



*Erasmus+ - Key Action 2  
Capacity Building within the Field of Higher Education*

**eACCESS Project**

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***EU-Asia Collaboration for aCcessible Education in  
Smart Power Systems***

<b>WP 1</b>	<b><u>PREPARATION</u></b>
<b>TASK</b>	Delivery 6.1 Development of the detailed Dissemination & Communication, Exploitation Plan
<b>LEAD PARTNER</b>	University of the West of Scotland
<b>PARTICIPATING PARTNERS</b>	All

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Contributors	All partners
Contact person	Keshav Dahal, Parag Vichare, Santiago Matalonga and Bikrant Koirala
E-mail address	Keshav.dahal@uws.ac.uk
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## EXECUTIVE SUMMARY

The aim of dissemination and exploitation is to ensure the visibility and communication of its actions and results towards the main target groups as well as towards all those stakeholders who can be positively impacted by the exploitation of the same results.

This document provides detailed Dissemination and Exploitation pathways and communication plan for various eACCESS deliverables. The document can be used by all project partners, as it specifies type of dissemination and exploitation activity for each Task/Deliverable listed in the project proposal. In addition, this document outlines overall communication strategy for preparing required dissemination outputs and exploitation activities.

All dissemination and exploitation activities planned in this document will be reviewed and agreed (and revised if necessary) by relevant task owners. The final document version with communication plan and agreed dissemination and exploitation activities will be in effect after approving this document through QAC.

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## Document purpose

The purpose of this document is to convey Dissemination and Exploitation pathways for each eACCESS task and outline communication plan for various eACCESS deliverables. This document is prepared in response to Task 6.1: Development of the detailed Dissemination & Communication, Exploitation Plan.

## How to use this document?

The document provides description of different types Dissemination and Exploitation pathways and provide indicative suggestion on expected dissemination and exploitation plan for each partner university while completing various project tasks; thus it can be used as a checklist for Task 6.1 commitments from all partners.

## Communication strategy within project partners

eACCESS website is one of the effective media to promulgate any significant achievement, milestone completion or relevant activities among the project partners and wider audiences alike. Figure 1 shows the overall process involving how the contents from various partners are gathered and edited before they are published in the website. The Quality Assurance Committee (QAC) has a key role in scrutinizing the contents with UWS responsible in proof-reading and editing before they are sent to KEC to be published in the relevant section of the website.

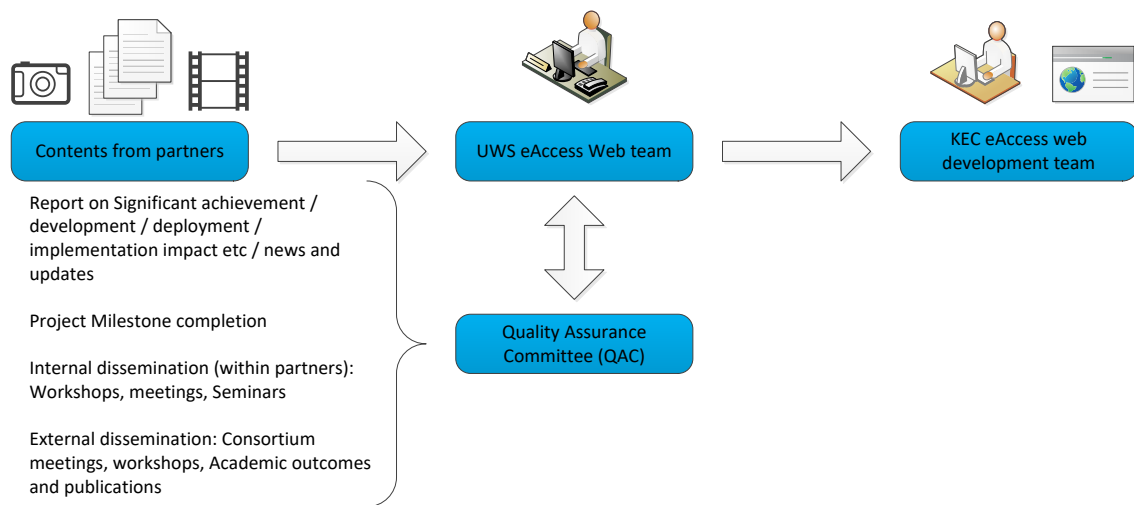


Figure 1 Project web-page management strategy

## Reporting and communication pathways

### Deliverable evaluation form: Internal reports

Internal reports are necessary to access the execution of task related deliverables. These reports need to be prepared in standard (recommended) format and should contain all the necessary information pertaining to the specific deliverable. The general practise would be to circulate the draft report to the relevant partners via email for any inputs, and once the necessary amendments are made, the final version of the report is uploaded to the eACCESS repository. The well-known project management tool, Bitrix24 will be used as a collaboration platform for tracking project tasks and deliverables. Bitrix24 provides a complete suite of social collaboration,



communication, and management tools for eACCESS team as and when required for internal disseminations.

## eACCESS Website report: News/updates, objective focused, targeted achievements

eACCESS website is scheduled for a periodic update (example blogs, news, updates) every 3 months, accompanied by a brief report highlighting the content effectiveness and reachability to the targeted audiences. Blogs are an informal 'diary' style posts. It can be used to provide updates on the research progress and to pose questions to readers to gain their feedback. Similarly, news or updates will be published as the project progresses by achieving different milestones. The location-based visitor counter tool and feedback form embedded on the website would play a significant role in accessing these parameters.

### Multimedia: Video, recording, animation

Multimedia elements including visuals, videos, recordings and animations are important to attract a general and targeted audience on social media platforms as outlined below. Visual (pictures and animations) will be developed in a timely manner for updating eACCESS websites and communication various milestones throughout the project lifecycle. Various achievements and impacts through eACCESS project will be captured through short clips and videos and published on YouTube channel to showcase project impact and mobility experience to the wider audience.

### Social media report

Social media allow project impact to reach an extremely wide, but also targeted audience, maximising the impact and successful exploitation of underpinning project results. Social media can be used for both communication and dissemination. Hence eACCESS project will have active presence on LinkedIn and relevant educational forums. As a communication pathway outlined before, these social media activities on [Facebook](#) and [LinkedIn](#) will extend this project beyond the project's own community, including the media and general public. Similarly, dissemination activities as outline below will disseminate project results in a timely manner to peer groups, industry, professional organisations, and policymakers.

## Dissemination and exploitation activities

### Workshops: Partner universities, students

Workshop is one of the key events, which is carried out to make all the stakeholders aware of a certain topic or activity (to be implemented in the near future) and in addition it also serves as a platform where ideas, suggestions and concerns can be gathered related to the topic or activity. eACCESS enlists workshops at various stages of the project, which would be conducted

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among the staff members and students at the partner universities. These workshops will not only aid in disseminating the project's activities and achievements, but would also help in identifying key issues while formulating future plans.

[Workshops: External engagement, meetings with policymakers, stakeholders, accreditation bodies, industries](#)

Engagements with external entities in the form of workshops, meetings or informal talks are needed to understand the market demand and feasibility of courses to be included in the curriculum. In addition, professional expertise and supervision could be required while setting up laboratories or during the implementation of virtual learning systems. These demand the partners to work closely with all the stakeholders from the beginning to the end of the project.

[Webinars, Public events and Education fairs](#)

Along with website and social-media dissemination activities such as public events and webinars can be effective as these are more targeted and physical form of communication. Partner universities can make use of poster, leaflets and other merchandise (stationeries, t-shirts, bags, etc.) as promotional materials in the events.

## Academic outputs

[White papers, Conference / Journal papers, Research / Work reports](#)

eACCESS aims for academic outputs in the form of research papers and journal articles. The outputs, as a joint effort from the partners, would incorporate possible findings, methodology and impact analysis. The academic contribution would not only highlight the project's endeavours and outcomes but would also act as a guide for researchers, academicians or individuals working in the similar avenues.

## Wider impact evidence

[Report on major policy change, local/national impact in newspaper](#)

eACCESS project will deliver targeted efforts in generating wider impact by engaging policymakers. As exploitation pathways, local/national newspapers will be approached for dissemination various project outcomes to wider society. This will benefit partner universities with providing meaningful impact on the local community and wider society.

[Radio, TV broadcast](#)

Radio or TV broadcasting will be exploited to ensure wider impact of the project which may include radio or television appearances or creating press releases.

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## Branded merchandise goods

eACCESS branded merchandised goods will provide effective pathway to increase visibility and impact of the projects. The funding of 6000 Euros has been allocated for such merchandised goods items. This activity will be covered under Task 6.3.

All above dissemination pathways should be explored as and when possible. The dissemination events should be reported to dissemination team using annexure 1.

## Detailed Dissemination and Exploitation pathways and communication plan for various eACCESS deliverables

The following table provides indicative suggestion for Dissemination and Exploitation pathways and communication plan for various eACCESS deliverables.

ID	Activity	Owner	Due date	Reporting/ communication				Dissemination and Exploitation Activities			Academic output	Wider Impact	
				Deliverable evaluation form: Internal reports	eACCESS website report: News/updates, sharp, targeted achievements	Multimedia: Video, recording, animation	Social media report	Workshops: Partner universities, students	Workshops: External engagement, meetings with policy makers, stakeholders, accreditation bodies, industries	Webinars, public events and education fairs	Written papers: White papers, Conference / Journal papers, Research / Work reports	Report on major policy change, local/national impact in newspaper	Radio, TV broadcast
				D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
T1.1	Review of compatibility and update of existing relevant course units and teaching modules available at the partner universities.	TUL	01/04/2020	o									
T1.2	Selection and the set-up of pilot sites and course units/modules for the project implementation and validation	TUL	01/04/2020	o	o								

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T1.3	Analysis of the requirements and preparation of the detail specification and design of the platform	UWS	01/04/2020	o									
T1.4	Consultations with the relevant third partners, other universities and local industrial stakeholders	KEC	01/06/2020	o	o		o		o				
T2.1	Development of the professional training courses	TUL	01/12/2020	o	o	o	o		o				
T2.2	Development of new core teaching modules, preparation of the relevant assessment methods and credit allocation.	AUTH	01/07/2021	o	o			o					
T2.3	Development of additional teaching modules, preparation of the relevant assessment methods and credit allocation.	TUL	01/10/2021	o	o			o					
T2.4	Development of new teaching techniques and assessment methods	UWS	01/10/2021	o	o			o					
T2.5	Validation of the developed professional trainings	PU	01/07/2021	o	o		o			o	o	o	o
T2.6	Validation of the core teaching modules	ATM	01/06/2022	o	o		o			o			
T2.7	Validation of the additional teaching modules	SCU	30/10/2022	o	o		o			o			
T2.8	Training of the local tutors	RUB	01/10/2021	o	o			o					
T3.1	Development of the first version of the platform	UWS	01/11/2020	o	o			o					
T3.2	Testing of the platform at partner universities and user trainings	KEC	01/04/2021	o	o			o					
T3.3	Development of the second version of the platform.	UWS	01/10/2021	o	o	o		o			o		
T3.4	Preparation of the documentation for the platform.	UWS	01/12/2021	o	o		o	o					
T4.1	Preparation of the detailed technical specifications for the physical laboratories	AUTH	01/12/2020	o	o		o		o				
T4.2	Equipment acquisition and installation at eACCES-HVL location. Set-up and commissioning of the physical laboratory	KEC	01/11/2021	o	o	o	o	o	o	o	o	o	o

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T4.3	Equipment acquisition and installation at eACCESS-SGL location. Set-up and commissioning of the physical laboratory	RUB	01/01/2022	o	o	o	o	o	o	o	o	o	o
T4.4	Equipment acquisition and installation at eACCES-PEL location. Set-up and commissioning of the physical laboratory	ATM	01/02/2022	o	o	o	o	o	o	o	o	o	o
T4.5	Equipment acquisition and installation at eACCESS-CSL location. Set-up and commissioning of the physical laboratory	SCU	01/12/2021	o	o	o	o	o	o	o	o	o	o
T4.6	4.6 Preparation of the final technical documentation and teacher and student instructions for the physical laboratories.	TUL	01/03/2022	o				0	0				
T5.1	Development of the detailed quality assessment plan and procedures.	TUL	01/02/2010	o	o								
T5.2	Quality Management	TUL	30/10/2022	o	o								
T5.3	Attestation and certification of the new teaching modules.	PU	01/11/2021	o	o			o			o		
T5.4	Development of the project sustainability maintenance long-term strategy.	RUB	01/06/2022	o									
T6.1	Development of the detailed Dissemination & Communication, Exploitation Plan	UWS	01/02/2020	o	o								
T6.2	Building and the maintenance of the project website.	UWS	30/10/2022	o									
T6.3	Production & dissemination of project promotional materials	PU	01/05/2022	o		o	o	o	o	o	o		
T6.4	Preparation and submission of scientific papers.	SCU	01/10/2022	o	o						o		
T6.5	Organizing dissemination events with stakeholders	ATM	01/08/2020	o	o		o	o	o	o	o	o	o
T6.6	Organizing the final dissemination-sustainability conference and workshop	RUB	30/10/2022	o					o	o	o		
T6.7	Preparation and execution of the promotional campaign	KEC	01/10/2022	o	o	o	o	o	o	o	o		
T6.8	Exploitation of the laboratory facilities and implementation of horizontal student mobility	PU	01/09/2022	o	o			o					

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T7.1	Project and Risk Management Coordination and Reporting	TUL	30/10/2022	o									
T7.2	Periodical management meetings	TUL	30/10/2022	o									
T7.3	External financial audit	TUL	30/10/2022	o									
T7.4	Project innovation monitoring	TUL	30/10/2022	o							o	o	

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## D6.1: Annexure 1

### eACCESS event dissemination report template

This template will be used for recording/capturing any event regarding eACCESS dissemination activities held in your university. This will be updated on [eACCESS central website](#) in News tab.

<p>Examples:</p> <ol style="list-style-type: none"> <li>1. Student/staff workshop on introducing eACCESS project and new curriculum</li> <li>2. Company/Govt body/HE accreditor/collaborator discussion with university eACCESS project team.</li> <li>3. Local policy update within university (eg. Moodle deployment, teaching and learning guidance document etc.,).</li> <li>4. Staff workshop on implementing eACCESS platform.</li> <li>5. Power-lab milestone achievement (stake-holder visits, staff presentation to university management, student involvement, purchase of new equipment, successful testing, induction in the course etc.,).</li> <li>6. UG/PG course launch eACCESS modules/curriculum.</li> <li>7. Virtual/physical eACCESS event (such as workshop, training day, webinar) with eACCESS partners.</li> <li>8. News in the local newspaper / radio / TV / community magazine etc.,.</li> <li>9. New publication, or experiment findings.</li> <li>10. Staff/student travel to partner university.</li> </ol>
<p><b>Title of the dissemination event: (headline, or punching statement)</b></p>
<p><b>Event description: (300 - 600 words)</b></p>
<p><b>Summarise output of the event: (2/3 bullet points)</b></p>

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