

Final Dissemination Report

"Inclusive Tertiary Education in the Western Balkans (IDEA)"

January 31, 2024

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 <p>EPOKA UNIVERSITY</p>	<p>Epoka University (ALB)</p>	 <p>SHDPAK FONDACIONI SHQIPËTAR PËR TË DREJTAT E PERSONAVE ME AFTËSI TË KUFIZUAR</p>	<p>Albanian Disability Right Foundation (ADRF)</p>
 <p>UNIVERSITETI I PRISHTINË UNIVERSITAS STUDIORUM PRISHTINENSIS 1970 MCMLXX</p>	<p>University of Pristina (KS)</p>	 <p>HANDIKOS ASOCIATION OF PARAPLEGIC AND PARALYZED CHILDREN IN KOSOVO BORDËNË E PARAPLEGICËRË DHE TË PARALIZUARËVE NË Fëmijë të Kosovës</p>	<p>Association of Paraplegic and Paralyzed Children in Kosovo (HANDYKOS)</p>
 <p>IBC-M INTERNATIONAL BUSINESS COLLEGE MITROVICA</p>	<p>International Business College of Mitrovica (KS)</p>		<p>Association of Youth with Disabilities of Montenegro (AYDM)</p>

ACRONYMS

CBHE – Capacity Building in Higher Education

EACEA – Education, Audiovisual and Culture Executive Agency

IDEA - Inclusive Tertiary Education in the Western Balkans

HEI – Higher Education Institutions

PMT – Project Management Team

QAC – Quality Assurance Committee

QAP – Quality Assurance Plan

SC – Steering Committee

PU – Polis University

WP – Work Package

AMDU- Aleksandër Moisiu-Durrës University

UMT- Medical University of Tirana

UNISHK- University of Shkodra "Luigj Gurakuqi"

UNIZKM- University Lady of Good Council

EPOKA- Epoka University

UP- University of Prishtina "Hasan Prishtina"

IBC-M - International Business College, Mitrovica

UC - Universum College

UDG - Donja Gorica University



Co-funded by the
Erasmus+ Programme
of the European Union

NKUA - National University of Athens

UM - Masaryk University

UL - Limerick University

ADRF - Albanian Foundation for the Rights of Persons with Disabilities

HANDYKOS - Association of Paraplegic and Paralyzed Children in Kosovo

AYDM - Association of Youth with Disabilities in Montenegro

MES (ALB) - Ministry of Education, Youth and Sports - Albania

MES (KOS) - Ministry of Education, Science and Technology - Kosovo

MES (MNE) - Ministry of Education and Sports - Montenegro

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1. Introduction

Co-funded by the Erasmus+ Programme of the European Union and coordinated by Polis University, IDEA brings together 16 partners, including 13 universities and three organizations dedicated to supporting students with disabilities. Over the course of three years, the project has implemented a comprehensive strategy focused on capacity building, infrastructure development, and awareness-raising initiatives.

Through targeted training sessions, the placement of assistive technology equipment, and the establishment of new support structures within partner HEIs, the IDEA project has made significant strides towards creating a more inclusive higher education landscape in Albania, Kosovo, and Montenegro. By leveraging the expertise of both local and international partners, the project has developed innovative practices and fostered a culture of accessibility and equity within higher education institutions.

This report presents a comprehensive account of the dissemination activities conducted within the IDEA project, aimed at enhancing inclusivity in tertiary education for students with disabilities in the Western Balkans. It highlights the overall dissemination strategy, the procurement process for assistive technology equipment, training initiatives, challenges encountered, and specific dissemination activities undertaken throughout the project duration.

2. Overall Dissemination Strategy

The dissemination strategy of the IDEA project was meticulously crafted to ensure comprehensive visibility and robust impact of the project's endeavors and outcomes. With a primary focus on raising awareness, promoting active participation, and sharing tangible results, the strategy aimed to engage a diverse array of stakeholders, including project partners, target groups, and the broader public.

The dissemination strategy prioritized the dissemination of information about the IDEA project and its overarching objectives to ensure that stakeholders and the general public were well-informed about its mission and activities. In addition, encouraging active involvement from project partners and stakeholders was another key goal. By fostering a culture of collaboration and engagement, the strategy sought to maximize the impact and effectiveness of the project's initiatives.

And finally, the disseminating project outputs widely was essential for ensuring their maximum utilization and impact. The strategy aimed to share project results with relevant stakeholders and the broader community to promote transparency and accountability.

DISSEMINATION OBJECTIVES	Contents for Dissemination	Subjects in Charge of Dissemination	Dissemination Actions
Inform the potential users about the project results	- The project portal and all deliverables it contains	- Project partners indicated in the application form	- Utilize internal/institutional dissemination channels
	- Methodological and management strategies for project objectives	- Associated partners involved during project lifetime	- Utilize opportunities such as graduation days, education fairs, EU days, etc.
	- Results achieved at transnational and local level		

	- Unforeseen results considered points of strength		
Make the project results available, accessible, and usable to potential users not directly involved in the project	- The project portal and all deliverables it contains	Project partners indicated in the application form	- Disseminate project outcomes through various channels including project websites, social media, etc.
	- Methodological and management strategies for project objectives	Associated partners involved during project lifetime	- Share project deliverables, methodologies, and achievements through newsletters, press releases, etc.
Improve visibility and impact of the project	- Results achieved at transnational and local level	Project partners indicated in the application form	- Organize dissemination events such as workshops, conferences, and webinars
	- Unforeseen results considered points of strength	Associated partners involved during project lifetime	- Collaborate with associated partners to amplify project visibility and reach.

Table 1. Dissemination Objectives and the Role of Project Partners

Dissemination Approach	Implementation
Internal and External Communication	The dissemination strategy maintained a balanced focus on both internal communication within the project team and external outreach to broader audiences. This approach ensured that project activities and outcomes were effectively communicated and understood by all stakeholders.
Communication Tools	Various communication channels, including project websites, social media platforms, newsletters, and media releases, were utilized to facilitate transparent and accessible communication. These tools were instrumental in disseminating information about the project's progress, achievements, and upcoming events.
Target Audience	The dissemination strategy engaged specific target groups such as educational institutions, policymakers, businesses, and the general public. Tailoring communication efforts to the needs and interests of each audience segment helped to maximize the relevance and impact of the dissemination activities.

Table 2. Dissemination Approach

Communication Types	Implementation
Promotion	Continuous promotion of the project and its results helped to maintain visibility and generate interest among stakeholders. Regular updates and announcements ensured that stakeholders remained informed and engaged throughout the project lifecycle.
Dissemination	Targeted dissemination efforts focused on reaching relevant stakeholders with specific project outputs and outcomes. By tailoring messages and content to the needs and interests of each audience, the dissemination strategy ensured that project results were effectively communicated and utilized.
Exploitation	Direct application of project results in commercial and public policy contexts was facilitated through strategic communication efforts. By highlighting the practical implications and potential benefits of the project's outcomes, the dissemination strategy helped to drive the adoption and implementation of project results in real-world settings.

Table 3. Communication Types

Dissemination Materials

As part of the dissemination strategy, IDEA project implemented the development of uniform templates for communications and a wide array of dissemination materials tailored to the diverse needs of stakeholders. These materials, including brochures, flyers, newsletters, and posters, were meticulously crafted to ensure clarity, consistency, and visual appeal. By adopting uniform templates, the project maintained a cohesive brand identity across all communication channels, enhancing recognition and credibility. These materials played a crucial role in engaging stakeholders at various levels, from policymakers and educational institutions to the general public. They served as tangible representations of the project's objectives, activities, and achievements, effectively communicating complex ideas in accessible formats.

Whether distributed at conferences, workshops, or other events, these dissemination materials served as valuable resources for raising awareness, generating interest, and fostering dialogue around inclusive tertiary education in the Western Balkans.

3. Communication and Dissemination Challenges

Throughout the IDEA project, several challenges arose that required careful management to ensure the successful dissemination of the project's objectives and results. One significant challenge was the global Covid-19 pandemic, which resulted in a couple of disruptions to planned activities and forced the project team to adapt quickly to virtual platforms.

Another challenge was maintaining stakeholder engagement and cooperation, particularly as interest levels fluctuated over time. Ensuring consistency in messaging across project partners proved to be another hurdle, requiring clear guidelines and regular communication to align messaging efforts. Additionally, addressing low awareness about the project's themes among stakeholders presented a challenge, necessitating targeted awareness campaigns and simplified communication strategies to improve understanding.

In addition, limited national and local public awareness campaigns also posed a barrier, highlighting the need for increased promotional efforts. Furthermore, avoiding overly technical language and managing potential negative reactions on social media were ongoing concerns that required proactive monitoring and response strategies.

To mitigate these challenges, the project implemented various strategies, including adapting activities for virtual platforms, organizing different engagement events, establishing clear guidelines for messaging consistency, employing plain language usage in communications, and actively monitoring social media interactions to address potential issues promptly. These mitigation strategies helped overcome communication and dissemination challenges, ensuring the effective dissemination of the project's objectives and outcomes.

4. Communication Activities

4.1 Meetings, Trainings, Info Days

The IDEA project organized various activities such as meetings, workshops, and training sessions to disseminate information and engage stakeholders. These activities were crucial in establishing Accessibility Units within partner HEIs and enhancing support for students with disabilities.

Activity	Location	Date	Target Audience	Description
Kick-off Meeting	POLIS University premises and on-line	18-19 March 2021	Partners, staff	In the premises of POLIS University, was organized the Kick-off Meeting of the project IDEA: “Inclusive Tertiary Education in West Balkans”, founded by Erasmus + CBHE (D1.1). During the meeting was discussed and reviewed the preparation of the final document / study: “Analysis & Master-Plan to Address the Needs & Wants of Accessible Higher Education in the Western Balkans” (D1.2).
Remote Workshop /Study Visit	Online	12-14 May 2021	Students, staff	Participation of the staff in the Virtual Study Visits / workshops, developed by National Kapodistrian University of Athens accessibility Units, in the framework of D. 2.1.1: “Development of New Protocols and Drafting of Policy Papers with Normative Suggestions”.

Remote Workshop /Study Visit	Online	25-28 May 2021	Students, staff	The second workshop (virtual visit), in the framework of D.2.1.1: “Development of New Protocols and Drafting of Policy Papers with Normative Suggestions”, was developed by the University of Masaryk, Czech Republic. This workshop aims to share with the academic and administrative staff of Universities from Albania, Kosovo and Montenegro, the experience of Masaryk University in inclusive education, support for students with special needs through assistive technology, support for students with dyslexia and psychological adjustments, support for students with physical problems using braille cod, hybrid texts, etc.
Remote Workshop /Study Visit	Online	14 - 18 June 2021	Academic and administrative staff, students	The University of Limerick, Ireland, hosted a significant three-day virtual study visit and workshop that engaged academic and administrative staff from universities in Albania, Kosovo, and Montenegro. This event, designated as D.2.1.1, was a crucial component of the IDEA project's capacity-building activities. The primary focus of this virtual tour was to share the University of Limerick's extensive experience and best practices in inclusive education and the comprehensive support services they provide to students with special needs.
Student orientation day	POLIS University	12 October 2021	Students, staff	In the “Orientation Day” of the Academic Year 2021-2022, the Office of Students Support and Career Counselling and the Office of Project in POLIS, presented to the students, the IDEA project: "Inclusive Tertiary

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				<p>Education in the West Balkans". In this project, where participated European and regional universities and where POLIS University is the coordinator, has the main goal of assisting students with special abilities, during academic process. During the extension of this project, in addition to the drafting of specific regulations and protocols, the academic staff is receiving the necessary training, to facilitate this process for students with different abilities in the POLIS communities.</p>
International Day of Persons with Special Needs	POLIS University premises	3 December 2021	Students, staff	<p>The meeting, in addition to the awareness and educational function, was focused especially on the presentation of the IDEA project "Inclusive Tertiary Education in West Balkans", funded by Erasmus + CBHE and coordinated by POLIS University. In the meeting was discussed various issues and challenges related to inclusive higher education and accessibility for persons with special needs. This project will serve as the base platform to facilitate the integration of students with different abilities at POLIS University, oriented towards inclusive education</p>
The IDEA project in a conversation with civil society	Rogner Hotel	28 December 2021	Staff, civil society	<p>The IDEA project "Inclusive Tertiary Education in WBs", is presented at the meeting held in the framework of the SAIL project (Sparking Activism Initiatives Locally), implemented by CO-PLAN with the financial support of the Office of Public Relations in the U.S Embassy-Tirana, as part of the "Civil Society Capacity Building" program. The IDEA project focuses on increasing the capacities of HEIs for inclusiveness and increasing students' access to higher education institutions, but also the cooperation</p>

				<p>and involvement of factors outside the academy, such as associations, public institutions, parents, young people with special needs.</p> <p>During this meeting, IDEA was presented by the project coordinator, POLIS University, while representatives of Universities from Albania, partner in this project, were present.</p>
Initial Training of Registrar Office, Voluntary Support & Transport Services' Coordinators	Donja Gorica University in Podgorica	22-24 February 2022	Administrative staff	<p>Participation of the staff in the initial training (D. 2.2.1.3), to support students with disabilities and learning difficulties, held at the Donja Gorica University in Podgorica.</p> <p>The training was focused on university administrative services, for accessibility tertiary education. The main topics of the training were on the rights of persons with disabilities in Albania, Kosovo and Montenegro, the sharing of best practices by the Accessibility Unit of the Kapodistrian University of Athens on the characteristics, registration, voluntary support service, transportation, staff skills, needs, particular cultural contexts for students with disabilities and learning difficulties.</p>
Training of Built Environment Accessibility Consultants	POLIS University	15-17 March 2022	Students, Staff, social visitors	<p>The training was developed by National and Kapodistrian University of Athens, with the participation of academic and administrative staff, from 6 Western Balkans Universities. Universities discussed about standards, needs, the policy and legal framework and how accessible and inclusive are University campuses for students with disabilities in Albania, Kosovo and Montenegro. Also, best practices were shared from the Accessibility Unit of the Kapodistrian University of Athens and the NGOs for disabled persons</p>

<p>Training of International Relations Offices' Coordinators & Career Officers</p>	<p>Donja Gorica University in Podgorica</p>	<p>05-07 April 2022</p>	<p>Academic staff</p>	<p>The training was focused on best practices on support services for Students with Disabilities by the academic advisors, on inclusive teaching, learning and assessment methods, as well as international mobility and career services from the International Relations and Career Offices at the Universities.</p> <p>In addition to the training, the project consortium, led by POLIS University, which is also in the role of the coordinator in this project, has also held a management meeting to analyze the activities and results so far, the problems and the ongoing steps of the project implementation.</p>
<p>Study visit at the University of Masaryk</p>	<p>Masaryk University, Brno</p>	<p>09-10 May 2022</p>	<p>Academic staff</p>	<p>The purpose of this visit was to study the model and get acquainted with the best practices on inclusive education, universal design for learning, education for all. The participating staff, in addition to the training, visited the centers dedicated to students and staff with special needs, the digitized texts and the video production laboratory. The infrastructure, IT and assistive technology, and other facilities that the Support Center for students with special needs "Teiresiás" offers.</p> <p>A special visit was made also to the city of Brno, where the infrastructure serving people with special needs were observed, but also the problems that the city has.</p>
<p>Study visit at the University of Limerick</p>	<p>Limerick University, Ireland.</p>	<p>21-23 June 2022</p>	<p>Academic staff</p>	<p>The purpose of this visit was to study the model and get acquainted with the best practices on inclusive education, universal design for learning, education for all.</p>

				<p>The participating staff, visit the campus and physical spaces, library and assistive technology labs for students with disabilities. Staff of the University of Limerick shared their experience of equality, diversity, inclusion, strategic partnerships within the community and with employers, support services for students with disabilities, student experience testimonials, and practices to build employability skills for students with disabilities. Meanwhile POLIS and the University of Limerick signed cooperation agreements for the deepening of academic and scientific cooperation in other fields and in European cooperation</p>
Study visit / Training at the National & Kapodistrian University of Athens	National & Kapodistrian University of Athens	11 November 2022	Academic and administrative staff	<p>The purpose of this visit was to study the model and get acquainted with the best practices on inclusive education, universal design for learning, education for all. The two-day training was about building institutional, human and infrastructural capacities, to provide more access and support to students with disabilities, as well as creating best practices of accessibility units in their institutions.</p>
A three-day training, at Epoka University in Tirana	Epoka University	13-15 December 2022	Academic and administrative staff from all project partners	<p>Another three-day training was conducted at Epoka University in Tirana. This training continued the theme of building institutional, human, and infrastructural capacities to provide better access and support for students with disabilities and to create best practices for accessibility units within their institutions.</p>

Training at the Donja Gorica University	University of Donja Gorica	October 20, 2023	Academic and administrative staff from all project partners	The concluding cycle of training under the #IDEA "Inclusive Higher Education in Western Balkans" project, part of the #Erasmus+ program, began at Donja Gorica University in Montenegro. This project, the first of its kind for higher education in Albania, focuses on the inclusion of students and broad accessibility for students with special needs.
A two-day training session at the University of Limerick in Ireland	University of Limerick	24-25 November, 2023	Academic and administrative staff from all project partners	In November 2023, a two-day training session was held by the University of Limerick in Ireland. This training focused on the heads of Internationalization and Student Support Offices, presenting the results of a survey conducted with University of Limerick students, who provided their perspectives on the support services offered and their needs.
A three-day training at the University Lady of Good Council	University of Lady of Good Council	27-29 November 2023	Academic and administrative staff from all project partners	During the last week of November 2023, a three-day training was held at the University Lady of Good Council. The training was inaugurated by Professor Leonardo Palombi, Rector of the university who emphasized the project's importance for higher education in Albania and the region, as an instrument for aligning with European universities in terms of inclusivity and support for students with special needs. The training focused on the services that Accessibility Units for Students with Special Needs should offer, a key result of the IDEA project at 10 partner universities from the Western Balkans.

The final phase of trainings at Universum College	Universum College	03-05 December, 2023	Academic and administrative staff from all project partners	The final phase of training under the IDEA project was held at Universum College in Prishtina during the first week of December 2023. Partners from 10 universities in Albania, Kosovo, and Montenegro attended the training conducted by Masaryk University, Czech Republic, and the National and Kapodistrian University of Athens, Greece. This phase served as a review of the services that will now be offered by Western Balkan universities through special support units for students with special needs. The final training also summarized over 20 training sessions conducted during the three years of the IDEA project's implementation, focusing on creating the conditions, policies, and knowledge necessary for optimal inclusive student services.
Final Conference at Polis University	POLIS University	18-19 December 2023	Academic and administrative staff from all project partners, representative of Students, NGOs, and other stakeholders	The final conference represented one of the most important events when it comes to the dissemination of the project across the region, and not only served as pivotal milestones for engaging stakeholders but also facilitated knowledge exchange, networking, and capacity-building opportunities.

Table 4. List of Dissemination Activities

4.1.2 Links to the activities

- <https://www.facebook.com/polisuniversity/posts/pfbid0Byy5TYaxCzP7ViSZrLfs0E2F Fj7MztBn rvPGfkuA41j2hzQKba8aiW2GQNdQJ6YZI>
- https://www.facebook.com/polisuniversity/posts/pfbid02fVJrsN8k5NCSH3JqH4pYnve rZyvJStp_hHHEuKN7RfLWtGb7KgvE9HCEM3Nw9UiVSl
- <https://www.facebook.com/polisuniversity/posts/pfbid0Jzze3MmBv9xUppYbuWtCgeE DCoRM pY5KiwtCJgg6UuKRQvNqfv8BXiNpJ1Nszz6rl>
- <https://www.facebook.com/polisuniversity/posts/pfbid0idFhXU4Y1WrrcUhyZwNfepR LG2fmFs Mz786L7EaeVPxf1GZHLtSny7U4C9w8uMYMl>
- <https://www.facebook.com/polisuniversity/posts/pfbid022qCvRpxJaRCBh6AdZaLuB WzLNLK bzeJKaLeikoH67LewBDUdwiawJFUiQAjLiiAKl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02geafojmiGjMmmcaAGtezVZj NXAq3n gMh7M6YhWd5qx2u7Ko6fM7cegXjfw5e8FGl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02JgkkD4BZcEMcS7xtJeGsYD ooW8XB y26M2jx6ZvU5X5H89z7zUG6p9fhf5itXW7rVl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02kcFVHBcrULTZKvZR1AoX Fwo4kZV YaLzAoEXKtbyHgZ5KuFWTH6fsYg5Xog16HPcDl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02jbc5ape5csVFgC4foKsDUBY Cabt1He Dev8trtrrZjnz81cFzWMKBdorkEEJubN6xl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02daTdtRSPwdPmHwNegWQJ UXRZQ1 CE2uReqtweudom9ZA1MHR979ZUmLg47YszjLl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02ordwBYtz51JebkJjpZviTWM RTgztQtf SCjjVwGPPyQC6iHxHq2m9woLKTnpUxbtal>
- <https://www.facebook.com/polisuniversity/posts/pfbid02Fmoi94L1k76TwwbTS2c42F qjA1i684x dQCY76GYusP5iSpSKxmKDWPreNfJAUdoHl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02mC77PFE67CSUF8DsaNzKg cvggRiX PvbpxsunLzDThpXjCBc1ETogrBjxi818FA7l>
- <https://www.facebook.com/polisuniversity/posts/pfbid0i8Ckq62HPDQ7wPLfbMswjXz T9Hp4R 4LiqQA8KTaKUHorBsdH5hkUz5YjTFhs1SkVl>
- <https://www.facebook.com/polisuniversity/posts/pfbid031XjwSZXseCpfcCNrwe8BaJi 8RfvhER HmEiEYMRyHmf2kVMeXk95RhPMmxvrJ72Sxl>
- <https://www.facebook.com/polisuniversity/posts/pfbid02E9tQfhpEhjB1FF8Mu2cUJZ9 GKphiQo dvEiwM9YyNa5Hpt1ia2uSSLYoQg5R984wMl>
- https://www.facebook.com/polisuniversity/posts/pfbid0dToK1HJJjymMzZa5d1ME7pp wFFVK K_gUkiPHqGAZqtnDfYqjb12ghhzn5DMV7LcHPl
- <https://www.facebook.com/polisuniversity/posts/pfbid03sUqM23q5tteciHuoWfGiHarz gkV5ESekAxiQHFCxXSGYvjTN6xAzCJ9gADKfkoWl>
- <https://www.facebook.com/polisuniversity/posts/pfbid0TdAbRg2kU7FzN6kxyrTr1gfv YMHwzSykGtvvuE3YTA6GoZrZt4ZCXrzDhr55xs6l>

- <https://www.facebook.com/polisuniversity/posts/pfbid02xAu8f6fi3i64SRQjNRksCACevQb5gj9xuJT4dwJrAXkHVXfUchQkB5QWgUzCAWdsl>
- <https://www.facebook.com/polisuniversity/posts/pfbid0Cx6HEHP5gixVnV3CS2mULfpKyQsACFSpVhmvK5GgcParKeoahKSghCeP3G4zmzGAI>
- <https://www.facebook.com/polisuniversity/posts/pfbid0T54Lt691XY8zmSQFgTiSApGHDs7YzRY8VUcPFA7mHxv7nVHZuUWBoQKVVUNUCkREI>

4.2 Tools and Channels

The dissemination strategy employed a comprehensive array of communication tools to effectively convey the project's objectives, activities, and results to a broad audience. Branding was a crucial component, ensuring that all communications had a consistent visual identity and message, which helped in establishing a recognizable and trustworthy project presence. The project website served as the central hub for information, providing detailed updates, resources, and access to all project deliverables. Social media platforms, mainly Facebook and Instagram, were actively used to engage with stakeholders, share news, and foster a community around the project's goals. In addition, project newsletters were sent to different stakeholders, offering concise updates on the project's progress and upcoming events. And finally, different promotional events, both virtual and physical, were organized to directly engage with the public, policymakers, and other stakeholders, providing opportunities for interaction and feedback.

On the other hand, Monitoring and Evaluation were integral to the dissemination strategy, ensuring that the impact of communication efforts could be measured and enhanced over time. Changes in awareness, public understanding, and attitudes towards inclusive education were systematically tracked through feedback forms and social media analytics. This data provided insights into the effectiveness of different communication tools and strategies, allowing for adjustments to be made to improve engagement and outreach. By continually assessing the reach and impact of dissemination activities, the project ensured that its messages were resonating with the target audiences and that the overall goals of raising awareness and promoting inclusive education were being met.

5. Detailed Dissemination Plan

5.1 Dissemination Products and Templates

In order to ensure consistent and professional communication of project information, a range of dissemination products and templates were developed. Uniform templates were created for various communication materials such as memos, presentations, reports, and social media posts, providing a standardized format for conveying project updates and outcomes. Additionally, a variety of physical materials were produced, including roll-up banners, leaflets, and brochures, which served as tangible resources for distributing project information to stakeholders.

5.2 Website and Social Media

The project established a dedicated website as the main information hub, offering comprehensive details about the project objectives, activities, and outcomes. Metrics were set to track target page views, ensuring that the website served as an effective platform for disseminating project information to a wide audience. Furthermore, active engagement with stakeholders was maintained through various social media platforms such as Facebook, Instagram, LinkedIn, and Twitter, where regular updates, news, and interactive content were shared to foster dialogue and participation.

5.3 Meetings and Events

Both local and hybrid events were organized to engage policymakers, stakeholders, and the general public. These events provided opportunities for face-to-face interactions and discussions, while also being streamed online to reach a wider audience. Policy briefs and academic publications were also produced, offering in-depth analyses and insights into project outcomes and their implications for inclusive education practices.

5.4 Outreach and Awareness Campaigns

Efforts to raise awareness and promote the project's objectives were carried out through various outreach initiatives. Public campaigns targeting high schools and civil society organizations were conducted to raise awareness about inclusive education and the rights of persons with disabilities. Furthermore, annual events were organized on the International Day of People with Disabilities to advocate for the rights and well-being of persons with disabilities, contributing to broader societal awareness and understanding.

5.5 Evaluation and Impact Measurement

The effectiveness of dissemination efforts was continuously monitored through various communication mediums, allowing for ongoing adjustments and improvements. Impact assessment activities were conducted to measure changes in public awareness, understanding, and attitudes towards inclusive education practices and the rights of persons with disabilities, providing valuable insights into the project's overall impact and reach.

6. Conclusion

The dissemination strategy for the IDEA project successfully maximized visibility and impact through a diverse range of communication tools and channels. By actively engaging target groups and stakeholders, the project promoted inclusive tertiary education for students with disabilities and learning difficulties in the Western Balkans. The activities and results were widely shared, contributing to the project's overall success. The project also ensured the fair distribution of resources and high-quality training, ultimately establishing robust Accessibility Units within partner HEIs.

Impact and Sustainability

As the IDEA project draws to a close, it leaves behind a legacy of transformation and empowerment within the higher education sector of the Western Balkans. By equipping HEIs with the tools, knowledge, and resources necessary to support students with disabilities, the project has laid a solid foundation for long-term change and sustainability.

The impact of the IDEA project extends far beyond its duration, setting a precedent for future initiatives aimed at promoting inclusive education and accessibility. Through its collaborative approach and dedication to stakeholder engagement, the project has fostered a sense of community and shared responsibility among governmental agencies, educational institutions, and civil society organizations.

Looking Ahead

While the IDEA project has achieved significant milestones, its work is far from over. Moving forward, it is essential to build upon the progress made and ensure the continued integration of inclusive practices within higher education institutions. This requires ongoing collaboration, advocacy, and investment in infrastructure, training, and support services for students with disabilities.



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By remaining committed to the principles of inclusivity and equity, the Western Balkans region can realize its vision of a higher education landscape that is accessible to all. The IDEA project serves as a catalyst for change, inspiring future generations to embrace diversity, celebrate difference, and create a more inclusive society for all.

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