



**Erasmus+ Programme (ERASMUS+)**  
**ERASMUS-EDU-2023-CBHE-STRAND-2**  
**ERASMUS Lump Sum Grants**

**Enhancing knowledge and skills at WB HEIs in preparation for zero  
carbon maritime transport and logistics society**

**(101128747 — Zero C)**



*Dissemination, Exploitation and Sustainability Plan*

*Deliverable 4.1*

*Work Package 4*

**LEAD BENEFICIARY: ALEKSANDËR MOISIU UNIVERSITY DURRËS (UAMD)**

**WP LEADER: ITS LOGISTICA PUGLIA**

## Change Records

Version	Date	Change History	Organization
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## ANNEXES

ANNEX 1 - Template approved for Reporting Dissemination

ANNEX 2 - Template approved for reports

ANNEX 3 - Template approved for PPT presentations

ANNEX 4 - Template approved for Minutes of dissemination Meetings

## *List of abbreviations*

ALIS - Associazione italiana Logistica dell'Intermodalità Sostenibile;

APD - Durres Port Authority;

BSc - Bachelor of Sciences;

CBHE - Capacity Building in field of Higher Education;

DDCI - Dhoma E Tregtise Dhe Industrise Durres;

DES - Dissemination, Exploitation and Sustainability Plan;

EPA - Agencija Za Zastitu Zivotne Sredine;

EU - European Union;

EUSAIR - European Union Strategy for Adriatic-Ionian Region;

GMD - General Maritime Directorate;

HEIs - High Education Institutions;

ICT - Information and Communication Technology;

IMO - International Maritime Organization;

ITS - ITS Logistica Puglia;

JP - Joint Projects;

LFM - Logical Framework Matrix;

M - Month;

MARPOL - The International Convention for the Prevention of Pollution from Ships;

MSc - Master of Sciences;

NGO - Non-Governmental Organization;

NTUA - National Technical University of Athens

PC - Partner Country;

PKCG - Privredna Komora Crne Gore Podgorica;

PoK - Port of Kotor;

TUHH - Technische Universitat Hamburg;

UAMD - University “Aleksander Moisiu” of Durres;

UoM - University of Montenegro;

UV - University of Vlora “Ismail Qemali”;

UnionC - Unioncamere Puglia;

WB - Western Balkan;

WBC - Western Balkan Countries;

WP - Work package.

## DISSEMINATION PLAN

### 1. Introduction and focus on D.4.1

The Dissemination Plan describes the project's dissemination objectives, tools, target groups, and measures throughout the project.

#### **An overview of the Zero C project**

The Zero C project aims to create the necessary prerequisites in Albania and Montenegro (WB) for providing competent, industry-oriented, human resources for the shipping industry related to decarbonization, energy efficiency, and logistics optimization as well as for governmental institutions related to the implementation of IMO and EU policies in the shipping sector. This will be provided through increased capacities of WB (Maritime) HEIs.

The project's main activities include project management, developing of shipping industry-specific skills-oriented course catalogs and innovative teaching/training materials and methodology, providing state of the art equipment for supporting industry skills-oriented courses for students and LLL for professionals, know-how transfer to WB HEIs staff in specific topics, establishing a regional network of stakeholders in the shipping sector, and disseminating the project's ideas and results. In addition, those activities tend to establish prerequisites for WB HEIs positive assessment by EMSA, in accordance with the UN STCW Convention for seafarers.

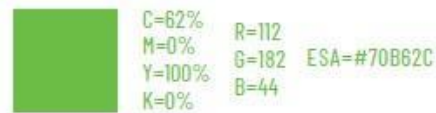
The Zero C project will benefit at least 57 staff and 300 students from WB HEIs, as well as 60 professionals from WB shipping and port companies and governmental institutions. The project's outputs will be delivered through 4 WPs and 15 deliverables.

Table 1. Zero C Project card

<b>Project number:</b> 101128747
<b>Project name:</b> Enhancing knowledge and skills at WB HEIs in preparation for zero carbon maritime transport and logistics society.
<b>Project acronym:</b> Zero C
<b>Call:</b> ERASMUS-EDU-2023-CBHE
<b>Topic:</b> ERASMUS-EDU-2023-CBHE-STRAND-2
<b>Type of action:</b> ERASMUS-LS
<b>Service:</b> EACEA/A/04
<b>Project starting date:</b> 01/11/2024
<b>Project duration:</b> 36 months
<b>Project Coordinator:</b> Aleksandër Moisiu University of Durrës
<b>Countries involved:</b> Albania; Montenegro; Italy; Germany; Greece
<b>Project partners:</b>
1 COO - UAMD Universiteti Aleksander Moisiu Durres AL 2 BEN - TUHH Technische Universität Hamburg DE 3 BEN - UOM Javna Ustanova Univerzitet Crne Gore Podgorica ME 4 BEN - ITS ITS Per La Mobilità Sostenibile Ambito Gestione Infomobilità E Infrastrutture Logistiche Ge.In.Logistic IT 5 BEN - NTUA Ethnicon Metsovion Polytechnion EL 6 BEN - UV Universitetit Te Vlores AL 7 BEN - DDCI Dhoma E Tregtise Dhe Industrise Durres AL 8 BEN - GMD General Maritime Directorate AL 9 BEN - PKCG Privredna Komora Crne Gore Podgorica ME 10 BEN - EPA Agencija Za Zastitu Zivotne Sredine ME 11 AP - APD Durres Port Authority AL 12 AP - ALIS ALIS - Associazione italiana Logistica dell'Intermodalità Sostenibile IT 13 AP - PoK "Luka Kotor" A.D. Kotor / "Port of Kotor" Ltd. Kotor ME 14 AP - Port of Bar The Port Of Bar H.Co. ME 15 AP - UnionC Puglia Unioncamere Puglia IT



Matrix of logos: Colored, Black, White Background/Horizontal – Vertical



FONT: "FUTURA BOLD"



## 1.1. General Objective

Enhanced industry-oriented skills of university students and professionals in Albania and Montenegro (Western Balkans WB) related to decarbonization and increasing energy efficiency of the maritime transport and logistics sectors (MT&L).

## 1.2. Expected Results per WP

### WP 1:

Project start-up and setting up of the management structures;

Providing proper management and communication;

Providing proper quality control and monitoring, risk management, and reporting.

### WP 2:

Skills (re)assessment for the private sector on energy efficiency and decarbonization in MT&L sectors;

Revision of existing and development of new skills-oriented course catalogs;

Development of innovative course teaching materials and methodology;

Preparation of documentation needed for verification of HND, BSc, and MSc courses and LLL programs at university/faculty level(s).

### WP 3:

Acquisition of state-of-the-art equipment for supporting the teaching/training process on decarbonization and energy efficiency in the MT&L sector;

Know-how transfer to WB HEIs related to energy efficiency and decarbonization in MT&L and industry-driven teaching methodology.

### WP 4:

Promotion and dissemination of the project idea and results;

Establishment of a regional Zero C network of stakeholders in the MT & L sector related to energy efficiency and decarbonization.

## 2.1. Dissemination principles

The main objective of T4.1 is to ensure the dissemination, exploitation and sustainability of project results. Dissemination, Exploitation and Sustainability (DES) shaped through a dedicated plan carefully prepared, and all project partners involved in its implementation. It contains three sections relevant to:

- i) dissemination;
- ii) exploitation;
- iii) and sustainability.

Dissemination of the project results have to be based on the principles of full transparency and involvement of all relevant stakeholders during the project lifetime and sharing of appropriate information and visibility activities. Exploitation activities ensure that the results of the project will have lasting effects, after its completion. It has to be approved by project MB and QA boards. Also, Zero C should set the basis for continuation of joint activities of WB and EU partners.

The Dissemination section has to be developed and adopted by all partners and defines the way, the timing and the place (events) where the produced material will be disseminated in order to reach target audiences and interested parties, not directly involved in the project. Dissemination should be provided for each activity. All project partners have to comply with the Dissemination Plan during the project. The Dissemination Plan has to be published on the Zero C website. The produced report includes information regarding:

- The project 's identity;
- The main target groups of the project 's outcomes and the end users envisaged;
- The dissemination activities;
- The way the planned events will be organized;
- The communication material to be produced (e.g. mailing list, electronic newsletters, articles on specific topics) in order to promote the project 's results; etc.

## 2.2. Requirements in terms of dissemination

Dissemination is one of the award criteria on which the Zero C application was assessed. A detailed and comprehensive plan, describing targets, tools, and outcomes is requested by the Grant Agreement. Although generally, ITS, as COO of the WP, takes the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner has to be involved in these activities according to the needs and roles in the project, which are stated in Partnership Agreements.

### 2.2.1. Visibility of the European Union and the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full form in all communication and promotional material. This means that all materials produced for project activities, training materials, project website, videos, and social media accounts created to promote the project, special events, posters, leaflets, press releases, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union" as shown below:



The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission: "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".

In addition to the Dissemination Plan, partners should also consider the relevant European Commission documents:

([https://ec.europa.eu/programmes/erasmus-plus/programme-guide/introduction/how-to-read-programme-guide\\_en](https://ec.europa.eu/programmes/erasmus-plus/programme-guide/introduction/how-to-read-programme-guide_en) ).

## 3.1. Dissemination strategy

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing, and frequency of the various dissemination activities are defined in the present strategy. The dissemination strategy of Zero C project consists of four core components:

Objectives of dissemination: identify the project dissemination objectives;

Target groups: identify crucial target groups and bodies that are interested in the project;

Key messages: identify core project messages for specific target groups;

Dissemination tools: identify dissemination methods, tools, and channels.

The project will use various actions to ensure high project visibility and maximal impact. Project dissemination will involve institutional, national, and international activities. It will be focused on promoting the project and its participants and raising awareness of the public about the potential benefits of the project results. One of the first tasks is creating this document at the very beginning of the project to update it regularly throughout the project. Other important activities to be performed at the beginning of the project are also to define the project's visual identity (logo) and design and print promotional material (flyers, posters, etc.) that will be distributed during the span of the project.

Besides, a project website will be developed and maintained by regularly updating with new information. The function of the website is to inform all target groups about the project realization and achieved results. Project participants can exchange documents via the website. Social networks are utilized to spread the information about the project to the experts in the field (using LinkedIn) and to reach the student population (using Facebook and LinkedIn). The awareness campaign will include communication with the media and appearance on TV, radio, and newspapers. All events will be documented and displayed on the project website. Dissemination of the project outcomes will be carried out also through all study programs.

In the long-term perspective of the project, it is necessary to increase capacities to competencies to co-produce knowledge and research with impact in the context of cooperation between HEIs and businesses. This goal will be also achieved through the project website, and distribution of brochures, leaflets and booklets aimed to provide all relevant project information to interested stakeholders, as well as to publish information about Zero C in the media.

### 3.2. Dissemination objectives

The WP4 is dedicated to the Impact and Dissemination aiming to:

- Disseminate results triggered by the Zero C project
- Increase awareness in the private sector on new and increased skills for decarbonization, energy efficiency and port logistics optimization in the shipping sector.

The Dissemination Plan includes a range of promotional and informative events aiming to spread project significance and results by:

- designing of dissemination, exploitation, and sustainability plan;
- launching meeting;
- organizing media events such as articles, and press releases;
- organization and maintaining, and managing online media tools (news feeds, online Social Media);

- regularly updating the project website with input received from all project partners;
- organizing and holding network events (es. final promoting event).

The Dissemination Plan is going to be developed and implemented according to the significance of dissemination activities under the guidelines of the Erasmus+ project: “Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority and should form an integral part of the CBHE throughout its lifetime. The objective of dissemination and exploitation is to maximize the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, sustainably integrating them and using them actively in systems and practices at local and international levels”, [Erasmus+ Programme, 2024].

In general, the Dissemination Plan aims to wider dissemination of knowledge, information and guidance including a wide range of activities, tasks, and events aiming to spread information about the project and the establishment of the resource centers. The Dissemination Plan extends beyond project life; long-lasting use of project results is secured by careful planning of methods and means, which will be used for dissemination.

### 3.3. Target groups

Zero C project encompasses a diverse array of stakeholders spanning academia, industry, regulatory bodies, and the general public.

Foremost among these groups are the teaching staff and students at WB HEIs, who represent a primary focus of the project's educational initiatives.

Additionally, professionals from maritime transport and port operation companies constitute a key target group, representing a vital link between academia and industry. Through targeted outreach efforts, including training programs and knowledge-sharing initiatives, the project aims to enhance the capacity and competitiveness of these professionals, fostering innovation and driving sustainable growth within the sector.

Equally crucial are national Albanian and Montenegrin institutions responsible for regulating and monitoring emissions from the shipping sector. By engaging with these regulatory bodies, the project seeks to facilitate the adoption of environmentally responsible policies and practices, thereby advancing the overarching goal of decarbonization and environmental sustainability.

The general public also emerges as an important target group within the dissemination efforts of the Zero C project. Through the dissemination and educational activities, the project endeavors to foster widespread understanding and support for sustainable maritime practices, ultimately driving societal change and collective action towards a zero-carbon future.

Furthermore, the dissemination efforts of the Zero C project will extend beyond the Western Balkan HEIs to include students from European HEIs, particularly those affiliated with partner

institutions from Germany, Italy and Greece. These students will have the opportunity to benefit from the resources and advancements made available through the project, thereby broadening their perspectives on sustainable maritime practices and driving positive change within the maritime sector and advancing the goals of decarbonization and environmental sustainability on a global scale.

Moreover, Zero C dissemination will be implemented in the full respect and inclusion of students coming from socio-economically disadvantaged environments and to a lesser extent to students with disabilities. The role of vulnerable groups will be recognized through the dissemination of the whole project.

Furthermore, the Project Consortium is composed also by a number of Partners linked to the private sector that will assure a proper engagement with the local stakeholders of the ML&T sector; this will contribute to maximize the impact of each task on the target groups of reference (namely, professionals already employed in the local workforces, and university students of the WB HEIs).

### 3.4. Key Messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principal 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:

- Effective and sustainable university-to-society cooperation to impact Albania & Montenegro's European integration process
- Effective and sustainable collaboration between HEIs from Albania, Montenegro, Germany, Italy and Greece, and public institutions, business, civil society and media
- Improved capacities for research and innovation
- Co-production of knowledge and research with impact.

The following keywords will be used in dissemination materials:

- Cooperation
- Decarbonization



- Increasing capacities & skills
- Zero C.

### 3.5. Dissemination tools

In this chapter, a general overview of the Zero C dissemination tools that are planned to be prepared and the dissemination activities that will be performed during the project lifetime are presented.

Moreover, some recommendations on how to prepare these tools and activities are provided, so that it is ensured that all partners disseminate the project information most effectively and appropriately. Besides, these instructions ensure that:

- All partners and associated partners have access to the same information at the same time
- All partners are aware of the development status of the Zero C website and platform
- The project's information is equally fast transmitted to all partners
- Appropriate formats and effective communication procedures are used
- The transmitted information is fast accessible and reduced to the essent.

#### 3.5.1. Zero C visual identity

The project's visual identity has already been established from the early beginning of the project (February 2024). All project partners should use the agreed color palette and logos for any graphics or color design of Zero C throughout the project and after its completion. Moreover, the Zero C banners/roll-ups and the prepared dissemination templates should be used appropriately without any modification. Partners should also not forget to include the EU emblem in any dissemination material they prepare.

Moreover, in any case, a document is prepared for dissemination and visibility purposes for the Zero C project, all partners should take care to use Times New Roman font type, 12 point font size, and no space among lines. Each document should have a cover page, followed by a table of contents, introduction, a main text and a conclusion section.

Finally, the disclaimer “any dissemination of results must indicate that it reflects only the author's view and the EACEA is not responsible for any use that may be made of the information it contains”, should be emphasized in all project-related documents.



### 3.5.2. Zero C Website

A user-friendly, well-designed and easily accessible website will be established and will be functional in its full capacity. Within the duration of the project, the website will be constantly updated with project activities and results of the project (reports, presentations of the events and trainings, meetings, etc.), besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. The website activity will be monitored using Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behavior of the website audience. A digital collaborating & dissemination web platform (Zero C network) will be developed aiming to support the implementation of the foreseen dissemination and exploitation activities.

### 3.5.3. Social Media

Based on the identified target groups and on the Dissemination Plan, the most suitable communication channels will be activated to share information and encourage discussions with the online audience. Zero C accounts on Twitter, TikTok, Facebook, and Instagram will be created, linked to the platform, and maintained. The project web platform will be maintained at least 3 years after the project's completion.

These accounts will be sustained and continuously fed with new elements as they represent an important way for the consortium to be in touch with the Zero C target groups, especially young people. ITS and UAMD are overall responsible for managing and feeding these accounts. However, all project partners are encouraged to send to Zero C any interesting information that can be communicated via social media accounts. To maximize and engage the audience to which the Zero C results will be communicated, UAMD will run social media campaigns with advertisements and various motives (contests, prizes, etc.).

### 3.5.4. Erasmus+ Project Results Platform

Erasmus+ Project Results Platform (<http://ec.europa.eu/programmes/erasmus-plus/projects/>) will enable wider visibility of project results. The platform makes available deliverables, and intellectual outputs too, which are outputs of the funded projects.

Zero C project summary will consist of the following elements:

- context/background of the project,
- objectives of the project,

- number and profile of participants,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact envisaged; the potential longer-term benefits.

### 3.5.5. Web pages of consortium members

The organizational websites will be used to disseminate project results.

### 3.5.6. Internal Communication

Internal communications define the communication among the project partners and between the project consortium and the Lead Partner. The main premises on which this communication will be based are transparency, participation, openness, and inclusion in the decision-making process. The message for dissemination will be developed based on each activity and result of the Zero C Project and will be consulted with the COO, UAMD & ITS - Leader for WP4. All partners can contribute to the definition of the message, particularly so if they are organizing activities and preparing reports and other outputs.

The Project Implementation Handbook will describe in detail decision-making processes, internal communication, roles, and responsibilities as well as the quality management strategy to be applied to the whole partnership.

Effective internal communication has been established in order to exchange information for progress reporting, facilitate the preparation and maturity process of deliverables through internal reviewing and collaboration, providing Project Bodies with details on the project's state, and facilitating quality assurance processes by means of project meetings, email, phone/web conferencing and collaborative tools for exchanging internal information and documents, like collaborative web-based project management tools and a collaborative web-based file sharing workspace.

#### 3.5.6.1. Tools

The Communication mix and tools for the internal communication among the project partners and between the lead partner and EACEA will be facilitated through the use of following communication direct and electronic communication tools:

##### *Direct communication*

Consortium meetings: the project team will have official project meetings during the project duration. The project meetings are organized by the Lead Partner and the hosting partner.

##### *Electronic communication*

- Day-to-day electronic communication by emails on a daily base
- Regular online meetings through zoom or other tools
- Document sharing platform implemented to facilitate the exchange of project document
- Bilateral meetings with project partners on demand and on every issue of concern.

For project dissemination and reporting purposes the project partners will use common unified templates such as meeting agenda, attendance list, event planning checklist, invitation letter, letterhead, poster, PowerPoint presentation template and templates for reporting dissemination events and visibility report template.

## **3.6. Zero C promotional materials and activities**

### **3.6.1 Electronic newsletters**

Newsletters will improve the dissemination of information regarding the project objectives; the mailing list should include the main Project' Stakeholders to give maximum visibility to the importance of the project. They will be produced and circulated appropriately every 12 months and they will consist of brief articles and updates about the project progress. To engage as many stakeholders as possible, the Zero C partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Each issue will be disseminated to the Zero C email list, published on the website, and announced through social media channels for further dissemination.

Electronic newsletters will be prepared and distributed (posted on web-site, social media, distributed via email). It will focus on project outcomes, but also on participating institutions in general. It will be prepared once per year of implementation.

### **3.6.2 Promotional materials**

Zero C project promotional materials include the presentation of the project objectives, target groups, and benefits; it will be downloadable from the project website. Targeted material should be prepared to ensure the maximum dissemination of the project. Some promotional materials have been prepared as templates to be used by the project partners. Any printed dissemination material will be aligned with the relevant guidelines of the European Commission, will agree with the graphical identity of the project, and clearly state the EC's support.

Promotional material will be prepared at the beginning of the project and distributed to the stakeholders during the conferences and other promotional events. It will be prepared in English and Albanian/Montenegrin languages in order to maximize the impact. Project visual identity will provide a basis for the development of printed and electronic project promotional material.

Thus, project brochures, posters, roll-ups, folders and pads will be developed and distributed to the partners, so that they can use them for dissemination not only for project-related activities, but on any other occasion they may find adequate. All promotional materials will be branded with a defined project logo and their graphics will comply with the instructions for branding project communication activities of the Erasmus Programme.

### 3.6.3 Mass media

The scope of the mass media communication activities will be to inform the general public about the Zero C project through news agencies and mass media with general or specialized interests. These media could include local and national TV and radio channels, web media, newspapers, and magazines with a wide audience. The Zero C partners are encouraged to disseminate the project through mass media.

### 3.6.4 Posts in non-project channels

As for all the dissemination activities of the project, uploading posts to non-project channels is an ongoing activity that will continue to be executed throughout the whole duration of the project. These channels include blogs, LinkedIn and Facebook groups. Uploading posts to such channels aims to boost the visibility of project news and results so that the maximum target audience is reached.

### 3.6.5 Participation in targeted events

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve effective dissemination is the participation of the Zero C partners in targeted events where it will be presented. Personal contacts and presentations through attendance at relevant workshops, conferences, fairs, and other events are ranking top of the list of most popular dissemination channels. All project partners are encouraged to identify relevant local/ national/ international events in which the Zero C project can be presented and reach a wide audience, and report these to Zero C. After participation, in any event, the participant partner should send a full report to Zero C describing the scope of the event, the means of the project dissemination, and the volume of the audience reached. These reports should be prepared according to the Reporting Templates. In the template information as event title, a short description, date and location of the event, webpage and social media link should be included. Furthermore, the WB HEIs and non-academic partners will participate to the most important job and educational targeted fairs, namely:

- Work and Career Fair<sup>1</sup> in Durres, Albania;
- Work and Study<sup>1</sup> job fair in Vlore, Albania;
- Kotor International Maritime Conference (KIMC) in Kotor, Montenegro.

### 3.7 Amendments to the Plan

The Dissemination, Exploitation and Sustainability Plan (DES) can be amended by agreement of all partners or by a decision taken by the project's MB. Any new version is communicated to all the partners and takes effect 15 calendar days after this communication.

## EXPLOITATION PLAN

### 4.1 Exploitation roadmap and activities

The exploitation section is developed and adopted by all partners, thus enhancing the sustainability and transferability of project results of the project lifetime. All project partners have to comply with the Exploitation Plan. The deliverable describes:

- Methodologies of cooperation with relevant bodies and organizations from the very beginning of the project.
- The categorization of all project outcomes according to their nature
- Definition of target groups and means of reaching those target groups through training events, network clustering, funding opportunities.
- Scheduling of major exploitation activities and reporting of partner affiliations and synergies with other projects, etc.

Zero C project aims at the development of cooperation after the project lifetime, using the project results and outputs with determined guidelines on how to deliver the right message to the appropriate target audience. The exploitation roadmap shapes a strategy for the effective exploitation of the project's results and impacts by all the participating partners.

Exploitation activities will ensure that the results of the project will have lasting effects, after its completion. The Exploitation Plan will be delivered by the end of the project, based on the results of the project and following the findings of the Impact Analysis. An important point in relation to the further exploitation of results is the strong involvement of practice partners and focus on co-creation of knowledge and solutions between academia and different partners. All HEIs are involved to increase sustainability possibilities. Finally, the project establishes a basis for continuation of joint activities of Montenegrin, Albanian and EU partners.

### 4.2 Methodologies of cooperation with relevant bodies and organizations from the very beginning of the project

As the Zero C project reaches its natural conclusion, the team will start the last phase to ensure that its impact continues long after its official end, laying down the foundation for sustained collaboration with relevant bodies and organizations in Albania and Montenegro.

Reflecting on the project's journey, the team recognizes the invaluable insights gained learned throughout the process. They documented these findings that would serve as a roadmap for future endeavors in the maritime sector.

One of the pivotal aspects of this project phase is maintaining open lines of communication with stakeholders. The relationships forged during the project will be nurtured through regular periodical communication. These channels became vital conduits for sharing updates, discussing ongoing developments, and fostering a sense of community among stakeholders.

Building upon the successes of the project, the team will organize follow-up meetings. These gatherings will be included in the platform for stakeholders to reflect on the project's outcomes, voice their opinions, and identify areas for further collaboration. It is a collaborative effort to ensure that the momentum generated by the project is not lost but rather built upon.

Recognizing the importance of continued capacity building, the team will design specialized training programs tailored to the evolving needs of the maritime industry. These programs will aim to support stakeholders with the skills and knowledge necessary to navigate the challenges of decarbonization, energy efficiency, and logistics optimization.

Moreover, the team will continue collaborative projects and initiatives with stakeholders to address ongoing challenges and capitalize on emerging opportunities related to decarbonization. Throughout this process, rigorous monitoring and evaluation mechanisms will be put in place to track progress and assess the impact of post-project activities. Stakeholder feedback will be carefully considered, ensuring that future initiatives remain aligned with their needs and aspirations.

### **4.3 The categorization of all project outcomes according to their nature**

The categorization of all project outcomes according to their nature will be undertaken as a crucial step within the framework of the Exploitation plan. This step will involve meticulously analyzing and classifying the diverse range of project outputs, ranging from tangible deliverables such as course catalogs and teaching materials to intangible outcomes like capacity-building initiatives and stakeholder networks.

Each outcome will be systematically categorized based on its inherent characteristics, purpose, and intended impact. This comprehensive categorization will facilitate a nuanced understanding of the breadth and depth of the project's achievements, enabling stakeholders to identify opportunities for further utilization and dissemination.

Moreover, this classification process will serve as a strategic tool for prioritizing and optimizing the exploitation of project outcomes. By organizing the outcomes into distinct categories such as educational resources, technological innovations, and collaborative networks, stakeholders could strategically leverage these assets to drive sustainable impact and maximize the long-term benefits of the project. By clearly articulating the nature and significance of each outcome, stakeholders



could tailor their messaging and outreach efforts to resonate with target audiences, thereby enhancing visibility, uptake, and utilization of project outputs.

#### **4.4 Definition of target groups and means of reaching those target groups through training events, network clustering, funding opportunities**

A forward-looking perspective is essential, particularly concerning the definition of the exploitation target groups and the means of reaching them through various channels. Looking ahead, the project envisages a strategic approach to engaging with key stakeholders, leveraging training events, network clustering, and funding opportunities to maximize impact and sustainability.

Firstly, the project will meticulously define the exploitation target groups, considering diverse stakeholders ranging from academia and industry to governmental bodies and non-profit organizations. Each group will be identified based on its relevance to the project's objectives and potential to contribute to its long-term success in addition to them the past contributes. This process will involve conducting thorough analyses to understand the specific needs, interests, and capabilities of each target group.

Training events will serve as a cornerstone of the outreach strategy, providing valuable opportunities to exploit outcomes, share best practices, and build capacity among target groups. These events address a range of topics relevant to the project's themes, including decarbonization, energy efficiency, and logistics optimization. By offering engaging and interactive training sessions, the project aims to empower stakeholders with the skills and knowledge necessary to drive positive change within their respective domains.

In parallel, network clustering will be employed as a means of fostering collaboration and knowledge exchange among target groups. By facilitating the formation of networks, both regionally and internationally, the project seeks to create synergies, promote innovation, and facilitate the exploitation of project outcomes.

Furthermore, the project will explore funding opportunities to support continued collaboration and capacity-building efforts. This may involve securing grants, sponsorships, or other financial resources to sustain training programs, facilitate networking activities, and support the implementation of follow-up initiatives. By leveraging external funding sources, the project aims to extend its reach, deepen its impact, and enhance the long-term exploitation of its outcomes.



## 4.5 Scheduling of major exploitation activities and reporting of partner affiliations and synergies with other projects

In charting the course for future endeavors, the Exploitation Plan delineates a roadmap for scheduling major exploitation activities and reporting on partner affiliations and synergies with other projects. Looking ahead, the project envisages a strategic approach to maximizing the impact of its outcomes and fostering collaboration with relevant stakeholders and initiatives.

Firstly, the scheduling of major exploitation activities, encompassing a series of targeted initiatives aimed at leveraging project outcomes for sustained impact. These activities will be carefully planned and coordinated to align with strategic objectives and maximize the reach and effectiveness of the project's outputs. Key activities may include dissemination events, stakeholder engagement, and strategic partnerships.

Furthermore, it is important to report partner affiliations and synergies with other projects. This involves documenting and communicating collaborative efforts, partnerships, and synergies forged with other initiatives, both within and outside the project consortium. By identifying and leveraging complementary activities and expertise, the project will amplify its impact, enhance resource efficiency, and foster a culture of collaboration and knowledge exchange.

In practice, this will involve regular reporting and documentation of partner affiliations, highlighting areas of collaboration, shared goals, and mutual benefits. Additionally, the project will actively seek opportunities to engage with other projects, initiatives, and stakeholders operating in related fields, fostering synergies and amplifying collective efforts towards common objectives.

By strategically scheduling exploitation activities and fostering partnerships and synergies with other projects, the exploitation phase ensures the sustained relevance, impact, and legacy of the project's outcomes. Through coordinated action and collaboration, the project seeks to drive positive change, foster innovation, and contribute to the advancement of the maritime sector and broader sustainability goals.

## SUSTAINABILITY PLAN

### 5.1 Sustainability activities

The sustainability's core objective is to assess and enhance the project as it nears completion. This includes a focused Impact Analysis to evaluate the project's expected and unexpected sustainability effects, particularly in terms of environmental, social, and economic dimensions. Sustainability considerations will be integrated into ongoing monitoring and evaluation, ensuring alignment with sustainability goals, and will be a fundamental part of our quality assurance process.

The sustainability of the project results will be foreseen through the following:

- The project will maintain the continuous training of teaching staff, enrollment of students and professionals as core elements in providing sustainability of the project results and courses/ LLL programs.
- The consortium will continue to develop updated teaching materials (scripts, presentations, electures) according to the new trends in EU policy and greener transportation technologies.
- The teaching methodology will be continuously updated, the equipment will be installed, tested, used and regularly maintained.
- The dissemination activities including updates on the website and platform will have an informative impact for the future students and professionals willing to enroll in the course/ LLL programs.
- Intensive promotion of the Zero network will provide regional and international cooperation among HEIs, public bodies, governmental institutions, Blue economy sectors, NGOs, private sector and other stakeholders, increasing the international visibility and competitiveness of WB HEIS.
- Promotion of the mobility of enrolled students between WB HEIs after project lifetime.
- The financial sustainability will be provided through the self-financing enrolment of professionals in LLL programs after the project lifetime, as well as tuition fees from students at Albanian HEIs. In Montenegrin public universities such as UoM, education is free of charge for BSc and MSc students according to the Law on higher education.
- Complementariness of the project objective and results with other EU activities, legislative documents that promote sustainable shipping and Blue economy politics.
- Research of synergies with all other projects implemented by each WB HEIs in order to complement, share best practices and lessons learned whenever communalities of topics allow.

## Annex I: Template approved for Reporting Dissemination

<b>Event title, place, dates</b>	
<b>Event aim &amp; purpose</b>	
<b>Speakers and affiliation</b>	
<b>Extended description for website publication</b>	
<b>Type of audience</b>	
<b>Target audience reached</b>	
<b>Size of audience</b>	
<b>Partners involved</b>	List here all involved partners
<b>Photo/Video</b>	Provide a google drive link

## **Annex II: Template approved for reports**

# **Erasmus+ Programme (ERASMUS+) ERASMUS-EDU-2023-CBHE-STRAND-2 ERASMUS Lump Sum Grants**

**Enhancing knowledge and skills at WB HEIs in preparation for zero  
carbon maritime transport and logistics society**

**(101128747 — Zero C)**

**TITLE**

*<Working Package 1>*

**LEAD BENEFICIARY: ALEKSANDËR MOISIU UNIVERSITY DURRËS (UAMD)**

## Annex III: Template approved for PPT presentations

### Erasmus+ Programme (ERASMUS+) ERASMUS-EDU-2023-CBHE-STRAND-2 ERASMUS Lump Sum Grants

Enhancing knowledge and skills at WB HEIs in preparation for zero  
carbon maritime transport and logistics society

(101128747 — Zero C)



<Working Package 1: Project Management and coordination>

**LEAD BENEFICIARY: ALEKSANDËR MOISIU UNIVERSITY DURRËS (UAMD)**



itslogistica **PUGLIA**



## **Annex IV: Template approved for Minutes of Dissemination Meetings**

**Erasmus+ Programme (ERASMUS+)**

**ERASMUS-EDU-2023-CBHE-STRAND-2**

**ERASMUS Lump Sum Grants**

**Enhancing knowledge and skills at WB HEIs in preparation for zero  
carbon maritime transport and logistics society**

**(101128747 — Zero C)**

# Minutes of Meeting

*<Working Package 1- Project Management and Quality Assurance >*