



DISSEMINATION PLAN

Partner Responsible:

Kazakh National Agrarian University – KazNAU

Project Coordinator:

University of L'Aquila - UNIVAQ

574099-EPP-1-2016-1-|T-EPPKA2-CBHE-SP

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1. Introduction

PAWER is an Erasmus+ KA2 Capacity Building in Higher Education Project No.574099-EPP-1-2016-1-IT-EPPKA2-CBHE-SP implemented in the consortium with partners from Italy, England, Poland, Hungary, Bulgaria, Georgia, Italy, Russia, Kazakhstan, Kyrgyzstan, Tajikistan, Azerbaijan, Uzbekistan and Mongolia. For today, all the partners that participate in this project have adopted the Bologna process. The project starts from the necessity of enhancement and strengthening the awareness in interregional mobility which will strengthen the interconnection of the regional universities as a whole. This project aims to promote the development and support of mobility programs between EC and partner countries in creating a condition for harmonization in the distribution and recalculation of credit and performance appraisal systems. This project based on EGRACONS pilot project.

Project is planned to be implemented during the 3-years' time period (October 10, 2016 – October 10, 2019) under the coordination of the UNIVAQ - University of L'Aquila in Italy and with participation of the Wroclaw University of Environmental and Life Sciences, Wroclaw, Poland, University of Szeged, Szeged, Hungary, Middlesex University Higher Education Corporation – London, England, University of Chemical Technology and Metallurgy, Sofia, Bulgaria, Batumi Shota Rustaveli State University, Batumi, Georgia, Akaki Tsereteli State University, Georgia, Ilia State University, Tbilisi, Georgia, National University of Mongolia, Ulaanbaatar, Mongolia, Mongolian University of Science and Technology, Ulaanbaatar, Mongolia, Samarkand Agricultural Institute, Samarkand, Uzbekistan, Andijan Agricultural Institute, Uzbekistan, Termez State University, Termez, Uzbekistan, Kulob State University named after Abduabdulloh Rudaki, Tajikistan, Khujand State University named after academician B.Gafurov, Tajikistan, Technological University of Tajikistan, Tajikistan, Tajik State University of Commerce, Tajikistan, Innovative University of Eurasia, Pavlodar, Kazakhstan, S.Seifullin Kazakh Agro Technical University, Astana, Kazakhstan, Kazakh National Agrarian University, Almaty, Kazakhstan, Sh.Ualikhanov Kokshetau State University, Kokshetau, Kazakhstan, Jusup Balasagyn Kyrgyz National University, Bishkek, Kyrgyzstan, Osh State University, Osh, Kyrgyzstan, Kyrgyz National Agrarian University, Bishkek, Kyrgyzstan, Federal State Budget-Financed Educational Institution of Higher Education The Bonch-Bruевич Saint Peterburg State University of Telecommunications, Saint-Petersburg, Russia, Siberian State University of Telecommunications and Information Sciences, Novosibirsk, Russia, Qafqaz University, Azerbaijan, Khazar University, Azerbaijan, with Associated partners Sapir Academic College, Isreal, Shamoon College of Engineering, Isreal.

2. Objectives of the PAWER project

The main objective of the project is to enhance the level of competencies and skills of the HEI in Central Asia (Kazakh, Uzbek, Kyrgyz and Tajik universities) by providing them with an innovated programme curriculum in the field of “***Interregional mobility and ensuring relevance, quality and quality of access***”.

Partial objectives of the project are:

- unification of the ECTS credits re-registration system in order to enhance academic mobility in the countries of Central Asia;
- raising awareness of students from Central Asia about the ECTS system and academic mobility;
- create a partnership of European and Central Asian higher education institutions that will benefit from mutual support for the development of academic mobility

3. Work package no. 6:

Dissemination and exploitation – description, objectives

Title: *Dissemination and Exploitation of Project Outputs*

Related assumptions and risks: *Assumption for realisation of this work package is delivering of appropriate outputs according to the project schedule.*

Description: *Dissemination will be ensured through printed and electronic tools (newsletters, leaflets, web site) and through organising and participating at dissemination events.*

Tasks:

- *dissemination through project web page;*
- *creation of online and printed materials (newsletters, leaflets, posters, social networks);*
- *organising dissemination events, participating at dissemination events;*
- *publishing papers in journals or proceeding volumes.*

Estimated Start Date: 15-10-2016

Estimated End Date: 14-10-2019

Lead Organisation P24 KazNAU Almaty, Kazakhstan

Participating Organisation

P1	UNIVAQ	P13	SAI	P25	KokSU
P2	WUELS	P14	AAI	P27	KNU
P3	USZ	P15	TerSU	P28	OSU
P4	MDX	P17	KTU	P29	KNAU
P5	UCTM	P18	KhSU	P31	SibSUTIS
P6	BSU	P19	TUT	P32	SPSUT
P7	ATSU	P20	TSUC	P34	BEU
P8	ISU	P22	InEU	P35	KHAZAR
P10	NUM	P23	KATU		
P11	MUST	P24	KazNAU		

Deliverables/results/outcomes

Expected Deliverable/Results/Outcomes	Work Package and Outcome ref.nr	6.1.	
	Title	Dissemination online and printed materials	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input checked="" type="checkbox"/> Service/Product
	Description	creation of online and printed materials (newsletters, leaflets, posters, social networks, web page)	
	Due date	10-10-2019	
	Languages	English, Italian, Polish, Russian, Kazakh, Uzbek, Kyrgyz, Mongolian, Tajik, Azerbaijan, Georgian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Trainees <input type="checkbox"/> Administrative staff <input type="checkbox"/> Technical staff <input checked="" type="checkbox"/> Librarians <input type="checkbox"/> Other		
	If you selected 'Other', please identify these target groups. (Max. 250 characters)		
Dissemination level	<input type="checkbox"/> Department / Faculty <input type="checkbox"/> Institution	<input type="checkbox"/> Local <input type="checkbox"/> Regional	<input type="checkbox"/> National <input checked="" type="checkbox"/> International

Expected Deliverable/Results/Outcomes	Work Package and Outcome ref.nr	6.2.	
	Title	Dissemination events	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input checked="" type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	Organising and participation at workshops, seminars, conferences.	
	Due date	14-10-2018	
	Languages	English, Italian, Polish, Russian, Kazakh, Uzbek, Kyrgyz, Mongolian, Tajik, Azerbaijan, Georgian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Trainees <input type="checkbox"/> Administrative staff <input type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other		
	If you selected 'Other', please identify these target groups. (Max. 250 characters)		
Dissemination level	<input type="checkbox"/> Department / Faculty <input type="checkbox"/> Institution	<input type="checkbox"/> Local <input type="checkbox"/> Regional	<input type="checkbox"/> National <input checked="" type="checkbox"/> International

4. Basic definitions

By definition, the Plan for the Exploitation and Dissemination of Results is a document which summarizes the PAWER project partners' strategy and concrete actions related to the protection, dissemination and exploitation of the project results. It follows the evolution of the project from the proposal until the submission of the final project report.

Dissemination means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Exploitation means to use and benefit from something. For Erasmus+ this means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

5. Methodology and products of Dissemination and Exploitation

Objectives of the dissemination and exploitation:

- To disseminate information about the project, its objectives, the approaches and results.
- To facilitate collaboration and information exchange among partner universities and target groups.
- To promote, where applicable, the use of tools resulting technologies and applications resulting from the project amongst the target groups content creators, the academic and research community, developers and industry.
- To create two-way communication channels with stakeholders, academic communities and industry for disseminating the project deliverables and conclusions within the Central Asian Universities.
- To ensure that the products of the project live on in a commercial context, in the research community and in the Open Source community.

There will be several dissemination tools developed in order to promote project and its outputs and to spread project ideas among people. Dissemination activities will be addressed specially to project target groups – teachers, experts, students and generally to wide public. We will use the dissemination channels with the easiest access – internet, press, media, and this all will be supported by various events organizing. This all will be supported by dissemination tools – project logo, web site, printed brochures and newsletters in partnership languages, this all supported by information seminars and meetings. Social network will be and additional tool for project promotion. These activities will support project outputs exploitation. It will be necessary to ensure free access of target groups to project products. Main tools of the dissemination strategy will include:

- web page creation in partnership languages mutations and in English;
- electronic platform with an access on the Virtual Learning Environment (LMS Moodle);
- project logo production; all documents, dissemination materials, presentations and web site will include PAWER project logo and the Erasmus + logo in order to easily identify the project and supporting programme;

- production of brochures, newsletters and posters in partnership languages mutations and in English, ensuring their online availability, printing and distribution to target groups;

Project partners agreed on the issue of PAWER Newsletter (2-4 pages). There are 3 Newsletters planned within the project lifetime:

1. Newsletter – responsible partners are KAZNAU and KOKSU, Kazakhstan (in native languages and English, voluntarily in Russian, deadline: June 30, 2018)

2. Newsletter – responsible partners are Kyrgyz National University, Kyrgyz National Agrarian University, Kyrgyzstan (in native languages and English, voluntarily in Russian, deadline: November 30, 2018)

3. Newsletter – all PAWER partners (in all native languages of the PAWER consortium and in English, deadline: September 30, 2019)

- project promotion in journals, newspapers, regional, commercial or national TV;
- events organization – information seminars, workshops, participation on conference and workshops on national and international level – all the promotion materials (presentations in Power Point or other electronic format, electronic or printed brochures, posters, newsletters, etc.) will carry a project logo and the Erasmus + logo due to a simple identification of project and donor programme;
- social network(s) – networks will provide supporting information on project, its aims and objectives; link on the web site will be available.

Dissemination and exploitation plan

Events	Responsible partners of the project	Deadlines proposed	Form of completion	Required resources
Development of web site for the PAWER project	UNIVAQ	30/10/2017	Web site	UNIVAQ subcontracting
Development of logo PAWER	UNIVAQ	30/10/2017	logo	Internal Resources
Development information on partner university for the web site of the project	All partners	20/11/2017	Information	Internal Resources
Development of the Newsletter's Design (Electronic)	KazNAU	28/02/2018	Form of the Newsletter	Personal costs for 7 days
Development of information leaflets, brochures, poster	KazNAU	30/04/2018	Leaflets, poster	Personal costs for 7 days
Issue and publication of the Newsletters	1. KazNAU, KNU 2. MUST, NUM 3. SibSUTIS 4. KHAZAR, ISU	30/06/2018 30/11/2018 31/03/2019 30/09/2019	Electronic newsletter	Information, financial?
Regional dissemination seminars	Caucasus 1. Tbilisi 2. Baku Central Asia 1. Almaty 2. Bishkek Mongolia 1.& 2. Ulaanbaatar Russia 1. Novosibirsk 2. St. Petersburg	Spring 2018 Spring 2019	Program of the seminars, presentation	Printing costs
Conceptualization conference	UNIVAQ and hosting partner	October 2019	Program of the conference	Travel and stay costs
Publication of the results of the PAWER project to be presented during the conference	UNIVAQ	October 2019	Journal	Information, financial

In the frame of PAWER project the following products will be created:

1. new innovative programs of Academic Mobility and International Education – this will be disseminated and exploited among other CA universities, which study specialists on these areas;
2. tools for PAWER project dissemination – posters and a brochure.

Dissemination will be ensured through printed and electronic tools (newsletters, leaflets, web site) and through organising and participating at dissemination events.

- dissemination through project web page;
- creation of online and printed materials (newsletters, leaflets, posters, social networks);
- organising dissemination events, participating at dissemination events;
- publishing papers in journals or proceeding volumes.

1. Project partners will issue PAWER Newsletter (2-4 pages). There are 4 Newsletters planned within the project lifetime, for each letter one region will be responsible:

a. Newsletter Central Asia – responsible partners will be KAZNAU and KNU, Kazakhstan and Kyrgyzstan (in native languages and English, voluntarily in Russian, deadline: June 30, 2018)

b. Newsletter Mongolia – responsible partners will be NUM and MUST, Mongolia (in native languages and English, voluntarily in Russian, deadline: November 30, 2018)

c. Newsletter Russia – responsible partners will be SibSUTIS and SPbSUT (in all native languages of the PAWER consortium and in English, deadline: March 30, 2019)

d. Newsletter Caucasus – responsible partners will be Khazar University and ISU (in all native languages of the PAWER consortium and in English, deadline: September 30, 2019).

2. Production of brochures, newsletters and posters in partner languages in English, ensuring their online availability, printing and distribution to target groups in the country. Responsible coordinators will be national coordinators: Georgia: ISU (Ilia State University), Azerbaijan: KHAZAR University, Mongolia: NUM (National University of Mongolia), Russia: SibSUTIS (Siberian State University of Telecommunications and Information Sciences), Kazakhstan: KazNAU (Kazakh National Agrarian University), Kyrgyzstan: KNU (Kyrgyz National University), Tajikistan: TSUC (Tajik State University of Commerce), Uzbekistan: SAI (Samarkand Agricultural Institute) According to the plans of universities.

3. Events organization – information seminars, workshops, participation conference and workshops on national and international level – all the promotion materials (presentations in

Power Point or other electronic format, printed brochures, posters, newsletters, etc.) will carry a project logo and the Erasmus + logo due to a simple identification of project and donor program. Proposed is to organize regional dissemination seminars together or within other planned conferences (organized by Ministry of Education and Science) for more costs effectiveness.

4. Social network(s) – networks will provide supporting information on project, its aims and objectives; link on the web site will be available.

5. Partners should put dissemination materials in DROPBOX.

6. Dissemination Channels and Materials

Dissemination will be provided by social networks (Facebook), web pages. Organising of seminars, workshops and events are also dissemination channels. Materials of PAWER project dissemination include printed materials (brochure, poster, etc.) and innovative study programs on Academic Mobility and International Education.

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CDROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union".

Any publication should mention the following sentence (disclaimer):

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein".

7. Calendar of Dissemination and Exploitation Activities

The dissemination and exploitation consists of 3 Phases.

I Phase – at the beginning of the project

Dissemination of information about project with following activities:

- publishing folders, posters, leaflets, banners with PAWER project information,
- development of project website,
- development share point /intranet –web project office
- social media - Facebook.

II Phase – during project implementation

Dissemination of the information on project implementation and performed activities with following activities:

- organization of information seminars/ workshop in EU and CA different countries where partners are situated

III Phase – after the end of the project starting during last 3 months of the project.

Dissemination of the project results and achievement including following activities:

- Conceptualization seminar/conference inviting stakeholder from outside project consortium, decision makers, policy makers;
- Publication of articles, project final reports.

First Newsletter will be issued during to the first year of the project implementation. The leader of the Work package no.6 (dissemination and exploitation of results) is KAZNAU, Kazakhstan, therefore partners agreed that:

- KAZNAU will work out the proposal of the Dissemination Plan by 15th of October 2017.
- KAZNAU will create a design of the PAWER newsletter and send it to UNIVAQ, ITALY latest by 31st of May 2018.

Every output created within the PAWER project must be marked by the logo of EU Commission and a “sentence” defining the source of financing in accordance with the project guidelines. These features will be sent to the partners by the project coordinator.

8. Template to collect Disseminations Activities

Dissemination Activities will be collected in the form of reports. There will be quality and quantity of Dissemination Materials in the report of each partner. Each partner should give the link on the web page of PAWER project, which is situated at the web site of the partner university. In case of publication of PAWER project materials as papers a partner university should give a copy of a publication and the link of a journal where it is published.

Information about all organized events within the project should be posted on Facebook. The project partners should send information and images (photos) to Mrs. Anna Tozzi (UNIVAQ, Italy). Additionally, to dissemination activities project partners agreed that every partner from CA is obliged to organize at least 1 dissemination event with minimum of 15 participants in the form of seminar, workshop, conference, roundtable discussion, section of another event ... etc.

UNIVAQ in Italy as project coordinator should be informed all the time about such an event by following outputs:

- List of participants
- Programme of the event
- Photos
- Presentations used (poster, promotion materials...etc.)

At the end of any event organized by the partner, an evaluation questionnaire will be given to event participants in order to evaluate the quality of the event.

Dissemination Materials must be brought to the attention of target groups (students, academic staff, employers, companies and Ministry of Education and Science).

9. Evaluation and valorisation of activities

Monitoring of dissemination activities will be provided by the development of evaluation criteria. Each person (teachers/researchers or experts dealing with the topic), who will participate in the training, should write a final report during 14 days after the training. A final report will include a personal information about a training participant and results, which he/she receives during the training.