



Delivering a hybrid knowledge transfer network model for basketball engagement and development

D5.1 Dissemination, Communication and Exploitation Plan

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1. About Basketball-KTN project

Basketball-KTN is a 24-month EU-funded project aiming to actively participate and engage young people in sports in general and actively engage in basketball by introducing a hybrid knowledge transfer tool that will be supported by digital means as well as by face-to-face interventions. The main aim of Basketball Knowledge Transfer Network (Basketball-KTN) is to create a variety of diverse connections to drive positive and consistent change. The consortium is committed to address the societal challenge of 'inclusivity' through basketball engagement, by promoting a healthy lifestyle for children under 18 years old. The project BASKETBALL-KTN focuses on the youth and their continuous and active involvement with Basketball. The overarching aim of the project is to provide equal opportunities through putting together small 'clusters' of twinned clubs and academies to exchange knowledge and experience. This will form the 'Communities of Practice' in Basketball, having as ambition to incorporate more countries and clubs on a Pan-European Level.

The program will be implemented through 4 main pillars of activities:

- Sustainable development of basketball.
- Psychological support of young athletes and parents.
- Promote and engage.
- Sustainability and legacy.

2. Introduction

2.1. Purpose and Scope of the document

The main focus of this document is to ensure that the project's practical outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods, and that those who can contribute to development, evaluation, uptake and exploitation of the project outcomes can be identified and encouraged to participate.

This deliverable has been created specifically for the BASKETBALL-KTN partners, describing the Dissemination, Communication and Exploitation procedures to be followed for the duration of the project. It comprises the Dissemination plan for the BASKETBALL-KTN project and all procedures to be used by project partners. The document outlines rules, mechanisms and processes, that are established in order to maintain a high level of quality in the project implementation and its outcomes. In conjunction with D1.1 Project Manual, this document also serves as a core reference for the consortium organization and delivery of the day-to-day work throughout the project and will be updated if required. This plan will serve as a guide to both the project coordinator and partners, in order to ensure that quality reviews will occur at appropriate points in the project, and as a reference to understand participants responsibilities, concerning the project Dissemination, Communication and Exploitation procedures. It is applicable to all project-related activities, and thus compliance with the plan is mandatory for all involved in the project.

3. Dissemination, Communication and Exploitation

3.1 Objectives

The specific objectives of the BASKETBALL-KTN project are the following:

- **To educate young (amateur) athletes**

To educate and train young people on topics such as: the basics of the sport, training tactics and tips for individual training on and off the field, nutrition issues, video examples to develop critical and decision-making skills and be able to apply knowledge in their own game!

- **To connect through a hybrid knowledge transfer network model**

To enable the formulation of Communities of Practices on an inter and intra country level. This will be based on the 'twinning' principles where less advantaged regions and cities will connect with urban centers and will be able to learn. Direct communication and exchange of know-how between academies from all over Europe but also to allow young people to communicate and interact with each other in anything related to their favorite game.

- **To provide support to the athletes, families and coaches**

To support all stakeholders in the sport and to ensure effective cooperation between young athlete - parents - coach. To provide solutions to issues that concern not only the competitive development of young athletes, but also issues such as maintaining and improving health, physical and social development, building relationships and cooperation with other children

- **To engage more people in basketball**

Through the interactivity of social media and through the encouragement of the communities of practice and the participation of volunteers but also through the recreational and fun events of the project, which will be held with the participation of young people who face limitations in their inclusion in sports.

- **To advance the operational model of the clubs and academies.**

The project will look into good practices in terms of youth engagement strategy, maintenance and development, and services offered, to advance the operational model of the clubs and academies, so that they can more effectively approach young people to engage in sports and basketball, through their continuous and developing cooperation.

3.2 Structure of Dissemination, Communication and Exploitation Plan

The Dissemination Plan will seek to promote the outcomes of the project objectives and activities made within its scope. Focusing on that purpose, this document is organized in the following way, representing the dissemination activity's structure.

European Union Visual Identify

Use of the EU Erasmus+ funding official logo in all documents and publications

Visual identity of the project Basketball KTN

Official Project logo will be used in all publications and communications

Channels and Tools (where to disseminate the project action)

Online dissemination

Dissemination events

Digital KTN tools

Procedures

Online dissemination

Dissemination events

Digital KTN tools

3.2.1. Visual identity of the project

The visual identity of Basketball-KTNT includes all visual elements (i.e.: logo, font, images) that will be associated with the project and it will reflect the central idea of the project: participatory process to support active ageing.

The main logo of the project approved by all partners is as follows.



Basketball
Knowledge Transfer Network

Also, a second version of the logo with the partners logo with the logos of the partners incorporated to facilitate the use of promotional material.



Basketball Knowledge Transfer Network



The first logo will be used for official communication as well as the messages send to EU, or other international bodies.

Basketball-KTN logo will promote recognition of the project identity throughout its life-time.

Beside this logo, the second version of the logo is developed, with individual logo of each partner. It will be used for promotional activities and materials of the project.

- Roll Ups,
- Word Template,
- Social Media Cover Image,
- Promotional material for dissemination events
(T-shirts, Brochures, Basketball writing boards etc.),
- Leaflets

3.2.2 European Union visual identity

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

Recipients of EU funding have a general obligation to use the official disclaimer in all communication and dissemination activities, to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

The following EU emblem will be displayed on all material and an acknowledgement will be added on the support received by the European Union.



**Co-funded by
the European Union**

This logo will be used for official communication as well as the messages sent to EU, or other international bodies.

3.2.3 Channels and tools

Basketball-KTN project will use three different ways of communication and dissemination that will complement and interact with each other:

- (1) online dissemination,
- (2) events, and
- (3) promotional materials – Digital KTN tools.

(1) Online dissemination

All Basketball-KTN activities will be disseminated through the following online channels:

Website

The website is the home base of the project and location where all the activities and resources will be available.

Official project website: www.basketball-ktn.eu

Social media of the project

Basketball KTN project will have 2 social media channels (Instagram, Facebook) where it will be published in a regular basis the activities of the project. Later on, if necessary, it will be open one or two more (twitter, youtube)

Instagram:

https://www.instagram.com/basketball_ktn?igsh=MXV4aWxmMnFibGswYQ==

Facebook:

https://www.facebook.com/profile.php?id=61557774600675&locale=el_GR

Partners' websites and social media accounts

News about the project will be published by the project partners in their own websites and social media.

Evnikos Sports Club

[Website: https://evnikosbasket.gr/](https://evnikosbasket.gr/)

FB: <https://www.facebook.com/evnikosbasketball>

FB: <https://www.facebook.com/evnikosbasket>

University of Belgrade

Website: <http://fsfv.bg.ac.rs/>

<https://www.instagram.com/explore/locations/290652725/university-of-belgrade/?hl=en>

Federacion de baloncesto de Castilla La Mancha

Website: <https://fbclm.net/>

Instagram: https://www.instagram.com/fb_clm/

Facebook: <https://www.facebook.com/federacion.baloncestocastillalamancha>

Twitter: <https://twitter.com/fbclm>

Linkedin: <https://es.linkedin.com/company/federaci%C3%B3n-baloncesto-castilla-la-mancha>

Basketball College

Website: www.collegebasketball.it

Instagram : [@collegebasket](https://www.instagram.com/@collegebasket)

Facebook : [Pallacanestro College Basketball](https://www.facebook.com/Pallacanestro-College-Basketball)

Youth. Science. Sports. Healthy Movement of Ukraine

<https://yssukraine.com/en/>

<https://www.instagram.com/yssukraine>

<https://www.facebook.com/groups/yssukraine>

<https://www.linkedin.com/groups/8197865>

Hashtags (third parties)

The hashtag of the project (together with the partners' hashtag) will allow to identify online every publication made by the project partners and other organizations.

[#BasketballKTN](https://www.instagram.com/#BasketballKTN)

(2) Dissemination events

The list of the events that Basketball-KTN project will be disseminated are listed in the following table:

Multiplier events in every partner country	Each partner will be responsible for organizing one promotional multiplier event. The goal of the events will be to promote the project locally in the partner countries.
Scientific conference/s	Project will be promoted on sport scientific conferences in all partner's countries. For example, international scientific conference which will be organized in Belgrade in December 2024. All partners can consider participation in similar events in their own countries.
Final event/conference	Final event of the project will be held Athens (Greece), and whole project findings will be presented on this event.

Table 1-List of events

(3) Promotional materials – Digital KTN tools

The Basketball-KTN project will be disseminated through the following promotional and online communication materials:

Academic/ Scientific articles	2 academic/scientific articles are planned to be published in open-access journals
KTN-CoP digital communication platform	KTN-CoP digital communication platform will be developed and integrated on the web site of the project where the members of the CoP/participants can discuss various matters.
Digital repository	Online function integrated on the website where the partners will store educative material, videos etc. about basketball not only produced by the project but also identified through the research/good practices etc. even from countries beyond the consortium members. Collection of materials will last from the beginning to the end of the project. The material should include instructions on training, sports nutrition for young people, educational basketball games, etc.
Promotional material for dissemination events	T-shirts, Brochures, Basketball writing boards, etc.
Press releases	Articles in sport expert journal

Table 2- Promotional and communication material

4. Procedures

The content creation, dissemination and registration procedures are proposed in line with the project dissemination structure.

These procedures are very relevant to monitor and accomplish the dissemination objectives stated in the evaluation section.

Dissemination coordinator, University of Belgrade, is responsible for registering all the information/publications regarding the project itself. At the same time, all partners are responsible for registering the information/publications made in their own channels, as also the local news and all the events hold related with the project.

Channel / Tool		Criterion action	Procedures	Responsible	Time
Website		Visitors	Visitors counting (website results management)	Evnikos Sports Club	M1-M24
Social media	Instagram	Posts	Post registration tool	Univ/ty.of Belgrade	M1-M24
		Interactions	Visitors counting (social media results management)	Univ/ty.of Belgrade	M1-M24
		Followers	Followers counting (social media results management)	Univ/ty.of Belgrade	M1-M24
	Facebook	Post	Post registration tool	Univ/ty.of Belgrade	M1-M24
		Interactions	Visitors counting (social media management)	Univ/ty.of Belgrade	M1-M24
		Followers	Followers counting (social media results management)	Univ/ty.of Belgrade	M1-M24
Partner's website and social media accounts		Website	Number of views on the blog article published on each partners website on the course	All partners	M1-M24
		Social media	Reach of each post published by the partners that should be updated on the registration tool on the sheet "Partners Social Media"	All partners	M1-M24
Third parties		News/posts/publications	News/posts/publications update on the registration tool, on the sheet "Online News"	All partners	M1-M24
		Hashtags	News/posts/publications registration tool (based on the hashtags)	All partners	M1-M24

<p>Email</p>	<p>Press Release</p>	<p>Number of online news published on the media and third-party websites about the project / online training course Update on the registration tool</p>	<p>All Partners</p>	<p>M1-M24</p>
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Table 3 Procedures linked to the dissemination

It is expected from all partners to do the following actions:

- To provide information about their organization, namely the logo, the photos of the team members and description on google drive folder created for that effect.
- To follow all project social media and share social media posts on their social media pages
- To share the project social media among their contacts, according to the guidelines

5.Evaluation

The following targets and calendar are proposed to measure and to evaluate the project dissemination, and better assess the accomplishment of the project objectives.

The evaluation process proposed is in line with the project dissemination structure presented above:

- (1) online dissemination,
- (2) dissemination events materials and
- (3) digital KTN tools.

BASKETBALL-KTN will utilize several key performance indicators (KPIs)/success metrics to evaluate the project outcomes and overall quality of the project.

5.1. Online dissemination evaluation

The evaluation targets focused on online dissemination are presented in the table below.

Channel / Tool		Criterion action	Target	
Website		Views	More than 3.000 views	
			Posts	Followers
Social media	Instagram	Activity	1 post/every 2 weeks on average	Number of aggregated followers >2.200
	Facebook	Activity	1 post/every 2 weeks on average	
Partner's website and social media accounts		Website	Publish all the news in the partners own websites (in original language)	
		Social media	Repost the most relevant post from the project social media Post, at least, once a month a post related with the project	
Third parties		Hashtags	Project hashtag will be use at least 250 - 500 times (per consortium partners) Project hashtag will be used at least 100-200 times by third parties and individuals	
Email (Press Release)		Number of Articles published in the media (national, regional and local media)	3-6 published articles on different media	
Seminars, scientific papers, publications		Number of papers and publications	Papers and publications: 2	

Table 4- Evaluation targets focused on online dissemination

The dissemination coordinator is responsible for monitoring the results registered by every partner, who are responsible for registering the data needed through the methods proposed in this plan.

5.2. Dissemination events evaluation

The evaluation targets focused dissemination events during the project are presented in the table below:

Event	Criterion action	Target
Multiplier events in every partner country	Number of events/participants	1 event in every country, 5 total events in 5 cities, 350 participants
Presentation on Conferences	Number	Min. 1 per partner
Final event/ conference	Number of participants	Final event 100 participants

Table 5-Events dissemination

6. Concluding Notes

This Dissemination Plan was built to be used as a basic guideline to be followed by the dissemination coordinator and all the project partners to easily implement their dissemination activities but also to register and monitor its progression.

Partners will use this document as a guide for their involvement in the completion of dissemination and exploitation actions within the framework of the project Basketball - KTN.

The main objectives include:

- To increase the visibility of Basketball-KTN
- To design a brand identity for the project
- To widespread the results of the project
- To design and implement all the webs tools
- To keep the social media updated
- To organize a final project event

The Dissemination Plan provide in detail the philosophy of the project, the needs that the project meets, the project's expected results and the beneficiaries that the project will address to during the process of dissemination. The strict accomplishment of the plan will guarantee a better implementation and, most of all, a better possibility to show the project results in terms of dissemination impacts.

The material produced during the project and the website will remain accessible at the end of the project to foster a later stage exploitation.