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PLACE **University of Belgrade | Belgrade  
| SERBIA**



**FINAC**

FINancial management,  
Accounting & Controlling  
in public administration

## **Financial Management, Accounting & Controlling curricula development for capacity building of public administration**

### **Dissemination and sustainability plan**



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## Introduction

### Aims of the FINAC project

The central aim of “Financial management, accounting and controlling for capacity building of public administration” (FINAC) project application, is to contribute to the higher quality of budgeting, money management, finance management, accounting and control, in the Albanian and Serbian public administration. This aim will be achieved through meeting specific objectives:

- a) Designing and developing three new master degree programmes in Serbia and two new master degree programmes in Albania in the field of financial management, accounting and controlling for capacity building of public administration in Albania and Serbia,
- b) Provision of trainings at university centers/institutes for public administration employees in Serbia,
- c) Modernization of one master degree programme in the field of public financial management in Serbia.

All master degree programmes will be developed on the basis of programme level learning outcomes, flexibility of learning paths in terms of choice of elective subjects and consequent specialisation, adequate choice of teaching methods and assessment methods to ensure fulfilment of the learning outcomes, taking into account workload and continuously evaluating the system.

### Dissemination strategy aims and objectives

This document seeks to outline the main points for the dissemination strategy of the master degree programmes and trainings. The document draws from the information and plan of the Work Package 7 on Dissemination and exploitation; insights from meetings with project partners; insights from meeting with the project leader; the necessity to promote the master degree programmes and the necessity to promote the master degree trainings by all project partners to relevant stakeholders and the public at large.

The dissemination strategy covers both the internal and external communication and dissemination. It includes all activities as planned in the project application under WP7 Dissemination and exploitation and also it suggests an action plan for further dissemination that could then support the sustainability of the project.

The document has three main components:

- FINAC project partners engagement regarding dissemination and sustainability activities
- Master degree promoting activities for student recruitment
- Framework for dissemination

### About FINAC dissemination and sustainability plan



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Dissemination and sustainability plan of FINAC project presents a set of activities through which FINAC project should facilitate and transfer of project idea among the project partners, but also to trigger interest and provoke reaction from various stakeholders, such as employers in public administration, HEIs not in the consortium, civil sector, international audience, etc.

### Implementation of dissemination and promoting activities

Implementation will be provided through five work packages that will contribute to higher level of visibilities of project deliverables. Therefore this master degree programmes and trainings will be promoted and all interested parties will be informed about project outcomes:

- I. Throughout public administration publications,
- II. At the educational fair stands,
- III. Conferences (national and international) dedicated to issues of public administration,
- IV. By disclosing information at the University/Faculty websites,
- V. Through social networks, like LinkedIn, Twitter and Facebook page.

### Leading partner for implementation of dissemination

These activities are planned under the Work Package 7 (WP.7).

<b>Lead partner</b>	<b>University of Belgrade</b>
<b>Starts</b>	<b>15<sup>th</sup> October 2016.</b>
<b>Ends</b>	<b>14<sup>th</sup> October 2019.</b>
<b>Activities</b>	<b>7.1.</b> Providing newsletters and press releases <b>7.2.</b> Website creating ( <a href="http://www.finac.org.rs/">http://www.finac.org.rs/</a> ) <b>7.3.</b> Distributing country reports <b>7.4.</b> Promoting of master degree programmes <b>7.5.</b> Promoting of trainings

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### The methods and mechanisms of dissemination

The dissemination of FINAC project activities and results, will be implemented through:

- Project newsletter, to be sent regularly via e-mail,
- FINAC website platform for exchange of knowledge, expertise, baseline measurement reports, papers, brochures, assessment reports,
- Presence through addressing of Ministry representatives in media space,
- Presence at the educational fair stands representataives of project teams with promoting words and materials,
- Paticiapation at the international and domestic Conferences dedicated to issues of public administration of project partner teams and representatives,
- University/Faculty websites with information about accredited master degree programmes,



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- University/Faculty websites with information about short term trainings,
- Social networks LinkedIn, Twitter and Facebook page.

### Approach to student recruitment during project lifetime

- *FINAC website platform will offer many useful data* that will enhance exchange of knowledge among project partners, and later through expertise, baseline measurement reports, papers, brochures, assessment reports boost transfer of knowledge on the employees in public administration. The usage of website will be free and accessible for all interested for in financial management, accounting and financial controlling in public administration, which will be good resource point for informing wider public about activities in public administration and potentials that FINAC project offers.
- All regional partner universities/faculties Master student recruitment offices will have leading role in dissemination strategy. As specific objectives are accredited master degree programmes all information about these programmes will be published in:
  - university/faculty publications with information about accredited master degree programmes,
  - and visible *on the websites of educational institutions,*
  - *on educational fairs and*
  - *widely promoted at national and international conferences dedicated to issues of public administration.*
- The same approach will be used for trainings. Thus, educational institutions will contribute to greater transparency of new master degree programmes and help maintain the sustainability of the project.
- All information about newly accredited programmes will be additionally promoted through social networks
  - *Facebook page,*
  - *LinkedIn network and/or*
  - *Twitter.*
- Exploitation of the new and one modernised master degree programmes will come from the relationships developed between the targeted HE institutions and stakeholders in the public administration. This will ensure that outputs from these programmes are always guided by the needs of employers in public administration, public administration principles and wider social requirements.

Therefore the implementation of this project will contribute to creation of obvious links between the outputs of the master degree programmes and the process of legal harmonisation and accession regional countries to the EU.

### The methods and mechanisms of sustainability



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The FINAC project sets as specific goals designing and accreditation of complementary master degree programmes that should contribute to developing of knowledge and expertise employees in public administration, with focus on specialized skills relating on the public financial management, accounting and financial control.

These skills will contribute to improved money and budget management and increased efficiency of controlling in public administration of regional countries. The whole project should contribute to better control and higher level of transparency of finance and accounting in public governance that is in line with national priorities and principles of the EU accession of regional countries.

Accordingly, the project offers expertise and political support to reforms that public administration is taking in order to upgrade quality of public financial management and controlling activities.

However, the most important contribution to sustainability of the project outcomes actually comes from ensuring that the project values become implemented in the regional partner institutions. Thus project contributes to the modernization of the institutions and needs of public administration, especially in terms of public financial management, accounting and controlling.

### The languages that will be used

Dissemination of a FINAC project will be provided at the national languages of regional partner institutions that is Albanian and Serbian language, national languages of EU partner institutions and officially at the English language.

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### The resources – people and budget including for translation

The strategy we have adopted to ensure that the Project can be delivered in the most cost-effective way, and therefore the following resource need to be used:

- Staff: 57 staff days (category 1) 65 staff days (category 2), 30 staff days (category 3) and 119 staff days (category 4). The total of 18.159,00 €.
- Mobility: 13 No. of mobility, with spending 1.990,00 € for travel and 3.840,00 for stay costs.
- Equipment: 2.500,00 €
- Subcontracting: 14.000,00 €

In following tables detailed description of the tasks and subcontracting need to be performed is presented:

Partner		Country	Number of staff days <sup>1</sup>					Role and tasks in the work package
No.	Acronym		Cat. 1	Cat. 2	Cat. 3	Cat. 4	Total	
P1	UB	Serbia	25	20	20	50	115	WP.7. leader and task leader of activity

<sup>1</sup> Please see Programme Guide, Part B for your action, Table A – Project Implementation (amounts in Euro per day) Programme Countries and Table B - Project Implementation (amounts in Euro per day) Partner Countries.



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								7.2. Participation in activities 7.1, 7.2, 7.3, 7.4, 7.5
P2	UNIKG	Serbia	0	0	0	5	5	Participation in activities 7.1, 7.3, 7.4, 7.5
P3	SUNP	Serbia	0	0	0	5	5	Participation in activities 7.1, 7.3, 7.4, 7.5
P4	BMU	Serbia	0	0	0	5	5	Task leader of activity 7.4. Participation in activities 7.1, 7.3, 7.4, 7.5
P5	MPALSG	Serbia	5	15	0	5	25	Task leader of activity 7.1. Participation in activities 7.1, 7.3, 7.4, 7.5
P6	CEP	Serbia	10	15	0	10	35	Task leader of activity 7.5. Participation in activities 7.1, 7.3, 7.4, 7.5
P7	UNISHK	Albania	0	0	0	5	5	Participation in activities 7.1, 7.3, 7.4, 7.5
P8	UET	Albania	5	0	0	5	10	Participation in activities 7.1, 7.3, 7.4, 7.5
P9	UNIST	Croatia	2	0	0	5	7	Participation in activities 7.1, 7.3, 7.4
P10	USGM	Italy	0	0	0	2	2	Participation in activities 7.1, 7.3, 7.4
P11	MU	Czech Republic	0	0	0	2	2	Participation in activities 7.1, 7.3, 7.4
P12	MBU	Slovakia	10	15	10	20	55	Task leader of activity 7.3. Participation in activities 7.1, 7.3, 7.4
<b>SUBTOTAL</b>			<b>57</b>	<b>65</b>	<b>30</b>	<b>119</b>	<b>271</b>	

Work Package Ref.nr	Partner responsible for sub-contracting (Acronym)	Country	Number of days (where appropriate)	Brief description of task
WP7	P1 UB	Serbia	N/A	Printing and publishing dissemination materials and dissemination activities
WP7	P6 CEP	Serbia	N/A	Printing and publishing dissemination materials and dissemination activities
WP7	P8 UET	Albania	N/A	Printing and publishing dissemination materials and dissemination activities
WP7	P1 UB	Serbia	N/A	Web design and maintenance
WP7	P1 UB	Serbia	N/A	Translation services

## The time framework

Implementation of Dissemination and sustainability plan has time frame, which is in a line with other project work activities.

First project year		
	Activities	Results
<b>7.2.</b>	Website creating ( <a href="http://www.finac.org.rs/">http://www.finac.org.rs/</a> )	Creating FINAC project before kick off
<b>7.1.</b>	Providing newsletters and press releases	



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7.1.1.	Providing newsletters	3 Newsletters till 15 <sup>th</sup> October 2017.
7.1.2.	Providing press releases	Providing information about project goals in media
7.3.	Distributing country reports	In English language till 9 <sup>th</sup> month of the project, as well on native language till 12 <sup>th</sup> month of project lasting, and disclosure of information on FIANC project website, public administration websites of regional countries, as well distributing of information through publishing scientific papers at the international and domestic conferences in order of informing interested parties about situation in public administration.
7.4.	Promoting of master degree programmes	Informing employees in Public administration of regional countries about project goals in assistance of Ministry of Public Administration and Self-Government and Ministry of Public Administration in Serbia and Innovation in Albania
7.5.	Promoting of trainings	Informing employees in Public administration of regional countries about project goals in assistance of Ministry of Public Administration and Self-Government and Ministry of Public Administration in Serbia and Innovation in Albania
<b>Second project year</b>		
Activities		Results
7.2.	Website creating ( <a href="http://www.finac.org.rs/">http://www.finac.org.rs/</a> )	Maintaining information on the project website that are in a focus
7.1.	Providing newsletters and press releases	
7.1.1.	Providing newsletters	2 Newsletters till 15 <sup>th</sup> October 2018.
7.1.2.	Providing press releases	Involving Ministries of both regional countries in those activities till the end of 24 <sup>th</sup> month of project duration
7.3.	Distributing country reports	Disclosure of information regarding country reports through publishing scientific papers at the international and domestic conferences in order of informing interested parties about situation in public administration, and progress that has been made, because of FINAC contribution.
	Promoting of master degree programmes	Publishing information about Master degree programmes at the project FINAC website, website of the regional Ministries



7.4.		for the public administration and on the websites of the regional partner university institutions, forming a LinkedIn and Facebook page.
7.5.	Promoting of trainings	Publishing information about Master degree programmes at the project FINAC website, website of the regional Ministries for the public administration and on the websites of the partner university institution responsible for this activity (the Belgrade Metropolitan University).
<b>Third project year</b>		
Activities		Results
7.2.	Website creating ( <a href="http://www.finac.org.rs/">http://www.finac.org.rs/</a> )	Maintaining information on the project website
7.1.	Providing newsletters and press releases	
7.1.1.	Providing newsletters	2 Newsletters till 15 <sup>th</sup> October 2019.
7.1.2.	Providing press releases	Involving Ministries of both regional countries in those activities till the end of 24 <sup>th</sup> month of project duration
7.3.	Distributing country reports	Disclosure of information regarding country reports through publishing scientific papers at the international and domestic conferences in order of informing interested parties about situation in public administration, and progress that has been made, because of FINAC contribution.
7.4.	Promoting of master degree programmes	Publishing information about Master degree programmes at the project FINAC website, website of the regional Ministries for the public administration and on the websites of the regional partner university institutions, forming a LinkedIn and Facebook page.
7.5.	Promoting of trainings	Publishing information about Master degree programmes at the project FINAC website, website of the regional Ministries for the public administration and on the websites of the partner university institution responsible for this activity (the Belgrade Metropolitan University).

### The strategy beyond the project's lifetime and beyond the partnership



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Accreditation of master degree programmes lasts for a minimum of three academic years in both regional countries. Universities will be highly motivated to continue with developing and implementation of master degree programmes after first generation of master students, whose tuition will be project financed. Project partners (universities/faculties in this case), where master degree programmes will be performed for the first generation, will take care about continuous promotion of the values of accredited master degree programmes, and continues realization of the curricula.

Knowledge and expertise acquired by the partner institution staff during the project will be the added value. Additionally, all short term trainings developed during the project will have future, due to their commercial character. All regional partner institution will even more actively participate in these activities within their Life Long Learning Centres and institutes.

Additionally, they will be continuously modify and adjust to specific needs of public administration, what is additional value of project.

Finally, experience of work with regional partners for a three years, will help in developing mutual trust and understanding, which will be important for development of regional policies and positive impact that cannot be underestimated.