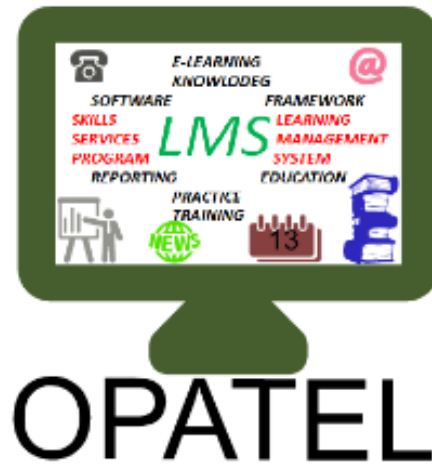




Online Platform for  
Academic TEaching and  
Learning in Iraq and Iran



Co-funded by the  
Erasmus+ Programme  
of the European Union



Online Platform for Academic TEaching and Learning  
in Iraq and Iran

## Dissemination & Exploitation Plan



## Project Info

<b>Project Acronym:</b>	OPATEL
<b>Project full title:</b>	Online Platform for Academic TEaching and Learning in Iraq and Iran
<b>Project No:</b>	573915-EPP-1-2016-1-DE-EPPKA2-CBHE-JP
<b>Funding Scheme:</b>	Erasmus Plus CBHE
<b>Coordinator:</b>	Hochschule für Technik, Wirtschaft und Kultur Leipzig
<b>Project start date:</b>	15 October 2016
<b>Project duration:</b>	36 months

## Document Control Sheet

<b>Ref. No and Title of Title of Deliverable:</b>	WP. 7 Project Dissemination & Exploitation Plan Dissemination and Exploitation Plan
<b>institution:</b>	Int@E
<b>Author/s of the Status of the document:</b>	Int@E Draft

## Versioning and Contribution History

Version	Date	Revision Description	Partner responsible
v.01	16.04.2	First	Int@E

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## 1. Introduction

### 1.1 About OPATEL

**Online Platform for Academic TEaching and Learning in Iraq and Iran** (OPATEL) project seeks to establish and develop a center to train staff and students in IR&IQ universities by using Online Platform for TEaching and learning to be as a hub for using best practices in ICT in education, as well as raising competencies of lecturers and teachers by enhancing the learning processes of students.

This development will enhance the teaching methodologies among teaching of IT courses that will consequently influence the students' ability to use the IT tools during their study.

The specific objectives of OPATEL project can be defined as the following:

1. Establish a well-equipped center for E-Learning in partner unis
2. Transfer EU-experience in areas of E-Learning, skills development and merge new generations in this experience.
3. Training and follow up with staff and students on how to develop, share learning objects, and collaborate their courses, presentations and exercises on online platform.
4. Improve quality of teaching and learning by building the capacity of universities how to evaluate, develop and design e-courses.
5. Enhancing cooperation with EU partners through mutual visits to develop strategies how to move from teaching to learning and developing scalable sustainable solutions.

The use of Online Platform will steer the education, technical ICT in the right direction.

Training of staff to enhance and develop their abilities, will promote reform and modernization of higher education in both countries.



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Through this platform, partner universities will have a new vision in education systems and this will enhance quality and relevance of higher education. They publish their results to other universities in the region.

## 1.2 Purpose of Dissemination Plan

Activities serving the dissemination of results are a way to display the work that has been done as part of the OPATEL project. Sharing results, lessons learned and outcomes and findings beyond the participating organizations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organization's efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Program and policies. Therefore each of the projects supported by the Program is a step towards achieving the general objectives defined by the Program to improve and modernize education, training and education systems.

The objective of the present document is to define the structure of the dissemination and exploitation of the project and the internal mechanisms to enable the good development of concrete dissemination actions.

The dissemination strategy is proposed by the **Int@E** the leader of the dissemination work-package, who will also be in charge of the monitoring of the partial action plans. The responsibility of each partner in the project about dissemination will be to prepare specific and local dissemination plans in accordance to the policies described in the dissemination strategy, and the correct development of these actions.

## 1.3. The reference framework of Dissemination and Exploitation Plan

In order to develop the reference framework of Dissemination & Exploitation plan, one main literature is considered which is the approved project proposal. As indicated in the proposal, there is a general work plan that describes in details the implementation of the project work packages' activities. The work plan covers three years of project implementation.



However, this work plan specifies only the periods of each task in the project implementation. Therefore, there is a high need to develop action plan for each task in order to define exactly who, what, when, and where details for each task in the project. Furthermore, some tasks are preferred to be divided into sub-tasks in order to ensure the quality of the implementation of the main task. It is worth to mention here that the definition of the action plans must respect the timing of the general work plan as much as possible.

In this manner, an effective Dissemination & Exploitation plan is one of the most important factors contributing to the success of a project, which will be connected mainly to the project activities implementation. The project team must provide timely and accurate information to all stakeholders. Members of the project team prepare information in a variety of ways to meet the needs of project stakeholders.

## 1. Aims

More specifically, the aim of this document can be summarized as the following:

- To ensure internal communication during the development of project inside each partner institution in order to foster the spread of the actions as described by the project.
- 
- To assure the internal communication between the different project partners.
- Make the project visible externally, beyond consortium members, including its development and final results.
- Find new ways to sustain project findings and outputs.

## 2. Target Groups and Beneficiaries.

Successful dissemination and exploitation mean that at the very beginning of the project partners should identify the target groups, which should or could be affected by project



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results and to tailor dissemination tools appropriately taking into account the audiences (end-users of the project activities and deliverables, stakeholders, experts or practitioners in the field and other interested parties, decision-makers at local, regional, national and European level, press and media, general public).

The dissemination and exploitation plan will particularly target different stakeholders and institutions such as those involved in the partnership. Furthermore, more institutions from the high education and socio-economical sector will be included in the target group of the project.

OPATEL identifies main targets of people who should be included in the project progress in order to improve and qualify teachers and students in field of ICT, E-Learning and LMS and to develop their skills and qualifications. More specifically, these target groups are the:

- **Teaching, technical & administrative staff** within each participant by involving this target audience in the project activities (i.e. participation in the train-the-trainers sessions at the very beginning will be a crucial factor for success).
- **Community of students** involved in continuing professional education. As main users of the final products of Methods it is essential to get their input and feedback on the new proposals.
- **University management** involvement is crucial for sustainable development scientific boards, common interuniversity meetings involving the participation of university management units will strengthen the competitiveness of universities through e-learning/e-teaching.
- **Multipliers** such as the EU association of teachers and their Know-how on e-teaching/e-learning will enhance chances to reach direct & indirect beneficiaries, due to the reliable and trustworthy relationship with their members and customers. The consolidation of activities pertaining to the development of competencies of Jordan and Palestinian teachers by networking is also envisioned.
- **International educational community.** The visibility of the project at European



level and beyond is a very useful way to disseminate our ideas and through this, enable and foster future and interesting relationships for future collaboration.

The project implementation plans will be flexible enough to allow target groups and other stakeholders to become involved during the different stages of the project. This will help to ensure that the project remains on track in terms of their needs.

### **3. Dissemination & Exploitation Strategy**

#### **4.1 Dissemination and Exploitation**

Starting from definitions of dissemination and exploitation of project results which is outlined in Erasmus+ Annex II - Dissemination and exploitation of results, the official definitions is formed in terms of: what, why, who, when, where and how, as the following.

**Dissemination** is a planned process of providing information on the results of programs and initiatives to key actors. It occurs as and when the result of programs and initiatives become available. In terms of the Erasmus+ Program, this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will affect other organizations in the future and will contribute to raising the profile of the organization carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

**Exploitation** is a planned process of transferring the successful results of the programs and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programs and initiatives, on the other hand. For Erasmus+ this means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out



as part of an international program working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related to one another.

## 4.2 Project Dissemination Plan

The resulting dissemination strategy will aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support from universities in IR and IQ in identifying relevant content and motivating multipliers to organize and host training events. Project partners are well-embedded within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed.

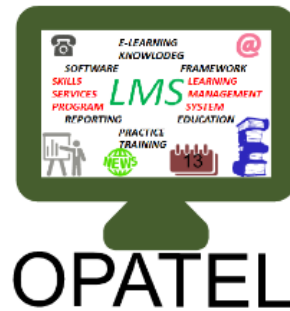
### 4.2.1 Dissemination Tools

The most effective way to disseminate the project will be a good combination of visual identity of the project. Different documents and materials have been designed and will be printed for the purpose of dissemination of the OPATEL project (logo, PPT template, News and Updates templates, and publication templates. The templates will be accompanying this document in electronic form, while the OPATEL logo is presented below).

- Project Logo

The identity of the project is defined by unique graphical representation. For that purpose, number of suggestions for the project logo were developed by the coordinator. The official logo of the OPATEL project is the following:





- Project Website

The project website <http://opatel.net> is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published.

Among the information related to the project description, objectives and outcomes of the project, news, events, the website contains the list of the partners together with their short presentation.

- Promotional Materials (Brochure, Photos, Press releases)

In the project, partners agreed to adopt several visibility materials in order to promote the project results in several local, regional, and international activities.

The promotional materials include the following tools with their guideline of preparation.

The project brochure will be designed with similar visual elements with the graphical layout of the project website and contains useful information on the project activities and how to get in contact with the project coordinator. The final brochure promotional material shall be designed and prepared by the coordinator and published on the project website.

Photographs are important in showing the progress of all actions towards general public and to facilitate visibility of the project implementation, and they are to be taken when and where appropriate. Photographs are shared on the website, in

social networks and used in press releases and archived by the responsible partners. Photographs are responsibility of all partners in the project.

During the various stages of project, flyers, invitations, and promotional materials will be created in a simple layout that will allow each partner to quickly print and distribute for the promotion of specific events organized by the project.

- Social media

In accordance to the modern trends, which are utilized in day-to-day business networking operations, communication and dissemination can be assured also through these types of communication tool including (Facebook, LinkedIn). The project pages of the social media are expected to be updated with news related directly or indirectly to the project, and to articles that are already posted to the project website in order to ensure that the website is used.

- Internal specific workshops and presentations : in each partners' institution will be organised in order to involve as many members as possible. At least one action should be done before October 2016, another before summer 2017 as well as 2018.
- Events: Presentation of the project products at events and conferences related to the topic (e-teaching/e-learning). Minimum one event per project year.

### 4.3 Dissemination Activities

Several events will be organized with the purpose to disseminate the project results. These events will be evaluated and updated constantly. Event calendar will be posted on the website in order to provide partners, members, and website visitors' information on relevant events in appropriate areas of interest. The organization of events is to be undertaken by



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every Consortium partner, but with coordination with the partner responsible for dissemination activities.

The project results will be presented to universities through various media events and enrolment campaigns.

The present strategy will be the base for elaborating the action plan for each University.

Each action plan will contain specific data on the following items, about all the described actions in the previous section:

- Target groups to be addressed.
- Objectives.
- Specific description of the action.
- Number of visitors and persons to be reached (estimation)
- Calendar.

Each dissemination event will be evaluated by the responsible for dissemination activities in each university and evaluation results will be documented in follow-up dissemination reports. Each report will be prepared by each partner every 6 months and will be made available to the Dissemination committee. In this way, a sufficient management of dissemination activities will be ensured as well as success on action performed can be measured.



## 4.4 Responsibilities

Action	Partners
<b>Logo</b>	Int@E
<b>Templates</b>	Int@E
<b>Project website</b>	TUMS
<b>Newsletters</b>	1 <sup>st</sup> Int@E 2 <sup>nd</sup> Int@E 3 <sup>rd</sup> Int@E
<b>Internal workshops</b>	Each partner
<b>Participation in events</b>	Each partner
<b>Promotional material</b>	HTWK UOB
<b>Social networks</b>	Each partner

## 4. Evaluation of the Effectiveness

The impact assessment is an essential part of the project. It evaluates achievements and generates recommendations for future improvements. Indicators can be used to measure progress towards goals.

The effectiveness of reaching the target audience groups and the impact of the communication activities should be monitored regularly. It is important to specify what a successful communication activity is before implementing the specific actions. It is important to check the actual performance of the communication activities by comparing the figures achieved to the success criteria.

Indicators used will be quantitative and qualitative:

- Project Web site, social network profiles and pages visits and document downloads.
- Programs, galleries and media reports on visits.
- Numbers of participants involved in events, trainings.
- Media coverage.
- Newsletters, e-bulletins, newspapers.
- Number of registered users on the flexible ITC learning platform.
- Website visits and document downloads.
- Yearly reports about dissemination activities.
- Attendance lists from events and courses.
- Designed and printed project promotion material.
- Participation in public events.
- Links with existing networks.
- Transfer of information and know-how.
- Impact on regional or local policy measures.

## 5. Communication Methods and Technologies

Project team members use a variety of communication methods to deliver project information, including meetings, telephone calls, email, voicemail, and websites.

Meetings in particular are often the most effective way to distribute information to project stakeholders. Before planning a meeting, the project manager or assigned team member should consider the communication tool carefully that will meet the objectives.

Practically, there are set of communication tools that will be used during different project phases in order to support the implementation of the dissemination and exploitation plan.

These tools can be categorized into two different types of communication and dissemination tools.

1. Internal communication channels and tools such as E-Mail, Video Chatting Tools, Project Management Tool (OpenProj)

Usually, and for better understanding, there is a need for using video chatting tool (Skype, GoToMeeting, Google Voice, Viber, Whats up...) more than just using email in communication between partners.

## 2. External communication channels and tools.

This type of communication has the main goal to boost impact and transferability of the project by disseminating results, involving target groups, assuring constant visibility of the project.

The following list represents the main external communication set of tools:

- Project Website.
- Social media.
- Promotional materials (leaflets, brochure, photos, press releases).
- Database of stakeholders and target groups.
- Events/Awareness raising campaigns.

Several of these tools have been already explained previously in this document. In general, these tools will be used by project partner to communicate with the different project target groups during and after the implementation of the project.

## 1. Conclusion

This dissemination plan is a flexible, living and lightweight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.



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It is worth to mention here that this plan will be under development during the first year of the OPATEL project implementation. The development will include the detailed activities that will help in the maximum visibility of the project outcomes.

This development will continue in collaboration among mainly HTWK Leipzig the coordinator organization and the EU partner from Germany Int@E. Furthermore, a strong collaboration in will include the local Palestinian partners in the development of this plan in addition to the implementation of it.

