of the website audience.

## 2.1 Objectives:

The objectives that this website aims to achieve:

- To provide comprehensive information about the project, including its objectives, activities, partners involved, and expected outcomes. This ensures transparency and clarity for stakeholders, including participants, funding agencies, and the public.
- To promote opportunities offered by the project, such as scholarships, grants, mobility programs, training sessions, and networking events. The website can serve as a platform to attract potential participants and encourage their involvement.
- To facilitate communication and collaboration among project partners, participants, and stakeholders.
- To serve as a repository for project resources, including reports, research findings, training materials, best practices, and publications.
- To promote project-related events, such as conferences, workshops, seminars, and webinars.
- To monitor and evaluate the project activities and outcomes by providing tools for data collection, feedback mechanisms, and progress tracking. This enables project managers to assess the project's effectiveness and make informed decisions for improvement.
- To ensure that the website is accessible to all users, including those with disabilities, by adhering to web accessibility standards and providing alternative formats for content where necessary. Promote inclusivity by offering multilingual content and considering the needs of diverse audiences.
- To promote European values such as solidarity, tolerance, diversity, and inclusion through the project's activities and messaging on the website. This reinforces the program's commitment to fostering a cohesive and democratic European society.
- To plan for the sustainability and legacy of the project by documenting its impact, lessons learned, and recommendations for future initiatives.
- To track and analyze performance by monitoring website metrics and analytics to assess performance and effectiveness in achieving objectives. This will involve tracking metrics such as traffic, engagement, conversion rates, and return on investment (ROI), and using this data to make informed decisions and optimizations.

## 2.2 Indicators

Understanding the effectiveness of a website's outreach efforts is essential for achieving its goals and maximizing its impact. Various indicators help assess the reach, engagement, and overall performance of a website in attracting and interacting with its target audience. From traffic volume to social media engagement and conversion metrics, each indicator provides valuable insights into the website's outreach effectiveness. Below is a table summarizing key outreach indicators, offering website owners a comprehensive overview to evaluate their strategies and optimize their online presence.





| Indicator                    | Description   |
|------------------------------|---|
| Traffic Volume               | Total number of visitors to the website over a specific period.   |
| Traffic Sources              | Breakdown of where the website's traffic is coming from, including search engines, social media, and referrals. |
| Referral Traffic             | Number of visitors coming from other websites or online platforms.  |
| Search Engine Rankings       | Position of the website in search engine results pages (SERPs) for relevant keywords.                           |
| Backlink Profile             | Quantity and quality of websites linking to the website.  |
| Social Media Engagement      | Engagement metrics on social media platforms (likes, shares, comments, mentions).                               |
| Audience Demographics        | Characteristics of the website's audience, such as age, gender, location, and interests.                        |
| Time on Page                 | Average time spent by visitors on the website.  |
| Bounce Rate                  | Percentage of visitors who leave the website after viewing only one page.                                       |
| Conversions and Goals        | Actions taken by visitors on the website, such as purchases, sign-ups, or form submissions.                     |
| Brand Mentions and Citations | Instances where the website or brand is mentioned or cited on other online platforms.                           |

### 2.3 Content

The MORIN project summary on website will consist of the following elements:

- Context/background of the project,
- Objectives of the project,
- Number and profile of participants,
- Description of activities and Deliverables
- Project documents and Information Materials
- Target group
- Partners
- A short description of the results and impact envisaged,
- The potential longer-term benefits.

More info can be found on the website page: [www.morinproject-eu.com](http://www.morinproject-eu.com)





### 3. Project Social Media Platforms

Dedicated social media accounts are opened in different social media platforms including Facebook, Instagram, TikTok, LinkedIn and Youtube. These accounts will be sustained and continuously fed with new elements as they represent an important way for the consortium to be in touch with the MORIN target groups, and especially young people. The European University of Tirana (UET) is overall responsible for managing and enriching these accounts. However, all project partners involved are expected to send to UET any interesting information related to the project that can be communicated via the MORIN social media accounts.

#### *3.1 MORIN's Social Platforms & Social Details*

- Facebook- <https://www.facebook.com/profile.php?id=61555476016194>
- Instagram- <https://www.instagram.com/morin.project/>
- Youtube- <https://www.youtube.com/channel/UcktypsCqiKSdhEV3oZtc8OA>
- LinkedIn- <https://www.linkedin.com/in/morin-project-29921b2b0/>
- Tiktok- <https://www.tiktok.com/@moringproject>