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DISSEMINATION PLAN

D6.1

**BRIDGING DIGITAL DIVIDE IN MONGOLIA AND VIETNAM
THROUGH HEI'S DIGITAL TRANSFORMATION – “DIGITAL MOVE”**

Project number: 101082527



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1. INTRODUCTION

Activities serving the dissemination and exploitation of results are a way to showcase the work that has been done as part of the Erasmus+ project. Sharing results, lessons learned and outcomes and findings beyond the participating organisations will enable a wider community to benefit from DIGITAL MOVE project, as well as to promote the organisation's efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Programme and policies.

The first goal of dissemination and exploitation is to spread projects' results. The second goal is to contribute to the implementation and shaping of national and European policies and systems.

The present dissemination report has to be intended as a Guide for the DIGITAL MOVE project. "Dissemination" is a planned process of providing information on the quality, relevance, and effectiveness of the results of projects – and the Erasmus+ programme – to key actors. Dissemination occurs as and when the results of projects/programme become available.

All the provided dissemination activities must be reported in the herewith attached Annexes. Each partner must send the information concerning its dissemination activities according to the framework showed in Annexes.

This report has been prepared by the University of Danang which coordinates the dissemination and exploitation activities, with the help of Project Coordinator and members of WP6 team.

The aim of this project is to implement Digital transformation within Mongolian and Vietnamese universities through innovative teaching and learning methods and an active engagement with external stakeholders. Considering that Digital transformation is a « series of deep and coordinated culture, workforce, and technology shifts », the DIGITAL MOVE project addresses Digital transformation at four levels: institutional,

processes, individuals, and communities. At institutional level, the project aims to foster institutional reforms including readiness in terms of digital skills and development of modern university services. At processes and services level, DIGITAL MOVE helps HEIs create and or reinforce specific departments to foster digital education through support for academic staff in digitally enhanced teaching and learning. For individuals, DIGITAL MOVE bridges the digital divide by developing digital soft skills through new learning pathways open to all: staff, students, lifelong learners (including private sector and civil society at large). Moreover, DIGITAL MOVE also aims to impact the communities at local, regional, and national levels and pursues this objective by developing activities targeting the society at large and disseminating information, knowledge, and good practices through Communities of practices.

The aim of dissemination package is to ensure efficient and successful dissemination actions are conducted by project partners and that they reach the targeted audience. Dissemination is key to achieving the project's objectives as it results in increased project visibility (resulting in high participation in activities), provides for multiplier effect and enhances sustainability.

A dissemination strategy and materials will be prepared and dissemination activities will be adapted to target different stakeholders, according to the level of dissemination. The DIGITALMOVE project website will be bilingual, English/Vietnamese, to ensure its relevance at the National level.

The present document, the DIGITAL MOVE Dissemination Plan, outlines the project's visibility strategy, objectives and identification of relevant targets and communication channels to provide partners with a clear methodology and guidelines to facilitate on-target and regular dissemination at all levels. In addition, it will outline the project's most important dissemination events and activities and will serve as the basis for a dissemination package and will be updated every 6 months by the WP coordinator to maintain its relevance.

All partners disseminate the project activities and results on a regular basis to promote the project internally in their HEIs and externally to targeted stakeholders achieving impact at level of their HEIs, other relevant stakeholders in their proximity and beyond at a National & International level. Successful and efficient dissemination will result in high participation in major project events and high participation of lecturers, students, cadres in enhanced services and online courses relating to digital transformation in teaching and learning.

2. STAKEHOLDERS

2.1 Target group

The dissemination activities will be focused on target groups as follows:

Internal dissemination addresses project partners and targets within partner institutions (HEI higher management, professors, career staff, students etc.). It aims to inform on results achieved by partners during the project implementation, attract participants to project activities, and keep the relevant HEI actors informed on project development. Regular communication and dissemination among partners enhance ownership of results achieved.

Internal group includes DIGITAL MOVE staff, HEI management, administrative and academic staff, students & graduates.

External dissemination addresses targets that are not part of the partner institutions (e.g. staff, students & graduates from other HEIs, business sector, local policy makers, other stakeholders at regional and national level in Vietnam and Mongolia) to enhance project visibility & multiplier effect and increase participation in activities open to external stakeholders, resulting in enhanced sustainability of project results. This will also enhance visibility and added value of partner HEIs within Vietnam and Mongolia.

External group includes staff; students and graduates from non-partner HEIs in Vietnam; local, provincial, and national authorities; local, provincial, and national businesses (potential employers).

EU/ Mongolian Universities/ International dissemination will increase visibility of DIGITAL MOVE results and of the ERASMUS+ programme. This will facilitate the identification of possible synergies with similar initiatives in the region.

General Public:

Results of the project have to reach the public in a broad sense on a local, national, and regional level. All possible tools will be used to support dissemination activities within the budgetary constraints of the project (e.g., the traditional media such as Radio, TV and newspapers and social media such as Facebook will be used for key events and if deemed to be affordable).

2.2 Role of partners

All project partners will join in the dissemination activities, tasks of each partner as follows:

No	Partner	Task
1	UD	<ul style="list-style-type: none"> - will lead the drafting of the dissemination plan with the support of CITI; - will coordinate and report on partners' dissemination actions;

No	Partner	Task
		<ul style="list-style-type: none"> - will attend and contribute to the Final Conference and disseminate project activities and results; - will be responsible for updating DIGITAL MOVE website in Vietnamese.
2	CITI	<ul style="list-style-type: none"> - will support UD in drafting the dissemination plan; - will lead in preparation of original dissemination materials; - will be responsible for setting up and maintaining project website in English.
3	UCA	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
4	TUKE	<ul style="list-style-type: none"> - will review the dissemination plan draft - will attend and contribute to the Final Conference; - will disseminate project activities and results.
5	MULS	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
6	OMU	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
7	EIT	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
8	TNU	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
9	HUST	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
10	QNU	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
11	UEH	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
12	CTU	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results.
13	NTU	<ul style="list-style-type: none"> - will host the Final Conference; - will disseminate project activities and results.
14	MOET	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results at a National level in Vietnam.
15	TUS solution LLC	<ul style="list-style-type: none"> - will attend and contribute to the Final Conference; - will disseminate project activities and results at an international level.

No	Partner	Task
16	MNCEA	<ul style="list-style-type: none">- will attend and contribute to the Final Conference;- will disseminate project activities and results at a National level in Mongolia.

3. TOOLS AND CHANNELS

3.1 Dissemination Materials

The objective is to create a coherent visual identity for the project and provide materials to be used in dissemination actions.

The project dissemination materials will be designed at the beginning of the project to create a “corporate identity” and will include logos, leaflets, posters, templates for presentations, promotional video, and the project website. New materials will be created as needed throughout the project's lifetime. All produced materials will be stored in and can be downloaded from project online repository.

The result of this task is to create a set of DIGITAL MOVE dissemination materials in English (including logo, leaflets, posters, template for presentations, promotional video, band roll, and invitation letter), DIGITAL MOVE project website will be set up.

Project's materials:

1) Logos

Two logos are using during the project: project logo and Erasmus+ logo. The logos must be being on all of the documents, reports, and presentations of the project.

Project logo:

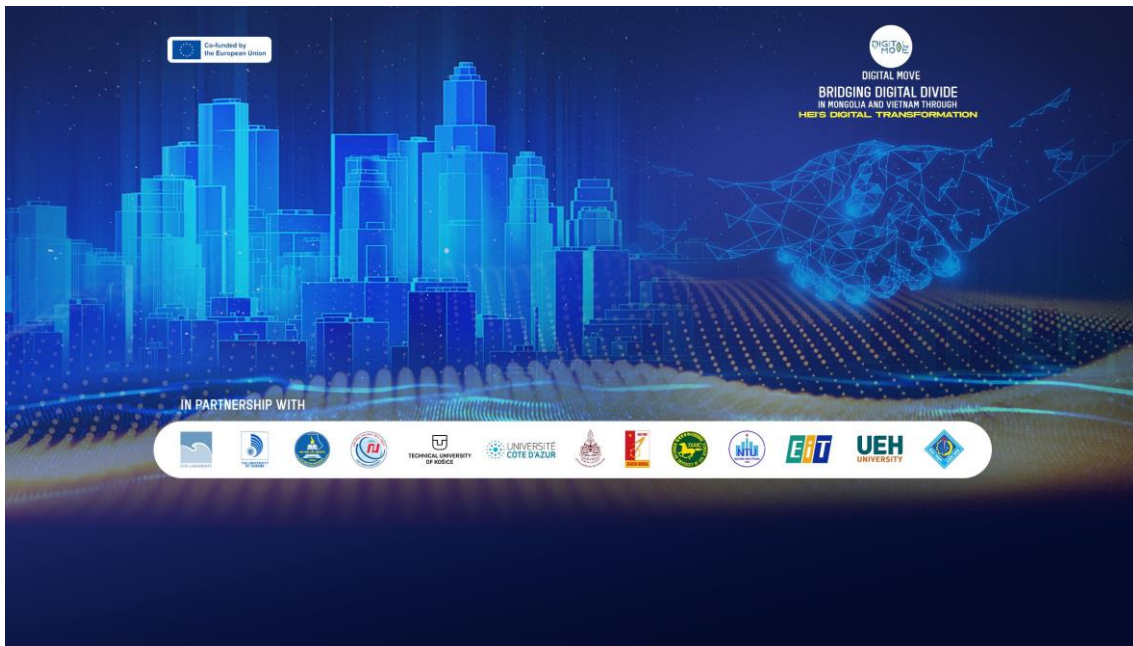
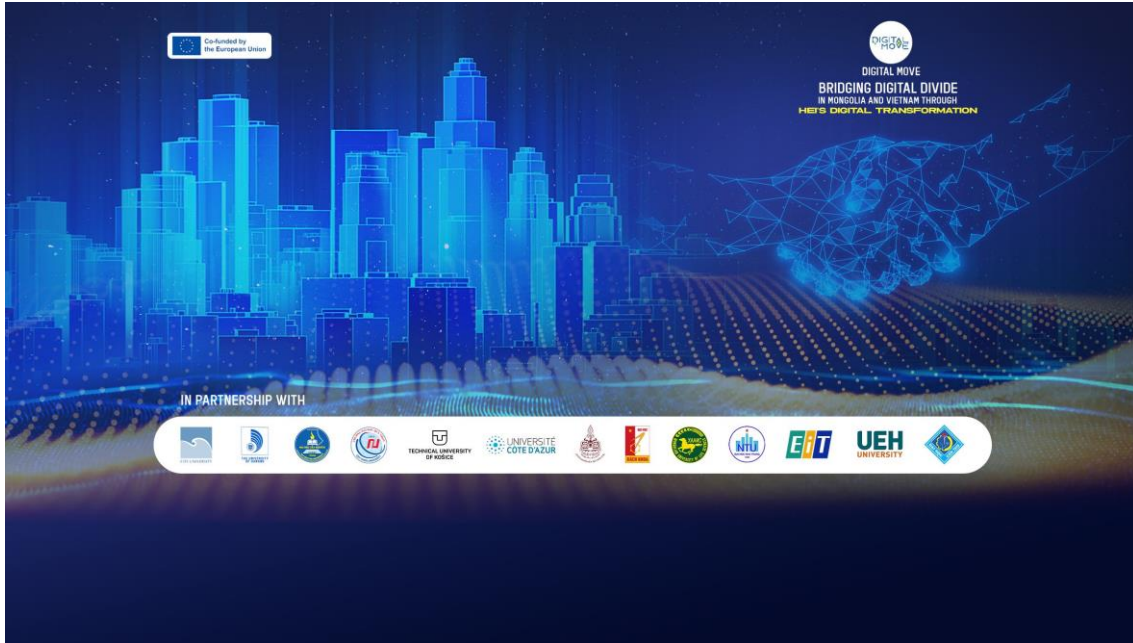


Erasmus+ project logo (full set of logos in various formats is available for download [here](#)):



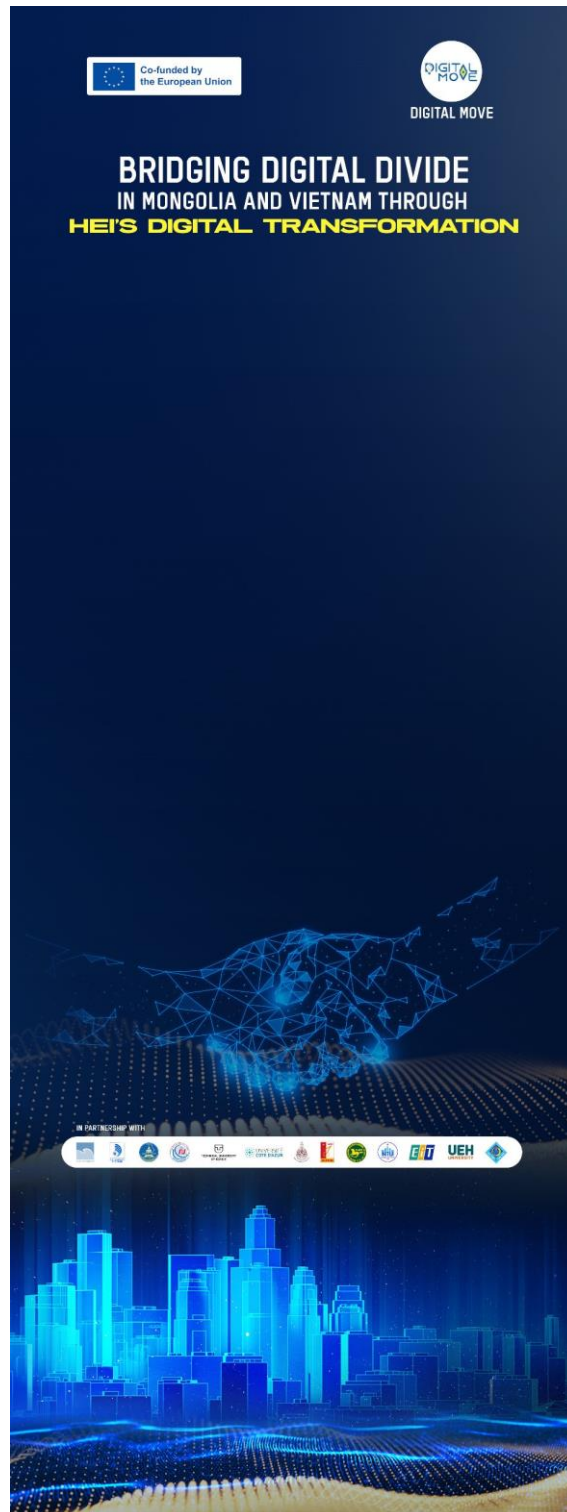
**Co-funded by
the European Union**

2) Backdrop





3) Standee





4) Bandroll



6) Letter head



Bridging Digital Divide in Mongolia and Vietnam through HEI's Digital Transformation



Co-funded by the European Union



3.2. Project Website

The project website is located at <https://digitalmove.eu.udn.vn>

The DIGITAL MOVE project website will be a key element for project dissemination as for most stakeholders it will be the face of the project and the first place to consult for information regarding project activities and results. The website should be used to announce key events in advance, to attract participants, and to publish news pieces on project actions developed in partner institutions, as well as any relevant news pieces related to provincial or national news (Vietnam, Mongolia) that impacts student/graduate employment or entrepreneurship.

The bilingual (English/Vietnamese) website will be developed by CITI and UD technical staff based on their considerable experience in programming user-friendly websites. It will include sections on project news and events, social media, publications, National Conference, the DIGITAL MOVE network and will host the DIGITAL MOVE e-learning platform for virtual meetings. It will be transferred from the CITI server to the WP leader's server at the end of the project to serve as the main portal for the DIGITAL MOVE network and enhance sustainability. Institutional websites should (minimum) have a mention of being a partner in DIGITAL MOVE project and include Erasmus+ info (contract number), logos, and link to DIGITAL MOVE page; additionally, partners should publish posts and/or press releases/posts on newsletters etc. about their participation in the project and activities.

All partners are responsible for providing content to keep it "alive", and all partners should have a link to the website on their pages.

3.3. Project Social Media, Digital Media and Mass Media

A) Social Media

Social media should be dynamic, all partners should contribute regularly to keep the feeds alive, with project activities (create "events" to announce an event, publish posts & photos during an event, posts on smaller actions that the partners are involved in, reposting relevant news pieces that are of interest to the project topic etc.

Social Media provides an opportunity for dialogue with policymakers and stakeholders, and we will use different ways to reach our target by spreading posts, news, events, pictures, or videos to

create awareness about the project. We understand the use of Social Networks within a common strategy, weaving a network of social communication.

The tools are separate ways to reach a different audience but with a common goal. To reach a wide audience our messages will be clear, simple, and easy to understand. If we send the same message to different audiences, for instance to be published in Facebook, they must be tailored to the receivers and language should be appropriate for the target audience.

To disseminate and publicize the activities and services provided by DIGITAL MOVE we will use the following tools of Web, allowing us to direct interaction with users and stakeholders.

Facebook

The link to connect to the Facebook:
<https://www.facebook.com/profile.php?id=61551425273909>

To publish short posts directly or indirectly related to us. They will always link to our website to generate many visits and consultations. It's important to answer punctually to messages that come to us and not neglect our wall. Besides, we will make invitations every day to reach a greater number of friends. The recommended frequency is generating, at least, one post bi-weekly, but we can also add interesting posts from our friends.

B) Other Digital Media

Newsletter

Project consortium will perform newsletter-based dissemination (quarterly) to ensure that all the stakeholders are updated about the project's progress. It will focus on project outcomes, but also on participating institutions in general. Before the first newsletter is sent, the recipient list (with e-mail addresses) for dissemination will be prepared.

C) Mass Media

Newspapers

This may be at the local or national level and it may be also used to promote the wider scopes of the project and especially its innovation goals and its benefits for the local or national economy.

Radio broadcasting and Television

This may be at a local or national level and it may be also used to promote the wider scopes of the project and especially its innovation goals and its benefits for the local or national economy.

4. DISSEMINATION TASKS

4.1. Regular internal and external dissemination activities

The objective is to disseminate project activities and results to internal & external target groups regularly to raise awareness of the project activities and increase participation and enhance project sustainability, and raise awareness of the importance of HEIs in increasing digital soft skills and digital awareness in different areas of the whole society.

Daily dissemination will be carried out by all partners exploiting their networks and channels and will be tailor-made to specific targets to ensure project visibility and increase participation and sustainability.

The expected results are increased visibility of project objectives, activities, and results; increased participation of target groups; and increased awareness of integrating Digital.

Transformation in each level of ecosystem in Mongolia and Vietnam as well as increasing digital soft skills and digital awareness in different areas of the whole society.

This task will be created dissemination papers, Project website updated; Social media channel updated, Partner dissemination reports.

4.2. Events with external audience

Promotional and communication events will be organized throughout the project lifetime, in order to bring attention to the project, its outcomes and exploitation possibilities to different target groups. Events such as the Digital Events will be organized once a year gathering all actors (HEI, public institutions, private institutions, SME, ...) around the topic of Digital transformation. Communities of learners will be created enabling learners to gain knowledge related to the specific field of Digital Soft Skills. It is through the process of sharing information and experiences with the group that members learn from each other, and have an opportunity to develop personally and professionally.

Partners will have to use variety of channels and networks to attract external audiences to interact with our project and participate in the events. After the events, news should be generated and shared with general public and created communities within social media.

Following events concerns the participants outside of project consortium:

- E2.7 - Workshop on facilitators working group specification (online)
- E2.8 - Workshop on facilitators working group specification (online)
- E5.1 - Digital transformation Awareness training in Mongolia
- E5.2 - Digital transformation Awareness training in Mongolia
- E5.3 - Digital transformation Awareness training in Vietnam
- E5.4 - Digital transformation Awareness training in Vietnam
- E5.5 - Digital Events are national open events in Mongolia (M24)
- E5.6 - Digital Events are national open events in Mongolia (M36)
- E5.7 - Digital Events are national open events in Vietnam (M24)
- E5.8 - Digital Events are national open events in Vietnam (M36)

4.3. Final conference

The objective is to promote project results at a National and International level, raise awareness on the importance of providing proper support for HEI leaders, lecturers students, business sector, local policy makers, other stakeholders at the regional and national levels in Vietnam and Mongolia, to develop their Digital soft skills in innovative their job. It will promote dialogue between relevant stakeholders and encourage Policy Reform with the presentation of the Policy White Paper.

The Conference will take place in Danang at the end of the project, and will be hosted by UD with the support of MOET & CITI. Events in each HEi of the DIGITAL MOVE project will be reported at the Digital events (D5.3). The Conference will include time for presentations, discussion sessions and networking. All project members will participate in and have strong dissemination to reach a target audience of at least 100 representatives from HEIs, policymakers, business sector, other stakeholders relating IT.

The expected results of this task are enhanced dialogue on the achievements and activities relating to digital transformation which were deployed at partners in Mongolia and Vietnam; the result in fostering digital education through support for academic staff in digitally enhanced teaching and learning.

5. DISSEMINATION PLAN

The planned dissemination activities are outlined in following table.

Timeline	Activity	Target audience	Channels	Indicators	Participating
M01-M36	Regular internal and external dissemination – news, publishing of public deliverables	General public, Stakeholders, Associated partners	Project website Institutional websites Social media Newspapers Radio Television	min. 1 news bi-weekly published by consortium	All partners
M01-M36	Newsletter about thematic activities implemented	General public, Stakeholders, Associated partners	E-mail newsletter	min.1 newsletter per 3 months (quarterly) by consortium	All partners
M09	E2.7 Workshop on facilitators working group specification (online)	Stakeholders, Associated partners	Online event Invitations via e-mails, social media, project website	Min. 11 participants	All partners
M09	E2.8 Workshop on facilitators working group specification (online)	Stakeholders, Associated partners	Online event Invitations via e-mails, social media, project website	Min. 11 participants	All partners
M24	E5.1 Digital transformation Awareness training in Mongolia	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 30 participants	All partners
M30	E5.2 Digital transformation Awareness training in Mongolia	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 30 participants	All partners
M24	E5.3 Digital transformation Awareness training in Vietnam	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 30 participants	All partners
M30	E5.4 Digital transformation	General public,	Physical/Hybrid event	Min. 30 participants	All partners

	Awareness training in Vietnam	Stakeholders, Associated partners	Invitations via e-mails, social media, project website		
M24	E5.5 - Digital Events are national open events in Mongolia (M24)	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 50 participants	All partners
M36	E5.6 - Digital Events are national open events in Mongolia (M36)	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 50 participants	All partners
M24	E5.7 - Digital Events are national open events in Vietnam (M24)	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 50 participants	All partners
M36	E5.8 - Digital Events are national open events in Vietnam (M36)	General public, Stakeholders, Associated partners	Physical/Hybrid event Invitations via e-mails, social media, project website	Min. 50 participants	All partners
M36	Final conference	General public, Stakeholders	Event Invitations via e-mails, newsletter, social media, project website	1 conference min. 100 participants	All partners

6. CONCLUSIONS

Activities serving the dissemination and exploitation of results are a way to showcase the work that has been done as part of the Erasmus+ project. Sharing results, lessons learned and outcomes and findings beyond the participating organisations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organisation's efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Programme and policies.

Dissemination activities will vary between projects, and it is important to consider what kinds of dissemination activities are fitted to each participating organization. Partners in DIGITAL MOVE project should undertake dissemination and exploitation appropriate to the level of their activity. The extent of dissemination and exploitation activities will increase with the size and strategic importance of the project.

However, the dissemination activity was only successful with the participation of all project partners. Partners must respect the commitments and report the results to the requirements on content, quality and reporting deadlines.

ANNEX 1. PROJECT DISSEMINATION MATERIALS AND TOOLS

	Project date	Forecast date	Effective date	Place	Number	Target group size	Notes
Logo					1	All partners & beneficiaries	This logo must be on all the documents, reports, and presentation of the project
Project Website					1	All partners, beneficiaries, stakeholders	The website will include key project dissemination materials and publications to be freely downloaded
Dissemination materials Leaflets					200	All partners, beneficiaries, stakeholders	*Providing quick overview in English and Vietnamese, will be published.
Posters					10-20	All partners, beneficiaries, stakeholders	To promote the project in public events, such as conferences and exhibitions, a poster in English and Vietnamese will be designed and printed.
Promotion video				Website and Youtube chanel		All partners, beneficiaries, stakeholders	To promote the project in public events
Template for presentation				Dropbox, Google Drive	1	All partners & beneficiaries	All reports, presentations must be used of project templates
Standee				Dropbox, Google Drive	10-20		In order to promote the project in public events
Brochures				Website, Dropbox, Google Drive, and hard copy	500-800	All partners, beneficiaries, stakeholders	It contains the general information of the project.
Bandroll					1	All partners, beneficiaries, stakeholders	In order to promote the project in public events

Letter Head					500	All partners, beneficiaries, stakeholders	In order to promote the project in public events
Press release + media				Website, Google Drive, youtube, and hard copy		All partners, beneficiaries, stakeholders	Before and after every important event throughout the project and whenever relevant developments or activities take place.

ANNEX 2. KEY PROJECT OUTPUTS

Deliverable No	Work Package No	Lead Beneficiary	Target Audience	Due Date (month)	Indicators
D1.1	WP1	1 - CITI	All partners	6	Partnership agreement
D1.2	WP1	1 - CITI	All partners	2	Quality management plan
D2.1	WP2	2 - UCA	All partners	8	Strategic Digital Transformation Plans
D2.2	WP2	2 - UCA	All partners, beneficiaries, stakeholders	8	Handbook on Digital Culture in HEI
D3.1	WP3	3 - TUKE	All partners, beneficiaries, stakeholders	18	Handbook on how to create IPC
D4.1	WP4	6 - NTU	Students	36	Digital soft skills courses for students & and externals
D4.2	WP4	6 - NTU	HEIs managers, lecturers, staff	36	Training content for educators on digital education
D4.3	WP4	6 - NTU	All partners	36	Open Badges
D4.4	WP4	6 - NTU	All partners	36	Pilot project
D5.1	WP5	1 - CITI	All partners, beneficiaries, stakeholders	36	Digital Events
D5.2	WP5	1 - CITI	All partners	36	Policy report with a focus on digital inclusion
D6.1	WP6	5 - UD	All partners, beneficiaries, stakeholders	3	Dissemination Plan
D6.2	WP6	5 - UD	All partners	3	Dissemination material and project website
D6.3	WP6	5 - UD	All partners, beneficiaries, stakeholders	36	Dissemination event

ANNEX 3. PROJECT EVENTS AND ACTIVITIES

Milestone No	Activities	Owners	Numbers	Timeline (month)
1	KoM organized	1-CITI	Agenda, list of participants, minutes	2
2	Second consortium meeting organized	1-CITI	Agenda, list of participation, minutes	12
3	Third consortium meeting organized	1-CITI	Agenda, list of participants, minutes	24
4	Final consortium meeting organized	1-CITI	Agenda, list of participation, minutes	36
5	Project mid-term report delivered	1-CITI	The mid-term report has been sent to the EACEA	18
6	Final project report delivered	1-CITI	The final project report has been sent to the EACEA	36
7	2 digital working groups created	2-UCA	List of participants for the 2 groups in each non-European HEI, mission statement and specification of each group published	6
8	Digital maturity assessed	2-UCA	Reports on self-assessment in each HEIs, workshops resources, surveys	6
9	Digital strategy and action plans approved	2-UCA	Digital strategy and action plans are approved and published in each partner university	8
10	Workshops on DT in each university mission conducted	3-TUKE	List of participants, resources	12
11	LMS available	3-TUKE	LMS disponible in each partner university	18
12	Training content for IPC created	3-TUKE	Resources (training content) is available	14
13	First version of digital soft skills content created	6-NTU	Resources (training content) available for students, external and educators	28
14	Open badges created	6-NTU	Open badges available for distribution	30
15	Open badges delivered	6-NTU	Open badges have been delivered to participants	36
16	First version of pilot project developed	6-NTU	Resources (courses hybridized) available in LMS	30
17	2 Community of Practices created	1-CITI	List of participants, requirements established	22
18	Executive programs for SME delivered	1-CITI	List of participants, resources, reports	30
19	First Digital event organized	1-CITI	List of participants, resources, photos, results' reports	24
20	Second Digital Event organized	1-CITI	List of participants, resources, photos, results' reports	34
21	IPC created or enhanced	3-TUKE	IPC requirements approved, list of staff and material, formalization of new services/structure in each partner university	16
22	IPC staff trained	3-TUKE	List of participants, training reports	18
23	Project website launched	5-UD	Website available	3



24	Final dissemination event organized	5-UD	List of participants, photos, reports	3
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