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Dissemination Plan

MechaUZ_D.6.0 Dissemination Plan_V.1.0

Project: Modernization of Mechatronics and Robotics
for Bachelor degree in Uzbekistan through
Innovative Ideas and Digital Technology,
(MechaUz)

Project No: 609564-EPP-1-2019-1-EL-EPPKA2-CBHE-JP

Project Coordinator: International Hellenic University



Executive summary

This document provides the communication strategy of the MechaUz: Capacity Building in Higher Education Programme with the title “Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology”. The plan provides a list of all related activities including publications, presentations, and dissemination through the Internet and social media.



Abbreviations

MechaUZ	Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology
EU	European Union
IHU	International Hellenic University (Greece)
SEERC	Kentro Erevnon Notioanatolikis Evropis Astiki Mi Kerdoskopiki (Greece)
VG TU	Vilnius Gediminas Technical University (Lithuania)
LIEPU	Liepāja University (Latvia)
ViA	Vidzeme University of Applied Sciences (Latvia)
IPVC	Polytechnic Institute of Viana do Castelo (Portugal)
AndMI	Andijan Machine-Building Institute (Uzbekistan)
TTPU	Turin Polytechnic University in Tashkent (Uzbekistan)
FerPI	Fergana Polytechnic Institute (Uzbekistan)
TUIT	Tashkent University of Information Technology (Uzbekistan)
KEEI	Karshi Engineering Economics Institute (Uzbekistan)
TSTU	Tashkent State Technical University (Uzbekistan)
I-LAB	Innovation laboratories
HEI	Higher Education Institution
MHSSERUZ	The Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan
BSc's	Bachelor of Science
WP	Work Package



Table of Contents

1. INTRODUCTION	5
2. OBJECTIVES OF DISSEMINATION	7
3. DISSEMINATION STRATEGY.....	7
3.1. Dissemination Phases.....	8
3.2. Dissemination and Communication Tools	10
3.3. Dissemination KPIs	12
3.4. Dissemination activities.....	13
4. EXPLOITATION STRATEGY.....	14
5. TARGET GROUPS.....	14
6. DISSEMINATION PROJECT RESULTS.....	15
7. GENERAL DISSEMINATION ACTIVITIES	17
ANNEX - 1. List of contacts for dissemination and exploitation activities	19
ANNEX - 2. MechaUZ Dissemination Activities Tables.....	20



1. INTRODUCTION

This document provides the communication strategy of the MechaUz: Capacity Building in Higher Education Programme with the title Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology”

The Dissemination had been developed to ensure the sustainability, exploitation and utilization of the MechaUz Project outcomes. Its main purpose is to raise awareness about project activities as well as project outcomes. Development of the Dissemination and Exploitation Plan is a partial activity of Work Package 6 led by FarPI, Uzbekistan.

The MechaUz Project Dissemination supports the overall utilization of project content and spreading its outcomes at the institutional, national and international level during and after the official end of the project period. It defines the aim of dissemination and exploitation activities, target audience and ways of dissemination and utilization of project results by partner institutions from Uzbekistan.

– Project aims and objectives

The consortium’s main aims are to:

- Development of Bachelor program in the field of Mechatronics and Robotics through innovative ideas and digital technology based on national priorities and supporting the knowledge cycle: training-teaching-innovation in Higher Education.

– Specific project objectives are:

- A new scheme of cooperation for university-industry links based on EU skills in Mechatronics sphere will be developed and implemented;
- Standards and curricula, courses, teaching methods, materials and tools (soft skills) will be developed in the field of Mechatronics;
- New courses for teachers, staff in the field of Mechatronics and engineers of the enterprises will developed and implemented;



- Teachers from HEIs in UZB will be trained with teaching methodologies based on Mechatronics at EU partner universities;
- A new generation of handbooks/manuals for direction of Mechatronics will be developed and published;
- Innovation laboratories (I-LAB) in UZB will be equipped with specialized equipment using the best practices of EU, principally ViA on the needs of industrial enterprises in Mechatronics for supporting the knowledge cycle: training-teaching-innovation;
- Training Centre will be established for teachers of special subjects and engineers to use the new laboratory equipment in UZB;
- The Mechatronics Society of Uzbekistan will be established using the best practices of EU. The primary objective of the Mechatronics Society of Uzbekistan will be promoting research, development and engineering science in the field of Mechatronics in Uzbekistan and disseminate the results of project;
- Curriculum, materials and methods will be tested, adapted and accreted;
- The recommendations for the transfer a new model of education system to other sectors of the Uzbek economy will be developed.

WP6 is dedicated to dissemination activities. Its main objective is to promote the visibility of the project, its outputs and products beyond the members of the consortium, to the main target groups and key stakeholders. This will be done through the use of various dissemination channels: continuous updating of on-line information; organising and conducting international round table discussions and conferences; regular press releases; publication of articles in journals and scientific conference proceedings; publication of print materials such as brochures, flyers and posters; delivering presentations on the Project activities at universities; designing and publishing booklets, newsletters etc.

WP6 is also responsible for the exploitation of project results and specifies all activities focused at the provision of appropriate recognition, demonstration and implementation of the project results to the widest possible level. WP6's main purpose is to promote project outcomes to the relevant target groups and end users while at the same time ensuring the proliferation of the project outputs by targeting them to



appropriate decision-makers at local, regional, national and European level.

The content of the Dissemination has been discussed during the First project meeting held in February 2020 in Thessaloniki, Greece.

2. OBJECTIVES OF DISSEMINATION

The main objectives of the Dissemination activities are:

- Preparing Dissemination Plan
- Developed and modernized normative and legal documents in Mechatronics are approved and accredited.
- Creating a project website at the start of the project in order to support communication and collaboration between all partners involved maintaining the project website throughout the project lifetime.
- Periodically publishing the achieved results in the project website, newspapers, magazines, brochures, and scientific conferences and journals. Reporting the project results at regional, national and international forums. Developing and printing appropriate publicity materials. Printing the project results as a book for dissemination. Appropriate and effective use of Social Media systems.
- Official opening of Central Laboratory and Final Conference in Mechatronics will be held in Uzbekistan.

3. DISSEMINATION STRATEGY

Main objectives of the Dissemination Strategy are:

- To establish new links - The Dissemination Plan defines activities for building positive relationship with wider audience and via effective communication channels ensures the utilization of project outcomes and presented educational approach.
- To inform - Dissemination activities aim to inform about the project results.
- To motivate - the dissemination objective is to increase the motivation and courage to implement new ideas and digital technologies in education.
- To support development - Development of Bachelor program in the field of Mechatronics and Robotics through innovative ideas and digital technology based on national

priorities and supporting the knowledge cycle: training-teaching-innovation in Higher Education.

The MECHAUZ dissemination strategy consists of internal and external activities.

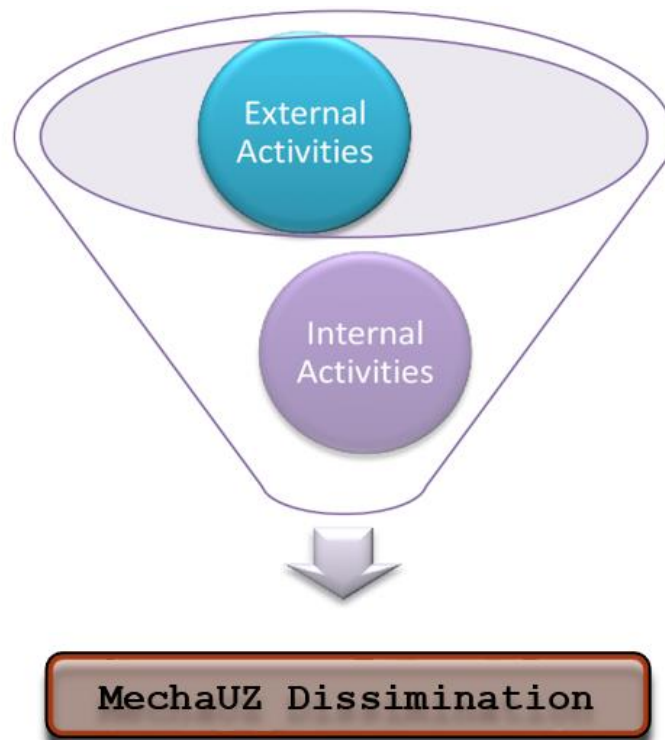


Figure 1: MechaUZ Dissemination

External dissemination is focused on the industrial and academic communities both in Europe and internationally, while spanning across individual researchers, providers, end-users, and stakeholders involved or interested in the MechaUZ concept. External dissemination includes the project's website, scientific publications, project presentations, participation in conferences and organization of events, such as workshops.

Internal dissemination encompasses all the activities carried out between the consortium members. Such activities include mailing lists, plenary and technical meetings, conference calls, online tools, common documentation, and deliverables.

3.1. Dissemination phases

Dissemination will be organized in three phases:

- a) Beginning of the project, the dissemination ensures raising awareness about project activities and understanding of the project aim.
- b) During the implementation of the Project, the faculty members will be engaged in the curriculum development



consisting of courses to be completed. Approval of new BSc program will be in June 2021. After that the new BSc program will be accredited by MHSSERUZ.

Trainers from all partners from UZB will enable them to enhance their professional knowledge and skills, leading to increased use of Mechatronics in Uzbekistan's regions and facilitating efficient solutions for national Automation problems.

Established Mechatronics Society and Training Centre will contribute to further sustainability and dissemination of project results and increase the project impact.

Newly developed curriculum within the framework of the project will start in September 2021 in all HEIs of UZB, three of which are located in the country's regions outside of Tashkent.

During the project implementation, the project website will be created and the project results will be published and updated regularly.

- c) After the project, the project results will be available on the project website after the project is finished. The project results, mainly those related to the participating HEIs of Uzbekistan will be available in their local websites which will enable further improvement of the project's results beyond the project lifetime.

Curriculum and standards of the project will be improved continuously based on the job market and education needs in collaboration with European partners. Increasing the number of engineers competent in Mechatronics related issues will be instrumental in maintaining stable transport communication. This, in turn, will assist sustainable development of economy of Uzbekistan and its regions.

Additionally, the newly developed Bachelor's program (structure, teaching materials, etc.) approved by the MHSSERUZ, a project partner, will be available to all interested universities in Uzbekistan if they wish to deliver such a program. Thus, this program will have an official approval stamp of the Ministry and universities outside of the six participating HEIs in the project and may obtain authorization to deliver the BS's program provided as they meet the Ministry's requirements. This is especially important for provincial universities where there is lack of high quality capacity and financial resources to develop their own curriculum materials on Mechatronics or other related disciplines. Thus, upon having been developed and tested in six universities, the BS Program will be available to a wider pool of students

and professionals, ensuring longer term sustainable outreach, especially in Uzbekistan's distant regions, after the project is completed.

The partnerships among HEIs of Uzbekistan and EU established during the project will continue and support broad dissemination of project results in national and international levels which will enlarge the project impact.

3.2. Dissemination and Communication Tools

The following figure illustrates the dissemination and communication tools which were used to disseminate the project's results.

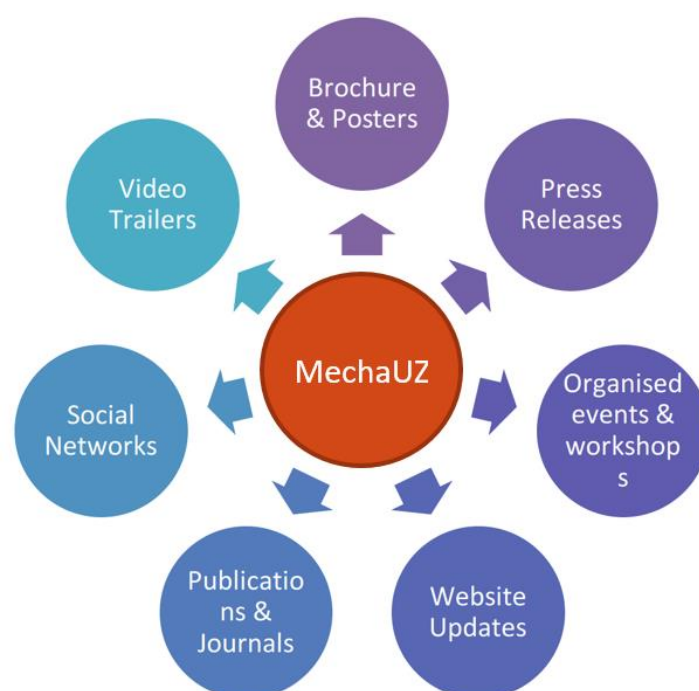


Figure 2: MechaUZ dissemination & communication tools

Regarding the online presence of the project, P2 will oversee developing and maintaining the following social media accounts; Facebook, Twitter, LinkedIn and Instagram. The Facebook page will be used mostly used as a platform to inform our target audience (followers) about any upcoming event, results of the project and interesting news on innovation, entrepreneurship and startups towards raising awareness for project. The Twitter account will be mostly used as Facebook in order to raise awareness and engage with our audience. Instagram is a social media platform which is mostly used by the younger generation (72% of 13-17-year-old, 64% of 18-29-year-old). In this project most of the target audience will be young people with a great ambition to fulfill their dreams. So, an Instagram account will be used to reach this audience



and engage with them by creating unique and customized content. Although four social media pages might be too much work to be maintained, lately Instagram is the most popular media among youth, so it will be good to have profile on Instagram, regularly updated not only with project content, but also motivational quotes, stories, inspirational stories from successful entrepreneurs etc. Last, the LinkedIn account will mostly use to expand our networking on formal/professional audiences and towards raising awareness of the projects' results. A social media content plan will be defined (agreed with partners) for a minimum regular posting scheme for all partners throughout the project duration (i.e. 2-3 posts/month on each account).

For each content dissemination even and in order to increase the popularity of posts, some very popular and common hashtags should be used, such as: #MechaUZ #MechaUZstartups #MechaUZinnovation, #MechaUZentrepreneurship, #mechatronics #robotics #digitaltechnology #accelerator. Analytics will be used in order to monitor the performance of each content dissemination action for each social media channel. Each partner should contribute to this action by:

- Liking, sharing, posting, (re)tweeting the pages & their posts.
- Inviting their professional/targeted social media contacts to like/follow the pages.
- Posting links of the social media pages on their institutional/departmental online presence means (website, social media pages, email signatures).
- Joining specialized social media groups/pages and inviting their network to do the same.
- Ensuring regular posts, twits, shares and updates in order to keep a high rating and target outreach for each social media page.
- Constantly promoting the social media channels of MechaUZ with all occasions.
- During any outreach event, ask the participants to connect with the social media pages of MechaUZ.

Website

- Communicate and market project activities and news (open access)
- The project management documents repository for coordination purposes (access by partners, controllers and the JTS)



- Support the mentoring process (access by the members of working teams and the coordinator)

The website should include an RSS feed in order to automatically forward posts and news to a list of interested parties as well as the social media (Facebook, Twitter, LinkedIn, Instagram) pages of the project. Also, the website will act as a discussion forum and will act as a communication platform between the activity leader (FerPI) and the working teams in which specifications about the project requirements will be communicated and the relevant deliverables will be collected. Each partner should propose one leading person from their team that will have access on the website platform, so they can upload news and relevant events.

- Site development and user guide - Task leader: AndMI (UZB)
- Website operation and maintenance - Task leader: AndMI (UZB)

Internal communication

Internal communications are the responsibility of the project management team and will be used to facilitate the development and production of the roadmap as well as all other deliverables for the project. This level of communication ensures a flow of information within the partnership and also between different levels of the project. The following listed tools are to be described for the internal communication:

- e-mail; Google Drive; Dropbox

3.3. Dissemination KPIs

The following table summarizes the key performance indicators (KPIs) related to the dissemination activities. The journal publications target has been readjusted to >5, since the initial target of more than 15 journal papers was deemed unrealistic. These KPIs were continuously monitored to ensure the successful accomplishment of the project's dissemination objectives.

KPI Target	KPI	Target
Number of papers published in international refereed journals		> 5
Number of papers presented in international conferences		> 30
Number of demonstrations in exhibitions and other events		> 6



3.4. Dissemination activities

The dissemination activities are described in the Table 1.

Table 1. Dissemination activities

Activities	Description
Project website	The project web site will provide information about key aspects of the project at a national and international level. It will have different user access levels where project partners will be able to publish working materials. The web site will be maintained by P7 and will be accessible to all interested parties during and after the project lifetime.
Project meetings and conferences	During the project period project offline and online meetings are planned.
Publishing materials	Materials will be prepared and published for dissemination purposes of the project. These promo materials will include: folder, brochures, and posters.
Reporting results in regional, national, international forums	The Project will be presented by each partner institutions during further conferences and events which won't be directly connected with the MechaUz Project.
Effective use of Social Media	The MechaUz Project and its outcomes will be presented by each partner institutions via all communication channels available in the given environment. Information about the project, its activities and products will be sent to local, national and international media (e.g. newspapers, TV, web-based media, social networks, blogging etc.)
Effective use of Social Media	The MechaUz Project and its outcomes will be presented and shared through the Social Media



	(Telegram, Twitter, Instagram and Facebook)
Workshops	Workshops will be organized in following cases: <ul style="list-style-type: none"> - Acquisition of technological knowledge - Innovative teaching - Training of professors

4. EXPLOITATION STRATEGY

The aim of the Exploitation Strategy is to ensure the project sustainability through utilization of project results in Uzbekistan.

Newly developed standards, curriculum, textbooks, training centre, laboratories and society in the field of Mechatronics will be valuable aspects to consider as sustainable outcomes of project. Within the project, specific objectives will be outlined as:

- Provide tools and examples of how Uzbek HEIs will comply with EU standards in order to disseminate a common educational system throughout the world and enhance mobility between students, professors and professionals.
- Upon the implementation of Mechatronics project in Uzbekistan, Uzbek HEIs could adopt the good practices of EU HEIs.
- Last but not least, strengthening research and the staff mobility between EU and Uzbekistan will be enforced, in order to disseminate a common principles society not only for education but for living.

The following sustainability factors are addressed:

- large number of staff improve their skills to follow up the actions;
- students involved in labs via projects integrated in curriculum;
- companies to pay for professional development of their personnel;
- authorities are aware of the project and involved in activities;
- project is anchored to emerging knowledge economy which guarantees policy level sustainability.

5. TARGET GROUPS

The main purpose and objectives of the project are supporting the capacity building and quality of higher education



institutions. The main target groups, therefore, are students, special subject teachers of the institutions in the field of Mechatronics and engineers. In addition, the project will be beneficial to Ministry of Higher and Secondary Special Education and Manufacturing Enterprises.

The target group directly involved in the development of all project outputs are university lecturers. The lecturers have two additional roles in the project:

- learning during the trainings;
- training at home institutions.

6. DISSEMINATION PROJECT RESULTS

Mainly the project dissemination results will be achieved in following ways:

1. The newly developed BSc's program including all teaching materials, examination and presentation, laboratory works, graduation and thesis work materials will be adopted academic councils.

2. I-LABS, Training Centre and Society facilities created by the project will motivate young researchers to carry out their research more productively and efficiently, and more students will be keen to remain at the universities as academic staff.

3. The academic staff of UZB universities after getting trained and updating their skills will remain at the university and share their knowledge with other colleagues. Another issue is linked with the university management's or academic council's support. The Uzbek university management personnel will keep supporting the project activities including BSc program courses, external courses and lab facilities. The project consortium members and project network will remain and extend with time after project funding.

4. Media and online dissemination tools. Namely, relevant information and project results will be uploaded to the project website regularly. In order to provide stakeholders with all needed information, the local websites of participating institutions will be linked to the project website.

5. Meetings, events and other projects and initiatives in which all partners are involved. There will be an official opening of the Central Laboratory at AndMI and meetings, one of them, final conference on "Project outcomes and its impact on the other sectors" will be held by inviting guests from ministries and agency industries, public and government entities, EU Embassy representatives and local mass media.



6. Brochures, booklets and articles will be published in journals and newsletters both in English and Uzbek and publications for mass media in Uzbekistan will be prepared.

7. All documents, dissemination materials, presentations and web site will include project logo and the Erasmus+ logo in order to easily identify the project and supporting programme

8. The undergraduates from this program will be sufficiently qualified specialists to find jobs in the Mechatronics sector and other related industries.

9. Solution of existing problems in the field of mechatronics in the enterprises is reflected in the graduation qualification and thesis.

10. Numbers of Bachelors to pass the master's exam in Mechatronics.

11. One more step forward is the introduction of the European experience in higher educational institutions of Uzbekistan.

Exploitation progress will begin after the 1st half of the project according to the first results of project. In a period of exploitation, project regional dissemination plan will be developed and implemented.

Teachers, researchers, managers, administrators and technicians will be responsible for the dissemination of information to the target groups of all project activities and results. Their roles and working capacities are described in detail in particular WPs. Their role will continue after the project lifetime.

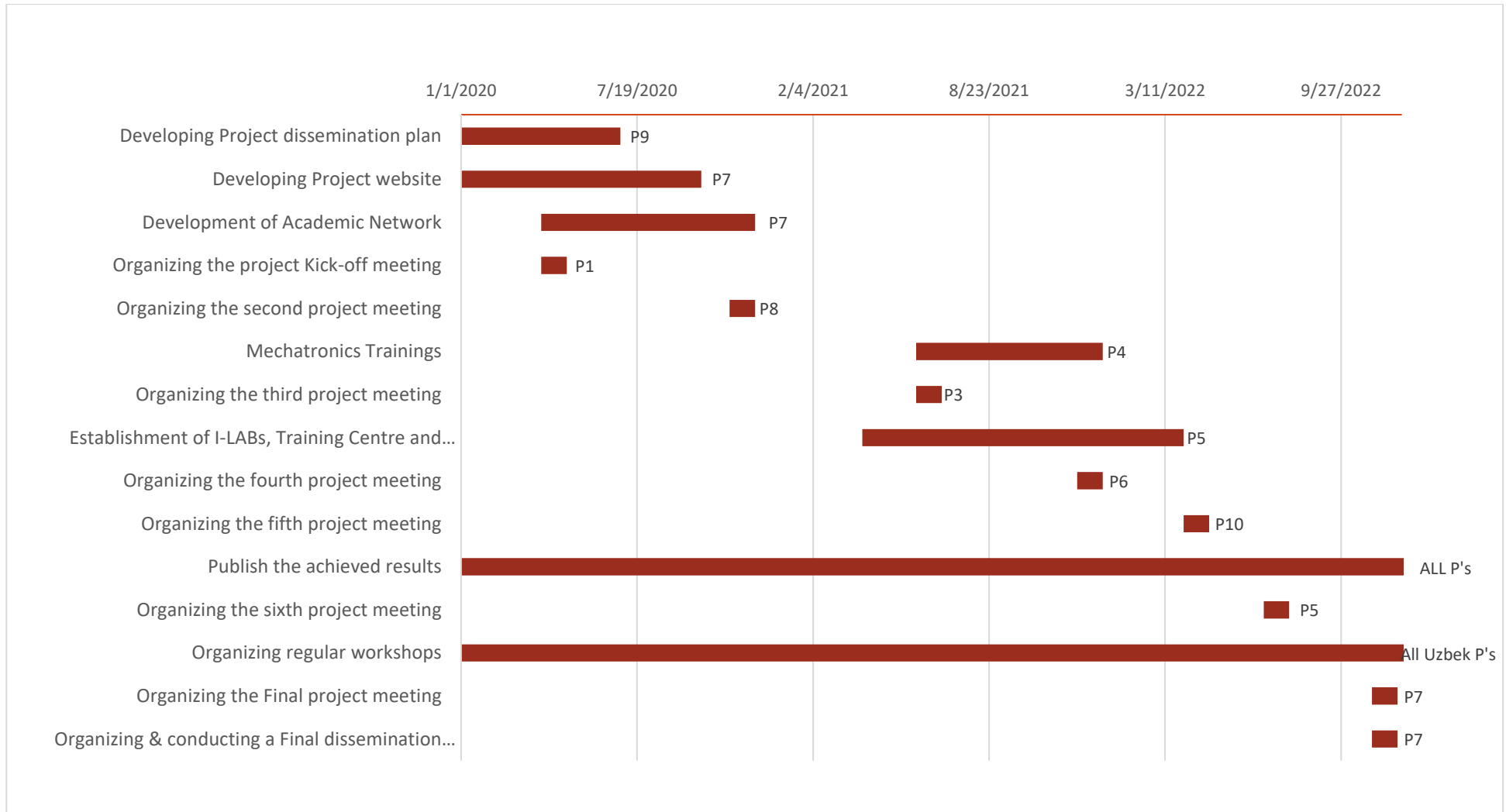


7. GENERAL DISSEMINATION ACTIVITIES

WPs	Activity	Responsible	Date
WP6	Publications	All	continuous
WP6	Developing Project dissemination plan	P9	M1-M6
WP6	Developing Project website	P7	M1-M9
WP1	Development of Academic Network	P7	M4-M11
WP7	Organizing the project Kick-off meeting	P1	M4
WP7	Organizing the second project meeting	P8	M11
WP3	Mechatronics Trainings	P4	M18-M24
WP7	Organizing the third project meeting	P3	M18
WP4	Establishment of I-LABs, Training Centre and Society	P5	M16-M28
WP7	Organizing the fourth project meeting	P6	M24
WP7	Organizing the fifth project meeting	P10	M28
WP6	Publish the achieved results	All	CONTINUOUS
WP7	Organizing the sixth project meeting	P5	M31
WP6	Organizing regular workshops	All Uzbek universities	continuous
WP7	Organizing the Final project meeting	P7	M35
WP6	Organizing & conducting a Final dissemination conference	P7	M35



Implementation plan (Gantt chart)





Annex – 1. List of contacts for dissemination and exploitation activities (Personalized Items)

Partner	Surname	Name	Phone	Email
IHU	Drakaki	Maria	00306937389808	mdrakak@gmail.com
SEERC	Ntabizas	Anastasios	00306972251261	antabizas@seerc.org
VGTU	Dzedzickis	Andrius	0037062129732	andrius.dzedzickis@vgtu.lt
LIEPU	Snaidere	Marija	0037128104008	marija.snaidere@liepu.lv
VIA	Fiesere	Laura	0037126463371	laura.fisere@va.lv
IPVC	Delgado	Hugo	00351258809610	hdelgado@ipvc.pt
AndMI	Ismailov	Alisher	00998914767364	alisherismailov1991@gmail.com
TTPU	Asanov	Seyran	00998993979817	seyran.asanov@polito.uz
FerPI	Tursunaliyev	Ismoil	00998934836160	vip.tursunaliyev@mail.ru
TUIT	Khujamatov	Khalimjon	00998998402112	kh.khujamatov@gmail.com
KEEI	Tojiboev	Sukhrobkhon	00998916421733	suxroboxon.uz@mail.ru
TSTU	Asimov	Shavkat	00998974239525	shavkatazimov@ymail.com
MHSSERU	Khodiev	Ulugbek	00998998079688	u.khodiyev@gmail.com



Annex – 2. MechaUZ Dissemination Activities Tables

A. Social: press releases, publications, workshops, conference (and commercial exhibits, scientific conferences, etc.)

No	Date	Activity type	Place	Target	Evidence (URL, etc...)	Comments
1	11-12 Feb 2020	1st Kick Off meeting	Thessaloniki, Greece	Project Partners	Invitation, Agenda, Photos, Minutes of Meeting	
2	7 Apr 2020	1st Zoom Meeting	Online Platform – ZOOM	Project Partners	Invitation, Agenda, Doodle, Minutes of Meeting	
3	5 May 2020	2nd Zoom Meeting	Online Platform – ZOOM	Project Partners	Invitation, Agenda, Doodle, Minutes of Meeting	
4	25 June 2020	3rd Zoom Meeting by WP1, WP4, WP5	Online Platform – ZOOM	Project Partners	Invitation, Agenda, Doodle, Minutes of Meeting	
5	22 September 2020	4st Zoom Meeting	Online Platform – ZOOM	Project Partners	Invitation, Agenda, Doodle, Minutes of Meeting	
6	17 October 2020	Zoom Meeting dedicated to #ErasmusDays	Online Platform – ZOOM	Project Partners of Uzbekitans' universities	Invitation, Agenda, Doodle, Minutes of Meeting	



B. Printed Distribution – Flyers, Final Publication etc.

No	Date	Activity type	Place	Target	Evidence (URL, etc...)	Comments
1						
2						
3						
4						
5						
6						
7						



Media: Websites, articles and posts (websites, blogs, newspapers, journals, publications, etc.)

No	Date	Activity type	Place	Target	Evidence (URL, etc...)	Comments
1	13 March 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
2	20 April 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
3	2 May 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
4	5 May 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
5	28 June 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
6	2 October 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	
7	18 October 2020	Posts by TUIT	facebook.com	Dessimination of activities	https://www.facebook.com/MechaUZ/	



C. Other Activities

No	Date	Activity type	Place	Target	Evidence (URL, etc...)	Comments
1						
2						
3						
4						
5						
6						