



DISSEMINATION STRATEGY

2016, VER 1

Project title: European Dimension in Qualifications for the Tourist Sector

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Introduction

The EURDIQ project provides a specific work package (WP 6) for the dissemination of project results. Dissemination is targeted to increasing visibility of the project as well as promoting project and its outputs. The dissemination strategy is proposed and is to be approved by all partners in the beginning of the project.

The Strategy will include data on:

- aims of dissemination at each PCU considering special focus on competence approach and employability to be promoted
- target groups, relevance of & benefits for each one
- tools and instruments proposed.

The strategies created will be the base for elaborating appropriate action plan for each calendar year. Each plan will contain data on target groups to be addressed, apt instruments (i.e. print such as leaflets, postcards, newsletters (can be also web-based); audio-visual tools, channels (websites of PC HEIs, social networks), events (rounde tables, conferences, workshops etc.), and dissemination cycle.

At each PC HEI a working group "Dissemination" responsible for creating the dissemination strategy, action plan as well as its realization will be composed. While implementing different measures students also will be involved for enhancing project ownership: assisting dissemination events, interviews with companies and enterprises etc.

For successful implementation dissemination strategy should have the following items clear:

- **WHAT to communicate?**
The message, linked at the specific target group → specifically for EURDIQ as mentioned above
- **TO WHOM communicate?** → see point Target groups
The audience, the target groups
- **HOW to communicate?**
The method, channels or tools → see point Tools and instrument
- **WHEN?**
Timetable

Consortium members

EUROPEAN UNION

Baltic International Academy, Riga, Latvia - coordinator

London Metropolitan University, London, UK

University of Nicosia, Nicosia, Cyprus

Fachhochschule des Mittelstands Schwerin – Baltic College, Schwerin, Germany

Union RUT Baltic

RUSSIAN FEDERATION

Saint-Petersburg State University of Economics, Saint-Petersburg

Financial University under the Government of RF, Moscow

Don State Technical University, Rostov-on-Don

Sochi State University, Sochi

Russian State University of Tourism and service, Moscow region

The Ministry of Education and Science of RF

KYRGYZSTAN

Bishkek Academy of Finance and Economics

Issykkul State University named after K.Tynystanov

The Ministry of Education of Kyrgyzstan

Silk Road Tourism Association

Associated partners

It is important to attract potential stakeholders outside the consortium. All the partners of our consortium and their organizations have a large established network. These networks will be also used to promote project activities and results. The main associated partners involved for the project dissemination are the following:

Bologna Club RF

The Agency of Educational Strategies & Initiatives – Bologna Club / Rostov-on-Don (**BC**) as associated partner will support the mainstreaming and dissemination of the project results throughout RF academic and business community. BC supports Russian institutions integration into the European high education system on the base of Bologna principles and as a part of EURDIQ project BC will provide possibility to promote results, experiences and solutions at its worldwide open website both in English and Russian versions.

EcoTrek Trekking and Travel

Public Association "Eco Track" was founded in 2002 and specializes in ecotourism, hiking and horse riding. Also provides services of interpreters, guides and Kitchener.

Tourist Information Centre (TIC) Karakol

The Tourist Information Center was established under the European Commission for the TACIS project in 2003. Provides services for accommodation, food, equipment rental, guides guides, porters for tourists and local residents, provides information on sights, natural monuments, routes, travel, tracks nearby mountain systems.

ООО «Viptravel»

The Limited Liability Company "Viptravel" has been operating since 2007. Provides reservation and sale of air tickets, accommodation, souvenirs and eco-tourism, etc.

Sector of tourism and investment attraction in the Issyk kul region

development of internal and entrance tourism

- participation in development of infrastructure of rest and tourism and quality assurance
- makes offers on development of the international tourist backgrounds and exercises control of execution of international treaties in the field of tourism

Dissemination aim and objectives

The results of the EURDIQ project will be developed and collected by each of the partners involved. The launched activities, exercised techniques, developed products and innovating settings during the research will be tested, how far they present strategies of good practice. All partners should agree on systematic methods of collecting data, analyzing and structuring the results. This agreement is an implicit component of the “action plans”.

Regarding the project goals the **main aim** of dissemination is to promote QF developed within academic society and business environment in the tourist sector. The **subordinated objective** is the finding of a standardized appreciation of good practice. Therefore the four testing criteria to discover good practice for dissemination are proposed. They are:

- ✚ **Is the innovation lasting?**
- ✚ **Is it measurable?**
- ✚ **Is the outcome determinable?**
- ✚ **Is it portable and restorable?**

Answering these questions will determine outputs and outcomes to be implemented.

Monitoring of developed strategies and defining their relevance in a regional or national level is an important task of the dissemination process too. Not only strategies, which have been self-created but also discovered strategies by others, which look like to be useful solutions adequate to the own tasks, can be adapted. At the end, best solutions successfully in Russia and Kyrgyzstan can be mainstreamed to the European area as best practice.

In addition good practice strategies can be differently relevant in a sectoral way which means, that the collaboration between HEIs and Business Companies in tourist sector is very different for different regions and probably have to be adapted to the circumstances. All partners should assign their innovations (activities, products, techniques, settings) to the adequate dissemination area at their own assessment.

The central task of dissemination is to ensure the mainstreaming of the proven and reliable good practice strategies on adequate different levels.

Target groups

The target groups for the dissemination can be separated in three different groups:

- **Higher education institutions**

First and foremost the partner universities from Russia and Kyrgyzstan should be activated. Secondly the dissemination is addressed to Russian and Kyrgyzstan universities generally and then in turn to the European universities generally. The main focus is on *mutual learning* instead of a linear import-export-model.

Three groups of people can be defined:

(1) teachers,

(2) current students and

(3) graduates as successful models, gate openers and link between universities and the labor market. The graduates are of particular importance because of their experience within the educational sector as well as within the labor market in the tourist sector

- **Governmental (controlling) institutions and funding authorities**

The Ministries and tourism governmental/controlling bodies are especially relevant addressee of the dissemination process, because of their decisive power relating to funding and approvals.

- **Tourism industry**

The target group relating to tourism industry includes common as well as potential cooperating companies and agencies of the tourist sector.

Responsibilities

The dissemination strategy follows the most important principles of successfully mainstreaming due to examples of practice by public relations:

- Create awareness
- Establish interest
- Create desire (to actively participate/use results)

The strategy will be updated by the WP leader and reviewed by all of the partners throughout the project lifetime – as work progresses and new opportunities for dissemination emerge and are identified.

It is suggested that every involved partner creates an extensive **stakeholder contact list** (including common as well as potential co-operating partners) for dissemination purpose. This list will be very useful for direct mailing dissemination if the identification of the stakeholder is well defined.

Stakeholders should be given access to project information in term of their interest in the project and importance for the project success and further dissemination.

Regarding the privacy laws and regulations, every partner will stay in contact with the stakeholders linked to their organization. All partners have to give proof of their dissemination activities. A **specific template** will be provided by DSTU and will be related at the intern area of the homepage.

- DSTU is WP dissemination leader and responsible for distribution of information.
- All partners are involved in producing content for the website – especially their own zones and pages within the common EURDIQ homepage – and producing for news feed.
- BMA as the initial project leader & coordinator takes responsibility for general project information during the EURDIQ partnership (general texts, PPP for public use, announcements and outcomes of the project) – DSTU can give as much support as necessary and as requested in order to decide the relevance of content and to proof, which outcomes can be valued as a real good practice. *The **discussion about “real good practice”** should be a regular Item on the agenda of every steering group Meeting.*

DSTU is responsible for the homepage installation including an intern area and a **half-yearly check** of dissemination activities of all partners.

All dissemination activities and materials **intended for the public** (reports, action plans, documentations of outcomes, flyers, brochures, other promotional materials etc.) will be uploaded by the partners to their own zones and pages within the common EURDIQ homepage **in own responsibility**. Thereby the selection of “WHAT to communicate” should emphasize solutions (activities / products / processes & techniques) related to the objectives set in the “action plans” of each partner. During the working process usually secondary results arise, that are not in direct relationship with the main objective of the action plan. These activities and experiences are valuable too, but the context has to be described clearly.

Tools and instruments

Each partner must consider which its target groups are and which types of channels are most appropriate to reach them.

- Media
 - Newspapers, TV, radio
 - Journals and magazines
 - Press releases
 - Social nets
- Non-Media:
 - Websites
 - Newsletters
 - Brochures, flyers
 - Conferences
 - Partners' networks

Each tool has to take into consideration the contractual obligation to add the ERASMUS+ logo. Furthermore, visibility activities have to mention the guidelines for the use of the EU emblem in the context of EU programs.

Project logo and project templates

BMA provides the logo and brand theme for the project.

All dissemination materials, deliverables, milestones and reports produced during the lifetime of the project will be clearly marked by the EURDIQ logo.

Project website

DSTU is responsible for the installation of a homepage as per order. The homepage will include one internal part for the internal communication between the project partners and one official part for the dissemination of all public materials.

Project News & newsletter

A NEWS section will be established on the website. There will be a compilation of actual information about the project, the state of affairs of the development, the outcomes etc. In addition all partners will disseminate the project results in the newsletter, distributed 4 times a year and published both at the project website and the partners' websites.

Project & Social media

Different social media (Facebook, Youtube, Vkontakte.ru, Twitter) will be used to create interest and awareness. The proper groups will be created and maintained. Information on the project can be shared and the key findings/outcomes from the project will be promoted.

Project PR material & tangible tools

It is up to the partners to decide whether on-line or off-line dissemination will be more efficient and which will yield best results to guarantee awareness raising and impact creation. Furthermore the partners decide independently the level of dissemination (regional, national,

sectoral). All tools will be available on the project website. The tangible dissemination tools will be developed by the WP leader and the partners will be able to customize them.

Project announcement to media

All the involved partners should be able to announce the existence of the project or the results of the project in another website or media reports. Announcement to media and journalists about the project and its ongoing achievements to raise awareness among general audiences and also to get to potential target users of the EURDIQ-project and its good practice results beyond the project lifetime. Also every partner should be able to produce press releases) for newspapers, the newsletters, magazines and social media.

Project Events and Conferences

In the project events of all partners the existence of the project will be made public, particularly in the course of benchmarking visits companies of the labor market will be visited whereby stakeholders will be advised of the project. Referring to this, reports will be made and published at the homepage.

Project results will also be promoted in meetings and public events of associated partners . Furthermore the project council meetings also will be used to invite interested stakeholders. All partners should represent and disseminate the project at all conferences, meetings etc. where they will be part of.

The final conference will be organized as the main dissemination activity. This conference will be the formal public launch of the project's finalized materials and products, and will offer presentations of lessons learned from the project experience and the significant issues that have emerged.

Project publications

Special effort will be made to publish papers and articles in targeted journals and newsletters. Articles will be published throughout the project duration.

Timetable

Deliverable	Responsibility	Partners involved	Delivery deadline	Comments
Dissemination strategy	DSTU	All partners	30.08.16	To be updated during project realization
Project logo	BMA		01.03.16	
Project website	DSTU		01.05.16	Maintenance up to 2020
Newsfeeds materials	All partners		ongoing	
Newsletters	All PC partners		ongoing	
Press releases	All partners		ongoing	
Dissemination report	DSTU	All partners	30.09.2018	

Dissemination team

Чтобы заменить фотографию, щелкните ее правой кнопкой мыши и выберите пункт «Изменить рисунок».

SVETLANA SHVEDOVA	IRINA MAEVSKAYA	ELENA CHERNYSHEVA
		

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