



# D6.3 Project's Promotional Material and Supplies for Trainings

## Introduction

The purpose of this deliverable is to provide an overview of the promotional materials and supplies prepared for the project's dissemination and training activities. These items aim to ensure project visibility, create a consistent identity, and support participants in the training sessions.

## Document information

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|-----------------------|--|
| Project Number:       | 101177983  |
| Project Title:        | Sustainable project management in Balkan HEIs                    |
| Project Acronym:      | SuProM   |
| Project Start Date:   | January 1, 2025  |
| Related work package: | WP6 - Dissemination and exploitation                             |
| Deliverable:          | D6.3 - Project's Promotional Material and Supplies for Trainings |
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| Status                | Final  |
| Submission date:      | 29/09/2025   |
| Version               | V.1.0  |
| Dissemination Level:  | PU – Public  |

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# 1. Promotional and training materials

According to the Description of the Action, the promotional material and training supplies were expected to include:

- 400 project leaflets for dissemination during project events
- 200 folders and 200 pencils for training participants

After discussion among consortium partners, the following items were selected and produced instead:

- **Notebooks (200 units, 50 pages each)** branded with the project logo
- **Pens (200 units)** branded with the project logo

These materials will be distributed to participants during training events and displayed at project meetings to ensure consistent visibility (Mock-ups available in Annex I)

The partners have agreed that the flyer will not be printed, as a digital format is more effective and capable of reaching a wider audience. The flyer is therefore shared through the project's channels and used by the partners in their digital interactions with stakeholders. The flyer is available in the media kit section of the website: <https://www.suprom-project.eu/media-kit/>

As foreseen in D6.1, project roll-ups and posters will also be used in the training events to increase visibility. Poster and roll-up are also available in the media kit section of the website: <https://www.suprom-project.eu/media-kit/>

The changes from the original plan (folders, flyers, and leaflets) to notebooks and pens were made in order to:

1. **Increase usability and sustainability:** Notebooks and pens are functional materials that participants can use during and after the training sessions, ensuring longer visibility of the project compared to leaflets or folders that are often discarded.
2. **Ensure stronger project visibility:** Roll-up stands and posters provide immediate and visible branding at events, workshops, and trainings, making the project more recognizable to participants and external stakeholders.
3. **Reduce environmental impact:** By not printing 400 leaflets and other paper materials (folders), the consortium reduced paper waste and aligned the dissemination strategy with environmentally friendly practices.

4. **Align with digital dissemination:** Project information and updates are made available through websites, social networks, and online channels, which substitute the informative role of printed flyers and leaflets.
5. **Budget efficiency:** The chosen items allowed for better use of financial resources, maximizing the impact of dissemination while respecting the budget.

Notebooks and pens will be distributed to all participants during training events, ensuring that each trainee has practical materials to use both during and after the sessions. Roll-up stands and posters will be displayed at project meetings, training, and public events, providing consistent and visible branding that reinforced the project's identity.

The project logo and visual identity were applied systematically across all materials, guaranteeing coherence in communication and recognition of the initiative. In parallel, digital dissemination channels such as institutional websites, social media platforms, and other online tools complemented the physical materials, extending the project's visibility and ensuring wide and continuous outreach.

These materials are uploaded and downloadable from the media kit section of the website. It is a centralized repository of approved, ready-to-use materials that can be used by partners, stakeholders, or media to promote, report on, or communicate about the project: <https://www.suprom-project.eu/media-kit/>

## Annex I – Branding materials: Mock-ups

### Notebook



### Pen





## Get in touch



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## Project # 101177983

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## Social Media

