

DISSEMINATION AND PROMOTION PLAN OF THE PROJECT

**"Circular economy as a model of development that forms the new identity of the
Republic of Serbia – EDUCIRC2022"**

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Document Description

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Work package 4: Dissemination, promotion, and exploitation of project results

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Abstract: This document presents the Dissemination and Promotion Plan of the EDUCIRC2022 project. It describes the activities that will be organized and implemented within this project in order to achieve the objectives of dissemination of project results and visibility of the project. The objectives of the promotion of the project results are: to increase the level of information about the circular economy, the development of mechanisms of public-private dialogue, communication with target groups and stakeholders, as well as the organization of events where the results of the project will be presented.

Keywords: dissemination, project promotion, dissemination activities, dissemination and promotion tools, dissemination materials.

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1. Introduction

The dissemination and promotion plan of the project "Circular economy as a model of development that forms the new identity of the Republic of Serbia – EDUCIRC2022" should present in a clear and transparent way the goals and strategy of dissemination and promotion of this project, as well as the tools and materials that will be used to achieve these goals. Within this document, a schedule of dissemination and promotion activities of the Project is also defined.

1.1 Description of the expected impact of the project

Social impact of the project is obvious in its focus on strengthening self-sufficiency of Serbian economy (first agriculture and service sector in rural areas), which is also an important national priority and interest in the newly created circumstances of Covid-19 pandemic and economic and financial instabilities caused by the Ukrainian crisis characteristic of the third decade of the XXI century.

Scientific impact of the project is obvious in its focus on gaining contemporary knowledge that will be structured and presented to academia as publications. Additionally, experts engaged in the project will specialize in the domain thus becoming more competent in their teaching work at all levels of academic studies, contributing to the higher competence of future generations.

The socio-economic impact of the project is the most obvious one, as the transition towards circular economy brings about complex changes in economic and social sectors. The most important long-term benefit is creating solid foundation for the planned and systematic approach to the issues of rural development, empowering women, supporting families in rural areas, and creating employment for the low-skilled workers and the disabled. Given the fact that employment in circular economy entities is largely local, realization of this project will also create solid foundation for systematic solution to the problem of discrepancies in the development of certain local self-governments in the Republic of Serbia. As a result, a well-balanced development will be achieved and migrations from rural to urban areas will be mitigated.

Impact on education is obvious in the primary characteristic of the project since it focuses on data collection, classification and processing in the field that has not been researched yet. As a result, a unique database will be created for further research and education in the field of economics - highlighting the fact that circular economy is not well represented in study programs of higher educational institutions in the Republic of Serbia.

Short-term impact of the project is obvious in its focus on gaining insight into how well informed and apt certain local governments and economic entities are regarding circular transition in the republic of Serbia.

Long-term impact of the project is obvious in its focus on gathering data, knowledge, and information for devising the future Strategy for Circular Transition in the Republic of Serbia, which is an umbrella document for realization of any future activity in this field. As a result, the Republic of Serbia will gain long-term benefits such as decreased import, higher competitiveness, decreased harmful effects of climate changes, lower level of pollution, optimal consumption of raw materials and energy sources, well-balanced development of local self-governments, supporting rural development, and employment for low-employable categories of workers.

1.2 Methodology of dissemination of the project

For the dissemination of the Project, the usual methods of dissemination will be used, namely: presentation of the project and the results of the project to the general public on national television frequencies, as well as through the website and social networks, presentation of the project to the scientific community at national and international conferences, publication of project results in scientific journals and monographs, presentation of the project and results to the professional public through workshops, recommendations, as well as the organization of round tables and conferences.

2. Strategy and tools of dissemination and promotion of the project

In this section, the objectives of dissemination are presented and the target audience and stakeholders are defined. The tools of dissemination and promotion will be defined to be used.

2.1 Objectives of dissemination and promotion of the project

The objectives of the promotion of the project results are: to increase the level of information about the circular economy, the development of mechanisms of public-private dialogue, communication with target groups and stakeholders, as well as the organization of events where the results of the Project will be presented.

2.2 Target groups

Target groups have been defined, according to which information about the Project and project results will be directed through communication channels. Target groups include, above all, policy makers and regulators, companies, the scientific community and students.

2.3 Defining tools for dissemination and promotion of the project

This section presents tools that will be used for dissemination and promotion of the Project.

2.3.1 Social media

Creating a Project profile on the social network LinkedIn and updating content. The profile will be active for the duration of the project, as well as 3 years after the completion of this project. Also, all significant information and activities of the project implementation, as well as the results will be published on the profiles of the University of Edukons on social networks (Facebook, Instagram, LinkedIn).

2.3.2 Internet site

The creation and development of the Project website and the content will be regularly updated. The site will be active for 3 years after the completion of this project. All important information and activities of the project implementation, as well as the results will be published on the website of the University of Edukons (<https://educons.edu.rs/nauka/projekti/>).

2.3.3 Direct promotion in the academic, professional and wider community

Due to the specifics of the Project, it is necessary to familiarize with it both academic and professional, as well as the general public, especially young people. Therefore, it is envisaged that the Project will be presented in an adequate manner, depending on the structure of those

present, at appropriate scientific and professional meetings in the country (and preferably abroad), both by personal presence and in an online format, depending on the possibilities and format of the event at which the Project is presented.

2.3.4 Guest appearances on national television frequencies

Organization and realization of two guest appearances in order to present the Project, announce events (round tables and conferences) and project results through television stations with national frequency.

2.3.5 Publication of scientific papers

It is planned to publish four scientific papers in open access journals of the M20 category.

2.3.6 Monographs

Three monographs are planned to be published.

2.3.7 Workshops

It is planned to hold three workshops/trainings in local governments (and/or agricultural stations). Also, the preparation of recommendations for local self-governments and recommendations for the state of the Republic of Serbia are planned.

2.3.8 Round table

Organizing and implementing the First and Second Round Tables within this project. Announcement and presentation of these events on the website and social network of the Project.

2.3.9 Establishing a Knowledge Center for Circular Economy

Preparation of the Elaborate on the establishment of the Knowledge Center for Circular Economy (as a way for further exploitation of the results of the Project).

2.3.10 Conference

Organization of the Final Conference – announcement and presentation on the website and social network of the Project, as well as information on TV stations with national frequency, with the participation of project team members, members of the Working Group and other stakeholders; Discussion.

It also plans to present the project and results at national and international conferences.

3. Materials for dissemination and promotion of the project

This section lists the materials that will be used for the purpose of dissemination and promotion of this project, in order to enable as much visibility as possible of the Project and exploitation of project results.

3.1 Project logo EDUCIRC2022

A project logo will be created that aims to visually make this project recognizable to the public.

3.2 Project Educirc2022 website and social network profile

An operational website of the EDUCIRC2022 project and a functional profile on the social network LinkedIn will be created. Content will be regularly updated and news, activities implemented within the project as well as results will be published. The website and profile on the social network LinkedIn will be active for the duration of the Project, as well as 3 years after the completion of this project.

Also, when publishing materials on the Internet and social networks, it will be mandatory to mention the Acknowledgements, as well as the Logo of the Science Fund of the Republic of Serbia, the Logo of the Project, Hashtags: #fondzanauku, #EDUCIRC2022, #programidentiteti and text, which emphasizes that the material does not reflect the views of the Science Fund of the Republic of Serbia.

3.3 Dissemination and promotion plan of the project

The Dissemination and Promotion Plan (D 4.2) of the EDUCIRC2022 project describes the activities that will be organized and implemented within this project in order to achieve the objectives of dissemination of project results and visibility of the Project.

3.4 Roll up of the EDUCIRC2022 project

A conceptual design for the roll up project will be created and the same will be made. The roll up project will be used during the realization of dissemination and promotion activities of the project.

3.5 Bookmark of the EDUCIRC2022 project

A bookmark will be created for the project books and the same will be created. Bookmark (bookmark) of the project will be used during the realization of dissemination and promotion activities of the project.

3.6 Video material from guest appearances on TV stations with national frequency

The first visit will include information about the Project and the first results. The second visit will include information on the conditions and forecasts of the development of the circular economy in the Republic of Serbia.

3.7 Scientific papers

Four scientific papers will be submitted to open access journals of category M20. In scientific papers, Acknowledgements will be mandatory to state.

3.8 Monographs and Recommendations

Three monographs will be published, as well as Recommendations for Local Self-Governments and Recommendations for the State of the Republic of Serbia.

Also, when publishing these project materials, it will be mandatory to state Acknowledgements, as well as the Logo of the Science Fund of the Republic of Serbia, the Logo of the Project and the Text, which emphasizes that the material does not reflect the views of the Science Fund of the Republic of Serbia.

3.9 Report on workshops held

A report will be made after three workshops. The information will be presented through the website and profile on the project's social network.

3.10 Information from the I and II round tables

Information from the First Round Table and the Second Round Table - announcements and presentations on the website and profile on the project's social network.

3.11 Final results of the project

Information on the final results of the Project will be presented through the website and profile on the Project's social network.

3.12 Intellectual Property Protection Procedure

It is planned to define and implement the procedure for the protection of intellectual property.

3.13 Elaborate: Knowledge Center for Circular Economy

An elaborate will be prepared: Knowledge Center for Circular Economy. The elaborate will present the establishment, competencies, as well as activities of this center.

3.14 Report from the Final Conference

After the final conference of this project, a report will be prepared.

4. Time plan of dissemination and promotion activities of the project

Table 1. Dissemination term plan

Activity	1.year												2.year											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Functional profile on the social network*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Dissemination and promotion plan		x																						
Project operational website*			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Direct promotion	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Video material from guest appearances on TV stations with national frequency												x												x
Four scientific papers submitted to open access journals of category M20																								x
Three Monographs and Recommendations																								x
Report on workshops held																							x	
Information from the First Round Table, announcement and presentation on the project's website and social network														x										
Information from the Second Round Table, announcement and presentation on the project's website and social network																							x	
Information on the final results of the Project presented through the project's website and social network																								x
Conducted procedure for the protection of intellectual property																								x
Elaborate: Knowledge Center for Circular Economy; establishment, competences, activities																								x
Report from the Final Conference																								x
WP4 Implementation Report																								x

* as well as 3 years after the completion of the Project

5. Conclusion

This document defines and presents in detail the activities of dissemination of the EDUCIRC2022 project through which the goals of the project promotion and results should be achieved, and that they are visible and useful to both professional and scientific, as well as the general public.

After the implementation of all the activities envisaged in this document, a REPORT on the implementation of WP4 will be made.