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ECAR ERASMUS+ PROJECT DISSEMINATION STRATEGY



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Author(s) (name, surname, institution):	Rajab Jafarli, NU
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ABBREVIATIONS

HEI – higher education institution

WP – work package

MoE- Ministry of education



PARTNER CONSORTIUM

The consortium demonstrates optimal balance of skills, knowledge and expertise for the implementation of the project. The geographical component has been also taken into consideration, therefore the different regions and countries constitute a project consortium. The participating European universities and organizations from France, Sweden, Lithuania, Belgium and Poland complement the consortium with best existing practices in Rectors Conference. Azerbaijani partners with rich experience of participation in Erasmus+ projects as well as new partners. Geographically Azerbaijani partners are located in the eastern and the capital city (Baku), southern (Nakhchivan, Lankaran) and western (Ganja) parts of Azerbaijan.

EU partners:

- Mykolas Romeris University, Lithuania
- KTH, Sweden
- CIEP, France
- CPU, France
- EFMD, Belgium
- CRASP, Poland

Azerbaijani partners:

- Baku Business University, Baku, coordinator
- Azerbaijan Tourism and Management University
- Baku Engineering University, Baku
- Baku Higher Oil School, Baku
- “Nakhchivan” University, Nakhchivan
- Baku Eurasian University, Baku
- Khazar University, Baku
- Azerbaijan University of Languages, Baku
- Lankaran State University, Lankaran
- Azerbaijan State University of Culture and Arts, Baku
- Azerbaijan State Pedagogical University, Baku
- Azerbaijan Technical University, Baku
- Azerbaijan Technological University, Ganja
- Azerbaijan University, Baku
- Odlar Yurdu University, Baku

Associated partners:

- Lithuanian Rectors Conference, Lithuania



- Conferencia de Rectores de las Universidades Españolas, Spain
- Rectors' Conference of Finnish Universities of Applied Sciences Arene, Finland
- Conselho de Reitores das Universidades Portuguesas, Portugal

PROJECT OBJECTIVES

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:

1. 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 constrainse.
2. Establishment of Azerbaijan Rectors Conference with the direct participation of the Ministry of Education for the improvement of the education system in the republic
3. 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
4. Establishment of the electronic Newsletter of CAUR for uniting all possible parties into a single information platform
5. Build the capacities of universities in the partner universities through chain trainings for succrefful and effective management of the Conference activities and working group missions



DISSEMINATION STRATEGY

AIM

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. A special attention will be paid to make dissemination messages attractive enough to generate direct involvement in the project activities by new stakeholders. For the dissemination aspect, the project is already embedded in a strong partnership of all EU and Azerbaijan universities and relevant authorities that adopt a leadership role in the current "circuits of influence".

The objectives of the Dissemination package are:

- Disseminate the ECAR project results at national and international level throughout an efficient strategy and design;
- Increase the university network;
- Exchange Good practices and Quality Assurance

These objectives will be achieved by:

- providing useful information about project results and raising awareness about the existence of those results;
- actively engaging all partners in promoting project in their countries;
- incorporating the needs of the target group and other interested parties (including the EU Commission);
- directly involving the target groups and stakeholders during the different phases of the project's development.



In order to guarantee effective promotion and dissemination of the project, three strategies - Multimedia, Paper and Event - have been identified and different tools will be developed and delivered within the framework of each strategy. Information concerning timing and deadlines of dissemination products and the delivery of information to the target group are included in the dissemination plan.

COMPONENTS

TARGET GROUPS

The project aims to reach specific target groups as well as a wider:

- ECAR Partners
- EU and Azerbaijan HEI educators and managers
- Stakeholders and Policy makers
- Educational local/national authorities
- Associations/network of universities
- All actors interested in the project

RESULTS

The task is to disseminate tangible and intangible results of the project. To tangible project results for dissemination belong:

- structured and institutional reports on the need analysis;
- concepts and other documentation;
- training materials produced during staff trainings;
- training and learning materials produced within cooperation mechanisms between HEIs, corporate universities, organizations, companies and other stakeholders
- policy paper;
- newsletters;



To intangible results belong:

- knowledge and experience gained by participants,
- increased skills or achievements;
- improved awareness;

MEANS

In order to achieve the dissemination aim the project consortium is to employ the following means:

- project website;
- Erasmus+ Project Results Platform;
- websites of the project partners;
- social networks (Facebook and others);
- articles published in journals and magazines;
- informational publications in the universities' resources (newspapers, journals);
- websites of partners and potential partners;
- emailing the newsletters to the target groups (must be defined by each Azerbaijani HEI partner);
- presentation at conferences, round tables;



TASK DISTRIBUTION

The WP leader is “Nakhchivan” University whose main task is to ensure and supervise the effective management and implementation of the dissemination strategy and produce relevant dissemination materials.

The task of each partner is to make the maximal contribution on the individual and institutional level to realize the aim of the project dissemination. Furthermore, because each Azerbaijan HEI partner shall establish within its organization a new structure and each partner including WP leader shall:

- work out its own dissemination plan for its organization by the end of the WP1 and submit it to the WP leader;
- report to the WP leader on its implementation every 12 months;
- inform the WP leader about significant changes and deviations if such happen.
- all partner HEI will share dissemination activities links with WP leader in a week.
- WP leader will upload the links in the project web cite.

It is also suggested that each local partners create a potential stakeholder list for dissemination purposes. This list may include existing partners as well as potential partners. This list will serve as a database for mailing the dissemination materials.

MONITORING AND REPORTING

BBU and NU as WP leaders have the task to monitor the implementation of the overall dissemination strategy as well as realization of dissemination plans of separate local partners. Though the dissemination is to be carried out after the project, the WP leader is to submit the report on this work package with achieved quantitative and qualitative results *2 months before the project end.*

Every 12 months from the project start date Azerbaijani partners are to send a report about accomplished dissemination activities according their dissemination plans. Indicators for the dissemination activities are visits to the websites, number of events in which the project will be promoted, on-line and off-line articles (links), photos, protocols etc. Every dissemination activity shall be documented in order to prove that it has taken place.



Rules for corporate design

Project websites

The updates on project results/events/ achievements/publications etc. will be posted *within a week after the respective event/achievements/publications*; the materials will be uploaded *within a week after the approval of the final version of the document*. The project website will be administered by the coordinator, but other partners will be welcomed to make the contributions as well.

Erasmus+ Project Results Platform

Relevant materials and updates will be uploaded by the local partner coordinators *within two weeks after the upload to the project website*.

Websites of the project partners

The updates will be posted *within a week after the respective event*; the materials will be uploaded *within two weeks after the approval of the final version of the document*.

Social networks (Facebook and others)

The updates of the events and project achievements will be posted by the work package (WP) leader on the social network *within a week* after an event or achievement. Apart from the updates, the social networks will be updated with relevant news of project partners in order to keep the attention of target audience. Such hashtags must be used #Erasmus #ErasmusAZ #ECAR #RECTORS#education

Articles published in journals and magazines in the sphere of the project

At least once in a year each project partner will publish an article or interview in a relevant journal or magazine. If there are possibilities, the number and frequency of publications will be increased.



Informational publications in the universities' resources (newspapers, journals)

At least once in a year each project partner will publish informational publication about project activities and outcomes in universities' newspapers, journals. If there are possibilities, the number and frequency of publications will be increased.

Newsletters

The newsletter will be emailed by Azerbaijani partners to the target audience, above every six months. It should contain both news on project results/events/achievements/publications of the project, project partners or potential partners and relevant for the target audience news from the educational sphere.

Presentation at conferences, round tables

The project members of each Azerbaijani HEI partner will participate at least one per year in a conference/round table and will highlight the project results to the scientific community.

Informational sessions with stakeholders

The project partners will conduct regularly informational sessions with stakeholders in Azerbaijan during the project activities and beyond.

EU LOGO

It is also compulsory to have EU Logo along with project logo in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. The logo may not be changed, or unproportionally scaled, distorted or rotated. The use of other typefaces is not permitted (in the future the logo may change but not without EU permission). No colour versions may be used apart from those defined here or on the website [EACEA Visual identity and logos](#). The position of the logo elements may not be altered. The omission of elements is not permitted except with authorisation from Commission services.



Each tool has to take into consideration the contractual obligation to add the ERASMUS+ logo:

https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

EU DISCLAIMER

The EU disclaimer in a respective language must be used on the first, second or last page in all types of written communications, dissemination materials, deliverables, milestones and reports, etc.

EN: *“This project has been funded with support from the European Commission. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”*

GUIDELINES FOR DOCUMENTS AND PRESENTATIONS

For the written project publications (reports, news, agendas, minutes etc.) the following rules must be considered:

- Font: Times New Roman, Calibri or Arial
- Size: 12 pt
- Line spacing: 1,15 or 1,5
- Paragraph spacing: space before and after the paragraph
- Margins: top (with the project and EU logo) 3,5; bottom (with page numbers) 2,5; left 3; right 2

A template for the project presentations will be available for partners on Google Drive.



ANNEX I

Example of the dissemination plan for Azerbaijani partners

Each plan shall include the cover page and the second page with the detailed information to the document

Dissemination plan of ...							
Activity	Short description	Date/duration/frequency	Place	Level ¹	Target group	(Approximate) number of people reached	Evidences

¹ r- regional; n – national; i - international