

## WP7 – DISSEMINATION & EXPLOITATION

### 7.1 Dissemination and Sustainability Strategy

#### INNOVAT - INNOVATIVE TEACHING ACROSS CONTINENTS - UNIVERSITIES FROM EUROPE, CHILE AND PERU ON AN EXPEDITION

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#### CAPACITY BUILDING IN HIGHER EDUCATION – KA2 – ERASMUS+



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## 1. INTRODUCTION

Work package 7 (WP7) aims to guarantee the high multiplier effect and disseminate the results of the project at institutional, local, national and international level. Also, the dissemination of activities are an integral part of the project and will be carried out from the beginning of it both internally (at the level of the institutions involved) as well as externally (locally, nationally and internationally). Hence, the purpose of this Strategic Dissemination and Sustainability Plan is to define internal and external dissemination actions carried out within the InnovaT project framework.

With the assistance of FH JOANNEUM (FHJ-P1) as InnovaT Project Coordinator, as of the date of this document, WP7 will be led by Universidad Católica San Pablo (UCSP – P5) and therefore, it responsible for enhancing the project’s visibility. Universidad Santiago de Chile (USACH – P7) will be co-responsible for WP7, supporting UCSP on developing the dissemination and sustainability plan and strategy.

This work package is supporting the InnovaT project throughout the whole implementation process and aims at a wide spread impact.

The following actions will be taken by the WP7 leader and all other partners of the InnovaT project:

- Development of a strategic dissemination plan with the assistance of USACH and FHJ.
- Regular updates of the strategic dissemination plan according to the partners’ needs.
- Development of a project identity.
- Development of dissemination materials.
- Monitoring the dissemination efforts of the consortium on a regular basis (every 3 months).
- Hosting, content creation and management of the website and the social media of the project profile.
- Supporting the creation of an appropriate creative common rights disclaimer will be among the partners to be used in all OER materials apart from Erasmus+ regular disclaimer.
- Supporting the organization of events from other WPs when it comes to dissemination tools and branding.
- Organize (in close in close cooperation with UC3M and FHJ) the InnovaT E-conference to promote the topic of Innovative Teaching & Learning in Higher Education.

All these actions guarantee a **unified appearance and the creation of the Project branding**.



## 2. DISSEMINATION WITHIN THE INNOVAT PROJECT

The term dissemination will be briefly explained throughout the document to create a common understanding of the terminology used in the framework of the InnovaT Project. Dissemination is related to **making the results/products of InnovaT visible to others**, especially the end-users, the target groups and the key-actors that can implement its use. It is a **planned process of promotion and awareness raising** that will occur throughout the project. This process is going to be **planned and organized at the beginning of the project** through this methodological document that will orientate the whole consortium.

### 2.1. WHY IS IT NECESSARY TO DISSEMINATE THE INNOVAT PROJECT?

- **To raise awareness** – let others know what InnovaT is about and its relevance.
- **To inform** – educate the community about innovative teaching strategies and techniques.
- **To engage** – get input and feedback from the stakeholders and target groups (within each academic community).
- **To promote** – share outputs and results of InnovaT at institutional, local, national and international level.
- **To develop new partnerships** – identifying common areas of expertise and interest among the partners of the consortium to guarantee sustainability of InnovaT.

All of the above-mentioned will be applied in the InnovaT project from the beginning, as it is described as follows:

- **Raising awareness** on the topics of online and innovative teaching and learning (T&L) practices is the main aim and will be implemented with the support of the means of dissemination.
- Also, from the very beginning, stakeholders will be **involved** in seminars, meetings, focus groups, training sessions and conferences of the project to make sure that InnovaT follows its aim of increasing the awareness and use of new and innovative teaching strategies and methodologies (**engage and inform**). Such activities should be heavily and widely disseminated as well.
- Importantly, the InnovaT consortium will make sure that all outputs and results created will be shared through major means of dissemination which will be explained in this document (**promote**).
- Finally, given the fact that multiplication of knowledge is strongly pursued by the InnovaT project, InnovaT partners are expected to **continue collaborating after InnovaT funding period**, potentially supporting the sustainability of MOOC and extending the E-conference in the years. Therefore, sustainability of InnovaT will be guaranteed.

### 3. MAIN TARGET GROUPS FOR DISSEMINATION OF THE INNOVAT PROJECT

As stated in the InnovaT proposal, effective dissemination is about delivering the right message to the right person. Relevant stakeholders will be continuously provided with updated information regarding project activities, news and events. All results will be solely promoted among the partners' national and international networks.

The main target groups of the InnovaT project are the following:

- **Academic staff of higher education institutions from Peru and Chile (LA-HEIs).**
- **Students of LA-HEIs.**
- **HEI leaders and managers (rectors, vice-rectors, academic directors).**
- **Local, regional and national Universities in EU and LA.**

The identified target groups will be reached during and after the end of the project via:

- **Students:** availability of OERs, E-learning course availability, replication of Pilot Classes concepts, integration of innovative syllabuses in the classroom, new technologies to deliver content, better skilled teachers to transfer the knowledge with innovative approaches, potential future cooperation with entrepreneurs.
- **Academic staff and academic leaders:** use of the Open Educational Resources (OERs), E-learning preparatory course, training opportunity by taking the MOOC course, replication of Pilot Classes concepts, development of innovative syllabuses in the classroom, implementing an InnovaT office on campus, use of InnovaT services, equipment and counselling for creating digital content, increase of future cooperation with other HEI and entrepreneurs using the experience acquired.
- **Local, regional and national universities:** will be able to access the OERs, E-learning & MOOC implemented by InnovaT, learn from InnovaT approaches and replicate in their contexts, increased awareness of the importance of innovation in T&L and digital skills in their contexts, extend the cooperation with InnovaT partner HEIs.

Given the fact that all partners together have a large network, each partner is going to draft and keep updated a stakeholder list, in order to guarantee that dissemination activities are specifically targeted and content is adapted to the needs of the diverse target groups. Taking into account all the existing contacts in EU and LA partner countries, promotional materials will be delivered both online and offline to the target audience and beyond.



## 4. STRATEGIC AND DISSEMINATION PLAN

All dissemination activities are included in this **strategic dissemination and sustainability plan**. This plan is constituted by a matrix detailing the above described dissemination activities into concrete single steps and tasks. It further allocates a timeframe and deadline for performance and completion of the task. The dissemination plan allocates responsible partner organizations and persons to perform specific actions. For communication tasks the strategic dissemination plan also specifies the means and media of communication (Annexes 1 and 2).

A logo and project identity, layout for presentations, documents and deliverables and other dissemination materials will be created in the first four months of the project. Partners participated in ideas generation activities during the kick-off meeting and five proposals of logo were designed. All partners voted to approve a common branding. The final project logo and further information can be found in the Visual Identity and Logo Plan (D.7.2.).

Additionally, the project consortium will put a focus on social media tools such as Facebook. One important aspect of dissemination will always be face-to-face communication with the potential target groups given the fact that this type of communication can create a much higher impact as it is connected with a higher level of emotions. Therefore, dissemination of InnovaT activities and results will follow the guidelines of this plan and will be operated under the responsibility and financing of each partner (co-financing and co-responsibility).

All main dissemination materials will be provided in English and Spanish to broaden the reach of all project results and impact the target groups in the Latin America region. Apart from the translations, when necessary, interpreters will also be sub-contracted to assure the dissemination magnitude expected.

## 5. BROAD DISSEMINATION WITHIN THE INNOVAT PROJECT

The following elements are part of **online broad dissemination** and will be detailed in Annex 1 attached hereto:

### 5.1. INNOVAT WEBSITE

The InnovaT website will be created within the first 4 months of the project. It is an information platform for the broad public and all target groups. The website acts as a collection point for project information and will be clearly structured. The website will be actively cross-linked with other websites and platforms which add value to the InnovaT dissemination. Further, the website will include a



contact form in order to give the possibility to get in contact with the consortium whenever needed. The website will be **updated on a monthly basis**. Further, given the fact that EACEA follows the concept of knowledge sharing, the most important content deliverables of the project will be uploaded after completion on the website to guarantee easy access. In addition, each partner's institutional website will have a visible and direct link to the main website of the Project. UCSP (P5) will be in charge of designing, administering and keeping updated the InnovaT website.

## **5.2. SOCIAL MEDIA PROFILE (FACEBOOK)**

An online profile will be created, used as information collecting point and connected to the website. During the kick-off meeting, it was agreed to create an [InnovaT FB account](#).

## **5.3. INNOVAT E-FLYERS/E-NEWSLETTERS**

InnovaT proposes the use of technology not only to improve quality of teaching but also to communicate and promote a clean campus environment at the same time. This project will run for 3 years and as a means to inform the campus community of the advance of the project, partner institutions will use current technology to provide electronic information displays rather than distributing too many paper flyers.

Publication of e-flyers/e-newsletters are expected to be done on a regular basis also considering project calendar and main deliverables. In 2019, only one newsletter will be issued as a summary of the activities carried out during the first year of the Project. In 2020 and 2021, the newsletter will be issued three times a year. It will be distributed via email to a database of interested people and institutions by each partner. Further details can be found in Annex 1 hereto.

## **5.4. OPEN EDUCATIONAL RESOURCES (OERS)**

All project outputs (comparative analysis, training materials, E-learning course, MOOC, Pilot classes concept, etc.) will be transformed in Open Educational Resources (OERs) available also after project ends to access and download. The OERs derived from InnovaT implementation will remain public on the project's website and linked to LA HEIs websites. Project website and social media profile will be kept up and running after the project ends, still offering learning & dissemination opportunities. Different stakeholders will be able to reach, to access and use project results. Further details can be found in Annex 1 hereto.

## **5.5. INNOVAT E-CONFERENCE**

One of the great advantages of e-conferencing is its ability to shrink distances and bring together people from different parts of the world relatively cheaply. The WP leader in close cooperation with UC3M and FHJ will develop the concept and organize the InnovaT E-conference, with the following purposes: a) to promote the topic of Innovative Teaching & Learning in Higher Education, b) to extend



the reach of the project and its results and c) to provide a platform to international good practice examples to be seen and discussed. All partners are expected to support the project leader giving inputs on the concept, program & topics, assigning experts for the sessions, support academic staff to create video content (at the InnovaT offices), and heavily disseminate the InnovaT E-conference among its network and peers.

## 5.6. PROMOTIONAL VIDEO

As opposed to simply inviting target groups and key-actors to read information, InnovaT will produce content that engages viewers and encourages social shares. One of the strategies is to produce a promotional video that includes basic information about the project, description of the tasks, expected goals and motivation of the Erasmus+ InnovaT (Innovative Teaching across the Continents). Further details can be found in Annex 1 hereto.

The following elements are part of **offline broad dissemination**:

## 5.7. FOLDERS & POSTERS

Folders and posters will be established by the consortium members to provide detailed information to all target groups. These folders and posters will be innovatively designed in order to attract a high number of interested people and to be able to distinguish InnovaT from the high number of other European projects.

## 5.8. DEEP/ACADEMIC DISSEMINATION WITHIN THE INNOVAT PROJECT

Deep/academic dissemination aims to enhance the understanding of the InnovaT project and implement strategies, which will have the highest impact on its various stakeholders. Mainly, the focus of the academic dissemination is on the internal staff and students within each of the partner university, promoting the mutual exchange of knowledge about the implementation of innovate teaching methodologies to improve quality of education and to promote international academic collaboration. Once the appropriate training has been completed, **knowledge transfer to other institutions** will begin with an initial focus within the partners' academic communities in each project partner country.

Deep/academic dissemination includes addressing the target group as **early** and as **extensively** as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. Stakeholders are continuously involved to participate in the development process of the project and its products. The following activities are part of the deep/academic dissemination of InnovaT:





- 5.8.1. Raising awareness seminars:** within the first 4 months of the project, 6 seminars will be organized on the respective campuses of the LA partners to raise awareness and knowledge about InnovaT and to give an introduction about innovative strategies and tools to improve quality in teaching. In total, initially the expect target number is 180 participants in these seminars. Further details can be found in Annex 1 hereto.
- 5.8.2. E-learning preparatory course:** an E-course will be developed to last up-to-6 weeks, with an expected weekly time of 8 hours that will engage in total 90 teachers and 90 students. Further details can be found in Annex 1 hereto.
- 5.8.3. 4 Face-to-face Teachers trainings** will be conducted in the LA countries to provide participants the relevant tools and skills necessary to incorporate new teaching pedagogies and learning technologies towards a more innovative HE offer. The trained InnovaT faculty staff will be taking-up their advisory role to the academic community of their respective home university supporting the creation of a pool of qualified faculty members in Peru and Chile. Further details can be found in Annex 1 hereto.
- 5.8.4. 1 Pilot MOOC** with entrepreneurs aims to tackle that 40% of LA's employers consider difficult to find appropriated workforce as universities' graduates are not fully prepared to face the changes in labor market conditions (OECD, 2015). Cooperation involving students in real cases projects combined with integration of innovative thinking and T&L approaches are undoubtedly good practices to diminish the existing skills gap. Further details can be found in Annex 1 hereto.
- 5.8.5. 24 Participation in National, regional and international conferences:** Each LA partner should participate and disseminate the project and relevant results in Regional & European conferences to disseminate the project & results. At least, 4 participations per LA partner HEI is expected until the end of the project.
- 5.8.6. 1 E-Conference:** the E-conference follows the innovative project approach will facilitate that a broader number of interested stakeholders from different parts of the world can join the discussion and exchange of practices in teaching & learning modernization.
- 5.8.7. 1 joint publication** to summarize and make visible relevant project results will be developed, edited and published as a mean of regional, national and international reach of target groups. This would include efforts of al partners and will be guided by the WP Leader UCSP, co-leader USACH and FHJ.
- 5.8.8. Training Materials** will be distributed in English and Spanish. The training materials will be made available on the internet (project website and knowledge exchange platform) after the implementation of the training.  
Impact and replication of project outputs will be ensured through the the InnovaT Website and MOOC, being a **platform for free access of the created outputs.**



**5.8.9. Informal communication** is another valuable instrument of deep dissemination which must not be neglected. Project results should be discussed with relevant partners, interested parties and stakeholders at seminars, meeting and conferences which are not necessarily organized within this project. The project results can then be disseminated and relevant information and feedback can be gathered from experts from other institutions which might have had relevant experience in similar projects, which could also lead to creation of synergies.

**5.8.10. Other dissemination activities:** each partner should identify and list academic events, conferences, meetings, where InnovaT can be promoted. The list of events should be created already within the first 6 month of the project and be update on a regular basis, to support partners on planning their dissemination activities and participation in relevant conferences.

## 6. JUSTIFICATION AND EVIDENCE OF DISSEMINATION OF RELEVANT ACTIVITIES OF INNOVAT

Every InnovaT Partner in charge of organizing any of the activities indicated in this Strategic Dissemination and Sustainability Plan should be able to show upon request for dissemination and quality control, the following documentation:

- Detailed agenda of the event.
- Attendance sheet duly signed by participants.
- Certificate of attendance of each participant.
- Satisfaction surveys of each participant.
- Dissemination Report and Photos.
- Minutes of the meeting (when applicable).
- Copy of the disseminated materials (when applicable).

Formats and templates will be available in Project Document identified as D.7.2. Project Identity & Dissemination Tools.

### 6.1. TIMETABLE FOR DISSEMINATION REPORTING

All partners are committed to heavily disseminate InnovaT. All activities will be carried out according to the Dissemination Work Plan (Annex 1 and 2) and will also be reported in the InnovaT Interin Report, scheduled as follows:

Reporting	Deadline
<b>1st reporting</b>	<b>15.06.2019</b>



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<b>Reporting</b>	<b>Deadline</b>
<b>2nd reporting</b>	<b>15.09.2019</b>
<b>3rd reporting</b>	<b>15.01.2020</b>
<b>4th reporting</b>	<b>15.05.2020</b>
<b>5th reporting</b>	<b>15.09.2020</b>
<b>6th reporting</b>	<b>15.01.2021</b>
<b>7th reporting</b>	<b>15.05.2021</b>
<b>8th reporting</b>	<b>15.09.2021</b>
<b>9th reporting</b>	<b>14.01.2022</b>