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Work Package 7: Dissemination and Exploitation Plan

Work Package	WP7
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1. Introduction

The current document provides an overview of the scope and plan of the Work Package (WP) 7, which is led by the Armenian State University of Economics (ASUE). It provides a detailed description of the activities of the WP7 “Dissemination and Exploitation”.

The broader aim of WP7 is to inform key target groups and stakeholders about the project and promote the exploitation of its results. The main objectives of the WP are:

1. to inform key target groups on a local, regional, national and European level through a targeted dissemination campaign,
2. to promote the exploitation and multiplication of the project results during the project lifetime through interaction with relevant stakeholders.

The specific target groups of REFIN can be summed up as follows:

- Higher education institutions (HEIs) and academics with an interest in Finance inside and outside the consortium (local, regional, national and European level),
- Students with an interest in Finance inside and outside the consortium (local, regional and national level)
- Labour market representatives from the financial sector (local, regional and national level)
- Higher education policy makers, professionals in higher education (national and European level).

2. Brief Description of WP7

As a leader of WP7, ASUE coordinates dissemination and exploitation at the consortium level and in Armenia. Since many related activities take place in the Partner Countries (Armenia, Moldova), this task is taken over by an experienced Armenian HEI with close ties to relevant stakeholders. ASUE will be assisted by two dissemination and exploitation coordinators: The Academy of Economic Studies of Moldova (AESM) for Moldova and the University of Applied Sciences BFI Vienna (UAS-BFI) for the EU. All partners will actively conduct and contribute to dissemination and exploitation activities throughout the project lifetime (see below).

To reach the target groups and ensure optimal use of the project results the following activities are foreseen (see next section for a detailed timeline):



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1) Dissemination - to spread the word and raise awareness for REFINE:

- REFINE visual identity (logo, templates for reports / presentations) including EU logo and disclaimer to ensure a harmonized public appearance (responsible: ASUE, feedback from all partners)
- Project website and leaflet to inform about REFINE (e.g. objectives, activities, consortium) (responsible: ASUE, continuous website updates with inputs from all partners)
- Dissemination through existing websites and social media (e.g. Facebook, Twitter, LinkedIn) of partner HEIs (responsible: all partners, reporting to ASUE)
- Use of the "Erasmus+ Project Results Platform" (responsible: UAS-BFI)
- 4 local dissemination workshops in Armenia and Moldova (responsible: Partner Country HEIs, reporting to ASUE)
- Personal meetings with stakeholders (e.g. labour market representatives, policy makers) and press releases to relevant media outlets (responsible: all partners, reporting to ASUE)

2) Exploitation - to promote the use of results:

The mentioned dissemination activities provide an important foundation for the use of results as they inform stakeholders about their availability. In parallel the following measures are foreseen:

- The curricula (WP2) and teaching materials (WP3, 48 courses) will be made available as Open Educational Resources for lectures and HEIs beyond the consortium (free of charge, via project website) (responsible: ASUE, based on inputs of leaders of WP2 and 3).
- The trained teachers (WP4) will hold follow-up workshops after their return to share their experiences with peers at their home HEIs (responsible: Partner Country HEIs, reporting to WP leader)
- 2 final exploitation conferences (1 in Chişinău, 1 in Yerevan) will be held at the project end to share final results with stakeholders in Armenia and Moldova (higher education, policy makers, labour market representatives) (responsible: ASUE, AESM with support of all partners)
- REFINE session at the 32nd conference of the "European Association for International Education" (EAIE) (responsible: UAS-BFI and ASUE with inputs from partners)

The milestones of WP7 are:

- Start of the WP in Month (M) 1
- Development of visual identity (logotype, leaflet, report/slide templates) till M 3
- Publication of project website till M 3 (with regular updates till M 36)
- Local dissemination workshops in Armenia and Moldova in M 25



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- Session submission for the EAIE conference in M 26
- Final exploitation conferences in Moldova (M 33) and Armenia (M 36)
- Closure of the WP in M 36

Monitoring and evaluation of the work:

The progress of WP7 will be constantly monitored by the WP leader ASUE, who reports to the project coordinator UAS-BFI on a monthly basis. Key WP deliverables will be reviewed by the “Quality Assurance Group” as part of WP6. This for example concerns questionnaires to evaluate the events, numbers of participants of events and visitor statistics of the project website.

3. Outcomes and Outputs

7.1. REFIN Project Website

A joint project website¹ will be set up in the beginning of the project, which provides details about the project (e.g. objectives, outcomes / outputs, consortium, news, on-going activities, contact details). The website will be maintained by the ASUE with inputs from all partners. To ensure a wide reach, we will promote the website using existing social media channels (e.g. Facebook, Twitter, LinkedIn), newsletters, etc. of all involved HEIs. Additionally it will be advertised on the websites of the consortium HEIs.

After the publication of a first version regular updates will be conducted during the project lifetime. This also includes the developed course materials which will be published as Open Educational Resources on website (free of charge).

7.2. Local Dissemination Workshops in Armenia and Moldova

Four REFIN dissemination workshops will be organized in Armenia and Moldova to inform stakeholders about the project and its results:

- 1) Dissemination workshop in Yerevan (ASUE with RAU)
- 2) Dissemination workshop in Gavar (GSU)
- 3) Dissemination workshop in Chişinău (AESM with MSU)
- 4) Dissemination workshop in Comrat (KDU)

Representatives of the regional partner HEIs will share their experience in integrating new contents, teaching methodologies and labour market demands into their MA programmes in Finance. They will also showcase selected results of WP3 (Course Development) and WP4 (Intensive Training Courses for University Teachers) to local stakeholders. Moreover the Associated Partners from the financial sector in Armenia and Moldova will share their

¹ Available at: www.refining-finance.eu



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perspectives and lessons learned. EU representatives from the Country Working Groups (WP1, WP2) will also take part (1 person per EU HEI).

7.3. Session Submission for EAIE Conference

In order to ensure a broad reach of dissemination and exploitation activities we will submit a proposal for a REFIN session to the 32nd annual conference of the “European Association of International Education” (EAIE).² The conference brings together professionals and stakeholders in the internationalization of higher education and thus provides a good platform for the multiplication of results. During the proposed session we aim to present the key findings and results of our project to the European and international higher education community. In particular we will focus on the expertise gathered and the lessons learned in reforming MA programs in Finance in line with labour market demands and latest international trends in the subject area. The 32nd annual EAIE conference is scheduled to take place in September 2020. The present deliverable focuses on the proposal submission for the related conference call, which will take place in autumn 2019. Both UAS-BFI and AUAS have close ties to the EAIE and hosted workshops and sessions at the conference in the past.

7.4. Final Exploitation Conferences in Armenia and Moldova

Two final exploitation conferences will be organized towards the end of the project to reach out to key target groups and stakeholders:

- 1) Final exploitation conference for Armenia, in Yerevan at ASUE (with support from all partners)
- 2) Final exploitation conference for Moldova, in Chişinău at AESM (with support from all partners)

Consortium representatives from all partner HEIs will share their experience in reforming MA programs in Finance and showcase the concrete project results. Each conference is expected to involve at least 60 external participants (such as HEIs, industry representatives and policy makers from the respective country). The associated industry partners and student representatives from the reformed MA programs will share their perceptions and lessons learned. Since the main project target groups are located in Armenia and Moldova it was decided to have a conference in each country, rather than one single event.

The final conference in Moldova will be held in Month 33 when the first cohort of students finishes the first year of studies in the reformed Master programs in Finance (June 2020). The final conference in Armenia will be held in Month 36 shortly before the project end, in conjunction with the final project meeting.

² For more details see: www.eaie.org



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4. Timeline³

4.1 Activities in Year 1

Activities		Total duration (number of weeks)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Ref.nr/ Sub-ref nr	Title													
7	Dissemination and Exploitation													
7.1	Project website (publication in M3, on-going updates)	8	1X	3X	2X			1X						1X

4.2 Activities in Year 2

Activities		Total duration (number of weeks)	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Ref.nr / Sub-ref nr	Title													

³ Explanation of symbols in the tables:

Activity carried out in Programme Countries (EU): =

Activity carried out in Partner Countries (Armenia, Moldova): X



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7	Dissemination and Exploitation													
7.1	Project website (on-going updates)	4			1X				1X			1X		1X
7.2	Dissemination workshops (preparation for M25)	5									1X	1X	1X	2X
7.3	Session submission for EAIE conference	2											1=	1=

4.3 Activities in Year 3

Activities		Total duration (number of weeks)	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Ref.nr / Sub-ref nr	Title													
7	Dissemination and Exploitation													
7.1	Project website (on-going updates)	6	1X							1X	1X		1X	2X
7.2	Dissemination workshops	3	3X											
7.3	Session submission for EAIE conference	2	1=	1=										
7.4	Preparation and implementation final conferences	15					1X	2X	2X	2X	2X	2X	2X	2X



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5. Distribution of Tasks and Deadlines

5.1. Details of Activities in Year 1

N	Task	Responsible Partner	Duration/ Deadline	Resources ⁴
7.1.1	Development of project website	UAS-BFI	Till 15/12/17	Staff Cost
7.1.2	Development of website background content, project identity and leaflet	ASUE	Till 15/12/17	Staff Cost
7.1.3	Updating website content with the information of events and available deliverables	ASUE	Continuously till 14/10/2020	Staff Cost
7.1.4	Providing information (including photos) on each event to WP7 Leader	All partners	Continuously till 14/10/2020	Staff Cost
7.1.5	Publication of news on events and information about the projects on each partner's website	All partners	Continuously till 14/10/2020	Staff Cost
7.1.6	Sharing news and other relevant information on the project on each partner's social media (Facebook, Twitter, Instagram, etc.)	All partners	Continuously till 14/10/2020	Staff Cost

⁴ Resources will be allocated according to project budget. Each partner is responsible for local distribution of their budget based on Partnership Agreement. So, the resources are listed in headings here.



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5.2. Details of Activities in Year 2

N	Task	Responsible Partner	Duration/ Deadline	Resources
7.1.3	Updating website content with the information of events and available deliverables	ASUE	Continuously till 14/10/2020	Staff Cost
7.1.4	Providing information (including photos) on each event	All partners	Continuously till 14/10/2020	Staff Cost
7.1.5	Publication of news on events and information about the projects on each partner's website	All partners	Continuously till 14/10/2020	Staff Cost
7.1.6	Sharing news and other relevant information on the project on each partner's social media (Facebook, Twitter, Instagram, etc.)	All partners	Continuously till 14/10/2020	Staff Cost
7.2.1	Preparation of Agenda and List of participants for dissemination workshops	ASUE, RAU, GSU, MSU, AESM, KDU	15/10/2019	Staff Cost
7.2.2	Elaboration of dissemination materials (leaflet, publications, if applicable)	ASUE, RAU, GSU, MSU, AESM, KDU	15/10/2019	Staff Cost
7.3.1	Preparation of a proposal for 32nd annual conference of the "European Association of International Education" (EAIE).	UAS-BFI, AUAS, ASUE, AESM	15/11/2019	Staff Cost



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5.3. Details of Activities in Year 3

N	Task	Responsible Partner	Duration/ Deadline	Resources
7.1.3	Updating website content with the information of events and available deliverables	ASUE	Continuously till 14/10/2020	Staff Cost
7.1.4	Providing information (including photos) on each event	All partners	Continuously till 14/10/2020	Staff Cost
7.1.5	Publication of news on events and information about the projects on each partner's website	All partners	Continuously till 14/10/2020	Staff Cost
7.1.6	Sharing news and other relevant information on the project on each partner's social media (Facebook, Twitter, Instagram, etc.)	All partners	Continuously till 14/10/2020	Staff Cost
7.2.3	Organization of 4 dissemination workshops (In Yerevan, Gavar, Chishinau, Comrat)	ASUE, RAU, GSU, MSU, AESM, KDU	Till 15/11/2019	Staff Cost
7.3.2	Participation in and presentation of the project at EAIE conference	UAS-BFI, AUAS, ASUE, AESM	Till 15/09/2020	Staff Cost
7.4.1	Preparation of dissemination materials for the final conference in Moldova	AESM	14/07/2020	Staff Cost
7.4.2	Preparation of the Agenda and list of participants (inviting external stakeholders) for the final conference in Moldova	AESM	14/07/2020	Staff Cost



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7.4.3	Organizing dissemination event in Moldova	AESM	15/07/2020	Staff Cost, Travel Cost, Cost of Stay, Subcontracting
7.4.4	Preparation of dissemination materials for the final conference in Armenia	ASUE	13/09/2020	Staff Cost
7.4.5	Preparation of the Agenda and list of participants (inviting external stakeholders) for the final conference in Armenia	ASUE	13/09/2020	Staff Cost
7.4.6	Organizing dissemination event in Armenia	ASUE	14/09/2020	Staff Cost, Travel Cost, Cost of Stay, Subcontracting



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6. Reporting on Dissemination and Exploitation Activities

All partners will provide documentation on their dissemination and exploitation activities to the WP leader ASUE (at least biannually). Corresponding reporting deadlines will be set by the WP leader and communicated well in advance. Based on these regular activity updates from all project partners the WP leader will maintain an overview of the REFINE dissemination and exploitation activities. For reporting purposes a standardized template will be used (see Annex 1).

To ensure efficient communication on dissemination and exploitation issues each partner has nominated a contact person for dissemination in the respective team. The contacts of these representatives are available in the “REFINE Contact List” (see also “Institutional Contacts” in the REFINE “Communication Plan”).



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Annex 1: Reporting Table for Dissemination Activities

Name of Institution:				
Date	Type of Activity	Title	Description	Web link (if applicable)

Please add lines as necessary.

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