

# Dissemination Strategy

WP5 / Task 5.1.

April 1, 2020



DEVELOPMENT OF A MASTER PROGRAMME IN THE MANAGEMENT OF INDUSTRIAL  
ENTREPRENEURSHIP FOR TRANSITION COUNTRIES

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Partners :



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## Document Short description

MEITC Dissemination Strategy provides guidance and direction for project partner's communication with internal and external audience. It covering WP5 activities and has a strong link to the project planned activities.

The strategy emphasizes the importance of dissemination to promote the MEITS project activities and expand the project results and outcomes to a multitude of audiences. It describes the objectives, planned target groups and channels as well as indicators to measure the performance of the project' planned activities. Monitoring throughout the project live will continuously improve the strategy.

### List of abbreviations

AB - Academic Board  
 CA – Central Asia  
 DB – Dissemination Board  
 DS – Dissemination Strategy  
 DoA Description of Action  
 EU – European Union  
 HEI – High Education Institutions  
 NGO - Non-governmental organisation  
 MB – Management Board  
 P # - Project partner  
 SME - small and medium-sized enterprise  
 WP - work package

Partner N	Name of Institution	Country
P1	University of Santiago de Compostela	Spain
P2	Ayeconomics	Spain
P3	University of Ljubljana	Slovenia
P4	University of Naples Federico II	Italy
P5	EKSTU	KZ
P6	Academy of Sciences of Turkmenistan (AST)	TKM
P7	Turkmen State Institute of Economics and Management (TSIEM)	TKM
P8	Turkmen State Institute of Finance (TSIF)	TKM
P9	Karaganda Economic University of Kazpotrebsoyuz (KEUK)	KZ
P10	Technological University of Tajikistan (TUT)	TJ
P11	Tajik State University of Commerce (TSUC)	TJ
P12	Center of Technology of AST (CTAST) Turkmenistan	TKM
P13	FANOVAR	TJ
P14	Educational Centre Business-Pro (ECBP)	KZ



## Rationale

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MIETC is dedicated to build a roadmap for Dissemination strategy provided guidance and direction for all project partners. The strategy illuminates the importance of dissemination to promote the MIETC project activities and disseminate the project results and outcomes to multitude audiences. It describes the objectives, planned target groups and channels to measure the realize of the planned in the Project activities.

Dissemination is called to unveil for capacity of Central Asian HEIs (Kazakhstan, Turkmenistan, and Tajikistan) and the managers of techno parks in Industrial Entrepreneurships by providing high quality elaborated, country-tailored curriculum and study materials, and intensive trainings using modern lean approach.

The work package on dissemination and exploitation aims at establishing the Project's brand, to raise awareness among industrial companies, students, policy makers and other HEIs. To this end, the WP is key to the project's success. WP will ensure optimised project results, large-scale impact and sustainability during and after project lifecycle and will go beyond partner organisations and countries to a wider range of public all over Europe CA countries.

The development of a dissemination strategy at the beginning of a project will be an effective tool for planning and implementation, especially in the case of MIETC where the project runs over multiple years. As part of this, the dissemination plan establishes communication goals, identifies target groups, identifies tools for reaching these groups and sets out processes for measuring the success of activities. For example, in Tajikistan for some regions dissemination tools will include radio and TV instruments to reach remote mountains regions. Social network tools will be used to promote programme among youth.

The MIETC will illuminated the importance of the project activities; promote dissemination the project results and outcomes to different groups at HEIs, and Research Audience. Project aimed the objectives, planned target groups to perform the planned activities and advices its sustainable development. Ongoing monitoring & evaluation throughout and after termination the project will permanently improve the strategy of project performance.

The project aimed to build capacity of local universities to be able to provide modern educational program in industrial economics and disseminating the project results and outputs. Developing of dissemination strategy as well as professional network ensure the success of the project and influence targets groups in the meaning of MIETC long circle life.

Based on mentioned above the Dissemination Strategy focuses on the following measurements:

1. Development of professional network,
  - Professional Networking include: being connected to a network of resources for mutual development and growth. MIETC proposing to gaining access to information and share knowledge, to be perceived as the 'top-of-mind' expert in the different fields. Project team will establish new professional relationships and to strengthen existing relationships.
2. Promotion of the Master Programme,

- According to W.J.Stanton, “Promotion is the element in an organization's marketing mix that serves to inform, persuade and remind the market of the organization or its products. Our consortium will promote the Master level programmes, which will be built during the project circle live and planned to be used in the local HEIs environment.
3. Sustainable model for the Master Programme,
    - The Project model prepares MIETC’ students to apply skills for sustainable development in the industrial entrepreneurship and respond to the needs and possibilities of societal transformation. This means that the Project outcomes have to be applied practically during and after the project termination.
  4. Web site and visual identity,
    - Online presence is a big component of MIETC presentation and is the measurement for “brand” identity. Visual elements on a site, like project materials, high quality content, colors and fonts, convey a tone that helps users had better understand project ideas and activity. MIETC’ website will be a kind of bridge between project executors and targeted audience, and it creates visual contact.
  5. Social media and communication,
    - Social Media plays a crucial role in connecting people and developing relationships, with not only key influencers and journalists covering working sector, but also provides a great opportunity to establish customer service by gathering input, answering questions and listening to their feedback. Social media and communication is the best measurement to disseminate information among society. MIETC offering to use all the possible measurement of social and media like Facebook (and its associated Facebook Messenger), YouTube, WeChat, Instagram, Weibo, Twitter, Telegram, Baidu Tieba, LinkedIn, LINE, for promotion and disseminating.
  6. Articles and publications,
    - Publication will lets us expand to include a wide range of people to inform about innovations, and achievements. Articles and publication will complement teaching and training and allows to understand project ideas.  
A numerous of articles publications has been planned in MIETC to reach of maximum auditorium.
  7. Dissemination, promotional campaigns, info and open days.
    - Different media resources like newspapers, TV and digital space, info and open days have to be used as a promotional campaigns. Dissemination action and series of advertisements using various marketing tools that will share the necessary messages and thoughts to promote project events planned to use on the permanent basement.

## Targeting

The target audiences identified by searching of the difference specific **Group Layers**:

Target Audience	Dissemination Method	Dissemination Media
Administrative/policy makers Cabinet of Ministries of TKM, Ministry of Education of TKM, Ministry of Education and Science of the republic of Tajikistan, Ministry of Education and Science of the Republic of Kazakhstan	Informing, Reporting and evaluation	Promotion through Conferences, events, seminars, workshops, round tables, monitoring, newsletter
Public Servants/society Erasmus + Office, Servants in the structures of state and private sector like related ministries, agencies, organisations	Public experience and knowledge sharing among the wide range of audience.	Web, press, social media, reports MIETC Instagram, MIETC Facebook, MIETC LinkedIn and overs
HEIs and Research structures/Techno centers	Based on modern teaching methodology such as blended learning, Digital competence is crucial for accessing and progressing in the labour market and engaging in further education and training. Innovation teaching and research methodology, modernisation of higher education and academic systems	HEI, research institutions and technology environment, workshops, conferences, events, seminars brochures, publicity leaflets
Entrepreneurs and industrial companies. Industry/ Private and public business environment The Union of Industrialists and Entrepreneurs of Turkmenistan, Institute of Chemistry of AST. KAZ and TAJ companies.	Develop new synergies and collaborations between universities and enterprises. Gain knowledge and skills in business and industrial disciplines as well as awareness of the importance of environmental issues and inclusiveness, Technical training, pilot projects, Large-scale benefit as a result of the Project activity, more audience has been involved.	industrial entrepreneurship examples, successful story, briefings, national presentations

## Project Logo

The Dissemination board proposing three Logos that shows of the all the project partners involvement (flags) and symbolized colored scheme of all project team – CA – traditionally green, yellow and EU's blue.



Additional three Logos has been prepared by AYeconomics:



## Project website

The Project website is the main communication tool contains the most important information about the project and will be updated continuously. MIETC web site will do possible to get an overview on the page using images, videos, teaching content, reflecting the reality of the events happening regarding the project live.

A central focus of the website is the end-users like teachers, students and other related wide range audience. Web page is calling to promote a general achievements of the MIETC project.

The key project milestones and activities will be published on project's website. At the preparation step workshops with business partners, policy makers, students, and media in each partner country will be scheduled to conduct market analysis and promote the project. The website will have the possibility of encrypted codified anonymous feedback. It allows us to track and evaluate program implementation.

UNINA Team is responsible for web site creation.

**Proposed web-address:** [www.mietc.unina.it](http://www.mietc.unina.it)

## Partners websites

MIETC Partners will create specific pages for the project and will use their own websites to promote a general achievement of the project.



Partners: 5, 6, 9, 10, 11 started from the beginning of the project publishing news about MIETC and continue to post on a regular basis.

## Social media platforms

To reach and engage a wide audience, information about MIETC will be spread both on the project web as well as on social media.

The social media platform like Facebook and Twitter are planned to use at project level and MIETC also plans to establish an other channels such as Instagram and LinkedIn. For example MIETC Facebook page targets collecting and linking stories about the project and the events. Tweeter have to be used to the audience's attention to information about the project and invites for collaboration by events, promotion work packages and publications.

LinkedIn can be used for targeting content to specific industry and entrepreneurship collaborations and could be relevant for opening up business opportunities.

## Dissemination Tools

MIETC planned to use a wide range of online and offline tools, articles, reports, presentations, networking, meetings, round tables and events as well as mass media. In order to involve as much as possible audience MIETC will use videoconferences and other specific tools created for the project needs. The project's working group aimed to attract an interest about the project activity, and to direct the people interest to dissemination channel where information will be available.

Social media, Newsletter, Flyers, E-newsletter, Project Presentations, Project website, Publishing of project leaflets, articles, Quarter, Intermediate and yearly reports, Face to face meetings, Roundtables,

Seminars, Interviews, Interim and annual conferences.

*The main language will be used is English but for local needs its recommended to create/duplicate the project materials at the local languages.*

## Dissemination' Milestones and measurable indicators

- Website (number of visitors, likes, reposts, shares),
- Leaflets, photos and videos, number of distributed audio and video means,
- From Info days number of visitors, gender parity,
- Number of conferences, online videoconferences, webinars, seminars, workshops, round tables,
- Disseminating Channels (TV, media, publicity, equipment tools) are prepared and works.





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## Dissemination overall approaches and plan

YEAR 1	YEAR 2	YEAR 3
<p>Professional network development – May 2020, Publication of support material, templates, flyers by May –June 2020, Project partner press release – June-July 2020, Project presentations - 2 times a year, Collaboration meetings – on the monthly base, Management and internal evaluation - July 2020, Coordination video conference results –August 2020, Project’s interim assessment – September- October 2020, Surveys and Pilot Plans for partners web pages - November 2020, Promotional campaigns - November 2020, Newsletter - December 2020.</p>	<p>MIETC web page operation review - January 2021, Website and social media channels use - February 2021, Curricula and training system preparation issues- April 2021, Workshop on entrepreneurship ideas - May 2021, Article and publication on Project deliverables - June 2021, Webinar - HEIs representatives engagement -August 2021, Coordination meetings results –September 2021, Produce articles for HEI/public/science Magazines- October 2021, Pilot progress report- November – December 2021, Management and internal evaluation – December 2021, Newsletter - December 2021.</p>	<p>Filling and Enrichment of website and social media channels - January 2022, Paper and article submissions/allocations – March 2022, Workshop on Industry involvement - April 2022, MIETC Info Day – May 2022, Master programme’ Webinar - June 2022, Project Boards Coordination video conference results – July 2022, Press release on MIETS results September 2022, HEI-Industry segmentation – October 2022, Inner/external Monitoring – by request Open public final conference - November 2022, Roadmaps for MIETC sustainable development - December 2022.</p>

## Specific communication and dissemination roles per partner

University of Santiago de Compostela	Coordinate collaboration and communication between all project partners, Communicate the project and its results to a variety of target groups: European Commission, Project MB, DB, AB, Supervise and Support the Dissemination Manager Board by identifying and providing key project results.
Ayeconomics	Identify and foster opportunities for knowledge exchange and collaboration between MIETC partners, Development report on Needs and Competences based on Survey results and analysis of international programs. Communicate to the environmental voice community the new possibilities demonstrated in MIETC regarding monitoring and assessment. Surveys creation
University of Ljubljana	Ensuring the active contribution of all project partners to dissemination and collaboration activities. Support in Quality Assurance and sustainability procedure creation. Project successful story creation. Distribute information on selected websites and social media platforms, Facebook, Instagram, LinkedIn, Twitter. Support in the Surveys creation
University of Naples Federico II	Support in Inform about project progress and milestones to the press and public on the MIETC project. Share updated, relevant information on relevant social media. Support in the Project successful story creation. Support in AB activity delivering. Support in the Surveys creation
EKSTU	Dissemination of Co-designed with the industries co targeting the skill requirements of the labour-market, Transferring knowledge and experience on how to strengthen the relationships between firms and HEIs , With student exchanges between the CA HEIs and firms so with clearly international views. Provide dissemination manager with information about ongoing activities.
Academy of Sciences of Turkmenistan (AST)	Responsible for action dissemination -WP 5. Elaboration of DS. Development of professional network. Promotion of the Master Programme. Web site and visual identity. Interaction to Social media. Supervising in articles and publications publishing. Promotional campaigns, info and open days. Share updated, relevant information on relevant social media. Provide updated relevant information to internal stakeholders. Provide of the Project Web page content. Support in distribution of the project results via different media. Distribute information on selected websites and social media platforms. Produce press releases and articles.
Turkmen State Institute of Economics and Management (TSIEM)	Leaflets, photos and video using audio-visual means. From Info days - number of visitors including gender parity at Info days. Produce information in local language for different kind of audience, depending on the project activity. Creation of periodic newsletter.

	Provide information in local language to press, public and politicians. Support in Web site and visual identity. Interaction to Social media. Supervising in articles and publications publishing. Promotional campaigns, info and open days.
Turkmen State Institute of Finance (TSIF)	Support in enhancing the capacity to the Turkmenistan' HEIs to implement a master programme with the standards of European Space of Education providing modern methods of education such as webinar, field experiences, etc. Investigation of possible press opportunities with some media agencies. Support in Web site and visual identity. Interaction to Social media. Supervising in articles and publications publishing. Promotional campaigns, info and open days.
Karaganda Economic University of Kazpotrebsoyuz (KEUK)	Support in dissemination of Master Program University curriculum and syllabuses, in Number of trained staff by subject by seminar and conference meaning, Number of joint activities and projects initiated with Industry, Number of student enrolled. Provide dissemination manager with information about ongoing activities
Technological University of Tajikistan, (TUT)	Action dissemination in training of specialists is conducted in line with the state order, formed on the basis of studies of the labor market demands; promotion HEI having functional small enterprises, business-incubators, deliver to the wide range audience Support in producing high qualify students on industrial entrepreneurship that should increase the competitiveness of the country. Provide dissemination manager with information about ongoing activities.
Tajik State University of Commerce, (TSUC)	Support in Distribution of information through the institutional website and social media platforms. Accreditation documents, Justification from mass media adds and records. Communicate the project and its results to a variety of target groups. Provide dissemination manager with information about ongoing activities
Center of Technology (CTAST) Turkmenistan	Support in the learning process promotion, basing on involvement technoparks' managers in placing strong emphasis on personalised learning contexts and on learning-by-doing methods, thus, accomplishing greater student. Support in articles and publications publishing. Promotional campaigns, info and open days.
FANOVAR	Network publications on the Entrepreneurship Centres. Students and business in Industrial entrepreneurship and its ability to be constantly linked to the market promotion
Educational Centre Business-Pro (ECBP)	Promote action learning with real-world cases and assistance by mentors and coaches. Action Dissemination Focusing on hands-on real-world cases and actionable learning practices promote the firms-university relationship

## Specific dissemination activity per partner

Project Partner	Activity	Venue, When	
University of Santiago de Compostela	<b>General dissemination of the Erasmus + Call achievements:</b> <ul style="list-style-type: none"> <li>- USC webpage</li> </ul>	After publication of results of Erasmus + Call – Oct. 2019	
	<b>General dissemination of the project:</b> <ul style="list-style-type: none"> <li>- USC webpage</li> <li>- Press releases</li> <li>- Posts in USC social networks</li> <li>- Leaflets</li> </ul>	Santiago de Compostela ES, M1 2020 – M12, 2022	
	<b>Dissemination activities linked to specific project milestones.</b>  As soon as the visual image and the website are designed, the logo will be included in all dissemination actions organised and a link to the website of the project will be included in the USC webpage.	<ul style="list-style-type: none"> <li>• Kick-off meeting:               <ul style="list-style-type: none"> <li>- USC webpage</li> <li>- Press releases</li> <li>- Post in USC social networks</li> </ul> </li> </ul>	Santiago de Compostela ES, M2, 2020
		<ul style="list-style-type: none"> <li>• Training on the establishment of entrepreneurs centres to be held in Santiago/ Training on the Masters subject               <ul style="list-style-type: none"> <li>- USC webpage</li> <li>- Project website</li> <li>- Press releases</li> <li>- Post in USC social networks</li> <li>- Internal information events</li> <li>- Face to face meetings</li> </ul> </li> </ul>	Santiago de Compostela ES, M7, 2020
		<ul style="list-style-type: none"> <li>• Closure of project and dissemination of projects results               <ul style="list-style-type: none"> <li>- Project website</li> <li>- USC webpage</li> <li>- Post in USC social networks</li> </ul> </li> </ul>	ES, M12, 2022
Ayeconomics	-Workshop organization guideline. Developed Protocol will include short presentation of project, its aim and Project official logo. Each CA_HEI will be instructed to provide photos from the workshops that will be used for the website (send to UNINA).	ES, M2,5, 10,2021; M1,8,11, 2022	

	<p>-Tweets and photos will be provided for social media dissemination. Ayeconomics social media will be used for Dissemination of the Project as well.</p> <p>- The Stakeholder Workshop (in cooperation with other partners) will be held in Dushanbe, Ashabad, and Karaganda within the premises of P11, P6 and P9, respectively. Each Workshop will last 2 days (TBD). A preliminary agenda of the event is as follows: Day 1: Presentation of Program objectives, strategy, partners involved, modules, teaching approach (case study, blending learning), etc. Day 2: Presentation of practical and hands-down Case-Studies appropriated to the project's target-groups and thematic priorities. Follow-up discussions and closure of the event. Photos form event and tweets will be provided. Leaflets will be distributes to the participants. System and technologies of digital simulation in social sciences and economics – Project partners reciprocity</p>	
University of Ljubljana	<p>Full documentation on methodology and contents formulation – distribution, Conference - meeting on Project achieved results, MIETC courses training specific methodology -delivering to CA students, Face to face meetings to interested stakeholders, Networking support, Project Content allocation at own web site, MIETC propagation an the inner events. Presentation of the Project results to open public (via online tools)</p>	<p>SL M7,10,11,2020 M4,5,2021; M2,10, 2022</p>
University of Naples Federico II	<p>A web database on the analysis of international master programs; a web video channel for the sharing of the master program lessons, results of 2nd MB meeting and Block 4 Engineering workshops Trainers – Users/Students Meeting, Presentation of elaborated MIETC Training courses structure for enhanced teaching, Project Content allocation at own web site, One day workshop on project results, Participation in the inner conference related to project issues, Teaching Data base processing, analysis and distribution.</p>	<p>IT, M 3,5,8, 2020 M6,7,8,11, 2021; M2,5,6,8,9, 2022</p>
EKSTU	<p>Project Presentation to Open public Organization and participation in exhibitions Support for Creation of data base for off-line teaching (meeting with stakeholders) Designed Project Syllabi presentation at inner workshop Presentations EU-CA Partners Case study</p>	<p>KZ Online M2/2weeks,2020 M3/2weeks,2020 M4/2weeks,2020 M5/2weeks,2020</p>

	<p>Workshops on using internet and videoconference system for students involved into Project</p> <p>2 articles per year in newspaper,</p> <p>Allocation of Project content at own website,</p> <p>Brochures, Leaflets, Publications dissemination</p> <p>D. Serikbayev EKSTU prepares and implement a course to improve English language skills of the teachers for Central Asia academic partners.</p> <p>EKSTU deliver E-learning course “English language course for teachers of Central Asia academic partners” in Learning management system (English language learning platform - ELLP) and live steamed seminars (or Webinars) and Virtual classrooms with richer interaction.</p>	<p>M6/2weeks,2020</p> <p>M10/2weeks,2020</p> <p>M11/2weeks,2020</p> <p>M12/1week,2020</p> <p>M2/2weeks,2021</p> <p>M3/2weeks,2021</p> <p>M4/2weeks,2021</p> <p>M5/2weeks,2021</p> <p>M6/2weeks,2021</p>
Academy of Sciences of Turkmenistan (AST)	<p>Developing dissemination (DS) strategy,</p> <p>Support for development Project professional network,</p> <p>Web site and visual identity,</p> <p>Promotion of the Master Programme,</p> <p>Articles and publications creation and dissemination,</p> <p>Erasmus + Info day participation,</p> <p>Presentation the Project results to TKM HEIs,</p> <p>Monthly Videoconference meeting participation,</p> <p>Workshop of Project management (in cooperation with other partners),</p> <p>Annual International Scientific Conference in Ashgabat ( June 2020,2021,2022),</p> <p>Face to face meetings with stakeholders,</p> <p>Project’s DS management (online, delays, lacks improving)</p> <p>2 Newsletter per year distribution,</p> <p>Project website propagation.</p>	<p>TKM,</p> <p>M1,3,6,7,2020;</p> <p>M2,5,7,9,11, 2021;</p> <p>M3,6,8,11, 2022</p>
Turkmen State Institute of Economics and Management (TSIEM)	<p>Seminar on “Improvement of teaching methodology of industrial management in the light of fourth industrial revolution”. The seminar will be held in the Turkmen State Institute of Economics and Management with the participation of students and local partners. Hangouts will be provided and invited mass media.</p> <p>Forum/Meeting “Uni-Enterprises’ requirements”,</p> <p>Erasmus + Info Days participation,</p> <p>Inner Meetings on technical infrastructure using (video-conferences),</p> <p>1 newsletter per year,</p> <p>Project management online conference participation,</p> <p>International Education conference and exhibition participation,</p> <p>International conference «Science, technique and innovation technologies in the Great Revival epoch participation.</p>	<p>TKM,</p> <p>M1,2,4,7, 2020</p> <p>M6,7,10,11, 2021;</p> <p>M2,6,8,9,11, 2022</p>
Turkmen State	<p>Support for DS elaboration</p> <p>Presentation of achieved results at own Institution,</p>	<p>TKM,</p> <p>M1,3,6,7,2020;</p>

<p>Institute of Finance (TSIF)</p>	<p>Dissemination, promotional campaigns, info and open days, Erasmus + Info Days in Turkmenistan, 1 day training for TSEIM teachers how to implement Erasmus+ projects, Informational seminar “Possibilities for HEIs staff and students carrier and international mobility”, Project content delivering to stakeholders via internet (special workshop) Newsletter per year, Online conference participation, International Education conference and exhibition participation.</p>	<p>M2,5,6,7,8,9,10,11, 2021; M2,6,8,9,11, 2022</p>
<p>Karaganda Economic University of Kazpotrebsoyuz (KEUK)</p>	<p>General dissemination of the Centre of entrepreneurship: KEUK webpage Press releases Posts in KEUK social networks Presentation to the open public: Representatives of government agencies, industry, and others interested, Organization and participation in Inner educational conference and exhibitions, Workshop (in cooperation with other partners) in Karaganda how to use online content, Presentation of project result to open public, Creation of 3 Newsletters (one per year), CD, DVD disks outlets distribution, Development of professional network contributions, Promotion of the Master Programme support.</p>	<p>KZ, KEUK, M1 2020 – M12, 2022  M 4,7, 2020 M,7,10,11, 2021; M,6,8,9,11, 2022</p>
<p>Technological University of Tajikistan</p>	<p>Seminar on “The role of university-industry cooperation in the development of the quality curriculum and improvement of the entrepreneurship skills of the graduates” Specific conference issue Discussion with experienced teachers on different teaching methods such as , chat, email, online, offline Workshop on Project Preparation phase - results delivering to open public, Meetings with users on technical infrastructure using, Dissemination, promotional campaigns, info and open days, Erasmus + Info Days in Tajikistan, Discussions and disseminations on pilot actions via specific seminar at the end of project, Allocation of Project content at own website, 2 days training for local teaching staff how to implement Erasmus+ projects, Online content distribution, Newsletters and Press realize preparation and dissemination, CD, DVD disks outlets distribution.</p>	<p>TJ, M6,7,2020; M5,7,8,10,2021; M2,6,9,11, 2022</p>





<p>Tajik State University of Commerce</p>	<p>Articles/information about the results of project implementation (meetings, lessons, workshops and etc.) in the newspaper and the website of the University (<a href="http://www.tguk.tj">www.tguk.tj</a>)          Info dissemination via local TV and radio also university newspaper «Fanovar» and other social networks          Trainers – Users/Students Meeting,          Presentation of elaborated MIETC Training courses structure for enhanced teaching,          Allocation of Project content at own website,          Brochures, Leaflets, Publications action dissemination,          Promotion of the Master Programme,          Web site and visual identity prolongation,          Workshop of Project management (in cooperation with other partners),          Forum/Meeting “Enterprises’ requirements”,          Inner Meetings on technical infrastructure using (video-conferences),          1 newsletter per year distribution,          Erasmus+ Info Days in Tajikistan,          Education conference and exhibition participation,          CD, DVD disks outlets distribution,          Promotion of the Master course’ Programme.</p>	<p>TJ,          M5, 8,2020;          M5,9,12,2021;          M6,10, 2022</p>
<p>Center of Technology (CTAST) Turkmenistan</p>	<p>Forum/Meeting “Enterprises’ requirements”,          Inner Meetings on technical infrastructure using (video-conferences),          Introduce the results of scientific research,          Education conference and exhibition participation,          Workshop on Industry requirement compliance,          Entrepreneurship ideas delivering</p>	<p>TKM          M2 2021          M5 2022</p>
<p>FANOVAR, Tajikistan</p>	<p>Introduce the results of scientific research, achievements and innovative ideas of talented students, graduate students, suckers, doctoral students and teachers,          Workshop of Project management (in cooperation with other partners),          Education conference and exhibition participation,          Holistic approach towards enhancement of students’ entrepreneurship,          Introduced to potential investors for industrial commercialization,          Providing technical and consulting services,          Creates a synergy between the academic staff and industry          Project and business plan contest on the selected contest arias are introduced to investors</p>	<p>TJ,          M5, 8,2020;          M5,9,11,2021;          M6,10, 2022</p>
<p>Educational Centre</p>	<p>Improving the teaching competencies of hei-teachers,</p>	<p>KZ          M 9, 10,12 2020</p>

Business-Pro (ECBP), Kazakhstan	Creating further training-opportunities for employees of enterprises and institutions, Workshop of Project management (in cooperation with other partners), Education conference and exhibition participation, Qualifying students in entrepreneurship and business development, Certify HEI teachers in modern teaching competencies in economics and business for the three different target groups students, employees of enterprises/institutions and entrepreneurs, Offering a course program for in class and long-distance-learning further trainings and training material for enterprises/institutions to link the universities to business and industry, using specific, Modalities of teaching and learning patterns, Development a core-curriculum for an elective “entrepreneurship and business development”	M 6,7,10,11, 2021; M 2,6,8,9,12, 2022
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## Advanced notice

Partners must notify other partners (responsible for the concrete action) when they intend to disseminate MIETC results

- Prior notice of any planned publication shall be given to the other partners at least 30 calendar days before the publication (if not agreed otherwise). Any objection to the planned publication shall be made within 30 calendar days after receipt of the notice.
- Partner shall not include in any dissemination activity another partner's results or background without prior written approval;
- Partners are obliged to communicate and disseminate the project and its results by exploring and producing them to the audience.
- Protocol what materials (photo, authorisation and so on) have to be provided after event is organised and before in advance to inform stakeholders

## Weakness

- Industry are not interested in contribute to the educational process,
- Industry (possibly) are not interested in receiving of new specialists,
- The local HEIs adapt the materials slowly or they can't want support in publishing,
- There are not enough highly qualified teachers at the HEIs or interested in participate in the Disseminations,
- Weak institutional preparation and Insufficient number student enrolment in to the project activity,
- Weak Interest of the Government and the NGOs in the MIETC master program,
- Funding misuse,
- Low-level English proficiency.

## Monitoring and evaluation of DS

The results of the DS will be monitored on the permanent basement.

Once the dissemination strategy and associated work plan has been developed, it will be ensured that a monitoring and evaluation plan is also developed to sit alongside.

This will include:

- Onsite questionnaires'
- web statistics, seminar attendances
- Mass media Publications
- Seminars, round tables, workshops immediate Feedback
  - What has been learned
  - What will be planned to do next
- up video and telephone call conversations and discussion
  - What has been have you done, what the changes can be illuminated
- Feedback from conference presentations
- Initial discussions and feedback involving
- Internal and external monitoring of DS

USC: Monitoring of the dissemination activities implemented by the USC will be carried out throughout the whole period of the project, reporting results in the periodical quality assurance reports to be carried out. Quality assurance periodical reports: M12, 2020; M12, 2021; M12,2022  
TUT event- Monitoring of the event by collecting feedback forms and dissemination of the project event through using Mass media Publications, Local TV and radio, website, etc.

Italy - Promotion on local institutional websites of workshop in Naples (M6 2021); collection of project activities and advances, from all partners and sharing on social media (facebook, twitter, linkedin)

Turkmenistan: Monitoring of the dissemination activities will be implemented by the TKM Partners throughout the whole period of the project, results in the periodical and final reports will be displayed. Quality assurance periodical reports: M12, 2020; M12, 2021; M12, 2022

TSUC - Collecting the list of participants of events (seminar, workshop, info day etc.), feedback of participants/students, publications (newspapers, web statistics)

KEUK Monitoring and coordination of the process of creating and functioning of business Centers of partners - participants of the project. Financial report on dissemination

FANOVAR, Tajikistan, will follow to the requirement of the Dissemination board

Educational Centre Business-Pro (ECBP), Kazakhstan Educational Centre Business-Pro (ECBP),

Kazakhstan - Monitoring of the dissemination activities will be carried out throughout the project, results will be reflected in periodic and final reports: M12, 2020; M12, 2021; M12,2022  
Monitoring of the general dissemination of the project will be carried out by registering the number of dissemination elements produced (press releases, posts, internal information events....) and quantifying the number of recipients expected to be tackled. ES M1, 2020 – M12, 2022

Inner monitoring of all dissemination events related to specific training activities will be reported with: pictures of the events and questionnaires/surveys of satisfaction. ES M7, 2020

## Dissemination Work plan

(All the Partners will contribute to establish a comprehensive database, which will be used for circulation and dissemination project achievements.)

#	Activity	Timeframe	Responsible	Targeting	Comments
1	Communication, email list	M1	P1	All project partners	Free of charge basement
2	Dissemination Strategy	M1	P6, P7, P8	Consortium staff members, MB, all project partners, EU and CA HEIs, open public, Ministries, industry representatives	Have to be approved by all partners and updated during the project live
3	Project Logo	M1-M2	All	All	
4	Project web site	M2-M7	P4, P6, P7, P8	All Consortium staff members, MB, all project partners, EU and CA HEIs, open public, Ministries, industry representatives	Will be updated permanently
5	Dissemination tools and materials:	During the project circle live	All partners	All the possible audience, MB, all project partners, EU and CA HEIs, open public, Ministries, industry, open public	In order to promote the project achievements to all possible audience
	Brochures	3 month basement	P6, P7,P8	--/--	
	Leaflets	3 month basement	P6, P7,P8	--/--	
	Posters	6 month basement	P10, P11	--/--	
	Roll-ups	12 month basement	P2, P3, P4	--/--	
	Publications	3 month basement	P5, P9	--/--	
	Presentation	3 time a year	P1, P2, P3,P4	--/--	
	Online content	Permanently	All	--/--	
	Newsletters	2 times a year basement	P5, P6, P9,P10,P11	--/--	

		Press realize	Ones a year basement	P3,P4	--/--	
		CD, DVD disks outlets	2 times a year	P7,P8	--/--	
		Reports	Interim and final	All	--/--	
6	Coordination/Management meetings			P1 - lead, P2, P5, P6, P7, P8, P9, P10, P11, MB	Project partners, HEI and technology parks representatives	In order to improve the quality of project implementation
		Kick-off	M2 or M3, 2020	P1	--/--	
		2	M8 2020	P2	--/--	
		3	M12, 2020	P1, P2, P3	--/--	
		4	M4, 2021	P1	--/--	
		5	M8, 2021	P3, P4	--/--	
		6	M1, 2022	P2, P4	--/--	
		7	M6, 2022	P1, P2	--/--	
		8	M11, 2022	MB	--/--	
7	Dissemination Conferences			DB, HEIs partners	All the possible audience, DB, AB, MB, all project partners, EU, CA, HEIs, open public, Ministries, industry, open public	To reach all possible audience
		Online conferences	M9 2020	--/--	--/--	
			M5 2021	--/--	--/--	
			M3 2022	--/--	--/--	
		Offline conferences	M6 2020	--/--	--/--	
			M8 2021	--/--	--/--	
			M9 2022	--/--	--/--	

8	WPs reports		After WP's implementation	All	DB, AB, MB, all project partners, EU, CA, HEIs, open public, Ministries, industry, open public	
		WP1 report	M11 2022	--/--		
		WP2 report	M8 2021	--/--		
		WP3 report	M10 2022	--/--		
		WP4 report	M12 2022	--/--		
		WP5 report	M12 2022	--/--		
10	Monitoring reports		During Project live circle	All	Open public	
		Internal	M6, 2021	--/--		
		2-nd internal monitoring	M9, 2022	--/--		
		External	Due to request			