

Work package type and ref.nr	DISSEMINATION & EXPLOITATION	4
Title	Dissemination and Exploitation Campaign	
Related assumptions and risks	<p>The consortium consists of experienced team members with the level of expertise required to successfully complete this activity.</p> <p>Assumptions:</p> <ul style="list-style-type: none"> • National legislation of Russia and Armenia will not change the willingness to support working students and enhance educational quality and will be friendly to the European policy in EHEA • There is a social demand to receive knowledge and skills in “learning by doing” environment • Partners share a common willingness to cooperate with each other and work together in a structured and meaningful way. • HE teachers are highly-motivated to increase awareness in European issues and opportunities in Work-Based Learning and within sectors. • Various methods to disseminate information and sustain activities are successful and that the planned events and activities are well attended by all stakeholders. • The consortium has adequate understanding of the national contexts and development priorities to select appropriate dissemination and exploitation means. • The high priority and national significance of the project will be understood in participating countries at the regional and national level as a method of modernization of learning and working for people. • A sufficient number of interested and qualified staff for programmes development • Motivation from HEIs’ teachers to participate in retraining programs • Motivation and willingness of employers to participate • Common understanding and commitment among partner members <p>Risks:</p> <ul style="list-style-type: none"> • Insufficient stakeholder involvement due to competing priorities, unforeseen events and contextual changes. The risk is mitigated with thorough monitoring of changes to national legislation in HE, and partners communicating directly with policy makers in HE. • Unforeseen policy shifts and changes in the operational environment. Risk is mitigated with careful planning and timing, and patient-centric management of the project processes and deliverables. • Insufficiently developed system of communication in Russia and Armenia, and as a consequence, low personal interest in upskilling. The risks are mitigated by the involvement of major players in the project activities – employers’ associations and authorities at the regional and national level. • Insufficient financial support for dissemination activities and 	

	<p>sustaining the project outcomes. The risk is mitigated with the supervening share of joint responsibility to develop the WBL framework further to receive the regional financing, sponsorship, and other sources of co-financing from industrial partners to enhance the number, quality, accessibility and coverage of the WBL programmes.</p> <ul style="list-style-type: none"> • Pilot testing results do not receive official approval of Partner Countries Ministries of Education and Science. The risk is mitigated by the big social to enhance quality and access for part-time students and those who want to combine learning and work. • Non-collaborative approach from participants in providing the information requested. The risk is mitigated by consequents training during planned transnational meetings with the aim to make partners be ready for collaboration and by selection. • The participants and external stakeholders have a poor vision of the potential and opportunities for sustainable development. The risk is mitigated by net work and involvement of local authorities from the onset.
Description	<p>Aims of the Work Package:</p> <p>This activity is broken down into 2 distinct but highly related and inter-linked activities, with the following aims:</p> <p>A. Dissemination and WBL Awareness Campaign:</p> <ul style="list-style-type: none"> • the implementation of a targeted dissemination activity in order to create visibility and strengthen the impact of the project and its outcomes on the Partner Counties and European level; • to raise awareness regarding the WBL benefits for HE, industry and labour force, and society in general - targeting HE, Industry Stakeholders and Policy Makers <p>B. Exploitation and Sustainability Plan</p> <ul style="list-style-type: none"> • the exploitation and transferability of project results to other HE providers across the Partner Countries with the overall aim of developing flexible, innovative and practical WBL framework for transferring and adopting by HE systems and wider social environment on a national level in the two Partner Countries. <p>Methodology Description:</p> <p>A highly-targeted Dissemination & Exploitation Action Plan will be prepared from the onset while the Exploitation Plan will undergo further adaptations during the project progress. The exploitation and sustainability plan will move to centre stage in the last 12 months of the project duration when project results are ready.</p> <p>The responsibility for actual targeted dissemination and awareness raising on the Partner Country level will lie with the all the national partners. In addition, the Programme Countries will have the</p>

	<p>responsibility for dissemination at national level and in Europe in general – through forums supported by LinkedIn and other social network etc. The key involvement and on-going consultation of the core partners with national stakeholders will be utilized accordingly. Special emphasis will be paid on creating the necessary project links with other relevant national and EU initiatives (WBL in VET, national initiative in the Austria, UK, Ireland, Latvia, Lithuania etc.)</p> <p>The tool to spread the concept of the project will consist of:</p> <ul style="list-style-type: none"> • A project platform (website, intranet and blogs) to communicate activities and receive feedback from stakeholders; • Organizing meetings with stakeholders in Russia, Armenia and Europe; • Looking for and seeking synergies with other TEMPUS, Erasmus+ and EC projects operating in the region; • Organizing final dissemination conference of results. <p>Methods applied in order to ensure effective and efficient dissemination and exploitation are:</p> <ul style="list-style-type: none"> • Management and exploitation of the significantly extended stakeholders and target audience contact databases that each partner brings into the consortium on a national and transnational level; • Target group identification and segmentation at Partner Country and European level; • Media Relations Kit (Press Releases & Important Developments) creating interest of the key stakeholders in Partner Country level and EU level; <p>The project will also be disseminated through publications in international research journals and presentations at international conferences. Two dissemination and promotion networking event will be held in Russia and Armenia to publicise developments.</p> <p>Sustainability activities are designed to ensure that partner universities are committed and have the ability to continue implementation of the outcomes of the project after its lifetime. The project plans a clear sustainability strategy based on targeting the higher education authorities and communities in Russia, Armenia and Europe, including academic staff, employers, policy and decision makers.</p>
<p>Tasks</p>	<p>Description of Core Tasks:</p> <ol style="list-style-type: none"> (1) Development of a Dissemination & Exploitation Action Plan (M8) & Updated Exploitation Plan (M24) (2) Project Branding. The design of visual appearance: the project logo, e-leaflets (available in EN & AR& RU) (M6) (3) Networking & Exploitation at Partner Level and European Level; (M1- M36). (4) Development of WBL Policy Recommendation Report based on the project results. (M28 – M36) (5) EU WBL Policy – Policy Conference – Rostov-on-Don. (M32-

	M36); (6) Develop and agree on a Sustainability Plan beyond the project's life between consortium partners (M36). (7) Social Media Support (M1-M36+) Using the developed WBL web-space (WP4) for the purpose of dissemination.		
Estimated Start Date (dd-mm-yyyy)	M1	Estimated End Date (dd-mm-yyyy)	M36+
Lead Organisation	P4 (TvSU); Co-leaders P8 (YSULS) & P6 (PSU)		
Participating Organisation	P1 (LIEPU): Role in activities 4.1; 4.3; 4.6; 4.7 P2 (KU): Role in 4.1; 4.3; 4.6 and 4.7 P3 (PH-Linz): Responsible for activity 4.4 on the European level; Role in activities 4.1; 4.3; 4.6 and 4.6 P4 (TvSU): Responsible for leading activities 4.1-9 in Russia especially in 4.2 P5 (DSTU): Role in 4.1-7, especially in 4.5 P6 (PSU): Role in 4.1-7 P7 (ATI): Role in 4.1-7 P8 (YSULS): Responsible for leading activities 4.1-7 in Armenia P9 (GSU): Role in 4.1-7 P10 (NUACA): Role in 4.1-7 Associated partners take roles as experts and speakers in all Dissemination Activities		
Costs <i>Please explain the necessary costs for this WP: What travels are necessary? If equipment is requested, explain why it is required. If subcontracting is necessary, explain why the task cannot be performed by the partner.</i>	1) 8th SC & TC Meeting & FlexWBL Policy Conference will be hold in Rostov-on-Don/Russia. We ask for subcontracting additional costs on bus rents, publication articles and Vision Paper, and other expenses needed to and to provide this meeting on the highest possible level. 2) The content development for professional and academic publication will be provided by all partners. Two universities GSU and DSTU will be responsible for translation, editing and publication of articles, leaflets, newsletters etc. 3) Due to the expectations of employers and authorities within this project and to enhance quality of education for working students, the promotion campaign will be organized with professionally developed visuality and a brand book of the project. These costs cannot be covered by co-financing due to the institutional restrictions and absence in corresponding budget provision of the university.		