

**ERASMUS PLUS
HIGHER EDUCATION CAPACITY BUILDING**

**DISSEMINATION, SUSTAINABILITY AND
EXPLOITATION PLAN**



**Erasmus+ Project
New and Innovative Curricula in Precision Agriculture / (NICOPA)**

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1. Foreword

One of the main NICOPA objectives is to ensure dissemination and sustainability of the project results, to ensure public awareness through active networking among academic communities and stakeholders in the target and neighboring countries, to create a stimulating environment for experience exchange.

This document, approved in March 2019, presents a dissemination plan to be adopted by the Erasmus+ Project NICOPA as a guideline for organizing and implementing dissemination activities. Its objective is to underline the activities designed to raise the awareness of specific or general audience to the results and impact of the NICOPA project as an EU funded project.

P5 is responsible for leading this WP. Each partner university must take a lead on dissemination within its own country and help to raise awareness amongst targeted stakeholders in local, regional and national context.

2. Project summary

Title of the project: “New and Innovative Courses for Precision Agriculture” – NICOPA is a 3-year project co-funded in the framework of the Erasmus+.

The NICOPA project was developed by a large consortium composed of the 16 partner organizations (Universities, Governmental Agencies and companies) from the EU, Kazakhstan, Uzbekistan and Turkmenistan, and co-funded by the EC within the Erasmus+ Programme. With respect to the Erasmus+ Capacity Building in HE aims, the project addresses the following ones:

- ✓ Support the modernization, accessibility and internationalization of the higher education field in the eligible Partner Countries;
- ✓ Contribute to the cooperation between the EU and the eligible Partner Countries (and amongst the eligible Partner Countries).

It also pursues the generic Programme’s objectives:

- ✓ Improve the quality of higher education and enhance its relevance for the labor market and society;
- ✓ Improve the level of competences and skills in HEIs by developing new and innovative education programmes.

Topic-wise, the project addresses the Regional Priority “Agriculture, forestry, fisheries and veterinary” with the specific focus on Precision Agriculture.

NICOPA is aimed to modernize, restructure and internationalize the BSc/MSc studies in the field of Precision Agriculture (PA) using new technologies: Global Navigation Satellite Systems (GNSS) data, Remote Sensing (RS), Geographic Information System (GIS) technology and the latest achievements of space and information. The planned curricular reform will focus on content, structure, teaching methods and use of new teaching materials regarding the European modernization agenda for higher education.

There is currently lack of high skilled specialists on NICOPA in KZ, TM and UZ because BSc/MSc education programmes related to these issues are not present at the universities in these countries.

The mission of the project is to develop NICOPA in PCs by creating educational

environment to form highly skilled specialists demanded by labor market and in line with EU best practices and Bologna process.

3. NICOPA Dissemination strategy

NICOPA dissemination strategy aims to create awareness among various stakeholder groups of the project, its progress and results. The dissemination strategy is part of the overall project implementation plan and explains how the visibility of the project outputs and outcomes could be maximized, and how the project results are shared with different target groups, stakeholders, relevant institutions, and organizations. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

The main objective of the NICOPA dissemination strategy plan is the need to support the project sustainability:

- ✓ Multiply the project outcomes, spreading the information about the project to groups of people or institutions not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- ✓ Gaining support from political decision-makers as to facilitate the necessary political support and generate potential positive decision concerning project's sustainability;
- ✓ Gaining acceptance and interest from the direct users/ target groups for the delivered services after the project end and/or to potentially support the project's sustainability.

4. NICOPA Target audience

Specific audience (SA):

- Academic community: students, researchers, professors or other people involved in activities related to the project's topic and interested in following its development and outcomes;
- Stakeholders, potential employers of graduates; experts or practitioners in the field (graduate engineers) and other interested parties;
- Decision-makers at local, regional, national level;

General audience (GA):

- People who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.

5. Strategy of activities

Dissemination & Exploitation activities will address the following target groups and be organized as follows:

- ***Event-based dissemination.*** The project will organize at least 3 annual dissemination workshops to inform and engage with the national academic communities. The final project conference will address a broader audience bringing together additionally policy makers, NGOs, education authorities, other stakeholders important to the best practice proliferation

in the countries.

- **Web-based dissemination.** The project website will serve a major interface and community building platform. In addition to be a repository to all tangible outcomes (training and teaching materials, webinars, results of the Feasibility Study, Repository entry point, methodological materials, reference materials, etc.), it will enable community activities (blogs, social networks interface, FAQ, etc.). On top of that, all partners will use other available web-based dissemination channels (own websites, mailing lists, community resources). All target groups will be addressed.

- **Traditional dissemination.** The project will produce the set of traditional promotional materials, it will publish major results in media (general public) and professional journals (academic community). Additionally, the project will organize several briefing meetings with policy making stakeholders to enable a multiplier effect.

6. Dissemination activities

In this section, it will be explained in which way the NICOPA consortium intends to use the different dissemination tools and channels:

- ✓ Defining a group of related universities and non-academic partners involved in the activities of the project;
- ✓ Developing of the project website and networking;
- ✓ In order to regularly update information on the project website to assign a responsible person and a “blogger” from each university;
- ✓ Development of a publication plan by each of the universities (1 publication every 3 months);
- ✓ Publications can be present in local or national media channels (newspapers, information leaflets, brochures, other print media; TV etc.); on the Website of the university; social media networks (Facebook, Instagram, Twitter); every publication should contain a link to the project website <https://www.nicopa.eu/>; every publication (scan of it if it’s printed or link to it in the Internet where this publication is situated) should be sent to a.starikow@ecm-space.de;
- ✓ Coordinating partners in charge for the development of the website (sharing contents/preparing posts etc.);
- ✓ Traditional publications to be distributed in the partner Universities: professional documentary with storytelling, interviews, live moments of the project; a booklet with the resume and the focus on the most important moments of NICOPA;
- ✓ Blogging on the Internet: posting on Facebook and other social media about the project events and activities;
- ✓ Developing a questionnaire for University students/ graduates/ undergraduates concerning the level of awareness about NICOPA project among them;
- ✓ Creating a database of names and E-mail addresses of contact persons responsible per partner to cooperate with contents and promotion through university channels;
- ✓ Creating a database of E-mail addresses of selected partner contacts and creation of a mailing list for the newsletter (news about the project, news from the world related to the topics discussed); newsletter release (3 times x year) with the

presentation, updates and outcomes of the project to be sent according the mailing-list;

- ✓ Preparing presentations for dissemination events;
- ✓ Preparing minutes of meeting/ press releases of dissemination events;
- ✓ Preparing and publishing brochures/ leaflets/ flyers about the project output;
- ✓ Preparing organizational documents for the NICOPA PASO (Precision Agriculture Service Office) creation in University: regulations of structural division and job descriptions;
- ✓ Developing business model and working schedule of PASO;
- ✓ Developing and signing the NICOPA+ Agreement with institutions and non-academic partners and organizations outside the project who can be interested in the project results (sustainability of the project outcomes after the project life).
- ✓ Development of a list of related universities and non-academic partners involved in the activities of the project; organizations interested in the project.
- ✓ Developing a memorandum of the continued cooperation of the project consortium partners (to ensure the sustainability of the project results after the end of the project) minimum for 5 years

Each NICOPA Partner needs to support dissemination activities by:

- Publications (1 publication every 6 months);
- Schedule of local sustainability activities and dissemination of the project results (one event per quarter); the schedule should be developed by the local coordinator;
- Plan of local & regional coordination meetings: internal & external events (meetings, conferences, various meetings);
- Producing and distribution of promotional materials and project outputs (flyers, posters, leaflets, etc.);
- Contributing to the project website and social media content;
- Placing on the university website information about participation in the project and a link to the project website;
- Keeping the project webpage of the University current and up to date;
- Organizing, conducting and participation in events (conferences, workshops, seminars, meetings);
- Developing a database of organizations interested in the project;
- Coordinating and managing the relevant activities that deal with its work or application field in the project;
- Managing its internal inter-organizational dissemination issues;
- Monitoring the implementation of the local dissemination plan, assessing the dissemination activities results and adjusting the plan as needed.

The overall goal of NICOPA dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified target audience.

7. Dissemination channels

NICOPA will perform its dissemination activities on a wide range of channels, in order to maximize impact and to reach all target audiences.

The following dissemination channels will be used to target each of the target groups with a specific aim:

- Project Website
- Social Media
- Newsletter & Blog
- Leaflets, Flyers, Posters, Presentations
- Synergies with the local, regional and national Media and Press
- Journal Articles
- Workshops and Master Classes
- Conferences and Events

The partners will take the opportunity at various occasions to inform about the aims and the progress of the project and to disseminate the results and outcomes.

NICOPA website (<https://nicopa.eu/>) will be the main dissemination channel of the project, to where the audience will be pulled with interesting information and where project specific information will be presented. The website will be maintained and regularly updated by P1 and P5 and will be used to inform about the project activities and progress and will provide the links to relevant tools. NICOPA website will be free for access to all interested bodies.

NICOPA website has a clear structure including the following pages:

- Home** – description and general information about NICOPA, consortium members and project details.
- About** – description of the project goals & objectives, NICOPA PMB, contact details of regional and local coordinators, list of beneficiaries, core and transferable NICOPA curricula/modules.
- Meetings** – all performed meetings & trainings with relevant details, press releases about international and local project meetings, agendas, meeting minutes and a photo gallery.
- Presentations** – all PowerPoint-presentations developed during the project.
- Teaching Material** – Partners teaching materials for development of NICOPA BSc and MSc programs and other learning content developed by the HEIs in the frames of the project.
- Documents** – contractual and regulatory NICOPA documents.
- Dissemination** – information on dissemination events and promotional materials of the project, such as flyers, posters, publications and information on local events.
- NICOPA Plus** – NICOPA+ Agreement in English. It is planned that this section will provide information on the participants and stakeholders outside the consortium which are interested in the project.

Description with the main information about the project, including a link to NICOPA website, will be provided on the homepage of every partner university to reach all interested stakeholders.

Social media account plays a promotional role for the project and improves visibility to a wide range of audience. We will set up a Facebook account to allow for conversations and sharing of our blogs. NICOPA page on Facebook with relevant logo will mention about EU financial support and links to the main NICOPA website. The blogs will be used to create an engaged, active community around the topic of space exploration and intelligent robotic system. The consortium will be asked to write a blog after every attended event or workshop on the topic, and to update their colleagues once a month about their work in NICOPA.

The newsletter will be used to distribute NICOPA information to a larger readership. Apart from the dissemination of general project activities and details, the information on particular developments and achievements in higher education teaching and learning practices will be published via newsletter. It will present the achieved milestones, recent results and events. The contents will be provided by the NICOPA partners to the WP leaders. Newsletters will be distributed via Email. Key target audiences will be identified by all NICOPA Partners and invited to subscribe to the mailing list.

Conferences, workshops and events on thematic areas relevant to the project will be carefully tracked down by each NICOPA partner and upon availability the consortium will prepare reports and presentations to be made to them. Performing NICOPA related presentations in various events is a task that might be carried out by each partner.

8. NICOPA dissemination materials

NICOPA Logo:



NICOPA project Logo has been unanimously approved during the first Kick-off Meeting and officially adopted by all the consortium partners. The NICOPA Logo must be used in all the related communication of the project.

EU Logo:



The European logo will be presented together with the Project one in all the documents, presentations and dissemination materials prepared during the project lifetime.

THIS DISCLAIER HAS TO BE PUT AT ALL PUBLISHED ELECTRONIC MATERIALS, PRODUSED IN THE FRAMWORK OF CRENG PROGECT

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Leaflets, Flyers and Poster

NICOPA dissemination materials will be distributed in specific dissemination events in the European Higher Education Area and mainly through the networks of the consortium universities.

The produced leaflets will be distributed to the partners for dissemination through their various channels. The leaflets will promote the website as the main source of information.

The Posters were hanged in the partner universities, to inform the students and the general public about the NICOPA project, its progress and activities which are carried out in the frame of the project and thanks to the EU funding.

The Flyer was created as a specific tool for the external dissemination, to promote NICOPA activities during national and international events.

Different target groups will be reached in different events such as international relation officers, masterclasses and workshops, national agencies meetings, student conferences and championships, information events, international forums, etc.

9. Exploitation planning and exploitation of the results

In addition to the dissemination strategy outlines, the dissemination plan shall consider the sustainability strategy outlining what dissemination activities could contribute to the sustainability, exploitation and spreading of project results.

- i.** Exploitation planning. The project will plan the exploitation (including how to bear running costs) of such principle outcomes as the set of developed methodological materials, the repository, the website, etc. for the period of 3-5 years after the project end.
- ii.** Exploitation nature: public nature - openly available for re-use.
- iii.** Involving into practical aspects of dissemination/exploitation: involving external stakeholders in evaluation trial and in developing practical tutorials during workshops to ease external exploitation and uptake.
- iv.** The executive part of the Memorandum will include agreed and supported measures aimed at exploitation of the project results (concluded at the Final Conference).
- v.** Activities after the end of the project: continuing further dissemination (as described above); developing ideas for future cooperation; evaluating achievements and impact; contacting relevant media; contacting policy-makers on request; cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

As a result of each implemented project activity in accordance with the dissemination plan, the following positive changes are to be achieved in each partner university:

- 1.** Developing their own internal plan of activities to achieve the project objectives (based on the project dissemination plan);
- 2.** Defining the working group of the project (min. 5 people) and assigning responsible

person for each implementation of the work package;

3. Each university needs to make a list of the departments of the university involved in the project;
4. Developing criteria for selecting teachers for internships at European universities;
5. Compiling a list of events and presentations for the dissemination of information about the project, publications in local and/or national media, including web information and social networks;
6. Developing NICOPA PASO (Precision Agriculture Service Office) at the university;
7. PASO conducting works related to the profound development of materials created within the framework of the project and the updating of the contents of the disciplines in the field of precision agriculture in accordance with the latest achievements in the target area;
8. The activities of PASO are carried out in cooperation with other services and structural divisions of the university, and also within its competence - with third-party organizations.

10. Sustainability of the results after the end of the NICOPA project

Sustainability is another important aspect of successful implementation of the project. Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. NICOPA will maintain its activities, services and benefits during its projected lifetime and after the project follow up. In order to assure the long-term perspective of the project outcomes a strategy to support sustainability was worked out to be maintained after the end of EU funding. The activity of achieving the sustainability will be discussed during every coordination meeting and implemented by all partner universities, involving enterprises in/out of the consortium and presented to the national Ministries. The consortium will analyze the strategy and adapt it due to the level of implemented activities and new initiatives caused by the project.

NICOPA sustainability strategy defines the percentage of project-initiated dissemination activities and services that will be delivered and maintained after five years of implementation of the project by each partner university:

- ✓ presentation of NICOPA project at national conferences;
- ✓ participation in various international conferences;
- ✓ online webinars;
- ✓ implementation of the joint scientific conferences;
- ✓ workshops and masterclasses;
- ✓ implementation of the regular students and researches exchange;
- ✓ continuation of local actions stimulated by the project;
- ✓ generation of successor services and initiatives as a result of project initiatives.

To ensure sustainability following factors are included in the worked out strategy: the project fully meets academic, professional and social needs of target countries; active participation of all target groups (teachers/professionals/students/managers) is guaranteed; high degree of inter- institutional cooperation; intensive involvement of the non-university partners in the project implementation.

The core indicators of sustainability of NICOPA will be the extent and degree to which the

delivery of activities and its impact on target groups that continue to receive the benefits from project activities.

Outcomes of the project that will to support stability of the project: developed, implemented and accredited new BSc/MSc curricula/programmes on NICOPA; created learning environment inclusively developed teaching/learning materials, e-learning courses, join WEB platform; established NICOPA PASO network; implemented innovative teaching methods IPBL; implemented Skills Wallet; NICOPA+ Agreement.

Sustainability at a national level will be provided by new national laws, which give PCs HEIs more freedom and autonomy in choosing the subject and content of BSc/MSc programmes to made education closer to employers' requirements.

NICOPA website will be active and updated continuously after the end of the project for the further 3 years.

By the end of the project, each partner university will establish a business model for further funding and maintains after the end of the project. The developed services and training modules will be integrated in the daily educational and training activities of the partner universities within the established network. The representatives of the non-university partner organizations will be involved in the information events and conferences more often and will comprehensively support the project by promoting its vision both within and outside their institutions.

To enhance sustainability and impact the project aims at developing PASO (Precision Agriculture Service Offices) training modules for Students, Representatives of Government and CSOs in all PCs for further dissemination, sustainability and commercialization of the project results after the project end.

After establishing and networking of NICOPA PASO NICOPA+ Agreement valid for 5 years after the end of the project will be signed. NICOPA+ Agreement assures project outcomes sustainability by providing links among PCs HEIs and enterprises and commercialization of project's results.

We expect that the NICOPA project will have a significant impact on the educational policy level by demonstrating how HEIs can play a larger role in shaping national science system and innovative economies. The changes the project aims to stimulate will be concerned with strengthening of the governmental support to new graduate programmes built on the Bologna principles, with integrated academia-industry and international dimensions.