

## **The project New Master's Degree Curricula for Sustainable Bioeconomy in Uzbekistan” No 619039-EPP-1-2020-1-LV-EPPKA2-CBHE-JP**

### **Dissemination and exploitation strategy**

The dissemination and exploitation strategy (DES) is built on clear vision of target groups (stakeholders) to be addressed and involved, positive impact to be reached at the end of the project and beyond, and intention to maximize the effect of the activities and results.

DES main objective – to address all chosen target groups and to raise their interest on the project activities and issues addressed, thus ensuring their participation and achievement of the project objectives and results and creating preconditions for sustainability of results beyond the project.

The set of diverse communication tools, channels and media will be applied. They are classified in this proposal as following:

1. Internet (I): websites of partners and other stakeholders, social accounts, online magazines and newsletters.
2. Print (P): paper edition newspapers and magazines, booklets, posters, flyers.
3. Broadcast (B): TV and radio.
4. Direct meeting tools (DM): workshops, forums.

Abbreviations in parentheses are used in tables below to identify type of media to be used.

#### ***The target groups addressed are as following:***

1. Public authorities:
  - Ministries, having relation to the issues targeted by the project: Ministry of Economics, Ministry of Innovative Development.
  - Public institutions dealing with innovation, RTD, development of industries being part of the bioeconomy, such as Center of Advanced Technologies, Climate Technology centre, and other.
2. Bioeconomy enterprises - those operating in fields associated to the bioeconomy (food production and processing, natural resources based materials and service production, bio-based energy, biorefinery, etc). Food production and processing enterprises will be addressed via Agrobusiness Association of Uzbekistan, involved as associated partner. Enterprises from other areas will be addressed via involved UZ HEIs and ministries.
3. Involved HEIs: academic staff (teachers), management, international relation structural units and staff.
4. Potential students.

#### ***Timeline.***

The target groups will be addressed about forthcoming activities throughout the project period at least 3 months prior a date of activities (according to the timetable). Where follow-up communication is foreseen, it will be ensured in 2 months after the date of an activity.

Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
<p><b>Public authorities:</b></p> <p><b>Ministries:</b>  Ministry of Agriculture (P7)  Ministry of Economics Ministry of Innovative Development  Ministry of Higher and Secondary Specialised Education (associated partner)</p> <p><b>Other public authorities:</b>  Public institutions dealing with innovation, RTD, development of industries being part of the bioeconomy, such as Center of Advanced Technologies, Climate Technology centre, standardisation and certification bodies</p>	<p>Written (W) communication for informing about the project, covered ECTS thematic – bioeconomy, and invitations to take part in the in-depths analysis (T1.3) and activities: T4.2. Master classes, T6.5 bioeconomy forums.</p> <p>Events:  T4.2. Master classes  T6.5 Bioeconomy forums</p>	<p>During the project:  T1.3 Mo 1-3,  T4.2 Mo 21-22, 27-28,  33-34  T6.5 Mo 9-11, 32-34</p> <p>Continuously after the end of the project</p>	<ul style="list-style-type: none"> <li>· Number of public authorities, involved in the in-depths analysis (T1.3)</li> <li>· Number of events with participation of representatives of public authorities, and number of participants (T4.2, T6.5)</li> <li>· Number and scope of joint initiatives started among HEIs and public authorities</li> </ul>
<p><b>Bioeconomy enterprises:</b>  Those of agroindustry via <b>the associated partner Agrobusiness Association of Uzbekistan (AgroA)</b></p> <p><b>Enterprises of other bioeconomy industries via networks of HEIs, ministries</b></p>	<p><i>Written (W) communication</i> to be distributed via the AgroA for informing stakeholders about the project, covered MSP thematic – bioeconomy, and invitations to take part in the in-depths analysis (T1.3) and activities: T4.2. master classes, T6.5 bioeconomy forums.</p> <p><i>Events with participation of target group:</i>  T4.2. Master classes  T6.5 Bioeconomy forums</p> <p><i>Internet (I):</i>  · P2, P3, P4 websites and social accounts (FB, Telegram), about 1000 + 1000 +1000 followers</p>	<p>During the project:  T1.3 Mo 1-3,  T4.2 Mo 21-22, 27-28,  33-34  T6.5 Mo 9-11, 32-34</p> <p>Continuously after the end of the project</p>	<ul style="list-style-type: none"> <li>· Number of bioeconomy enterprises, involved in the in-depths analysis (T1.3)</li> <li>· Number of events with participation of representatives of bioeconomy enterprises, and number of participants (T4.2, T6.5)</li> <li>· Number and scope of joint initiatives started among HEIs and bioeconomy enterprises</li> <li>· Awareness level of bioeconomy enterprises on role of knowledge on the business development</li> </ul>

	<ul style="list-style-type: none"> <li>· P7 MARU website</li> <li>· Associated partner website</li> <li>· Online media: “Kun.uz”, “Daryo.uz, 125 000 readers</li> </ul> <p><i>Print (P):</i></p> <ul style="list-style-type: none"> <li>· Newspaper “Ma’rifat”, 1000 readers</li> <li>· Newspaper “Agroilm Dunyo”, 20000 readers</li> </ul> <p><i>Broadcast (B):</i></p> <p>TV channels “Mahalla” and “Uzbekistan”, about 50000 spectators</p>		
<b><i>Involved HEIs academic staff (teachers), management, international relation structural units and staff</i></b>	<p><i>Direct meetings (DM)</i> and informing about the project, activities, results, impact, involvement in tasks</p> <p><i>Internet (I):</i></p> <ul style="list-style-type: none"> <li>· P2, P3, P4 websites and social accounts (FB, Telegram), about 1000 + 1000 +1000 followers</li> </ul>	<p>During the project:</p> <p>T2.4.Mo7-12</p> <p>T4.2 Mo 21-22, 27-28, 33-34</p> <p>T6.5 Mo 9-11, 32-34</p>	<ul style="list-style-type: none"> <li>· Number of teachers, other staff and structural units aware on the project, activities, results, impact</li> </ul>
<b><i>Potential students</i></b>	<p><i>Internet (I):</i></p> <ul style="list-style-type: none"> <li>· P2, P3, P4 websites and social accounts (FB, Telegram), about 1000 + 1000 +1000 followers</li> </ul> <p><i>Broadcast (B):</i></p> <p>TV channels “Mahalla” and “Uzbekistan”, about 50000 spectators</p>	<p>During the project:</p> <p>T4.2 Mo 21-22, 27-28, 33-34</p> <p>T6.5 Mo 9-11, 32-34</p> <p>About the new MSP – Mo 17-20</p> <p>Continuously after the end of the project</p>	<ul style="list-style-type: none"> <li>· Number of applications received for studies in the MSP pilot group</li> <li>· Awareness of potential students on the MSP thematic</li> </ul>

**Communication and dissemination measures planned and target groups to be addressed:**

<b><i>Tasks and measures planned</i></b>	<b><i>Public authorities</i></b>	<b><i>Bioeconomy enterprises</i></b>	<b><i>Involved HEIs academic and other staff</i></b>	<b><i>Potential students</i></b>
T.1.1-1.3 In-depth study (HEIs, bioeconomy related industries, public sector and national policies)	x	x	x	
T2.4. Development and adoption of the documentation for the MSP licensing and submission to MEDU			x	
T4.2. Master classes Consultations and agreement on participation in the each of three events, as well some to take part as field experts	x	x	x	x
T6.1. Information in the project website	x	x	x	x
T6.2. TV and radio broadcasts		x		x
T6.3. Publications in social media and newspapers		x		x
T6.4. Design and print of dissemination materials	x	x	x	x
T6.5. Joint bioeconomy forums	x	x	x	x