

DEVELOPMENT OF INNOVATIVE APPROACH FOR TRAINING FOR UNIVERSITY PROFESSORS TO WORK IN THE MODERN, DIVERSE AND INTERCULTURAL ENVIRONMENT.

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- Are you working in an intercultural & cross-cultural (ICC) environment?
- Are you teaching students from different cultures or ethnic groups?
- Are you interested in knowing more on successful pedagogical interaction in ICC educational environments?

If your answer to any of these questions is 'yes', then this project is for you!

UNICULTURE PROJECT

The main aim of UniCulture, Erasmus+ project is to develop an innovative, holistic, and interactive approach for training of university professors and teaching staff to conduct educational process in intercultural and cross-cultural (ICC) environments. Moreover, UniCulture will enhance the access and active participation of students from vulnerable groups and minorities in the educational and social processes in universities. Thus, it will foster social inclusion and will fight the discrimination patterns in society.

UNICULTURE Dissemination approach:

The project dissemination goals are:

- informing about activities, objectives and results of the project;
- facilitating collaboration and information exchange among the target groups;
- creating a bi-directional channel for communication with stakeholders;
- promoting participation in the piloting and the usage of project outputs.

Dissemination roles:

Dissemination leader - FRAME

- development of the dissemination strategy;
- development of the project logo and visual identity kit;
- monitoring and facilitating the dissemination in the partnership;
- providing templates for the dissemination activities report;
- designing the layout for informative and advertorial materials;
- coordinating public social media traffic;

Partners

- national and international dissemination of project outcomes and activities;
- content creation and translation;
- reporting of dissemination activities.

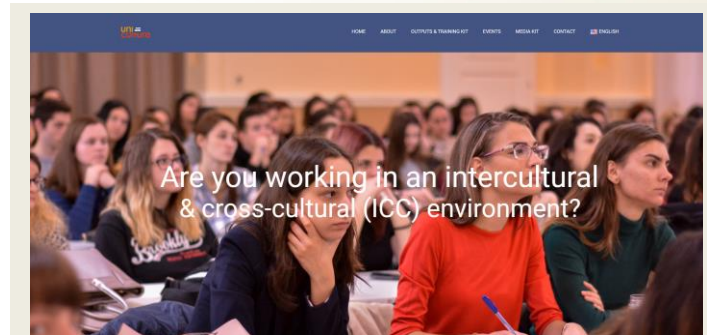
UNICULTURE Visual identity kit

- project logo
- presentations (as PPT) template
- letterhead and documents template
- leaflet
- poster
- business card
- newsletter template



UNICULTURE main dissemination channels

- project website
- partners organizational websites
- dissemination workshops
- small conferences
- final project conference
- newsletters
- Facebook - managed on a monthly "passing-the-ball" basis
- talks and presentations to teaching staff in partner universities
- presentations made by partners at local, national and international meetings & events within their network
- articles in magazines
- distribution of promo materials (printed and by email)
- e-mail communication



INTERNATIONAL PARTNERSHIP:

Leader: Transilvania University of Brasov, Romania

Partners:

- ✓ Buckinghamshire New University, UK
- ✓ University of Zagreb, Croatia
- ✓ Foundation for the Development of International and Educational Activity – FRAME, Poland
- ✓ Pax Rhodopica Foundation, Bulgaria

To learn more about the project activities and outcomes, visit our website, available in English, Romanian, Bulgarian, Croatian, and Polish.

www.uniculture.unitbv.ro



www.facebook.com/UNICULTUREproject/

Thank you for your interest.
THE PARTNERSHIP OF UNICULTURE PROJECT



Transilvania
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of Brasov



Sveučilište u
Zagrebu
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