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MENVIPRO

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Dissemination and Exploitation Plan

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1. Executive Summary

The document “Dissemination and Exploitation Plan” was developed within the Work Package 6 (“Awareness, Excellence and Sustainability”), which has the goal to ensure that all project results become available for the widest audience and deliver systemic, lasting and positive impact of the entire higher education systems of the Partner Countries. The document outlines the goals and the strategy of the project dissemination and sustainability ensuring activities, prime target groups and major dissemination means.

The current document is designed to serve as guidance for the project participants in their dissemination activities.

2. Goals and Strategy

Effective dissemination is essential in order to make sure that the project and its effect will be visible. The MENVIPRO consortium will be disseminating the results of the project to multiple audiences, via different channels, at different intervals, etc. The aim of this dissemination strategy is to maximize the impact, visibility and credibility of the project, therefore ensuring the sustainability of the results. The objectives of the strategy are as follows:

- Design, develop and regularly update the MENVIPRO website.
- Share information about the project and publish its findings via both traditional media (e.g. press) and digital media (e.g. social media).
- Raise awareness of public administrations, industry and general public of the changes in academic area - the creation of new socially and economically important educational opportunities supported by the development of training materials, educational resources and the new curricula.
- Support the development of Exploitation Strategy.

Dissemination and exploitation activities will address the following target groups and be organized in the following manner:

- **Event-based dissemination:** the project will organize a minimum of 2 annual dissemination workshops to inform and engage with the national academic communities. The Final Project Conference will address a broader audience bringing together additionally policy makers, NGOs, education authorities, other stakeholders important to the best practice proliferation in the Partner countries.
- **Web-based dissemination:** the project website will serve as a major interface and community building platform. In addition to being a repository to all tangible outcomes (training and teaching materials, webinars, results of the SWOT Feasibility Study, Repository, methodological materials, reference materials, etc.), it will enable community activities (blogs, social networks interface, FAQ, etc.). On top of that, all partners will use other available web-based dissemination channels (own websites, mailing lists, community resources). All target groups will be addressed.

- **Traditional dissemination:** the project will produce a set of traditional promotional materials; it will publish major results in media (general public) and professional journals (academic community). Additionally, the project will organize several briefing meetings with policy making stakeholders to enable a multiplier effect.

Exploitation planning and exploitation of the results:

- **Exploitation planning:** the project will plan the exploitation (including how to bear running costs) of such principle outcomes as the set of developed methodological materials, the Repository, the website, etc. for the period of 3-5 years after the project end. The respective commitments will be finalized at the Final Conference.
- **Exploitation Nature:** public nature - openly available for re-use. For instance, the curricula-related documentation will be publicly available and downloadable from the project website. ERLEP will be available for other educational establishments/projects on the basis of legally sound bilateral agreements (the project has already developed the template based on the European best practice of joint exploitation of shared research infrastructure).
- Involving into practical aspects of dissemination/exploitation: involving external stakeholders in Evaluation trial and in developing practical tutorials during workshops to ease external exploitation and uptake.
- The executive part of the Memorandum will include agreed and supported measures aimed at exploitation of the project results (concluded at the Final Conference).
- Activities after the end of the project: continuing further dissemination (as described above); developing ideas for future cooperation; evaluating achievements and impact; contacting relevant media; contacting policy-makers on request; cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

3. Target Groups and Dissemination Channels

Target Groups

Subject specific audience

- Academic community: students, researchers, professors or other people involved in activities related to the project topic and interested in following its development and outcomes;
- Stakeholders, public administrations, potential employers of graduates; experts or practitioners in the field (graduates) and other interested parties;
- Decision-makers at local, regional, national level (e.g. HE authorities, certification/accreditation bodies, etc.)

Generic audience

General public: people who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.

Dissemination Channels

- Traditional channels: local, regional, national press and media;
- Digital media, e.g. the website, social networks, such as Facebook, Twitter LinkedIn, ResearchGate etc.

4. Activities

In order to regularly update information on the project website a person responsible for information gathering (“a blogger”) from each university shall be assigned. Typically, the contact person can also play this role.

Each university shall develop an informal dissemination and publication plan containing at least 1 dissemination event (e.g. publication, press release, information item on the institutional website, etc.) every 3 months.

Publication can be in local or national media channels (newspapers, information leaflets, brochures, other print media, TV etc.); on the website of the university, social media networks (for instance, Facebook, Instagram, Twitter, etc.), every publication should contain a link to the project website <https://www.menvipro.eu>; every publication (scan of it if it's printed or link to it in the Internet where this publication is situated) should be sent to the project coordinator (project manager).

Each partner University is recommended to develop a list of related universities and non-academic partners involved in the activities of the project; organizations interested in the project (so-called dissemination targets). A schedule of meetings with these organizations shall be also envisaged.

It is also recommended to prepare a press release for each of the meetings mentioned above

Creating a newsletter (news about MENVIPRO, news from the world related to the topics discussed); newsletter release - 2 times a year.

Development of the website of the project and its regular update (once 3 months).

Development of the Memorandum in order to involve new participants outside the consortium in the project activities for continued cooperation to ensure the sustainability of the project results after the end of the project for a period of minimum 5 years after the project end.

5. Dissemination Materials

The MENVIPRO logo



The consortium partners are requested to use the logo of the project on all dissemination materials related to the project and developed with the project support.

Moreover, all partners are obliged to use the following disclaimer and the logo on all publications, dissemination materials and at all events supported by the project:



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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.

6. Dissemination methods matrix

Methods	Purpose	Language
Project website	The project website is one of the most universal dissemination tools. It will contain information for different audiences, which will be updated regularly.	English
Universities' websites	Information dedicated for academic community recommended in national languages and in English	National languages and/or English
Social media	Information for project partners, engagement of partners in project planning and improvement.	English
Press releases	Flyers in printed form can be handed out at conferences, other events or to colleagues/students at each institution. An electronic version (e.g. PDF file) can also be circulated electronically via the project website.	National languages and/or English
Programme meetings	Programme meetings are excellent opportunities for project partners to learn from each other, discuss common issues, and get feedback on their work.	English
Conference presentations / posters	National and international conferences are an important opportunity to share achievements with experts in the field.	National languages and/or English
Events, including lectures, demonstration and workshops	They are useful in the project to get feedback from students and other stakeholders (including industry) on functionality and usability.	

7. Conclusions and COVID-19 Impact

The concrete implementation of the activities and attainment of the goals presented in the current document will be monitored by the project coordinator and discussed at the project coordination meetings. The respective reports will become a part of the regular reporting activities.

As the consortium is currently facing the impact of the global COVID-19 pandemic, the respective changes in the dissemination strategy will be discussed and agreed in the course of the general re-scheduling the project plan caused by these circumstances. The general principles to be applied:

- Where and when possible, face-to-face dissemination activities will be re-scheduled for the later periods when the respective restrictions will be lifted.
- When re-scheduling is impossible or reduces the expected impact of the activities the options to replace face-to-face activities with equivalent online activities will be investigated.
- When this is impossible, face-to-face activities will be cancelled and the respective resources will be re-planned to strengthen other impacts of the project.

In any case, the inevitable changes in the project plan discussed and agreed within the consortium will be summarized in the communication towards EACEA seeking for approval. The final plan of corrective measures will include the comments/suggestions of EACEA and will be approved by the agency.