WP6
Dissemination and exploitation plan

"This project has been funded with support from the European Commission. This publication 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"
# PROJECT INFO

<table>
<thead>
<tr>
<th>Project title</th>
<th>Improving the Traffic Safety in the Western Balkan Countries through Curriculum Innovation and Development of Undergraduate and Master Studies</th>
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<tbody>
<tr>
<td>Project acronym</td>
<td>TRAFSAF</td>
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<tr>
<td>Funding scheme</td>
<td>Erasmus+ Capacity building in the field of higher education</td>
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<tr>
<td>Web address</td>
<td><a href="https://trafsaf.pr.ac.rs/">https://trafsaf.pr.ac.rs/</a></td>
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<tr>
<td>Coordination institution</td>
<td>University of Pristina in Kosovska Mitrovica</td>
</tr>
<tr>
<td>Project duration</td>
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# DOCUMENT CONTROL SHEET

<table>
<thead>
<tr>
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<td>Ref. no and title of activity</td>
<td>6.1 - Creation of dissemination plan</td>
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<td>Title of deliverable</td>
<td>Dissemination and Exploitation Plan</td>
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<table>
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<tr>
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<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>ABS</td>
<td>Road Traffic Safety Agency of the Republic of Serbia</td>
</tr>
<tr>
<td>UPKM</td>
<td>University of Pristina in Kosovska Mitrovica, Kosovo*</td>
</tr>
<tr>
<td>TCASU</td>
<td>Technical College of Applied Sciences Urosevac with temporary seat in Leposavic, Kosovo*</td>
</tr>
<tr>
<td>CRLS</td>
<td>Center for Development of Local Communities Kosovska Mitrovica, Kosovo*</td>
</tr>
<tr>
<td>UNS</td>
<td>University of Novi Sad, Serbia</td>
</tr>
<tr>
<td>VTSNIS</td>
<td>The College of Applied Technical Sciences Niš, Serbia</td>
</tr>
<tr>
<td>UNSA</td>
<td>University of Sarajevo, Bosnia and Herzegovina</td>
</tr>
<tr>
<td>US</td>
<td>Sinergija University Bijeljina, Bosnia and Herzegovina</td>
</tr>
<tr>
<td>TSARS</td>
<td>Traffic Safety Agency of Republic of Srpska, Bosnia and Herzegovina</td>
</tr>
<tr>
<td>AUB</td>
<td>University Adriatic Bar, Montenegro</td>
</tr>
<tr>
<td>UoM</td>
<td>Univerzitet Crne Gore, Montenegro</td>
</tr>
<tr>
<td>AC</td>
<td>ALPHA Centre, Montenegro</td>
</tr>
<tr>
<td>UPM</td>
<td>Universidad Politécnica de Madrid, Spain</td>
</tr>
<tr>
<td>OU</td>
<td>Obuda University, Hungary</td>
</tr>
<tr>
<td>LUT</td>
<td>Lublin University of Technology, Poland</td>
</tr>
<tr>
<td>UM</td>
<td>University of Maribor, Slovenia</td>
</tr>
<tr>
<td>CBHE</td>
<td>Capacity Building in Higher Education</td>
</tr>
<tr>
<td>EACEA</td>
<td>Education, Audiovisual and Culture Executive Agency</td>
</tr>
<tr>
<td>HEI</td>
<td>Higher Education Institution</td>
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<tr>
<td>LFM</td>
<td>Logical Framework Matrix</td>
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<td>NEO</td>
<td>National Erasmus Office</td>
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<tr>
<td>TRAFSAF</td>
<td>Improving the Traffic Safety in the Western Balkan Countries through Curriculum Innovation and Development of Undergraduate and Master Studies</td>
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<tr>
<td>WB</td>
<td>Western Balkan</td>
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<td>WP</td>
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1. Aims and objectives of the document

In Erasmus + programme, dissemination means spreading the word about project successes and outcomes as far as possible. The main goal of this Plan is to provide beneficiaries list of activities connected with dissemination and exploitation of the TRAFSAF project results and definition of their responsibilities. Effective dissemination is one of the key elements enabling publication and popularization of the project results and their acceptance by professional public and significantly contributes to creating a good image of the project. Another significant contribution is the contribution to mutual awareness of partners.

The main purpose of the Dissemination and Exploitation Plan is to provide guidelines for the project’s partners throughout WP6 in order to:

1) help partners to better understand WP6 goals and their individual responsibilities,

2) give consortium members a clear idea of how to communicate the project’s goals, progress and results through the most appropriate tool to select audience targets, in a timely manner,

3) help partners better understand the importance of their coordination and timely dissemination and exploitation.

This document clarifies in more detail the work division between TRAFSAF Consortium partners according to dissemination and communication, share the information about these activities and provide a clear structure of the means of communication to generate a clear TRAFSAF message. The document will provide an overall understanding of the key target groups of the TRAFSAF project. The communication protocols and processes will work as guidance for the whole duration of the project’s existence.

Although generally one partner (ABS) will take the responsibility for coordination of dissemination activities of the whole project, the responsibility for implementation will be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project.
Reporting on the dissemination activities carried out to share the TRAFSAF results inside and outside participating organisations will be requested at final stage.

2. Description of the TRAFSAF project

The overall aim of the project TRAFSAF is to support modernization of HEIs in Serbia, Montenegro, Bosnia and Herzegovina and Kosovo* in the field of transport and traffic engineering by introducing new curricula, and to improve knowledge of traffic safety professionals, based on EU HEIs best practices and recommendations of National strategies for traffic safety in the Western Balkans. The modernized laboratories with the latest hardware and software equipment for simulations, where the students will gain practical knowledge that can be immediately applied, and the up-to-date library units will contribute to innovative new study programmes. This equipment will be also used for training of professionals.

The wider objective of the TRAFSAF project is to improve the quality of higher education in the field of transport and traffic engineering; strengthening of its relevance for labour market and society; enhancing the level of competences and skills of experts in WB countries (Serbia, Montenegro, Kosovo*, Bosnia and Herzegovina) by developing new competence-based and improvement of existing bachelor/master curricula, all in line with EU trends.

The specific objectives of TRAFSAF are:

1) Identification of traffic safety key issues in WB partner countries;

2) Development and implementation of new and modern curricula for undergraduate and master studies in accordance with Bologna requirements and national accreditation standards;

3) Development of educational trainings and training material for traffic safety professionals.

The project expects to achieve these objectives through the implementation of seven interconnected Work Packages (WPs). Dissemination is one of the award criteria on which the application was assessed. WP6 (Dissemination and Exploitation) runs in parallel with the other WPs over the project lifetime and its deliverable 6.1, the Dissemination and Exploitation Plan, will be requested and further assessed. It focuses on
defining a comprehensive and consistent project dissemination strategy, which will ensure maximum visibility of project results during and beyond the project lifetime.

3. Dissemination goals

Effective dissemination of the project results is essential for the transfer of the developed knowledge to the target groups, for their acceptance and transfer into normal use, which maximizes the project impact and largely determines its success.

The main goals of the TRAFSAF project dissemination activity could be defined as follows:

✓ popularization of the TRAFSAF project to teachers, students, national stakeholders and private sector,
✓ information of students regarding the new undergraduate/master study programmes,
✓ information of professionals in traffic safety about the LLL courses and
✓ popularization of TRAFSAF project to wider public.

The dissemination methodology proposed includes phases that form the processes to ensure efficient and sustainable information sharing in TRAFSAF even beyond the lifespan of the project.

The dissemination methodology proposed includes phases that form the processes to ensure efficient and sustainable information sharing in TRAFSAF even beyond the lifespan of the project. TRAFSAF dissemination methodology has seven basic questions of building blocks for a coherent dissemination approach. The questions are:

✓ TO WHOM and WHERE to disseminate,
✓ WHAT to disseminate,
✓ WHO to disseminate,
✓ WHEN to disseminate,
✓ HOW to disseminate, and
✓ WHY to disseminate (expected achievements).

Project dissemination will involve institutional, national and international activities. It will be focused on promotion the project and its participants and to raise awareness of the public about the potential benefits of the project results. One of the first tasks in this WP is creation of the project website, which will present all activities related to the project. Special attention will be devoted to the promotion of the project on social
networks such as Facebook, LinkedIn and Twitter. The awareness campaign will include advertising on TV, radio and newspapers.

4. Dissemination and exploitation strategy

The TRAFSAF dissemination strategy will define clear guidelines with all operational elements for achieving dissemination goals. The TRAFSAF project will use various actions in order to ensure high project visibility and maximal impact. Project dissemination will involve institutional, national and international activities. It will be focused on promotion the project results and raising awareness of the public in general about the potential benefits of the project results in traffic safety.

One of the first tasks is creating the Dissemination Plan at the very beginning of the project with intention to update it regularly throughout the project. Other important activities to be performed at the beginning of the project are also to define project’s visual identity (logo) and design and print promotional material (flyers, posters, etc.) that will be distributed during the project span. Besides, the project website is developed and maintained (regularly updated with new information). Function of the website is to inform all target groups about the project realization and achieved results. Project participants can exchange documents via website. Social networks are utilised to spread the information about the project to the experts in the field (using LinkedIn) and to reach students’ population (using Facebook, Instagram). The awareness campaign will include advertising on TV, radio, magazines and newspapers.

Special attention will be given to promotion of modernized/new undergraduate/master curricula in WB HEIs and development of educational trainings for traffic safety professionals. Promotions for WB non-partner HEIs will be organized in order to promote undergraduate/master studies in the field of transport and traffic engineering, including info days. All events will be documented and displayed on the project website.

In the long term perspective of the TRAFSAF project it is necessary to increase the public and state authorities’ awareness for the significance of the traffic safety management. This goal will be achieved mainly through the distribution of brochures, leaflets and booklets aimed to provide all relevant project information to interested stakeholders, as well as to publish information about TRAFSAF in mass media. In relation
with the dissemination, important role will play non-academic partners through many different media channels.

4.1 Dissemination activities

To achieve the dissemination objectives, the TRAFSAF activities grouped in work plan are following:

✓ development and maintenance of project website and creation of promotional materials and campaigns,
✓ promotional activity for student enrolment.
✓ promotional activity for trainings,
✓ symposium for promoting of traffic safety in WB partner countries.

All planned dissemination activities will meet the requirements for dissemination of the Grant agreement i.e. to make project results visible, all produced material to be available and to use correct logo and disclaimer.

The main purpose of TRAFSAF dissemination activities is to achieve involvement of all relevant stakeholders and to provide updated information of project results. The dissemination activities will be therefore focused on:

✓ making accessible tangible TRAFSAF products (outputs),
✓ raising awareness and extend the impact (TRAFSAF outcomes).

Dissemination activities at different stages of the project cycle are:

✓ before the project starts:
  o drafting the dissemination plan,
  o definition of the expected impact and deliverables,
  o consideration of how and to whom dissemination outcomes will be disseminated,

✓ during the project:
  o contacting relevant media e.g. at local or regional level,
  o conducting regular activities such as training, study visits,
  o assessing the impact on target groups,
  o involving other stakeholders in view of transferring results to end users/new areas/policies,
  o evaluating the dissemination in the mid-term period,

✓ at final report stage:
o uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform,

✓ after the project
  o continuing further dissemination,
  o developing ideas for future cooperation,
  o evaluating achievements and impact,
  o contacting relevant media,
  o contacting policy-makers if relevant,
  o cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

4.2 Target groups

For every TRAFSAF result to be disseminated, project will identify who are the users of that result as well as how they can be approached in the most effective way. Possible targets groups include, but are not limited to:

✓ End-users of the project activities and deliverables.
✓ Stakeholders, experts or practitioners in the field and other interested parties.
✓ Decision-makers at local, regional, national and European level.
✓ Press and media.
✓ General public; etc.

Identification of possible target groups is carried out:

✓ At different geographical levels (local, regional, national, European)
✓ In the own field of the TRAFSAF project and its consortium members (colleagues, peers, local authorities, other organisations leading the same type of activity, networks, etc.).

All dissemination activities and messages have to be adjusted to the type and size of the target group to be reached.

4.3 Key messages

We will distinguish messages linked to dissemination of project results and messages linked to communication for wider society in order to easily explain the TRAFSAF results and their relevance to policymakers and citizens. The principle guidelines of key messages are to:
✓ be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible;
✓ tailored to the target groups. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
✓ information should be correct and realistic.

The key messages are:
✓ The number of road traffic deaths on the world’s roads remains unacceptably high.
✓ Road traffic injuries are the leading killer of children and young adults.
✓ Road safety is an issue that does not receive anywhere near the attention it deserves – and it is really one of our great opportunities to save lives around the world.
✓ Education and informing, can contribute significantly to achieving the objective and creation of more efficient system of traffic safety.
✓ New educated professionals in the field of traffic safety,
✓ New LLL courses for enhancing the skills of personnel in transportation sector contributes to use new and innovative methods in solving problems in transportation sector.

The following key words will be used in dissemination materials:
✓ Strengthening of educational base: modern curriculum, harmonization, competencies, Bologna, interdisciplinary, innovative, master, innovative learning.
✓ Enhancing traffic safety professionals’ awareness and skills: traffic safety, traffic accident, risk in traffic, causal factors, lifelong learning, trainings, skills.

4.4 Dissemination tools

Different types of dissemination tools will be created:
✓ TRAFSAF website and social media such as Linkedin and Facebook (used for online dissemination),
✓ project publications and promotional materials such as flyer, brochure, poster, videos, newsletters, newspapers’ and magazines’ articles (used for offline dissemination),

✓ dissemination events at institutional, country or regional level with possible participation of external stakeholders.

For the purpose of internal dissemination, partners will use special online platform named Project Management Platform.

Communication materials and tools will be developed to provide concrete support to dissemination activities. The manner to use the materials and tools is also clearly stated in this plan so as to ensure all partners use these in the same way, to create a cohesive message.

The primary, core tool for internal communication and information sharing is the project website (internal and external communications) and the online platform accessible via project website (internal communications). For external communication, social media will be heavily used, specifically Facebook.

4.4.1 TRAFSAF logo

Designing a recognizable project Logo and consistent document templates to be used by all project partners during the project is the initial task. The logo must be used in every communication and dissemination material created during the life span of the project. The logo must be used every time the project is presented. The final logo was decided through a vote among the Consortium partner between a few logo options. The selected logo represents the project’s key visibility and colour scheme. The rights to use the logo belong to the Coordinator and project partners as well as the Commission. Third parties are expected to ask permission to use the logo in writing if they wish to use it. In the case of events related to project, the project logo should be included in event agendas, participant lists, and any project promotional materials. Final TRAFSAF project logo is presented on figure 1.
4.4.2 TRAFSAF project website

The TRAFSAF project website (https://trafsaf.pr.ac.rs/) is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published. The website contains all information related to the project: description, objectives, outputs of the project, and the list of the Consortium Members with their short presentations, Logical Framework Matrix (LFM) and Work plan documents, the contact details of the coordinator.

Development of the website and the continuously updated information will be ensured by University of Pristina in Kosovska Mitrovica (UPKM).

Statistics related to website visits will be done using Google Analytics to track interest of target groups. Boosting project visibility by Search Engine Optimisation service will achieve spreading of project objectives and results.

All partners will regularly provide information for dissemination on website. Website will be linked with all partners’ web sites and interested stakeholders.

The home page of the TRAFSAF project website is presented in the Fig 2.

Following pieces of information are presented on the website:

- About the project
  - Description
  - Objectives
  - Logical framework matrix and work plan
  - Work packages
  - Outputs and outcomes
  - Consortium
  - Erasmus+ KA2 documents
Figure 2. Project website homepage
4.4.3 Social Networks

Social networking is the major tool that students today utilize to communicate with each other and to be informed on current issues. For this reason, social media will be utilized to access and engage future targeted students into TRAFSAF activities.

The project will be active on Facebook, Instagram and LinkedIn. These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.

Facebook is the most widely utilized social network in the world. Through the TRAFSAF Facebook page, information, events, pictures and links can be shared, and the public can react by “liking” the page, giving “likes” to single elements and writing directly to the Project account (figure 3).

Figure 3. TRAFSAF Facebook page

LinkedIn is the social network for professionals (figure 4) who want to search for job positions and network with similar minded professionals.
4.4.4 Promo material

A number of promo materials such as small brochures, flyers and other will be prepared during project implementation to promote the new study programmes, and other achievements of the TRAFSAF project. First promo materials were prepared for the kick-off meeting (Figure 5 and 6). The promo materials will be distributed during the events where promotion of the project and the new study programmes will take place (media events, press conferences and others), Info Days and the Closing meeting. The promo materials will be also distributed to potential stakeholders.
Figure 5. The project brochure
The Erasmus+ Project Results Platform (figure 7) will enable to achieve wider visibility of project results. Products/deliverables/intellectual outputs that are the result of the projects funded (https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/598551-EPP-1-2018-1-XK-EPPKA2-CBHE-JP), will be also available on the Platform.
Figure 7. Erasmus+ Project Results Platform
5. Time plan of dissemination and exploitation activities

During the TRAFSAF implementation period, several events will be organized with the purpose to disseminate project results. Event calendar will be placed on the project website in order to provide information to partners, students and other website visitors on the relevant events in appropriate areas of interest. The organization of events will be conducted by every Consortium partner, but with coordination with the partner responsible for dissemination activities.

Table 1 shows the timeline of the key moments of communication with the target groups.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Dissemination level</th>
<th>Target groups</th>
<th>Start and end date</th>
<th>Indicators to assess dissemination</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Website created, launched and updated with developed documents</td>
<td>- International</td>
<td>- Project team&lt;br&gt;- Teaching staff&lt;br&gt;- Students&lt;br&gt;- Non-academic sector (public bodies and agencies, NGO, private sector)&lt;br&gt;- Wide public</td>
<td>Nov. 2018 - Nov. 2021</td>
<td>- Number of visits of the project web pages</td>
</tr>
<tr>
<td>- Social media accounts launched and updated</td>
<td>- International</td>
<td>- Project team&lt;br&gt;- Teaching staff&lt;br&gt;- Students&lt;br&gt;- Non-academic sector (public bodies and agencies, NGO, private sector)&lt;br&gt;- Wide public</td>
<td>Nov. 2018 - Nov. 2021</td>
<td>- Number of page actions (page views, post engagement, followers, etc.)</td>
</tr>
<tr>
<td>- Promotion material (project brochure, notebook with project logo, folder, pencil, etc.) created and delivered</td>
<td>- Local&lt;br&gt;- Regional&lt;br&gt;- International</td>
<td>- Participants of TRAFSAF project events and events organized by other with participation of project team members&lt;br&gt;- Teaching staff&lt;br&gt;- Students&lt;br&gt;- Non-academic sector (public bodies and</td>
<td>Nov. 2018 - Nov. 2021</td>
<td>- Number of printed and distributed materials</td>
</tr>
<tr>
<td>Event Description</td>
<td>Target Group</td>
<td>Duration</td>
<td>Number of Visits to Website Page</td>
<td></td>
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<tr>
<td>----------------------------------------------------------------------------------</td>
<td>-------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>Promotion of trainings by social networks and project website</td>
<td>Local, Regional</td>
<td>Nov. 2018 - Apr. 2021</td>
<td>Number of visits to website page</td>
<td></td>
</tr>
<tr>
<td>Promotion of accredited underg./master curricula in WB countries by project website and social networks</td>
<td>Local, Regional</td>
<td>Mar. 2020 - Oct. 2020</td>
<td>Number of visits to website page</td>
<td></td>
</tr>
<tr>
<td>Promotion of student enrolment by social networks and project website</td>
<td>Local, Regional</td>
<td>Mar. 2020 - Oct. 2020</td>
<td>Number of visits to website page</td>
<td></td>
</tr>
<tr>
<td>Promotion of student enrolment by direct contact at concerned WB HEI with prospective students during info days</td>
<td>Local, Regional</td>
<td>Mar. 2020 - Oct. 2020</td>
<td>Number of interested participants</td>
<td></td>
</tr>
<tr>
<td>Promotion of Symposium (traffic safety in WB partner countries) by social networks and project website</td>
<td>Regional</td>
<td>Mar. 2020 - Oct. 2020</td>
<td>Number of visits to website page</td>
<td></td>
</tr>
<tr>
<td>Promotion of winter/summer schools by social networks and project website</td>
<td>Institution, International</td>
<td>Sep. 2020 - Jun. 2021</td>
<td>Number of visits to website page</td>
<td></td>
</tr>
<tr>
<td>Gallery and reports on realized trainings, winter/summer schools, and symposium uploaded on project website</td>
<td>Regional, International</td>
<td>Nov. 2018 - Nov. 2021</td>
<td>Number of visits to website page</td>
<td></td>
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</table>
6. Responsibilities for dissemination and exploitation activities

Table 3 presents the allocation of responsibilities for dissemination and exploitation activities among consortium members regarding WP6 activities.

Table 3. Responsibilities for dissemination and exploitation activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description of activity</th>
<th>Partner in charge</th>
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<tbody>
<tr>
<td>6.1 Creation of dissemination plan</td>
<td>Dissemination plan will be created at the beginning of the project and will include the following key elements: purpose, target groups, messages, methods and timing. It will identify and organise the activities to be performed in order to promote the exploitation of the project’s results and the widest dissemination of knowledge of the project. It will be planned in consultation with the project partners and approved by the Steering Committee.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
</tr>
<tr>
<td>6.2 Development of promotional material</td>
<td>The project website will be developed by January 2019 and regularly maintained and updated throughout the lifespan of the project and beyond. Contents will be updated throughout the project’s life cycle with information about events, outcomes and overall progress. The website will also serve as a platform for internal communication between partners. Profiles of the project on various social networks will be created and regularly updated. The promotional materials such as posters, brochures, pencils, calendars and bags will be created by June 2019 and distributed to WB and EU partners. It will also serve for raising awareness of HEI staff, students, citizens and stakeholders on relevance of reduction of risk in traffic.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
</tr>
<tr>
<td>6.3 Promotion of student enrolment</td>
<td>Promotions will be performed in the WB HEIs. The promotional materials will be distributed in order to inform future students about modernized/newly developed undergraduate/master study programmes.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
</tr>
<tr>
<td>6.4 Promotion of trainings</td>
<td>The promotions will be performed among traffic safety professionals in order to introduce them with planned training activities performed by WB HEIs staff. The promotional materials will be delivered to all interested parties. The main role in this task will have WB non-academic partners.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
</tr>
<tr>
<td>6.5 Accreditation of undergraduate/master curricula</td>
<td>New/modernized undergraduate/master curricula in the field of transport and traffic engineering will be accredited/reaccredited by the responsible accreditation bodies in WB countries, according to the Bologna requirements and national legislations.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
</tr>
<tr>
<td>6.6 Creation of sustainability plan</td>
<td>Two sustainability plans will be created: 1) academic and 2) financial. The procedures and recommendations for permanent improvement of innovated and developed undergraduate/master curricula and teacher's permanent education will be established. The financial sustainability plan will consist of analysis of exploitation expenditures and revenues and the scheme of financing. The financial sustainability of the TRAFSAF project will be achieved through the following actions: - The financing of the undergraduate/master studies will be ensured through the state budgeting and students' scholarships. - Due to the expected high quality of the TRAFSAF educational courses, it is expected that the interested stakeholders will pay the participation fee after the end.</td>
<td>Led by UPKM and ABS, contributions from all partners</td>
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of the project. Creation of sustainable connections will be realized through:
- Continuation of knowledge transfer between EU and WB HEIs.
- Development and maintenance of a database of student undergraduate/master thesis.

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<th>6.7 Promotion of traffic safety in WB</th>
<th>Symposium for promotion of traffic safety in WB partner countries will be organized in the third project year by UNS in October 2020. Participants from the partner institutions will prepare and present materials. Also, invited speakers from other HEIs and non-academic sector will take part and present material. The invited speakers’ presentations will be recorded and available on-line at the project website. Report from the symposium and the book of papers will be compiled. Meeting for promotion of project results will be organized in VTSNIS, with participation of all partners staff (27 participants)</th>
<th>Led by UPKM and ABS, contributions from all partners</th>
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<td>6.8 Student winter/summer schools</td>
<td>The students’ short-time mobility from WB to EU partner HEIs is planned. One winter (January 2021 – LUT) and one summer school (April 2021 – OU) in duration of 7 days will be organized with a participation of 16 WB students per school. The schools will be organized during the third project year. Selected students from each WB HEI will visit EU partner HEIs, attend lectures/exercises, compare teaching/learning methodologies in the HEI of origin and acquired knowledge with the teaching/learning methodology in EU partner HEIs and knowledge and skills of students from EU. The teaching staff from EU partner HEIs will define topics in line with applying innovative techniques in water resources management.</td>
<td>Led by UPKM and ABS, contributions from EU partners</td>
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6. Exploitation

The central objective of the exploitation plan is to maintain the main project tangible outputs (undergraduate/master programme and LLL courses) and intangible outputs (gained knowledge, experience and skills by students, teaching staff and participants) after the end of the TRAFSAF project funding. Develop high quality project results is major factor that can ensure further sustainability. The following are the crucial points in achieving this objective:

✓ Undergraduate/master programme
  o The attractiveness and up-to-date of the undergraduate/master programme based on EU best practices to the main target groups, i.e. students and traffic safety professionals;
  o The UPDATE AND accreditation of the undergraduate/master programmes in Western Balkan countries which will confirm quality standards of national study programmes;
  o The funding of the undergraduate/master programme will be achieved by incorporating into the national system of financing; self-financed students will secure revenues that will be reinvested in favour of the students or to reinforce the attractiveness of the developed or improved undergraduate/master;
  o The permanent management of the undergraduate/master programme and the maintaining connections with the WB partner HEIs.

✓ LLL courses for traffic safety professionals:
  o The quality of LLL courses is based on previously created reports in WP1 and WP3;
  o The long-term training sustainability by possible accreditation;
  o The permanent improvement of training materials.

Trainings for traffic safety professionals will be free of charge during the project lifetime and after the project ends, they will be organized and realized in line with the needs of companies in traffic/transportation sector.
Sustainability of the undergraduate/master programme will be based on two main sustainability principles:

- TRAFSAF project attractiveness through communication, study programme quality, curricula evaluation and update, students' employability, employers' awareness,
- TRAFSAF project operational capacity through the cohesion and involvement of the partner HEIs and a stable project environment i.e. WB partner HEIs will maintain the established laboratories and the new teaching environment and provide dedicated staff and a regular financial resources.