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Digitalization of economic as an element of sustainable development of Ukraine and Tajikistan / DigEco

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DESSIMINATION STRATEGY OF DIGECO

About DigEco

DigEco is developed to implement the digital economics (DE) in high education process of Ukraine (UA) and Tajikistan (TJK), which is based on international practices of education 4.0 for the enforcement of sustainable development of UA and TJK economic.

The outcomes of DigEco will include modernized training programs by implementation of multidisciplinary curricular on Digital Economics for MA in UA and TJK; created opportunities for inclusive education in DE field, involvement of stakeholders in educational process

DigEco Dissemination strategy

aims to spread knowledge on DigEco project and the associated evidence-based interventions on a wide scale within or across geographic locations, practice settings, or social or other networks of end-users such as academics, students, non-government organizations, employers, local authorities and other stakeholders.

Main outcomes of the DigEco Dissemination strategy:

1. DigEco Web-Platform in function, DigEco Facebook/LinkedIn and other social groups delimitate information on project activities. Dissemination leaflets, brochure, papers.

2. DigEco+ Agreements. Refresh courses of Digital Economics (DE) for graduators adapted according to stakeholders needs and launched

This document Dissemination Strategy, defines the work that will be done in WP4 throughout the DigEco project period. It describes DigEco target groups, key messages and outlines which communication and dissemination tools and channels will be used and specifies how to achieve DigEco's dissemination objectives.

1 Objectives, audiences and messages

Objectives

- to ensure the relevant stakeholders are informed about DigEco's activities and ambitions and are engaged in the process.

Specific objectives are:

- To inform and involve local, regional and national economics authorities/ enterprises /SME etc
- To inform and involve local, regional and national organization, which support of people with disabilities to equal access to higher education
- To provide a framework and a process for sharing experiences and building knowledge among partners and selected stakeholders
- To involve stakeholders in educational process
- To make the DigEco tools accessible through events, training and workshops for knowledge consolidation, exchange and transfer

2. Target groups

1. Students: gaining competitive and professional competences based on market needs; increasing the level of foreign language; practice-oriented learning; transparency of evaluation; international cooperation and interdisciplinary communication.

2. Teachers: implementing into pedagogical practice modern educational technologies; broadening approach to creative thinking; teamwork, gaining additional competencies through an interdisciplinary approach; professional development; creation of network of university teachers and exchange of experience in digital skills training; increase of foreign language skills

3.People with disabilities: access to quality higher education, person-centered curricula, individual schedules; specialized technical equipment for ensuring information accessibility of the educational process; possibility of employment after graduation; skills of creating a virtual material product.

4. Employers: cutting time of graduates adaptation in the working place; employments with digital skills; creatively using digital technologies; highly developed human capital; closing the gap between the labor market and the

education market; joint development of educational programs, courses; internship; reducing recruiting costs; analysis of big data databases; flexibility and acceleration of business processes; foreign language skills of employees.

5. Government: increase the speed of reforms; digitalization of economics sphere; decrease the level of corruption; joining to European Digital Single Market; human capital development; encourage talented professionals to stay working in target countries; increasing the level of graduates with digitalization skills; raising the level of education; raising the level of English-speaking graduates; public sector digitalization DigEco's work is relevant for the following target groups:

Students of Ukraine and Tajikistan will be the primary user group of DigEco' results and its policy support tool.

The aim is to:

- increase the students' employability and make them global oriented in modern conditions of digital market
- increase the awareness of employers on DigEco' graduators at the global labour market

*Teachers:*academics with an interest in Digital Economics and inclusive education, will be addressed through representation in the DigEco stakeholder group to engage in the process, bring in new perspectives and validate the work through publication of scientific and methodological articles and presentation at practical and methodological conferences, trainings, round tables etc. at local, regional, national and international levels. In particular, the partners from responsible for impact assessment in other CBHE projects will be invited to share their approaches and findings.

*Employers:*to consult these future users of the tools throughout the project to understand their needs and to create graduates, who have competencies to be of most use to them;

- to inform the employers on the opportunity to be involve at educational process and quality assessments in DigEco target universities.

People with disabilities: DigEco will inform the target group on the implementation of innovative technologies into learning process, which allowed people with disabilities to gain knowledge in full capacity. This activities will help to disadvantaged people to obtain the necessary information during DigEco running and all participants will have the same opportunities. People with disabilities work together and feel like full members of society.

Government and local authorities: DigEco will address representatives of local, regional and national authorities who work closely with companies and other specialized external professionals including inclusive organizations, which therefore are a relevant group to be aware of DigEco's results.

3. DigEco' key messages

DigEco identified key messages for specific audiences so that communication contributes to achieve the actual objectives. This includes online and print communication (web, social media, campaigns, publications, etc.) as well as personal communication (e.g. having key messages at hand when preparing conference or meeting contributions).

The initial list may be altered as the project advances and can be considered a "living list of key messages":

- DigEco environment for professional education on DE
- Improvement of teaching methodology of PCs HEIs
- Inclusion education
- Networking University-Stakeholders
- International cooperation
- Creation of sustainable environment for improving level of competencies and skills of digital economic
- Feasible networking interaction mechanism at UA , TJK and EU

- Creation of inclusive society
- Implementing new pedagogical approaches into educational process

4. Communication tools

The strategy will be put in operation by means of dedicated communication tools. A visual identity will be developed that includes a logo, font and colors based on this visual identity, templates will be created for project outputs such as reports and presentations. The website will be the central hub for communication and links with social media channels such as Facebook are established.

The corporate identity establishes a common and recognizable brand for DigEco, which will be used for all project communication. The project identity relates to the appearance and visibility of a project towards the external stakeholders. This includes a logo and templates for project deliverables and PowerPoint presentations. At the heart of the project identity is the project logo which symbolizes the Earth as a single digital space.

Project identity

A project identity and graphic charter is developed to establish a common and recognizable DigEco brand, which will be used for all DigEco communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by the project partners, and templates for project deliverables and PowerPoint presentations. The aim of the project identity is to show the main advantages of the project results, thus to be connected when moving.

Logo

The logo represents the digital connectivity between the different countries, economics, enterprises and consumers. Connectivity creates access to the markets of all levels represented by the colored lines in the logo. The colours show the innovativeness and modernity of the digital technology and its impacts on the level of economic development.

Project leaflet

A leaflet will be produced introducing the scope, activities and contact details of the project.

A project leaflet will be produced early in the project that will introduce DigEco to the main target groups and to a wider audience. The leaflet will be printed and an electronic version will be also available for download from the website. The leaflet aims to inform a wide audience about the project's objectives and expected results. It will also provide more details about the DigEco activities and the leaflet will be used for distribution at the European, national and local levels by all project partners.

5. Online tools

Website

The DigEco website (dig2eco.eu) serves as the main entrance point for the project and it will be the most important source of information on activities within the project. It will provide a description of the project objectives and methodologies, main areas of activity, description of the use cases, profiles of consortium partners, news & events, project results and documentation, links to current and past projects and other relevant websites.

The website will make it possible to disseminate the results to all potential stakeholders, DigEco community and the public to follow up on new developments and results.

The content management system used for this website will allow the creation of new pages, and the inclusion of new texts, images and video content as the project evolves. The website will be in English. The DigEco website will also provide a link to a Facebook social media. This is launched in the very beginning of the DigEco and will be kept up-to-date with the latest news, events and project developments.

The DigEco website will be made available up to three years after the project ends. All public results from the project will be uploaded to the website. The aim is to introduce the DigEco ideology to stakeholders and get them interested in the project model and results.

Social media

Social media has become a primary source for news and updates for both individuals and multipliers. It is therefore a platform that needs attention. DigEco's social media strategy centres around the use of Facebook and Instagram to achieve the following:

- Instagram: To reach out, to disseminate content, to interact with related initiatives mostly in students environment
-Facebook as the "digital stakeholder reference group, allow for a discussion forum for the stakeholder

Facebook

The DigEco Group, set up on Facebook, aims to bring together an expert economic community of stakeholders and learn about DigEco's developments, as well as to meet virtually and share experiences on DigEco-related issues.
So, the goal of the DigEco group on Facebook is:
• Ensure knowledge transfer between stakeholders

• Share experiences and improve collaboration

• Keep up to date with advancements in the project

• Announce events

• Increased visibility of DigEco

• Steering additional traffic to the DigEco website

• Complementing traditional communication channels, such as print publications, events, press briefings and newsletters

• Monitoring of mentions of DigEco, project partners, project results and other important events

• Provide direct coverage of key events on the ground for those who are unable to participate

• Collaborate and interact with relevant projects and initiatives on social networks

The DigEco Facebook group is available at https://www.facebook.com/groups/425101715291968/events

You can also access the DigEco Facebook Group from the homepage of the website.

Instagram

is the means of communications on DigEco issuers mostly in students environment.

DigEco will post pictures and video to inform community on the students participation at DigEco activities and to attract perspective students to DigEco programm and shere the advantages of DigEco education.

6. Networking

In order to maximise the opportunities for mutual learning and knowledge DigEco will search for synergies with other projects and initiatives, will organize networking events and will participate in relevant external conferences throughout the project lifetime.

7. Dissemination at key events/conferences

The project will benefit from the existing exchange and communication channels that partners offer. The final project results and recommendations can be presented in dedicated DigEco events and workshops and other conferences, gathering experts from target areas.

A dedicated monitoring tool will track all conferences and events at which DigEco partners participate and disseminate DigEco material or deliver a presentation.

Major conferences include:

(under construction)

No	Title	Date of the event	Responsible P
1			
2			
3			
…			

Other events to consider as dissemination and outreach opportunities:

Dissemination Plan

No	Title	Date of the event
1	Presentation of the DigEco to the students and academic staff at local Universities	During 10 days after kick-off meeting
2	Presentation of the DigEco to the potential stakeholders	During 10 days after kick-off meeting

3	Presentation of the results of the trainings at EU HEIs	During 10 days after each training
4	Presentation of the DigEco at the Open Door Days	According internal schedule
5	Presentation of the DigEco at the Job Fair	According internal schedule
6	Presentation of the developed VIDEL Labs at each target HEI	May 2021
7	Presentation of the start of DigEco pilot teaching	September 2021
8	Presentation of the results of PIE trainings for teachers each HEIs	Dec 2021
9	Presentation of the Project Inclusion Education (PIE)	Feb 2022
10	Presentation of the results of Pilot teaching of students in new curricular using developed educational environment incl PIE	June 2022
11	Forum "Employability of the DigEco students (students, who have defended Master projects, employers, local authorities and academics)	Feb 2022
12	Presentation of the results of master classes of EU teachers at PC HEIs	May 2022
13	Presentation of the refresh courses in DigEco for graduates	Jan 2023
14	Round table with stakeholders on the results of the refresh courses in DigEco for graduates	Sep 2023
15	Presentation of the DigEco results	Oct 2023

Cooperation with related projects and initiatives

DigEco will cooperate with other projects and initiatives that address the impact of modernization of higher education and equal opportunities to both learn from related projects and inform related groups about DigEco's work and findings. Cooperation creates synergies, builds a community of experts and mutually supports and reinforces each other's credibility. The following activities are foreseen:

• Invite related projects to join the DigEco social group in Facebook, in particular those partners in charge of impact assessment

• Organize DigEco meetings in cooperation or conjunction with events of related projects when possible

• Inform the other projects' networks about DigEco progress and findings, and inform DigEco's network about the related projects during project or working group meetings

• Inform the other projects' networks about DigEco progress and findings, and inform DigEco's network about the related projects in newsletters or at project events

• Mutual promotion of the projects at their respective websites

• Interaction with related projects on social media

Some DigEco project partners are also involved in related projects, initiatives, working groups or other fora. To facilitate coordination and convey DigEco messages, an overview of projects and initiatives with information of involvement of DigEco partners has been listed and will be updated during DigEco running

1	Innovative Multidisciplinary Curriculum in Artificial Implants for Bio-Engineering BSc/MSc Degrees 586114-EPP- 1-2017- 1-ES-EPPKA2-CBHE- JP	October 15, 2017 – October 14, 2020 prolongation till Aug 2021	P4
2	Crisis and Risks Engineering for Transport Services 598218-EPP-1-2018-1-PL-EPPKA2-CBHE-JP	15 October 2018 – 14 October 2021	P4
3	Active Citizens	constantly	Zhytomyr
4	…….		

Tasks:

- DigEco to liase with related projects to organize social groups meetings in cooperation, exchange content for newsletters, etc.
- all partners to share projects and communities they are linked with and mutually enforce messages in respective meetings
- all partners present DigEco findings at conference with presentations or dissemination of material

8. Final Conference and capacity building workshop

A final conference will be organized near the end of the DigEco project period (Aug 2023 Maribor (P2)) to present the project results to a wider audience (incl. the Stakeholder Group). The case studies of Digital Economics and Project Inclusive Education will be presented to demonstrate the operation of the DigEco methodology. The conference will include a training session for DigEco target groups and the stakholders on the DigEco tools that will be offered. The final conference will be organized in alignment with the final consortium meeting that will take place the day after the final conference.

Tasks:

- DigEco to develop concept and draft agenda with consultation of all partners
- P3 with support of all DigEco Partners to technically organize the conference (promotion, logistics, registrations, upload of presentations to website, etc.)
- Target HEIs (P4-P11) will present their project results at the final conference

9. DigEco+ Agreements/ networking

DigEco+ Agreements will create networking of Stakeholder and is being set up in order to facilitate a continuous and purposeful dialogue with the most relevant experts and future users outside the project consortium.

Engaging with the community answers four major DigEco needs:
- understanding user needs,
- receiving feedback on project development to improve or validate the work
- disseminate DigEco's findings
- increase the motivation of employers in hiring DigEco graduates

Through regular meetings and continuous contact via email and social media a thematic community for Ukraine and Tajikistan and beyond will be built that is on top of understanding the impact of the digitalization of economics. It is to a wider benefit, that the DigEco + will build capacity in the DE community.

The group will allow DigEco partners to engage with these stakeholders at key milestones, thus ensuring external expert and end-user feedback and validation. In addition, other consultation workshops will take place as well, involving an even wider group of stakeholders.

9. Indicators of progress and millstones in WP4

- Kick-off meeting
- Dissemination Plan

- awareness amongst targeted stakeholders in their own local, region, national and European context.
- 110 total Local and regional media in UA and TJK (TV/newspapers/ etc.)
- 3 annual press conferences and briefings with local and regional mass media were held in each HEIs;
- Participated in 3 thematic festivals and 3 job fairs in each PCs HEIS;
- 6 news story, covered on the regional and local TV channels.
- 6 articles in local newspapers in each PCs HEIS have been published
- International consortium meetings will be covered by international /regional/local media.
- DigEco project website, project pages at the official Partners site
- social group at Facebook in English,
- Stakeholder-HEIs network
- DigEco+ refreshing courses for graduates (4 training courses for graduates at own place in 3rd project year (70 listeners retrained)
- social involving people with disabilities in community and help them to find job in digital era world

Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
All Stakeholders (Students, teachers, people with disabilities, ENTs, NEO, Authorities)	Project web-site Information about the project and activities	Project duration + min. 3 years after	Developed project website and networking Number of DigEco site visitors
Project members, especially UA, TJK Ps	Universities web-site project	Project duration+ min. 3 years after	Information about participation in the project and a link to the project page placed on the university

			website. Number of University DigEco page visitors
All Interested	Web-site of National Erasmus+ Offices	Project duration+ min. 3years after	Information about participation in the project and a link to the project page placed on the Web-site of National Erasmus+ Offices website. Number of University DigEco page visitors
All Stakeholders, Especially academic Area, students, graduators	Social media (Facebook, Twitter Telegram Channel and other social media groups of project)	Project duration and after	Number of Facebook, Twitter Telegram Channel and other social media groups of DigEco community members, number of comments, messages, likes and feedbacks
All Stakeholders, Especially teachers, people with disabilities	VPLP, WEB site inc.PIE (ex. subtitles, voice dialling and so on)	Project duration and after	Developed project website and VPLP incl.PIE and networking Number of DigEco site visitors with disabilities
Project members, stakeholders	Newsletter	Min. every 3 months e-mailing	Defined a group of related universities and non-academic partners involved in the activities of the project.

			Developed a database of organizations interested in the project Number of newsletters, number of feedbacks
All Interested	Project Press releases: Information in traditional Press (articles) and on-line	Project duration+ min. 1year after	Number of press/media coverings
All interested	Flyers/brochures	Project duration	Number of prepared and published/distributed brochures/leaflets of the project outputs
Project members, Especially UA, TJK HEIs, All interested on self-finding basis	Programme meetings incl.virtual	Project duration	Plan of virtual/regional/international meetings: internal & external events (meetings, conferences, various meetings). Schedule of local sustainability activities and dissemination of the project results, Number of DigEco meeting Minutes. Number of signed and approved project docs, number of

			master-classes, number of agreements of cooperation outside the DigEco framework, number Erasmus K1 applications, monitoring reports.
Project members, especially PCs, teachers, students, stakeholders, all interested	Conference presentations / posters	Project duration + min. 1 year after	Plan of local/regional/ international meetings: internal & external events (meetings, conferences, various meetings). Number of DigEco students.
All interested, stakeholders, especiallstudents and staff, organization	Events, including lectures, demonstration and workshops	Project duration	Defined a group of related universities and non-academic partners involved in the activities of the project. Developed a database of organizations interested in the project. Stakeholders feedbacks, number of developed agreement on continued cooperation of project participants and interested outside

			consortium
Project members	Reports and other documents	Project duration	Number of reports
Project members	Publications	Project duration + min. 1 year after	Project run in the right way, no delay in project activities, target use of the DigEco budget. All DigEco results are in Internet in free access