A.4.1. Promotions and campaigns intended for students, professors and professionals, Creation and maintenance of the website SEO/SEM

Content

About Dissemination

The dissemination of the project represents a key phase in the overall project cycle. This phase is essential for spreading information, results, and project activities among relevant groups to achieve the set goals. The main objective of dissemination is to influence social change and ensure community support and participation. Through effective dissemination, projects can reach their full potential and ensure that their outcomes have a long-term and sustainable impact on the community. Dissemination encompasses various activities conducted to inform, educate, and raise awareness among target groups. These activities may include organizing events, workshops, seminars, conferences, creating and distributing informational materials, and engaging on social media and other digital platforms. Information must be disseminated through various methods and channels to be accessible to all relevant stakeholders.

In the dissemination process, it is important to identify target groups and tailor communication strategies to their needs and preferences. This involves understanding the target groups, their characteristics, interests, and communication channels that are most accessible to them. Through customized communication strategies, projects can more effectively reach their audience and achieve a greater impact.

The general principles of dissemination involve transparency, consistency, interactivity, relevance, and information accessibility. Transparency is key to building trust among users, while consistency enables project recognizability. Interactivity encourages two-way communication, while the relevance of information ensures the engagement of target groups. Accessibility of information across various platforms and channels ensures its availability to all.

In addition to informing and raising awareness, dissemination can also encourage community engagement. This may involve actively including target groups in decision-making processes, gathering feedback and opinions, as well as supporting and promoting project activities. Community engagement can increase the level of project support and ensure its sustainability and long-term impact.

Dissemination Methodology

The dissemination methodology represents a structured approach to spreading project information and results among target groups. This methodology includes several key steps that are carefully planned and executed to achieve the desired dissemination goals.

The first step in the dissemination methodology is identifying target groups. This involves thorough research and analysis of potential users or recipients of project information. Identifying target groups enables the project team to direct communication and dissemination activities toward relevant users, ensuring that messages are properly targeted and relevant.

After identifying target groups, the next step is planning communication activities. This step includes defining dissemination goals, determining key messages and content to be conveyed, as well as selecting communication channels and tools to be used. Planning communication activities ensures a clear dissemination strategy and enables the efficient spread of information among target groups.

Following the planning stage is the implementation of the dissemination plan. This step involves the practical execution of the defined communication activities in accordance with the plan. It may include organizing events, creating and distributing informational materials, and actively engaging on social media and other digital platforms. Implementing the dissemination plan requires careful management and coordination to ensure that messages are consistently and effectively conveyed.

The final step in the dissemination methodology is evaluating the effects. This step involves assessing the impact and effectiveness of communication activities. Evaluation can be carried out through analyzing achieved results, collecting feedback from target groups, and measuring the level of engagement and user satisfaction. Evaluation of the effects enables the project team to assess the achieved outcomes and identify opportunities for improvement in future dissemination activities.

In essence, the dissemination methodology represents a systematic approach to spreading project information and results among target groups. Through careful planning, implementation, and

evaluation of communication activities, projects can achieve their full potential and meet desired dissemination goals.

Evaluating Dissemination Results

Evaluating the results of project dissemination is crucial for assessing the effectiveness and impact of communication activities on target groups. Through this process, the project team gains insight into how the project's information and results are received, understood, and applied by its audience. This analysis relies on a combination of quantitative and qualitative methods to provide a comprehensive view of dissemination success.

Quantitative analysis is the first step in evaluation. This type of analysis provides numerical data on the number of website visitors, material downloads, social media interactions, and other relevant metrics. For example, the number of clicks on a specific link or views of video materials can serve as useful indicators of dissemination success. Additionally, measuring the increase in followers on social media and participation in online discussions can also provide valuable insights into the effectiveness of communication activities.

Qualitative analysis is equally important as it provides deeper insights into the opinions, views, and perceptions of target groups. This type of analysis is often conducted through surveys, interviews, or focus groups, where participants are asked about their experience with the project's communication activities. For example, participants may be asked how they perceived the project materials, whether they found them useful and relevant, and whether they shared them with others. These deeper insights allow the project team to better understand the reactions of target groups and adapt their communication strategies to meet their needs and interests.

Monitoring engagement on social media is another key aspect of evaluating dissemination results. This includes analyzing the number of likes, shares, comments, and interactions on platforms like Facebook, Twitter, LinkedIn, and others. Tracking these metrics allows the project team to view target group activity and reactions in real-time, as well as to identify trends and areas for improvement.

Impact evaluation is the final step in the dissemination results assessment process. This type of analysis focuses on evaluating specific changes in the attitudes, knowledge, and behavior of target groups as a result of the project's communication activities. For example, participants in surveys or interviews may be asked whether they changed their attitudes or behavior after being exposed to the project's materials. This data is crucial for assessing the actual impact of the project on its audience and identifying areas where further action is needed.

Overall, evaluating dissemination results requires comprehensive analysis that combines different methods and approaches to gain a clear insight into the success of communication activities. This data is essential for the continuous improvement of communication strategies and for achieving the project's goals.

DISSEMINATION OF GREENES

The dissemination of the project will be crucial for achieving its objectives and impacting both the academic and professional communities. The planned dissemination activities will encompass a wide range of innovative content and tools, developed in collaboration with all project partners. These materials will focus on the implementation of current directives, including Green Deal Part II and the Green Agenda for the Western Balkans, as well as the application of digitalization in the energy sector through the use of sensor systems, Cloud technology, monitoring and efficiency tracking techniques, blockchain technology, and the development of analytical tools.

An important part of the dissemination will be the development of practical training, which will be carried out in the industrial sector, allowing students to gain direct experience and apply their knowledge in real-world scenarios. All materials will be available in electronic format and published to be accessible to a broader audience. In collaboration with partner institutions, a course within informal education will be developed for professionals in the industry, focusing on the digitalization of the energy sector.

The visibility and accessibility of these courses and materials will be ensured through the development of an e-learning platform, which will feature interactive elements and multimedia content based on Cloud technology. This platform will enable the distribution of educational content, real-time analysis of results, and optimization of resources, thereby improving the teaching process and reducing costs. Additionally, the platform will be optimized for search engines and supported by mobile applications for Android and iOS devices, further facilitating access to the content.

The ethical component of online learning will be emphasized, as well as addressing the stereotypes regarding the effectiveness of these methods within the academic community. Collaboration with partner institutions and their staff will play a significant role in evaluating the

outcomes of online teaching. The project's dissemination will also contribute to the commercialization of the platform through the inclusion of e-commerce elements, creating opportunities for the project's long-term sustainability.

GREENES E-PLATFORM AS A DISSEMINATION TOOL

The e-learning platform focused on digitalization in green energy represents a comprehensive and multi-functional tool that can significantly impact the dissemination of information, education, and promotion of innovation in the energy sector. This type of platform is more than just a repository of information; it is an interactive environment that allows users to actively engage in the learning process, exchange ideas, and develop new solutions. Through its various components and functionalities, the e-platform can support a wide range of activities that promote knowledge dissemination, skill development, and positive change in the energy sector.

One of the key functions of the e-platform is the centralization of information. This means that users can access all relevant information in one place, making it easier to navigate and explore. This can include the latest news, research papers, technical specifications, case studies, recommended literature, and other useful resources. The centralization of information ensures that users stay informed about the latest trends, achievements, and opportunities in the field of green energy.

In addition to providing information, the e-platform can serve as a hub for education and training. Through the organization of online courses, webinars, interactive workshops, and other forms of education, users are offered the opportunity to acquire new knowledge and skills. These educational resources can be tailored to different levels of knowledge and experience, allowing a wide range of users to access relevant information and enhance their skills in the digitalization of green energy.

The interactive nature of the e-platform is one of its key advantages. Through discussion forums, group discussions, quizzes, surveys, and other interactive tools, users can actively participate in the learning process and share ideas with others. These tools encourage user engagement and

allow them to exchange experiences, ask questions, and learn from one another. Additionally, interactive content can serve as a useful tool for assessing users' knowledge and skills, enabling them to track their progress and identify areas for further improvement.

Moreover, the e-platform can provide networking and collaboration opportunities among users. By creating profiles, connecting with other users, participating in group discussions, and working on joint projects, users can build professional contacts, share experiences, and collaborate on joint initiatives. This can be especially beneficial for professionals, researchers, and organizations looking to expand their network of contacts and find potential partners for cooperation.

It is also important to note that the e-platform can offer the ability to track user engagement and evaluate its effects. Through user data analysis, the platform can track user activity, identify popular topics and content, and measure the impact of activities on the target audience. These insights can be useful for assessing the effectiveness of knowledge dissemination, identifying areas for further improvement, and adjusting content to better meet users' needs.

In conclusion, the e-learning platform on the digitalization of green energy can be a valuable tool for disseminating information, educating users, and promoting innovation in the energy sector. Through its various components and functionalities, this platform can support skill development, the exchange of ideas, and the creation of positive changes in the energy industry.

DISSEMINATION PLAN

activity	Subactivity	Carrier	period	prirotet
Identification of target groups:	• Academic community (professors, researchers, students)	P1-P6	24 months	I
	• Industrial sector (enterprises, engineers, specialists)	P1-P6	24 months	I
	• Local Authorities and Institutions	P1-P6	24 months	I
	• General public	P1-P6	24 months	I
Development of communication strategies	• Creating a project website with regular updates of information	P1, P3, P5	In the quarter	I
	• Organization of workshops, seminars and conferences for the presentation of project results	P2, P4, P5	II in IV quarter	II
	• Using social media to promote and share content	P1, P4	I-IV quarter	II
	• Production of promotional materials such as flyers, brochures and videos	P3, P4	III - IV quarter	II
	• Regular publication of content on the project website	P1	I-IV quarter	I

Implementation of the dissemination plan	• Organizing events and activities to promote the project in the local community	P1-P6	I-IV quarter	I
	• Active participation in conferences and fairs to present the results of the project	P1-P6	I-IV quarter	II
	• Interact with target groups through social networks and respond to their inquiries and comments	P1-P6	I-IV quarter	I
	• Distribution of promotional materials at relevant venues and events	P1-P6	II-IV quarters	II
Evaluation of the effects of dissemination	• Conducting surveys and interviews with target groups to assess the impact of the project	P1-P3	III-IV quarter	I
	• Analysis of media coverage and public reaction to dissemination activities	P1, P6	III-IV quarter	II
	• Revision and adaptation of dissemination strategies in line with feedback and evaluation results	P1-P3	III-IV quarter	I
	• Tracking the number of visits to the project website and engagement on social networks	P1	II-IV quarters	II

The website of the Greenes project is based on a sophisticated engineering solution in order to achieve optimal performance and functionality. On a technical level, the architecture of the site has been carefully designed, with efficient organization of files and resources to ensure fast page loads. This included the use of file compression, code minification, and caching to reduce load times and improve user experience.
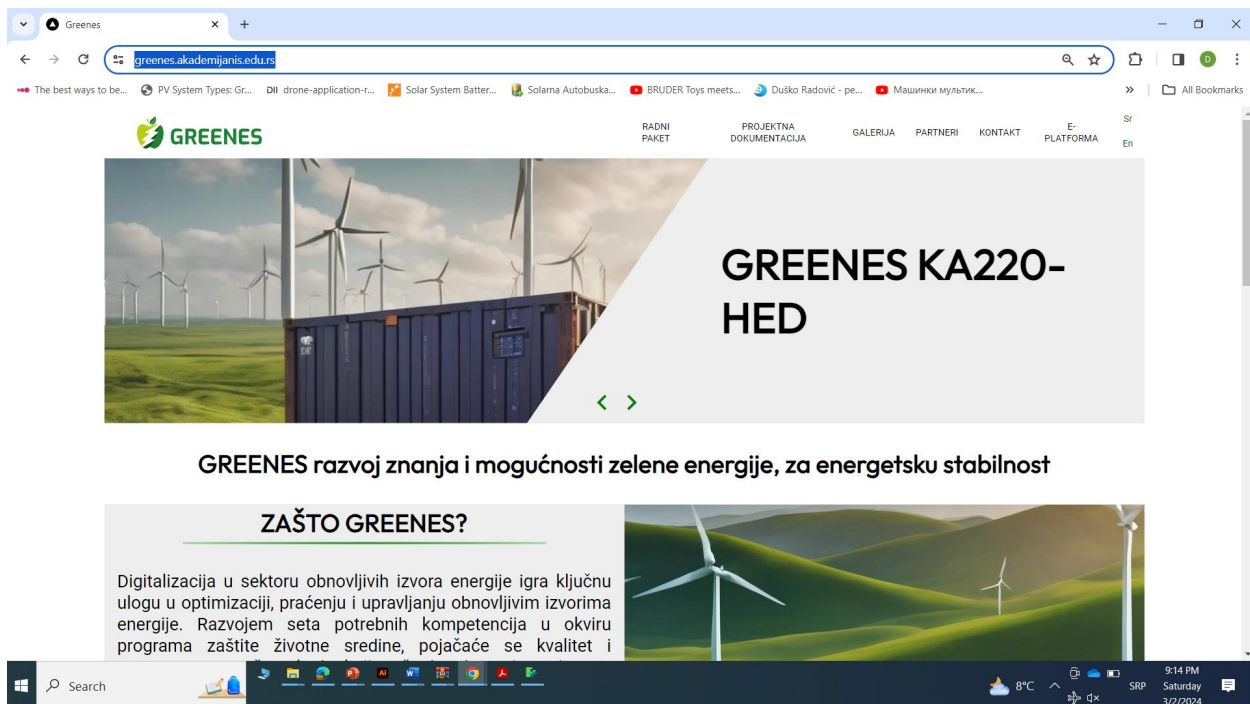
In addition, React has a component concept, which allows the user interface to be separated into smaller, modular parts. Each component contains its own logic and layout, making it easy to maintain and reuse the code. In addition, React supports the use of JSX, which is a syntax similar to HTML, but which allows JavaScript to be embedded directly into HTML. To manage the state of an application in React, we use Redux, a library that allows centralized data storage and sharing between components. Redux makes it easier to manage complex application states and

allows for better predictability of behavior. The content is organized into five drop-down menus, while the sixth menu is the e knowledge platform.

Search engine optimization (SEO) is a key element of Greenes' digital marketing and technical development. The main goal is to improve the ranking of a website in the search results of search engines such as Google, Bing, and Yahoo. Through the implementation of various SEO techniques, the website has increased visibility and improved search engine rankings. One of the key strategies was to choose the right keywords. Eight key keywords have been selected. The integration of these keywords into the titles, meta descriptions, text content, and URL structure of web pages has helped search engines better understand the topic and content of the page, resulting in better rankings in search results.

Meta tags have also been optimized with meta descriptions that provide summarized information about the content of the page to search engines and users. The use of relevant and engaging meta tags has increased the clickability of pages in search results. An XML sitemap has also been created that allows search engines to better index the web page and track the structure and connection of the content. This makes it easier for search engines to discover all the pages on the site and provide them with more information about their content. Clean, clear, and descriptive URLs are used to not only make it easier for users to navigate, but also help search engines better understand the topic and context of each page.

Schema markup is an advanced SEO optimization technique that allows webmasters to tag specific parts of a page's content so that search engines can better understand their significance and context. This results in the display of rich search results, such as rich snippets, product ratings, events, reviews, and more. The HTTPS security protocol has also been implemented, with the use of strong passwords and two-factor authentication.