



WP7 DISSEMINATION & EXPLOITATION
DISS 7.1 Establishing the dissemination plan

DELIVERABLE 7.1 DISSEMINATION PLAN

“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.”



PROJECT INFORMATION	
Project title	Transforming Architectural and Civil Engineering Education towards a Sustainable
Project acronym	TACEESM
Project reference number	618883-EPP-1-2020-1-IT-EPPKA2-CBHE-JP
Funding scheme	Erasmus+ Capacity building in the field of higher education
Web address	
Coordination institution	University "G.d'Annunzio" of Chieti-Pescara
Project duration	November 2020 - November 2023

DOCUMENT CONTROL SHEET	
Work package	WP7 Dissemination and Exploitation
Ref. no and title of activity	DISS 7.1 Establishing the dissemination plan
Title of deliverable	D 7.1 Dissemination Plan
Lead institution	International Burch University, BiH
Co-Lead	National University of Architecture and Construction of Armenia Foundation (NUACA), Armenia
Author(s)	Emina Zejnilovic, Erna Husukic
Document status	Draft
Document version and date	February 2021
Dissemination level	Institution; National; International

VERSIONING AND CONTRIBUTION HISTORY			
Version	Date	Revision description	Partner responsible
v.01	11.01.2021	Document creation	IBU
v.02	12.02.2021	Document modification	IBU



Table of Contents

Overview of the WP7 - Dissemination and Exploitation

1. Taks

2. Deliverables

2.1. ACTIONS TO BE PERFORMED

Dissemination Work Plan and Deadlines

2.2. Indicators of progress

2.3. Risk avoidance and mitigation measures

3. Dissemination Tools

3.1. TACEESM official logo

3.2. TACEESM project website

3.3. TACEESM Facebook + LinkedIn profile

3.4. Project management platform - Google Drive

3.5. Other promotional materials



Overview of the WP7 - Dissemination and Exploitation

WP Leader: International Burch University (IBU), Bosnia and Herzegovina

WP Co-Leader: National University of Architecture and Construction of Armenia Foundation (NUACA), Armenia

Dissemination activities are aimed at communicating project activities, outcomes, and results amongst the project partners, but more importantly to the target population and to the general public. Additionally, through planned activities of dissemination and exploitation, the results of the project, we will ensure that the potential of the activities, and public awareness about the TACEESM is maximised, and that the results are used during and beyond the lifetime of the project.

The WP leader – IBU is responsible for updating different channels, however, as the whole consortium participates in the activities, all partners are responsible for:

- Sending necessary information/reports/updates that need to be disseminated as listed in the table below.
- Initiate promotion of the project through participation in media, TV, Radio events
- Share and promote, activities results, newsletters among their contacts via e-mails, HEIs' websites, and social media channels.
- Follow EACEA guidelines for dissemination material (e.g., logos etc)
- Follow EACEA guidelines for the dissemination of project results through the Agency's platform (e.g., beneficiary space)

1. Tasks

DISS 7.1 Establishing the dissemination plan

DISS 7.2. Setting up and maintaining the project Web site

DISS 7.3 Dissemination activities within partner country universities

DISS 7.4 Dissemination events with stakeholders, labour market and local authorities (workshops, info days, etc.)

DISS 7.5 Organizing Final Conference

EXP 7.6 Creation of Financial and institutional sustainability plan

EXP 7.7 Sustainable cooperation with labour market



2. Deliverables

D 7.1 Dissemination Plan created

The dissemination plan will be discussed after the 1st SC meeting, and conclusions of the meeting processed into concrete points of action. It will include all dissemination activities that will be organised within the project lifetime, target groups, dates of events, tools that will be used, etc. The draft dissemination plan will be developed by M4, and it will be distributed to all project partners.

D 7.2 Setting up and maintaining the project web site (M2)

It will be developed in M2 by IBU IT staff and maintained by the IBU staff.

The project website will be connected with the on-line platform, which will be developed by the NPUA after the Workshop 3 related to WP 3 Capacity Building planned in M14 (cc M15-M16)

Electronic materials for dissemination activities will be created and distributed through e-mail to all relevant stakeholders.

The project information will also be disseminated through the social networks (Facebook + LinkedIn) that will be established and maintained by University "G. d'Annunzio" Chieti-Pescara.

The web site will consist of two parts:

- Public part where all information about the project will be available to everyone visiting the site,
- Password-protected part accessible only by project partners and the Project Officer containing materials pertaining to project management.

D 7.3 Dissemination activities within partner country universities

After the 2nd SC meeting, and the approval of the final dissemination plan, activities of the plan will be divided in groups and shared among the partner country's universities.

Each Partner Country University will have a set of activities that they are responsible for. Namely, before the 2nd SC meeting each partner university should name one member that will have access to the web site and who will be responsible for communicating their respective project results and the activities that should be distributed to the project web site and social media. The representative will present the progress and difficulties on the coordination meetings further. All news nominated by university representatives must be approved by the respective SC member, prior to publication.

Additional responsibilities will be defined during the course of the project.

D 7.4 Dissemination events with stakeholders, labour market and local authorities (workshops, info days, etc.) M4, M8, M12, M16, M20, M22

Six dissemination events (2 workshops and 4 info days) will be organised at each Partner University aiming to disseminate project objectives, activities, and results. The workshops organized will allow the project participant to share newly gained experience with all interested parties that are not included in the project. EU partners will also participate in these events to share good practices from EU institutions. Printing materials about the project (brochures) will be distributed.

The following target groups will be invited to these events:

- HEIs academic staff, students, university authorities

- Representatives from the industry
- Academic staff from other faculties not involved in the project

Events

In order to reach as many stakeholders as possible, students, academics and researchers, university administrative staff, industry, governance organisations and other key players in the field of education, national **TACEESM Info days** are planned to be organized in the context of each partner country.

National **TACEESM Info days** are intended to present overview and future plans of the TACEESM project, the Erasmus+ CBHE Project importance and TACEESM topic relevance in the local context. As Info Days are planned to be held periodically (M4, M8, M16, M22) agenda will be specifically tailored by each partner country in according to the Project progress, specific context of each country and relevant topics that might be discussed. The main aim of the Info days is to promote project and disseminate project results in national context as they directly contribute to the impact of the programme and to public awareness of their functioning and results.

International TACEESM **Workshop** will be organized at The Belarussian National Technical University (BNTU) in Minsk in M12 (date: to be decided TBD). In this workshop the latest developments, opportunities and challenges in architectural and civil engineering education will be discussed, in view of the technological, social, institutional development.

Second workshop will be organized at International Burch University in Sarajevo M20 (date: to be decided TBD). Content of the workshop to be decided in due time.

In the M18, the pilot program will be given to the stakeholders and the target population to study it and to give their feedback by the representatives of each institution.

Table 1. Info Days

PARTNERS	INFO DAY 1	INFO DAY 2	INFO DAY 3	INFO DAY 4
	15 Feb - 15 Mar 2021 M 4	15 Jun - 15 Jul 2021 M 8	15 Feb - 15 Mar 2022 M 16	15 Aug - 15 Sept 2022 M 22
IBU	TBD	TBD	TBD	TBD
University of Bihac	TBD	TBD	TBD	TBD
Dzermal Bijedic University	TBD	TBD	TBD	TBD
NPUA	TBD	TBD	TBD	TBD
NUACA	TBD	TBD	TBD	TBD
BNTU	TBD	TBD	TBD	TBD
BRSTU	TBD	TBD	TBD	TBD

D 7.5 Organizing Final Conference

Prior to the final conference a press conference that will be held at International Burch University will be organized to present the final version of the program that will be finalized in the M24 and will be signed at the SC and PM coordination meeting. Subsequently, at the end of the project implementation two main conferences will be held at Yerevan and Sarajevo to introduce the media to the program agreed on.

The final conference will be organised in M36. 2 final conferences will be organized one in National University of Architecture and Construction of Armenia Foundation, NUACA in Yerevan and another at International

Burch University in Sarajevo, where the achievements of the project will be presented, and the future steps are displayed. It will bring together higher education, administrators, government agencies, researchers and companies from the region. Two representatives from all participating institutions will be presented at the conference.

D 7.6 Creation of Financial and institutional sustainability plan

The establishment of the strategic sustainability plan will contain two main parts:

- Financial strategic plan
- Institutional strategic plan

The SC members will work on developing the plan during the first year of the project (M12). The plan will be presented after that to the members of partner countries at the end of the first year of the project. The plan will present the institutional sustainability of the Bachelor and Master programme, as both programmes will become part of the Universities' work. Labs will be further maintained by individual institutions at the partner countries. The adopted new teaching methods will be integrated in the Universities' teaching approach.

- Newly developed and modernised courses will become the part of the official university's programme and will be financed through the student fees and by the relevant ministries.
- The new techniques will be used in the teaching process at all participating partner HEIs.
- TACEESM platform will be used for teaching, training and information exchange after the ending of the project by all partners.

D 7.7 Sustainable cooperation with labour market

Aiming to ensure the cooperation after the ending the project and that the industry representatives are involved in the course creation institutions from partner countries will sign an agreement with the representative of labour markets after finalizing the final version of both programmes and publishing them on the announced press conference on the M24.

The agreement will specify the means of concrete actions that will ensure the continuous cooperation between the academia and the respective stakeholders, ensuring better employment chances for the graduates of the agreed study programmes. The agreement will also increase the interest of the labour market representatives to take part in adopting the study programmes that will improve the knowledge of students and will improve their qualities to match the market they will work at.

2.1. ACTIONS TO BE PERFORMED

Dissemination Work Plan and Deadlines

The contributions will be sent to:

IBU:

	ACTIVITY	RESPONSIBILITY	DEADLINE	STATUS
1	Dissemination Plan (to include the type of material to be used)	IBU	Draft version - M 4 Adoption of FINAL Dissemination plan 2 nd SC meeting	
2	Set up a project web site (define name, reserve domain name for the web page, define architecture, define functionality, prepare texts etc.). Present site map and layout after 1 st SC meeting	IBU	1 st SC meeting after the Kick-off meeting M 4	
3	Set up Facebook page + LinkedIn page	University "G. d'Annunzio" Chieti-Pescara.	M 4	
4	Appoint the one representative who will be responsible for communicating their respective project results and the activities that should be distributed to the project web site and social media.	ALL MEMBERS	before 2 nd SC meeting	
5	Design of promotional material (poster, leaflets and newsletters)	University "G. d'Annunzio" Chieti-Pescara	M3, M12, M22, M34	



6	Determine and follow dates for the INFO DAYS	SC All Universities from partner countries	M4, M8, M16, M22	
7	Workshop at The Belarusian National Technical University (BNTU) in Minsk	BNTU	M 12 (date: to be decided TBD)	
8	Workshop at International Burch University in Sarajevo	IBU	M 20 (date: to be decided TBD).	
9	Promotion of the project activities in Media (TV, radio, etc)	ALL Universities	Minimum 1 appearance per year by each University (partner and program countries)	
10	Set up the Online platform	NPUA	M 15 - 16	
11	Pilot programs developed and sent to the stakeholders and the target population to study it and to give their feedback by the representatives of each institution.	All Universities from partner countries	M 18	
12	Financial and institutional sustainability strategic plan development	SC	M 12	
13	Sustainable cooperation developed: cooperation agreement (MoU) signed with the representatives of the labour market.	All universities from partner countries	M26	



14	Final version of the programs that will be finalized in the M24 and will be signed at the SC and PM coordination meeting	All partner country universities SC PM	M24	
15	Press conference that will be held at International Burch University	IBU	M24	
16	TWO final conferences organized	NUACA IBU	M 36	

2.2. Indicators of progress

- All deliverables and other relevant documents published on the project Website
- Asserted percentage of completion of each output/outcome published on the project Website
- Number of workshops (min. 2), conferences, open days (min. 4), stakeholder meetings
- Number of media publicity events, minimum 20 during project implementation
- Number of advertising brochures
- Number of official agreements signed with market stakeholders (min. 5 agreements at each partner institutions)

2.3. Risk avoidance and mitigation measures

Please make sure to:

- Approach and engage teaching staff & University authorities
- Approach and engage industrial partners to participate in the analysis of the market needs and determination of competences
- Engage and disseminate to existing networks
- Notify partners in case of change of leadership; ensure support to the project continues.
- Ensure that the results are available to other target groups not directly involved in the project:
 - representatives from non-participating universities will also be invited to participate in the conference and workshops.
 - they will be invited to share their knowledge and experience as educators and professionals

3. DISSEMINATION TOOLS

Different types of dissemination tools will be created:

- TACEESM website and social media (Facebook page + LinkedIn)
- Project publications and promotional materials such as brochure, poster, videos
- Dissemination events at institutional, country, or regional level with possible participation of external stakeholders.

For the purpose of the internal dissemination, partners will use Google Drive as management platform.

3.1 TACEESM official logo

Squares represent the position of participating countries (Italy, Slovenia, Spain, Germany, Bosnia and Herzegovina, Armenia, and Belarus) on the world map.





3.2. TACEESM project website

The TACEESM project website is an important dissemination tool for presentation of project results as well as a place where all the information on the project activities and other relevant data are being published. The website contains all information related to the project: summary, aims and objectives, work packages descriptions, documents, and the list of the Consortium Members with their contact details.

Development of the website and the continuously updated information will be ensured by International Burch University (IBU). Information about TACEESM project will be published in English. All partners will regularly provide information for dissemination on website. Website will be linked with all partners' web sites and interested stakeholders.

Initial version of the TACEESM project website structure consists of 9 categories:

1. About 2. Partners 3. Work packages 4. Activity Status 5. Dissemination 6. Documents 7. News 8. Events 9. Contacts

3.3. TACEESM Facebook + LinkedIn profile

Social networking is the major tool that students today utilize to communicate with each other and to be informed on current issues. For this reason, social media will be utilized to access and engage future targeted groups into project activities. **Facebook** is the most widely utilized social network in the world. Through Facebook page, information, events, pictures, and links can be shared, and the public can react by "liking" the page, giving "likes" to single elements and writing directly to the Project account.

<https://www.facebook.com/Taceesm-20202023-104380405019488>

LinkedIn profile is intended to be opened as it is the most popular social networking site for online "business networking". The environment of this profile will be used for display updates on project development and give other users an opportunity to follow project progress. The main aim of this online platform is to disseminate and exploit project results to as many stakeholders as possible (students, academics, researchers, world of employment, governance organisations and other key players in the field of education).

<https://www.linkedin.com/in/Erasmus-plus-TACEESM-673ab7206>

3.4. Project management platform – Google Drive

For effective overall project management, Google Drive is used as a repository of all relevant documents created during project duration. It allows document management and communication between partners. Any action is notified via e-mails. Final documents are uploaded at the site according to their classification (private, public).

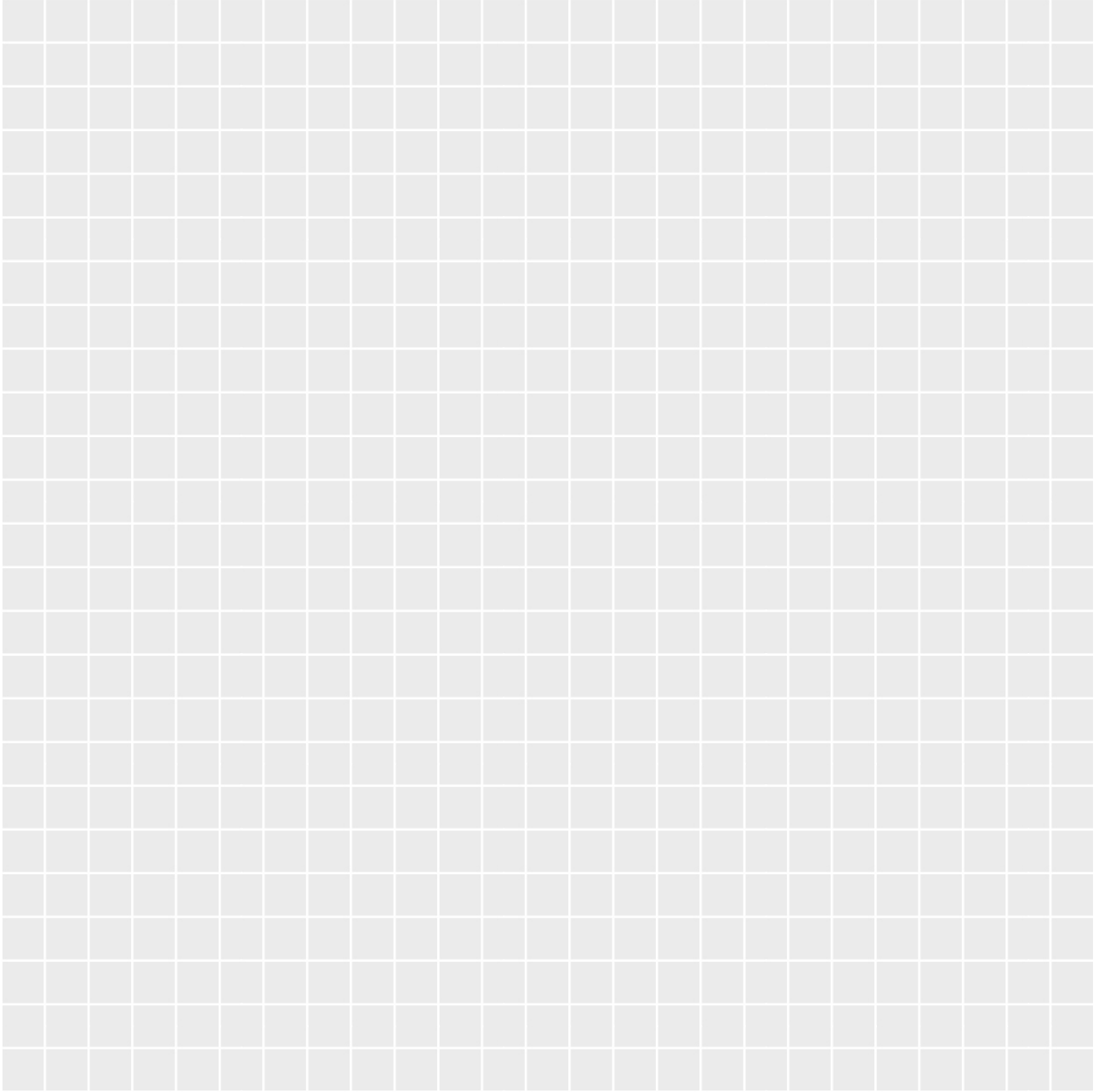
3.5. Other promotional materials (posters, brochures, leaflets, video ...)

In order to maximise the impact of project results transferring them to different contexts, at local and international levels, all the promotion and dissemination materials will be on English language.

Moreover, to reach as many stakeholders as possible promotion and dissemination materials will be also translated in the main local language(s) of the beneficiary institutions.



TACEESM GIF



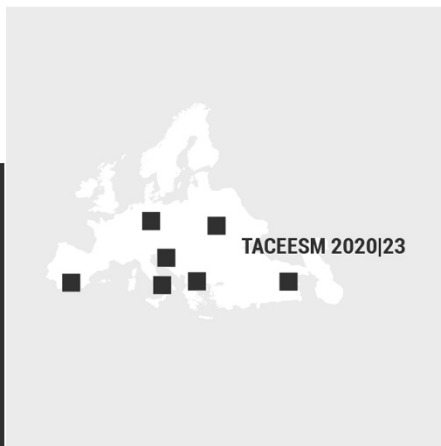


TACEESM Poster No. 1



TACEESM 2020 | 23

Transforming Architectural and Civil Engineering Education towards a Sustainable Mode



- TACEESM project aims to articulate and meet 21st century challenges with sustainable model of architectural and civil engineering education at partner universities through core activities of teaching, research and knowledge transfer. It is envisioned that this project will have long-term benefits for all members involved in the project but also project results will reflect on community.
- This project is seen as revolutionary development of partner HEI that enhance 'traditional' ways of delivering knowledge with the potential for a high impact on other HEIs on local, national, and regional level. It asserts new forms of delivering education through online platform that opens up enormous possibilities for partner countries to become part of European network of education and industry and brings new dimension of education through virtual space. It employs a broad range of shared materials, instructional modules for particular architectural and civil engineering units, software's, innovative teaching methods, designed and prepared by collaborative work of all partners and stakeholders that links newly formed educational environment to project objectives.
- One of the project goals is embedding sustainable development into institutional functions in all partner countries. By doing so all activities planned by completion of the project will continue to act as only possible way after the project is finished. Project will set up fertile ground for performing future sustainable development of long-term project goals, from which all target groups will benefit, and act as agents of change for sustainable development within architecture and civil engineering. The innovative academic environment for education programs is considered, by the HEIs of partner countries, to be a key driver for the successful growth and the continuous cooperation with industry.
- TACEESM aims to improve quality of higher education in partner countries in the field of architecture and civil engineering and enhance its relevance for the labour market needs and in accordance with European growth and development strategies.
- More specifically, the project objectives are:
 1. To increase capacity building for study in architecture and civil engineering offered both in English and in local languages at BSc and MSc levels
 2. To develop, accredit and implement new courses in architecture and civil engineering at the BSc and MSc levels according to Bologna requirements by the end of the project
 3. To develop innovative academic environment for architecture and civil engineering programs throughout the cooperation with industry.

PARTNERS



"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."



TACEESM Poster for Work Package 1

Lead Organization

University of Maribor
(Faculty of Civil Engineering, Transportation Engineering and Architecture)
UM (FGPA), Slovenia

Co - Leader

Brest State Technical University, Belarus

work package 1

Analysis of related courses/programmes and practices at EU universities
(Italy, Slovenia, Spain, Germany)

Analysis of related programmes and practices at partner universities
(Bosnia and Herzegovina, Armenia, Belarus)

Analysis of market needs in partner countries
(Bosnia and Herzegovina, Armenia, Belarus)

Creation of the learning outcomes based on the needs from labour market and industry

