



Capacity Building in Higher Education

**INNOVATIVE ICT EDUCATION
FOR SOCIAL-ECONOMIC DEVELOPMENT (IESED)**

Project number 574283-EPP-1-2016-1-LT-EPPKA2-CBHE-JP



SCHOOL OF BUSINESS
AND MANAGEMENT OF
TECHNOLOGY OF BSU



DISSEMINATION AND EXPLOITATION PLAN

Coordinating institution
ALYTUS KOLEGIJA University of Applied Sciences



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

Project Title	Innovative ICT Education For Social-Economic Development
Project Acronym	IESED
Project No	574283
Official Start Date of Project	15.10.2016
Actual Start Date of Project	08.02.2017
Duration of Project	36 Months
Project Website	http://iesed.eu

Work Package	WP9 Dissemination and Exploitation Plan
Type of Document	Deliverable D9.1
Lead author (org)	Rozalija Radlinskaitė (AK)
Contributing Author(s) (Org)	Rozalija Radlinskaitė (AK) Danutė Remeikienė (AK)
Reviewer (Org)	Lina Kankevičienė (AK) Alexander Pyko (SBMT) Oksana Minich (BSPU) Taras Hryshchanka (PIMB) Vadim Kazakov (VSTU) Elena Denissova (BSUIR)
Approved by:	All partners, M12
Due Date	M7
Date	18-05-2017

Dissemination Level: Public

Versioning and contribution history

Version	Date	Author	Notes
0.1	30.03.2017	Rozalija Radlinskaitė (AK)	Draft version
0.2	13.04.2017	Danutė Remeikienė (AK) Rozalija Radlinskaitė (AK)	First Version
0.3	27.04.2017	Rozalija Radlinskaitė (AK)	First Complete Version
0.4	11.05.2017	Rozalija Radlinskaitė (AK)	Addressing comments from reviewers
1.	18-05-2017	Rozalija Radlinskaitė (AK)	Finalization of the document

ABOUT THE PROJECT “INNOVATIVE ICT EDUCATION FOR SOCIAL-ECONOMIC DEVELOPMENT (IESED)”

The goal of the project is based on needs and strategies of educational institutions which take part in the project, and on the socio-economic situation in the Republic of Belarus.

The main aims of the project: to increase competitiveness of Belarus partner universities offering high-quality higher education that meets the changing needs of the economic environment; to render assistance in increase of competencies of specialists in the IT field and improvement of the quality of higher education which meets changing needs of the economy of the Republic of Belarus and requirements of the Bologna process.

Specific objectives:

- 1) Development of modern competencies of specialists in IT field.
- 2) Modernization of IT specialists' training syllabi, development and implementation of 5 new flexible programmes on the bachelor level based on new approaches that are in line with European Credit Transfer and Accumulation System (ECTS) and other Bologna requirements.
- 3) Bringing 25 modern courses, implementing innovative teaching / learning methods and tools.
- 4) Purchasing special equipment for 5 eLearning laboratories for partner universities from Belarus.

Members of the consortium:

- P1 - AK - ALYTAUS KOLEGIJA University of Applied Sciences, LT
- P2 - SBMT – School of Business and Management of Technology of BSU, BY
- P3 - BSPU – Belarusian State Pedagogical University named after Maxim Tank, BY
- P4 - PIMB – Private Institute of Management and Business, BY
- P5 - VSTU – Vitebsk State Technological University, BY
- P6 - BSUIR – Belarusian State University of Informatics and Radioelectronics, BY
- P7 - DMU - De Montfort University, UK
- P8 - LUST - Lille University of Science and Technology, FR
- P9 - UEB - University of Economy in Bydgoszcz, PL

Associated partners:

- Polotsk State University, BY
- Belorussian Union of Employers, BY
- Vilnius Chamber of Commerce, Industry and Crafts (Vilnius CCIC), LT

TABLE OF CONTENTS

INTRODUCTION	5
METHODOLOGY	6
PARTNER CONTRIBUTIONS	6
DISSEMINATION STRATEGY	7
PROJECT COMMUNICATION SCHEME	8
TARGET GROUPS TO COMMUNICATE WITH.....	8
DISSEMINATION ACTIVITIES	9
Visual Identity of the Project: Branding /Logo	9
Project Website.....	9
Project Presence in Social Media	10
Project Promotional Material	10
Media Releases, Articles in Specialised Press.....	10
Public Events, Meetings, Seminars	10
Kick-off and Final Conferences	11
DISSEMINATION AND EXPLOITATION MEASURES.....	12
CONCLUSIONS	13

INTRODUCTION

The current document is the Dissemination and Exploitation Plan of the INNOVATIVE ICT EDUCATION FOR SOCIAL-ECONOMIC DEVELOPMENT (IESED) project. The aim of the Dissemination and Exploitation Plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime are widely known with the highest possible visibility in Belarus and EU countries.

This document outlines the dissemination activities carried out by project partners and provides an outline of what is planned. The Dissemination and Exploitation strategy lays out the activities to be implemented by the project partnership in order to promote the IESED project aims and to reach the target groups at local, regional, national and European level. To achieve these goals, dissemination will be supported by different channels: social media, seminars, discussions in the faculties, meetings in HEIs, presentations and introductions for stakeholders and policy makers, forums for businesses, and conferences.

The Dissemination and Exploitation work package provides information to the target audience and relevant stakeholders and ensures transfer of basic information on the project implementation. It includes a comprehensive information campaign aimed at the target group and training institutions to achieve sustainable utilisation of the project results in the partner countries and beyond.

The main activities will focus upon exploiting the results of the project activities to ensure that the modernized syllabi for training ITspecialists, 5 new flexible programmes developed and implemented at a bachelor level, including 25 modern courses, and the news of supplying special equipment for 5 eLearning laboratories for partner universities from Belarus could be extensively disseminated and promoted within the academic community and related external communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

For the dissemination aspect, the project is embedded in a strong partnership of Belarusian HEIs that are responsible for dissemination and exploitation activities and will guarantee a wide network of contacts for a successful dissemination of the project news, events and results.

As for the exploitation aspect, the IESED project will enable the project partners to achieve sustainable results. The aim of the project is a focus on sustainable cooperation with Partners from P2-P6 of Belarus, P1 (LT), P7 (UK), P8 (FR) and P9 (PL), associated partners and representatives of business to promote sharing best practices in order to develop curricula and new courses, which

will have a great impact on development of higher education and increase competitive ability of both Belarus and Programme countries. The upgraded programmes that will be supplemented with new courses in English and Russian and adapted to be taught by eLearning will ensure not only short-term but also long-term institutional impact on the HEIs' study quality: the studies will become more attractive, more flexible, directed towards the requirements of the labour market and accessible to young people, who are searching for the newest knowledge and learning methods, not only from Belarus but also from other countries.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (i.e. conferences, seminars, internships, etc.), project publications (i.e. leaflets, press releases, as well as conference papers, etc.), media (i.e. press, TV, radio) and project presentations (i.e. to local and national authorities, etc.), complemented also by online activities based around the project website, and through the social platform Facebook. The dissemination activities are designed to the target audiences and stakeholders in order to maximize awareness of IESED objectives and activities.

METHODOLOGY

The dissemination activities were planned in a consistent way – from an outline in the project application, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon shared Google Drive facilities to enable collaborative input and the collection of information about IESED activities: project.2017by@gmail.com

PARTNER CONTRIBUTIONS

The Dissemination and Exploitation Plan was prepared under management of WP9 leader P1 (LT). The implementation of this plan will be supervised by coordinating organisation P1 (LT) in order to ensure quality of the project.

All project members have contributed to the content of dissemination activities by introducing information about partner contributions to conferences, seminars, internships where the objectives of IESED have been and will be publicised and presented. Consortium members have also actively participated in the discussions of the initial dissemination activities, i.e. development of the project logo and dissemination opportunities in their countries through institutional websites, etc.

All project partners have been given the opportunity to review this document.

P2-P6 are responsible for the Dissemination and Exploitation WP9. Through the dissemination activities the Belarus HEIs will spread the implemented innovative content of 5 study programmes, syllabi and 25 innovative courses on Virtual Learning Environment (VLE). The ICT applied in training will improve the quality of teaching, increase the attractiveness of high education in Belarus. The developed IT specialist profile (description of competences) and course requirements will allow improving the qualification of teachers through continuous training. In the dissemination efforts the project partners aim to ensure that both genders are treated equally and have equal access to project results.

Interim dissemination reports will be delivered by the project partners to the coordinating organization (AK) which will be included in the final dissemination report at European level including perspectives for future potential and exploitability.

Specific reporting milestones will be established from the very beginning of the project.

Project management, dissemination, exploitation and evaluation activities are to accompany the development related work packages to ensure the efficient and effective implementation and the sustainability of the project. Exploitation is focused on sustainability, transferability, continuation and further development of the IESED outcomes and outputs. The aim of exploitation activities is to guarantee continuous use and to enable further development. The project management, dissemination, exploitation and evaluation activities shall ensure the sustainability of the project.

DISSEMINATION STRATEGY

The general objective of the strategy is to tailor the results of the project to all other HEIs (students and teachers) of Belarus, European partners of the consortium and stakeholders to share the experiences of the project.

The specific objectives are as follows:

- to publicise the IESED project tools encouraging as many end users as possible;
- to provide dissemination measures of the project results widely via appropriate channels;
- to make the results of the project visible not only to the core target groups but also to other organizations which can promote the project to their own networks;

- to guarantee continuous use of project results strengthening the impact and to enable further development.

The project partners are well-embedded within their local, regional, national and international networks, so the dissemination will be used via providing promotional material and distributing it within the networks as well.

The associated partners that are supporting the project will be used as proxies for wider dissemination of the project.

All dissemination activities and publications in the IESED project will acknowledge the Erasmus+ programme co-funding.

PROJECT COMMUNICATION SCHEME

The project website and social media channels will be supplying information about the project progress. All project partners are expected to inform the public about future events and participation in them. Messages from the events will be distributed via Facebook, the project website and the websites of the project partner institutions. Each partner will summarise the contribution and the results from the events, draft short articles and provide pictures for the news on the project website.

The kick-off conference and the final conference will take place in Minsk, Belarus and their objectives are to present the project at the institutional, national and international levels for the academic, public and entrepreneurial environment and present the results achieved by the project. It is very important to reach the presence of government authorities with the aim to promote the sustainability of the project results.

TARGET GROUPS TO COMMUNICATE WITH

The following groups will be targeted for dissemination purposes:

- Training providers, teachers, students;

Higher education institutions, i.e. academic staff and educators of all other HEIs in Belarus, are interested parties because they aim at strengthening academic, cultural and research cooperation. They have direct access to final beneficiaries, students, teachers, professionals and entrepreneurs coming from stakeholders' institutions as well as businesses.

- Decision makers (education policy makers, municipalities, associations);

National, regional and local public authorities and policy makers, such as Ministries of Science and Education are fundamental for the project sustainability due to their influence on their national, regional and local policies. Policy makers who make decisions about defining relevant strategies and policies for financing innovative initiatives are targeted as well. The IESED project partners will contact all national, regional and local public authorities involved or interested in the education of IT sector specialists in their area during the project implementation and after the project ends.

- Stakeholders (employers, labour markets);

Communication actions will be targeted towards the stakeholders, i.e. our target groups for the communication and development activities. These organisations influence innovation policy plans and implementation, and act as potential beneficiaries. They will be involved in and reached during the project and afterwards to benefit from their views, suggestions and experience.

The results of the project have to reach the public in a broad sense on local, regional, national and international levels. During the project partners will choose different affordable tools to use to support a wide dissemination effect.

DISSEMINATION ACTIVITIES

Visual Identity of the Project: Branding /Logo

Project logo will be created as the result of a contest of IT students in Belarusian partner HEIs. BSPU is responsible for this activity in the project.

The partners are invited to consistently use the project logo which strengthens the image of the project and the perception of the project that meets professional quality standards. Partners are required to use the IESED project logo when publishing dissemination materials for the project.

Project Website

At the beginning of the project the project website will be created as the result of a contest of IT students in Belarus partner HEIs. The project website is an external communication tool and it will be subject to continuous development. BSUIR and VSTU are responsible for this activity in the project.

The project website will be user friendly:

- Launched at the beginning of the project;
- Informative and attractive also for wider public;

- Content: project description/objectives, management structure, project outputs (date of events, seminars, internships, meetings, etc.), results of the project activities.

Project Presence in Social Media

From the beginning of the project, dissemination will be executed via social media, i.e. Facebook and websites of the partners' institutions and will constantly be updated. All partner institutions will provide information about the project and its results on their own websites and provide links to the project website. Social media presence will be established on Facebook as the element of the dissemination plan and strengthen its position as it represents an important way to be in touch with the relevant community.

Project Promotional Material

Attractive illustrative promotional materials (leaflets, brochures, posters, pens, memory sticks, cups, paper bags, folders) will reach the target groups and wider audience in the partner countries. Main information of the project (objectives, tasks, partnership, results, and events) will be included into the leaflets, brochures and posters. VSTU is responsible for this activity in the project.

Media Releases, Articles in Specialised Press

Research articles and those based on the reports from the kick-off and final conferences will be published in relevant scientific journals as well as in the project coordinator's reviewed publication of academic papers *Role of Higher Education Institutions in Society: Challenges, Tendencies and Perspectives* (ISSN 2029-9311), which is placed in the Index Copernicus database included into the list of recognized international databases compiled by the Lithuanian Science Board.

During the project there will be press releases, TV and radio editions and broadcasts in all partner counties.

Public Events, Meetings, Seminars

The project will be visible in local, regional, national and international events through presentations in conferences and events. Presentations will be made by partner institutions in gatherings of local authorities, public and IT related sectors as well as dissemination events (discussions in the faculties, meetings in HEIs, presentations and introductions for stakeholders and policy makers, forums for businesses) in all partner countries.

In the context of the project dissemination strategy the following instruments will be exploited:

- Formal and informal meetings;
- Attending/organizing seminars, conferences;
- General individual face-to-face meetings with target groups;
- Face-to-face meetings with stakeholders and decision makers;
- Information campaign through e-mail and other means.

Kick-off and Final Conferences

Kick-off and final international conferences will be arranged in Minsk, Belarus to reach a wide range of stakeholders as well as to promote and disseminate the project and its results. The final event will aim at raising awareness and promoting the project outcomes among different stakeholders as well as private companies, social partners, representatives of the Ministry of Education, EU partner institutions. Synchronic translation equipment will be purchased for final conference. The partner responsible for this subcontracting expenditure is BSPU. The final conference will be the crucial event for dissemination of the project results and, that is why it is very important for all participants to understand the information adequately. Promotional material will also be distributed during the event. Dissemination and exploitation activities of the project shall strengthen the impact on the quality of study/training, acquiring new knowledge and competencies in computing area and promote sustainable economic development of Belarus.

DISSEMINATION AND EXPLOITATION MEASURES

Measures	Responsible partner	Place	Date	Outputs
1.Events				
1.1. Local formal and informal meetings	All partners	Lithuania Belarus	once per quarter	Minutes of the meetings, lists of participants
1.2. Kick-off and final meetings	AK	Belarus	April 2017	Minutes of the meeting, lists of participants
	AK	Belarus	September 2019	Minutes of the meeting, lists of participants
1.3. Project management meetings	Steering committee	Belarus	April 2017	Minutes of the meetings lists of participants, questionnaires and report
	Steering committee	France	October 2017	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	Minsk	February 2018	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	UK	June 2018	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	PL	February 2019	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	FR	September 2019	Minutes of the meetings, lists of participants, questionnaires and report
1.4. Monitoring meeting	Steering committee	Belarus	December 2017	Minutes of the meetings, lists of participants, report
1.5. Seminars, internships				
Seminar: Synthesis of Competencies and Technologies in IT Specialist Training	AK	Belarus	April 2017	Lists of participants, questionnaires and reports
Seminar: Modelling of IT Specialist Profile	AK	France	October 2017	Lists of participants, questionnaires and reports
Internship: Innovative Study Methods	UEB	Poland	July 2017	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
Internship: IT Theory, Innovative Methods and Practice	LUST	France	April 2018	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
Internship: IT in the Context of Intercultural Competency	DMU	UK	June 2018	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
1.5. Meetings with stakeholders and decision makers	All Belarus partners	Belarus	1 per year	Minutes of the meetings, lists of participants
2.Promotional material				

2.1. Project LOGO	BSPU	Belarus	first quarter	Project logo in digital form
2.2. Promotion material with project LOGO	VSTU	Belarus	February 2018, August 2019	Leaflets - 2000 (units), brochures - 1000 (units); posters - (100 units), pens - 800 (units), memory sticks – 250, cups – 250, paper bags – 500, folders- 800
3. Communication instruments and tools				
3.1. Website	BSUIR	Belarus	first quarter	Website of the project
3.2. Newsletters	All partners	Lithuania	1 per six months	Newsletter about the project events and results
3.3. Publication of articles in relevant scientific journals (International)	Steering committee	UK France Poland	1 per project life	1 joint article
3.4. Publication of articles in relevant scientific journals (National)	Steering committee	Lithuania Belarus	1 per project life per partner university	1 article per partner university
3.5. Facebook	AK	Lithuania	introduction - first quarter; maintenance – continuously	Facebook profile and links from university websites
3.6. Radio, TV, press	All partners	Lithuania Belarus (after project registration) UK France Poland	twice a year	Interviews, presentations, articles
4. Interim dissemination reports	All partners	Lithuania Belarus UK France Poland	quarterly	Interim dissemination reports

CONCLUSIONS

This Dissemination and Exploitation Plan is flexible and live. It is based on the defined target groups and the goals described in the description of work as well as on the communication strategy which aims at tailoring the project deliverables to all other HEIs of Belarus, European partners of the consortium and stakeholders, sharing the experiences of the project as well as allowing the project team to adapt to future developments and make use of the lessons learned.