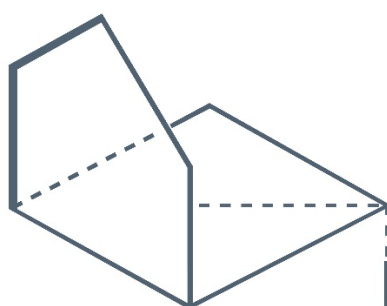


**Erasmus+** Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Strategic Partnerships for higher education

**Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education  
HERSUS**

Project Reference: 2020-1-RS01-KA203-065407



**HERSUS**

*Enhancing of Heritage Awareness and Sustainability of Built Environment  
in Architectural and Urban Design Higher Education*

**Dissemination and Exploitation Plan**



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## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

Project Reference: 2020-1-RS01-KA203-065407

### Dissemination and Exploitation Plan

<b>Project Acronym:</b>	<b>HERSUS</b>
<b>Project full title:</b>	<b>Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education</b>
<b>Project Reference:</b>	<b>2020-1-RS01-KA203-065407</b>
<b>Funding Scheme:</b>	ERASMUS+ Strategic Partnership in Higher Education
<b>Coordinator:</b>	UB – UNIVERSITY OF BELGRADE, Serbia
<b>Participating HEIs:</b>	IUAV – UNIVERSITA IUAV DI VENEZIA, Italy UCY – UNIVERSITY OF CYPRUS, Cyprus AUTH – ARISTOTELIO PANEPISTIMIO THESSALONIKIS, Greece USE – UNIVERSIDAD DE SEVILLA, Spain
<b>Project start date:</b>	November 1, 2020
<b>Project duration:</b>	34 months
<b>Project URL:</b>	<a href="http://hersus.org/">http://hersus.org/</a>

<b>Abstract</b>	<p>The document in place is the Dissemination and Exploitation Plan (DEP) of the HERSUS project. The aim of the HERSUS DEP is to describe, guide and monitor the visibility and communication strategy of the project, so that all activities that will be carried out during the project lifetime will be widely known by the largest possible target audience. The HERSUS DEP is an official document reflecting European Commission's visibility requirements, the vision of project partners on the project results, potential and impact through defining the dissemination and exploitation strategy, tools, target audience, visibility requirements, description of events and overall dissemination timetable. In addition, it will also specify the guidelines for exploitation and transfer of project results outside the original project network and duration, aiming at fulfilling the goal of project sustainability.</p> <p>This HERSUS DEP is considered as a working document outlining and guiding activities to be carried out, but it should be flexible and open to changes as the HERSUS project progresses (the version number should be clearly labelled within Document Control Sheet).</p>
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#### Project topics

ENVIRONMENT AND CLIMATE CHANGE

NEW INNOVATIVE CURRICULA/EDUCATIONAL METHODS/DEVELOPMENT OF TRAINING COURSES

CREATIVITY AND CULTURE

#### Project description

## **Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS**

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HERSUS proposes enhancing and testing of innovative teaching practices in the field of sustainability of the built heritage. The project strives to enhance the competence and motivation of educators and researchers to include curricula elements that will have tangible results, preparing students and educators to become real actors of the environmental change.

The practice and education in the field of architectural and urban design related to the awareness raising about the sustainability of the built environment and heritage face numerous challenges such as social transformation, climate change, globalisation, urbanisation and housing issues. HERSUS target groups (teachers/trainers/tutors, and students) need specific training and teaching activities within the frame of sustainability of the urban and architectural heritage: (1) a new profile of an architect/urban designer, a professional that is trained in the broad architectural domain, who owns technical, technological, socio-humanistic and artistic skills and, therefore equipped to contribute to the socio-environmental challenges, and (2) a new profile of architectural educator capable of assuming responsibility for the improvement of education and training of the future architects to enable them to meet the expectations of 21st-century societies worldwide for sustainable human settlements in every cultural heritage.

### **Project objectives**

The main objective of the project is creating and piloting new innovative courses/group of courses/extracurricular activities within existing study programs of participating HEI, which can contribute to bridging the gap between sustainability and heritage. HERSUS aims (1) to enhance existing study programs at the MSc level, and (2) to achieve a stable and sustainable education framework complementary to the globally established goals in the field of architectural and urban studies education.

More specifically, the project objectives are:

- to increase employability by targeting labour market needs in designing of a sustainable environment,
- to develop and implement new courses and extracurricular activities in sustainability and heritage at the MSc levels at partner HEIs,
- to increase capacity building for study,
- to strengthen the teaching and pedagogical competences of academic staff,
- to promote greater awareness about the types and methods of innovative and sustainable-directed teaching and learning,
- to reinforce the network of project partners, and
- to disseminate results.

### **Consortium statement**

HERSUS will bring together 5 HEIs from Serbia, Italy, Cyprus, Greece and Spain which will work together to design and develop the courses and disseminate them through international training courses, workshops and a jointly built Sharing Platform. The project proposes a number of activities of cooperation between the research sector, private and public sector, targeting both local and regional support towards higher education-practical arena cooperation. Access to the outputs and activities will be open, and therefore useful to students and educators as well as to the broader audience.

### **Expected results and the long-term impact**

The results of the HERSUS project and the longer-term impact lie in five perspectives:

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- (1) Research and action: analytical, process and problem-based research which is expected to result in (a) a review of good practices in the subject area, (b) a critical questionnaire report in the subject area, and (c) Statements for Teaching through design for Sustainability of the Built Environment and Heritage Awareness.
- (2) Information and enhancing of awareness: to broaden and raise awareness of the importance of sustainability and heritage thematic frameworks, while disseminating results at national and European level. Sharing Platform will be an open and publicly available repository for education and strategies for strengthening it.
- (3) Networking: in the sense of the transnational strategic partnership establishment between urban and architectural design schools in European border areas. The network has the potential for rollout to a large number of participating members and address common challenges through cooperation activities.
- (4) Education and training: the improvement of the quality of teaching and curricula. Innovative methods developed through HERSUS will allow increasing and updating the educational offer in sustainability and heritage thematic framework within urban and architectural study programmes.
- (5) Design and development: the development of new and innovative curricula and teaching methods for urban and architectural design schools in Europe.

The project should enhance the quality and relevance of human capital development in higher education and strengthen the knowledge triangle between education, research, and practical arena. Therefore, HERSUS will support the development of learning-outcomes-oriented curricula that better meet the needs of students aligning them with the labour market requirements.

ERASMUS + Project Search link: <https://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/#project/2020-1-RS01-KA203-065407>

## Document Control Sheet

<b>Title of Document:</b>	<b>Dissemination and Exploitation plan</b>
<b>Activity Type:</b>	Project Management and Implementation
<b>Last version date:</b>	19.02.2020.
<b>Status:</b>	Draft
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<b>Number of Pages</b>	31
<b>Dissemination Level</b>	Internal

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### European Commission's Visibility Requirements

Any communication, publication or intellectual output resulting from the project, made by the beneficiaries jointly or individually, including presentations at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, publications, projects websites, special events, posters, leaflets, press releases, electronic files, etc. must carry the Erasmus+ logo and mention: 'Co-funded by the Erasmus+ Programme of the European Union', as shown in following Figures:

#### Use of Erasmus+ Logo



Text on the right, EU flag on the left



Text on the left, EU flag on the right

The use of the Erasmus+ logo is compulsory (no changes). When displayed in association with another logo, the European Union emblem must have appropriate prominence.

Any project-related event or activity should clearly specify that it is funded by EU Erasmus+ Programme. Any publication should include the following sentence:

*" This project is co-funded by the European Commission. This publication [communication] 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."*

More information are available at: [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

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### **1 INTRODUCTION**

The current document is the Dissemination and Exploitation Plan (DEP) which sets out a dissemination strategy for the project “Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education” (acronym HERSUS), which has received funding from the Erasmus+ Key Action 2 Programme, under the Grant Agreement reference 2020-1-RS01-KA203-065407. The document outlines the dissemination activities which will be carried out by the project partners in order to ensure the effective promotion and exploitation of the project results. The HERSUS DEP represents a public document developed in the context of the Project Management and Implementation activities.

#### **Aim and Objectives**

The aim of the HERSUS DEP is to establish, run and render the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility in EU countries. Sharing results, lessons learned, developed methodologies, outcomes and findings beyond the participating HEIs will enable a wider community to benefit from a work that has received EU funding, as well as to promote the HEI's efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Programme and current national and EU policies relevant for the project scope. In order to establish an effective promotion and exploitation of the project results, special attention will be given to make dissemination

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messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timetable, deadlines, dissemination products and target groups, as well as strategy for achieving a sustainable framework of project results will also be included in the plan.

It is very important to have such a document from the very beginning of the project and to update it regularly, with the consent of all partners. The final plan will give the partners a useful tool, a direction and some perspectives which will allow the development of sustainability and exploitation activities carry on once the grant agreement ends with the European Commission.

The objectives of the HERSUS DEP are to:

- to ensure high visibility of the project results among target groups and stakeholders in order to extend the impact of the HERSUS project;
- to raise general public awareness on the HERSUS project objectives and use of project results;
- to engage different target groups with information adjusted to their needs;
- to maximize the impact of the project on stakeholders;
- to develop new partnerships by launching the cooperation among HEIs, local industry and local and national authorities.

### Cycles of dissemination and exploitation

In order to ensure high visibility and maximal impact of the project results, the following activities should be performed at different stages of the project cycle:

CYCLE	ACTIVITIES
<b>1</b> BEFORE THE PROJECT STARTS	<ul style="list-style-type: none"> <li>▪ draft the ideas for dissemination and exploitation,</li> <li>▪ define the expected short-time and long-time impact,</li> <li>▪ define main target groups and stakeholders</li> </ul>
<b>2</b> DURING THE PROJECT LIFETIME	<ul style="list-style-type: none"> <li>▪ write the DEP,</li> <li>▪ develop the HERSUS project graphical identity,</li> <li>▪ develop and maintain the project website,</li> <li>▪ launch social media channels,</li> <li>▪ design and publish promotional material,</li> <li>▪ proactively disseminate HERSUS project's objectives, activities and results via project website and its social media channels,</li> <li>▪ organize dissemination events, enrolment and promotional campaigns,</li> <li>▪ contact relevant media at local or regional levels,</li> <li>▪ assess the impact on target groups and stakeholders</li> </ul>
<b>3</b> AFTER EUROPEAN COMMISSION FUNDING ENDS	<ul style="list-style-type: none"> <li>▪ continue further dissemination and exploitation of the project results,</li> <li>▪ develop ideas for future cooperation among the partners and stakeholders,</li> <li>▪ evaluate achievements and impact,</li> <li>▪ contact relevant media.</li> </ul>

### The Role of Each Participating HEI in Dissemination Activities

UB – University of Belgrade, as Project leader, coordinates the dissemination and exploitation activities, and all partners are actively involved in disseminating project results and making them sustainable in the long-term.

## 2 DISSEMINATION, COMMUNICATION AND EXPLOITATION STRATEGY

### 2.1 Dissemination

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+

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Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.<sup>1</sup>

In line with the definition of *dissemination* proposed by European Commission, HERSUS DEP will strive (1) to provide strategical framework for constantly running process and transversal activity of promoting the project and its results to an extended audience beyond the project consortium, and (2) to ensure that the project's results and intellectual outputs are available to target groups, stakeholders and general public on a timely manner and in the most effective way. Dissemination strategy of the HERSUS will rely on specific media and communication activities such in order to ensure the involvement of a wider public within the European context, including individuals and institutions external to the partnership.

Multidirectional dissemination of project results will be ensured through the HERSUS Sharing platform which will provide open access area for the HERSUS projects outputs, studies, analysis, design outputs, etc. To ensure dissemination of the information and the impact of communication activities at the local (national) level all partners will be encouraged to communicate within their country, by using their valuable infrastructure for the dissemination of the project results to all associated partners, relevant stakeholders in academia and profession in different European countries.

The dissemination and communication of the HERSUS results (such as research findings, reports, intellectual outputs, events, HERSUS Sharing platform etc.) move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing. Dissemination activities also support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

The proposed Dissemination Strategy is in accordance with the dissemination level of each of the project results, presented in the Annex I, as well as with the Dissemination work plan, presented in the Section 6 (HERSUS Project Dissemination Timetable – from November 2020 to August 2023).

While the three strands of awareness raising, dissemination and exploitation are likely to occur at the same time (ongoing throughout the project), the logical sequence of the three phases is:

PHASE	1 AWARENESS RAISING	2 DISSEMINATION	3 EXPLOITATION
AIM	promote HERSUS and inform about the existence and nature of the project	inform about HERSUS results as they are achieved	encourage the further use of HERSUS results and ensure sustainability
HOW	Visual identity of the project, project vision and mission statement, communication tools	Networking, participation and organization of events, dissemination of key achievements and outputs	Stakeholders' involvement, sharing results with other HEIs at regional and European level, as well as their active involvement in HERSUS activities (LTT)

When combined together, the above three phases of activities will maximise the impact of the HERSUS and contribute to its sustainability. In other words, the impact and sustainability of any project largely depends on the effectiveness of the dissemination activities, which build a profile for the project and a plan for evaluation. Dissemination will take place at two levels: the general level and the partner-based level. Disseminating results at the general level means giving them global visibility and giving HERSUS a high profile at EU level. Disseminating results at the partner-based level means

<sup>1</sup> European Commission, *Erasmus+ Programme Guide, Annex II – Dissemination and exploitation of results*, [https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii\\_en](https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en), accessed on 3rd December, 2020.



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focusing activities of dissemination within each partner country, with a specific context-based communication strategy. In the case of HERSUS, it means running activities to raise awareness in partner countries, with an extra focus on promoting the Learning, training and teaching activities in the participating countries (within and outside the Consortium). The ratio is due to the different complexity in each country, which asks for targeted courses of action. For this reason, each local partner will be the driving force behind the project dissemination in the region, to gain the support and assistance from local innovation players and other HEIs. Dissemination will be carried out following 3 main strategies:

STRATEGY	1 The Print Strategy	2 The Multimedia Strategy	3 The Event Strategy
TOOL	project promo materials, press releases, newsletters, scientific papers	project website, HERSUS sharing platform, social media, news, video production, etc.	LTT (seminar, training, workshops), Multiplier events (public presentations, open houses, prize for modern heritage), key thematic conferences, round tables, events, etc.

The dissemination activities will involve the whole partnership and be coordinated and supervised by the UB as Lead Partner. The project will appoint a Dissemination Team responsible for the implementation of communication and dissemination measures. Fluent internal dissemination during the project implementation will be insured by purposely developed web tools to minimise travel costs and to guarantee a day-to-day availability of information.

HERSUS strives to develop activities at two levels in order (a) to create a systematically coordinated, comprehensive and continuous dissemination and exploitation plan and (b) to ensure long-term impact and sustainability of project results:

- (1) At the consortium level, a Dissemination Team will be formed as a subset of the PMt to develop and implement a comprehensive external and internal strategy, and
- (2) Complementary to the HERSUS dissemination and exploitation plan for the consortium as a whole, each partner has to elaborate an individual dissemination and exploitation plan which will describe their intentions and a more substantial impact in their respective level. All partners need to keep an accurate record of the dissemination activities they carry out in the framework of the project. In this way, a hierarchy of implementation of the dissemination plan from the European to the local level of each participating country will be built.

All Project Members are therefore expected to: (1) identifying and informing on dissemination opportunities and opening additional dissemination channels (events, publications, online or face-to-face meetings, third parties events etc.), (2) specifically disseminating achievements of their leading activities or IO, (3) using their network to support the dissemination of project information, (4) presenting the project at relevant academic and professional conferences, workshops and other events, and (5) engaging key stakeholders to act as multipliers and to motivate others.

In addition to developing project outputs, HERSUS partnership keeps striving to raise academic and public awareness of the positive results and networking in intention to enhance the impact on target audiences. In order to ensure the quality of the implementation of the dissemination plan, each participating organisation will be obliged to conduct Impact Analysis twice a year and to present it through Impact Analysis Presentation within the Transnational Project Meeting. The University of Belgrade, as a leading organisation, will be tasked with the implementation of a comprehensive impact analysis that will regularly update and strengthen the dissemination and exploitation plan. The team for these activities seems to be primarily managers, but also Teachers / Trainers / Researchers, Technicians and Administrative support staff which are part of Sector for International and Inter-University Cooperation of the University of Belgrade, and specifically Center for International Cooperation of the Faculty of Architecture, which is in the subject area of the HERSUS consortium.

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Impact Analyses are planned to be conducted through evaluation on various target groups using various tools such as survey forms on experience evaluation including a combination of open, public and anonymous evaluation. This methodology is expected to form the basis for self-evaluation in order to monitor the planning and implementation of dissemination activities. In addition, due to the involvement of associated partners, evaluation by external auditors like public servants, academics, a specialist will also be conducted in the form of short reviews/impressions. Quantitative indicators will be monitored through key metrics on the web - Facebook, Instagram and other social media likes, reach and response, Website traffic analysis, material downloads, Audience contact.

Moreover, each partner will fill out reports on Multiplier and Learning/Training/Teaching Events and other channels of dissemination.

In summary, the dissemination strategy will be based on the following principles: (1) a clear and dynamic focus on user needs – the dissemination strategy will be based on a clear and well-argued presentation of the analysis of end-users and actual needs for the target group concerned and the results proposed are a response to those needs, (2) shared responsibility across all partners - responsibility for the dissemination and exploitation of results lies with the whole partnership in their capacity as the owner of those results thus each partner has a role to play, (3) a continuing process - activities are conceived and planned from the beginning of the implementation, and (4) life after the end of the project - include activities designed to ensure the continuing visibility, accessibility and use of the results after the end of the project, to ensure maximum impact and sustainability.

### **2.2 Communication**

Communication will be the responsibility of project managers. Each partner will delegate one project manager, who will be in charge of internal and external communication. Manager will ensure that the primary mean of communication happens through the HERSUS Sharing platform. However, partners will also communicate through other online channels. After launching, HERSUS Sharing Platform should be the basis for the exchange of opinions and materials, communication between partners, communication with students, as well as communication with other visitors to the platform. Proper management should allow efficient task distribution among partners.

A communication strategy within HERSUS Consortium will be implemented as (1) a vital management function and (2) an integral part of the all-project activities. This Project Management and Dissemination team will be responsible for implementing communication activities. The communication activities will be based primarily on the Communication Plan, which will be developed in the form of an official document at the beginning of the project in line with the both Dissemination and Exploitation Plan. Project Communication Plan including Dissemination and Exploitation Plan will include procedures, methodologies and performance indicators on both external and internal level to ensure that project communications are to the information needs of the public. In the same time, all communication actions and tools developed shall increase transparency and raise awareness of positive contributions of the HERSUS in a well-coordinated, effectively managed and responsive way.

In order to ensure constant, unimpaired flow of information among participating organisations the project communication will be structured in three levels: (1) level of project management, (2) level of project activity, and (3) level of meetings primarily through face-to-face communication. Throughout the project implementation, Project Coordinator and all HERSUS teams will connect through various electronic communication tools, such as e-mail, conference calls (ex. Skype), messenger applications, social media. However, in order to optimise communication efficiency, most of it will be conducted in written form by e-mail. After launching, HERSUS Sharing Platform should be the basis for the exchange of opinions and materials, communication between partners, communication with students, as well as communication with other visitors to the platform.

The HERSUS communication will be conducted mainly among team members involved in each of the project activities and each participating organisation. The PMt will monitor and address the implementation of each activity. Additionally, constant online communication among HERSUS team members involved in the implementation of each activity will take place. This communication will be closely monitored by the Project Coordinator and Programme Board, in case some major issues need fast resolution.

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### 2.3 Exploitation

Exploitation is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.<sup>2</sup>

For the HERSUS consortium, exploitation activities have the crucial objective of maximising the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, sustainably integrating them and using them actively in systems and practices at local, regional, national and European levels. The overall objective of the exploitation plan is reflected in making more people to access open education and educational materials. Different types of exploitation activities will be conceptualised in the sense of free use by others. Making project results accessible and freely available is in the spirit of the project and will result in a knowledge base which will stay usable to all, even after the project end.

The HERSUS Sharing Platform will be designed as an innovative tool to enrich teaching and improve learning experiences functioning as a backbone for open access strategy. The HERSUS Sharing Platform will be organised in different specific open-access areas: (a) open -access area for international and inter-disciplinary collaboration and discussion. A network of experts, academics, policy and decision-makers will be invited to share their knowledge, experience and best practices related to the HERSUS project main topics, (b) open access area for the dissemination of HERSUS projects outputs, studies, analysis, design outputs, etc. Besides, the platform will collect and share: lectures and seminars (held by professors and field experts) on innovative approaches in the sustainability of the built environment and heritage theories and practices; existing MOOCs (Massive Open Online Courses) will be linked or uploaded and streamed through the platform. The platform, at least the public pages and freely available information included in it will remain open for full access. It will be supported even after the end of the project. Information and links to the results and outputs will be published on the Erasmus+ dissemination platform, and in all the partners own website.

Project results are accessible primarily through the project website and Sharing Platform, which will be designed and developed at the very beginning of the project implementation and continuously updated. Results and activities review will be published and licensed under the framework of the Creative Commons (CC) Licenses implying: (1) users are free to share and redistribute the material in any medium or format – and adapt – remix, transform, and build upon the material, (2) users may do so for any purpose, (3) all users must give appropriate credit, provide a link to the license, indicate if changes are made, and (4) users may do so in any reasonable manner, but not in any way that suggests licensor endorsement.

Several broad principles will guide towards ensuring that the project's results will remain available and will be used by others. All activities will be based on team efforts and should involve all relevant members of the HERSUS Consortium. Each publication or output within the project will be prepared with a clear audience and purpose in mind, and it should have a preliminary message and dissemination schedule. Each Intellectual Output will also respect the Dissemination and visual identity rules for ERASMUS + and generally, Strategic Partnership rules will be strictly observed. A 5-step methodology will be applied to create a closed cycle from output to target audience which will allow for quality control of availability and use by others: (1) Good Practice Analysis Activities (Review) – members of the Dissemination Team will conduct an analysis of good practices to form an adequate framework for action in the next steps, (2) Dissemination

<sup>2</sup> European Commission, *Erasmus+ Programme Guide, Annex II – Dissemination and exploitation of results*, [https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii\\_en](https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en), accessed on 3rd December, 2020.

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Activities (Plan) - strategic and value framework of these activities is presented in the application, while the Dissemination plan will be developed at the beginning of the project and continuously updated during the project. The plan will clearly define the objectives of Dissemination, more extensive analysis of target groups, identification of core project messages for specific target groups, dissemination levels, methods and timetable, (3) Exploitation Activities (Plan) - following the Dissemination plan, an Exploitation plan will be developed in parallel in order to transfer outputs to appropriate stakeholders, (4) Impact Analysis Activities (Review) - to provide a secure framework for Dissemination and Exploitation, the fourth step will be a continuous approach to impact analysis for which a plan and methodology will also be defined, (5) Building Activities for Ensuring Sustainability (Plan) – Sustainability plan will also be developed in order to project results can be used and exploited in the longer-term, perhaps via commercialisation, accreditation or mainstreaming.

### **3 TARGET GROUPS**

HERSUS aims to involve three target groups of participants in the project, including:

**(1) THE CORE PARTICIPANTS** – Managers, Teachers/Trainers/Researchers/Youth workers, Technicians and Administrative support staff who will continuously participate in the realisation of all project activities (A, O, M, E and C) development and piloting of the course educational content, development and piloting of the pedagogical methodology, technical development and piloting of the HERSUS Sharing platform, and management and communication process. The core participants were selected in the preparatory process of the project by all participating organisations. Each participating organisation brings to the project the best experts and therefore additional intellectual, knowledge and competence-based values:

- The University of Belgrade – teaching staff and researchers from the Faculty of Architecture who are particularly relevant to areas of architecture, urbanism, architectural technology, structural engineering, integral urbanism and regional development, interior architecture, design and heritage, energy-efficient and green architecture, housing, climate change, and urban renewal,

- IUAV University of Venice – teaching staff and researchers who are particularly relevant to areas related to conservation and enhancement of modern and contemporary cultural heritage, which ranges from design objects to architecture, cities, and the landscape. In this respect, selected participants are active in the IUAV's interdisciplinary research clusterLAB HeModern - heritage, culture and modern design, supported by the UNESCO Chair: Heritage and Urban Regeneration,

- University of Cyprus - teaching staff and researchers from the Department of Architecture who are particularly relevant to areas such architectural heritage, conservation, sustainable development, cultural heritage, vernacular architecture, energy & environmental design, digital design and fabrication,

- Aristotle University of Thessaloniki - teaching staff and researchers from the Department of Architecture who are particularly relevant to areas such as regional and urban planning, landscape design, architecture, interior and industrial design, building technology and conservation of buildings and sites, and

- Universidad de Sevilla – teaching staff and researchers from the UNESCO Chair on Built Urban Heritage CREhAR in the digital era (Creative Research and Education in heritage Assessment and Regeneration), who work on the identification, assessment, protection and regeneration of urban heritage both from research and higher education, becoming.

**(2) THE PILOT PARTICIPANTS** – students and teachers who will participate in the process of piloting and testing methodologies and courses, in student workshops, teacher seminars and multiplier events (E and C). They will be selected through an open call for participating in workshops and seminars. Open calls will be published on the HERSUS project site, HERSUS Sharing Platform and the site of all participating and associated organisations. The open call will be for all students and teachers in participating countries who have a strong interest or previous experience in the subject area.

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**(3) THE ASSOCIATE PARTICIPANTS** – representatives of associated organisations including experts, policy makers, decision makers in national NGO, decision makers in educational professional society, architectural and urban design practitioners who will participate in the process of development of intellectual outputs, multiplier events and learning/teaching/training activities (O, E and C). They will be selected following the objectives of activities and outputs of HERSUS project.

During the 34 months period of the HERSUS project, group of courses and extracurricular activities will be developed, modernised and implemented. The project subject area of "Architectural and Urban Design for Sustainability of Heritage" refers to both multidisciplinary and interdisciplinary approach regarding different specialised areas including among others: Architecture, Urbanism, Architectural Technology, Integral Urbanism, Regional and Urban Planning, Interior Architecture, Energy-efficient and Green Architecture, Urban Renewal, Conservation, Sustainable Development, Cultural Heritage, Vernacular Architecture, Energy and Environmental Design, etc. In this sense, HERSUS project is aimed to benefit a large number of students, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society, etc.

More specifically, the profile of each stakeholder is specified below:

- (1) **STUDENTS** – As the end-users of educational services, students are the main stakeholder of this project. The students who will be targeted include current bachelor, master, PhD students as well as Alumni. A special group consists of freshers and prospective students. Bachelor students will benefit from the developed thematic courses and gain new professional development opportunities in the field of sustainability and heritage. Master students will be directly empowered through engaging in learning activities of the project as well as through professional specialisation in the subject area. PhD students will be given the opportunity to become involved in the open arena of engaging in scientific research by working in the subject area through monitoring project results and their impact. Alumni will gain the foundation for lifelong learning by looking at the results of projects that will be open access;
- (2) **ACADEMICS** – As pioneers of educational services development and testing, academics are also an essential link in the dissemination process in relation to the potential benefits. Teachers will acquire new competences in the form of improved pedagogical approaches and methodologies in the field of sustainability and heritage. Researchers will be given the opportunity to develop an educational research perspective in addition to science;
- (3) **HEIs** – As an arena of education, they will be given the opportunity to enhance their staff competences and skills, while HEI management will recognise the importance of implementing a thematic framework of sustainability and heritage in order to modernise existing programs;
- (4) **PUBLIC BODIES, PRIVATE/PUBLIC ENTERPRISES** – As representatives of the practical/professional arena, they will share their experiences and knowledge in parallel, while updating state-of-art in the subject area through the HERSUS project. It is about mutual benefits and the cross-dissemination process;
- (5) **LABOUR MARKET AGENCIES** – will benefit from a well-qualified human capital and will become acquainted with the effects of competencies developed in the subject area; and
- (6) **PUBLIC AND WIDE SOCIETY** – will develop an awareness of heritage issues and their links to the concept of sustainability as an essential mechanism for the transformation and development of cities in the future.

## 4 DISSEMINATION TOOLS

### 4.1 The HERSUS visual identity

At the beginning of the project, PMt focused on defining the project vision, as clearly expressed in the project website (<http://www.hersus.org/>). Along with the definition of the project identity in terms of mission and goals, HERSUS PMt



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also developed the project visual identity. A number of suggestions for the project logo were developed by the Dissemination and Communication team, and presented to the Consortium members at *Initial internal virtual meeting* via Zoom platform at 4th November 2020.

In order to provide a consistent and striking visual identity, a unique color palette was selected to be used for the design and presentation of the various outputs within the HERSUS project.



Dissemination material will be designed including distinctive project look (logo, design) and according to this, all material will be developed (project brochures, flyers, posters, visual design and other dissemination materials). Promo Materials will be published and disseminated to relevant stakeholders throughout the project lifetime, exploiting the existing structures (i.e. libraries at universities, meeting rooms, secretariats) and networks (notably at associated partners).

### 4.2 The HERSUS logo

Partners are invited to use consistently the project logo, the templates proposed by the PMt, and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the HERSUS Project Logo when publishing dissemination materials for the project.



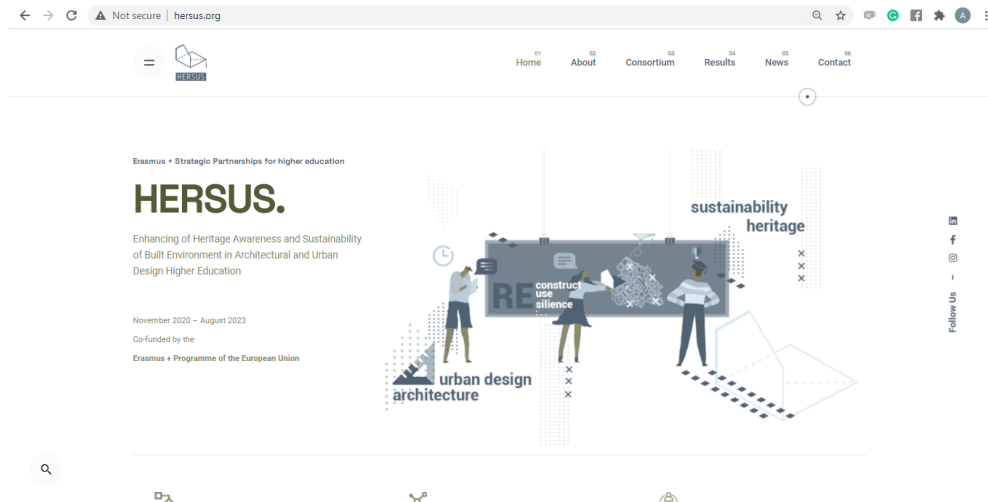
Figure 1. HERSUS logo

### 4.3 The HERSUS website

The website is the main promotional tool for publishing project results and activities as well as a dynamic database for collecting all project printings and media work. The website is developed using the up-to-date technologies that integrates social media tools with the pages and articles in order to facilitate sharing and sending options. The HERSUS website <http://www.hersus.org/> is an important dissemination tool for presenting project results, as well as a place where all the information on the project activities and other relevant data is being published. In addition to the information related to the project description, objectives and outcomes of the project, the website contains a list of the Consortium Members with a short description of each one, and all other relevant information on the aims, outcomes, events, etc. There is also contact information that enables easier communication between all members of the consortium and other parties interested in the project. The content of the project website is in English.

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**Figure 2.** HERSUS Official Website home page

The HERSUS website is structured around 6 categories (sub-categories):

- **HOME** (Project Summary, Mission/Vision/Values, Project Perspectives/Core Figure, Upcoming Events),
- **ABOUT** (Motive, Challenges, Objectives, Team),
- **CONSORTIUM** (About Lead Organization, Partner Organizations, Team Members Review),
- **RESULTS** (O. Intellectual Outputs/Activities, E. Multiplier Events, C. Learning/Teaching/Training Activities, M. Transnational Project Meetings, Timeline),
- **NEWS**
- **CONTACT**

### 4.4 The HERSUS Sharing Platform

In order to share the results of HERSUS project beyond the partnership, the HERSUS Sharing Platform will be created. IUAV will be leading organisation for design and development of HERSUS Sharing Platform, with the contribution of all partner institutions. The consortium will create an open repository of educational resources in the form of web-based available teaching material called HERSUS Sharing Platform. This repository will be used for teaching and self-education, both traditional and multimedia. The platform will collect materials made by all participants, with active cooperation of associated partners, as well as all results made through the learning activities (students' workshops). The HERSUS Sharing platform will be designed as a unique outcome in line with the following perspectives: (1) it will unite and bring together all the interested parts involved in the formation of process-, problem- and sustainable-based skills of students, (2) it will serve a unique and innovative methodology and content, (3) it would be easily used with a friendly interface for all targeted groups, and (4) it would be easily adapted for additional contents and use in a broader perspective in the future.

The HERSUS Sharing Platform is an innovative tool that should enrich teaching and improve learning experiences functioning as the backbone of the entire project. By the "HERSUS Sharing Platform" project proposes a flexible and personalised e-learning tool and an interactive framework for distance teaching, accessible within the project website. The outputs produced by each HERSUS partner will be uploaded on the platform to create a unique centralised resource of information and a discussion place accessible to all the actors involved in the project, and to disseminate the project results. The "HERSUS Sharing Platform" will target different groups, including teachers, trainers, tutors, students, associated partners, experts, but also all interested visitors. Using the platform visitors should receive training and teaching within the frame of the sustainability of the urban and architectural heritage. Also, it will be used as a database of all project updates.

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As part of the interaction process between project team members and stakeholders, and among stakeholders themselves, several communication tools will be engaged. The communication among the project members and the students, as the end-users of educational services and the main stakeholder of HERSUS, will be conducted in two directions through HERSUS Sharing Platform: (1) the students will be continuously briefed about specific project activities and the benefits of their participation in these activities, and (2) they will provide feedback of the successfulness of the activities mentioned above, once the implementation period of each is completed. Additionally, the HERSUS Sharing Platform will provide an online solution for communication among stakeholders themselves, stakeholders and project team members and stakeholders and students.

The HERSUS Sharing Platform should provide multidirectional communication within the project, targeting different groups including teachers, trainers, tutors, students, associated partners, experts, but also all interested parties. Sharing platform will be divided into five different specific areas, including:

- open-access area for international and inter-disciplinary collaboration and discussion,
- open-access area for the dissemination of HERSUS projects outputs, studies, analysis, design outputs, etc.,
- private forum area for students,
- private area for HERSUS team members and educators, and
- private area for the project management team.

Also, the platform will collect and share: (1) lectures and seminars (held by professors and field experts) on innovative approaches in the sustainability of the built environment and heritage theories and practices, and (2) existing MOOCs (Massive Open Online Courses).

Within the HERSUS Sharing Platform, Prize for Modern Heritage activities will be implemented, as well as three Student Workshops, illustrating its operational and representative role for blended and lifelong learning.

The platform should provide multidirectional dissemination of the project. It will be used for the interdisciplinary and intercultural exchange between the students, teaching staff, the industry as well as other stakeholders from non-university society during the project, but also after the completion of the project. Therefore, it is expected that this database and communication tool will not only lead to the achievement of project objectives in the field of courses development, but it will also contribute to strengthening the idea of open access to culture and the involvement of social groups whose participation in culture is limited by socio-economic factor. The platform, at least the public pages and freely available information included in it will remain open and will be supported for full access even after the end of the project. Information and links to the results and outputs will be published on the Erasmus+ dissemination platform, and on all the partners' websites.



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### HERSUS SHARING PLATFORM

INNOVATIVE TOOL THAT SHOULD ENRICH TEACHING AND IMPROVE LEARNING EXPERIENCES  
ORGANISED IN FIVE DIFFERENT SPECIFIC AREAS:

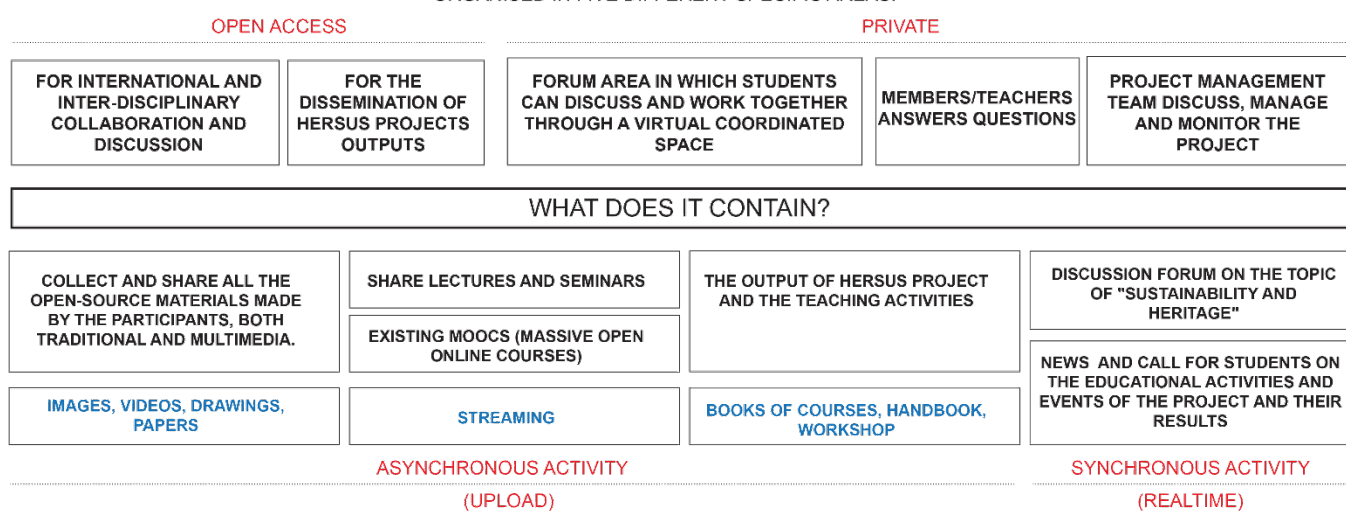


Figure 3. HERSUS Sharing Platform: Preliminary structure

#### 4.5 HERSUS on Social Media

In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff. Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- ✘ Spreading project information, activities and results,
- ✘ Broaden the outreach of HERSUS,
- ✘ Exchanging experiences,
- ✘ Allowing the creation of a very interactive dissemination, and
- ✘ Analysis of the audience feedback to adjust the communication strategy.

Social Network	User name / Link
Instagram	@hersus_project <a href="https://www.instagram.com/hersus_project/">https://www.instagram.com/hersus_project/</a>
Facebook	@Hersus.project <a href="https://www.facebook.com/Hersus.project">https://www.facebook.com/Hersus.project</a>
LinkedIn	<a href="https://www.linkedin.com/company/hersus/">https://www.linkedin.com/company/hersus/</a>
YouTube	<a href="https://www.youtube.com/channel/UCqZNr13S5KDmukmAWGaQ8_Q">https://www.youtube.com/channel/UCqZNr13S5KDmukmAWGaQ8_Q</a>

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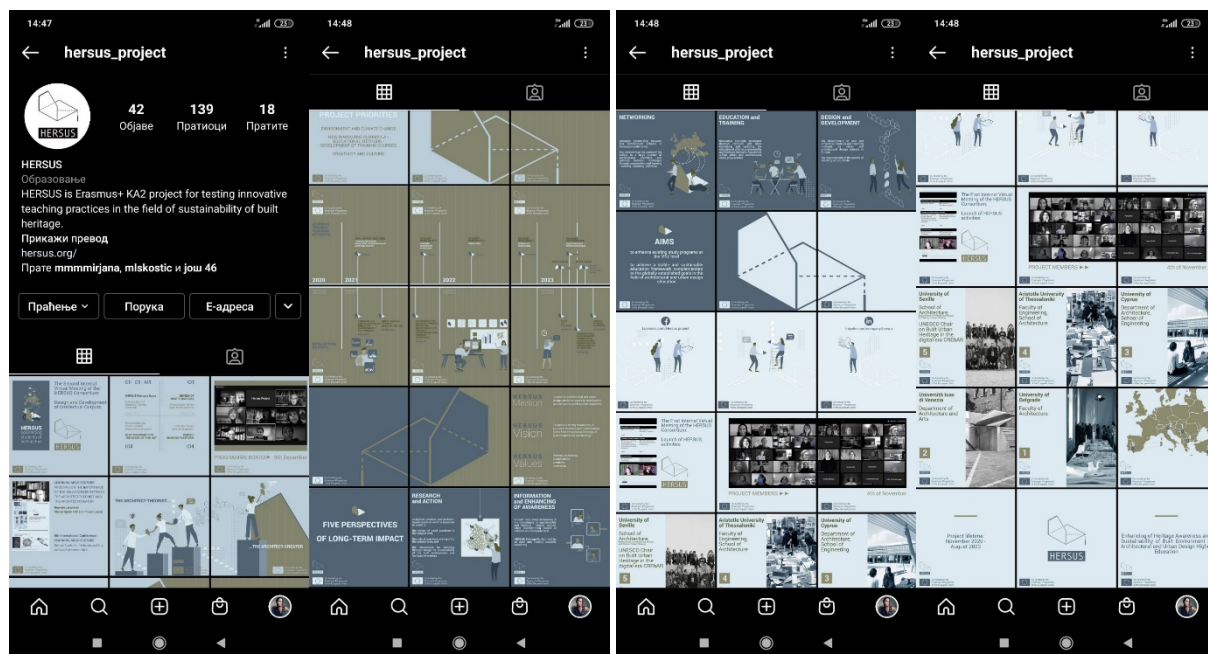


Figure 4. HERSUS Instagram page

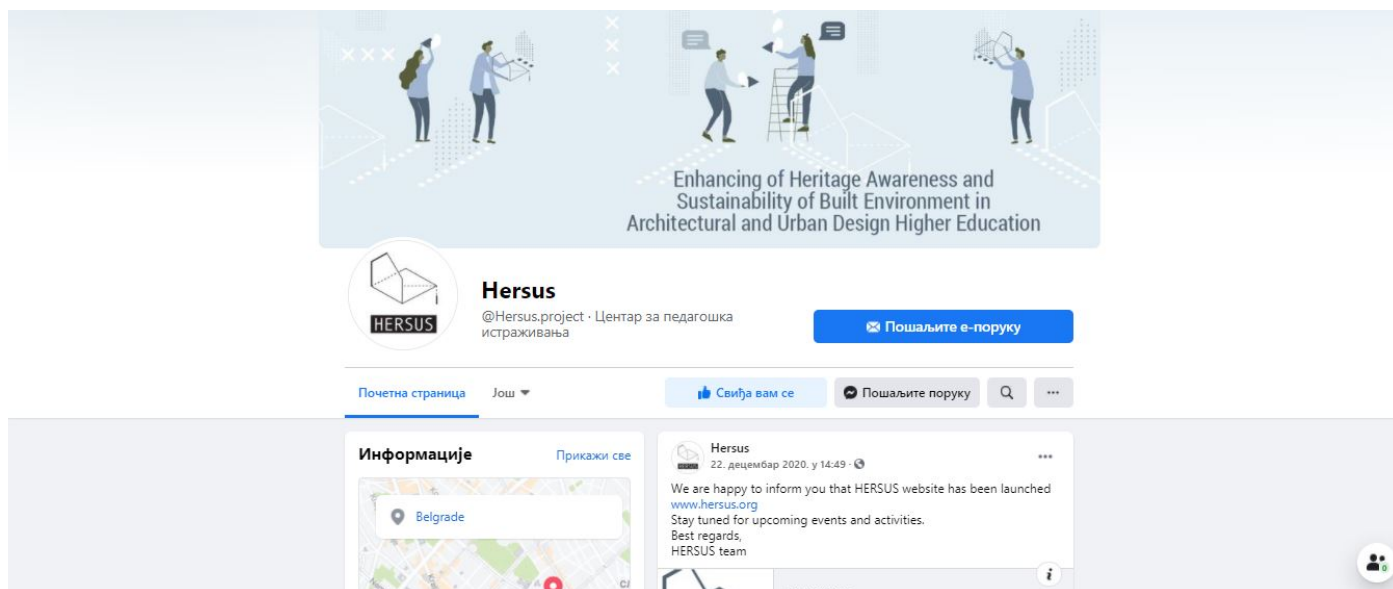


Figure 5. HERSUS Facebook page

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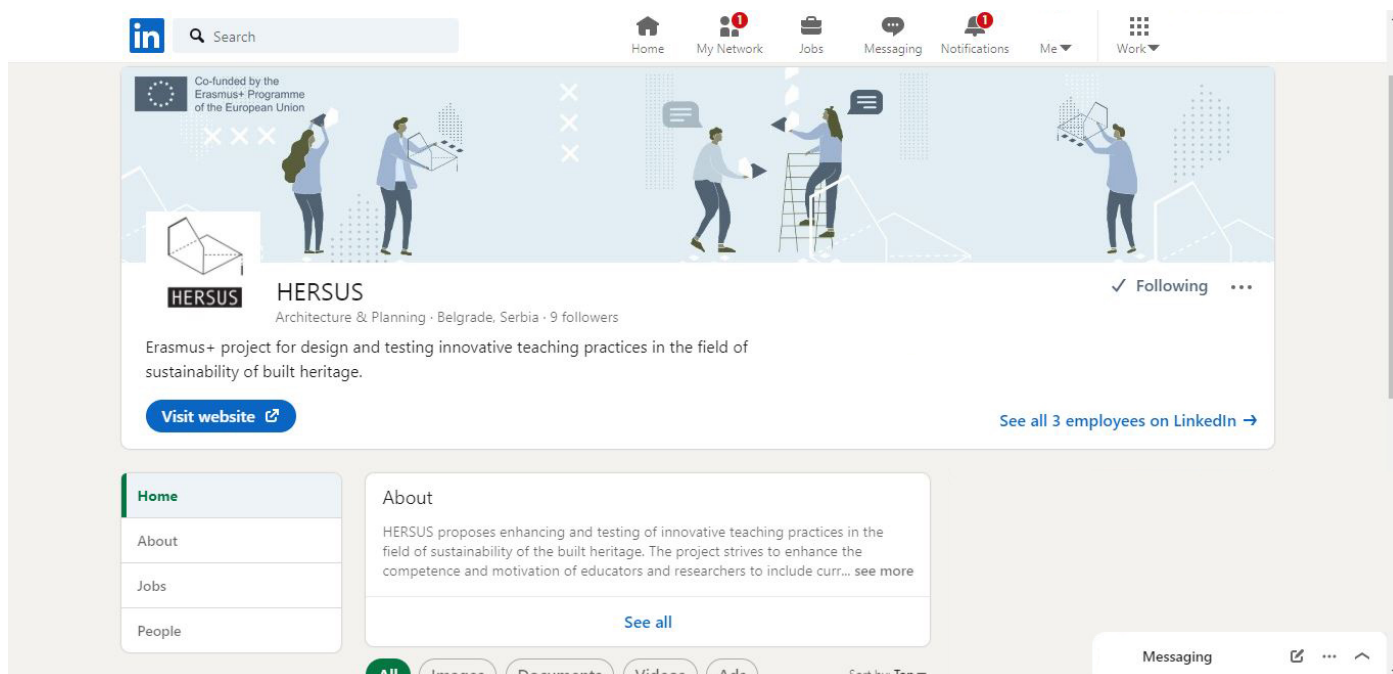


Figure 6. HERSUS LinkedIn page

### 4.6 E-mail account and mailing list

An e-mail account for public communication was created in a beginning of the project in order to address for any issue relevant to the HERSUS project: at [info@hersus.org](mailto:info@hersus.org). This account will be included in all used dissemination tools, such as the project website, social media accounts, printed material etc. Dissemination and Communication team, within the lead institution UB-FA, will be responsible for the administration of this account, while enquiries, comments, and information will be forwarded by HERSUS to project partners if necessary.

Regarding the mailing lists, they will be created containing e-mail addresses of adequate number of suitable recipients in consistency with the project targets. As the project evolves, this list will be enriched with interested stakeholders. Invitations to project events, project updates and electronic copies of the HERSUS newsletters will be sent to this list so that the HERSUS consortium keeps contact with this community throughout the duration of the project.

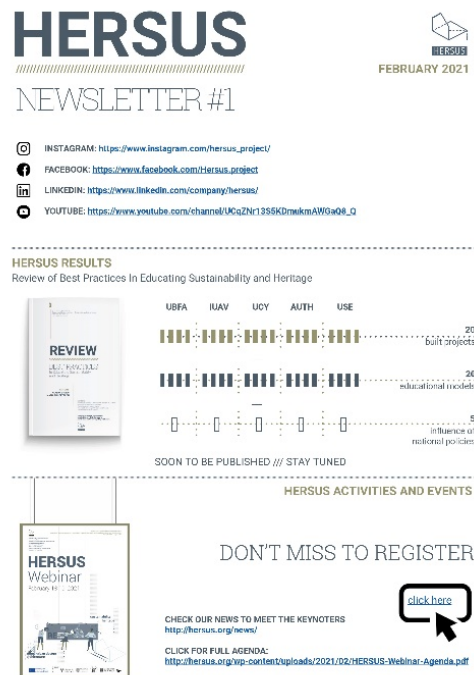
A second mailing list containing the e-mail addresses of all HERSUS partners and team members has already been created. This list will be used for the internal communication between partners, for example in order to send requests for feedback and communicate project progress, or just to maintain team spirit by having regular communication on interesting topics.

### 4.7 Newsletters

Regular newsletters will be a key dissemination tool to inform relevant target audiences about the progress and key updates of the HERSUS project. E-Newsletters will be published in the project website and sent to the interested stakeholders through mailing list at the relevant points of the project. The newsletters template, follows the HERSUS project graphical identity. Some of the topics that will be addressed by the HERSUS newsletters are: HERSUS results, HERSUS calls and announcements, HERSUS news. In order to engage as many stakeholders as possible, the HERSUS partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Apart from this, interested parties can subscribe to the newsletter on the HERSUS website.

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**Figure 1.** *HERSUS Newsletter example: Newsletter 1*

#### 4.8 Press releases for events and activities

Press releases will be produced as relevant pieces of graphical and informative materials in order to promote all types of events and activities planned within HERSUS: Multiplier events, Learning/Training/Teaching activities, and Transnational project meetings. Each press releases will be carefully designed in relation to the type of event (workshop, seminar, training, modern prize, open houses, public presentations, etc.) and will include: Event Booklet, Event Poster and Agenda. The material will be prepared both for the web and for printing purposes (in line with epidemiological circumstances).



**Figure 1.** Event Booklet Example: *HERSUS Webinar Booklet*

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Figure 1. Event Poster Example: *HERSUS Webinar Poster*

HERSUS Webinar	HERSUS Webinar
<b>AGENDA</b>	<b>AGENDA</b>
<b>Day 1 – 18th February 2021</b>	<b>Day 2 – 19th February 2021</b>
<small>*Timetable according to Central European Standard Time (CET+1)</small>	<small>*Timetable according to Central European Standard Time (CET+1)</small>
<b>09:00 – 09:30</b> <b>WELCOME SPEECH</b> Prof. Dr. Ioanna Papadopoulou, Rector, University of Belgrade	<b>09:00 – 09:30</b> <b>SEMINAR / PRACTICES</b> 9.00-9.30: Maria Philopoyrou – Presentation (20min) + Q&A (10min), 9.30-10.00: Maria Philopoyrou – Presentation (20min) + Q&A (10min), 10.00-10.30: Ana Tostelloe – Presentation (20min) + Q&A (10min), 10.30-11.00: Ana Tostelloe – Presentation (20min) + Q&A (10min), 11.00-11.30: Vitor Oliveira – Presentation (20min) + Q&A (10min), 11.30-12.00: Michael Meloni – Presentation (20min) + Q&A (10min), 12.00-12.30: Paraskevi Koutou – Presentation (20min) + Q&A (10min), 12.30-13.00: Alimohamed Pasha – Presentation (20min) + Q&A (10min)
<b>09:30 – 10:00</b> <b>HERSUS INTRO PRESENTATION</b> Prof. Dr. Vlastislav Uspenskij, Project Leader, UPRFA	<b>10:00 – 10:30</b> <b>ROUND TABLE: Reflection on Seminar Lectures</b> HERSUS Consortium, Registrants, Associate Partners
<b>10:00 – 10:30</b> <b>WHO IS WHO IN HERSUS</b> HERSUS Consortium Members UPRFA, UPRFA, UPRFA, UPRFA, UPRFA	<b>10:30 – 11:00</b> <b>KICK-OFF MEETING WITH ERASMUS+ NATIONAL AGENCY</b> ERASMUS+ OFFICE, HERSUS Consortium
<b>10:30 – 11:00</b> <b>COFFEE BREAK</b>	<b>11:00 – 11:30</b> <b>SEMINAR / Session 2: Teaching Methodologies</b> ALPHA, UPRFA
<b>11:00 – 11:30</b> <b>COFFEE BREAK</b>	<b>11:30 – 12:00</b> <b>KICK-OFF MEETING: TOWARDS PLANNED OUTCOMES + COMMUNICATION AND VISIBILITY</b> HERSUS Consortium
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Figure 1. Event Agenda Example: *HERSUS Webinar Agenda*

### 4.9 Brochure and poster

The HERSUS brochure will be one of the main promotional materials to be delivered and sent to the identified target groups. It will present general information of the project and will allow for a fast understanding of the project's aims, activities, and expected results. The project roll-up and the posters will be produced for presentation at HERSUS events as well as for external conferences and workshops.



## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

Project Reference: 2020-1-RS01-KA203-065407

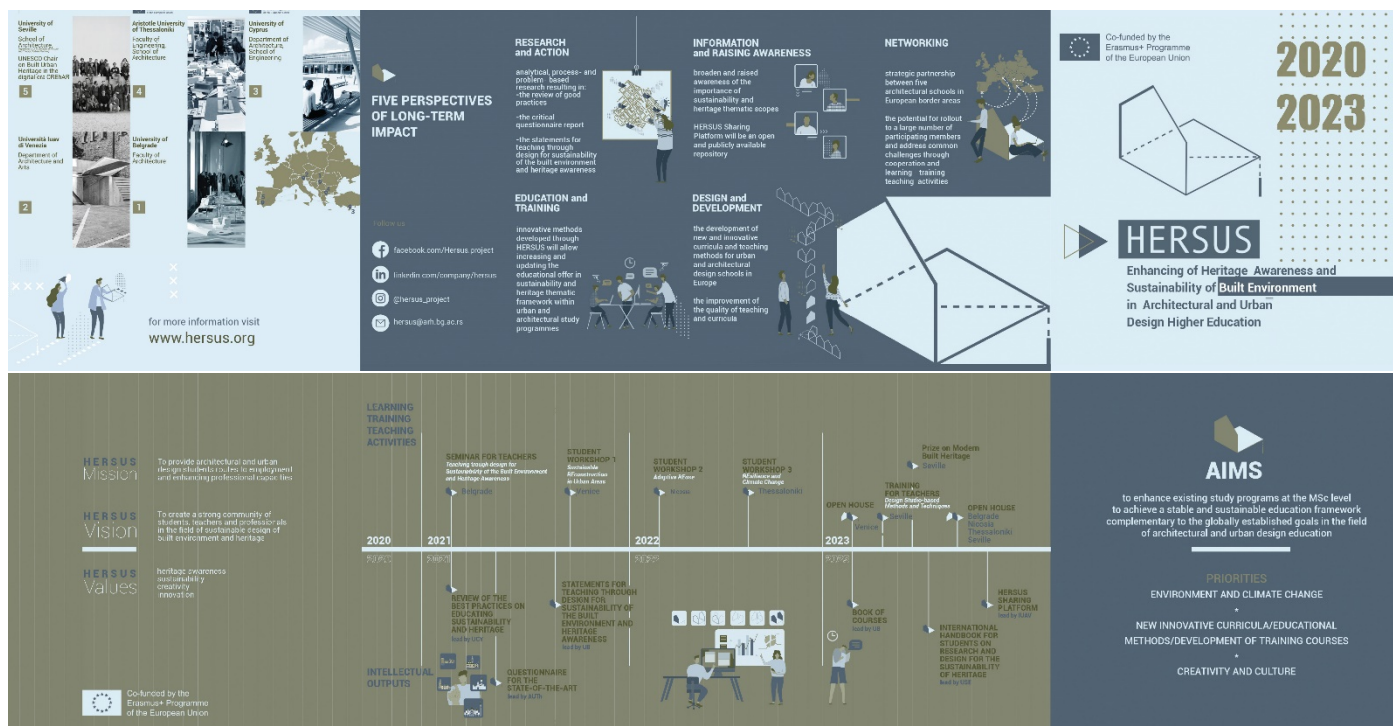


Figure 2. HERSUS Promo materials: Project Flyer

### 5 Dissemination INDICATORS

The indicators regarding the Dissemination strategy performance refer to output and result indicators: (1) the activities and deliverables and (2) the immediate effects with particular reference to the secondary outcomes.

#### Output Indicators

Indicators	Verification Means	Target Indicator	Expected Achievement Time
HERSUS Website	Website	1	M2
Brochures created	Document	1	M3
Dissemination and Exploitation Plan	Document	1	M4
Quality Assurance Plan	Document	1	M4
Digital newsletters created	Newsletters	at least 8	M4-M34
Press releases	Press release	11	M4-M32
HERSUS Seminar	Seminar	1	M4
HERSUS Workshops	Workshop	3	M12, M18, M24
HERSUS Training	Training	1	M30
Seminar Book of Abstracts	Publication	1	M5
Workshop Booklet	Publication	3	M13, M19, M25
Review of the Best Practices on Educating Sustainability and Heritage	Publication	1	M4
Statements for Teaching through Design for Sustainability of the Built Environment and Heritage Awareness	Publication	1	M11
HERSUS Sharing Platform	Web-based platform	1	M34
Book of courses	Publication	1	M29

## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

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International handbook for students on Research and Design for the Sustainability Heritage	Publication	1	M31
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### Result Indicators

Indicators	Verification Means	Target Indicator	Expected Achievement Time
Visits to the project's website	Administration statistics	5000	M34
Distributed printed / digital promotional materials	Report	2500	M34
Participants registered for HERSUS Webinar	Report/List	100	M4
E-newsletter recipients	E-mails	150	M34
Participants in events	Lists	300	M34
Level of satisfaction of participants in the project events	Evaluation questionnaire	5	M32
Scientific papers published	Report	3	M34
Articles/appearances in press and media	Press dossier	50	M34
Connections with relevant initiatives	Report	2	M34
Press release posts in third parties social media	Copies of the posts	100	M34
Press interviews	Report	5	M34

### 6 HERSUS Project Dissemination Timetable – from November 2020 to August 2023

Dissemination activities will be constantly conducted and updated on the HERSUS website, as well as Facebook, Instagram and LinkedIn social networks.

However, especially active attempts to widely disseminate events, impacts and outputs of the HERSUS project will be initiated before and during the scheduled Transnational project meetings, Multiplier events and Learning, Teaching, Training Activities. Moreover, the most important disseminating actions will be related to the HERSUS intellectual outputs, their finalization, piloting and sharing.

Month/Year	Intellectual outputs' completion schedule and schedule of events which are to be promoted in media and the public	Types of promotion	Targeted Recipients
February 2021	01 – Review of the Best Practices on Educating Sustainability and Heritage	HERSUS official website, Social media, journals, academic articles, Academic Conferences, European Project Results Platform, partners' webpages, open repository of UBFA	Academic public, professors and students at local, regional and European level; Professionals relevant for the field of heritage sustainability

## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

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	<b>E1</b> – HERSUS Intro Presentation	HERSUS official website, Social media, partners' webpages	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
	<b>C1</b> – Seminar on Teaching through Design for Sustainability of the Built Environment and Heritage Awareness	HERSUS official website, Social media, partners' webpages, HERSUS Webinar Booklet	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
<b>May 2021</b>	<b>O2</b> – Questionnaire for the State of Art	HERSUS official website, HERSUS Sharing Platform, Social media, journals, academic articles, Academic Conferences, European Project Results Platform, partners' webpages, open repository of UBFA	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
<b>September 2021</b>	<b>O3</b> – Statements for Teaching through Design for Sustainability of the Built Environment and Heritage Awareness	HERSUS official website, HERSUS Sharing Platform, Social media, journals, academic articles, Academic Conferences, European Project Results Platform, partners' webpages, open repository of UBFA	Academic public, professors and students at local, regional and European level, representatives of other educational institutions, National government representatives, EU partner representatives, public and wide society
<b>October 2021</b>	<b>E2</b> – HERSUS Presentation of the Professional Profile	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
	<b>C2</b> – Student Workshop 1: Sustainable Reconstruction in Urban Areas + <b>M2</b> – Design and Development Meeting 1	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages, HERSUS Workshop 1 Booklet	Academic public, professors and students at local, regional and European level



## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

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April 2022	<b>C3</b> – Student Workshop 2: Adaptive Reuse + <b>M3</b> – Design and Development Meeting 2	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages, HERSUS Workshop 2 Booklet	Academic public, professors and students at local, regional and European level
October 2022	<b>C4</b> – Student Workshop 3: Resilience and Climate Change + <b>M4</b> – Design and Development Meeting 3	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages, HERSUS Workshop 3 Booklet	Academic public, professors and students at local, regional and European level
March 2023	<b>O5</b> – Book of courses	HERSUS official website, HERSUS Sharing Platform, Social media, Academic Conferences, European Project Results Platform, partners' webpages, open repository of UBFA	Academic public, professors and students at local, regional and European level, representatives of other educational institutions, National government representatives, EU partner representatives, public and wide society
	<b>E3</b> – Open House IUAV	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level
April 2023	<b>C5</b> – Training for Teachers: Design Studio-based Methods and Techniques + <b>M5</b> – Synthesis Meeting	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages, HERSUS Training Booklet	Academic public, professors at local, regional and European level, professionals, representatives of other educational institutions, EU partner representatives, public and wide society
	<b>E4</b> – Prize on Modern Built Heritage	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
May 2023	<b>O6</b> – International handbook for students on Research and Design for the Sustainability of Heritage	HERSUS official website, HERSUS Sharing Platform, Social media, Academic Conferences, European Project Results Platform, partners' webpages, open repository of UBFA	Academic public, professors and students at local, regional and European level, representatives of other educational institutions, National government representatives, EU partner representatives, public and wide society

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	E5 – Open House UB	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level
	E6 – Open House UCY	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level
	E7 – Open House AUTH	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level
	E8 – Open House USE	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level
June 2023	E9 – HERSUS Final Presentation + M6 – Final Meeting	HERSUS official website, HERSUS Sharing Platform, Social media, partners' webpages	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society
During Lifetime of project Finalization of IO4	O4 – HERSUS Sharing Platform	HERSUS official website, HERSUS Sharing Platform, Social media, Academic Conferences, European Project Results Platform, partners' webpages	Academic public, professors and students at local, regional and European level, professionals, representatives of other educational institutions, public bodies, private/public enterprises, representatives of labour market agencies, agencies for sustainability and heritage protection, National government representatives, EU partner representatives, public and wide society

### Annex I – HERSUS Project partners

#### LEAD ORGANIZATION

UB-FA

<http://bq.ac.rs/>  
<http://www.arh.bg.ac.rs/>

**The University of Belgrade** is the oldest university in Serbia (1808-) and the largest in the Southeast Europe (31 Faculties, 11 Research Institutes, 13 University Centers, Computer Center, University Library, 350+ study programs, and 100.000+ students). The University has established a significant international cooperation and partnerships, with numerous multilateral and multilateral cooperation agreements, with largest part focused on European cooperation programmes (Erasmus+, Horizon2020, INTERREG, COST).

The Faculty of Architecture (1948-) has more than 1300 students, 150 teaching staff and 30 independent researchers, and as such presents a vibrant place which pulses with a variety of on-site and off-site events that engage not only a vast number of students and teaching staff, but local and international partners and audience as well. It offers studies in Architecture and Urbanism under the national accreditation of Faculty's programmes, diploma equivalent to a French national diploma in architecture and validated Course Status for RIBA Part 1 and 2. It has a regional and

## Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education HERSUS

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international high ranking – one of Europe's Top 100 Schools of Architecture and Design by DOMUS Magazine. The most important international projects are conducted within several European and global programmes: UN-Habitat, UNDP, Erasmus+ KA2, Horizon2020, Tempus, INTERREG, COST, as well as in the form of numerous bilateral projects: with Switzerland, Germany, Italy, Slovakia, etc.

### PARTNER ORGANIZATIONS

IUAV

<http://iuav.it/>

**IUAV University of Venice** (1926-) is one of the first Architecture Schools in Italy. It is a design-themed university focusing on teaching, research, and practice in the design of living spaces and environments (buildings, cities, landscapes, and territory) and the design of everyday use objects, of fashion and graphics. It offers 4 bachelor's degrees, 6 master degrees, advanced specialisation courses and 9 PhDs courses for 4200+ students.

IUAV has established agreements with 200 European universities, and with prestigious Italian and foreign cultural institutions, museums, such as La Biennale di Venezia, Teatro La Fenice, Palazzo Grassi, Musei Civici Veneziani, Triennale di Milano, Parsons School of Design, MIT, IIT, CCA and Tongji University. Notable scholars and professionals such as Le Corbusier, Louis Kahn, Frank Lloyd Wright, and more recently, Alejandro Aravena, Judith Clark, Richard Serra, have been hosted as visiting professors at IUAV and have taught and tutored our students through the years.

UCY

<https://www.ucy.ac.cy/>

**The University of Cyprus** (1989) has more than 7.000 students, 104 laboratories and 750 faculty and staff members, being the largest employer in Cyprus for young graduates and researchers (750 young scientists using external research funds). There are 23 departments and 13 research units and centres, covering a broad spectrum within the life, social, natural and engineering sciences. It is considered to be the leading University and the most active research institution in Cyprus, implementing a large number of research projects funded by the European Commission, the Cyprus Research Promotion Foundation and several public and private research organizations. The University of Cyprus is currently participating in 153 projects. 116 are EU-funded projects under Horizon 2020, Erasmus+, Justice, Life, Cost Action, FP7 and Interreg. The UCY and more specifically, the Department of Architecture has experience and good practice in the field of architectural heritage, conservation and sustainable development

AUTH

<https://www.auth.gr/>

<https://architecture.web.auth.gr/>

**The Aristotle University of Thessaloniki** (AUTH) is the largest university in Greece and South-East Europe. It comprises of 10 faculties which consist of 40 schools and 1 single-school Faculty, with total number 73.930+ students and 2.024 faculty members. During the last five years, AUTH has carried out more than 3,500 Research and Technological Development Projects. AUTH is an internationally recognised university institution, the most significant research organisation in Greece. Integrated in the Faculty of Engineering since its establishment, the School of Architecture has an extrovert attitude and a pluralistic approach to architectural design, addressing all levels of scale in design practice from regional and urban planning, landscape design, architecture, interior and industrial design to building technology and conservation of buildings and sites. The goal of the School of Architecture is to educate architects that are capable of coping with the increasingly demanding and competitive professional conditions of the globalised context.

USE

<https://www.us.es/>

**The University of Seville** (16th century-) is a historic university with strong roots in its city and region, together with important international links, recognized by its academic excellence, research and technology transfer background. It has five main campuses within the city, with 27 Faculties and Schools. With more than 74000 students and 6800 staff USE is the second-largest university in Spain. More than 8000 students follow postgraduate courses, enrolled into 96 master degrees and 32 doctoral programs. USE provides strong expertise in coordinating consortia, both at the research (i.e. H2020) and academic (i.e. Erasmus +) level. University of Seville is contributing with its international expertise on heritage, specifically, the UNESCO Chair on Built Urban Heritage CREhAR in the digital era (Creative Research and Education in heritage Assessment and Regeneration). The CREhAR is the first UNESCO Chair that works on Architecture, City and Landscape of the 19th and 20th century, named by UNESCO Modern Heritage.

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### Annex II – HERSUS Team Members Mailing List

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### Annex III – Dissemination and Communication Team



**Enhancing of Heritage Awareness and Sustainability of Built Environment in Architectural and Urban Design Higher Education**  
**H E R S U S**

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