Co-funded by the
Erasmus+ Programme
of the European Union

D4.3: Project website and online dissemination services

Project Acronym	STOREM
Project full title	Sustainable Tourism, Optimal Resource and Environmental Management
Project No.	
Coordinator	The University of Cagliari – UNICA
Project start date	15/10/2018
Project duration	36 months
Disclaimer	The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Abstract	In the scope of the Sustainable Tourism, Optimal Resource and Environmental Management (STOREM) project and its work package on dissemination and exploitation (WP4), the project website has the objective to share the activities, knowledge and products developed by the project to the target audiences and to serve as a nexus for the project's social networks. In order to achieve the project's general objective of implementing new Masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region, the website will serve to make information about the project available to interested parties and to promote the STOREM training pathways to students and encourage enrollment. This report outlines the content of the

	website, which is now available online, including various sections (Home, About, Participating Institutions, News, Resources, Contact) that provide the available information on the project, presented in an appealing and understandable manner in order to make the content accessible to all target audiences.

DOCUMENT CONTROL SHEET

Title of Document	Project website and online dissemination services
Work Package	WP4 – Dissemination and Exploitation
Last version date	26/08/2019
Status	Final
Document Version	v.01
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Dissemination level	Public

CONTRIBUTION HISTORY

Version	Date	Description	Responsible Partner
v.01	26/08/2019	Draft version	EAFIT - P4
v.02	05/09/2019	Final version	EAFIT - P4
v.0n			

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LIST OF ABBREVIATIONS

EU: European Union

HEI: higher education institution

IDP: Internally Displaced Populations

LAC: Latin American and Caribbean region

STOREM: Sustainable Tourism, Optimal Resource and Environmental Management

WP4: work package on dissemination and exploitation

EXECUTIVE SUMMARY

The Dissemination and Exploitation work package (WP4) plays an important role needed to achieve the STOREM project's general of implementing new masters' curricula in 5 higher education institutions (HEI) in the Latin American and Caribbean region. The WP4 work package has the objective of sharing the knowledge and products developed by the project to the target audiences, which include students, educators and stakeholders involved in themes of sustainable tourism and environmental management. One of the principle dissemination channels used in this regard is the project website, which has the objective to share the activities, knowledge and products developed by the project to the target audiences and to serve as a nexus for the project's social networks. This report outlines the content of the website, which is now available online, including various sections (Home, About, Participating Institutions, News, Resources, Contact) that provide the available information on the project, presented in an appealing and understandable manner in order to make the content accessible to all target audiences.

1. INTRODUC TION

A project website has been designed and produced specifically for STOREM's effort to disseminate the project's activities and news. The website has web 2.0 technologies, meaning that the site has a dynamic layout and an automatic feed from social media. This dynamic layout allows the site to automatically adjust its size according to the screen size being used by the viewer, such that the layout view is complete whether it is being viewed on a computer screen, a tablet or a smartphone. The automatic feed from social media allows posts being disseminated via social networks to be immediately uploaded to the news section of the website. The website will also host dissemination materials, such as posters and pamphlets, and provide useful links to online knowledge-based resources, and eventually it will also present the project's results such as the new curricula, observatories and reports. In this way, the website serves as the nexus of the project's communication campaign as essentially all dissemination products are made available on the site: a 1-stop destination for all STOREM knowledge and information.

2. OBJECTIVES

The project website has the objective to share the activities, knowledge and products developed by the project to the target audiences and to serve as a nexus for the project's social networks. This objective is aligned with that of the Work Package 4 on Dissemination and Exploitation, which will be fulfilled by accomplishing the following specific objectives:

1. To publicize the STOREM pathway to the target audience in order to promote enrollment in the master's programs developed through the project.
2. To share the project's knowledge and products in order to generate consciousness on sustainable tourism and environmental management, and to encourage the support of stakeholders.
3. To design and produce communication material that is visually appealing, straightforward and uncomplicated, in order to capture the attention and interest of target users.
4. To promote higher education and labor market inclusion opportunities for the Internally Displaced Population (IDP) in Colombia.

3. TARGET AUDIENCE

As with all dissemination activities in the project, the website is aimed at the project's specific target audience, which consists of the persons or institutions that are the recipients of the dissemination. The target audience has been previously defined in the dissemination strategy and plan (D4.1), as outlined in Table 1 below.

Table 1: The different groups that comprise the target audience.

Target Audience Group	Group Examples
Students	• Students currently enrolled in the STOREM pathway • Potential future student interested in enrolling in the STOREM pathway • Students from Internally Displaced Populations (IDP) • Interns / Trainees
Educators	• Academic University Personnel • Administrative University Personnel • Ministries of Education
Stakeholders	• Potential employers of graduates of the STOREM pathway • Private sector of tourism • Public sector of tourism • Public sector of environment

4. WEBSITE CONTENT

Following in this section of the report is a step-by-step outline of the content of the website. This is organized by the principle pages of the website (Home, About, Participating Institutions, News, Resources, Contact) and includes the actual text seen on the website (in both English and Spanish) as well as images of these different sections from the online website. All pages include a footer which include the Erasmus+ logo and disclaimer, in accordance with the project guidelines. The website domain is:

www. http://storem-erasmus-cbhe.com/

PRINCIPLE PAGES OF THE WEBSITE

PAGES (6): Home, About, Participating Institutions, News, Resources, Contact

4.1 HOME:

- Full project title + Brief description (1 sentence / slogan)

Sustainable Tourism, Optimal Resource and Environmental Management
Developing Master's curricula in Latin America and the Caribbean

Turismo Sostenible, Gestión Óptimo de Recursos y el Medio Ambiente
Desarrollando currículos de maestría en América Latina y el Caribe

- Project objectives (brief, formatted as icons)

The STOREM Project aims to implement new Master's curricula in 5 higher education institutions in the Latin American and Caribbean region (Barbados, Colombia, Costa Rica) in the field of sustainable tourism and environmental management

El proyecto STOREM pretende implementar nuevos currículos de maestría en 5 instituciones de educación superior en la región de América Latina y el Caribe

(Barbados, Colombia, Costa Rica) sobre el tema de turismo sostenible y gestión ambiental

icono

Master's Curriculum Development

Desarrollo Curricular de Maestrías

icono

University-Industry-Public Interaction

Interacción Universidad- Industría-Público

icono

Observatories of Environmental Sustainability

Observatorios de Sostenibilidad Ambiental

icono

Integration of Internally Displaced Populations

Integración de Poblaciones Desplazadas Internamente

- Recent news (latest 3-5 new items)

- Social media links

4.2 ABOUT

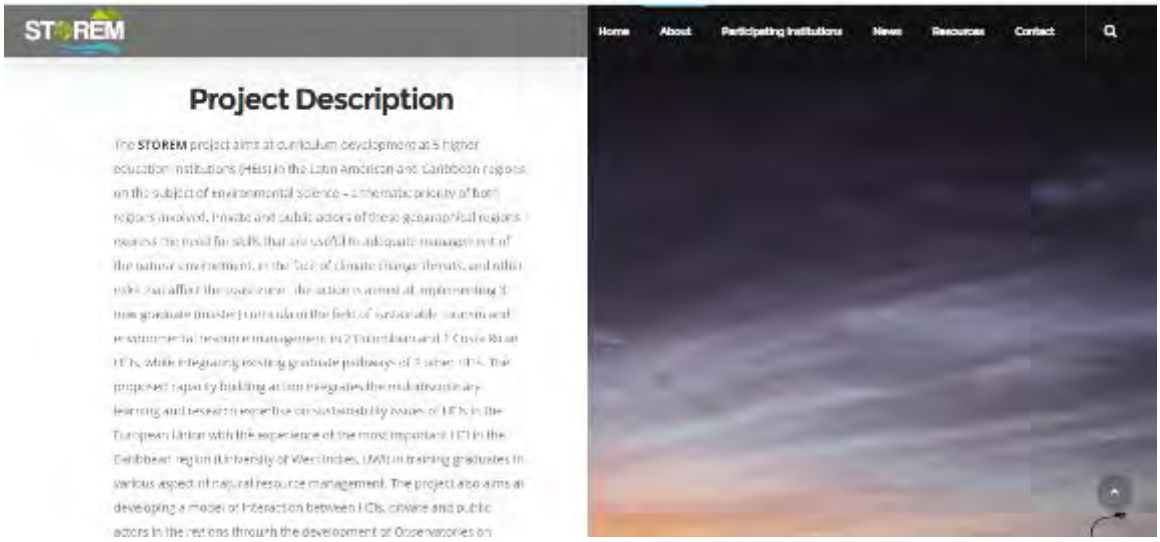
Sub-Pages (4): Project Description, Objectives, Project Methodology, Erasmus+

Project Description

- **Project Description**
-
- The STOREM project aims at curriculum development at 5 higher education institutions (HEIs) in the Latin American and Caribbean region (LAC) on the subjects of environmental management and sustainable tourism, which are thematic priorities of the region. Private and public stakeholders of the LAC region express the need for skills that are useful to adequate management of the natural environment, in the face of climate change threats and other risks that affect the coast zone. The proposed capacity building activities will integrate the multidisciplinary learning and research expertise on sustainability issues of HEIs in the European Union with the experience of universities in the LAC region. These include the Università degli Studi di Cagliari (Italy), Université Paul Valery Montpellier (France), University of West Indies (UWI - Barbados), Universidad para la Conservación Interacional (UCI - Costa Rica), Universidad Nacioal (UNA - Costa Rica), Universidad del Magdalena (Colombia) and Universidad EAFIT (Colombia). The project will develop new Master's programs in the field of sustainable tourism and environmental resource management at UniMagdalena and UNA, while integrating new courses into existing graduate programs at UWI, UCI and EAFIT. . The project also aims at developing a model of interaction between HEIs, private and public actors in the region and the development of Observatories on Sustainable Tourism at partner country universities, which will be useful for supporting the curricula and raising awareness in the tourism business communities. The project also addresses the cross-cutting priority on the integration of vulnerable and displaced populations at HEIs in Colombia to facilite the university enrollment of these populations in the long-term. Developing new skills in sustainability issues will eventually advance socio-economic development in the LAC region and better equip academics, tourism professionals and administrations. These activities will ultimately support the development of an empowered market aware of the need to provide continuity to the STOREM academic pathways and place a priority on environmental resource management and sustainable tourism.

- **Descripción del Proyecto**

El proyecto STOREM tiene como objetivo el desarrollo curricular en 5 instituciones de educación superior (IES) en las regiones de América Latina y el Caribe sobre el tema de Ciencias Ambientales, una prioridad temática de las dos regiones involucradas. Los actores privados y públicos de estas regiones geográficas expresan la necesidad de habilidades que sean útiles para el manejo adecuado del entorno natural, frente a las amenazas del cambio climático y otros riesgos que afectan la zona costera. La acción está dirigida a implementar 3 nuevos planes de estudios de posgrado (máster) en el campo del turismo sostenible y la gestión de recursos ambientales en 2 IES colombianas y 1 en Costa Rica, a la vez que se integran las vías de posgrado existentes de otras 2 IES. La acción de creación de capacidades propuesta integra el aprendizaje multidisciplinario y la experiencia en investigación sobre temas de sostenibilidad de las IES de la Unión Europea con la experiencia de la IES más importante de la región del Caribe (University of West Indies, UWI) en la capacitación de graduados en diversos aspectos de la gestión de los recursos naturales. El proyecto también tiene como objetivo desarrollar un modelo de interacción entre las IES, los actores públicos y privados de las regiones a través del desarrollo de Observatorios sobre Turismo Sostenible en las universidades de los países socios, que serán útiles para respaldar los planes de estudio y sensibilizar a las comunidades empresariales de turismo. El proyecto también aborda la prioridad transversal en la integración de refugiados en las IES: 2 de las 5 IES en nuestra red incluyen en su población estudiantil un componente relevante de la población desplazada interna (PDI), personas con un nivel más bajo de educación formal. Las actividades dentro del proyecto se concentrarán en facilitar la inscripción universitaria de los estudiantes de la PDI a largo plazo. El desarrollo de nuevas habilidades en temas de sostenibilidad eventualmente mejorará el desarrollo social y económico en las regiones de América Latina y el Caribe y equipará a académicos, profesionales del turismo y administraciones. Esto llevará a un mercado habilitado y consciente de la necesidad de designar fondos y recursos para garantizar la continuidad de la oferta académica existente.



Objectives

General Objective

To implement new Master's curricula in 5 higher education institutions in the Latin American and Caribbean region (Barbados, Colombia, Costa Rica) in the field of sustainable tourism and environmental management.

Specific Objectives

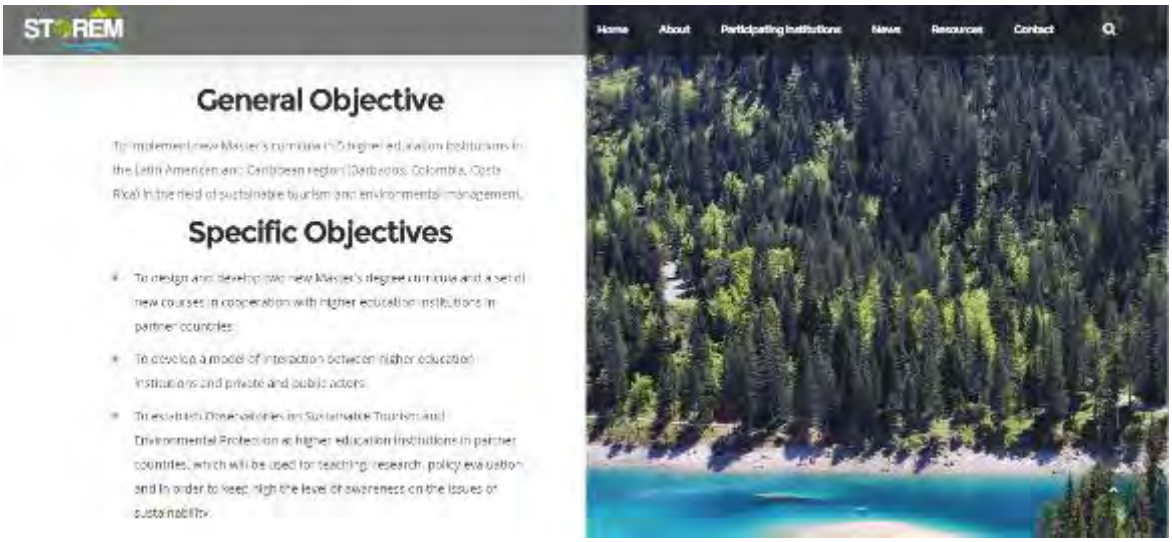
1. To design and develop two new Master's degree curricula and a set of new courses in cooperation with higher education institutions in partner countries.
2. To develop a model of interaction between higher education institutions and private and public actors.
3. To establish Observatories on Sustainable Tourism and Environmental Protection at higher education institutions in partner countries, which will be used for teaching, research, policy evaluation and in order to keep high the level of awareness on the issues of sustainability.
4. To strengthen the peace process by promoting higher education and labor market inclusion opportunities for internally displaced populations in the new Master's degree curricula, as well as to build local capacities through training activities and support inter and intra community dialogue.

Objetivo General

Implementar nuevos currículos de maestría en 5 instituciones de educación superior en la región de América Latina y el Caribe (Barbados, Colombia, Costa Rica) sobre el tema de turismo sostenible y gestión ambiental.

Objetivos Específicos

1. Diseñar y desarrollar dos nuevos programas de estudios de maestría y un conjunto de nuevos cursos en cooperación con instituciones de educación superior en los países socios.
2. Desarrollar un modelo de interacción entre instituciones de educación superior y actores privados y públicos.
3. Establecer Observatorios sobre Turismo Sostenible y Protección Ambiental en las instituciones de educación superior en los países socios, que se utilizarán para la enseñanza, la investigación, la evaluación de políticas y para mantener un alto nivel de conciencia sobre los temas de sostenibilidad.
4. Fortalecer el proceso de paz promoviendo la educación superior y las oportunidades de inclusión en el mercado laboral para las poblaciones desplazadas internamente en los nuevos programas de estudios de maestría, así como el desarrollo de capacidades locales a través de actividades de capacitación y el apoyo al diálogo inter e intra comunitario.



Project Methodology

Implementation of the STOREM project is based on 5 work packages focused on the project's Preparation, Development, Quality Control & Monitoring, Dissemination & Exploitation, and Management. Each of these work packages consist of a set of activities, listed below:

Preparation
- Review of current curricula and practices in the EU and the Caribbean
- Assessment of environmental issues and existing policies in Caribbean partner countries
- Analysis of current training paths and needs in Caribbean partner countries
- Development of an approach to integrate IDP students in Colombian HEI programs

Development
- Design of curriculum and courses of the STOREM pathway
- Process of national approval for new Master's programs
- Setting-up E-Learning platforms for online information, tools and resources at HEIs
- Building University - Enterprise - Local Administration partnerships
- Establishing observatories on sustainable tourism and environmental protection at HEIs

Quality Control and Monitoring
- Definition of a quality framework
- Implementation of quality assurance control processes
- Generation of project quality reports

Dissemination and Exploitation
- Development of a dissemination strategy
- Construction of a project website
- Production of public outreach materials

Management
- Coordination of meetings
- Formation of the project management committees
- Set-up of an online document collaboration environment
- Financial administration

Metodología del Proyecto

Preparación

- Revisión de los currículos y prácticas actuales en la UE y el Caribe
- Evaluación de riesgos ambientales y políticas existentes en los países socios del Caribe.
- Análisis de las rutas y necesidades actuales de capacitación en los países socios del Caribe.
- Desarrollo de una estrategia para integrar a los estudiantes PDI en los programas de IES de Colombia.

Desarrollo

- Diseño de currículum y cursos del camino de STOREM
- Proceso de aprobación nacional para nuevos programas de máster
- Configuración de plataformas de aprendizaje en línea para información, herramientas y recursos en las IES.
- Construyendo colaboraciones entre Universidad - Empresa - Administración Local
- Establecimiento de observatorios sobre turismo sostenible y protección ambiental en las IES

Control de calidad y seguimiento

- Definición de un marco de calidad para el proyecto
- Implementación de procesos de control de calidad del proyecto
- Generación de informes de calidad del proyecto

Divulgación y explotación

- Desarrollo de una estrategia de divulgación
- Construcción de un sitio web del proyecto
- Producción de materiales de divulgación pública

Gestión

- Coordinación de reuniones
- Formación de comités de gestión del proyecto
- Configuración de un entorno en línea de colaboración de documentos
- Administración financiera

Erasmus+

Erasmus+

The STOREM project is co-funded by the Erasmus+ programme of the European Union, as part of the following Action:

- **Key Action**: Cooperation for innovation and the exchange of good practices
- **Action Type**: Capacity Building in higher education
- **Project Reference**: 598496-EPP-1-2018-1-IT-EPPKA2-CBHE-JP

For more information about Erasmus+ see:
https://ec.europa.eu/programmes/erasmus-plus/

Link to STOREM project page on Erasmus+ website:
https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/598496-EPP-1-2018-1-IT-EPPKA2-CBHE-JP

Erasmus+

El proyecto STOREM está cofinanciado por el programa Erasmus + de la Unión Europea, como parte de la siguiente acción:

- **Acción clave:** Cooperación para la innovación y el intercambio de buenas prácticas
- **Tipo de acción:** Desarrollo de capacidades en educación superior
- **Referencia del proyecto:** 598496-EPP-1-2018-1-IT-EPPKA2-CBHE-JP

Para más información sobre Erasmus + ver:
https://ec.europa.eu/programmes/erasmus-plus

Vinculo a la página del proyecto STOREM en el sitio web de Erasmus+:
https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/598496-EPP-1-2018-1-IT-EPPKA2-CBHE-JP

4.3 PARTICIPATING INSTITUTIONS

Università degli Studi di Cagliari (ITALIA)

https://www.unica.it/unica/it/homepage.page

Department of Economic and Business Sciences

https://www.unica.it/unica/it/dip_scienzeecoaziend.page

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Université Paul Valery Montpellier (FRANCE)

https://www.univ-montp3.fr/fr

Department of Geography and Planning

https://ufr3.www.univ-montp3.fr/fr/g%C3%A9ographie-am%C3%A9nagement-1

Master's Program in Sustainable Tourism

https://etu-ufr3.www.univ-montp3.fr/fr/mention-tourisme-parcours-tddt

Career Services Office

https://www.univ-montp3.fr/fr/formation/information-orientation/trouver-un-emploi

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Universidad del Magdalena (COLOMBIA)

https://www.unimagdalena.edu.co/

International Relations Office

https://www.unimagdalena.edu.co/UnidadesOrganizativas/Direccion/18

Career Services Office

http://egresados.unimagdalena.edu.co/

Contact:

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Universidad EAFIT (COLOMBIA)

http://www.eafit.edu.co/

Department of Earth Sciences

http://www.eafit.edu.co/escuelas/ciencias/departamentos-academicos/Paginas/inicio.aspx

Master's in Earth Sciences

http://www.eafit.edu.co/programas-academicos/posgrado/maestria-ciencias-tierra/Paginas/inicio.aspx#.VLhtFiuG8Vs

Career Services Office

http://www.eafit.edu.co/egresados/centro-de-egresados/Paginas/centro-egresados.aspx

Contact:

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Universidad para la Cooperación Internacional (COSTA RICA)

https://www.uci.ac.cr/

Faculty of Environment and Development

https://www.uci.ac.cr/facultad-medio-ambiente-desarrollo/

Master's in Management and Sustainable Tourism

https://www.uci.ac.cr/maestria-profesional-gestion-turismo-sostenible/

Contact:

Allan Valverde Blanco: avalverde@uci.ac.cr

Universidad Nacional (COSTA RICA)

www.una.ac.cr

Chorotega Regional Campus

https://www.chorotega.una.ac.cr/

Mesoamerican Center of Development (CEMEDE)

http://www.cemede.una.ac.cr/

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Juan Carlos Picón Cruz juan.picon.cruz@una.cr

University of the West Indies (BARBADOS)

https://www.cavehill.uwi.edu/

Centre for Resource Management and Environmental Studies

https://www.cavehill.uwi.edu/cermes/home.aspx

Master's in Natural Resource and Environmental Management

https://www.cavehill.uwi.edu/cermes/gp/nrm.aspx

Career Services Office

https://www.cavehill.uwi.edu/studentservices/career-development.aspx

Contact:

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www.updcolombia.com

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Università degli Studi di Cagliari (ITALIA)

https://www.unica.it/unica/it/homepage.page

Departamento de Ciencias Económicas y Empresariales

https://www.unica.it/unica/it/dip_scienzeecoaziend.page

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Université Paul Valery Montpellier (FRANCE)

https://www.univ-montp3.fr/fr

Departamento de Geografía y Planificación

https://ufr3.www.univ-montp3.fr/fr/g%C3%A9ographie-am%C3%A9nagement-1

Maestría en Turismo Sostenible

https://etu-ufr3.www.univ-montp3.fr/fr/mention-tourisme-parcours-tddt

Oficina de Servicios de Empleo

https://www.univ-montp3.fr/fr/formation/information-orientation/trouver-un-emploi

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Universidad del Magdalena (COLOMBIA)

https://www.unimagdalena.edu.co/

Oficina de Relaciones Internacionales

https://www.unimagdalena.edu.co/UnidadesOrganizativas/Direccion/18

Oficina de Servicios de Empleo

http://egresados.unimagdalena.edu.co/

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Universidad EAFIT (COLOMBIA)

http://www.eafit.edu.co/

Departamento de Ciencias de la Tierra

http://www.eafit.edu.co/escuelas/ciencias/departamentos-academicos/Paginas/inicio.aspx

Maestría en Ciencias de la Tierra

http://www.eafit.edu.co/programas-academicos/posgrado/maestria-ciencias-tierra/Paginas/inicio.aspx#.VLhtFiuG8Vs

Oficina de Servicios de Empleo

http://www.eafit.edu.co/egresados/centro-de-egresados/Paginas/centro-egresados.aspx

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Universidad de Cooperación Internacional (COSTA RICA)

https://www.uci.ac.cr/

Facultad Ambiente y Desarrollo

https://www.uci.ac.cr/facultad-medio-ambiente-desarrollo/

Maestría en Gestión del Turismo Sostenible

https://www.uci.ac.cr/maestria-profesional-gestion-turismo-sostenible/

Contacto:

Allan Valverde Blanco: avalverde@uci.ac.cr

Universidad Nacional (COSTA RICA)

www.una.ac.cr

Sede Regional Chorotega

https://www.chorotega.una.ac.cr/

Centro Mesoamericano de Desarrollo Sostenible sel Trópico Seco (CEMEDE)

http://www.cemede.una.ac.cr/

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University of the West Indies (BARBADOS)

https://www.cavehill.uwi.edu/

Centro para Manejo de Recursos y Estudios Ambientales

https://www.cavehill.uwi.edu/cermes/home.aspx

Maestría en Manejo Ambiental y Recursos Naturales

https://www.cavehill.uwi.edu/cermes/gp/nrm.aspx

Oficina de Servicios de Empleo

https://www.cavehill.uwi.edu/studentservices/career-development.aspx

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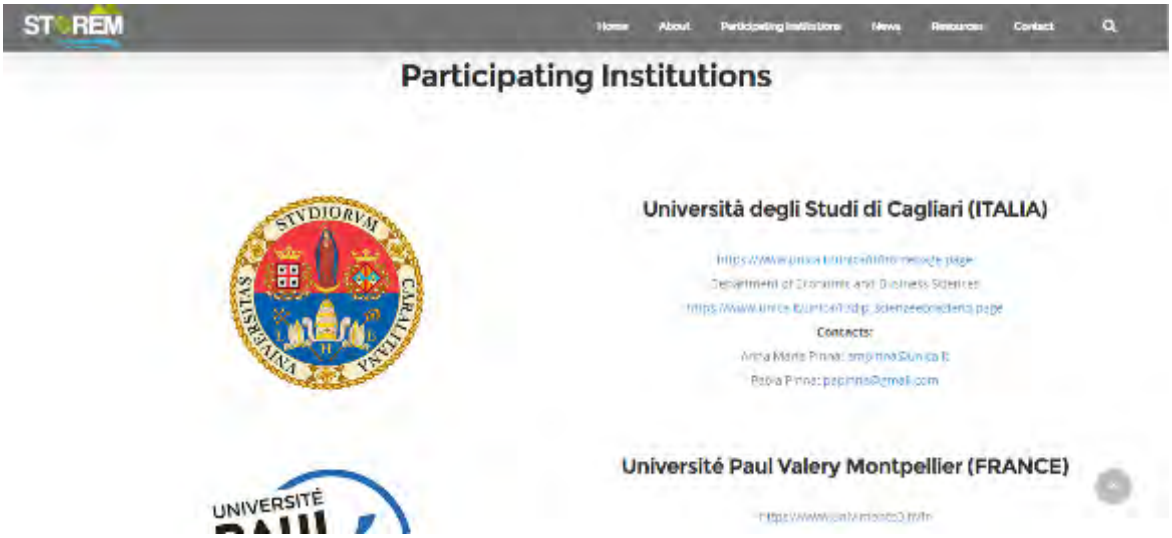


4.4 NEWS

- Links and automatic feed of social media messages.

Facebook: Storem E+ Project https://www.facebook.com/storemerasmus/
Instagram: storemproject https://instagram.com/storemproject?utm_source=ig_profile_share&igshid=3u607lobpxj3
Researchgate: STOREM - Sustainable Tourism, Optimal Resource and Environmental Management https://www.researchgate.net/project/STOREM-Sustainable-Tourism-Optimal-Resource-and-Environmental-Management

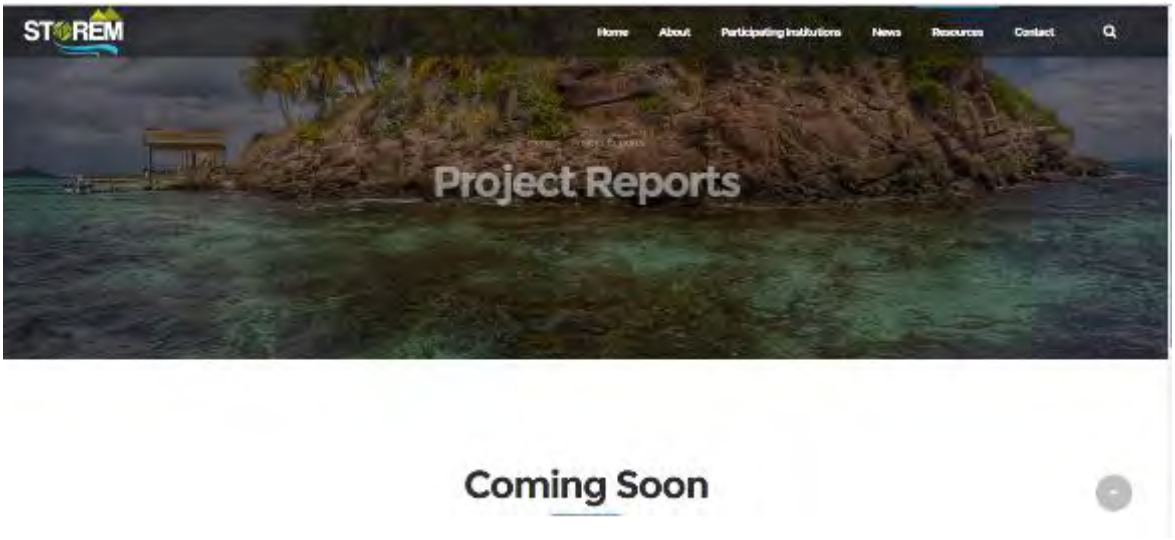
4.5 RESOURCES

Sub-Pages (3):

- Project Reports
  - Final deliverables
- Dissemination materials
  - Newsletters
  - Posters
  - Brochure
  - Presentations
- Knowledge Materials
  - Recommended bibliography (links to key reports, books, articles from other sources available online)

Coming Soon

Próximamente



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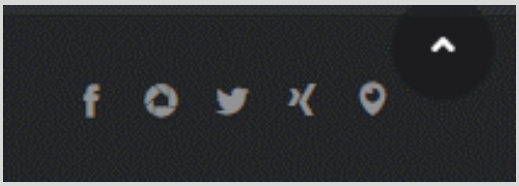

5. FUTURE ADDITIONS

There are still some modifications to made to the website, some of which will be done presently, others of which will be done in future phases of the project. Some of the immediate modifications to made include the addition of the Spanish version of the website. While this Spanish text has been prepared (presented in this report) it was decided to complete all modifications towards a final version of the English version before proceeding to create a Spanish version.

Also, there will be the addition of brief descriptions of each participating institution, as recommended at the latest project meeting in Montpellier, France, in July 2019. Another modification recommended in this meeting was to include “tags” to better differentiate news articles on the website between “Project News” and “Related News”. Additional tags could also be added to further differentiate news items among those relating to Colombia, Costa Rica and Barbados, for example.

A future addition this year will be dissemination materials added to the Resource page. Various graphic-design communication products will be designed and be made available digitally on the website. These dissemination materials will be designed with the aim of reaching the different groups of the target audience, such as potential students or managers of local companies, in order to give them overviews of the project’s activities. Listed below are the dissemination materials planned:

- Brochure
- Poster
- Banner
- Presentation
- Newsletter

Dissemination of information to IDPs, exclusively in Colombia, will also be done through the website at a future phase of the project. As the Master's curricula and IDP strategy are still being developed by the IDP Advisory Board, this information is not yet ready for dissemination. However, the strategy will aim to address a wider IDP participation, identify scholarship opportunities and facilitate the pre-enrolment of beneficiaries.

Information and links to the observatories developed by the project are also planned to be made available on the website in the future. This would include a description of observatories established in the region and external web links to the results gathered by observatories. These observatories on sustainable tourism and environmental protection have not yet been established by the project and so this information will be added to the website at a later date. Depending on the final design of the observatories, the data gathered could be made available as well, though this would need to be decided upon by all project partners. Nevertheless, a responsible expert interpretation of the results gathered should be made publically available on the website for students, educators and stakeholders in the public and private sectors, towards enhancing stakeholder cooperation and environmental awareness.