



Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia /CONNECT 2021-2024



Dissemination, Communication and Exploitation Strategy

Project Acronym:	CONNECT
Project full title:	CONNECTING UNIVERSITIE-INDUSTRY THROUGH SMART ENTREPRENEURIAL COOPERATION AND COMPETITIVE INTELLIGENCE OF STUDENTS IN MOLDOVA, GEORGIA AND ARMENIA
Project No:	617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP
Funding Scheme:	ERASMUS+
Coordinator:	MSU-Moldova State University
Project start date:	January 15, 2021
Project duration:	36 months

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DOCUMENT CONTROL SHEET

Title of Document:	Dissemination, Communication and Exploitation Strategy
Work Package:	WP5 Dissemination
Last version date:	06/08/2020
Status :	Completed
Document Version:	v.01
File Name	Dissemination_Communication_and_Exploitation_Strategy.doc
Number of Pages	32
Dissemination Level	From internal to international

CONTRIBUTION HISTORY










Version	Date	Revision Description	Responsible Partner
v.01		The first version of the document structure	P6-NGO Impuls P11-NGO creativity P1- MSU
v.02			

TABLE OF CONTENT

DOCUMENT CONTROL SHEET	2
TABLE OF CONTENT	3
1. CONSORTIUM MEMBERS	4
2. INTRODUCTION	5
3. PROJECT DETAILS	6
3.1. Strategic objective	6
3.2. Specific objectives	6
3.3. Total cost of the project	6
3.4. Results	6
3.5. Coordinator contact details	8
4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION .	9
4.1. Rules of internal communication	9
5. DISSEMINATION STRATEGY.....	10
6. CONNECT PROJECT'S AUDIENCE.....	12
7. DISSEMINATION TOOLS	13
7.1. The CONNECT - website	13
7.2. Facebook page	14
7.3. Project identification: the CONNECT logo	14
7.4. Printing and publishing booklets	15
8. ACTIVITIES & EVENTS	15
9. MONITORING AND ASSESSMENT	16
9.1. The scope of monitoring and assessment	16
9.2. Monitoring and assessment tools	16
10. QUALITY OF DIGITAL PROMOTIONAL TOOLS AND VISUAL IDENTITY.....	17
11. DISSEMINATION PLAN.....	18
12. EXPLOTATION PLAN.....	22
ANNEX 1: DISSEMINATION REPORTING TABLE	28



1. CONSORTIUM MEMBERS

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Partners countries		
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2021 - 2024

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Partner	Link to the project on the official page of partner	
Moldova State University		
National University of Theatre and Film “I.L. Caragiale”		
"RISEBA" University of Business, Arts and Technology		
Lappeenranta-Lahti University of Technology		
Anthology Management		
Brusov State University	https://brusov.am/hy/page_list/erazmus_konnekt/#sthash.CRdLJQmc.dpbs	
Association for Creative-Innovative and Durable		



Development	
Vanadzor State University after H. Tumanyan Foundation	
Ilia State University	
Shota Rustaveli Theatre and Film Georgia State University	
State Agrarian University of Moldova	
Academy of Music, Theatre and Fine Arts	
Technical University of Moldova	
Alecu Russo Balti State University	
“Association for supporting innovations and sustainable development ”IMPULS”	

2. INTRODUCTION

Raise awareness about project events is key to its success. An appropriate procedure in this regard ensures that the consortium partners will share the information and results, therefore it will be presented to a wider audience, including different stakeholders at different levels. Consequently, it is guaranteed that the project will be carried out efficiently, which increases the sustainability of its long term outputs and outcomes.

The first version of the present Strategy for dissemination and raising awareness was written in May, 2021. The document is supposed to be updated during the project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, update of this document in the course of project implementation will be an important project activity.

Following the guidelines from Erasmus+ Programme and related documents regarding to Dissemination and Sustainability of the project, the CONNECT Dissemination, Communication and Exploitation Strategy presents how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the project.

It presents the dissemination strategy, the target groups, different dissemination tools, events, dissemination calendar, methods of monitoring and assessment. All project partners will be actively involved in the fulfilment of the agreed objectives in this document and its updated versions.

The aim of Work-package 5 of the CONNECT project is to disseminate project results, both among partners and within their institutions and outside the consortium. The main project dissemination goals are:

- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project;
- to raise awareness of external audience about the project through a number of dissemination activities;
- to make project outputs available to a wide range of stakeholders;



- to communicate the project results to the target audience;
- to increase awareness of both project partners and general public regarding project issues and promote best practices that lead towards this direction.

3. PROJECT DETAILS

3.1. Strategic objective

The project aims at reinforcement of university-industry relationship based on smart (multidimensional) entrepreneurial approach in High Education Institutions (HEIs) from Eastern Partnership countries (EaCp) and enhancement of students' and graduates' competitive intelligence (behaviors, skills, mindsets) and their ability to create jobs.

3.2. Specific objectives

- SO1: Increase the teaching and learning capacity of Moldova (MD), Armenia (AM), Georgia (GE) universities thanks to the Programme Countries best practice on entrepreneurship, digital, communication and artistic/self-expression education (WP2)
- SO2: Foster the infrastructure of co-creative hubs which support students who generate, develop, market their own innovative ideas through entrepreneurship &/or open innovation in three Eastern Partnership countries (WP3)
- SO3: Improve students' entrepreneurial behaviors, skills, mindsets of future start-ups and support recently incorporated companies at university settings (W4/4.1-4.4)
- SO4: Introduce and implement the new and innovative form of interconnection of university-enterprise systems through joint activities (WP4/4.5)
- SO5: Improve involvement of students who do not automatically come into contact with entrepreneurial studies and enhance problem-based learning, entrepreneurial skills, behaviors, mindsets through the interdisciplinary approach by revising of curricula and dissemination events (WP3/3.3&WP4/4.4&WP5)

3.3. Total cost of the project

EC Grant: 932.798,00

3.4. Planned Results

- Project Management handbook;
- Quality Assurance and dissemination handbooks;
- Organised Management Procedures and Meetings;
- Integrated report of findings for all 9 EaPC HEIs (4 types of questionnaires (academic staff, companies, future start ups and incorporated companies; self-evaluation of the EaCP HEIs via heinnovate.eu and experience collected during the study-visits to EU partners);
- 9 concepts with improvements of existing outdated operating regulations of hubs at EaPC HEIs or created new Smart Caffe at the premises of consortium partners from EaCp;
- 9 sets of installed equipment;
- Developed 4 new support courses by EU partners in English;
- Provided staff training workshops to at least 250 university trainers;
- Improved skills of 250 teachers;
- 4 new course supports on acceleration, art, digital skills by EaCP translated in Russian;
- MOOCs (3 programmes by each EaCP HEIs in national languages) on competitive intelligence



2021 - 2024

programme (course supports and recorded videos) created by trained EaCP HEIs teaching staff;

- Implemented the CIP covering course 1.part 1, course 2, 3, 4 for 540 registered learners from 9 EaCP HEIs and at least 135 online learners from 9 EaCP HEIs registered for CIP covering course 1.part 2, course 2, 3, 4;
- 162 practical performance activities (ppa) (18ppa per HEIs) with students done by trained teacher;
- Enrolled in CIP 27 students will develop open innovations with companies;
- 18 best students benefited from internships;
- Embedded new approaches in the curricular of HEIs (at least 27 (3 per partner) programmes in which students do not automatically come into contact with entrepreneurial studies will be revised and adapted to include it);
- Dissemination and collaboration events organized;
- 100 students participated in all 3 National Bootcamps;
- 18 students benefited from mobility to Pitch competition in Bulgaria;
- 9 action plans of collaboration to improve collaboration and communication between HEIs-industry;
- Report on the competition;
- Report on the final event/Conference;
- Completed dissemination to at least additional 36 HEIs;
- Evaluation reports.

3.5. Coordinator contact details

Name and surname

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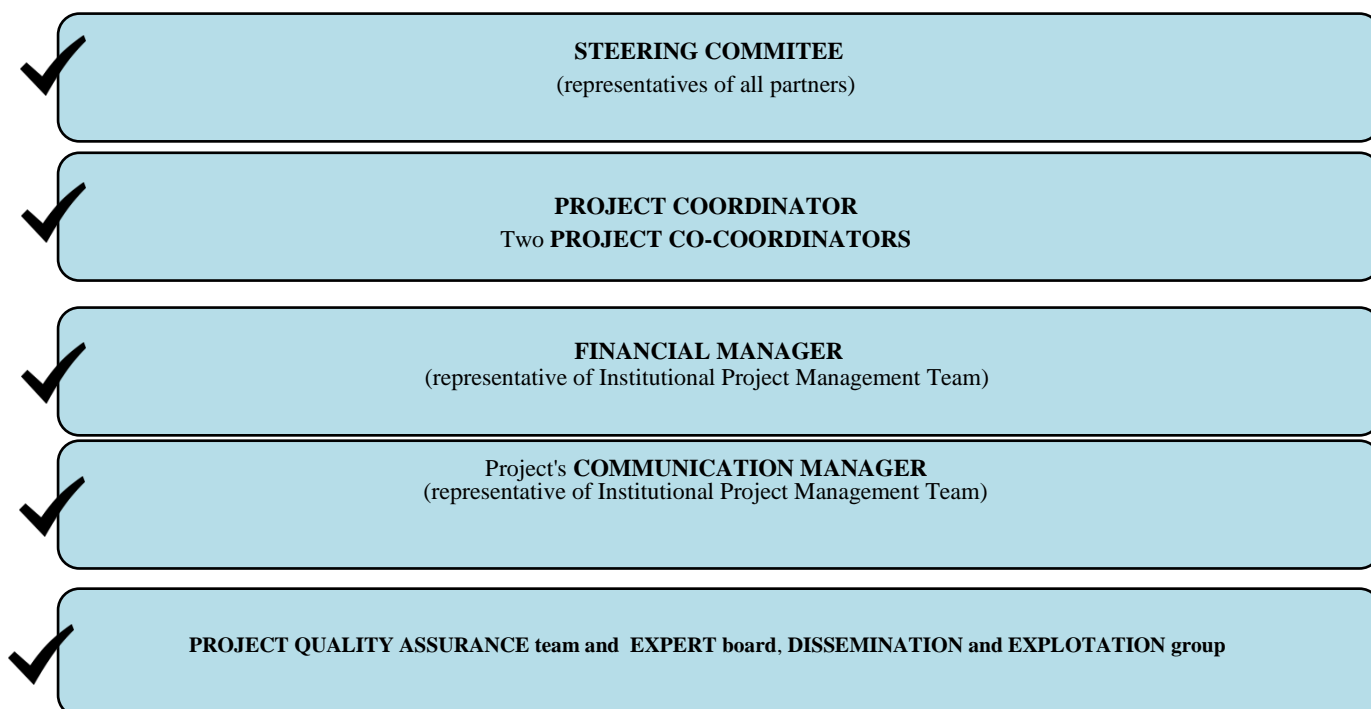
Phone

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4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION

This document serves as a starting point for organization of internal communication flow. Responsible persons and contact information will be constantly updated throughout the project's lifetime and displayed on project's website.



Communication flow follows management structure, which was set at the beginning of the project.

Main communication tools for day-to-day coordination remain e-mail, telephone, social media. Internal documents are shared through the project's webpage, email, slack and google disc. .

4.1. Rules of internal communication

Language of all internal communication is English. All contacts on the CONNECT project are gathered in different formats of the files, shared on project's slack/Google Disk and updated regularly. Communication of general interest and on key issues will always be written (via email). *As a general rule, all email subjects regarding the project should start with the name of project "CONNECT_issue_Pnr", to make the communication via e-mail more transparent.*

Communication of day to day management is mainly running via email and slack; The storing and sharing of relevant internal document are running through the slack platform and on Google disk.

4.2 Other relevant points for CONNECT project

These are suggestions that should be taken into account in the project process:

- Presentation of CONNECT at other conferences/seminars/project fairs/events etc;
- Project dissemination material to be used by all partners to promote and raise awareness;
- Links from partner organizations' websites to project website
- Links from other websites to CONNECT website (other projects, organizations, universities,



2021 - 2024

networks);

- Follow rules of corporate design and graphic Identity from CONNECT project and European Commission;
- In case of online documentation for the reporting, please, provide screenshots together with URLs and links.

All partners are expected to disseminate the project results through their institutional dissemination channels and beyond, using their networks and running projects to inform the interested parties about projects results.



5. DISSEMINATION STRATEGY

To define the Dissemination, Communication and Exploitation Strategy of the project activities, it is necessary to consider the following very important challenges ascertained in the project application: entrepreneurship is recognized as an important issue for Eastern Partnership countries, but high level of digitalization of all the processes in combination with the lack of qualitative entrepreneurial education, skills and behavior turn into even a bigger problem because it became as important as readiness and writing.

Bearing in mind the above challenges, properly set strategy for the dissemination in this project should, in addition to support the project, be an efficient tool for the realization of the project's objectives rather than only be means to disseminate information on the activities and achievements. In this regard dissemination should not go beyond the limits of this project just across the targeted audience, but also constantly improve the methods and procedures for dissemination and communicating to reach the project's expected outputs.

CONNECT project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfil its purpose. Project team will utilize several methods of dissemination, both formal and informal, in order to engage the target audience. In addition to the dissemination activities, and described in this section, it is important to keep day-to-day collaborative work within project team. The CONNECT` communication managers of each partner will take significant steps for the dissemination of all project activities, along with the promotion of knowledge transfer and research. Feedback in these activities will be used to perform other forms of dissemination, whenever the opportunity exists. In this context, of particular importance will be the exchange of information with related Erasmus+ projects, with the aim to, achieve additional quality through synergy.

This Dissemination, Communication and Exploitation Strategy will be continuously reviewed based on the recommendations of regular meetings of the Strategic Steering Committee (Coordinator, 2 co-coordinators), Project Support Team and Quality Assurance Project Team, as well as by external stakeholders through relevant procedures and forms, such as questionnaires or other. Modifications will be made whenever needed to ensure that the dissemination actions are in line with the system of dissemination at universities and remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The project aims to:

- a) **AWARENESS RISING** - will mainly involve delivering the main message of the project in relation to its aim and objectives (5.2 University Breakfast networking events; 5.5 Inter-university delivery Network; 5.6 Train the trainers' sessions for non-project partners HEIs in EaPC; 5.8 Peer to peer workshops; 4.6 Competition – experimentation and learning by doing (together with companies); 4.7 Final Conference organized), web portal;
- b) **UNDERSTANDING** - will require providing of more detailed information on the project purposes and methods: electronic and printed brochures, electronic material on web portal, EU good practice reports, thematic workshops, final conference, etc;
- c) **ACTION/PARTICIPATION** - involvement in each of these three stages will provide the basis for dissemination for action, where the project outputs will be presented.

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used for each target group, considering the special characteristics and needs. In accordance with best European Union practice



2021 - 2024

and direct experiences in the dissemination of project activities, a sustainable model of dissemination will be consisted of following outcomes for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
2. University Breakfast networking events; Inter-university delivery Network; Train the trainers' sessions for non-project partners HEIs in EaPC; Peer to peer workshops; Competition – experimentation and learning by doing (together with companies); Final Conference organized;
3. Project website;
4. Articles and news published over CONNECT site as well as e-newsletters distributed through their email list;
5. Printed material (brochures, leaflets, reports, publications, etc);
6. Meetings with policy-makers and key actors;
7. One-to-one interviews (telephone or personal);
8. Customized trainings offered to the university staff, students, and other specialized staff.

Dissemination will take place at all levels:

AT LOCAL LEVEL:

Fostered experience of the teaching, administrative staff of the HEIs due to 4 study-visits to EU partners;

Improved teachers' capacity from EaCP HEIs that guarantee the short- and long-term quality assurance and modernization of HE and enhanced quality of teachers' education and delivered subjects by them; capacity building courses for students and alumni.

Modernized curricula of 9 EaCP HEIs;

3 Course supports and video recorded lectures (MOOCs) will be elaborated and partly included into teaching process (in programmes in which students do not automatically come into contact with entrepreneurial studies) thus, the quality of education will be increased. Students will foster their abilities, will be able to develop new ideas & to be engaged in labour market easily.

- 40 Collaboration agreements (5 per 1 HEI) HEIs- industry will be signed during the project life will be a benefit for students and teachers as they boost mobility, internships provide basis for joint research projects.

AT NATIONAL LEVEL:

Raise awareness of the importance of Entrepreneurial Education (EE) and its practical realisation, as well as the CONNECT outcomes;

Promoted EE, with companies positive image of science, increased interest of young people in open innovations;

Strengthened communication, built collaboration and fostered partnerships within and between all key stakeholders responsible for knowledge flows, all these are possible due to the University Breakfast networking events; Inter-university delivery Network; Train the trainers' sessions for non-project partners HEIs in EaPC; Peer to peer workshops; Competition – experimentation and learning by doing (together with companies); Final Conference organized.

Involvement as associated partners, Min.Education in EaCP, Councils of Rectors ensure that ideas and action for the transformation of higher education sector by CONNECT project will be directly and strongly supported.

AT REGIONAL LEVEL is foreseen a common participatory, evidence-based processes following the objectives of the Bologna process and guided by EU partners in order to support the modernization of the EaCP HE systems and development of important area of activities with these partner countries.

Moreover, at regional level will be:

Sparked innovative way of thinking and creativity, enhanced university staff, students', employers'



2021 - 2024

engagement in the acceleration of EE and innovations; support courses on acceleration, digital and art skill in English and national languages; created MOOCs, expanded SMART_CHANNEL use, therefore supported modernization of the EaCP HE systems;

AT EU LEVEL will be fostered the integration process of EaCP HEIs into the EHEA, built as an area which using common tools. Thus, EaCP HEIs update their HE systems making them more compatible with EU standards and strengthening their quality assurance mechanisms by increasing the students' potential.

It is through these approaches that the project will ensure both its immediate implementation in the Moldova, Georgia, Armenia higher education sector, but also its ongoing development. For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Dissemination, Communication and Exploitation Strategy will be evaluated in accordance with principles and procedures defined by the Quality Assurance Handbook. Both internal (within project partners) and external (mainly through the external experts and involved stakeholders') evaluation procedures will be followed.

Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

6. CONNECT PROJECT'S AUDIENCE

Main target groups and reasons for their selection:

The first category constituted of teachers with basic or advanced knowledge (466 people across the partner institutions) in the fields of activity (entrepreneurship, multimedia, communication, methodology of theatre teaching, choreographic art, etc.). The survey results suggest that this target group reflects a lack of exposure to modern teaching methodologies, techniques, materials. But alarming indicators were identified at HEIs with humanian scientific orientation (ex: linguistics, arts), they suffer much from the lack of entrepreneurship education, materials in their institutions. Thus, there is an overriding need to foster teachers' capacities, improve methodologies and update materials at all involved EaCP HEIs but especially at humanistic ones. That is why a tailor approach to the needs of the teachers specialising in different fields and with different level of knowledge will be elaborated and applied.

The second category constituted of students from the MD, AM and GE at all levels who wish to create start-ups but suffering from a fear of fail and lack of knowledge, skills, sources and resources and old teaching methods, especially those who do not automatically come into contact with entrepreneurial studies (35 000 people across the partner institutions). The results of the survey suggest that a version of the new courses that emphasises entrepreneurial education and its practical performance on entrepreneurship, digital and art studies should be delivered to meet their particular needs.

The third category constituted of students who recently created companies (including alumni) (88 people across the partner institutions) were seen to have similar development needs to one another regarding the self-expression and out-of-box methods, techniques; incapacity to put themselves in unfamiliar situations, and do the best they can with what they have, however, cardinal need they experience in the lack of guidance and support techniques to expand to new markets on-line, acquire new customers and develop new products and services, minimize some risks, create new business models, evaluate the feasibility of their business. As a result tailored acceleration courses for recently incorporated students' companies were designed.



2021 - 2024

The fourth category constituted of students who want to improve their knowledge and skills in order to become qualified and be successfully employed but they lack these possibilities mostly because of low level of university – industry collaboration. Therefore, it was planned a number of activities in order to mitigate these needs through internships and development of open-innovation projects.

The last category addressing industry. The survey results show that companies in Eastern Partnership Countries experience big problems because relationship between industry and universities is rather formalised exchange of good practice, education in entrepreneurship in EaPC is outdated and academically driven, very small number of extra-curricular approaches allowing real involvement of industry in educational process. Therefore, it was designed to respond on these specific needs of target group through their involvement in the elaboration of course support which will influence curricula design and content and the activities, action plans aiming to improve collaboration and communication between universities and enterprises, internships and open innovation activities, acceleration bootcamps and other actions will be done in common.

TG1- Teachers with basic or advanced knowledge in the fields of activity (entrepreneurship, multimedia, communication, methodology of theatre teaching, choreographic art, etc.).

TG2- Students from the Moldova, Armenia and Georgia

TG3- Students who recently created companies

TG4- Students who want to improve their knowledge and skills

TG5- Industry

7. DISSEMINATION TOOLS

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

7.1. The CONNECT – website

The CONNECT website: plays an important role in the overall project, since it functions as the main tool for public dissemination of project results and news. The website will become the main source of information about the activities and achievements of projects: conferences, seminars, trainings, project competitions, modern achievements in the field of entrepreneurship, digitalization and innovations. Contact information about all members of the consortium is available on the website to facilitate communication with those who are potentially interested in the project.

Main categories and sub-categories in structure of CONNECT website are as follows:

- 1. Home**
 - 1.1. News**
- 2. CONSORTIUM MEMBERS**
 - 2.1 Lead Partner
 - 2.2 EU Partners
 - 2.3 AM Partners
 - 2.4 GE Partners
 - 2.5 MD Partners
 - 2.6 Associated Partners
- 3. PROJECT-DETAILS**
 - 3.1 Objectives and main outputs

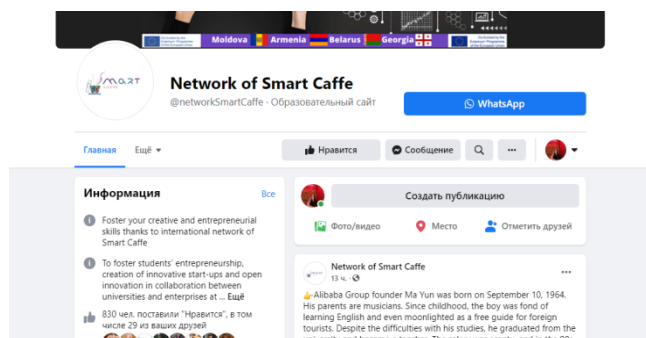
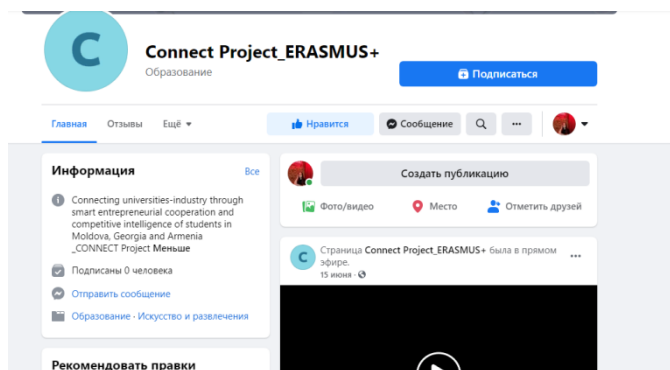


- 3.2 Management structure
- 3.3 Work packages structure
- 3.4 Timeline
- 4. **OUTCOMES**
- 5. **CONTACTS**

Screenshot of the CONNECT webpage

7.2. Facebook page

CONNECT is also available on – Facebook, an influential social media network. It has grown beyond “chatting-network” and has become a powerful business networking medium. The benefits provided by Facebook include: help in developing entrepreneurial skills; reach new contacts and opportunities; increase awareness. During the course of CONNECT project Partners will use Facebook to post local news, event photos, ideas, comments, milestones, etc.



Screenshot of the CONNECT Facebook Page Screenshot of the Smart Caffee Facebook Page

7.3. Project identification: the CONNECT logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the CONNECT logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.



Logo of CONNECT Project



7.4. Printing and publishing materials

For the really efficient promotion of CONNECT project, appropriate printed and other promotional material, will be made and distributed to wider target groups and public at large. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as workshops, info days and other.

An info sheet has been designed and printed in order to summarize the project methods, objectives and benefits available both on paper and on-line on the CONNECT website.

CONNECT INFO SHEET

CONNECT BOOKLET SHEET

CONNECT ROLL-UP/BANNER

8. ACTIVITIES & EVENTS

Several events will be organized to disseminate CONNECT project's issues and achieved results. These events will be researched and update constantly, and are posted on the MINERVA project's website in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

- 8.1. Events organized by HEIs from Partner Countries;
- 8.2. University Breakfast networking events;
- 8.3. Inter-university delivery Network;
- 8.4. Train the trainers' sessions for non-project partners HEIs in EaPC;
- 8.5. Peer to peer workshops;
- 8.6. Competition – experimentation and learning by doing (together with companies);
- 8.7. Final Conference organized
- 8.8. *and others.*



9. MONITORING AND ASSESSMENT

Communication and dissemination action must be understood as a process and in this perspective is its monitoring and assessment aimed at measuring changes produced by these actions. Close monitoring of the execution of different communication activities will assist us in assessment of our dissemination strategy, which will help us to understand which actions and channels of communication have been more effective than the other.

The monitoring and assessment process will give us the opportunity to adjust the future project communication activities with the aim to optimise the desired results of communication and dissemination action.

9.1. The scope of monitoring and assessment

With the monitoring and assessment of the communication activities we would like to test the following four issues:

- **Target audience reached:** It is necessary to check whether the desired target audiences have been reached by the communication actions, what kind of message they received and if such message was the one we intended to convey to them. We want to know, what was their perception and feedback.
- **Actor's performances in the communication process:** we are interested that all people who were directly involved in the execution of the communication activities are enough motivated to perform their role effectively.
- **Direct outcome of communication measures:** We will assess the impact produced by the communication measures, which will give us the opportunity to compare the results achieved against those expected or foreseen when designing the communication strategy.
- **Impact on sustainability factors:** Effective communication action is a corner stone for achieving the sustainability effects of the project. We will monitor and assess which communication measures produced real impact to certain indicators which show to enhancement of particular sustainability potential, i.e. to the embodiment of the project results into the desired social, entrepreneurial and academic environment of the partner countries involved in the project.

9.2. Monitoring and assessment tools

Communication indicators

The communication indicators, which are easily identifiable and put into numbers, will be regularly monitored and assessed.

In this respect the following data will be collected:

1. How many participants there were at the events?
2. How many promotional material was delivered and to which target audience(s)?
3. How many media (all types of media) advertisements / communications have been performed?
4. How many measures for interaction with expert public (articles, scientific conferences etc.) have been performed?
5. How many journalists participated at the events?
6. How many articles have been published?

For CONNECT dissemination events a questionnaire is prepared for participants to fulfil, to give a qualitative assessment of this part of promotion activities (see Monitoring and Evaluation manual).



10. QUALITY OF DIGITAL PROMOTIONAL TOOLS AND VISUAL IDENTITY

All promotional materials will reflect the visual identity of the project and Erasmus+ programme. The project coordinator and co-coordinators (P1- Moldova State University, P6-NGO IMPULS and P11-NGO CREATIVITY) are responsible for designing all promotional material. The draft version will be sent to all partners for comments and suggestions, before printing, publishing and distribution. The promo materials will be disseminated by all project partners at events which are relevant in order to reach the project's target group (i.e. not only events organized by the project, but also other events with a focus on university lifelong learning).

The project envisages setting up the public CONNECT website, the CONNECT Facebook (mandatory) in English or/and national languages which will be linked to the main page of the Network of Smart Caffe on social media networks. All social network tools will be continuously updated by the project partners and will be used to effectively communicate project activities and results.

P6- NGO IMPULS will be responsible for setting up and maintaining the CONNECT website to enable broader dissemination of the project's results, and the wider ERASMUS+ programme. All partners will include a short description of the CONNECT project with a link to the official website on their institutional webpage.

The CONNECT webpage can be accessed by all partners depending on their assigned tasks and roles. All electronic tools including the website will be implemented with high performance, good functionality and stability.

Another on-line tool which will be used by project partners in order to effectively implement project activities is www.smartchannel.org

Visual Identity Mandatory Elements :

https://wayback.archive-it.org/12090/20210122031341/https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

Application of the visual identity on studies and publications produced by external organizations

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11. DISSEMINATION PLAN

Event/activity title	Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
<i>Activity 5.4 Testimonials and marketing materials</i>	Business community; civil society; national public authorities; non-Partner universities; researcher organisations. Decision making Authorities over adoption of the extra- curricular activities in non-partner Moldovan universities. All teachers and students interested in entrepreneurial, digital education and self-expression activities.	Testimonials, and other marketing material disseminated to all EaPC universities through Councils of Rectors in Armenia and Moldova and Ministry of Education in Georgia, relevant social media platforms including Linked-In and Facebook, and directly to staff through partner institutions' internal communication networks. These will continue to be updated and renewed after the project has concluded.	Starting from: M4 through to M36	The material will have been viewed on the project web site, Linked-in, Facebook and through internal communication channels at least 4,000 times. There is evidence that the communication materials are present in all partner institutions and the non-partner institutions. There is strong interest in the hubs activities with expressions of students' interest exceeding the number of places available for each cohort.
<i>Activity 5.9 Presentations and publications</i>	National HE sector bodies across all EU and EaP countries HEIs across all EU and EaP countries.	Presentations at international conferences, articles in peer reviewed journals, presentations to members of national HE sector bodies, and articles in sector body publications will be used to ensure dissemination of the project results across EU and EaPC institutions. The publications will be published after the project has ended also. See the attached form Annex 1.	Starting from: M7 through 36	Publisher metrics will show that the publications are viewed on by over 75 times in the period of the project. At least 15 presentations of project results to international conferences and articles in national and international HE publications. The publications and presentations will result in enquiries to the project team about advice and support with implementing the project materials in EU and/or EaPC universities.
<i>Activity 5.5 Inter-university delivery Network</i>	Interested students, Students who want to creat start-ups; Students who recently created companies; teachers and teachers who do not automatically come into contact with entrepreneurial studies in non-partner universities	Cross-university network initially based on email, and after the project ends on one meeting a year facilitated by Councils of Rectors in Armenia and Moldova and Ministry of Education in Georgia.	Starting from: M13 through 36	Questions are raised and advice sought on issues related to the CIP and its practical implementation (estimated 5 exchanges a month).
<i>Activity 5.1 Dissemination activities</i>	Non-partners universities who are potential trainees and are interested on the subject. Website Facebook page Internal meetings	An infographic will be used to communicate the contents of the combined integrated report. Creation of project's website, Facebook Page, Organization of regular meetings	Starting from: M14	The infographic will be cited as a source of information. The infographic will have been viewed on the project website Linked- in, Facebook and other dissemination channels at least 1000 times. Project's website, Facebook Page Each organization will hold regular meetings to keep staff members informed and involved in the project development



	<p>Decision making authorities over adoption of the extra- curricular activities in non-partner Moldovan universities. All teachers and students interested in entrepreneurial, digital education and self-expression activities.</p>	<p>It will be disseminated to EaPC universities through Councils of Rectors in Armenia and Moldova and Ministry of Education in Georgia, relevant social media platforms including Linked-In and Facebook and directly to staff through partner institutions' internal communication networks.</p> <p>It will be updated and continue to be used to raise the profile of the CIP in EaPC universities after the end of the project to encourage recruitment.</p>		
<p><i>Activity 5.8 Peer to peer workshops</i></p>	<p>Students who want to create start-ups; Students who recently created companies; students who do not automatically come into contact with entrepreneurial studies in partner and non- partner universities</p>	<p>One day peer to peer workshop will be run with other recently incorporated companies created by students from other HEIs (2 in Moldova, 2 in Armenia and 2 in Georgia) in order to ensure wider dissemination of information about the project activities and involvement of recently incorporated entrepreneurs.</p>	<p>Starting from: M24 through 30</p>	<p>Each peer to peer workshop will be attended by 30 students from non- partner universities.</p>
<p><i>Activity 5.2 University Breakfast networking events</i></p>	<p>Business community; civil society; national public authorities; non-partner universities; researcher organisations.</p> <p>Decision making Authorities over adoption of the extra-curricular activities in non-partner Moldovan universities.</p> <p>All teachers and students interested in entrepreneurial, digital education and self-expression activities.</p>	<p>Breakfast meetings facilitated Councils of Rectors in Armenia and Moldova and Ministry of Education in Georgia will be used to communicate the results of the implementation of the programme and its positive impact.</p> <p>After the project ends reports will be provided as part of other events organised.</p>	<p>Starting from: M34</p>	<p>Number of Representatives of business community; civil society; non-partner universities; researchers organisations; national public authorities that are represented at the breakfast meeting.</p> <p>At least 1 non-partner university from each EaPC register for MOOC CIP after the project ends.</p>



<i>Activity 5.6 Train the trainers' sessions for non-project partners HEIs in EaPC</i>	Interested teachers and teachers who do not automatically come into contact with entrepreneurial studies in non-partner universities.	Two 2-day train the trainers' sessions for non-partner universities will be run for interested staff or/and for staff of non-partner institutions to ensure they can follow the example and implement the same studies and approach in their institutions.	Starting from: M34 through 35	The train the trainer workshops will have been attended by 28 people from 14 non-partner universities responsible for its further the implementation.
<i>Activity 4.6 Competition – experimentation and learning by doing (together with companies)</i>	Students who want to create start-ups; Students who recently created companies; students who do not automatically come into contact with entrepreneurial studies in partner and non-partner universities but they passed CIP and were selected.	One day Acceleration Bootcamps will be organised in Moldova, in Armenia and in Georgia together with companies. These events aim to help young people begun or planning to begin a new venture.	Starting from: M34 through 35	Each Acceleration Bootcamp will be attended by 6 students from 3 non-partner universities. In the end of face-to-face trainings based on the results of the training and on-line evaluation done and approved by the Project Expert Board will be selected 2 winners from each cohort for the participation in local bootcamp in Chisinau, Yerevan and Tbilisi. Totally MD: 5HEI x (2 students from cohort beginners + 2 students cohorts advanced) x 3 times = 60 students Totally AM: 2HEI x (2 students from cohort beginners + 2 students cohorts advanced) x 3 times = 24 students Totally GE: 2HEI x (2 students from cohort beginners + 2 students cohorts advanced) x 3 times = 24 students During the three Acceleration Bootcamps (1 in MD, 1 in AM and 1 in GE) will be selected 2 students from each EaPC HEI with the most creative ideas. The total number of students selected during Acceleration Bootcamps will be 18 (2 students * 9 HEIs) and they will present their ideas at the Pitch Competition, that will take place in Bulgaria (city: Sofia) in December 2023. This event will be combined with closing project conference.



<i>Activity 4.7 Final Conference organized</i>	Winning teams (6) from Bootcamps in each EaPC (students/graduates, new entrepreneurs), and teachers/academics, plus local members of the startup ecosystem (entrepreneurs, venture capitalists) as judges.	Two days Presentations at conference, articles, presentations to EU and EaPC participants attending the conference	final	Pitch competition merged with the closing conference
<i>Activity 5.7 Signed collaboration agreements between HEIs- companies</i>	Business community	At least 50 collaboration agreements	M13	At least 50 collaboration agreements signed



12. EXPLOITATION PLAN

Short term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Enhanced quality of education and delivered subjects	Partner and program countries teachers, students, industry and business professionals, regional administrations	New blended courses under Competitive intelligences programme for students umbrella. 3 New MOOCs courses: Course 1- Acceleration Course 2-Art skills Course 3-Digital skills Competitive intelligences programme for students will be based on 3 MOOC courses and at least 162 practical performance activities (ppa) (18ppa per HEIs) with students done by trained teacher	Modernization of higher education, establishing of new relationships; new advanced web- resource for entrepreneurial education and industry-academy cooperation
Improved teaching-learning materials	Partner and program countries teachers, students, industry and business professionals	New teaching materials: course supports and MOOCs Course support 1+MOOCs-Part1. Acceleration courses for beginners; Part2. acceleration courses for more advanced level; Course support 2 +MOOCs -art skills Course support 3 +MOOCs -Digital skills	Advance competences in new blended materials development
Fostered experience, competences of the teaching staff, students	Partner universities teachers and managers in education	Training for trainers arranged for partner universities 4 instructors training workshops New blended learning course development teams (specialist) Improved skills of 130 teachers;	New competences in education technologies Advance qualifications to share in regional universities
Improved conditions for EaCP HEIs that guarantee the short- and long-term quality assurance and modernization of HE	Partner universities, teachers, students and alumni at large	Updated multi-disciplinary creative hubs -9 hubs; -9 concepts with improvements of existing outdated operating regulations of hubs at EaPC HEIs; -9 sets of installed equipment;	New operational capacities of the spaces tailored for students' needs



Improved capacities and skills of students with different background	Program and partner universities, students and alumni at large, entrepreneurs	Implemented the CIP covering course 1.part 1, course 2, 3 for 540 registered learners from 9 EaCP HEIs and at least 135 online learners from 9 EaCP HEIs registered for CIP covering course 1.part 2, course 2, 3;	Advance competences of students
Increased industry-academy cooperation	Program and partner universities, students and alumni at large, entrepreneurs	Enrolled in CIP 27 students will develop open innovations with companies; - 18 best students benefited from internships; - 12 students benefited from mobility to international competition in Bulgaria;	Strengthened communication, built collaboration and fostered partnerships within and between all key stakeholders
Enhanced quality of education and delivered subjects	Partner and program countries teachers, students, industry and business professionals, regional administrations	New blended courses under Competitive intelligences programme for students umbrella. 3 New MOOCs courses: Course 1- Acceleration Course 2-Art skills Course 3-Digital skills Competitive intelligences programme for students will be based on 3 MOOC courses and at least 162 practical performance activities (ppa) (18ppa per HEIs) with students done by trained teacher	Modernization of higher education, establishing of new relationships; new advanced web-resource for entrepreneurial education and industry-academy cooperation
Improved teaching-learning materials	Partner and program countries teachers, students, industry and business professionals	New teaching materials: course supports and MOOCs Course support 1+MOOCs- Part1. Acceleration courses for beginners; Part2. acceleration courses for more advanced level; Course support 2 +MOOCs -art skills Course support 3 +MOOCs -Digital skills	Advance competences in new blended materials development



Sparked innovative way of thinking and creativity of students at large, enhanced university staff, students', employer's engagement in the acceleration of entrepreneurial education	Universities, industry and business, regional administration	15% growth of digital courses amount in partner universities starting from the 3rd year of the project	Fostered quality of entrepreneurial education and its practical performance Modernization of teaching –learning Growth of students, professors and industry/business experts for the blended extra-curricular activities
Fostered exploitation of SMART_CHANNEL platform (created within previous CBHE project)	Universities, enterprise managers, entrepreneurs, experts, researchers	50 companies using the platform, new university partners for the platform, at least 10 by the end of the period of EU financing	New concept for modern internationalized education. New inter- university educational model with active participation of industry and business.
Enhanced digitalisation/modernisation of the education in the partner universities in general	Universities, industry and business	MOOC on competitive intelligence programme (course supports and recorded videos) 10% a year growth	New quality of education, wider access to digital education
Improved methodologies on creation of blended courses	Universities	The quantitative evaluation reports	Qualitatively new methods of teaching, education materials digitization
Increased students' entrepreneurial behaviour, skills, mindsets	Students and graduates, companies	5 business ideas ready to be spin-out; 9 developed open innovations with companies;	Positive feedback in national reports on job creation trends and economic growth in ID and PH
Improved digitalization and Expansion of incorporated companies	Students and graduates	5 expended students companies	Students recently incorporated companies expanded to new markets on- line, acquire new customers and develop new products and services
Increased sustainability of framework conditions due to the renovated and equipped hubs	Universities, industry and business, regional administration	9 hubs by the end of the first year of the project	Innovative hubs for capacity, creativity building activities of students and teachers at partner universities

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?
A Competitive intelligences programme for students will have been approved at partner universities and included in the teaching process At dissemination, it will	The programme will be approved at each partner university's by decision making body and/or subsequently their Senate. At least 20 programmes in which students do not automatically come into	Time will be needed to produce the documentation necessary for the approval of the by decision making body and/or subsequently and Senates.	WP3 provides a period for all stages of approval by partner universities, including the production of all necessary documentation. At dissemination, this documentation will be



be approved/used at non-partner universities.	<p>contact with entrepreneurial studies will be revised and adapted to include it in partner institutions</p> <p>Ministries of Education in Moldova, Armenia and Georgia will strongly recommend, support and disseminate the information about project and project results.</p>		made available to all partner universities to facilitate approval, meaning that they will need to make limited time available from their existing resources to ensure approval.
A continuing the extra-curricular activities described in project proposal will be in place ensuring the development of students.	<p>Each of the partner institutions has committed to run the the extra-curricular activities described in project proposal or contract for their staff to join the programme at another institution, for at least 3 years. After this point, it is envisaged that the programme will have become integral to university responses to changes in the HE sector's environment and fully embedded into their operational structures.</p> <p>Ministries of Education in Moldova, Armenia and Georgia will recommend it to all non-partner universities in their countries, mentioning it in national policy.</p> <p>The support of university strategic bodies and Senates through their approval of the activities and programme, and the financial resources to run it, embeds the programme in institutional policy.</p>	<p>The provision of staff time for those staff responsible for delivery of the extra-curricular activities in universities (approximately 13 days per cohort for delivery and preparation).</p> <p>The provision of staff time for trainees placed on the programme by universities (approximately 78 days per 1cohort of beginners and 1 cohort of advanced, repeated 3 times).</p>	The time to resource the extra-curricular activities delivery and attendance will be made from existing budgets where a university runs the activities itself.
A continuing programme of 2-day train the trainer workshops will be in place to ensure the continued development of staff responsible for	The training will be run at least once annually – and more often where there is demand – to ensure that trained staff are in place to run the	<p>Resource to facilitate the coordination and organisation of the workshops.</p> <p>The time of staff who are</p>	<p>Coordination will be facilitated by CRs using its existing resources.</p> <p>At least 10 days (5 days for two staff) of time will</p>



delivering extra-curricular activities described in project proposal in partner universities.	entrepreneurial studies and its practical realization.	already trained to carry out the training.	be made available each year by partner universities to enable delivery. This responsibility will be rotated between the institutions so that over time the burden will be limited.
A cross-university network to support trainees and update materials.	A cross university delivery network initially based on email, and after the project ends incorporating one 2 day meeting a year to evaluate and update materials.	The provision of an email-based message list and a coordinator for that list. Resource to facilitate the coordination and organisation of the workshops. Time and where necessary resources to travel to the 2-day meeting.	The email list will be hosted by MSU, YSULS, ILIA and a volunteer from existing trainees will coordinate the list each year. CRs will attend the 2-day meetings using its existing resources. Universities will support attendance at the 2-day meetings from existing training budgets.
Peer to peer workshops to support trainees' further cooperation and development.	One day peer to peer workshop will be run with other recently incorporated companies created by students from other HEIs (2 in Moldova, 2 in Armenia and 2 in Georgia)	Resource to facilitate the coordination and organisation of the workshops. The time of staff who are already trained to carry out the training.	The email list will be hosted by MSU, YSULS, ILIA and volunteers from existing trainees will coordinate the list each year.
Project Expert Board (PEB) will be nominated in order to perform an evaluation of the project deliverables and events organised by the partners (WP1- WP7).	PEB will be composed from representatives of all Programme and Partner countries.	After project lifetime representatives of PEB from EaPC HEIs will continue to foster achieved knowledge and capacities. The PEB contact people list will be available on the The PEB will ensure the exploitation and sustainability actions of the project.	Project web-site and all the representatives will be available for consultations and advice to interested audience after project lifetime.
Roadmaps on MOOC lectures and face to face trainings	Create and deliver individual institutional Roadmaps on MOOC lectures and face to face trainings for the activities during project lifetime and 5 years after the end of EU-financing	Time will be needed to produce necessary the documentation	WP3 provides a period for initial elaboration and approval by partner universities, including the production of all necessary documentation.



Curricular development	At least 20 programmes in which students do not automatically come into contact with entrepreneurial studies will be revised and adapted to include it during the project lifetime and at least 2 programmes each year will be a subject of improvement within each partner university involved in the project	Final approval at each partner university's by decision making body and/or subsequently their Senate will be done.	WP4 provides a period for initial elaboration and approval by partner universities, including the production of all necessary documentation. This documentation will be made available to all partner universities to facilitate approval, meaning that they will need to make limited time available from their existing resources to ensure approval.
Action plans on possibilities to improve connection between universities and enterprises	Elaborate 9 action plan improving cooperation between universities and enterprises and universities	Signed collaboration agreements among partner institutions and companies: in order to develop at least 5 joint open innovation projects per year; and organize at least 18 internships per year during 5 years after the project end	Partner institutions will provide all required organizational, administrative, didactical and technical resources for sustainable development
Multi-disciplinary innovation supporting hubs will be in place.	Entrepreneurial and self-expression capacities development hubs will be developed at each Partner university with high quality equipment in order to future proof them for a period of 5 to 10 years. 9 concepts with improvements of existing outdated operating regulations of hubs at EaPC HEIs	High quality equipment (funded by this project) and furniture (funded as match by EaPC partners). Routine maintenance and cleaning.	Equipment will be funded by this project and furniture funded as match by EaPC partners. Each partner universities will integrate maintenance of the equipment with their existing schedules.
Sustainability strategies from each EaCP HEIs describing how the achieved results within the project lifetime will be maintained, developed and increased	9 sustainability strategies describing how the achieved results within the project lifetime will be maintained, developed and increased	Elaborated and approved 9 sustainability strategies describing how the achieved results within the project lifetime will be maintained, developed and increased	Partner institutions will assure implementation of 9 sustainability strategies describing how the achieved results within the project lifetime will be maintained, developed and increased



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ANNEX 1: DISSEMINATION REPORTING TABLE

Dissemination Activities

Institution:

Country:

[illegible]



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ANNEX 2: DISSEMINATION REPORTING

The CONNECT consortium needs a documentation and monitoring system not just to prove our dissemination activities to the European Commission, but also to provide a measure of success for the strategy and its realization.

Thus, the following steps should be done:

- Moldova State University (MSU), NGO Creativity and NGO Impuls will produce and circulate the Dissemination Report template;
- Every six months each partner will be asked to produce a dissemination report with all the dissemination activities carried out during the past six months;
- Every partner will collect proofs of dissemination activities (pictures, participants list, screenshots, copies of e-mails, articles) and will upload them on the Google disk- in the WP5_Dissemination_CONNECT folder;
- These proofs will be reported in the Dissemination Report which will be send to MSU, NGO Creativity and NGO Impuls;
- Once per year MSU will provide a general dissemination report, collecting the results of dissemination activities of the whole consortium.



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2021 - 2024

Period number	From	To	Deadline for the submission of dissemination reports
Period 1 (PD1)	15.01.2021	30.06.2021	15 th of July 2021
Period 2 (PD2)	01.07.2021	31.12.2021	15 th of January 2022
Period 3 (PD3)	01.01.2022	15.07.2022	<i>1st Progress report</i>
<i>Month 21 of the project CONNECT 1st Interim report</i>			
Period 4 (PD4)	16.08.2022	31.12.2022	15 th of January 2023
Period 5 (PD5)	01.01.2023	30.06.2023	15 th of July 2023
Period 6 (PD6)	01.07.2023	14.12.2023	31 st of December 2023