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Dissemination and exploitation plan

Dual Education for Industrial Automatization and Robotics in Kazakhstan [DIARKAZ]

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Abstract	This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. Some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and observed effects of dissemination process.
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Contents

Aims of the DIARKAZ project	5
About DIARKAZ dissemination and sustainability plan	6
Dissemination strategy aims and objectives	7
Leading partner for implementation of dissemination	8
The methods and mechanisms of dissemination	9
Reporting about dissemination activities	10
Target groups and different stakeholders	11
Dissemination strategies for the individual target groups	13
Approach to student recruitment during project lifetime	14
The languages that will be used	14
Project logo	14
The resources – people and budget	15
Detailed dissemination plan	19
The methods and mechanisms of sustainability	21

Aims of the DIARKAZ project

The aim of «Dual Education for Industrial Automatization and Robotics in Kazakhstan» (DIARKAZ) project application is to develop, implement, test and validate the undergraduate programme in the field of industry automatization and robotics (IAR), with implemented dual education, at three universities in Kazakhstan: Kostanay engineering and economics University named after M. Dulatov, Innovative University of Eurasia Pavlodar, and Zhangir Khan West Kazakhstan agrarian-technology University. Specifically, the aim will be achieved through following specific objectives:

- Promote the development and adjustment of curricula in accordance with the needs of industrial companies in the educational process of dual education technology.
- Involve professionals from the industry in defining the specific training needs and elaborate the content for the periodical practical trainings within the dual technology of learning.
- Transfer and implement the best practices from EU countries that have long-term experience in dual HE programmes by creating capacity for delivery of periodical practical trainings by academic and company staff.
- Create tools and templates to facilitate the phased implementation of practical training in enterprises. The Guide in dual methodology will be developed, with special attention dedicated towards communication between HE institutions and companies, communication among teachers, tutors and students, and role of tutors in the educational process.
- Demonstrate the benefits of dual education technology of HE for all involved stakeholders by piloting and evaluation of the adapted curricula, necessary tools and training materials. All materials will be in three languages in order to provide wide dissemination not only in Kazakhstan but also in the entire region of West Asia: English, Kazakh, and Russian language.

- Develop methodology for modification and realignment of existing undergraduate curricula in Science & Technology for implementation in practice-integrated dual paradigm (in the context of Kazakhstan).
- Ensure continuous exploitation of results by proposing a dual education technology to other educational institutions and enterprises.
- Disseminate project results and stimulate the creation of more dual HE programmes in Kazakhstan.

The undergraduate program will be consistent with existing European curricula and the requirements of Bologna and will be checked during the accreditation process. In particular, the educational program provides the necessary skills in the field of industrial automatization and robotics. The training program will be oriented at the international level, all materials will be distributed not only in Kazakhstan, but also in all countries of Central Asia.

LLL programs, which will be organized in all participated in the project Kazakhstan universities, aimed at providing modern knowledge in the field of industrial automatization and robotics, which are already working in various fields of economics for professionals.

About DIARKAZ dissemination and sustainability plan

This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. It is mainly based on plan of the Work Package 4 (Dissemination and exploitation). However, some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and realized dissemination results recorded through permanent monitoring of dissemination process.

Dissemination strategy aims and objectives

The dissemination of project activities and results was given much attention in the project, because one of the goals is to attract foreign students, especially from the Central Asian region. Consequently, during the course of the project, a number of different communication and dissemination tools will be used, such as advertising on websites and social networks, seminars, conferences, social events, television and radio broadcasts, regular press releases, newsletters, etc.

The distribution strategy involves conducting several lectures for college students and schoolchildren in order to provide detailed information about the new undergraduate program. In addition, one-day workshops will be organized at 3 centers in Kazakhstan to promote the LLL program dedicated to professionals. The distribution strategy also implies the participation of the Kazakhstan Association of Automatization and Robotics, the Chamber of Entrepreneurs of the Kostanay Region and FESTO to use a wide network of managers and companies in Kazakhstan and abroad in promoting the results and advantages of the DIARKAZ project.

The project will create and will maintain its own website so that all beneficiaries are constantly informed about the activities and results of the project. The DIARKAZ website will be maintained for at least five years after the end of the project. Detailed information on the developed undergraduate program (curriculum, teaching staff, information about students, etc.) will be provided on a separate web page of the project website.

Accessibility and suitability analytics will be used to monitor and monitor the visibility of the project website.

A distribution strategy involves promoting project results through several short television interviews and documentaries. Regional television has a wide coverage and suitable time intervals in order to cover the activities of Kazakhstani universities, and we will use it to promote and disseminate the project results.

The project and new research will also be promoted during social and scientific events that attract target groups.

Finally, the most important results of the project will be presented to all interested parties at press conferences on the final conference of the project, and through comprehensive final publication.

The distribution strategy includes all the activities planned in the project proposal under WP4 (Distribution and Operation), and also offers an action plan for further distribution actions necessary for the sustainability of the project.

The document is explaining in details all important aspects of dissemination activities:

- The methods and mechanisms of dissemination
- Reporting about dissemination activities
- Dissemination strategies for the individual target groups
- The resources – people and budget.

Leading partner for implementation of dissemination

The basic details on Work Package 4 (WP4) and leading partner are given below.

Leading partner	KEEU
Starts	15 th January 2019
Ends	31 st December 2022
General activities	<p>4.1 Set-up dissemination and exploitation plan</p> <p>4.2 Design of project visual identity</p> <p>4.3 Design and setup of project website (http://diarkaz.kineuprojects.kz/)</p> <p>4.4 Raising awareness for DIARKAZ</p> <p>4.5 Final Conference</p>

The methods and mechanisms of dissemination

The dissemination of DIARKAZ project activities and results will be implemented through:

- DIARKAZ website platform for exchange of knowledge, expertise, baseline measurement reports, papers, brochures, assessment reports (<http://diarkaz.kineuprojects.kz/>),
- Project newsletter, to be sent regularly via e-mail,
- TV and radio appearances,
- University/Faculty websites with information about accredited undergraduate study program:
 - <http://diarkaz.kineuprojects.kz/>,
 - <http://kineuprojects.kz/ru/proekty/diarkaz/>,
 - <http://ineu.kz/mezhdunarodnoe-sotrudnichestvo/418-diarkaz.html>,
 - http://erasmus.wkau.kz/?page_id=650.
- Informative lectures for college students and schoolchildren for study program promotion
- University/Faculty websites with information about LLL program,
- One-day seminars for LLL program promotion,
- Social networks: LinkedIn (<https://www.linkedin.com/company/diarkaz-dual-education-for-industrial-automatization-and-robotics-in-kazakhstan/?viewAsMember=true>), Instagram (<https://www.instagram.com/diarkazproject/>) and Facebook (<https://www.facebook.com/DIARKAZ/>) page,
- Various events where representatives of DIARKAZ consortium will participate. Every year project partners will submit to KEEU list of events where DIARKAZ will be promoted, with basic information about the event (conferences, seminars, round tables, meetings, etc.).
- Final conference publication.

Reporting about dissemination activities

Each partner, before disseminating information on any activity under the project, must provide it to the KEEU team member responsible for the dissemination activities within 24 hours after the end of the event according to the developed template.

Table 1. Information Template for Publishing

Title of publication/event/news	
Date and place	
Publication text	
Images	
Author (if necessary)	

The person responsible for the dissemination activities examines the information for completeness and compliance with the following requirements: information content, correct style, spelling literacy, non-discriminatory nature, and then sends it to all partners for posting on all websites and pages of the project's social networks.

When the project partners organize joint events, the person responsible for the dissemination activities prepares information for publication within 24 hours after the end of the event and sends it to all partners for posting on all websites and pages of the project's social networks.

For reporting on dissemination activities, it is necessary to use the reporting forms developed by DIARKAZ consortium, uploaded at Google Drive of the project. These reports should be submitted by each partner institution to person responsible for the dissemination activities of KEEU in accordance with the following schedule:

Table 2. Reporting Periods about Dissemination Activities

Reporting period:	From-To	Deadline for submission of the partnership reports by the beneficiary to the coordinator
The 1 st reporting period	15/01/2020 – 14/7/2020	20/07/2020
The 2 nd reporting period	15/7/2020 – 14/01/2021	20/01/2021
The 3 rd reporting period	15/01/2021 – 14/07/2021	20/07/2021
The 4 th reporting period	15/07/2021 – 14/01/2022	20/01/2022
The 5 th reporting period	15/01/2022 – 14/07/2022	20/07/2022
The 6 th reporting period	15/07/2022 – 14/01/2023	10/02/2023

Target groups and different stakeholders

There are several identified target groups and stakeholders impacted by DIARKAZ project results and outputs:

1. **Students**, who will be able to obtain a set of cross-disciplinary competences and to be trained to use the set of tools from various disciplines that are necessary in the field of IAR. Increased number of students, higher employment rate of graduates, and lower dropout rates.
2. **Teachers** from partner institutions, who will be able to network with their colleagues from other European universities, to exchange the know-how in the field of dual education (DE), IAR and modern teaching methodology, and to increase their teaching competences in the field of IAR, DE and internationalization of HE.

3. **Participating universities from Kazakhstan**, because they will gain expertise from international partners and business, get modern undergraduate study program in top science, with implemented DE, and with Kazakhs teachers trained by experienced lecturers from program countries. Increased relevance of engineering curricula through tight cooperation with the industry, improved national ranking rates. They will build sustainable and reliable relation to the industrial sector, and expand international network of academic and industrial partners and reveal new opportunities for scientific and mobility projects.

4. **Companies**, which will gain expertise from international partners and business and highly competent professionals in the field of IAR. Also, cooperation with academia via reliable contact person (academic supervisor) will be significantly improved offering additionally new opportunities for scientific projects. Short-term benefits for companies are involvement into education process and defined approach to cooperate with universities in fostering employer branding, direct influence over the required skills, gained experience in curriculum delivery, close relation with students at very early stage & opportunity to recognise the best students, better screening and placement on the optimal job position, and selected students participating in the pilots continue their employment with the company. Long-term benefits are faster integration of employees, reduced costs for adaptation of the recruited graduates to the requirements of the own business, better HR planning and securing permanent high recruitment, improved performance of business and strengthen innovation capacities through availability of qualified employees in long-term resulting in improved competitiveness on the market, positive impact on business innovation and skills, and access to research findings.

5. **Professionals** already working in companies, enabled to develop or improve their competences in the field of IAR through LLL program, cooperation with academic society and experts from program countries.

6. **HE system in Kazakhstan** as a whole (policy makers in HE). Successful dual study program will be incentive for other departments and universities to start thinking about implementation of DE in other fields. Access to methodology for modernising further programmes and continuous exploitation of results.

Dissemination strategies for the individual target groups

Identified DIARKAZ target groups and stakeholders will be reached in various ways:

1. Students using various dissemination tools: the DIARKAZ website, as well as the websites of universities / faculties with detailed information about the accredited undergraduate program, notifications from internal learning platforms, a series of information lectures, social networks (LinkedIn, Instagram and Facebook) and Google advertising tools. Since our goal is to attract students abroad, the bilateral relations of Kazakhstan universities with universities in Central Asia, Europe and other countries will be used to promote the developed educational program. Advertising tools on social networks will also be used as an effective tool for promotion around the world, which will allow focusing on individual applicants. In addition, this type of advertising tool is very suitable for promoting abroad due to low costs and the ability to easily adapt to different languages and cultural specific requirements.
2. Teachers from partner institutions will receive e-mail with information on events, lectures, meetings, etc. related to the DIARKAZ project, as well as through the DIARKAZ website and the websites of universities / faculties, as well as internal training platforms.
3. Companies, professionals, the public sector and other non-academic stakeholders will be informed about the activities / results of the project through the newsletter of the project and assistance to the activities of the Kazakhstan Association of Automatization and Robotics, the Chamber of Entrepreneurs of the Kostanai region and the company FESTO. One-day seminars for the presentation of the LLL program, dedicated to professionals, will be organized in 3 centers in Kazakhstan. Representatives of the public sector and companies will be invited to the final conference to receive information on the benefits of the dual education program for industrial automatization and robotics. In addition, the DIARKAZ project will be promoted at international conferences or forums, such as the Dulat Readings international scientific-practical conference, which is held at KEEU on an annual basis, and this is an international event that attracts many people interested in this topic and those who potentially interested in a new dual training program.

Approach to student recruitment during project lifetime

Students will be recruited using various communication and promotion tools:

- The DIARKAZ website and the websites of Kazakhstani universities will provide:
 - detailed information about the accredited dual training program (curriculum, teaching staff, information about students, etc.),
 - information on important dates of the educational program (date of enrollment, etc.),
 - information on advertising lectures for undergraduate students,
 - Information on the employment of graduates of the dual program.
- Promotional lectures for undergraduate students,
- TV and radio performances,
- Advertising on social networks (posting news on social media profiles, advertisements, etc.),
- Flyers, banners and regular press releases.

The languages that will be used

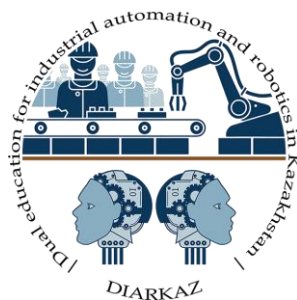
Distribution of the DIARKAZ project will be carried out in Kazakh, English and Russian.

Project logo

The project logo, as the main element of the visual identification of the project, will relate to the main idea of the project and should be bright and attractive. The project logo was developed

during the first month of the KEEU project, the leader of work package 4 DISSEMINATION & EXPLOITATION.

Image 1. Project logo



The project logo will be used in all official documents of the project (reports, presentations, website, posters, flyers, etc.). All work carried out within the framework of the project is accompanied by the Erasmus + logo, as well as the European Union Disclaimer, according to the Guidelines on the application of the visual identity on studies and publications https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en.

The resources – people and budget

The adopted distribution strategy is designed so that the project can be implemented in the most cost-effective way.

The total amount for WP distribution and operation is 95 125,00 euros, distributed as follows:

- Personnel: 140 staff days (category 1), 210 staff days (category 2), 160 staff days (category 3) and 95 staff days (category 4). Only 50 580,00 €.

- Mobility: Travel - 1, with expenses of 7 795,00 € for travel expenses and 9,600.00 for living expenses.

- Subcontracting: 27 150,00 €.

The following tables provide a detailed description of the tasks and subcontracting.

Table 3. Overview of tasks and allocated human resources in the WP4

Partner nr	Partner acronym	Country	Number of staff days					Exact Role and tasks of each person in the work package
			Category 1	Category 2	Category 3	Category 4	Total	
P1	UNS	Serbia	50	40	30	30	150	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
P2	KEEU	Kazakhstan	15	30	30	10	85	Manager: Leading of WP4 regarding D&E, Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
P3	InEU	Kazakhstan	15	30	30	10	85	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ,

								Final conference.
P4	WKATU	Kazakhstan	15	30	30	10	85	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
P5	FHJ	Austria	10	20	10	10	50	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
P6	DHBW	Germany	15	20	10	5	50	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
P7	SAP	Kazakhstan	10	20	10	10	50	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.

P8	KEE	Kazakhstan	10	20	10	10	50	Manager: Local management of dissemination activities. Teacher, technical, administrative: Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DIARKAZ, Final conference.
SUBTOTAL			140	210	160	95	605	

Table 4. Subcontracting costs for WP4

Partner No.	Partner acronym	Nature, type and specification of the item	Total (EUR)
P1	UNS	Project logo, motto and promotional materials	2,000.00
P2	KEEU	Advertising in media	4,000.00
P2	KEEU	Flyers and posters	1,000.00
P2	KEEU	Printing of Final Report	700.00
P2	KEEU	Project logo, motto and promotional materials	4,000.00
P2	KEEU	Translation of Final Report in Kazakh and Russian	2,000.00
P3	InEU	Advertising in media	4,000.00
P3	InEU	Flyers and posters	1,000.00
P3	InEU	Printing of promotion material for the final conference	1,000.00
P3	InEU	Project logo, motto and promotional materials	1,200.00
P4	WKATU	Advertising in media	4,000.00
P4	WKATU	Flyers and posters	1,000.00
P4	WKATU	Project logo, motto and promotional materials	1,250.00
Total			27,150.00

Detailed dissemination plan

Dissemination and sustainability plan activities are designed and scheduled in line to other project work activities. For each dissemination activity, a realization time frame and responsible partner is defined (Table 3).

Table 5. Detailed dissemination plan with time framework and assigned responsibilities

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
1	1	KEEU	Set-up Dissemination and exploitation plan	M1-3	4.1
1	2	All partners	Design of project visual identity	M1-2	4.2
1	3	KEEU	Design and setup of project web site http://diarkaz.kineuprojects.kz/	M3-4	4.3
1	4	UNS, InEU, WKATU	Set-up selected social networks' profiles	M3-4	4.4
1	5	KEEU	Maintaining project website and updating information on results, events and activities	M3-12	4.3
1	6	UNS, KEEU, InEU, WKATU	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
1	7	UNS, KEEU, InEU, WKATU	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity.	M7-12	4.4
1	8	KEEU	Upgrading project website with pages related to the developed dual study program	M11-12	4.3
2	1	KEEU	Maintaining project website and updating information on results, events and activities	M1-12	4.3
2	2	KEEU	Providing information on project website about passing the expertise and entering into the register a dual study program with detailed syllabi of all courses and ECTS	M6	4.3

2	3	UNS, KEEU, InEU, WKATU	Providing information on Kazakhstani HEI partners' web sites about passing the expertise and entering into the register a dual study program with detailed syllabi of all courses and ECTS	M6	4.4
2	4	KEEU, InEU, WKATU	Preparation and printing of flyers, posters and promotional material	M6-7	4.4
2	5	All partners	Providing information about accreditation of dual study program by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M6-12	4.4
2	6	All partners	Organizing a series of promotional lectures for students	M6-12	4.4
2	7	KEEU, InEU, WKATU	Providing information about dual study program to the companies in Kazakhstan and regional partners in Central Asia	M6-12	4.4
2	8	UNS, KEEU, InEU, WKATU	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
2	9	UNS, KEEU, InEU, WKATU	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity.	M7-12	4.4
3	1	KEEU	Maintaining project website and updating information on results, events and activities	M1-12	4.3
3	2	KEEU, InEU, WKATU	One-day seminar for presentation of LLL program	M1-2	4.4
3	3	KEEU	Providing information on project web site about LLL program	M1-2	4.3
3	4	KEEU, InEU, WKATU	Providing information on Kazakhstani HEI partners' websites about LLL program	M1-2	4.4
3	5	UNS, KEEU, InEU, WKATU	Providing information about LLL programs by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M1-2	4.4
3	6	KEEU, InEU, WKATU	Providing information on project website about participants' experience on LLL program	M9-10	4.3
3	7	KEEU, InEU, WKATU	Providing information on project website about students' experience with DIARKAZ dual program	M11-12	4.3
3	8	UNS, KEEU,	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year.	M7-12	4.4

		InEU, WKATU	Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.		
3	9	UNS, KEEU, InEU, WKATU	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity.	M7-12	4.4
3	10	KEEU	Providing information on project website about accreditation of dual study program with detailed syllabi of all courses and ECTS	M11	4.4
3	11	UNS, KEEU, InEU, WKATU	Providing information on Kazakhstani HEI partners' web sites about accreditation of dual study program with detailed syllabi of all courses and ECTS	M11	4.4
3	12	UNS	Translation and printing of Final Report	M9-12	4.5
3	13	KEEU	Printing of promotion material for the final conference	M9-12	4.5
3	14	KEEU	Final report publication on project website	M12	4.5

The methods and mechanisms of sustainability

The sustainability of the project results is confirmed by the fact that in the State Program for the Development of Education and Science of the Republic of Kazakhstan for 2020-2025, one of the priorities is to ensure that the skills of graduates meet the requirements of the economy and the involvement of employers in the training of personnel. The funds of the republican and local budgets, World Bank funds and private investments will be allocated for the implementation of the State program. In this connection, after accreditation of the DIARKAZ dual program, it can be financed by the state budget.

Secondly, given that in Kazakhstani industry there is an increasing need for specialists with skills and competencies in the field of industrial automation and robotics, DIARKAZ graduates should be hired shortly after the end of the educational program. It is very likely that bachelors will be very interested in paying for tuition. In order to facilitate the recognition by the employer of the skills and knowledge of bachelors, information on the degree of their employment will be posted

on the project website. A list of graduates will also be compiled in order to keep in touch with them in the coming years and use them as distribution channels.

The third pillar of sustainability is LLL courses. This belief is based on the fact that many companies in the region will be interested in improving the skills of their employees in the field of business analytics.

The DIARKAZ website will be maintained for at least five years after the end of the project, constantly providing information on the dual educational program and LLL programs that will be organized after the completion of the DIARKAZ project. Advertising tools on social networks will be used to promote the developed dual program.