

EEA Communication plan

Institution: Babeș-Bolyai University

Website: www.ubbcluj.ro, www.cci.ubbcluj.ro

Objectives of the project:

- Strengthening the bilateral relations between Iceland, Liechtenstein and Norway with Romania and Romania as Beneficiary State;
- Study student mobilities between Norway and Romania;
- Study student mobilities between Romania and Norway;
- Internship student mobilities between Norway and Romania;
- Internship student mobilities between Romania and Norway;
- Teaching mobilities between Norway and Romania;
- Teaching mobilities between Romania and Norway;
- Training mobilities between Norway and Romania
- Training mobilities between Romania and Norway
- Contribution to the reduction of economic and social disparities in the EEA area;

Objective of the communication process:

- Dissemination of the project information;
- Dissemination of the project results;
- Dissemination of the grants offered in the project;

Target group:

- TG1: students at Babeș-Bolyai University from the Faculty of Business, Faculty of European studies, Faculty of Political, Administrative and Communication Science, Faculty of Economics and Business Administration and Faculty of Sociology and Social Assistance;

- TG2: teachers and administrative staff from Babeş-Bolyai University from Faculty of Business, Faculty of European Studies, Faculty of Political, Administrative and Communication Science, Faculty of Economics and Business Administration and Faculty of Sociology and Social Assistance;

Target message:

- Working together for a green, competitive and inclusive Europe;

Dissemination channels:

1. Dissemination of the project information

- Webpages: Centre for international cooperation, faculties and partner universities;
- Social media: Centre for international cooperation, faculties and partner universities;
- Posters: Centre for international cooperation, faculties and partner universities;
- Presentations: Centre for international cooperation, faculties and partner universities;

2. Dissemination of the project results

- Webpages: Centre for international cooperation, faculties and partner universities;
- Social media: Centre for international cooperation, faculties and partner universities;
- Posters: Centre for international cooperation, faculties and partner universities;
- Presentations: Centre for international cooperation, faculties and partner universities;
- Conferences, workshops, international weeks:

3. Dissemination of the grants offered in the project

- Webpages: Centre for international cooperation, faculties and partner universities;
- Social media: Centre for international cooperation, faculties and partner universities;
- Posters: Centre for international cooperation, faculties and partner universities;
- Presentations: Centre for international cooperation, faculties and partner universities;

Monitoring and evaluation plan

The monitoring and evaluation activities are done by the Erasmus office at Centre for International Cooperation with the partner's universities cooperation.

Indicators:

Qualitative indicators:

- content of the promotional materials;
- degree of satisfaction of the beneficiaries;

Quantitative indicators:

- number of webpages;
- number of social media accounts where it was promoted;
- number of posts;
- number of applications;
- number of printed materials;

Data sources:

Online: social media monitoring, website monitoring, volume traffic, survey, monitoring, number of applications and online dissemination materials

Offline: surveys, printed materials, feedback forms filled in by the participants in events

Target group	Activities	Communication tools	Estimated number of participants	Time frame	Monitoring and Evaluation	Observations
TG1	Information about the program and grant opportunities: website	online	1000-2000	April-may October-November	Number of applications Number of participants	Done April-May 2018
TG2	Information about the program and grant opportunities: website	online	100-200	April-may October-July	Number of applications Number of participants	Done April-May 2018
TG1	Information about the program and grant opportunities: presentations	offline	150	April-may October-July	Number of applications Number of participants	Done April-May 2018
TG3	Information about the obtained results	offline	100	May-July or to other	Number of participants Number of participants	Done May-July 2019