



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

Dissemination Plan of the project:

**ENHANCING COMPETENCIES OF CENTRAL ASIAN UNIVERSITIES
IN AGRICULTURAL POLICY FOCUSED ON ENVIRONMENTAL
PROTECTION & LAND MANAGEMENT**

“ECAP”

Capacity Building in the field of Higher Education under

No. 561590-EPP-1-2015-1-SK-EPPKA2-CBHE-JP

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1. Introduction

ECAP is an Erasmus+ KA2 Capacity Building in Higher Education project No. 561590-EPP-1-2015-1-SK-EPPKA2-CBHE-JP implemented in the consortium with partners from Slovakia, Austria, Czech Republic, Kazakhstan and Uzbekistan. The project starts from the necessity of enhancement and strengthening the awareness in environmental protection and land management as integral parts of the agricultural policy needed to be implemented in Uzbekistan and the Republic of Kazakhstan via innovative curricula addressed to students of Uzbek and Kazakh universities, with intention of initiating a public discussion at both - academic level, as well as at the level of policy makers in relevant fields.

The cooperation of partners is based on positive experiences and expert knowledge gained within previous Erasmus Mundus and Leonardo da Vinci projects. Project is planned to be implemented during the 3-years' time period (October 15, 2015 – October 14, 2018) under the coordination of the Slovak University of Agriculture in Nitra, Slovakia and with participation of the University of Natural Resources and Life Sciences, Vienna, Austria, Czech University of Life Sciences Prague, Czech Republic, Kazakh National Agrarian University, Almaty, Kazakhstan, Kostanay state university A. Baitursynov, Kostanay, Kazakhstan, Samarkand State University named after Alisher Navoi, Samarkand, Uzbekistan and Karakalpak State university named after Berdakh, Nukus, Uzbekistan.

2. Objectives of the ECAP project

The main objective of the project is to enhance the level of competencies and skills of the HEI in Central Asia (Uzbek and Kazakh universities) by providing them with an innovated programme curricula in the field of “Environmental protection and Land Management”.

Partial objectives of the project are:

- to develop an innovated programme curricula within the related study programme in order to improve a quality of education in Central Asian countries in the field of environmental protection and land management in the context of new CAP;
- to increase an awareness of students from Central Asia on legal tools supporting environmental friendly agricultural practices;
- to create a partnership of European and Central Asian higher education institutions which will benefit from mutual support of education in the field of environmental protection and land management, exchange of knowledge and skills concerning environmental friendly agricultural practices and legal tools development in the field of environmental protection and land management.

3. Project target groups

The target groups of ECAP project are academic staff, students, employers and political bodies of Central Asian partners (Kazakh and Uzbek Universities). The target groups related to Land Management and Environmental Protection.

4. Work package no. 4: Dissemination and exploitation – description, objectives

| | | | |
|--|---|--|------------|
| Work package type and ref.nr | DISSEMINATION & EXPLOITATION | | 4 |
| Title | Dissemination and Exploitation of Project Outputs | | |
| Related assumptions and risks | Assumption for realisation of this work package is delivering of appropriate outputs according to the project schedule. | | |
| Description | Dissemination will be ensured through printed and electronic tools (newsletters, leaflets, web site) and through organising and participating at dissemination events. | | |
| Tasks | <ul style="list-style-type: none"> - dissemination through project web page; - creation of online and printed materials (newsletters, leaflets, posters, social networks); - organising dissemination events, participating at dissemination events; - publishing papers in journals or proceeding volumes. | | |
| Estimated Start Date (dd-mm-yyyy) | 15-10-2015 | Estimated End Date (dd-mm-yyyy) | 14-10-2018 |
| Lead Organisation | P4 KazNAU Almaty, Kazakhstan | | |
| Participating Organisation | P1 SUA in Nitra, Slovakia P2 BOKU Wien, Austria P3 CULS Prague, Czech republic P5 KSU Kostanay, Kazakhstan P6 SSU Samarkand, Uzbekistan P7 KarSU Nukus, Uzbekistan | | |

Deliverables/results/outcomes

| | | | |
|--|--|--|---|
| Expected Deliverable/Results/Outcomes | Work Package and Outcome ref.nr | | |
| | Title | Dissemination online and printed materials | |
| | Type | <input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material | <input type="checkbox"/> Event <input type="checkbox"/> Report |

| | | | |
|----------------------------|---|--|--|
| | | <input type="checkbox"/> Training material | <input checked="" type="checkbox"/> Service/Product |
| | Description | creation of online and printed materials (newsletters, leaflets, posters, social networks, web page) | |
| | Due date | 14-10-2018 | |
| | Languages | English, Czech, Slovak, German, Kazakh, Uzbek | |
| Target groups | <input checked="" type="checkbox"/> Teaching staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Trainees <input type="checkbox"/> Administrative staff <input type="checkbox"/> Technical staff <input checked="" type="checkbox"/> Librarians <input type="checkbox"/> Other | | |
| | <i>If you selected 'Other', please identify these target groups. (Max. 250 characters)</i> | | |
| Dissemination level | <input type="checkbox"/> Department / Faculty <input type="checkbox"/> Institution | <input type="checkbox"/> Local <input type="checkbox"/> Regional | <input type="checkbox"/> National <input checked="" type="checkbox"/> International |

| | | | |
|--|--|--|--|
| Expected Deliverable/Results/Outcomes | Work Package and Outcome ref.nr | | |
| | Title | Dissemination events | |
| | Type | <input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material | <input checked="" type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product |
| | Description | Organising and participation at workshops, seminars, conferences. | |
| | Due date | 14-10-2018 | |
| | Languages | English, Czech, Slovak, German, Kazakh, Uzbek | |
| Target groups | <input checked="" type="checkbox"/> Teaching staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Trainees <input type="checkbox"/> Administrative staff <input type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other | | |
| | <i>If you selected 'Other', please identify these target groups. (Max. 250 characters)</i> | | |
| Dissemination level | <input type="checkbox"/> Department / Faculty <input type="checkbox"/> Institution | <input type="checkbox"/> Local <input type="checkbox"/> Regional | <input type="checkbox"/> National <input checked="" type="checkbox"/> International |

5. Basic definitions

By definition, the Plan for the Exploitation and Dissemination of Results is a document which summarises the ECAP project partners' strategy and concrete actions related to the protection, dissemination and exploitation of the project results. The PEDR follows the evolution of the project from the proposal until the submission of the final project report.

Dissemination means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Exploitation means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

6. Methodology

Objectives of the dissemination and exploitation:

- To disseminate information about the project, its objectives, the approaches and results.
- To facilitate collaboration and information exchange among partner universities and target groups.
- To promote, where applicable, the use of tools resulting technologies and applications resulting from the project amongst the target groups content creators, the academic and research community, developers and industry.
- To create two-way communication channels with stakeholders, academic communities and industry for disseminating the project deliverables and conclusions within the Central Asian Universities.
- To ensure that the products of the project live on in a commercial context, in the research community and in the Open Source community.

There will be several dissemination tools developed in order to promote project and its outputs and to spread project ideas among people. Dissemination activities will be addressed especially to project target groups – teachers, experts, students and generally to wide public. We will use

the dissemination channels with the easiest access – internet, press, media, and this all will be supported by various events organising. This all will be supported by dissemination tools – project logo, web site, printed brochures and newsletters in partnership languages, this all supported by information seminars and meetings. Social network will be an additional tool for project promotion. These activities will support project outputs exploitation. It will be necessary to ensure free access of target groups to project products. Main tools of the dissemination strategy will include:

- web page creation in partnership languages mutations and in English;
- electronic platform with an access on the Virtual Learning Environment (LMS Moodle);
- project logo production; all documents, dissemination materials, presentations and web site will include ECAP project logo and the Erasmus + logo in order to easily identify the project and supporting programme;
- production of brochures, newsletters and posters in partnership languages mutations and in English, ensuring their online availability, printing and distribution to target groups;

Project partners agreed on the issue of ECAP Newsletter (2-4 pages). There are 3 Newsletters planned within the project lifetime:

1. Newsletter – responsible partners are KAZNAU and KOSTANAY UNIVERSITY, Kazakhstan (in native languages and English, voluntarily in Russian, deadline: October 30, 2016)
2. Newsletter – responsible partners are Karakalpak University and Samarkand University, Uzbekistan (in native languages and English, voluntarily in Russian, deadline: October 30, 2017)
3. Newsletter – all ECAP partners (in all native languages of the ECAP consortium and in English, deadline: September 30, 2018)

- project promotion in journals, newspapers, regional, commercial or national TV;
- events organization – information seminars, workshops, participation on conference and workshops on national and international level – all the promotion materials (presentations in Power Point or other electronic format, electronic or printed brochures, posters, newsletters, etc.) will carry a project logo and the Erasmus + logo due to a simple identification of project and donor programme;
- social network(s) – networks will provide supporting information on project, its aims and objectives; link on the web site will be available.

7. ECAP products to be disseminated and exploited

In the frame of ECAP project the following products will be created:

1. new innovative study programs of Land Management and Environmental Protection – this will be disseminated and exploited among other CA universities, which study specialists on these areas;
2. tools for ECAP project dissemination – posters and a brochures.

Dissemination will be ensured through printed and electronic tools (newsletters, leaflets, web site) and through organising and participating at dissemination events.

- dissemination through project web page;
- creation of online and printed materials (newsletters, leaflets, posters, social networks);
- organising dissemination events, participating at dissemination events;
- publishing papers in journals or proceeding volumes.

8. Dissemination Channels and Materials

Dissemination will be provided by social networks (Facebook), web pages. Organising of seminars, workshops and events are also dissemination channels. Materials of ECAP project dissemination include printed materials (brochure, poster, etc.) and innovative study programs on Land Management and Environmental Protection.

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union" (see Annex I.).

Any publication should mention the following sentence (disclaimer):

"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".

9. Exploitation Channels

ECAP project exploitation channels will be Central Asian students, all academic staff, Central Asian political bodies and employers, who are related to education and activity on Land Management and Environmental Protection areas.

10. Calendar of Dissemination and Exploitation Activities

The dissemination and exploitation consists of 3 Phases.

I Phase – at the beginning of the project

Dissemination of information about project (planned objectives) with following activities:

- publishing folders, posters, leaflets, banners with ECAP project information,
- development of project website,
- development share point /intranet –web project office
- social media - Facebook.

II Phase – during project implementation

Dissemination of the information on project implementation and performed activities with following activities:

- organization of information seminars/ workshop in EU and CA different countries where partners are situated

III Phase – after the end of the project starting during last 3 months of the project.

Dissemination of the project results and achievement including following activities:

- Conceptualization seminar/conference inviting stakeholder from outside project consortium, decision makers, policy makers;
- Publication of articles, project final reports.

First Newsletter will be issued during to the first year of the project implementation. The leader of the Work package no.4 (dissemination and exploitation of results) is KAZNAU, Kazakhstan, therefore partners agreed that:

- KAZNAU will create a design of the ECAP newsletter and send it to SUA, Nitra latest by 31st August 2016
- KAZNAU will work out the proposal of the Dissemination Plan by 31 March 2016.

Partners were also informed by SUA in Nitra that every output created within the ECAP project must be marked by the logo of EU Commission and a “sentence” defining the source of financing in accordance with the project guidelines. These features will be sent to the partners by the project coordinator.

11. Template to collect Disseminations Activities

Dissemination Activities will be collected in the form of reports. There will be quality and quantity of Dissemination Materials in the report of each partner. Each partner should give the

link on the web page of ECAP project, which is situated at the web site of the partner university. In case of publication of ECAP project materials as papers a partner university should give a copy of a publication and the link of a journal where it is published.

Information about all organized events within the project should be posted on Facebook. The project partners should send information and images (photos) to Mr. Norbert Floriš (SUA, Nitra). Additionally to dissemination activities project partners agreed that every partner from CA is obliged to organize at least 1 dissemination event with minimum of 15 participants in the form of seminar, workshop, conference, roundtable discussion, section of another event ... etc. SUA in Nitra as project coordinator should be informed all the time about such an event by following outputs:

- List of participants
- Programme of the event
- Photos
- Presentations used (poster, promotion materials...etc.)

At the end of any event organized by the partner, an evaluation questionnaire will be given to event participants in order to evaluate the quality of the event.

Dissemination Materials must be brought to the attention of target groups (students, academic staff, employers, companies and political bodies).

12. Evaluation and valorisation of activities

Monitoring of dissemination activities will be provided by the development of evaluation criteria. Each person (teachers/researchers or experts dealing with the topic), who will participate in the training, should write a final report during 14 days after the training. A final report will include a personal information about a training participant and results, which he/she receives during the training.

Annex I. Publicity

- Erasmus+ logo to be used:



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- Disclaimer:

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