

DISSEMINATION MEASURES MATRIX

Introduction

The Dissemination Measures Matrix of the IESED project Dissemination and Exploitation Plan has been developed to reflect the description of the project dissemination activities, project partner ambitions, and engagement of stakeholders. The matrix has been developed to specify which partner does which activity and by which date and ensure that we reach the aim of the Dissemination WP9 to make the results of the project visible not only to the core target groups but also to other organisations which can promote the project to their own networks. The matrix has been reviewed regularly to ensure that we continue to communicate with our targeted audiences.

The set of **target audiences** for dissemination and communication were reviewed by the IESED project management group. The target audiences outlined in the revised Dissemination Measures Matrix include:

1. National and European governments;
2. Decision makers;
3. European Commission services;
4. Training providers (NGOs);
5. Businesses;
6. Higher education sector (students, course leaders, specialists, staff/administrators and scientists community);
7. Public society;
8. Project partners.

Communication Objectives, Content, Tools and Responsibilities

For each target audience, communication objectives, content and tools were presented by the project coordinator, discussed and accepted by the consortium partners and Steering Committee. The Dissemination Measures Matrix set out in the IESED Dissemination and Exploitation Plan was presented to all project consortium partners at the IESED project Steering Committee meeting 2, held on 23 – 27 October 2017 in Lille, France, as part of the overall presentation of Dissemination WP9. Throughout the meeting, feedback was solicited by the project management group and from project partners with regards to their contacts, stakeholder networks, and key messages for communications. This feedback was then compiled and reviewed by the project management team following the project Steering Committee meeting 2 and incorporated into both the Dissemination Measures Matrix and the project Dissemination and Exploitation Plan. Following the plan and the matrix the deliverables of the project have been developed and the information has been disseminated through them. Every partner institution is involved with own responsibilities and strives to reach the project dissemination results and deliverables.

The revised Dissemination Measures Matrix is available to project partners on Google drive, and it guides the Dissemination and Exploitation Plan. With this, the matrix contributes to the wider visibility of the project, ensuring that the project and its deliverables are widely shared. In combination with the Dissemination and Exploitation Plan, it provides a consistent basis for activities carried out in Dissemination WP9, and a common approach to the project communication, dissemination, and exploitation across the entire IESED project partnership.

The Matrix outlines our approach to joining European and international initiatives and projects, and includes joint activities planned in Dissemination WP9.

The Dissemination Measures Matrix has been used as a basis for the Dissemination and Exploitation Plan. Both documents are available on the Google drive platform and IESED project website <http://iesed.eu>.

Dissemination Measures Matrix

Measures	Responsible partner	Place	Target group	Date	Size/number of organisations/ persons reached (approximately)	Outputs
1.Events						
1.1. Local formal and informal meetings	All partners	Lithuania Belarus	8	once per quarter	10 per partner	Minutes of the meetings, lists of participants
1.2. Kick-off and final meetings	AK	Belarus	1,2,4,5,6,7,8	April 2017	70	Minutes of the meeting, lists of participants
	AK	Belarus	1,2,4,5,6,7,8	September 2019	70	Minutes of the meeting, lists of participants
1.3. Project management meetings	Steering committee	Belarus	8	April 2017	22	Minutes of the meetings lists of participants, questionnaires and report
	Steering committee	France	8	October 2017	22	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	Minsk	8	February 2018	22	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	UK	8	October 2018	22	Minutes of the meetings, lists of participants, questionnaires and report
	Steering committee	PL	8	February 2019	22	Minutes of the meetings, lists of participants, questionnaires

						and report
	Steering committee	FR	8	September 2019	22	Minutes of the meetings, lists of participants, questionnaires and report
1.4. Monitoring meeting	Steering committee	Belarus	1, 8	December 2017	30	Minutes of the meetings, lists of participants, report
1.5. Seminars, internships						
Seminar: Synthesis of Competencies and Technologies in IT Specialist Training	AK	Belarus	6, 8	April 2017	70	Lists of participants, questionnaires and reports
Seminar: Modelling of IT Specialist Profile	AK	France	6, 8	October 2017	34	Lists of participants, questionnaires and reports
Internship: Innovative Study Methods	UEB	Poland	6, 8	July 2017	40	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
Internship: IT Theory, Innovative Methods and Practice	LUST	France	6, 8	April 2018	40	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
Internship: IT in the Context of Intercultural Competency	DMU	UK	6, 8	June 2018	40	Lists of the internship participants, programme, training materials, participant reports, questionnaires and reports
1.6. Meetings with stakeholders and decision makers	All Belarus partners	Belarus	4,5,6,7,8	1 per year	10 per institution	Minutes of the meetings, lists of participants
2.Promotional material						
2.1. Project LOGO	BSPU	Belarus	1-8	first quarter	http://iesed.eu	Project logo in digital form
2.2. Promotion material with project LOGO	VSTU	Belarus	1-8	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	1-8	first quarter	http://iesed.eu	Website of the project
3.2. Newsletters	All partners	Lithuania	1-8	1 per six months	http://iesed.eu	Newsletter about the project events and results
3.3. Publication of articles in relevant scientific journals (International)	Steering committee	UK France Poland	1-8	1 per project life		1 joint article
3.4. Publication of articles in relevant scientific journals (National)	Steering committee	Lithuania Belarus	1-8	1 per project life per partner university	https://alytauskolegija.lt/visuomenei/mokslo-leidiniai/ http://iesed.eu	1 article per partner university
3.5. Facebook	AK	Lithuania	1-8	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	1-8	twice a year		Interviews, presentations, articles
4. Interim dissemination reports						
Interim dissemination reports	All partners	Lithuania Belarus UK France Poland	1-8 http://iesed.eu	quarterly		Interim dissemination reports