EXPLOITATION AND DISSEMINATION PLAN

Project: Modernisation of Higher Education in Central Asia through New Technologies (HiEdTec)

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List of HiEdTec partners

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P3	Kazakhstan	L.N.Gumilyov Eurasian National University
P4	Kazakhstan	Innovative University of Eurasia (Pavlodar)
P5	Kyrgyzstan	Ala-Too International University
P6	Kyrgyzstan	Issyk Kul State University named after K.Tynystanov
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P12	Turkmenistan	Oguz Han Engineering and Technology University of Turkmenistan
P13	Turkmenistan	State Power Engineering Institute of Turkmenistan
P14	Uzbekistan	Andijan Machine-Building Institute
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P24	Uzbekistan	Ministry of Higher and Secondary specialized education of the Republic of Uzbekistan

1. INTRODUCTION

The Dissemination and Exploitation Plan has been developed to ensure the sustainability, exploitation and utilization of the HiEdTec Project outcomes. Its main purpose is to raise awareness about project activities as well as project outcomes. Development of the Dissemination and Exploitation Plan is a partial activity of Work Package 6 led by UR, Bulgaria.

The HiEdTec Project *Dissemination and Exploitation Plan* supports the overall utilization of project content and spreading its outcomes at the institutional, national and international level during and after the official end of the project period. It defines the aim of dissemination and exploitation activities, target audience and ways of dissemination and utilization of project results by partner institutions from the Central Asian countries.

> **Project aims and objectıves**

The consortium's **main aims** are to:

- adapt the education system in the Partner countries (PCs) to the digital generation through the introduction and effective implementation of ICT-based innovative educational technologies and didactic models in the teaching process;

- enhance the international dimension of education and training through strengthened links between the EU and PCs universities, exchange of expertise and good practices in the areas of digital pedagogies and Innovative Educational Technology (IET).

> **Specific** project **objectives** are:

1. Development and growth of a Sustainable academic network for sharing experience and exchange of good practices in the field of IET and didactic models. The network will initially comprise of project PC universities, but it will be open for other HEIs in the PCs to join at a later stage. It will continue functioning after the official project end, thus contributing to project impact and sustainability improvement.

2. Development of Concepts of adapting the education system to the digital generation considering the specific conditions of each of the PCs. The goal of the Concepts is to adapt the educational system to the digital generation by introducing and implementing effectively IET and didactic models in the education process, thus providing an opportunity for EVERYBODY to learn at ANY time and at ANY place with the help of ANY lecturer using ANY end device – computer, laptop, tablet, smart phone, etc.

3. Creation of IET Centres, active learning classrooms, virtual classrooms. A prerequisite for the development of the Centres is the EU requirement for opening up education through new technologies. The boost of digital technologies in the delivery of high quality teaching suited to the needs of digital learners in the PC institutions requires the opening of suitable learning environments for this purpose, the introduction and piloting of new educational technologies and the training of teaching staff to use them effectively in formal education.

4. Development of courses for trainers and lecturers for the acquisition of digital skills and innovative teaching and learning methods, selecting a Learning management system and developing open educational resources and a Cloud-based Virtual Library of the digital educational resources.

5. Raising awareness of the need to adapt the education system to the digital generation in the PCs institutions and in society at large. All dissemination activities will be directed towards achieving this goal. Special emphasis will be placed on the successful provision of dissemination activities at national level (within the PCs) in order to reach a wide spectrum of audiences and make sure the impact of the project goes beyond the institutions directly involved in it.

By achieving these objectives the project will help turn the partner universities into innovative universities and to improve the quality of the trained specialists necessary to perform the Digital Transformation of Industries (Industry 4.0).

WP6 is dedicated to dissemination and exploitation activities. Its main objective is to promote the visibility of the project, its outputs and products beyond the members of the consortium, to the main target groups and key stakeholders. This will be done through the use of various dissemination channels: continuous updating of on-line information; organising and conducting international round table discussions and conferences; regular press releases; publication of articles in magazines and scientific conference proceedings; publication of print materials such as brochures, flyers and posters; delivering presentations on the Project activities at universities; designing and publishing booklets, newsletters etc.

Major implication for the whole dissemination strategy is to pay attention to the dissemination actions at **national level of the Partner Countries** in order to ensure that the impact of the project goes beyond the institutions directly involved.

The project partners will be encouraged to use all opportunities to raise awareness about the project and planned network using their own contacts and channels of dissemination.

WP6 is also responsible for the exploitation of project results and specifies all activities focused at the provision of appropriate recognition, demonstration and implementation of the project results to the widest possible level. WP6's main purpose is to promote project outcomes to the relevant target groups and end users while at the same time ensuring the proliferation of the project outputs by targeting them to appropriate decision-makers at local, regional, national and European level.

The present document, *Dissemination and Exploitation Plan*, defines the activities to be carried out in the project to enhance the successful dissemination and exploitation of the project results.

The content of the *Dissemination and Exploitation Plan* has been discussed during the First project meeting held in March 2019 in Ruse, Bulgaria.

2. OBJECTIVES OF DISSEMINATION AND EXPLOITATION

The dissemination and exploitation strategy of HiEdTec Project is of crucial importance to achieve successful results. In order to fully understand this strategy, it is important that partners have a common understanding of the concepts of dissemination and exploitation. The definitions of these two concepts adopted by the HiEdTec consortium are as follows:

Dissemination: Dissemination includes promotion and awareness-raising activities. Dissemination activities take place in the beginning of the project or even before to make known the existence of a project, the aims and objectives and developments. Dissemination in general is a planned process of providing information to the target group and key actors in

regard to project process, activities and results by the use of different dissemination channels at local, regional, national, EU and international level.

Exploitation: Exploitation includes activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects).

The **main objectives** of the Dissemination and Exploitation activities are:
- To promote and raise awareness about the project content, developments and results;
- To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support;
- To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

In order to clear the dissemination and exploitation strategy for HiEdTec project, the following sections try to answer central questions such as:
- Which will be the project results?
- What kind of needs does the project respond to?
- Who are the final or potential users or beneficiaries of the project's outcomes?

Additionally the Dissemination and Exploitation Plan indicates:
- Types of dissemination and exploitation activities to be carried out;
- Means/Instruments that will be used;
- Calendar of exploitation activities.

3. DISSEMINATION STRATEGY

Main objectives of the Dissemination Strategy are:

a) To establish new links

The Dissemination and Exploitation Plan defines activities for building positive relationship with wider audience and via effective communication channels ensures the utilization of project outcomes and presented educational approach.

b) To inform

Dissemination activities aim to raise awareness about the HiEdTec project itself, its process and benefit for contemporary practice in involved institutions and beyond.

c) To motivate

Dissemination activities carry a message about introducing innovative educational technologies in education aiming to increase the quality of higher education in the partner countries. Thus, the dissemination objective is also to increase the motivation and courage to implement these new technologies in practice.

d) To support development

The HiEdTec project aims to adapt the education system in the PCs to the digital generation through the introduction and effective implementation of ICT-based innovative educational technologies and didactic models in the teaching process, which will lead to increasing the quality of education. Increasing the quality of education is also based on the development of teachers' soft skills to apply new technologies in education.

Dissemination will be organized in **three phases**:

a) **Early in the project**, the dissemination ensures raising awareness about project activities and understanding of the project aim.

Description of the dissemination: At the beginning of the project period the Exploitation and Dissemination Plan will be developed. Strategies ensure the sustainability even after official period through the structured process of raising awareness and utilization of project content and outcomes. For the project presentation, a project web pages will be created. It will provide main information concerning the project overview, objectives, and innovative potential of the project and the description of involved institutions. During the 3-years project period, six project meetings are planned.

b) **During the project**, when the Concepts of adapting the education system to the digital generation considering the specific conditions of each of the PCs are presented, and Centres of IET are established, the dissemination is focused on spreading information to wider audience beyond.

Description of the dissemination: In the partner institutions, Innovative Educational Technologies Centres (IET centres) will be established. These will be responsible for the introduction and piloting of new educational technologies and the training of teaching staff to use them effectively in formal education. Gradual changes in the teaching practice in HE institutions in the partner countries will be presented in publications at national and international conferences.

c) **After the project**, IET centres will continue in capacity building process through ongoing training of academic and administrative staff to use and implement innovative educational technologies.

Dissemination activities

The dissemination activities are described in the Table 1. These include project meetings and conferences, the dissemination of the prepared materials, the Concepts of adapting the education system to the digital generation, the establishment of IET centres and other dissemination channels.

Table 1 . Dissemination activities

Activities	Description
Project Web site	The project web site will provide information about key aspects of the project at a national and international level. It will have different user access levels where project partners will be able to publish working materials. The web site will be maintained by P1 and will be accessible to all interested parties during and after the project lifetime.
Partner universities' web-sites	Partner universities' web-sites will serve the purpose of dissemination to their audience
Project meetings and conferences	During the project period eight project meetings are planned. In order to address and engage a wider audience of academics and administrative staff (within and beyond involved institutions), a final dissemination conference is planned in the Tajik Technical University, Dushanbe, Tajikistan.
Prepare and publish promotional materials	Promotional materials will be prepared and published for dissemination purposes of the project. These promo materials will include:

	folder, brochures, and posters.
Concepts of adapting the education system to the digital generation	Five Concepts of adapting the education system to the digital generation (one for each partner country). These concepts will be published on the partner universities web sites and the paper version will be distributed to other universities in the partner countries.
IET centres - Training of administrative and academic staff	IET centres will be established in each partner country university, which will widely promote the ideas of adopting IET in education. IET centres will continue functioning after the project and will immensely support the sustainability of project outcomes after the financed period of the project.
Presentation of project work at local, national and international scientific events and publications in research journals and conference proceedings	The HiEdTec Project itself and its content will be presented by each partner institutions during further conferences and events which won´t be directly connected with the HiEdTec Project itself.
Media presentation	The HiEdTec Project itself and its outcomes will be presented by each partner institutions via all communication channels available in the given environment. Information about the project, its activities and products will be sent to local, national and international media (e.g. newspapers, TV, web-based media, social networks, blogging etc.)

4. EXPLOITATION STRATEGY

The aim of the Exploitation Strategy is to ensure the project sustainability through utilization of project results concerning the adaptation the education system in the PCs to the digital generation through the introduction and effective implementation of ICT-based innovative educational technologies and didactic models in the teaching process.

Ways of Exploitation / Exploitation Channels?

The exploitation ways / channels are described in **Table 2.** These include workshops, IET centres, active learning classrooms, virtual classrooms and cloud-based Virtual Library and others.

Table 2 . Exploitation channels

Activities / Exploitation channels ?	Description
Networking	
Open sustainable academic network for sharing experience	The open sustainable academic network for sharing experience and exchange of good practices in the field of IET and didactic models will be open for other HEIs in the PCs and will continue functioning after the

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	official end of the project
Knowledge transfer	
Workshops to present the Concepts of adapting the education system to the digital generation	Workshops will be organized to present the Concepts of adapting the education system to the digital generation to lecturers from other universities in the PCs.
Workshops for academic staff and invited lecturers	Workshops for academic staff and invited lecturers from other universities in the PCs will be organized where they will be trained for the acquisition of digital skills and innovative teaching and learning methods.
IET centres, active learning classrooms, virtual classrooms and cloud-based Virtual Library	The IET centres, active learning classrooms, virtual classrooms and cloud-based Virtual Library of the digital educational resources will continue their existence even after the project is over.
Multiplication	
Multiplication opportunities	The trained university lecturers will be able to train academic staff at inter-institutional & national levels during and beyond the project lifetime.

5. TARGET GROUPS

Target groups are entities and/or individuals that can potentially benefit from the project results. For a productive and effective dissemination and exploitation of the project outcomes, it is essential that target groups are identified at an early stage of the project. The HiEdTec project addresses three main target groups:

➢ **Internal target group** | University lecturers

| Students in PC HEIs

| University governing bodies

➢ **External target group** | National policy-makers in the field of education
| Academic staff development and training providers

➢ **Wider society** | University lecturers in HEIs outside the consortium
| University management and governing bodies outside the
   consortium
| Job market players at national level in the PCs

The target group directly involved in the development of all project outputs are university lecturers. The lecturers have two additional roles in the project:
   a) learners during the trainings for the acquisition of digital skills and learning methods;
   b) trainers when multiplying the acquired knowledge and skills among teaching staff at their home institutions.

Indirectly involved in the project are:

- Students – involved in the piloting stage of the OER and the active learning and virtual classrooms in their home HEIs;

- University lecturers and academic governing bodies – participants in the trainings for acquisition of digital skills and learning methods in each PC HEI.
- Academic authorities in the PCs and national policy-making bodies – periodic reporting of project results; engaged in spreading the impact on policy level and easing the process of digital transformation of education in the PCs.

At **local level** the project reaches out partner universities and their staff:

1. Partner HEIs will be involved in all project activities aimed to adapt the education system in their countries to the digital generation through introducing and effective use of ICT-based IET&TMs in the teaching process.
2. University teachers trained in the acquisition of digital skills and learning methods – acting as trainers to the rest of the academic staff.
3. University leadership trained in acquisition of digital skills and learning methods to the level to support academic staff – promotion of excellence in teaching and strengthening leadership.

At **national level**, other PC institutions will benefit:

1. Ministries of Education will use the developed concepts in each PC to prepare National Concepts of adapting the education system to the digital generation. Act as drivers for improvement of education through participation in national level workshops for presenting the concepts to PC HEIs.
2. University staff participating in the workshops for acquisition of digital skills and innovative teaching and learning methods – new opportunities for career-long continuing professional development.
3. Educational stakeholders participating in the final project conference – supporting efforts to implement project outputs in HEIs on national level.

At **international level**, Central Asian partners will profit from:

1. Improving and extending the supply of high quality teaching and learning opportunities tailored to the needs of digital learners;
2. Extending and developing educators' competences in the field ICT-based IET&TMs through:
   a) intensive partnerships for staff exchange and continuing professional development with EU partners;
   b) sustainable academic network for sharing experience and exchange of good practices.

6. EXPLOITABLE PROJECT RESULTS

The exploitable project results are identified as follows:

➢ **Infrastructure results:**
   1. Centres for innovative educational technologies – 15 in total (1 at each PC university) The Centres for innovative educational technologies will offer high quality teaching suited to the needs of digital learners in the PC institutions. Their main aim will be to facilitate the implementation of innovative educational teaching and learning practices that enhance student engagement and that improve the quality of teaching, learning and assessment.

   2. Active learning classrooms – 45 in total (3 at each PC university); These Active learning classrooms will be student-centred, technology-rich learning environments which will be provide flexible, technologically enhanced opportunities for instructors and students to engage actively in the teaching and learning process.

   3. Virtual classroom software selected for use at each PC University – Virtual classroom software will be selected for use at each PC University.

➢ **Knowledge results:**
   1. Concepts of adapting the education system to the digital generation – 5 in total (1 per partner country).

   2. Handbook of innovative educational technologies.

➢ **Training materials:**
   1. Courses for trainers for the acquisition of digital skills and learning methods.

   2. Courses for lecturers for the acquisition of digital skills and learning methods.

   3. e-Learning courses – 75 in total (5 at each PC university).

   4. PowerPoint presentations of lectures suitable for delivery using interactive electronic white board – 75 in total (5 at each PC university).

➢ **Open data bases of educational resources:**
   1. Cloud-based Virtual Library of the digital educational resources

7. GENERAL DISSEMINATION AND EXPLOITATION ACTIVITIES

WPs	Activity	Responsible	Date
WP6	Publications in professional journals, newspapers, magazines and brochures, social media	All	continuous
WP6	Developing Project dissemination and exploitation plan	P1, University of Ruse (BG)	14-02-2019
WP6	Developing Project website and cloud based project space	P1, University of Ruse (BG)	14-03-2019
WP1	Producing Compendium of Good Practices	P18	14-03-2019
WP7	Organizing & conducting the project Kick-off meeting	P1,University of Ruse (BG)	17-03-2019
WP7	Organizing & conducting the second project meeting	P2	07-07-2019
WP1	Establishing Sustainable academic network for sharing experience and exchange of good practices in the field of IET&DMs	All PC Universities	14-08-2019
WP3	Establishing IET Centres	All PC Universities	14-11-2019
WP2	Publishing Concepts of adapting of the education system to the digital generation with regard to the specific conditions of each Partner Country on paper and web site	All PC Universities	13-12-2019
WP7	Organizing & conducting the third project meeting	P15 and P16	17-11-2019
WP3	Printing a Handbook of IET	PC Universities	13-03-2020
WP7	Organizing & conducting the fourth project meeting	P19	15-03-2020
WP6	Organizing Workshops for presenting the Concepts of adapting the education system to the digital generation to the target groups.	All PC Universities	14-04-2020
WP4	Organizing Courses for trainers for the acquisition of digital skills and IT&LMs	All PC Universities	14-04-2020
WP7	Organizing & conducting the fifth project meeting	P5 and P7	12-07-2020
WP4	Organizing Courses for lecturers for the acquisition of digital skills and IT&LMs	All PC Universities	14-09-2020
WP7	Organizing & conducting the sixth project meeting	P11 and P12	08-11-2020
WP6	Organizing regular workshops for professors and invited lecturers for the acquisition of digital skills and innovative teaching and learning methods	All PC universities	continuous
WP7	Organizing & conducting the seventh project meeting	P17	28-03-2021
WP7	Organizing & conducting the final project	P9 and P10	14-10-2021

	meeting		
WP6	Organizing & conducting a Final dissemination conference	Tajik Technical University, Dushanbe, Tajikistan	14-10-2021

ANNEX - LIST OF CONTACTS FOR DISSEMINATION AND EXPLOITATION ACTIVITIES

All partners are involved in the dissemination and exploitation activities to ensure that project results are transferred to the target groups at national and local level. Work Package 6 of HiEdTec Project include exploitation and dissemination activities.

WP6	Dissemination of Project Results	University of Ruse	Angel Smrikarov asmrikarov@ecs.uni-ruse.bg
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