



Tempus



WP9

Project Dissemination:

Project Dissemination Team

	Country	Acronym	Institution
P1	Bulgaria	IUC	International University College
P2	Armenia	ANAU	Armenian National Agrarian University
P6	Belarus	BSEU	Belarusian State Economic University
P10	Georgia	CU	Caucasus University
P16	Moldova	SAUM	State Agrarian University of Moldova
P18	Ukraine	CSTU	Cherkasy State Technological University
P23	Ukraine	LPNU	Lviv Polytechnic National University
P24	Ukraine	ONEU	Odessa National Economic University
P25	Greece	UTH	University of Thessaly

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Meeting,
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Main activities of WP9

- Development of Communication and Post-Project Dissemination Strategy of the Project;
- Online presentation of the project through the La MANCHE website;
- Distribution of printed flyers, printed project leaflets and regular electronic Information Bulletins among stakeholders within the La MANCHE countries;
- Publications in printed and electronic media ;
- 6 press conferences held after major project events (1 in Bulgaria and 5 in the PCs);
- Organization of final dissemination event “La MANCHE Strategy: Presentation and Dissemination”.

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Communication and Post-Project Dissemination Strategy

Content :

- Milestones in the process of promotion and dissemination;
- Identification of communication, visibility and PR activities necessary for achieving project results;
- Target groups and audiences for each activity;
- Communication channels suitable for each activity;
- Roles of partners;
- Identification and cost/benefit analysis of post-project dissemination activities;
- Financing of post-project dissemination activities;
- Possibilities for synergies and multiplier effects

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Communication and Post-Project Dissemination Strategy

- Communication and Post-Project Dissemination Strategy has been elaborated by ANAU, which is now available on La MANCHE project web site:
[\(http://lamanche-tempus.eu/frontend/files/pdf/Dissemination_Strategy.pdf\)](http://lamanche-tempus.eu/frontend/files/pdf/Dissemination_Strategy.pdf)

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La MANCHE *INTERNAL* dissemination strategy

- **La MANCHE** Tools for internal communication inside the Consortium (Skype etc.)
- Project LOGO
- Web site <http://www.lamanche-tempus.eu/>
- Regularly updated project presentations
- Consortium meetings
- Dissemination events by each PC organization per year –**Reports from partners**
- Every institution must conduct internal seminars inside the HEI amongst administrative/teaching staff about La MANCHE project activities - **Reports after each meeting:**

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La MANCHE *EXTERNAL* dissemination strategy

- **La MANCHE** Press release on each event for Mass Media
- Dissemination of the published documents/flyers/bulletins to the non Consortium members
- Presentations about the project outcomes on the relevant Conferences, Round tables, Educational Fairs, Information days, National, regional and international conferences, etc.
- Regular Publications in newspapers

Reports after each meeting should be prepared

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Online presentation of the project through the La MANCHE website

<http://www.lamanche-tempus.eu/>

Developing of website – done

Website maintenance/update – ongoing



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Online presentation of the project through the La MANCHE website

Dissemination materials available to promote and enhance the popularity of the La MANCHE project web site

- Presentations
- Flyers
- Logos of La MANCHE and Tempus
- **News** - **CONTRIBUTION FROM THE PARTNERS IS REQUESTED** - **KEEP US UP-TO-DATE ON YOUR DISSEMINATION ACTIVITIES** (implemented activities: articles, photos, presentations, etc)

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Distribution of flyers, printed project leaflets and regular electronic information bulletins

Flyer distribution – ongoing

- Available in English, Bulgarian, Armenian, Moldavian, Georgian, Ukrainian
- flyers are distributed by partners to stakeholders in the La MANCHE countries/regions – 400 in each PC HEI (equally divided among the respective partners), 100 in each EU country)

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Regular electronic information bulletins

- Information Bulletins in electronic format in ENG – planned to be produced every 6 month and will be available in a specific section in the La MANCHE website.

The objective of the Bulletins are to highlight the latest **news, events, the achieved results and the upcoming activities of the project.** There will be a total number of 5 Bulletins issues along the lifetime of the project

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Regular electronic information bulletins

- Two Information Bulletins have been developed and distributed by partners to stakeholders in the La MANCHE partner countries/regions. Distribution is by email (app. **100 email by each partner was planned**).
- Bulletin dissemination database form was developed and sent to partners in order to get information about number and type of internal and external stakeholders.

Partner	Institution partner	Country	Reference person	Number of internal contacts	Types of internal contacts (e.g. colleagues, students, etc.)	Number of external contacts/groups	Types of external contacts (e.g. business representatives, representatives of the , civil societyresearch institutes, NGOs, associations, etc.)
P1	IUC	BG					
P2	ANAU	AM					

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Press conferences following major project events

La MANCHE Press Conference at IUC - In the framework of three day kick-off meeting hosted by IUC, a press conference for the local media was held at the institution on the 22nd November 2012. Journalists from the local newspapers and radio stations, as well as regional representatives of the largest national newspapers and news agencies attended the press conference. Following the press conference the project kick-off meeting received coverage in more than ten publications on the internet and in the local newspapers



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- Armenian National Agrarian University placed the information about the official kick-off meeting hosted by IUC on its university web-site:

<http://anau.am/en/about-us/705--l-tempus-iv-lamanche-r-l-tempus-iv-lamanche-r->

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Workshop on Leadership in Higher Education (24-25 APR 2013), webcast

Organized by University College Birmingham in frame of the project

Webcast link <http://lamanche.ucb.ac.uk>



TEMPUS IV PROGRAMME
Leading and Managing Change in Higher Education (La MANCHE)

2nd PARTNER MEETING - 23rd, 24th, 25th April 2013

Consultancy Studies

ANAU

UCB

Tempus

The screenshot shows a website layout with a central video player area, navigation buttons for 'AGENDA' and 'HOME', and logos for ANAU, UCB, and Tempus. The background features a large stylized 'A' shape.



Welcome to Facebook - Log in

ANAU

Armenian National Agrarian University

Agribusiness Teaching Center (ATC) operates at ANAU

Workshop on Leadership in Higher Education

Change management in Higher Education will be organized by University College Birmingham in frame of La MANCHE project and will be live streamed on 24th April (24th April at 9:45 am British time/ 12:45 local Armenian time). Webcast link for the workshop in Leadership and Higher Education on 24th April: <http://lamanche.ucb.ac.uk>. The webcast will be broadcast via Flash Media Server and as long as a computer has the latest version of Flash player installed one should be able to view the broadcasts.

Target groups: Representatives of the senior management of university.

The screenshot shows a web browser window displaying the ANAU website. The page includes a navigation menu, a main content area with a news item about the workshop, and a sidebar with various links like 'Library', 'E-learning', and 'Schedule'. The browser's address bar shows the URL <http://anau.am/en/about-us/644-2013-04-19-17-59-06>.

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La MANCHE 3rd meeting live-stream link

Organized by Polytechnic Institute of Bragança

the live video-streaming of the plenary session:

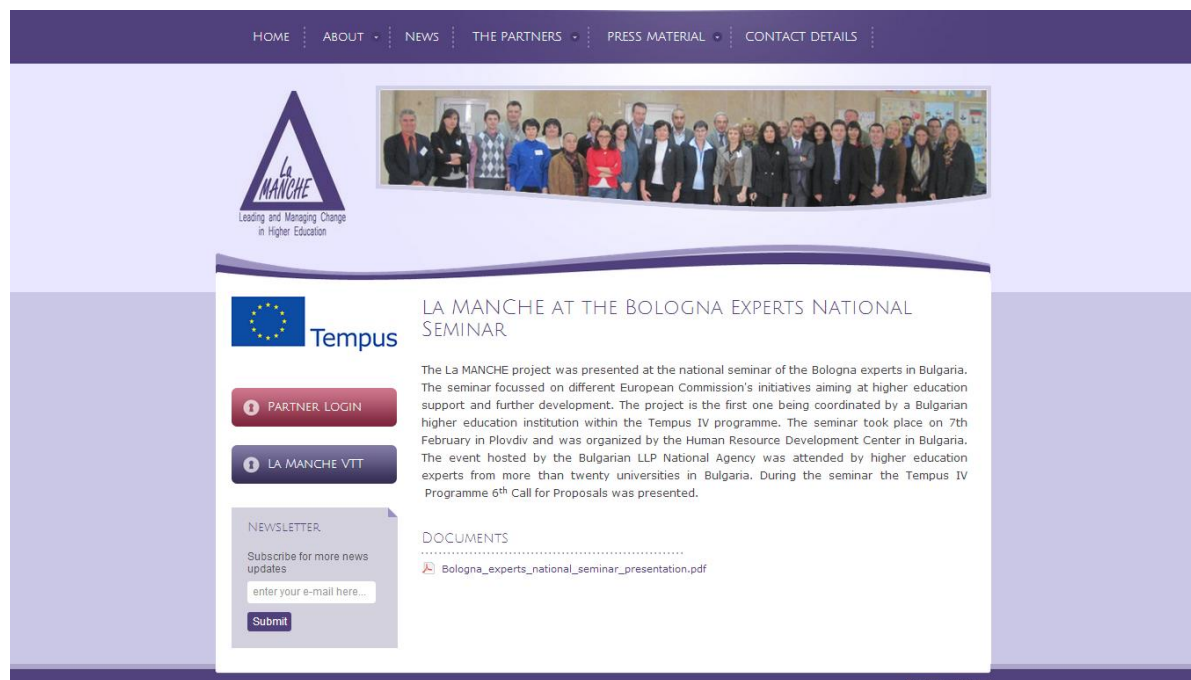
www.streaming-lamanche.ipb.pt

**Prior to the event information was distributed among partners,
announcements has been placed in web sites**

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Participation in different events:

- **Bologna experts National Seminar in Plovdiv, Bulgaria (7 Feb 2013)**



The screenshot shows the La MANCHE website with a navigation menu at the top: HOME, ABOUT, NEWS, THE PARTNERS, PRESS MATERIAL, CONTACT DETAILS. The main content area features the La MANCHE logo (a triangle with 'La MANCHE' and 'Leading and Managing Change in Higher Education') and a group photo of participants. Below the photo is a section titled 'LA MANCHE AT THE BOLOGNA EXPERTS NATIONAL SEMINAR' with the Tempus logo. The text describes the seminar's focus on European Commission initiatives and mentions the Tempus IV Programme 6th Call for Proposals. There are also buttons for 'PARTNER LOGIN' and 'LA MANCHE VTT', a newsletter subscription form, and a 'DOCUMENTS' section with a link to 'Bologna_experts_national_seminar_presentation.pdf'.

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Participation in different events:

**"Education in Armenia -2013"
international exhibition (April 17-19)**



**LA MANCHE project presentation
during Europe Day, Moldova**

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Participation in different events:

International fair of HEIs “Modern education in Ukraine – 2013” in Kyiv



Representatives of Lviv Academy of Commerce distributed promotional materials on the project "Leading and Managing Change in Higher Education" among stakeholders

Representatives of Lviv Academy of Commerce distributed information about the project during **International education seminar** (28 February – 1 March (in Bratislava, Slovakia)

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Participation in different events:

- **LA MANCHE project introduction at the Seminar "EUROPEAN RESEARCH AND INNOVATION PROGRAM" HORIZON 2020 "AND NEW CHALLENGES FOR UKRAINIAN SCIENCE".**



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Participation in different events:

- Armenian National Agrarian University participated in "Education and career EXPO-2014" exhibition during which LA MANCHE project information and flyers were distributed.



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Participation in different events:

Armenian National Agrarian University presented LA MANCHE project during Europe Day Information Week

(http://tempus.am/index.php?option=com_content&view=article&id=1526%3Aeurope-day-information-week&catid=107%3Atempus&lang=en)

):



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Dissemination activities: **Facebook and YouTube as a tool for La Manche Project dissemination:**

- The information about LaManche Project was placed on Facebook homepage .

Publications in printed and electronic media

ONEU published information about La Manche Project in its “Economist” November 2012 University newspaper. The newspaper is printed in 1000 copies

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Dissemination activities

- **LA MANCHE project seminar at the GSU Scientific Council meeting**

A Scientific Council meeting was held at Gavar State University, during which the rector presented a report which was a discussion of the LA MANCHE project workshop results organized in Birmingham, in April 2013. A short film on that meeting discussion was made and placed in you tube: <http://youtu.be/4BwmxAiuyP8>.

LA MANCHE project seminar at Caucasus University



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Dissemination activities

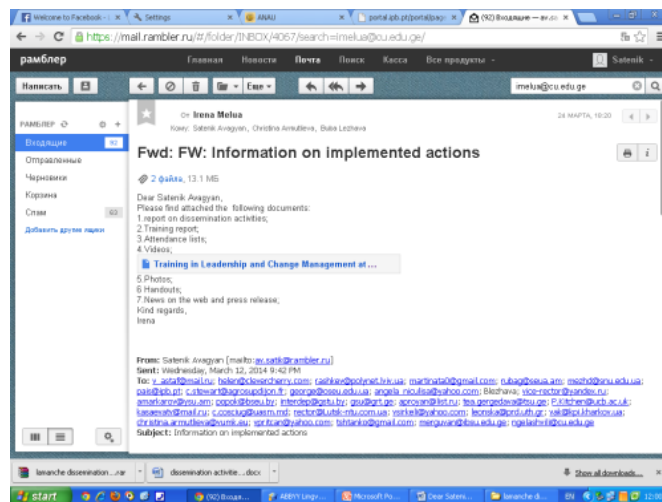
- On February 13, 2014 Caucasus University hosted meetings with stakeholders. Meetings was attended by the representatives of Ministry of Education and Science, rectors and vice-rectors of the leading Georgian Universities, heads of vocational universities, NGOs, experts etc. At the beginning of the meetings Boris Lezhava the Dean of the Caucasus School of Business, presented information on La MANCHE Project –“Leading and Managing Change in Higher Education” Tempus IV programme and handed out the project informational leaflets.

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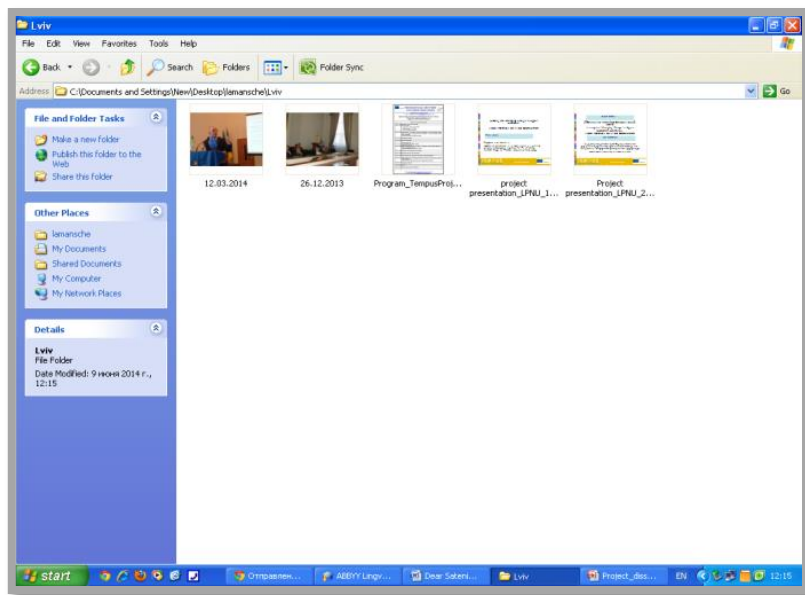
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- The La MANCHE informational leaflets were also distributed among CU's staff during the 3 day training event held in Kakheti on February 15-17, 2014.
- Press release about the 3 day training in Leadership and change management was disseminated among CU's staff and faculty. Also, Announcement, news and press release about the 3 day training was also published on the CU's web page.



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- LPNU make a number of presentations on—“Leading and Managing Change in Higher Education” during different events.



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- International Black Sea University presented the project at the 9th Silk Road Conference at IBSU in Tbilisi (24 May 2014).

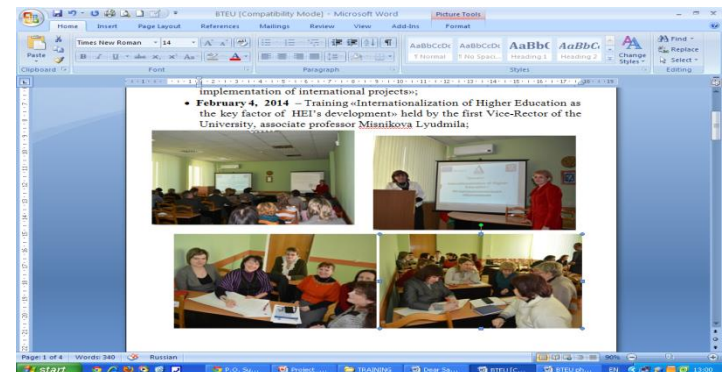
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- Ivane Javakhishvili Tbilisi State University organizes multiplication trainings and a public lecture for university administrative, academic staff and students, during which project leaflets were distributed among participants. Project publications are available at the TSU

website: http://tsu.edu.ge/en/government/administration/departments/foreign_relations/int_relations/tempus/.

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- Three lectures and trainings and a public lecture in the field of Leadership and Change Management were held at Belarusian Trade and Economics University of Consumer Cooperatives in the frames of implementation of the La MANCHE Project during which project materials were distributed.



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- Odessa National Economic University organized multiplication trainings on Leadership and Change Management during which they presented detailed information about the project.



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- Armenian National Agrarian University has organized 3 multiplication trainings and a public lecture devoted to the development of skills for effective change management and Grassroots Leadership.

During these events the project dissemination was undertaken and the appropriate information was placed on the anau.am (<http://anau.am/en/about-us/1194--l-la-mancher->)



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Main tips for project dissemination

- Always get a feedback from each partner about every implemented related activity: reports, programs, photos....

GENERAL REMINDER ABOUT DISSEMINATION MATERIALS

Dissemination must include the appropriate project LOGO and phrase **"This project has been funded with support from the European Commission TEMPUS program."**



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DON'T FORGET TO KEEP US UP-TO-DATE ON YOUR DISSEMINATION ACTIVITIES!

For any dissemination activity you do, please remember to send a copy of your talk/poster/article and details of the activity to **Christina (christina.armutlieva@vumk.eu)** and **Valentina (v.gigoryan@anau.am)**

- Name of event
- Location and date
- Activity type (e.g. talk, poster, dissemination materials distribution, event)
- Photos
- Title of presentation (and web link to event if available)
- Number of participants/target group/ (e.g. number of leaflets distributed)

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Report on dissemination activities

Partner institution: Vitebsk State Technological University

Period covered: 15.10.2012-15.10.2013

1. Dissemination activities

1.1. Dissemination events organized by the La MANCHE partner within and outside the institution

No	Name of the event	Description of the activity	Place of event	Date of event	Type of audience/ target groups	No. of participants	Evidence acquired
1							
2							
3							

1.2. Presentation of project results (conferences/workshops attended by the La MANCHE partner where the project was promoted and/or made a presentations on the project was made)

No	Name of event	Title of presentation	Place of event	Date of event	Type of audience/ target groups	No. of participants	Evidence acquired
1	<i>International Scientific and Practical Conference "Social and economic development of the organizations and regions of Belarus: efficiency and innovations"</i>	<i>La MANCHE project: outcomes and perspectives</i>	<i>Vitebsk State Technological University</i>	<i>15.10.2013</i>	<i>Scientists in Economics from 7 countries, Heads of VSTU, students of VSTU</i>	<i>180</i>	<i>Video, photoes</i>
2							
3							

1.3. Participation in exhibitions/fairs

No	Name of event	Title of presentation/ participation	Place of event	Date of event	Type of audience/ target groups	No. of participants	Evidence acquired
1							
2							
3							

1.4. Dissemination meetings with internal and external stakeholders, interested groups

No	Name of event	Title of presentation/ participation	Place of event	Date of event	Type of audience/ target groups	No. of participants	Evidence acquired
1	<i>Live stream from Birmingham</i>	<i>Workshop in leadership and change management in higher education</i>	<i>Vitebsk State Technological University</i>	<i>24-25.04.2013</i>	<i>VSTU La MANCHE project team, VSTU staff, students from VSTU</i>	<i>30</i>	<i>-</i>
2							
3							

2. Dissemination Tools

2.1. Website presence (apart from the project' s web site, other possible presences in sites & social media sites)

No	Website URL	Organization/ body	Thematic area	Relevance to the project	Evidence acquired
1	http://vstu.by/ru/in_coop/proekt-la-manche	<i>Vitebsk State Technological University</i>	<i>International Cooperation</i>	<i>Actual information on La MANCHE project</i>	<i>VSTU web-site</i>
2					
3					

2.2. Leaflets / Brochures

No	Title	Release date	Objectives	Type of audience	Evidence acquired
1	<i>La MANCHE flyers</i>	<i>14.10.2013</i>	<i>La MANCHE Dissemination</i>	<i>Scientists in Economics, students of VSTU</i>	<i>Photoes</i>
2					
3					

3. Publications in regional and national media

No	Title of the publication	Name and type of the media	Release date	Objectives	Type of audience	Evidence acquired
1						
2						
3						

22 October 2013, La MANCHE 3rd
Partner Meeting, Bragança, Portugal

Thank you



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