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E|C|A|R
ESTABLISHMENT OF RECTORS
CONFERENCE IN AZERBAIJAN

Establishment of Rectors Conference in Azerbaijan / ECAR

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*The Annual Dissemination Report summarises all dissemination
activities of year 1.*

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List of Abbreviations (example)

- DoW.....Description of Work
- LFM.....Logical Framework Matrix
- PAPartnership Agreement
- PMCProject Management Committee
- QFECAR Quality Framework
- WPWork Package

1. Introduction

1.1. Executive Summary

This deliverable “The Annual Dissemination Report summarises all dissemination activities of year 1” provides a high-level overview of the Communication and Dissemination activities executed by the ECAR consortium during the first project year from June 2021 to June 2022.

The objectives, strategies and tactics proposed in the **Dissemination Strategy** are condensed and summarised to help provide additional context and references for this dissemination report. Additionally, analytical data and information gathered across the range of communication mediums provide a baseline for progress and comparison in subsequent dissemination reports, produced in year one of the project.

In the first year of the project, ECAR activities were focused on raising awareness about the objectives, expected results and benefits the project will bring to various target groups in the first year.

1.2. ECAR Overview (Abstract)

The overall aim of the project is fostering national networking and cooperation among universities and all other stakeholders by establishing the rectors conference in accordance with national development strategies. Specific objectives:

Evaluate the existing situation on networking, communication and cooperation among universities, MoE and other stakeholders through collected data and in-depth analysis of legislative documents regarding the topic consideration the main existing constrains.

Establishment of Azerbaijan Rectors Conference with the direct participation of the Ministry of Education for the improvement of the education system in the republic.

Revision of the regulation of the council of rectors and Defining the organizational structure, working principles, objectives and mission of the CAUR based on best EU practice.

Establishment of the electronic Newsletter of CAUR for uniting all possible parties into a single information platform.

Build the capacities of universities in the partner universities through chain trainings for successful and effective management of the Conference activities and working group missions.

1.3. WP 7 Overview

One of the main issues regarding the networking of national universities is the lack of platform where universities are available to share their achievements, experiences, also to discuss the issues related to Higher education of Azerbaijan. Therefore it is important to establish the electronic Newsletter of the conference which will help for Improving communication and common understanding among the stakeholders of HEIs, Uniting into a single information platform all possible parties, Collecting information in a way, that all participants could have a voice in a Newsletter, Informing what is in focus at the national and international level, Identifying the main needs in HE. The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that the results and all activities related will be widely known in EU and Azerbaijan and that the highest possible visibility will be gained in the common educational arena.

- 7.1. Design of Webpage.
- 7.2. Info days.
- 7.3. Dissemination conference.
- 7.4. Communication activities.
- 7.5. Surveys on target group.
- 7.6. Workshops.
- 7.7. Publishing project materials.
- 7.8. Final conference.
- 7.9. Development of sustainability strategy of relevant project results at the national level.

1.4. ECAR Consortium

The partners collaborating closely to deliver this project consist of a variety of specialists - experts in their specific fields. Baku Business University coordinates the carefully chosen consortium. The 25 partners ECAR brings together includes: 16 local partners, 3 associative partners from Azerbaijan, 7 EU partners, 4 associative partners from EU.

No.	Name of participant organisation	Short name	Type	Country
1	Baku Business University (coordinator)	BBU	Uni	AZ
2	Mykolas Romeris University	MRU	Uni	LT
3	KTH Royal Institute of Technology	KTH	Uni	SE
4	Centre International d'Etudes Pédagogiques	CIEP	Public Body	FR
5	Conférence des Présidents d'Université	CPU	Public Body	FR
6	The Azerbaijan Tourism and Management University	ATMU	Uni	AZ
7	EFMD	EFMD	Accr/Body	BE
8	The Conference of Rectors of Academic Schools in Poland	CRASP	LEA	ES
9	Baku Engineering University	BEU	Uni	AZ
10	Baku Higher Oil School	BHOS	Uni	AZ
11	Baku Eurasian University	BAAU	Uni	AZ
12	Khazar University	KU	Uni	AZ
13	Azerbaijan University of Languages	AUL	Uni	AZ
14	Lankaran State University	LSU	Uni	AZ
15	Azerbaijan State University of Culture and Arts	ASUCA	Uni	AZ
16	Nakhchivan University	NU	Uni	AZ
17	Azerbaijan State Pedagogical University	ASPU	Uni	AZ
18	Azerbaijan Technical University	AZTU	Uni	FR
19	Azerbaijan Technological University	UTECA	Uni	AZ
20	Azerbaijan University	AU	Uni	AZ
21	Odlar Yurdu University	OYU	Uni	AZ
22	Academy of the State Customs Committee	ASCCA	Uni	AZ
23	Azerbaijan Academy of Labour and Social Relations	AESMA	Uni	AZ
24	Ganja State University	GSU	Uni	AZ
25	Azerbaijan State Agricultural University	ADAU	Uni	AZ
26	Lithuanian Rectors Conference	LRC	Association	LT
27	Conferencia de Rectores de las Universidades Españolas	CRUE	Non-Profit Organisation	SP
28	Rectors' Conference of Finnish Universities of Applied Sciences Arene	ARENE	NGO	FI
29	Conselho de Reitores das Universidades Portuguesas	CRUP	Non-Profit Organisation	PT

Table 1. ECAR Consortium

2. Dissemination Plan Overview

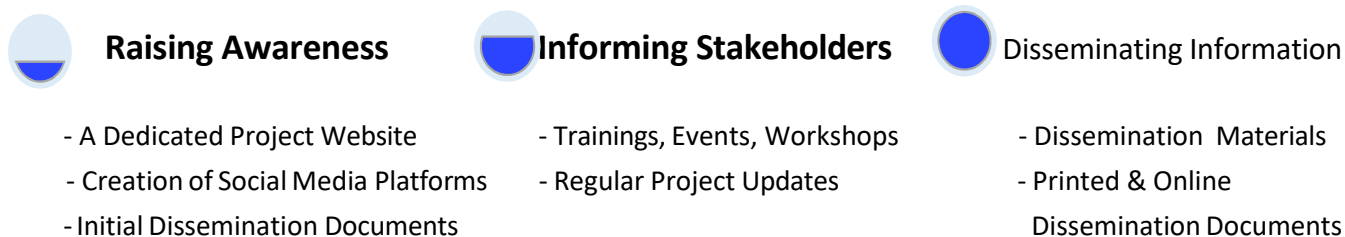
The initial ECAR communication and dissemination plan was delivered, in month six of the project (October 2021), as a confidential project report. The plan engaged partners of the project, notifying them of the aims, ambitions and ideas of the Dissemination team. The plan also laid out the priorities and focus-areas, describing in detail the purpose of Key Performance Indicators (KPIs) of Dissemination activities with the respective target audiences.

The plan emphasised how clear, concise and deliberate dissemination strategies must be implemented by all partners of the consortium to make the project a success. Thus, ensuring effective project promotion and visibility, enabling all relevant information and ECAR results to be seen by the key stakeholders.

2.1. Dissemination Objectives

The main objectives of the dissemination tasks are split into different phases, mirroring the progress of the key work packages that are developing the tangible results of the project.

The communication and dissemination activity phases are presented below. **The main objective to achieve within the first year was raising awareness about the project through different diverse channels to the interested parties and target audiences.**



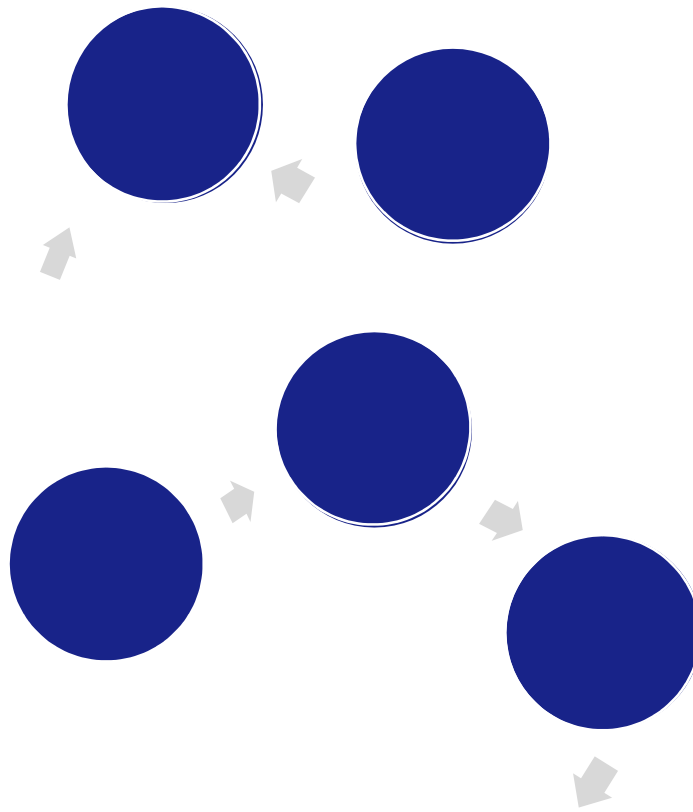


Figure 1 Cyclical dissemination of the the project.

The project webpage <http://www.eqac.az> was launched after official registration of project. There are particular sections related to general information of the project, detailed description of work packages, photo gallery news and events. For the dissemination purpose social media accounts were opened. The main aim is to share the activities, news and events, results of the project in different channels for clear informing the stakeholders of the project. Each university prepare and share with the local media sources after each visit, meetings and workshops. All shared information sources were reflected in the dissemination plans of each partner. Information about later dissemination activities was uploaded on news and events section of project website. Also all partner universities used their own websites as the main communication tool.

Social media accounts: [https://www.facebook.com/ECAR-Establishment of Rectors Conference in Azerbaijan](https://www.facebook.com/ECAR-Establishment%20of%20Rectors%20Conference%20in%20Azerbaijan)

<https://www.instagram.com/ecar.official>

Yet only Facebook page and instagram is very active and all project related activities uploaded to the page. Other social media tools will be spread as well. Facebook page currently has 665 followers with the number constantly increasing. Instagram page currently has 316

followers. The project have the dissemination plan clearly explains the strategy and the requirements for the Dissemination.

2.2. Target Audiences

A pivotal Critical Success Factor of ECAR is the engagement with different audiences and stakeholders. **There are four main target groups** for this project and the tools and devices that will be used for effective communication with each of these groups will differ. Besides, a larger pool of stakeholders is considered for all the dissemination actions. This list will be increasingly valuable as the dissemination team focuses on phase three of the project and disseminating the results of the consortium's work. The main 4 target groups are Higher Education Institutions of Azerbaijan, Ministry of Education of Azerbaijan, European partners and Society.

2.3. Critical Success Factors (CSFs)

Essentially, whenever something of significance happens in the project, it is the dissemination team's responsibility to share this with stakeholders. Likewise, the team also seeks out useful content that is supportive of the project's efforts. There are a few key items that must be achieved to render the ECAR project activities a success. These items were identified during the proposal stage of the project and can be summarised as:

- **Raising awareness** of project activities to multiple audiences:
- Providing **effective communication platforms** for internal project participants.
- To **disseminate the results**, the expected benefits and the relevance of the project to a wide range.

2.4. Key Performance Indicators (KPI)

A series of Key Performance Indicators, used as measures during the project will help maintain momentum and review progress against the Critical Success Factors. In the table below, numerous KPIs have been indicated. Later in the document, the figures for each medium are expanded, providing superior clarity over the efforts in each area.

Dissemination Activity	Metric	Measurement	Target Values	Actual	/ On Target
Public Facing ECAR Website	Number of visits	Website Analytics	2500	2462	Yes
	Number of visitors		1000	943	Yes
Press Releases & Publications	Number of Articles on partners websites and social media accounts	Count	150	102	Awe
	Number of Article on papers, national news portals		90	42	Awe
Info days	Number of the info days by local partners	Count	25	15	Awe
Trainings	Quantity of trainings delivered	Count	3	3	Yes
Workshops	Quantity of workshops delivered	Count	2	2	Yes
ECAR Presentations	Number of events ECAR was presented at	Count	30	20	Awe
Social Media	Number of posts on facebook	Count	40	35	Yes
	Number of followers on facebook		1000	662	Yes
	Number of post on instagram		30	29	Yes
	Number of followers on instagram		500	316	Awe
	Number of videos on YouTube		10	3	Risk

Table 2. ECAR KPIs

N/A – Not Applicable: Generally, because work has not reached the relevant phase of the project

Ave – Average

Risk – Based on current development speed, there is a risk that the results may not be achieved

3. Communication Activities & Results

3.1 Channels and Tools

Several strategic channels and platforms were selected to help facilitate effective communication to the stakeholders; each is managed by the C&D team; updated regularly to keep all parties notified about progress in the individual work packages and the project as a whole.

The main mediums currently used for communication and dissemination activities are:

- ECAR website: www.ecar.net.az
- LinkedIn:
- Facebook: ECAR-Establishments of Rectors Conference in Azerbaijan
- Instagram: [ecar.official](https://www.instagram.com/ecar.official)

3.2 ECAR Website

The ECAR website development was complete and ready to go-live at the beginning of June 2021, three months after the start of the project. The website architecture and its structure were agreed with the consortium. **The website is accessible via www.ecar.net.az and is a one of the key channels to support the communication, dissemination and exploitation of information and results of the project.** The main menu consists of eight pages, such as:

Home page. About us. Partners Meetings. Work packages. Project results. News and events. Contact us.



Figure 2 ECAR Homepage Screenshot

ECAR Website Visitors

The graphic below captures the general data relating to the number of visitors to the ECAR website from the beginning of August 2021 to the beginning of August 2022. As a result, it can be assumed that the total number of visits closer to 2,500 and total visitors for one year is closer 10 1000.

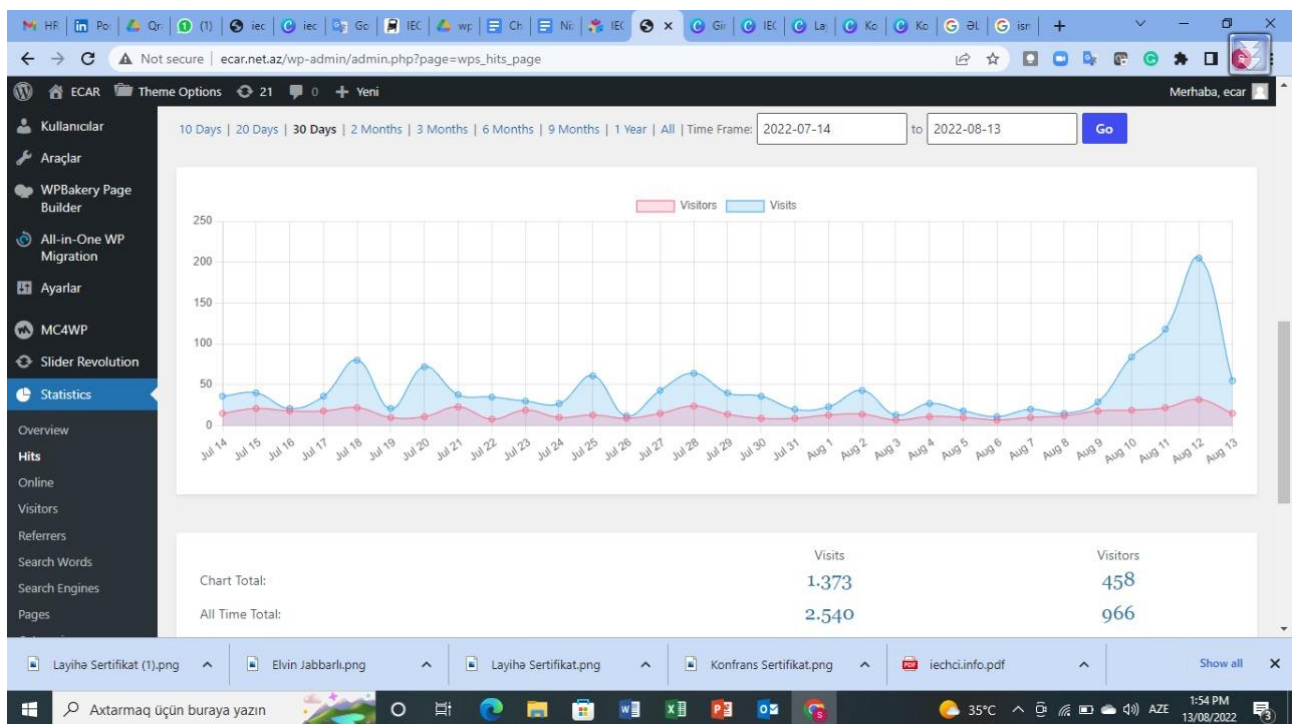
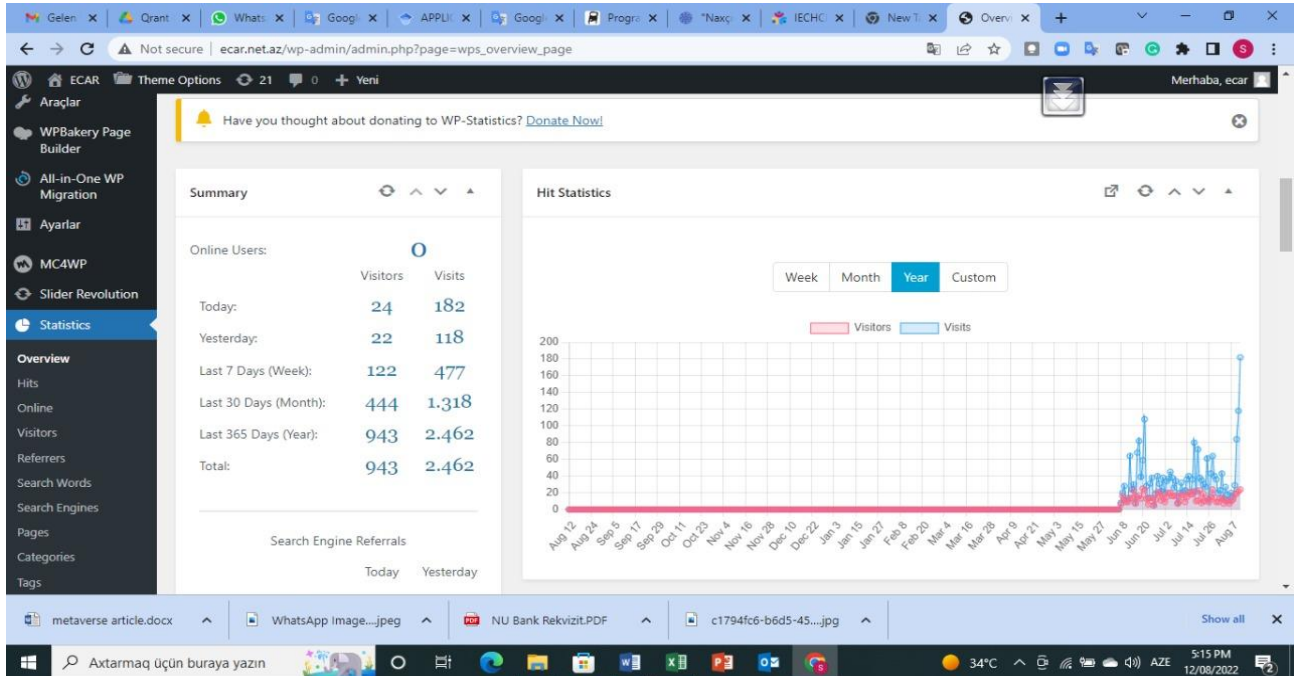


Figure 3 ECAR Homepage statistics

3.3 Social Media

Social media is a powerful strategy for all modern marketing, communication and dissemination plans. The free open access means that coverage of a brand can grow exponentially as interest and credibility matures. The ease of implementation makes this a must have requirement for most initiatives.

Launching the Facebook, Instagram and LinkedIn accounts did not require too much effort. The focus here was to maintain consistency with the website and other materials produced by ECAR. For this reason, the introduction of the social media channels coincided with the launch of the website in June 2021, initial period of the project.

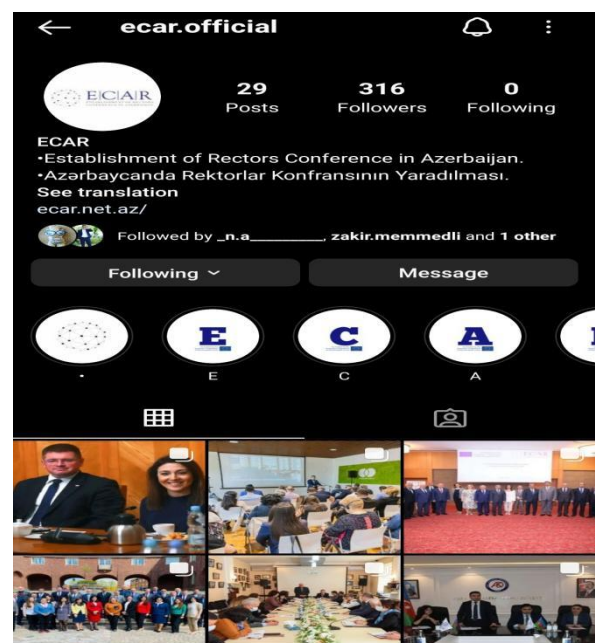


Figure 4 ECAR Social Media Accounts

Instagram is mainly used to promote and disseminate project-related activities and also to link to longer content produced on the website. The goal moving forward is to establish stronger connections with other stakeholders. Currently, **the ECAR account on Instagram has 334 followers, 22 posts have also been published and total likes for all posts are 3.138.**

In the same way as the Instagram Analytics, **Facebook data shows that the presence of ECAR is growing as the project progresses. To date, the ECAR profile on Facebook has 665 followers. 35 posts have also been published and total likes for all posts are 1.028 and 9 posts were shared 20 different facebook accounts.**

All the figures above show that from the start of the project all key identifiers are steadily increasing across both Instagram and Facebook. These are defined as:

- **Followers** – The individuals who have chosen to engage with the ECAR project and stay updated with the content that is released.
- **Impressions** – The number of times users across social media have seen the content produced by ECAR.
- **Visits** – How many times people have looked at pages.
- **Engagement** – How many times people have interacted with posts. This includes Liking and Sharing.

4. ECAR Events

The events ECAR has participated in include a variety of activities such as **Trainings** (field trips), **Info days** by local partners and **Workshops** which focused on the enhancement of better management of higher education. The events where ECAR has taken part are listed in table below.

Where suitable, the C&D team gather input from the individuals who participated in the events. This includes photos, participant lists. The input is then extrapolated into an online article which is shared via the website and social media channels in national and regional level.

#	Name of The Event	Links of the events
1	<p>Trainings</p> <p>Within the first year of the project 3 field trips were organized in France, Sweden and Poland. Local partners, associative partners participants were participated in all fildtrips within the project.</p>	<p>http://ecar.net.az/2021/11/30/ecar-erarmus-layih%c9%99si-c%c9%99rciv%c9%99sind%c9%99-22-26-noyabr-2021-ci-il-tarixl%c9%99rind%c9%99-fransaya-isguzar-s%c9%99f%c9%99r-basa-catib/</p> <p>http://ecar.net.az/2022/06/30/az%c9%99rbaycan-rektorlar-konfransinin-yaradilmasi-adli-erasmus-layih%c9%99si-c%c9%99rciv%c9%99sind%c9%99-polsa-respublikasina-bir-h%c9%99ft%c9%99lik-s%c9%99f%c9%99r-baslayib/</p> <p>https://ikisahil.az/post/314589-erasmus-layihesi-cherchivesinde-isvech-kralliginda-kechirilen-seminarlar-ugurla-yekunlashib-foto</p> <p>https://azedu.az/az/news/56925-ecar-layihesi-cercivesinde-polsa-rektorlar-konfransi-tecrubesi-oyrenilir-foto</p> <p>http://tehsiljurnali.az/xeberler/2464-ecar-erasmus-layihinin-5-gunluk-fransa-sfri.html</p>

2	<p>Info days</p> <p>Within the project framework 15 info days held in partner and non-partner Universities, in order to spread the information about the project. Each partner universities organized several info days for their own staff and students. The coordinator of the project visited all partner universities.</p>	<p>https://azedu.az/az/news/56593-ldu-da-erasmuska2 https://www.muallim.edu.az/news.php?id=21029 https://www.youtube.com/watch?v=Rx1DXEjhFMo&t=77s https://tehsil.biz/news/az/16150/Erasmus-ECAR-layihisinn-nvbti-onlayn-gr-keirilib?fbclid=IwAR0pOXc_tVCTfm09Mv8iPYgfrvlgVYhyaPQPhjFMWDpVuW1tcmlicSFCjy0Q http://avropa.info/post/381293?fbclid=IwAR2Bif- http://afia.az/index.php?option=com_content&view= https://525.az/news/167724-azerbaycanda-rektorlar-konfransi-layihesinin-teqdimat-merasimi-kecirilib https://azertag.az/xeber/ECAR_layihesi_uzre_melumatlandirma_sessiyasi_kecirilib-1831883 http://faktor.az/az/social/103121-aztu-da-melumatlandirma-sessiyasi-kecirilib https://visiontv.az/article/aztu-da-azerbaycanda-rektorlar-konfransinin-yaradilmasi-layihesi-uzre-melumatlandirma-sessiyasi-kecirilib https://ikisahil.az/post/304055-adu-da-ecar-layihesi-cherchivesinde-emekdashliq-haqqinda-muqavile-imzalanib</p>
3	<p>Workshops</p> <p>Three workshops were organized within the first year of the project. They are Strategic planning and management, Management of changes - transformative teaching and learning, Fundamentals of leadership.</p>	<p>http://ecar.net.az/2022/02/10/erasmus-layih%C9%99si-c%C9%99rciv%C9%99sind%C9%99-baki-biznes-universitetind%C9%99-az%C9%99rbaycan-hr-institutunun-d%C9%99st%C9%99yi-il%C9%99-strateji-planlasdirma-v%C9%99-idar%C9%99etm/</p> <p>http://ecar.net.az/2022/02/28/baki-biznes-universitetinin-koordinoru-oldugu-az%C9%99rbaycanda-rektorlar-konfransinin-yaradilmasi-ecar-adli-erasmus-layih%C9%99si-c%C9%99rciv%C9%99sind%C9%99-baki-muh%C9%99ndis/</p> <p>http://ecar.net.az/2022/04/11/ecar-layih%C9%99sinin-novb%C9%99ti-t%C9%99limin%C9%99-az%C9%99rbaycan-universiteti-ev-sahibliyi-edib/</p>

Table 3. ECAR Events

