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StudAVP Project Sustainability

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An Overview

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- Interpretive concepts of sustainable development into practical actions
- *Sustainability is about integrating economical, environmental and social aspects*
- *Sustainability is about integrating short-term and long-term aspects*
- Sustainability can be considered on different levels:
 - A first logical level is the level of resources (What resources)
 - A second level of consideration is therefore the business process in which the resources are used (What services?)
 - A third level of consideration is looking at the way the products or services are delivered (: the business model)
 - A fourth and final level of consideration takes into account also the products and services themselves

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Project Objectives

- Connecting universities teaching audio-video media and art production in the West Balkan region in order to create better creative communication between students,
- Connecting theory and practice - education and media institutions in order to create better understanding in professional way giving students more opportunity for practical work
- Connecting WB universities with EU cooperates
- Creating an independent media communication channel over broadband Internet distribution – unique Internet portal

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Project outcomes

- More intensive cooperation between media enterprises and educational institutions, strong connection between theory and practice
- More student hands-on experience building professional confidence
- Creating professional portfolios while still being in the school
- Strong influence on conventional education processes changing curricula
- Democratization of learning processes implementing on line mentorship
- Influence on political and economic aspects of society through independent broadcasting of "free speech" content

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Relying on this we can stress out three main points:

1. Network relations created between partners
2. The continuation of Web portal created for students and all interested parts.
3. Students' works on Audio-Video production

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Keeping Network relationship between partners institutions

- Continuation of the project
 - Possibility of staff exchange or invitation of possible staff
 - Opening a new bachelor degree or master degree with an orientation on Multimedia Technology Trends and Audio-Video Production
 - ✦ Lectors from different partner's institution can teach and give their experience in it
- Organizing workshops or conferences with topics related to Multimedia and Audio Video production

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Keeping Network relationship between partners institutions

- Adopting new curricula for multimedia and audio-video production on some of partner's institution
- Each University of Arts has to put their A-V production in the Web Portal (apart their Web pages)
- **Keeping the consortium (or adding new, more partners) with the opportunity to reapply in the new project (if ??)**

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Web Continuation and maintenance:

- 1. Number of clicks**
- 2. More traffics (more money)**

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Web Continuation and maintenance

- Allowing the use of online ads or advertisements (by payment) – using AdSense
- Using online announcements and news (by payment)
- Inviting online users to become members
- Affiliating our website with other popular sites in order to increase the traffic on this site
- Upload of “interesting” information for users, can bring more clicks (upon the categories of users)

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Web Continuation and maintenance

- Upload of multimedia manuals (or Demo)
- Guide for students (how to prepare a multimedia project, diploma, etc)
- Web - to be more attractive for visitors, frequently updated (by students of IT universities)
- Web – for entertainment/funny (games, quizzes, jokes, funny video, etc)
- Video and movies for children

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Web Continuation and maintenance

- Creating online form for all the users to fill it, the data gathered can be sold to third party entities for marketing purpose
- Collecting information on users
 - sending newsletter or feedback
 - Doing comments in web site
 - Doing analysis on data users
- Publishing students' works from art and media universities in the partner countries

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Web Continuation and maintenance

- Agreements with search engine as Google and social networks like YouTube
- Using social media for marketing of the Web Portal
- Agreements with Online TVs and other online media to establish videos or advertising of their events
- Agreement with Art's Universities to upload their works (assessments, thesis, etc.)
- Periodic Website maintenance from IT specialists
- Using students' works for website maintenance

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Web Continuation and maintenance

- Using the Web to promote new movies (or AV production):
 - The best movies
 - A-V productions of the students (from partner institutions)
 - A-V production of the students (from other institutions/ companies)
- Using SEO techniques - the most effective source for acquiring new visitors of the Web (clients)
- **Using “third party” for free maintenance** (upon accord, company put its logo, ads or advertisement)

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Students' works on Audio-Video production

- Re-applying for continuing the project with the same partners
- Some predefined topics that would guarantee a successful second application for EU program (Tourism and Natural Resources...)
- Attract the attention of our local and national governments' representatives, (for future cooperation between the Academia, Media and Government institutions)
- During the remaining time of the project we have to try to identify all the private firms concerned to our work who will be willing to help with their resources and try to benefit from ours

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Some challenges:

- Hosting the Web (who, where, how,..?)
- Updating the Web (frequently, strategy..)
- Maintenance (strategy, money, people, short-time and long-time,...)
- Copyright & Intellectual property (legal and ethic issues)
- Financial issues ...(cost/profit analysis)

THANK YOU