UZDOC 2.0. Dissemination & Exploitation Plan

Version 2 (update following the establishment of the Ministry of Innovative Development of the Republic of Uzbekistan, February 2018)

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1. Introduction and objectives

An appropriate Dissemination & Exploitation strategy is a pre-condition for raising the visibility of the UZDOC 2.0. project and to ensure that the project findings and outcomes are shared with a wide range of internal and external stakeholders, including the project partners, other HEIs in Uzbekistan, Uzbek decision-makers and governmental bodies working in the area of doctoral education, and the broad public.

The following document outlines the Dissemination and Exploitation strategy of the UZDOC 2.0. project and the project's key dissemination actors. It also presents the main dissemination channels for the project, which can be broadly divided into four categories:

- •   Traditional paper dissemination
- •   Digital dissemination channels
- •   Physical dissemination channels
- •   Media dissemination channels

A list of indicators has been developed to help measure the success and the impact of the strategy.

2. Key concepts and definitions

The below-mentioned definitions are based on key terms which can be found at: *https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en*

2.2. Dissemination	A planned and coordinated process of providing information on the project and its outcomes to key actors It occurs **as and when the result of programmes and initiatives become available**. This involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project.
2.3. Exploitation	Exploitation consists of **"mainstreaming"** and **"multiplication"**. **Mainstreaming** is the planned process of transferring the successful project results to appropriate decision-makers in regulated local, regional, national or European systems. **Multiplication** is the planned process of convincing individual end-users to adopt and/or apply the project results. This means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.
2.4. Results	Results are achievements of the European activity or project that received EU funding. The type of result will vary depending on the type of project. Results can be classified as either (a) outputs or (b) outcomes: **Output**: a tangible product which is produced by a given project and which may be quantified; outputs can be accessible products like

	studies, reports, materials, events, or websites; **Outcome**: an intangible added value achieved through the achievement of the project objectives and targets. Ordinarily, such added value defies quantification, whether it covers concrete events and actions such as training, training platforms, content or methodology, or more abstract consequences such as increased awareness, increased skills or improved abilities, knowledge and experience gained by participants, partners or other stakeholders involved in the project.

3. Partner institutions involved in dissemination & exploitation

The following Partner Organisations will participate actively in the project's dissemination and exploitation activities:

Partner no.	Organisation	Abbreviated name	Country code	Role in the Project
P1	UNICA-Network of Universities from the Capitals of Europe	UNICA	BE	Applicant Organisation, Coordinator, Work Package 5 Leader, Support to Work Package 4: Dissemination Leader
P2	Politecnico di Torino	POLITO	IT	Full Partner, Task Leader in WP2: Development
P3	Universidad de Granada	UGR	ES	Full Partner, Work Package 2 Leader
P4	Université libre de Bruxelles	ULB	BE	Full Partner, Task Leader in WP2
P5	Eötvös Loránd University Budapest	ELTE	HU	Full Partner, Work Package 3 Leader, Task Leader in WP 2
P6	Tashkent Financial Institute	TFI	UZ	Full Partner, Work Package 1: Preparation Leader, Local Coordinating Institution
P7	Namangan State University	NSU	UZ	Full Partner
P8	Tashkent Chemical-Technological Institute	TCTI	UZ	Full Partner
P9	Ministry of Higher and Secondary Specialised Education	MHSSERUz	UZ	Full Partner
P10	Uzbekistan State Institute of Arts and Culture	UzSiAC	UZ	Full Partner, Work Package 4 Leader
P11	Qaraqalpak State University	QQSU	UZ	Full Partner
P12	Karshi State University	KarSU	UZ	Full Partner, Support to Leader of Work Package 3: Quality
P13	Samarkand Institute of Economics and Service	SIES	UZ	Full Partner
P14	*Tashkent State Institute*		*UZ*	*Associated Partner*

	of Oriental Studies			
P15	*Tashkent Medical Pediatric Institute*	*TashPMI*	*UZ*	*Associated Partner*

All Project Partners (full and associate) will contribute to the project dissemination and exploitation. In addition, UNICA will carry out dissemination activities among its 49 Member Universities and through other HE networks and associations that UNICA cooperates with.

Dissemination of results among relevant public authorities and constituencies of the Uzbek higher education system will be also carried out with support and active involvement of the Ministry of Higher and Secondary Specialised Education of the Republic of Uzbekistan.

Uzbekistan State Institute of Arts and Culture (UzSIAC, P10) is the Leader of Work Package 4: Dissemination and Exploitation and will be supported by UNICA (P1). Apart from being responsible for the development of the Dissemination & Exploitation Plan, UzSIAC will be also in charge of the project website, the production of printed dissemination materials, collecting periodic dissemination reports from partners, and particularly for organising media coverage of project activities. Supported by UNICA, UzSIAC will also monitor the project dissemination activities.

4. External stakeholders and stakeholder analysis

In order to achieve the most optimal dissemination results, it is important to note the difference between the **two groups of stakeholders: internal and external**.

Internal stakeholders are directly involved in the project activities – their involvement is indispensable to achieve the basic outcomes of the project. Key internal stakeholders include partner organisations and their representatives (Representatives of the Ministry of Higher and Secondary Specialised Education of the Republic of Uzbekistan, University top management - Rectors, Vice-Rectors for Scientific Affairs & Research, doctoral supervisors, doctoral students, other university representatives working in the area of doctoral education).

The **external stakeholders** are different from the internal stakeholders in a way that although they may not be working directly on the specific objectives of the project, they will eventually play a key role in increasing the visibility of the project outcomes outside the consortium and most of them will be the end users of the project results.

Below is a list of main external stakeholders to whom the project results will be disseminated:

1. Relevant Uzbek Ministries, governmental bodies and other decision-makers,
2. Uzbek higher education community, including Uzbek HEIs from outside the project consortium: top management (especially Rectors and Vice-Rectors for Scientific Affairs & Research, doctoral supervisors, doctoral students, other university representatives working in the area of doctoral education),
3. Higher Education Reform Experts community in Uzbekistan,
4. Delegation of the European Union to Uzbekistan and Uzbekistan mission to the EU,
5. European HEIs with external campuses in Uzbekistan,
6. Uzbek business and industry sector,
7. European and international networks and associations of universities, especially those active in the doctoral education area.

Stakeholder analysis (updated in February 2018):

	→ Key interest of stakeholders →	
↑ Power of stakeholders →	*Aim:* *Invite to meetings, inform on project progress (letters, newsletters), increase interest in project outcomes* • Delegation of the European Union to Uzbekistan • Uzbekistan Mission to the EU • European HEIs with external campuses in Uzbekistan	*Aim:* *Engage and consult regularly* *Involve in the development processes* • Ministry of Higher and Secondary Specialised Education of the Republic of Uzbekistan (Project Partner) • *Ministry of Innovative Development of the Republic of Uzbekistan (new)* • *State Educational Quality Inspection (new)* • Supreme Attestation Committee • Committee for the Coordination of Science and Technology • Uzbekistan business & industry sector
	Aim: *Inform via general communications (website, newsletters)* • European and international networks and associations of universities, especially those active in the doctoral education area	*Aim:* *Engage in the project activities* *Keep informed and consulted* *Make them "project ambassadors"* • **Uzbek higher education community**: top management (especially Rectors and Vice-Rectors for Scientific Affairs & Research, doctoral supervisors, doctoral students, other university representatives working in the area of doctoral education) • Higher Education Reform Experts in Uzbekistan

5. Dissemination channels

We have divided the dissemination into four different categories:

• Traditional dissemination with the use of printed materials
• Digital dissemination channels
• Physical dissemination channels
• Media dissemination channels

6.1 Traditional dissemination with the use of printed materials

The project leaflet serves as "project information in a nutshell" - it is essential during the meetings with key stakeholders and allows the project stakeholders to get quickly acquainted with the project's objectives and planned activities.

The leaflet will be included in conference packages of all UZDOC 2.0. project activities (roundtables, seminars, workshops) and distributed at other external events.

6.2. Digital dissemination channels

The most immediate digital dissemination channels are the websites and newsletters of project partners, especially Uzbek partner institutions, in addition to the project website (*www.uzdoc.eu*), available in three language versions (English, Russian, Uzbek) and providing direct link with the outcomes of UZDOC (Tempus Structural Measures) project, which UZDOC 2.0. is building upon.

The table below shows the list of websites of Project Partners:

UNICA	http://www.unica-network.eu/
Newsletter: News from UNICA	http://www.unica-network.eu/page/e-communication
Polytechnic University of Turin	http://www.polito.it/?lang=en
University of Granada	https://www.ugr.es/en/
Université libre de Bruxelles	http://www.ulb.ac.be/
ELTE Budapest	https://www.elte.hu/en/
Tashkent Financial Institute	http://www.tfi.uz/
Namangan State University	https://namdu.uz/index.php/en/
Tashkent Chemical-Technological Institute	https://tkti.uz/
Ministry of Higher and Secondary Specialised Education of the Republic of Uzbekistan	http://www.edu.uz/en/
Uzbekistan State Institute of Arts and Culture	http://www.dsmi.uz/
Qarakalpaq State University	http://qarshidu.uz/index.php/en/
Karshi State University	http://www.karsu.uz/index.php/en/
Samarkand Institute of Economics and Service	http://www.at.sies.uz/index.php/en/
Tashkent State Institute of Oriental Studies	http://tashgiv.uz/en/
Tashkent Medical Pediatric Institute	http://tashpmi.uz/en/

6.3 Physical dissemination channels

An important tool for dissemination is the presence of project representatives at Erasmus+ project fairs, other Higher Education meetings and local, regional, national and international conferences whose topics and potential impact are the most suitable to the project. The project partners, especially Uzbek partner institutions, will seek to promote the project and apply to such conferences with presentations and posters to try reach broader audiences and:

- raise awareness about the project and its specific objectives in the first phase of the project,
- present the project tangible outputs as the project advances.

The project partners will also seek to disseminate the project outcomes in Uzbek journals, specialised periodicals and academic publications on Higher Education, such as the publication of the Republican Conference and *Education Innovation*.

Moreover, all other partners will play an important role with regard to dissemination activities as each partner has its own respective network of contacts, which will be used to promote the achievements of the project on a regular basis.

6.3 Media dissemination channels

Uzbekistan State Institute of Arts and Culture, in its capacity as WP Dissemination Leader and given its specific profile, will be in charge of getting the local media coverage for the project and reach out to national stakeholders and the local communities.

Such media coverage could include:

- Articles in local/national newspapers, for instance: Mohiyat, Creative flight (original name Ижодий парвоз)

- Interviews and mentions in local/regional/national television programmes, for example: Uzbekistan24, Around the world (original name Дунё бўйлаб), Tashkent (original name Тошкент), The Youth (original name Ёшлар)

There is no specific timing planned for those activities as the partners will profit from the opportunities for media coverage whenever they occur. However, emphasis will be put on attracting media coverage during the project meetings held in Uzbekistan, when interviews with participants and project members could be envisaged.

6. Measuring dissemination activities

In order to measure the success and impact of the external dissemination strategy, the consortium will use the following:

- Number of meetings with key stakeholders/decision-makers,
- Number of external events where the project was promoted, plus the total number of people reached,
- Number of unique visitors to the project website,
- Number of sessions/workshops/presentations on the project given at external events, plus the total number of people reached,
- Number of publications (including newsletters, online bulletins, web articles) in which the project was mentioned,
- Media coverage (interviews, news articles),
- Number of academic articles/publications in which the project was written about,
- Total number of external stakeholders present at project meetings.

In order to keep track of all the major dissemination instances, the consortium will record their relevant activities in periodical reports, which will have the following structure:

UZDOC 2.0. Dissemination Report						
Date	Type of activity	Location	Web link/additional information	Responsible	Total number of people reached	Impact & additional benefits

7. Exploitation

As previously mentioned in this document, according to the European Commission's definition, exploitation consists of "mainstreaming" and "multiplication". **Mainstreaming** is the planned process of transferring the successful project results to appropriate decision-makers in regulated local, regional, national or European systems. **Multiplication** is the planned process of convincing individual end-users to adopt and/or apply the project results. This means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.

With the above in mind, there will be three main ways that exploitation of results will happen in the project. Primarily, project consortium will seek to engage the key decision-makers active in the area of doctoral education in project activities, consult them regularly and keep them updated on the project's implementation.

Secondly, the **"multiplier effect"** will be an important criterion for selecting participants for project seminars, roundtables and training activities. The participants will be expected to transfer the knowledge and experience gained by organising presentations, information sessions, and peer learning sessions at their institutions.

Finally, the establishment of the **Joint Doctoral Centre**, which will also act as a network of doctoral education support centres in different regions of Uzbekistan, will also provide opportunities for the organisation of peer counselling sessions, (online) seminars, (online) training courses for doctoral students and doctoral supervisors.