

Erasmus + Project No598241-EPP-1-2018-1-RS-EPPKA2-CBHE-JP

**Strengthening Educational Capacities by Building Competences and
Cooperation in the Field of Noise and Vibration Engineering**

SENVIBE

Quality Report for WP8

Activity 7.2

Date: 21/10/2022

DESCRIPTION OF THE WORK PACKAGE (WP)

The main task of WP8 was to present the goals, concepts and achievements of the SENVIBE project to experts and the general public, as well as to provide further use and sustainability to the project outcomes.

The project comprised three groups of activities:

- Preparatory phase, that led to definition of a comprehensive and coherent plan for promotion, dissemination and exploitation of project results;
- Promotion campaign, that addressed the selected target groups in a systematic manner, using the selected communication means and approaches as defined in the preparatory phase;
- Follow-up planning, which comprised careful planning of exploitation of project results and establishing a basis for their sustainability.

The preparatory phase comprised definition of dissemination strategy of the project, which set goals of the promotion campaign, then determined target groups, communication means and roles of project partners and, finally, defined KPIs (Key Performance Indicators), later used to monitor project progress.

The promotion campaign comprised design of the project website, registration of project social network accounts, design and production of promotion materials, publishing information on project, organization of project promotion events and participation in events organized by other projects or institutions.

The follow-up planning comprised development of Project Exploitation Plan and Report on Institutional Sustainability of the project.

ACTIVITIES AND THEIR REALIZATION

2.1. Assessment per task

SENVIBE activities		State		
No.	Title	Fully Completed	Partially Completed	Not Completed
WP8.1.	Preparation of the Project Dissemination Strategy with KPIs	✓		
WP8.2.	Development and maintenance of the SENViBE website	✓		
WP8.3.	Producing and publishing promotional material	✓		
WP8.4.	Media, enrolment and promo campaigns	✓		
WP8.5.	Final SENViBE project conference with a Round Table	✓		
WP8.6.	Preparation of the Exploitation Plan	✓		
WP8.7.	Institutional sustainability	✓		

2.2.

Description of the implemented activities

The preparatory phase was implemented through the Task 8.1, Preparation of the Project Dissemination Strategy with KPIs. The activity resulted in publishing of the document entitled Project Dissemination Plan, which, in 44 pages, analysis the requirements of the European Commission, sets dissemination goals and objectives, defines the roles of project partners, target groups for dissemination activities, determines stakeholders, lists dissemination tools, activities and events of the project, determines rules of communication about dissemination, and proposes the list of KPIs as means for assessing effectiveness of dissemination activities. The KPI list was completed by target values after the first project year, and it is presented in the Table 1.

The promotion campaign was implemented through three concurrent and complementary activities that lasted during the whole project (Task 8.2 Development and maintenance of the SENViBE website, Task 8.3 Producing and publishing promotional material and task 8.4 Media, enrolment and promo campaigns), and it was concluded by the closing promotion event of the project (Task 8.5 Final SENViBE project conference with a Round Table). The website of the project was available from the start of the project at URL <https://senvibe.uns.ac.rs/> and it contains 12 sections that describe the project concept, partners, workplan and results of the project, then contact data, but also represents the starting point for the learning platform e-SENViBE and project management platform SENViBE Cloud. The Task 8.3 prepared the promotion material that was extensively distributed through the Task 8.4 with the aim to raise the awareness and disseminate the project results to the selected target groups. The list of dissemination activities, presented in a separate section of the SENViBE project website, available at URL http://91.187.134.10/senvibe/dissemination_activities.php, contains 204 entries, including 28 events organized by the project SENViBE and 27 events organized by other projects and institutions, such as education fairs, fairs of science and technology, events organized by government bodies, business associations and others. The closing promotion event of the project, the Final Project Conference, was held on 6-7 October 2022 in Novi Sad, and it included a Round Table on sustainability of project results, which was organized in two consecutive sessions.

The follow-up planning comprised two activities, Task 8.6. Preparation of the Exploitation Plan and Task 8.7 Institutional sustainability. In 35 pages, the Exploitation Plan sets the concepts of dissemination and exploitation for SENVIBE project and defines the strategy for exploitation of project results by setting its goals and objectives, target groups and stakeholders, tools and action plan. The Task 8.7 resulted in the document entitled Report on Institutional Stability, which, in 44 pages, establishes the concept of the sustainability plan of the project, the strategic framework of the sustainability of the project in terms of scope, KPIs and mechanisms for implementation of the strategy, which is further specified by definition of the action plan, resources, and roles of specific partners.

Involvement of people with fewer opportunities

The activities of the WP8 did not address people with fewer opportunities in a specific manner.

Refugees

The activities of the WP8 did not address refugees in a specific manner.

Innovation

The preparatory phase and promotion campaign used well-established means and approaches for dissemination of project results using paper and electronic media, as well as outreach activities such as visits to members of target groups. On the other hand, an innovative approach is used for provision of sustainability of project results: during the project, the consortium established an official body, No&Vib Hub, which has a particular role to provide project with foundation of organizational sustainability.

2.3. Impact

The key results of the promotion activities may be assessed by comparison between the targeted and the achieved values of KPIs of the project, presented in the Table 1. A very broad conclusions may be drawn from the analysis of the data: the target volume, expressed in terms of project outputs, was probably set too high after first project year, which is evidenced by the number of Facebook posts, Twitter tweets and TV & radio broadcasts, which, while still large, were almost twice smaller than target values; the notable exception was the number of events in which project was presented, which is twice higher than the target value; the outcome represents a good guideline for future projects; the response of the targeted audience was even higher than expected, since the number of followers on all social networks, as well as the number of visitors of events was higher than what was set as target value.

Table 1: Key Performance Indicators

Communication tool	KPIs	Target	Achieved
Facebook	Number of followers	100	129
	Number of posts	50/year	110
Twitter	Number of followers	10	14
	Number of tweets	25/year	44
YouTube	Number of subscribers	20	54

Channel "SENVIBE Project – part 1" Channel "SENVIBE Project – part 2" Channel "E - SENVIBE"	Number of views	50/video	2247 14 videos
Newsletters	Number of delivered newsletters Number of issues	80/issue 2/year	81/issue 8
Television and radio	Number of TV & radio reports, interviews and advertisements	8/year	20
Press Releases	Number of published press releases	3/year	5
Events	Number of events	5/year	55

Since the WP8 also addresses the exploitation and sustainability of project results, one of its important impacts is also establishment of the basis for future activities in the field of education about noise and vibration in Serbia.

2.3.1. Unexpected outcomes/ spin-off effects

Despite the overall domination of video materials as a preferred communication mean of young generation, it is still surprising to notice the success of the recorded video materials as promotion tool. An additional aspect that certainly contributed to success and use of video materials is the outbreak of COVID-19 pandemics, which forced online work and online promotion activities.

STATISTICS AND INDICATORS

For Training/Mobility Activities

Number of partner country "HEIs' students" trained

NA

Number of partner country "HEIs' academic staff" trained

NA

Number of partner country "HEIs' administrative staff" trained

NA

Number of partner country "non-HEI individuals" trained (priv. sector, NGOs, civil servants, etc.)

Impact at individual level

Extent of attention given to vulnerable groups

NO

Number of direct beneficiaries in the Partner country(ies) per year: academic staff from HEIs

400

Number of direct beneficiaries in the PCs (/year): administrative staff from HEIs

100

Number of direct beneficiaries in the PCs (/year): HE students

6000

Number of direct beneficiaries in the PCs (/year): non HE individuals

115,000

QUALITY ASSURANCE MEASURES

3.1. Reviews conducted in a descriptive form

Reviewed activity	Internal/External review	Reviewer	Description
WP 8.2. Development and maintenance of the SENVIBE website	External	Marija Šola Spasić	An external evaluation of the dissemination of the project results was made on the basis of a comparison of the objectives set out in the Dissemination Plan for the first project year and the results achieved up to the time of submission of this report.
WP8	Internal	IOH	This document provides the evaluation the achievements/impacts/outcomes/results/ during the first year of the project

The results of the WP8 were evaluated by both internal and external reviewer after the first year of the project. Both reviews were submitted on 30/10/2019, and the Project Team followed the reviews with definition of correction measures as described in the section 3.2 below.

The reviews of internal and external reviewer are attached as Annexes to this document.

The tasks of WP8 were preparation of the Project Dissemination Strategy with KPIs, development and maintenance of the SENVIBE website, producing and publishing promotional material, media, enrolment and promo campaigns, final SENVIBE project conference with a Round Table, preparation of the Exploitation Plan and Institutional sustainability. With the aim of fulfilling these tasks, a document entitled Project Dissemination Plan was published and a promotion campaign was carried out. Within the campaign, 28 events were organized by the project SENVIBE and 27 events organized by other projects and institutions, such as education fairs, fairs of science and technology, events organized by government bodies, business associations and others. The website of the project was available from the start of the project. The document entitled Report on Institutional Stability was published, which establishes the concept of the sustainability plan of the project.

The tasks in this WP are fully completed. The number of dissemination events is large indeed, and they cover various types of the target audience, which is also a significant benefit.

3.2. Rebuttal/answer to reviews with the actions taken to improve the state

Responses to the requests of both external and internal reviewer are provided on 08/11/2019, and they are given as an Annex to the document.

3.3. Other measures

The progress of the WP8 was monitored regularly during the meetings of the Project Management Team. The Leader of WP8 prepared a short report about the progress of the WP in the form of a Power Point presentation, and the progress was estimated by comparison of the values of KPI defined in the Dissemination Plan of the project to their target values.

ANNEXES:

- 1. Methodology for estimation of the impact of WP-8**
- 2. Internal evaluation of dissemination, first year of the SENVIBE project, Novi Sad, 30/10/2019**
- 3. Evaluation report on WP8 Dissemination, Belgrade, 30/10/2019**

Annex 1.

Methodology for estimation of the impact of WP-8

Methodology for estimation of the impact of WP-8

The basis for the estimation of the impact WP8 represent:

- Dissemination table, which lists activities of the WP8 with estimation of targeted audience for majority of the listed events
- Estimations of number of teaching staff and students of project partners from Serbia during the SENVIBE project
- Estimations of population of cities and regions of project partners from Serbia (website <http://brojstanovnika.population.city/srbija>), as well as estimation of population of Republic of Serbia (<https://publikacije.stat.gov.rs>)
- Estimation of visibility of media in Serbia (www.advertiser-serbia.com/gledanost-tv-programa-s-nacionalnom-pokrivenoscu-u-2022, www.rem.rs, www.ipsos.com, http://arhiva.mc.rs/upload/documents/istrazivanje/IREX-2009/KZS-IREX_TV-Juli-2009.pdf)
- Dissemination table presents all the dissemination activities of the project divided into eight categories (advertising campaigns, printed/digital publications, TV/radio reports, social media, organization of events, participation in events, promotional materials, and other) and seven dissemination levels (department, faculty, institution, local, regional, national and international).

The number of the dissemination activities in dissemination table per partner is given in the following table

Partner	UNS	UNI	UniKg	UESK	SUPEP	UPV	IOH	Total
advertising campaign	4	7				2		11
printed/digital publication	9	3	12	1		1		26
TV/radio report	6	9	3			2		20
social media	6	2	9	23		25	1	65
organization of event	5	6	7	3	1	5	1	28
participation in event	9	8	6		1	3		27
promotional material	1		2	1		3		7
other	5	5	3	2			2	17
Total	45	40	42	30	2	41	4	204

The data about the audience for events organized by project partners are obtained using participant lists, and similar case is also with distribution of printed and promotion material. On the other hand, the data about the audience in the events where project partners participated are obtained from organizers and in several cases (such as number of visitors to the fairs with free entrance) represent rough estimations.

Audiences for social media activities are estimated by the number of followers or views, in the cases when that statistic is available (like in the case of YouTube channels). The audience for the websites of institutions were estimated as a part (20% for large institutions and 50% for small institutions) of the number of teachers and students of the respective institutions. The audience of TV/radio reports, as well as the audience for websites of media house, are

estimated on the basis of media level (local, regional or national), estimations of population of the targeted cities, regions and Republic of Serbia, and the assumption based on study about the visibility of media in Serbia that shows that average national TV channels have audience around 5% of national population, while regional and local TV channels have visibility 2,5% of regional or local population. The methodology leads to the following estimations:

Target	Population	Visibility	Audience
Vojvodina region	1,800,000	2,5%	45,000
Srem	600,000	2,5%	15,000
City of Novi Sad	500,000	2,5%	12,500
City of Niš	200,000	2,5%	5,000
City of Kragujevac	200,000	2,5%	5,000

In the process of estimation of the audience of the dissemination activities for individual partners, the care was taken about the fact that different activities that belong to the same category and the same dissemination level essentially target the same audience. Therefore, the targeted audience of the activities that belong to the same category and the same dissemination level was estimated as the largest audience targeted by any of those activities of the partner. At first glance, it may look as an underestimation of the targeted audience, but there are two good reasons to support the methodology:

- the audience for almost all of the activities at department, faculty or institution level are all of their teachers, students and administrative staff, so that all of the activities target essentially the same audience;
- the audience for activities at local, regional and national level was estimated using data about the visibility of the social and electronic media, which are dominated by entertainment programs; the visibility of informative programs about education and science is probably lower in Serbia, which is partially compensated by the methodology that is used.

Further, in the process of estimation of the total impact of individual project partners, the care was taken about the fact that the audiences for different categories of audience partially overlap. Since the overlap is a random quantity, the total impact was calculated as a root of sum of squares of audiences of all promotion activity categories

$$N_{impact} = \sqrt{\sum_{categories} N_{category}^2}$$

Using the presented methodology are obtained the data about targeted audiences per category of activities and per dissemination level, as well as the data about total impact of dissemination activities for each of project partners, presented in the following tables:

UNS

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign	25			2,000		2,000	
printed/digital publication	150		3,200	12,500	45,000	5,000	300
TV/radio report				12,500	50,000	25,000	
social media	200					20,000	
organization of event			200				
participation in event			20	30	2,000	200	100

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
promotional material		100					
other			30	50	28,000		1,000
Impact	250	100	3,200	18,000	73,000	28,000	1,000

UNI

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign				50			
printed/digital publication		300					200
TV/radio report					5,000	5,000	
social media		300				300	
organization of event		200	60			1,000	
participation in event					2,000	300	
promotional material						500	
other		500					50
Impact		680	60	50	5,400	5,200	200

UniKg

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign							
printed/digital publication						400	200
TV/radio report				4,000	5,000		
social media		300				500	
organization of event		48	30		24	39	17
participation in event		300				20,000	50
promotional material		300				300	
other				20	200		
Impact		520	30	4,000	5,000	20,000	200

UESK

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign							
printed/digital publication			1200				
TV/radio report							
social media			300	5,000	300	5,000	60
organization of event		50			47		
participation in event							

promotional material			500				
other		50	300				
Impact		70	1,360	5,000	300	5,000	60

SUPEP

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign							
printed/digital publication							
TV/radio report							
social media							
organization of event							300
participation in event					300		
promotional material							
other							
Impact					300		300

UPV

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign						1,000	
printed/digital publication						200	
TV/radio report					50,000		
social media			200			1,000	
organization of event			100	20		20	
participation in event						500	
promotional material						1,000	
other							
Impact			220	20	50,000	1,510	

IOH

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
advertising campaign							
printed/digital publication							
TV/radio report							
social media						1,000	
organization of event						1,000	
participation in event							
promotional material							

Level	Department	Faculty	Institution	Local	Regional	National	International
Category							
other						1,000	
Impact						1,730	

The estimation of the total impact of the dissemination activities of the project also took account of the potential overlap of the audiences impacted by dissemination activities:

- The audiences at the department, faculty and institution level are independent variables as all project partners represent mutually independent entities;
- The audiences at local and regional level for dissemination activities of partners from Novi Sad and Sremska Kamenica (UNS, UESK, SUPEP, UPV and IOH) are considered to be the same with random overlap, so that impact of dissemination activities of those partners was calculated as a root of sum of squares of audiences of individual partners
- The audiences of dissemination activities of UniKg and UNI were considered to be independent from audiences of partners from Novi Sad and Kamenica, and they were added to the impact obtained in the previous step to estimate the total impact at local and regional level
- The audiences of the activities at national level are considered to be the same with random overlap, so that impact of dissemination activities at national level was calculated as a root of sum of squares of audiences of individual partners

Since the local and regional audiences are subsets of the national audience, the overlapping between them was taken into account by considering them as random variables and estimating the number of persons impacted by the dissemination activities of the project by as a root of sum of squares of audiences for each of the dissemination levels;

The international audience is addressed through international events that may be considered to have different audiences and the total impact is estimated as a sum of impacts of individual project partners

The estimation of the number of students, academic and non-academic staff impacted by the dissemination activities of the project was obtained by rounding of the sum of the impacts at department, faculty and institution level for academic partners; the academic and administrative staff of the partners impacted by the dissemination activities is estimated as the present staff at the departments (UNS), faculties (UNI and UniKg) and the institution (UESK) of partners, which is around 400 for academic staff and 100 for the administrative staff; the remaining 6000 persons impacted by the dissemination activities of the project are students;

Level	Department	Faculty	Institution	Local	Regional	National	International
Partner							
UNS	250	100	3,200	18,000	73,000	28,000	1,000
UNI		680	60	50	5,400	5,200	200
UniKg		520	30	4,000	5,000	20,000	200
UESK		70	1,360	5,000	300	5,000	60
SUPEP					300		300
UPV			220	20	50,000	1,510	
IOH						1,730	
Total Impact	250	1,370	4,870	23,000	100,000	50,000	1,760
	6,500			115,000			

Annex 2.

Internal evaluation of dissemination, first year of the SENVIBE project

Internal evaluation of dissemination, first year of the SENVIBE project

Erasmus + Project No598241-EPP-1-2018-1-RS-EPPKA2-CBHE-JP

Strengthening educational capacities by building competences and cooperation in the field of Noise and Vibration Engineering

SENVIBE

Author:	Internal reviewer
Executive summary of the evaluation	This document provides the evaluation the achievements/impacts/outcomes/results/ during the first year of the project - WP 8. Dissemination.
External /Internal Evaluation Methodology	<i>What has been done and how?</i> Member of Steering Committee has been done Internal Evaluation Methodology
Project Description in the context of the evaluation:	<i>Is it clearly and appropriately disseminated?</i> Project Description is clearly and appropriately disseminated with the need of some improvement
Project objectives (Wider and Specific) in the context of the evaluation:	<i>Are they clearly and appropriately disseminated?</i> Project objectives is clearly and appropriately disseminated with the need of some improvement
Internal Evaluation findings for SENVIBE	
<i>Please provide your descriptive evaluation based on the data provided in Tables in Section Details.</i>	
<p>PROJECT WEBSITE – presents important information, logos, downloads and result, and provides useful information about Project for stakeholders, students, participants and for EACEA:</p> <p>EVENTS</p> <p>Some partners posted information about the project on their sites, but did not publish it on the dissemination templates on the SENVIBE website (SUPEP, IOH).</p> <p>Some partners realized important events, but didn't post them on their social network and/or website and wider (now exists only a picture on the event</p>	

template on the project website).

Some partners have absolutely no announcement on the SENVIBE project on their websites and social networks (KTH, ISVR, PKS) and also on project website.

SOCIAL MEDIA EVALUATION - Carefully analyzed SENVIBE pages on social networks. Content is very good with useful information, more posts needed, insufficient number of followers.

NEWS/NEWSLETTERS/OPEN MATTERS EVALUATION - Content great. All important information is uploaded in a timely manner.

PROMOTIONAL MATERIAL EVALUATION - Useful, modern, attractive appearance, consistent with the visual identity of the project.

EVALUATION PARTNERS DISSEMINATION ACTIVITIES - Websites and Facebook pages of all partners were analysed in detail. It is concluded that some partners are involved in promoting the SENVIBE project as agreed in documents and some partners are not involved at all.

EDUCATION MATERIAL - Each academic partner should upload one educational material per two months, while WP8 Leader will be obliged to post provided content on the project Facebook page (*Project Dissemination Plan, 2.7 - Communication About Dissemination*). Only UNS has fully realized this obligation for the entire duration of the project. UNIKg has 4 announcement, which covers 67% of the commitment in the first year of the project. KTH and ISVR were provided HUB examples of good practice.

The other academic partners did not provide any educational material.

Suggestions for improvement:

Please provide suggestions in a bullet form based on the previously written evaluation.

- **It is of big importance to increase media presence of all project activities and all partners need to pay much more attention to promoting the project.**
- **Information posted on the social networks of partner institutions must be updated on the SENVIBE website in the events section as well as on the SENVIBE FB page.**
- **A picture from a promotional event (SENVIBE web site) should be accompanied by some text describing the event and uploading to a dissemination template on a SENVIBE website. Each of these events should be posted on the partner's website and / or social networks.**
- **The events within the photo gallery should be briefly described and put on the website and FB page of the project.**
- **All partners on a weekly basis should look at the FB page and website of the**

project for better information and if something is important for their institution to share on their site/FB page.

- **All partners need to share the newsletter on partner's social networks.**
- **All project related activities are required for each partner to put on their website and social networks first. Events that are especially big and important can be shared by other partners.**

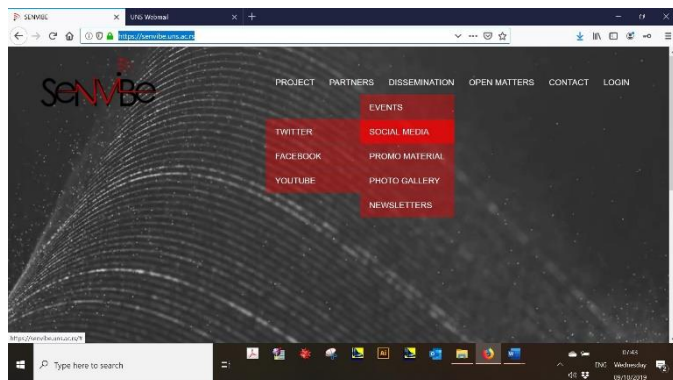
DETAILS:

PROJECT WEBSITE EVALUATION (in percentage)

<https://senvibe.uns.ac.rs/>

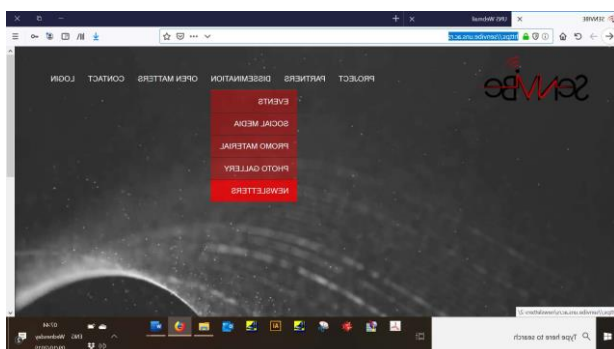
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Website is updated on daily basis				X*	
Website is comprehensive and user friendly		X			
It presents all important information, logos, downloads and result		X			
It provides useful information for stakeholders		X			
It provides useful information for students		X			
It provides useful information for companies			X		
It provides useful information for participants	X				
It provides useful information for EACEA		X			
Number of website visitors:	NA				
Number of documents' downloads:	NA				
Number of website updates:	Section ABOUT: Project ID, Specific Project Objectives, Gantt Chart (Year 1), Expected Outcomes (Year 1) In the Partners section: 1 post that contains information about all partners In the dissemination section: 44 posts in events In the open matters section: 27 posts				
Overall %	<p><i>X* = Partner promotional activities exist but are not regularly (or not at all) uploaded to the SENVIBE website event template.</i></p> <p>During this period, information on the site is very good and most important for the project participants themselves, for their exchange of information and timely information. Also, interested parties can obtain the necessary information about the project. The visual identity is excellent. All partners should do regular updates to event templates.</p>				

SOCIAL MEDIA EVALUATION *(please follow the links shown in the figure below)*



	Results	Description and evaluation of achievements/impact achieved
Facebook Number of followers 15	Number of posts 44	Insufficient number of followers and therefore insufficient impact achieved. The posts are good and useful but there are a lot of realized partner activities that are not posted on the project's FB page. Insufficient educational content
Twitter Number of followers 3	Number of tweets 20	Insufficient number of followers
YouTube Number of subscribers 9	Number of views 141	Insufficient number of YouTube posts; insufficient number of subscribers; number of views is satisfactory;
Overall:	<p>With the further development of the project - social networks should be developed and partners need to use SENVIBE social networks more.</p> <p>Publishing simple educational content and events within the project will increase the number of followers as well as awareness of the topic.</p>	

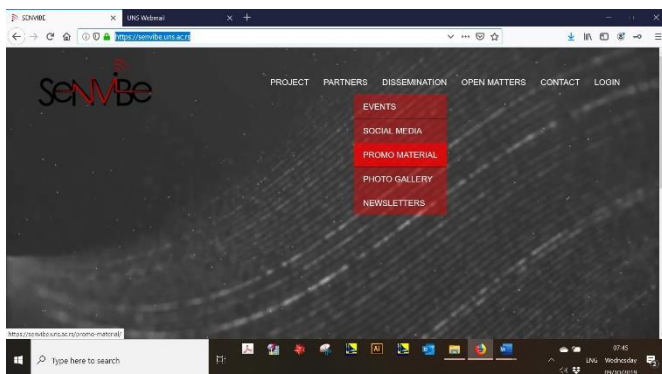
NEWS/NEWSLETTERS/OPEN MATTERS EVALUATION (please follow the links shown in the figure below



and the link <https://senvibe.uns.ac.rs/blog/>)

	Results	Description and evaluation of achievements/impact achieved
Number of subscribers to newsletters:	Number of delivered newsletter no. 1 83 newsletters sent	Provided basic information on the project, goals, partners and activities completed in the first months of the project
Number of news announced in Open Matters 27	Appropriateness of the announcements in Open Matters quite appropriate	Conical, satisfactory, contains all the information you need
Number of TV reports, interviews and advertisements 11	Number of radio reports, interviews and advertisements 0	TV reports are the most significant form of project promotion, reaching out to the widest possible audience. The TV contributions are well done, providing meaningful project information to the average viewer.
Overall	The number of subscribers to newsletters is not publicly available information and is therefore not listed. Open Matters is of the utmost importance on the SENViBe website for all stakeholders, providing timely all outcomes of the project. Media presence should be increased, because only in this way the general public will be aware of the importance of SENViBe project.	

PROMOTIONAL MATERIAL EVALUATION (please follow the links shown in the figure below)



	Description
Different types of promo material	Promo material consists note book, file folder, mugs, backpack, purse, 2 badges, candy, roll up and umbrella.
Quality and appropriateness of promo material	The promo material is made of high quality material and in a beautiful design.
Overall	The material is very useful in all project activities as it promotes the project and beyond project activities; It is striking and comfortable to use.

EVALUATION PARTNERS DISSEMINATION ACTIVITIES ((please see and check the table provided at: <https://senvibe.uns.ac.rs/events/>

Institution	Web page	Social Networks	Television, radio, newspaper
University Novi Sad	5	3	12
Kungliga Tekniska Högskolan	/	/	/
University of Southampton, Institute of Sound and Vibration Research	/	/	/
University of Niš	8	9	1
University of Kragujevac	2	2	/
University Educons, Sremska Kamenica	3	3	/
Provincial Secretariat for Urban Planning and Environmental Protection	4	/	/
Union of Employers of Vojvodina	2	12	1
Institute for Occupational Health	1	/	/
Chamber of Commerce and Industry of Serbia	/	/	/
Young Acousticians Network	/	1 share from SENVIBE Facebook page – about partners	/

EVALUATION PARTNERS PROVISION OF EDUCATIONAL MATERIAL (please check the document about the educational material provided by Dissemination Manager and its correspondence/agreement with the material published on-line in social media)

Institution	Number	Description
University Novi Sad	4	3 educational pictures on Facebook page + compilation of educational material on cloud for the entire duration of the project.
Kungliga Tekniska Högskolan	1	HUB examples of good practice
University of Southampton, Institute of Sound and Vibration Research	1	HUB examples of good practice
University of Niš	2	<ul style="list-style-type: none"> - Proceedings of 26th International Conference Noise and Vibration – digital and printed version (website UNI) - PPT for International Noise Awareness Day 2019 (website UNI) <p>* These materials have not been uploaded to the SENVIBE cloud</p>
University of Kragujevac	4	Educational materials on cloud, one of them published on Facebook SENVIBE page
University Educons, Sremska Kamenica	/	
Provincial Secretariat for Urban Planning and Environmental Protection	/	
Union of Employers	/	

of Vojvodina		
Institute for Occupational Health	/	
Chamber of Commerce and Industry of Serbia	/	
Young Acousticians Network	/	

Prepared/Compiled by internal reviewer Novi Sad, 30/10/2019

Approved by the Quality Assurance Group Leader, Mira Pucarević Sremska Kamenica, 30/10/2019

Approved by Project Coordinator Place, Novi Sad, 01/11/2019.

Annex 3

Evaluation report on WP8 Dissemination

Evaluation report

Erasmus + Project No598241-EPP-1-2018-1-RS-EPPKA2-CBHE-JP

Strengthening educational capacities by building competences and cooperation in the field of Noise and Vibration Engineering

SENVIBE

Author:	Marija Šola Spasić
Executive summary of the evaluation	This document provides the evaluation the achievements/impacts/outcomes/results/ during WP 8. Dissemination.
External /Internal Evaluation Methodology	<i>What has been done and how?</i> An external evaluation of the dissemination of the project results was made on the basis of a comparison of the objectives set out in the Dissemination Plan for the first project year and the results achieved up to the time of submission of this report.
Project Description in the context of the evaluation:	<i>Is it clearly and appropriately disseminated?</i> The Project Dissemination Plan was published on February 13, 2019 and covers all relevant factors for the successful dissemination of project results. The Plan envisages a dissemination strategy fully in accordance with the recommendations of the Erasmus+ program, tools for dissemination of project results, as well as other dissemination activities and events that are in accordance with the set goals and project topic. Exceptionally detailed, with a clear division of work among project partners, within WP8 - Dissemination, the Dissemination Plan is a great starting point for monitoring the dissemination of project results.
Project objectives (Wider and Specific) in	Are they clearly and appropriately disseminated?

<p>the context of the evaluation:</p>	<p>Activities serving the dissemination and exploitation of results are a way to showcase the work that has been done as part of this Erasmus+ project. Sharing results, lessons learned and outcomes and findings beyond the participating organisations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organisation's efforts towards the objectives of Erasmus+ Programme.</p> <p>Dissemination and Exploitation Strategy of this project was set up with aim to define the activities which will be carried out during the project lifetime in order to ensure that the project's results and deliverables are available to target groups, stakeholders and general public on a timely manner and in the most effective way.</p>
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External Evaluation findings for SENViBe

Please provide your descriptive evaluation based on the data provided in Tables in Section Details.

All dissemination activities foreseen for the first project year were implemented in accordance with the Dissemination Plan and the project proposal. The project website is well structured, contains all the essential information and is easy to browse. The opening video on the project is professionally done, posted on social networks and had plenty of views on the YouTube channel. All targeted social networks (Facebook, Tweeter and YouTube) feature SENViBe project pages with a significant number of posts. There is a manifest disparity in the involvement of partners in the dissemination of project activities, especially when it comes to dissemination activities by means of TV reports, interviews and advertisements. Seven project partners did not realize all the activities assigned to them by the dissemination plan, as shown in the table "EVALUATION PARTNERS DISSEMINATION ACTIVITIES", (Table 3. Dissemination trough media.), while two partners (UNS and IOH) realized everything that was assigned to them and two partners (UPV and SUPEP) even more than was expected from them.

Suggestions for improvement:

Please provide suggestions in a bullet form based on the previously written evaluation.

In order to ensure that the information is available throughout the country, and therefore that all stakeholders and target groups are informed, it is necessary that

all partners intensify the promotion of the project in local and/or regional customary media (TV, radio, newsletter) in the same or similar way as the public in Vojvodina is informed.

In order to ensure the visibility of the project on social networks, it is recommended that posts on SENVIBE pages be linked to the pages of all project partners using the networks listed (# or @) as well as to the Erasmus+ program account on these networks. The small number of followers on Twitter is by all means related to 0 accounts followed by the SENVIBE project. As the project is funded by the Erasmus+ program, it is extremely important for the project to follow the program's announcements on <https://twitter.com/EUErasmusPlus> and <https://www.facebook.com/EUErasmusPlusProgramme/>

Two project partners (IOH and UESK) did not post the link <https://senvibe.uns.ac.rs> when announcing the project. In order to ensure up-to-date informing of the wider public, a link or banner of the SENVIBE project should be prominently displayed on the websites of these institutions.

Associate partners (PKS and YAN) and foreign partners (KTH and UoS-ISVR) did not participate in the promotion and dissemination of project activities during the first project year. In order to achieve the results set out in the Project Dissemination Plan, these partners need to be involved in project dissemination activities as soon as possible.

DETAILS:

PROJECT WEBSITE EVALUATION (in percentage)

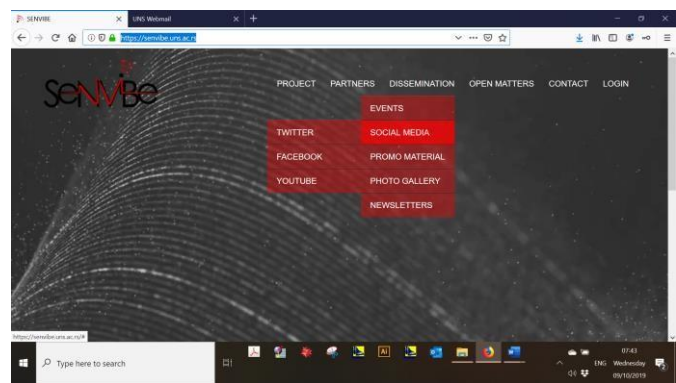
<https://senvibe.uns.ac.rs/>

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Website is updated on daily basis	X				
Website is comprehensive and user friendly	X				
It presents all important information, logos, downloads and result	X				
It provides useful information for stakeholders	X				
It provides useful information for students		X			
It provides useful information for companies		X			
It provides useful information for participants	X				
It provides useful information for EACEA	X				
Number of website visitors:	NA				
Number of documents' downloads:	NA				
Number of website updates:	100+				
Overall %	<p>70% - <i>Partial satisfied</i></p> <p>Manifest disparity in the involvement of partners in the dissemination of project actives is foreseen on the website too.</p> <p>Four from eleven participants don't have any posts on the SENVIB website.</p>				



Additionally, the number of website visitors and the number of documents' downloads are not available during the evaluation.

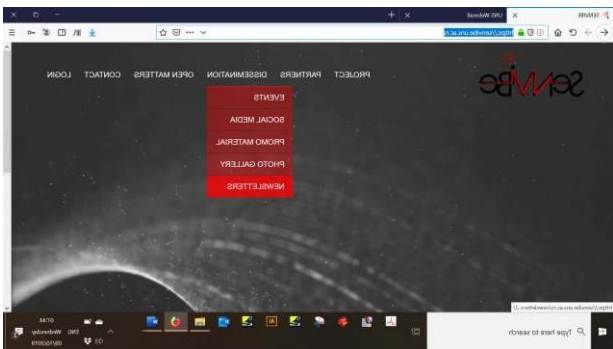
SOCIAL MEDIA EVALUATION (please follow the links shown in the figure below)



	Results	Description and evaluation of achievements/impact achieved
Facebook Number of followers	Number of posts 47 Number of followers 14	The number of posts is noteworthy and important project activities have been posted on this social network. The goal set in the dissemination plan - "at least two education content per month" was achieved, but the number of followers was small and hence the information was distributed to only 14 addresses via this network.
Twitter Number of followers	Number of tweets 20 Number of followers 3 Number of following 0	All the important results of the project in the first year were published on this social network, but the number of followers is extremely small.
YouTube Number of subscribers	Number of views 141	A video of the project was posted on this network 10 months ago and has since received a

	Number of subscribe 9	large number of views. The goal set in the Dissemination Plan has been achieved. However, only 9 users have subscribed to followposts on this channel.
Overall:	The activities and results of the project have been regularly published on all social networks, but the number of followers on allthe networks is small and it is necessary to make these networks more attractive to thegeneral public and stakeholders.	

NEWS/NEWSLETTERS/OPEN MATTERS EVALUATION (please follow the links shown in the figure below



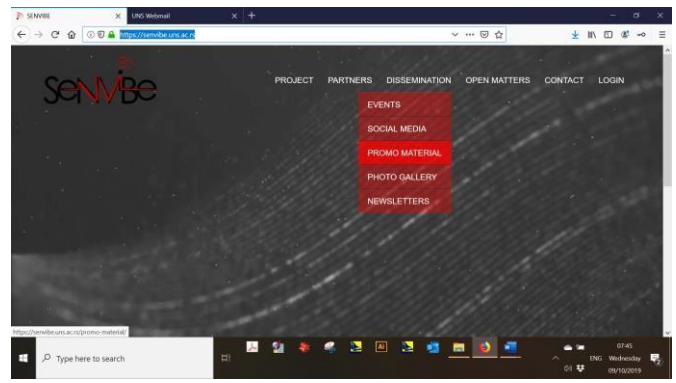
and the link <https://senvibe.uns.ac.rs/blog/>)

	Results	Description and evaluation of achievements/impact achieved
<p>Number of subscribers to newsletters: NA</p>	<p>Number of delivered newsletters: 1</p>	<p>The first newsletter in Serbian was published following the Project Dissemination Plan. Based on information obtained from the Dissemination Manager, the distribution of this document was done through the Contact Database which includes the contacts of the main stakeholders. This Contact Database is available to all partners on the SeNViBe Cloud and it will be used for further dissemination of the project results. Additionally, this newsletter was published on all social networks</p>

		and on the project site, which covers a large audience.
Number of news announced in Open Matters	Appropriateness of the announcements in Open Matters: 27	All project activities, in accordance with the Expected Outcomes (Year 1), were posted on this site. The name of the published output indicates both the date of publication/adoption and the number of activities to which each publication pertains. Such a systematic approach makes it easy to monitor project implementation.
Number of TV reports, interviews and advertisements	Number of radio reports, interviews and advertisements: 11	An impressive number of project presentations in the media were already realized in the first year of the project. The public in Vojvodina was informed about the existence of this project as well as the expected results of the project through various television shows and through newspapers.
Overall	Project activities to date have been clearly and systematically presented in the Open Matters section. The first newsletter was published in accordance with the Dissemination Plan but only in Serbian. The public in Vojvodina was informed about the project through a large number of TV reports, interviews and advertisements. In order to present the project to the rest of the public as well, it is necessary that other project partners	

from Serbia (University of Kragujevac and University of Nis) provide better promotion in their local or regional media.

PROMOTIONAL MATERIAL EVALUATION (please follow the links shown in the figure below)



	Description
Different types of promo material	Promo material is compelling and versatile. The visual recognition of the project is ensured by the existence of a large number of products of different uses. Also, project posters are displayed in all partner institutions in Serbia.
Quality and appropriateness of promo material	The promo material is of excellent quality and is suitable for all business occasions.
Overall	<p>Impressively designed and compelling promo material.</p> <p>As the Dissemination Plan envisages the production of an online leaflet in Serbian and English, it would be good to have this type of promotional material produced and published as soon as possible at the latest when courses for students will be available.</p> <p>Additionally, photos of the paper version of the brochure about the main project information, which was distributed in the purpose of the project dissemination, should be available together with other promotional material on this page.</p>

EVALUATION PARTNERS DISSEMINATION ACTIVITIES ((please see and check the table provided at:

<https://senvibe.uns.ac.rs/events/>

Institution	Web page	Social Networks	Television, radio, newspaper
University Novi Sad	Announcement and link to project website is available Short presentations about project events are available	YES	YES
Kungliga Tekniska Högskolan	NOT available - Announcement and link to project website	NO	NO
University of Southampton, Institute of Sound and Vibration Research	NOT available - Announcement and link to project website	NO	NO
University of Niš	Announcement and link to project website are available Short presentations about	NO	YES but only one TV report

	project events are available		
University of Kragujevac	Short presentations about project events and project announcement are available NOT available -Link to project website	YES but only two posts for one year	NO
University Educons, Sremska Kamenica	Announcement and link to project website are available Short presentations about project events are available	YES but only two posts for one year	NO
Provincial Secretariat for Urban Planning and Environmental Protection	Announcement and link to project website are available BUT it is not available on https://senvi	NA	NA

	be.uns.ac.rs/events/		
Union of Employers of Vojvodina	<p>Announcement and link to project website are available</p> <p>Short presentations about project events are available</p>	YES	YES
Institute for Occupational Health	<p>Announcement and link to project website are available</p> <p>BUT it is not available on https://senvi.be.uns.ac.rs/events/</p>	NA	NA
Chamber of Commerce and Industry of Serbia	NO	NA	NA
Young Acousticians Network	NO	NA	NA

EVALUATION PARTNERS PROVISION OF EDUCATIONAL MATERIAL (please check the document about the educational material provided by Dissemination Manager and its correspondence/agreement with the material published on-line in social media)

Institution	Number	Description
University Novi Sad	3	According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th September 2019, each academic partner should prepare at least three educational materials for the Facebook page. University of Novi Sad was fully executed in this task. Furthermore, as I was informed by the Dissemination Manager, the University of Novi Sad uploaded additionally fifteen educational materials to SENVIBE Cloud on 26th September 2019 and thus fulfilled its obligation regarding the preparation of educational contents in this purpose until the end of the project. It is planned that these materials will be published at regular intervals during the project lifetime (approximately one content every two months).
Kungliga Tekniska Högskolan	0	According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th September 2019, each academic partner should prepare at least three educational materials for the Facebook page. Kungliga Tekniska Högskolan did not fulfill the set request at all.

<p>University of Southampton, Institute of Sound and Vibration Research</p>	<p>0</p>	<p>According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th September 2019, each academic partner should prepare at least three educational materials for the Facebook page. University of Southampton, Institute of Sound and Vibration Research did not fulfill the set request at all.</p>
<p>University of Niš</p>	<p>1</p>	<p>According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th September 2019, each academic partner should prepare at least three educational materials for the Facebook page. University of Niš did not fulfill the set request. Only one educational material prepared by this institution was published so far.</p>
<p>University of Kragujevac</p>	<p>4</p>	<p>According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th September 2019, each academic partner should prepare at least three educational materials for the Facebook page. The University of Kragujevac prepared and published 4 education content (more than minimum requested) which is in line with the dissemination strategy and plan that each partner should prepare approximately one content every two months.</p>
<p>University Educons, Sremska Kamenica</p>	<p>1</p>	<p>According to the adopted Project Dissemination Plan, from 13th February 2019 to 30th</p>

		September 2019, each academic partner should prepare at least three educational materials for the Facebook page. University Educons, Sremska Kamenica did not fulfill the set request. Only one educational material prepared by this institution was published so far.
Provincial Secretariat for Urban Planning and Environmental Protection	0	According to the adopted Project Dissemination Plan, only academic partners should prepare educational materials for the Facebook page. The preparation of the education content is not obligatory for this partner.
Union of Employers of Vojvodina	0	According to the adopted Project Dissemination Plan, only academic partners should prepare educational materials for the Facebook page. The preparation of the education content is not obligatory for this partner.
Institute for Occupational Health	0	According to the adopted Project Dissemination Plan, only academic partners should prepare educational materials for the Facebook page. The preparation of the education content is not obligatory for this partner.
Chamber of Commerce and Industry of Serbia	0	According to the adopted Project Dissemination Plan, only academic partners should prepare educational materials for the Facebook page. The preparation of the education

		content is not obligatory for this partner.
Young Acousticians Network	0	According to the adopted Project Dissemination Plan, only academic partners should prepare educational materials for the Facebook page. The preparation of the education content is not obligatory for this partner.

Prepared/Compiled by External evaluator Belgrade, 30/10/2019

Approved by the Quality Assurance Group Leader, Name and Surname Sremska Kamenica, 31/10/2019

Approved by Project Coordinator Novi Sad, 31/10/2019

**Prepared by Zlatan Šoškić,
Kraljevo, 20/10/2022**

**Enhanced by the Quality Assurance Group Leader, Natasa Stojic
Sremska Kamenica, 11/11/2022**

**Approved by Project Coordinator
Novi Sad, 14/11/2022**

"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"