

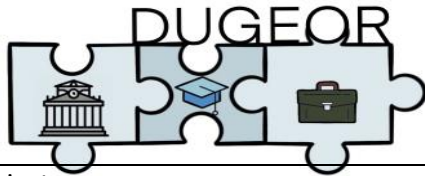
Co-funded by the  
European Union

## **Dissemination and exploitation Plan**

### **DUGEOR**

Strengthening capacities for the implementation of dual  
education in Georgia higher education

**Contacts:** Teona Dzneladze - Head of International Relations Office; LEPL – Batumi State Maritime Academy,  
[t.dzneladze@bsma.edu.ge](mailto:t.dzneladze@bsma.edu.ge)



Co-funded by the  
European Union

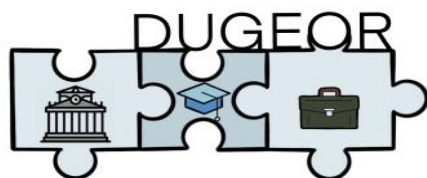
Project acronym:	DUGEOR
Project full title:	Strengthening capacities for the implementation of dual education in Georgia higher education
Project No:	Proposal number: 101081771
Funding scheme:	ERASMUS-LS
Project start date:	01/01/2023
Project duration:	Project duration: 48 months

Abstract	<i>This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. Some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and observed effects of dissemination process.</i>
----------	---

Title of document:	Dissemination and exploitation Plan
Work package:	WP
Activity: Set-up Dissemination and exploitation plan	Activity: Set-up Dissemination and exploitation plan
Last version date:	20.04.2023
File name:	D7.1 Dissemination and exploitation plan
Number of pages:	14
Dissemination level:	Dissemination level: Department/Faculty, Institution, Regional, National, International

#### VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
1.0	15.03.2023	First draft	BSMA
2.0	20.04.2023	First Revision	UNS



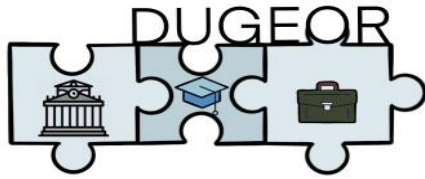
Co-funded by the  
European Union

## DISCLAIMER

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## Contents

Aims of the DUGEOR project .....	4
About DUGEOR dissemination and exploitation plan .....	5
Dissemination strategy aims and objectives .....	5
Leading partner for implementation of dissemination .....	6
The methods and mechanisms of dissemination .....	6
Reporting about dissemination activities .....	7
Target groups and different stakeholders .....	8
Dissemination strategies for the individual target groups .....	9
Approach to stakeholder's recruitment during project lifetime .....	9
The languages that will be used .....	9
Visual identity of the project .....	10
The resources – people and budget .....	10
Detailed dissemination plan .....	11



Co-funded by the  
European Union

## Aims of the DUGEOR project

The main goal of the project is to change the strategic framework in order to provide implementation of dual education in HE system of Georgia.

The overall aim of the project is:

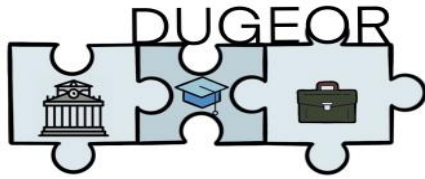
- Improvement of the competencies of graduates in Georgia according to the needs of employers,
- Increase of the employability of graduates and their motivation to study,
- Improvement of accessibility to HE of students from lower income families.

Dual Higher Education (DHE) will enable students to acquire more relevant knowledge and skills by combining classical school education with knowledge and skills acquired at the work place. Consequently, this will provide them with competences and skills that are more in line with needs of employers and it will significantly increase employability.

Statistically, first employments are happening usually in the companies who offer work-based learning. This will not only raise the motivation of students, but also raise the interest of companies to cooperate with HEIs in design and implementation of the study programs based on DHE.

It is expected that companies would give input to curricula, organize and eventually provide scholarships schema to selected students, offering organized training led jointly with HEIs and being involved in the assessment of the knowledge. In order to achieve these aims, the project needs to realize the following concrete objectives:

- To identify needs and specific requirements of companies in different industrial sectors and businesses for DHE and to find companies willing to participate in pilot implementations of DHE;
- To develop a flexible and generic dual HE model to support different needs and interests of all stakeholders, and to provide recommendations to HEIs for implementation of DHE;
- To propose amendments to the national qualifications framework;
- To test the specific DHE models generated from the generic model, by realizing their pilot implementations during the project and to analyse achieved results;



Co-funded by the  
European Union

## About DUGEOR dissemination and exploitation plan

This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. Some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and realized dissemination results recorded through permanent monitoring of dissemination process.

## Dissemination strategy aims and objectives

The dissemination of project activities and results was given much attention in the project, because one of the goals is to attract National Center for Educational Quality Enhancement, HEIs and its partner companies, students and other stakeholders.

Consequently, during the course of the project, a number of different communication and dissemination tools will be used, such as advertising on websites and social networks, seminars, conferences, social events, television and radio broadcasts, regular press releases, newsletters, etc. The distribution strategy involves conducting several workshops and trainings in order to provide detailed information about the project.

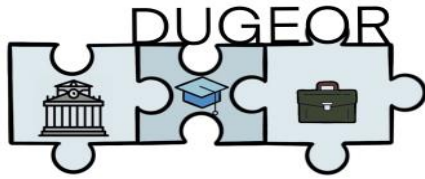
The project will create and will maintain its own website so that all beneficiaries are constantly informed about the activities and results of the project. The DUGEOR website will be maintained for at least five years after the end of the project. Detailed information on the Specific Dual HE models and their pilot implementation will be provided on a separate web page of the project website.

A distribution strategy involves promoting project results through several short television interviews on TV and Radio. Regional television has a wide coverage and suitable time intervals in order to cover the activities of Georgian Universities, and we will use it to promote and disseminate the project results.

The project and new research will also be promoted during social and scientific events that attract target groups.

Finally, the most important results of the project will be presented to all interested parties at press conferences on the final conference of the project, and through comprehensive final publication.

The distribution strategy includes all the activities planned in the project proposal and also offers an action plan for further distribution actions necessary for the sustainability of the project.



Co-funded by the  
European Union

The document is explaining in details all important aspects of dissemination activities:

- The methods and mechanisms of dissemination
- Reporting about dissemination activities
- Dissemination strategies for the individual target groups
- The resources – people and budget.

## Leading partner for implementation of dissemination

Leading partner are given below:

Leading partner	Batumi State Maritime Academy - BSMA
Starts	01/01/2023
Ends	30/12/2026
General activities	<ol style="list-style-type: none"><li>1. Defining dissemination and exploitation plan</li><li>2. Preparation of dissemination products</li><li>3. Raising awareness about DUGEOR and dual education in Georgia</li><li>4. Preparation of the interim and final dissemination and exploitation report</li><li>5. Final Conference</li></ol>

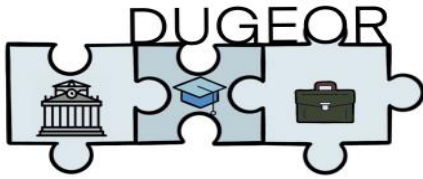
## The methods and mechanisms of dissemination

The dissemination of DUGEOR project activities and results will be implemented through:

- DUGEOR website (in Georgian and English) platform for exchange of knowledge, expertise, baseline measurement reports,
- papers, brochures, assessment reports;
- Project newsletter, to be sent regularly via e-mail;
- TV and radio appearances,
- Project Private and Public Facebook page (“DUGEOR”)
- Workshops and Trainings
- Skype/Zoom etc. meetings

- Social networks: Facebook (<https://www.facebook.com/profile.php?id=100091869690095> )

Private Group on Facebook (<https://www.facebook.com/groups/752588896306927>) for the project partners and participants.



Co-funded by the European Union

- Various events where representatives of DUGEOR consortium will participate. Every year project partners will submit to BSMA list of events where DUGEOR will be promoted, with basic information about the event (conferences, seminars, round tables, meetings, etc.).
- Final conference publication.

## Reporting about dissemination activities

Each partner, before disseminating information on any activity under the project, must provide it to the BSMA team member responsible for the dissemination activities within 72 hours after the end of the event according to the developed template.

Table 1. Dissemination Report Template:

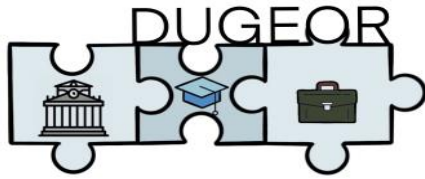
### DISSEMINATION REPORT

<b>Partner institution:</b>	
<b>Reporting period:</b>	

	Dissemination activity name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Actions
1						
2						
3						
4						
5						

The person responsible for the dissemination activities examines the information for completeness and compliance with the following requirements: information content, correct style, spelling literacy, non-discriminatory nature, and then sends it to all partners for posting on all websites and pages of the project's social networks.

When the project partners organize joint events, the person responsible for the dissemination activities prepares information for publication within 72 hours after the end of the event and sends it to all partners for posting on all websites and pages of the project's social networks.



Co-funded by the European Union

For reporting on dissemination activities, it is necessary to use the reporting forms developed by DUGEOR consortium, uploaded at [Google Drive](#)<sup>1</sup> of the project. These reports should be submitted by each partner institution to person responsible for the dissemination activities in accordance with the following schedule:

Table 2. Reporting Periods about Dissemination Activities

Reporting period:	From-To	Deadline for submission of the partnership reports by the beneficiary to the coordinator
The 1st reporting period	1/1/2023-30/6/2023	07/07/2023
The 2nd reporting period	1/7/2023-31/12/2023	07/01/2024
The 3rd reporting period	1/1/2024-30/6/2024	07/07/2024
The 4th reporting period	1/7/2024-31/12/2024	07/01/2025
The 5th reporting period	1/1/2025-30/6/2025	07/07/2025
The 6th reporting period	1/7/2025-31/12/2025	07/01/2026
The 7th reporting period	1/7/2026-31/12/2026	07/01/2027

## Target groups and different stakeholders

**Students:** Dual Higher Education (DHE) will allow students to acquire more relevant knowledge and skills by combining classical school education with knowledge and skills acquired in the workplace. Therefore, this will provide them with competencies and skills that are more in line with the needs of employers and greatly increase their employability.

**HEIs:** During the project, universities will be able to change the strategic framework to ensure the introduction of dual education into the higher education system of Georgia. Develop a flexible and universal model of dual higher education to support the various needs and interests of all stakeholders, and provide.

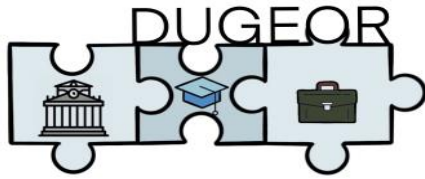
**Partner companies who offer work-based learning:** companies will contribute to curricula, organize and eventually provide scholarship schemes for selected students by offering organized training in conjunction with universities and participating in the assessment of knowledge.

**Companies not involved into dual education:** The contributions of these companies include testing specific DHE models based on a common model through pilot implementations during the project and analysis of the results achieved;

**Policy makers:** They help to determine the needs and specific requirements of companies in various industries and businesses for DHE and find companies.

<sup>1</sup> [https://drive.google.com/drive/folders/1u2C9611txxaAEMoanXJCanaEzWsHYIpD?usp=share\\_link](https://drive.google.com/drive/folders/1u2C9611txxaAEMoanXJCanaEzWsHYIpD?usp=share_link)





Co-funded by the  
European Union

## Dissemination strategies for the individual target groups

For **students** we should to use various dissemination tools: the DUGEOR website, as well as the websites of universities / faculties with detailed information about the accredited undergraduate program, notifications from internal learning platforms, a series of information lectures, social networks (LinkedIn, Instagram and Facebook). Advertising tools in social networks will also be used as an effective tool for promoting project activities to the target audience. Internal electronic channels such as mail or student portal should also be used.

**Companies, professionals, the public sector and other non-academic stakeholders** will be informed about the activities /results of the project through the newsletter of the project and via Project Website. Representatives of the public sector and companies will be invited to the final conference to receive information on the benefits of the dual education program for industry. In addition, the DUGEOR project will be promoted at international conferences or forums, where the many people who are interested in this topic gather and who are potentially interested in a new dual training program.

## Approach to stakeholder's recruitment during project lifetime

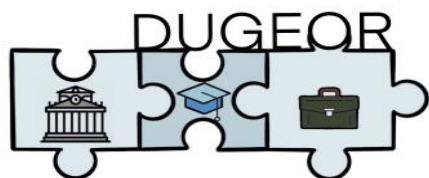
Stakeholders will be recruited using various communication and promotion tools:

The DUGEOR website, as well as the websites of the universities of Georgia and its partners, will provide:

- detailed information about the Project;
- information on important dates of the project implementation;
- information about the specific DHE models generated from the generic model and also results of their pilot implementations during the project.
- Information on the employment of graduates of the dual program.
  - TV and radio performances,
  - Advertising on social networks (posting news on social media profiles, advertisements, etc.),
  - Flyers, banners and regular press releases.

## The languages that will be used

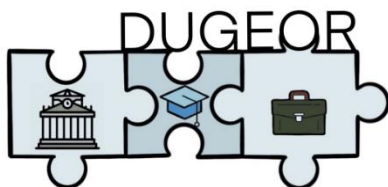
Distribution of the DUGEOR project will be carried out in Georgian and English.



Co-funded by the  
European Union

## Visual identity of the project

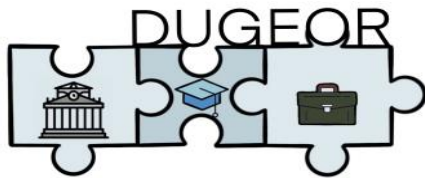
Project Logo



Visual identity of the project must be in line with the rules described in the Grant Agreement of the project.

## The resources – people and budget

Estimated budget in EUR					
Participant	Costs				
	A. Personnel		B. Subcontracting	E. Indirect costs	Total costs
BE 001	2	7488	5000	874	13362
BE 002	1	5508		386	5894
BE 003	1	4860		340	5200
BE 004	2	4878	1500	446	6824
BE 005	6	5310	4500	687	10497
BE 006	2	5220	4500	680	10400
BE 007	3	3132	4500	534	8166
BE 008	3	3132	4500	534	8166
BE 009	4	4896	4500	658	10054



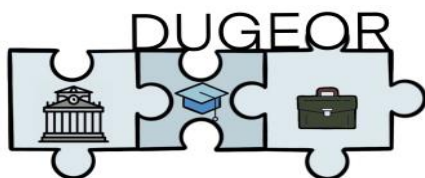
Co-funded by the  
European Union

BE 010	0	0		0	0
BE 011	0	0		0	0
BE 012	1	450		32	482
BE 013	1	0		0	0
BE 014	0	0		0	0
BE 015	1	1026		72	1098
BE 016	1	450		32	482
Total	28	46350	29000	5275	80625

## Detailed dissemination plan

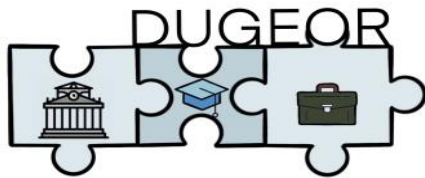
Dissemination plan activities are designed and scheduled in line to other project work activities. For each dissemination activity, means of communication, timeframe and target audiences defined.

Dissemination Plan		
Means of communication	When	Suggestions
<b>Local level</b>		
Information about project in University website	During and after project	We suggest to make a common, standardized text that all participating higher education institutions will upload in their university websites.
Information about project on TV and Radio	During and after project	Each partner university will use opportunity to talk about project on local TV and radio. This will allow to disseminate information about project for wider audience. It



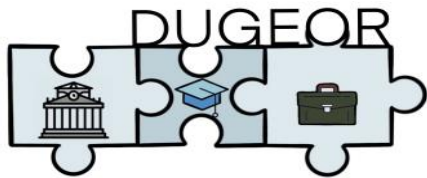
Co-funded by the  
European Union

		can be used both during the project and after it.
<b>National level</b>		
Project promo materials	During the project	<p>We suggest to make common templates of newsletter, general presentation, brochure and posters.</p> <p>Also, if necessary, layouts for social networks.</p> <p>In this way, the project will have a recognizable, integral and neat style.</p> <p>The newsletters can be published on webpage on regular basis (ex. every quarter) and disseminated by email and social media</p>
Publications	During and after the project	<p>We suggest to upload more publications about project progress on the main project's web-site.</p> <p>Also, prepare press releases about relevant project activities, changes and results at the regional level.</p>
<b>International level</b>		
Web-site in Serbian, Georgian and English languages	During and after the project	<p>The webpage of the project will be created with support of GIPA.</p> <p>Also, to publish more information on website about project progress. Perhaps it is possible to ask project partners or members from higher education institutions to talk about the goals or importance of the project and to do an interview, which will be published on the web-site. To share other information or useful links to support page activity.</p>
Project Facebook page	During and after the project	<p>Private project Facebook page.</p> <p>We suggest to create a private project Facebook page in which members of</p>



Co-funded by the European Union

		<p>the project could easily discuss about works, share information, ask questions or help each other, the students enrolled in programs will be added to the page and will be receiving/sharing information too.</p>
		<p>Public project Facebook page</p> <p>Create public project page, expand its community and increase activity. We suggest to publish information about the most important events of the project, to share trainings, relevant reports that will appear in the press, useful links, etc.</p>
Workshops and trainings	During the project	All trainings and workshops organized during the project and after can be disseminated through project media
Summarizing booklets	After the project	We suggest to create booklets summarizing the project outcomes and providing recommendations for future policy development and developing general Education strategy will be published (in Serbian, Georgian and English languages) and distributed to stakeholders nationwide.



Co-funded by the  
European Union

