



## Dissemination and Exploitation plan

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## 1 EXECUTIVE SUMMARY

This document presents the ALLVET Dissemination and Exploitation Plan developed to promote the project and its results properly. Its purpose is to demonstrate the approach of dissemination, advertisement and exploitation strategy of the project results. The maximization of the information usage is based on the identification of groups of stakeholders who may be interested in the project findings, and on the personalization of the communication message for the stakeholder characteristics in terms of content, style and information support.

This document presents the initial version of Dissemination and Exploitation plan. It provides all steps needed to be taken during and after the project to achieve maximum effect of the dissemination process and reach the relevant target audience. The strategy and plan of dissemination and exploitation will be continually monitored, updated and reported during the project. In a sense it is a living document that will develop through the project and it will change in accordance with the needs of the dissemination process

## 2 PROJECT OVERVIEW

### Consortium:

1. Univerzitet u Kragujevcu (UNIKG) Kragujevac, Serbia – COORDINATOR
2. Technische Universitaet Dresden (TUD) Dresden, Germany
3. Kentro Erevnon Notioanatolikis Evropis Astiki Mi Kerdoskopiki (SEERC) Thessaloniki, Greece
4. Edge Hill University (EHU) Ormskirk, UK
5. Universidad de la Iglesia de Deusto Entidad Religiosa (UDEUSTO) Bilbao, Spain
6. Don State Technical University (DSTU) Rostov-on-Don, Russia
7. Immanuel Kant Baltic Federal University (IKBFU) Kaliningrad, Russia
8. Ogarev Mordovia State University (MRSU) (Saransk, Russia)
9. Association for International Education Support “Bologna Club” (BC) Rostov-On-Don, Russia
10. Certification Association "Russian Register" Saint Petersburg, Russia
11. Joint Stock Company Narxoz University (NARXOZ) Almaty, Kazakhstan
12. Suleyman Demirel University (SDU) Kaskelen, Kazakhstan

## 13. International University of Information Technologies Almaty, Kazakhstan

Start date of the project: 15 January 2020

Finish date of the project: 14 January 2023

Website: To be advised

The high ambition of the project ALLVET is to create effective environment for the Bologna tools implementation through HE and VET alliance establishment. The project goal is to promote development of vocational education through implementation of ECTS/TUNING METHODOLOGY for the excellence in education. Therefore a serious effort will be put into establishing long-term platform/network for HE & VET cooperation via transparent, national and international, educational standards and comparable learning tools and teaching standards implementation in accordance with Bologna criteria. In other words, University staff will teach in-service vocational teachers about QA English for Specific Purposes and Pedagogical ECTS/ Tuning modular system

- The vision of ALLVET is to ensure Bologna tools implementation through HE and VET alliance establishment via transparent, national and international, educational standards and comparable learning tools and teaching standards development.

### 3 DISSEMINATION STRATEGY GOALS

From the European Commission point of view, the role of the dissemination in Erasmus+ projects should aim at showing the relevance of the outcomes and making better use of the results, by making sure that they are taken up by decision-makers to influence policy-making and by VET and the HE community to ensure follow-up.

The main purpose of the dissemination strategy is to promote the generated knowledge to the largest extent as possible, develop exploitation strategies and activities to ensure a sustainable deployment of results.

Dissemination activities aim to establish critical mass and commitment from different stakeholders. Results from project activities will be disseminated to the widest possible community through various channels and instruments. External participation and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact potential and enriching the scientific and industry contribution to the project.

ALLVET dissemination strategy is divided into **internal and external** communication and dissemination. Both of them are presented below.

**Internal communication and dissemination** allows members of the ALLVET consortium to be involved in every project activity and sharing their knowledge and experience. Internal communication will be conducted **via tele-conferences, e-mail messages and periodic physical meetings**. Share documents will **be stored on Google Disk**, ensuring all partners access and safety all the time.

**The goals of external dissemination strategy are:**

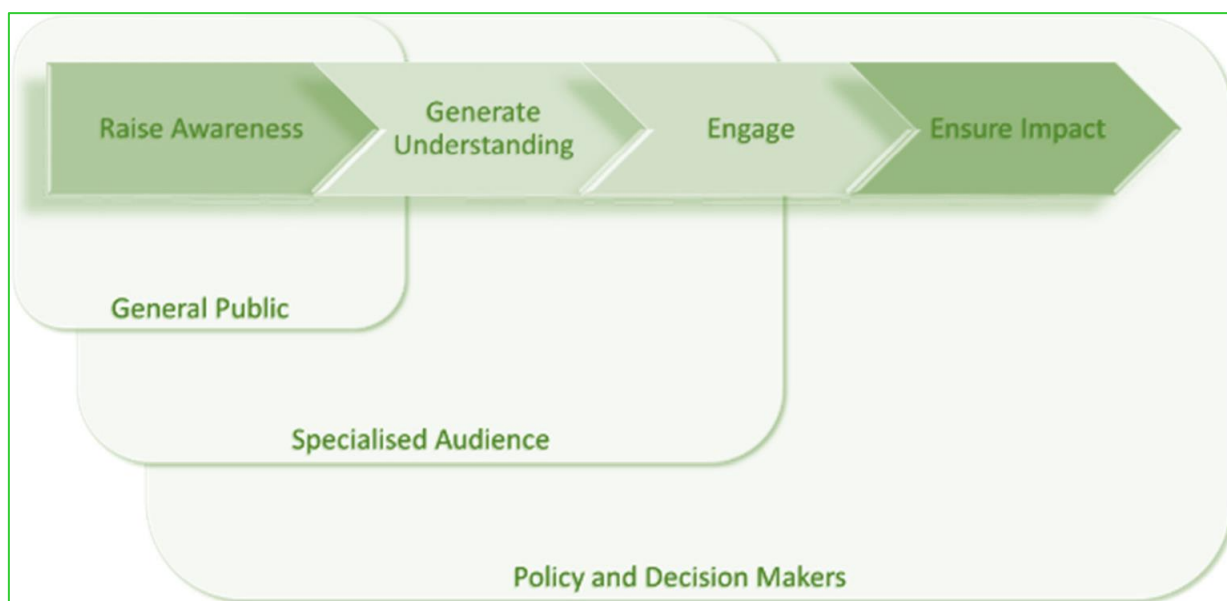
- Create a community composed by the project partners and interested stakeholders,
- Perform targeted communication activities for different stakeholders,
- Carry out dissemination activities to raise international awareness and interest in project activities and achieved results,
- Conduct liaison with other EU, regional and national projects to maximize the impact,
- Investigate the routes by which the partners can secure a successful downstream exploitation of the results,
- Develop a Strategic Plan for post project dissemination and sustainability.

#### **4 COMMUNICATION TARGETED AUDIENCES**

ALLVET's dissemination activities will ensure wide reaching impact and use of project deliverables among three categories of the targeted audience:

- **General Public:** this cluster includes people/groups interested in the topic in general. Audience with this level of interest acknowledges the importance of the topics dealt within the project and the benefits that may derive from the project research, even if it is not primarily involved in vocational education activities related to the topic. This audience looks for clear, useful, non-technical information: the project website and brochures are usually the main source of information for this audience.
- **Specialised Audience:** this audience is made up of people directly affected by the outcomes and results of the project in their work, study, researches, etc. This target audience can be further break into several stakeholders
  - Students/future VET teachers
  - VET teachers

- Research community, which may gain from the ALLVET lessons-learnt and findings in similar or complementary research areas.
- VET institutions
- **Decision Makers:** they are responsible for the planning and administration of vocational education and training. This category includes:
  - National and regional education ministries;
  - Educational agencies;
  - Federal and local administrative bodies.



*Figure 1: Mapping between dissemination goals and target audience*

We think we will be most effective in reaching the general public through collaboration with organisations, channels and content providers that are already established and effective in reaching this wide and fragmented audience. We believe this approach can maximise the impact we have on this audience at a moderate investment.

## 5 DISSEMINATION TOOLS

### 5.1 DISSEMINATION PRODUCTS

Based on the identification of the relevant stakeholders and their needs, several dissemination products have been selected to be used for the project dissemination. ALLVET intends to use both traditional dissemination means, such as conferences and papers including online ones, and new means of communication (e.g. social networks).

The dissemination products will be prepared and distributed in various forms (e.g. brochures, presentations, videos, etc.). An effort will be made to present all these

materials in alternative formats, ensuring that different audiences can access them in the most suitable format.

Distribution will be done with different tools, but most effectively at organised presentations and forums. Other distribution channels include existing data bases and online platforms dedicated to VET (this channel will be used to disseminate to a specialised audience, to give more visible results confirming interest for the VET teachers).

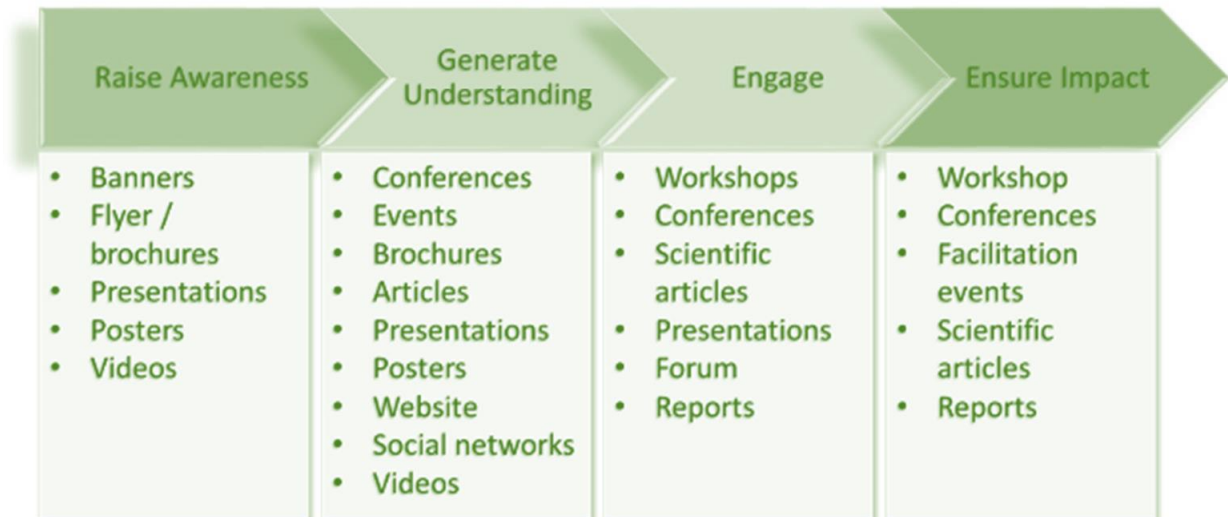


Figure 2: Mapping between dissemination goals and tools

## 5.2 PROJECT CORPORATIVE IMAGE

### PROJECT LOGO

The project logo is one of the most important elements of the project's identity. Its main purpose is to directly and effectively represent the core message of the project. That is why it is one of the basic means of the dissemination strategy. This logo captures the vision, mission and objectives of the ALLVET project, and therefore the project logo has already been designed in the first month of the project.



Figure 3: ALLVET logo (vertical, horizontal)



## **PROJECT TEMPLATES**

After the project logo has been designed, templates for different document types have been prepared (doc., exc., ppt). Templates enable the project to be represented in a uniform way. All templates are available for the consortium partners in the shared folder.

Currently the following templates are available:

- Presentation template (Microsoft PowerPoint),
- ALLVET Logos and patterns (small, large, black, vertical, horizontal)
- ALLVET Meeting Agenda template
- ALLVET Document (Deliverable) template

Additional templates will be added as designed. All kind of documents, presentations etc. in ALLVET have to be created by using the appropriate templates.

### **5.3 DISSEMINATION AND COMMUNICATION TOOLS**

#### **WEBSITE**

The Website is one of the most effective sources of dissemination. It enables communication with the general public as well as communication among the consortium partners. The project temporary website <http://allvet.tilda.ws/> has been established quickly after the kick - off meeting. Project's layout will be discussed and approved by partners, afterwards it will be transferred to the permanent project website <http://allvet-erasmus.com/uk/> , which will be maintained throughout the project and after the end of the project.

The project website will act as a dissemination hub, central repository and news broadcast channel for all public information. It will contain documents and dissemination material produced as a part of the ALLVET project, such as press releases, a project brochure, conferences presentations, etc.

The website will be continually updated throughout the project so that it will constantly present update source of information for the interested stakeholders.

The website will also serve for constantly publishing all news and publications related to the project.

ALLVET website contains all important facts about the project that are divided in five sections (see in the picture below):

- Project description
- Consortium,
- Events,
- Framework
- Modules
- Results
- Useful information.

### **DELIVERABLES**

Public ALLVET project deliverables will be published on the project website and available for download. In this way all interested stakeholders will be informed about the achieved project results. Partners are responsible to notify the project coordinator and dissemination WP leader to publish the deliverables on the website.

### **FLYER/ BROCHURE**

In order to inform a wide range of audience of the ALLVET project and enhance its visibility, different dissemination materials will be prepared. Dissemination materials will contain ALLVET logo, brief description of the project, and list of the partners.

Dissemination materials will be published on the website and will be available for download. They will be also distributed at the events attended by the partners in order to increase the visibility of the project and extend our network and contacts.

### **VIDEOS**

To provide an audio - visual support to the whole project achievements and objectives, the video - record will be released in the main stages of the project and at the end of the project life cycle. The video - records will be uploaded on the project website and on social media. This is the new but powerful medium for dissemination of the project results in particular in reaching specific targeted audience (such as unions and wider research community).

### **PROJECT PRESENTATION AT EXTERNAL EVENTS**

The partners will participate at external events relevant to the project in order to:

- present the project and project results to the audience,
- promote the project,

- increase the project visibility and
- establish new contacts.

### **Educational fairs and exhibitions**

Consortium partners who will have a presence at international, national or regional events will represent the project where appropriate.

Events where partners plan to exhibit:

- Russia - 34th International Education Fair - Fall 2020
- Moscow International Education Fair: Annual
- etc.

### **Conferences, workshops, forum**

Industry specific conferences will be excellent platform for disseminate our findings and start direct conversations with the audience. Some of the consortium partners are very active in their research and business communities, and co-organise well-visited conferences.

All participations on conferences have to be justified.

### **BASIC PRESENTATION**

The basic project presentation has been made, and all partners can use it for dissemination purposes. It is available on the Google shared folder. This presentation will be constantly updated. All partners can additionally upload it with their contents.

### **PERSONAL COMMUNICATION**

One of the primary, quickest and easiest means of being in contact with all partners in ALLVET project will be via:

- e-mail,
- telephone,
- tele-conference (Skype, Google meet, Zoom etc.).

To make communication easier, a mailing and contact list has been created and is available on the Google Disc. For designing timetables and determining dates of meetings we will use the Google application Doodle ([www.doodle.com](http://www.doodle.com)).

Tele-conferences between partners via Skype or other platform will be held at least once per month, so all partners will be informed about events and activities during the project.

Personal communication will take place also in face to face meetings during the project. Important meetings should be held face to face, especially GA meetings.

We will engage in direct conversations with a number of relevant research communities, industry bodies, other projects in the field, and other organisations.

The project also has its own e-mail allocated by Coordinator: allvetproject@gmail.com

At virtual meetings, it might be useful to record the meeting and provide a link to the recording to all (absent) partners; however, the meeting should only be recorded after announcement at the start of the meeting and only if there are no objections.

### **PUBLICATIONS:**

- ***Scientific publications***

Journal articles are a broad based dissemination tool. The consortium partners will cement the impact of dissemination activities by preparing and publishing reports and scientific articles in open access journals. This will ensure the long lasting impact beyond project duration, particularly in relation to academic discourse in the area.

We will make all specific publications stemming from available ALLVET research through the open access in accordance with the call. We will select the most appropriate journal(s) for each specific paper.

The plan of specific scientific publications will be established in line with the first project results and evaluations.

- ***Other publications***

Apart from peer review scientific papers we will also publish in more popular educational magazines and newsletters including online ones.

### **LIBRARY OF RE-USABLE MEDIA ASSETS**

The library of re-usable media assets will be created and will include photographs, videos, deliverables, templates, etc. We will use these materials as guidance when writing blog posts, conference presentations and other dialogue support material. Allowing others to use our assets with attribution will increase project exposure. Media assets will be made available for download from the project website.

### **SOCIAL MEDIA AND BLOGS**

The project will activate also social channels in order to promote the finding of the project and foster the creation of a bi-directional collaborative community of interested stakeholder.

Social media are a very dynamic environment and one of the most popular and fastest ways to promote the project and enhance its visibility; therefore we will use a Facebook account, VK account, etc. Playing an active role in social media is a far more effective way of engaging in conversation than merely posting something on the project website and hoping that one of our conversation targets will find it - and respond on it. The good thing about using the social web is that it does not require us to share only full formed ideas or complete pieces of research - we can share work in progress and get feedback that will improve results.

### **REACH-THROUGH COMMUNICATIONS**

With reach - through communications we mean the re - packaging of our content by others who will integrate it into their communication activities with their target audiences - audiences that are of secondary importance to us and difficult to reach directly. This is especially true for the general public.

### **DIRECT PERSONAL MEETINGS**

We will engage in direct conversations with a number of relevant communities, education authorities' bodies, other projects in the field, and other organisations. Mass media personal interviews will also contribute to project promotion.

## **6 EXECUTION OF DISSEMINATION STRATEGY**

BC will lead the execution of the dissemination strategy. However all consortium partners will make a significant contribution to its full and effective implementation.

There are three deliverables associated with the dissemination strategy:

- Deliverables 4.1, 4.3, 4.5: ALLVET web-space promotion and maintenance during the project running.
- Deliverable 4.2, 4.4: National PC Conference Awareness Days.
- Deliverable 4.7: Final Project Conference

### **6.1 CONSORTIUM PARTNERS CONTRIBUTION**

Interaction and communication with all consortium partners and interaction with all WP are necessary to successfully disseminate the results of the project, especially because WP4 retrieves results and contents of WP 1-5 for dissemination and exploitation. Poor communication between partners and interaction between WPs can consequently bring poor dissemination and exploitation results.

All involved partners have to participate in dissemination activities by:

- Contributing the contents of their particular work packages: press releases, presentations, pictures, video releases, articles, publications, etc.,
- Informing about dissemination opportunities and treats,
- Participating and presenting the project at relevant events: conferences, workshops, trade shows, etc.,
- Regularly filling the reports of the planned and done dissemination activities,
- Reporting about done dissemination activities.

In order to successfully pursue and comply with the objectives of the project and dissemination and exploitation strategy, we must track the dissemination activities of all partners and record them in our database. The database should present activities with details and arranged in chronological order. Because of that we designed a tracking list, where all partners should fill their planned and done dissemination activities.

To unify and simplify reporting of dissemination activities, consortium partners shall use one of the following forms we designed to report about dissemination activities:

- Conference report,
- Newsletter report,
- Meeting report,
- Press release report,
- Publication report,
- Workshop report,
- Video release report.

## 6.2 AKNOWLEDGEMENT OF EUROPEAN UNIONS'S FUNDING

All dissemination material needs to include the EU emblem and the following disclaimer:

*"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects 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."*

## 7 EXPLOITATION

Activities ensuring the project exploitation and sustainability are going under Deliverable 4.6: Sustainability: ECTS/Tuning Modular program Accreditation via Inter-university Module Recognition Agreements, Action Group & creation of Strategic Plan.

The official accreditation process begins and agreements are prepared allowing participants to participate in modules not offered by a specific institution and gain transferable ECTS points thus employing best Bologna Process practice. The accreditation will allow to include ALLVET programmes for VET teachers into the list of courses recommended and supported by Educational authorities.

A crucial element here will be the establishment of an Action Group in the respective PC country which is composed of the same membership (1 member from each PC university) as the PC Steering Group that will have lived throughout the entire project development and will outlive the project and will co-ordinate with representation of Ministry, university, HEI and other stakeholders to further identify and target constant improvement and innovation in the delivery of Pedagogical ECTS/ Tuning modular system training on a self-financing basis by offering the above module training in day and evening programme courses.

## **8 CONCLUSION**

The Dissemination and exploitation plan is the key tool, which we will use for dissemination and exploitation of the project and project results. This plan presents dissemination tools for particular targeted audience and draft of the exploitation strategy. It is a living document, which will be continually monitored, updated and reported during the project.

## **9 REFERENCES**

1. ALLVET Consortium Partnership Agreement.
2. Grant Agreement Number: 2019-2022/001-001 (ALLVET).