



WP1.2 COMMUNICATION STRATEGY AND PLAN



**Enhancing Practices and Strengthening Core Competencies
in Disaster Nursing through the Learning HUB (ECoDN-HUB)**

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Cooperation partnerships in higher education (KA220-HED)

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The Communication Strategy and Plan aims to monitor the progress, quality, and success of the project activities.

FOREWORD

ECoDN-HUB is an international Erasmus+ Higher Education Partnership project aimed at developing innovative approaches in disaster nursing education. This communication strategy and plan has been prepared to emphasize the critical role of communication in achieving the project's goals and to structure effective, consistent, and transparent communication processes.

This document outlines how communication will be managed throughout the 24-month project duration, not only among the partners but also with nursing students, nurses, nurse academics, and other stakeholders. To ensure efficient collaboration and achievement of the objectives, the "Practical Guide for Effective Collaboration (PGEC)" has been developed. In addition, communication is maintained via email and WhatsApp, and relevant documents are shared using Google Drive. A multilingual project website (in Turkish, English, Swedish, Czech, and Romanian) and social media platforms (Instagram and LinkedIn) have also been created.

A Project Management Committee (PMC) convenes quarterly to ensure consensus on all processes, activities, and issues. Transnational Project Meetings (TPMs) are held to enhance cooperation among project partners, develop joint solutions to encountered issues, effectively manage the project, and strengthen the international dimension through intercultural communication. TPM evaluations, satisfaction surveys, feedback on project outputs (guidelines, animation videos, scenarios, AR/VR content, training materials), academic publications, and conference presentations are also part of this communication strategy.

The communication strategy aims to enhance the visibility, accessibility, and continued use of project outputs, fostering awareness, ownership, and collaboration among all stakeholders.

Ultimately, this communication strategy and plan aim to establish a strong collaborative environment within the project consortium, facilitate the flow of information, and increase the project's impact to achieve sustainable outcomes.

Project Coordinator

Prof. Dr. Zeynep ÖZER

INTRODUCTION

The communication strategy and plan of the ECoDN-HUB project support the achievement of project goals through a sustainable, transparent, and structured communication environment throughout the project period. It systematically outlines how communication processes will be conducted among partners, the National Agency, and other stakeholders. To initiate effective communication, a project team email list and contact persons were identified (Tables 1 and 2). The "Practical Guide for Effective Collaboration (PGEC)" was created to facilitate efficient goal attainment through clear and applicable strategies. Social media accounts (Instagram and LinkedIn) and a project website (<https://ecodn-hub.eu/tr/Home/Website>) were launched to promote the project and share its activities. The project is coordinated by Turkey, with partners from the Czech Republic, Romania, and Finland, facilitating cross-country experience sharing. Coordination meetings, PMC meetings, and TPMs (held online or face-to-face in each partner country) monitor the project's progress. Dissemination activities (national seminars) aim to spread the project outputs in all stakeholder countries. Evaluations of these meetings, feedback on AR/VR scenarios and videos, academic papers, and conference presentations also contribute to the communication strategy.

Table 1. Project team

Akdeniz University	Manager: Prof. Dr. Zeynep Özer/ zeynepcanli@akdeniz.edu.tr Assoc. Prof. Dr. Selma T. Kavradım/ selmaturan@akdeniz.edu.tr Assoc. Prof. Dr. Leyla MUSLU / leylamuslu@akdeniz.edu.tr
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Table 2. Project contact persons

Contact persons	Institutes
Prof.Dr. Sevilay ŞENOL ÇELİK	Koç University
Assoc. Prof. Dr. Hatice ESEN	Antalya Training and Research Hospital
Prof. Dr. Valérie TÓTHOVÁ	Jihoceska Univerzita V Ceskych Budejovicich
PhD Otniel DIDRAGA	Universitatea De Vest Din Timisoara
Prof. Dr. Lisbeth FAGERSTRÖM	Abo Akademi University

PURPOSE AND OBJECTIVES

The ECoDN-HUB Communication Strategy and Plan outlines the planning of communication activities to be effectively carried out with project partners and stakeholders throughout the project duration. These activities are crucial in raising awareness among stakeholders, strengthening collaboration, and ultimately contributing to the achievement of the project's overall objectives.

Purpose: The ECoDN-HUB Communication Strategy and Plan aims to implement effective communication strategies, maintain strong cooperation among partners and stakeholders, ensure transparent and consistent communication, and support the development of high-quality project outputs. In this regard, the objectives of the ECoDN-HUB Communication Strategy and Plan are as follows:

- Strengthen collaboration: Establish clear and effective communication channels to ensure alignment among all stakeholders.
- Encourage stakeholder engagement: Promote active involvement of target groups (students, nurses, nurse academics) in project activities and resources.
- Raise awareness: Ensure wide awareness of the project's vision, goals, and activities.
- Ensure visibility and transparency: Communicate project progress and achievements transparently to build trust and highlight its contributions locally, nationally, and internationally.
- Disseminate results and support sustainability: Share and promote project outputs, training materials, and best practices effectively.

TARGET GROUPS

Within the scope of the ECoDN-HUB Communication Strategy and Plan, the target groups include the coordinating institution, project partners, the National Agency, and relevant stakeholders (nursing students, nurses, nurse academics, and other stakeholders). These groups are engaged in the project through appropriate communication methods. In this context, effective communication is established through a multilingual (Turkish, English, Swedish, Czech, and Romanian) and multi-channel structure (e-mails, social media, website, press, online and face-to-face meetings, etc.), ensuring wide audience outreach. The coordinating institution ensures transparent communication among partners through regular meetings, monitors communication processes, and facilitates timely and aligned progress by preparing regular progress reports and tracking information flow. Furthermore, goal alignment is maintained among consortium members, and timely progress is achieved across all work packages. The activities targeting the coordinator institution, partners, the National Agency, and stakeholders, as outlined in Table 3, are carried out in accordance with the ECoDN-HUB Communication Strategy and Plan.

Table 3. Project Communication Strategy and Plan Activities

Target groups	Communication Strategy and Plan Activities
Coordinating Institution	• E-mails • WhatsApp correspondence • Use of mandatory logos in all project documents • Weekly meetings • Google Drive • Kick-off meeting • National Agency briefing meetings
Partners	• E-mails • WhatsApp correspondence with partners • Use of mandatory logos in all project documents • Identification of contact persons • Designation of the PMC (Project Management Committee) team • PMC and TPM meetings and evaluations • Google Drive • Project website in five languages (Turkish, English, Swedish, Czech, Romanian) • Satisfaction surveys for trainings and meetings • Collecting feedback on the relevance of AR/VR scenarios • Pre-test and post-test evaluations to assess achievement of training objectives in AR/VR-based education • Expert reviews for the guide and handbook • Academic articles and conference presentations
National Agency	• Participation in National Agency briefing meetings • Informative e-mail

Stakeholders

- Promotion through social media (Instagram, LinkedIn), newsletters, and brochures
- Radio interview
- Multiplier events
- Pre-test and post-test evaluations related to AR/VR videos conducted with nursing students, nurses, and nurse academics

COMMUNICATION TOOLS

Within the scope of the communication strategy and plan, the ECoDN-HUB project aims to reach its target audience by supporting its activities with visual, auditory, and interactive materials. The communication tools currently used as part of the project communication strategy and plan are listed below.

Project Logo: The project logo was designed to promote the project and is intended for use in both digital and physical environments.

Weekly Coordinator Meetings: The coordinating institution holds weekly meetings to prepare for the activities outlined in the project plan.

E-mails: The coordinating institution uses email groups for communication with project partners and the National Agency. Regular emails are sent according to the project timeline to ensure the smooth follow-up of activities.

Google Drive Platform: A shared Google Drive platform is used for internal correspondence and sharing project-related documents. All partners are encouraged to post updates, report issues promptly, and contribute to transparent decision-making processes.

Project Website: A multilingual project website has been developed in five languages: Turkish, English, Swedish, Czech, and Romanian. The website serves as the central hub for all project-related information. It includes project details, news, resources, and outputs. The website is regularly updated and linked to partner and stakeholder institutional websites to increase accessibility. Website traffic (e.g., number of visitors, page views) is monitored and recorded periodically to measure outreach.

Social Media: Official social media accounts (Instagram and LinkedIn) are used throughout the project to share updates, announcements, and engaging content. Social media platforms

help broaden outreach and foster interactive engagement, thus enhancing the visibility of the project among nurses and stakeholders. Developments on social media are reported quarterly.

Animation Video: A digital animation video is used to convey the project content and impact through clear, engaging, and concrete visual examples.

E-Newsletter: A digital newsletter is published quarterly to announce project activities and developments. These newsletters are distributed via email to partners and stakeholders and are also published on the project website to ensure broader reach.

Press Releases & Media Relations: Press releases are prepared and distributed to media outlets prior to key meetings and events. Press kits for the project's kick-off meeting, TPMs, and major events are prepared in Turkish and English to ensure visibility in newspapers, magazines, and online news platforms.

Multiplier Events & Seminars: Multiplier events (national seminars) are held in each partner country to disseminate project outputs to local stakeholders. These events also serve to transfer the developed knowledge and skills to field practitioners. Through these events, nursing students, nurses, and nurse academics are directly engaged with the project and introduced to the new AR/VR tools through hands-on sessions.

Conferences & Academic Publications: To ensure academic visibility, two presentations are delivered at national and international conferences. The project results are also submitted to peer-reviewed journals as academic articles to be shared with the scientific community. This enables the dissemination of project findings and innovations to a wide academic and professional audience, including thousands of nursing students, nurses, and nurse educators.

Brochures and Visual Materials: Brochures and posters that convey the key messages and results of the project have been designed and produced. All printed materials are prepared in both Turkish and English, featuring the project logo and visual identity. These materials are distributed during events and at partner institutions, and are also shared digitally (as PDFs or visual content on social media). This ensures a consistent message and visual identity across all channels.

PMC Meetings: Online PMC (Project Management Committee) meetings are held quarterly among consortium members to clarify general project rules, evaluate progress, and make strategic decisions. The composition of the PMC team is presented in Table 4.

Table 4. Project Management Committee (PMC) Team

Institution	PMC members
Akdeniz University Nursing Faculty	Prof. Dr. Zeynep ÖZER Assoc. Prof. Dr Selma T KAVRADIM Assoc. Prof. Dr Leyla MUSLU
Koç University	Prof.Dr. Sevilay ŞENOL ÇELİK Hande Nur ARSLAN
Antalya Training and Research Hospital	Assoc. Prof. Dr. Hatice ESEN Dr Nazife ÖZTÜRK
Jihoceska Univerzita V Ceskych Budejovicich	Prof. Dr. Valérie TÓTHOVÁ Ph.D Mgr. František DOLÁK
Universitatea De Vest Din Timisoara	Prof. Dr. Claudiu BOȚOC PhD Otniel DIDRAGA
Abo Akademi University	Prof. Dr. Lisbeth FAGERSTRÖM University Lecturer Malin ANDTFOLK

Transnational Project Meetings: These meetings enable information sharing among partners, clarification of general project rules, evaluation of project activities, and the strengthening of face-to-face communication among consortium members.

Stakeholder Information Dissemination: Information is provided in two languages (English and the relevant local language), ensuring that the project's key messages reach the widest possible audience.

Surveys, Feedback, and Expert Opinions: Feedback is collected from the project team regarding the relevance and suitability of AR/VR scenarios. Pre-test and post-test evaluations are conducted to assess the achievement of learning objectives in AR/VR-based training. Additionally, expert opinions are obtained for the project guide and handbook. As part of dissemination activities, pre-test and post-test assessments related to AR/VR videos are carried out with nursing students, nurses, and nurse academics.

TIMELINE

Within the scope of the project's communication strategy and plan, a timeline has been developed to ensure that communication activities are carried out in an organized and timely manner. This schedule aims to enhance the effectiveness of the communication process by clearly outlining when, by whom, and through which tools the communication activities with the coordinating institution, project partners, and other stakeholders will be conducted throughout the project duration. Furthermore, the timeline contributes to maintaining a regular and consistent flow of information among project stakeholders, thus facilitating the planned and traceable implementation of the communication strategy. Below, the main communication activities to be carried out during the project are presented in stages within the timeline.

Phase 1: Initiation

- Conducting the first TPM and the kick-off meeting online; enabling consortium members to meet and review the project plan
- Designing the project logo and establishing the visual identity
- Launching the project website and official social media accounts
- Publishing the project's first press release and sharing it with local media

Phase 2: Development

- Beginning the development of AR/VR training content and guide documents; project team evaluating progress through regular (e.g., quarterly) online meetings
- Preparing and publishing the first quarterly e-newsletter to share project developments with stakeholders
- Implementing the short-term training event (C1) in Romania and promoting it via press, social media, and the project website
- Organizing the 2nd TPM (Romania) as an in-person meeting; the host partner shares project information with the local media
- Holding the 3rd TPM (Finland); as project results and findings begin to emerge, promotional content is shared through press, social media, and the website
- Partners begin promoting the project through their own institutions and networks (e.g., submitting abstracts to conferences, making announcements at local events)

Phase 3: Dissemination

- Conducting AR/VR pilot implementations and sharing results through news updates and newsletters on the project website

- Initiating the first wave of national multiplier events in partner countries, presenting project outputs (scenarios, evaluation guides, training materials, etc.)
- Organizing the 4th TPM (Türkiye, hosted by Koç University in hybrid format); conducting an interim evaluation of project progress and updating the communication strategy if needed
- Increasing audience engagement through success stories and short promotional videos on social media targeting key audiences
- Enhancing project visibility during the first half of the second year through national media news and interviews
- Conducting national seminars and final multiplier events in all partner countries to reach broader audiences
- Sharing project outcomes with stakeholders during the final meeting in Antalya (press conference, final event with invited guests, etc.)
- Publishing the academic article in a peer-reviewed journal to ensure the academic dissemination of project results
- Issuing the final project e-newsletter
- Ensuring sustainability at project closure by keeping the website and social media accounts up-to-date and maintaining access to all project materials
- Documenting the results of all communication activities in a final evaluation report

SUSTAINABILITY

As part of the ECoDN-HUB project's communication strategy and plan, ensuring sustainability aims to extend the project's impact beyond its official duration. Accordingly, the project website is planned to remain active for at least five years after project completion, and all training materials will be made openly accessible. This will enable both current and future users to benefit from these resources freely and continuously. To strengthen the long-term impact of ECoDN-HUB and to establish a sustainable network for learning and knowledge sharing, the following measures are planned:

- Keeping the project website accessible for 5 years after the project ends
- Hosting training materials in an open-access repository (including the handbook, guides, curriculum, scenarios and videos, brochures, newsletters, social media content, and seminar recordings)
- Leveraging multiplier activities and pilot implementations

- Promoting the project through cross-dissemination with other Erasmus+ projects across Europe
- Continued social media engagement
- Organizing national seminars
- Publishing articles and conference presentations
- Ensuring the project's outputs are permanently available in the European Commission's results platform and databases

CONCLUSION

The communication strategy and plan developed for the ECoDN-HUB project significantly contribute to the holistic and systematic management of the project process. By ensuring effective information flow among all stakeholders and strengthening collaboration, the plan enhances the project's visibility and establishes a sustainable communication infrastructure. In particular, the strategic use of digital tools (e-mails, Google Drive, website, social media), alongside structured face-to-face and online meetings, enables a transparent, consistent, and intercultural communication environment among project partners.

Thanks to the communication strategy and plan, project outputs are delivered to the target audience in a timely manner, while the innovative AR/VR-based training materials are actively tested and continuously improved through feedback mechanisms. Dissemination tools such as social media, e-newsletters, and national events organized by partners in their respective countries help raise awareness in the field of nursing education and promote the engagement of target groups with the project. Additionally, the project's scientific contributions are disseminated at both national and international levels through academic publications, seminars, and press activities.

In conclusion, the communication strategy and plan play a critical role in achieving the project's objectives by fostering trust among stakeholders, ensuring coordination across work packages, and amplifying the project's impact at both local and international levels. This structured approach lays the foundation for the ECoDN-HUB project to produce lasting outputs that will sustain its impact beyond the implementation period.