



BECK

INTEGRATING EDUCATION
WITH CONSUMER BEHAVIOUR RELEVANT TO
ENERGY EFFICIENCY AND CLIMATE CHANGE
AT THE UNIVERSITIES OF RUSSIA,
SRI LANKA AND BANGLADESH



WP5. DISSEMINATION PLAN

Stefan Shvedov (MGSU)
Vladimir Andreev, Zinaida Ivanova (ASV)
Nishara Fernando (UOC)

1st edition September 2019

Project Number: 598746-EPP-1-2018-LT-EPPKA2-CBHE-JP



Table of content

1. INTRODUCTION	4
2. DISSEMINATION STRATEGY	5
3. TARGET GROUPS	7
4. DISSEMINATION THROUGH BRANCH ORGANIZATIONS	7
5. PROJECT EXPLOITATION AFTER THE END OF THE PROJECT	8
6. DISSEMINATION TOOLS	8
6.1 Use of the Erasmus+ Project Results Platform	8
6.2 BECK Logo	9
6.3 BECK website.....	9
6.4 BECK Flyer	10
6.5 Scientific and public articles	11
6.6 Other print materials	12
7. DISSEMINATION EVENTS	12
7.1 Information days and public appearances.....	12
7.2 Project conferences	12
7.3 Types of publications	13
8. DISSEMINATION CALENDAR	13
8.1 Events.....	13
8.2 The individual calendars for media and other promotions for 2019-2021	14



Abstract

Dissemination and exploitation plan defines dissemination and exploitation strategy, tools, target audience, visibility requirements, description of events and overall dissemination calendar.

Disclaimer

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Reproduction is authorised provided the source is acknowledged.

Copyright © BECK Consortium, 2018-2021



BECK Dissemination Plan

1. INTRODUCTION

The purpose of this document is to define the strategy for the dissemination and exploitation activities, the tools to be used, the target groups to be addressed, the visibility requirements, the overall dissemination calendar with all of the details regarding dissemination events, as well as to propose the list of key results that could be exploited and multiplied after the project. It is very important to have such a document from the very beginning of the project and to update it regularly, with the consent of all partners.

The significance of the dissemination and exploitation activities for a project is clearly outlined in the Erasmus+ Project guidelines:

“Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority and should form an integral part of the CBHE throughout its lifetime. The objective of dissemination and exploitation is to maximize the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local and international levels.” (Erasmus+ Programme Capacity-Building projects in the field of Higher Education (E+CBHE) Guidelines for the Use of the Grant, 2015).

All dissemination activities of the project should be in line with Erasmus+ Programme Capacity-Building projects in the field of Higher Education (E+CBHE) Guidelines for the Use of the Grant:

<https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii>

For the efficient dissemination of results, the project consortium recognized the need to elaborate a plan at the beginning of the project that should cover the main questions: why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. Important activities to be performed at the beginning of the project are also to define the project’s visual identity (logo) and design and print promotional material (flyers, posters, etc.) that will be distributed during the project’s lifetime.

The Dissemination and Exploitation Strategy specifies the preferred channels used by all EU and PC stakeholders and we are aware of the fact that the channels of communication have to be right in order to obtain the maximum impact. A detailed plan of the dissemination will be drafted outlining the dissemination activities. The dissemination strategy considers the dissemination of the project process and the project results during and post project.



All the partners are actively involved in the fulfilment of the agreed objectives defined as being part of Work Package 5 “Dissemination and Exploitation”.

The Dissemination and Exploitation Plan covers the lifetime of the project – from November 2018 till October 2021 – and the post project time.

2. DISSEMINATION STRATEGY

In compliance with ERASMUS+ recommendations, the BECK project will use various actions to ensure high project visibility and maximal impact.

Dissemination covers the lifetime of the project – from November 2018 till October 2021 and is aimed at creating awareness and the involvement of key stakeholder groups in the project progress and outcomes. Our ambition is to disseminate effectively how the project results exploited by target groups in PC universities within and outside the project consortium thus providing a basis for the sustainability of the project results after the Erasmus+ funding ends.

Dissemination tasks for the project and its outcomes:

- to inform about the project and its results and ensure the optimal use of the results;
- to involve relevant stakeholders;
- to initiate the dialogue between different parties;
- to promote the sustainability of the project through the transfer of the results to other institutions.

There are two types of activities to be used in the Dissemination Strategy:

- diversification of media and publication channels;
- events for discussions and stakeholder involvement.

Diversification of media and publication channels for the purpose of sharing information include:

- project web-portal, which will contain and disseminate all materials and information about the project activities, events and achievements and will have open access;
- the project newsletters, providing every subscriber with all information about the project outcomes and future plans and activities;
- publications in specialized journals with the aim of sharing the project achievements among a larger academic audience;
- publication of a Project Brochure and Leaflets;
- submission information about the project on the web-sites of all PC Universities participating in the project;



- ResearchGate and Facebook public groups, targeted at a wider academic and non-academic audience in Russia, Bangladesh, Sri Lanka and beyond.
- Good practices-related reports as well as survey reports and details of the development of innovations at universities will be publicly available to motivate universities to consider changes and developments in their approach to engineering education.

Visibility of the European Union and of the Erasmus+ Programme

Consortium members should always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material, provided by European Union. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.

Examples and rules of acknowledgement of EU funding and translations of the text are available at https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en. The brand name of 'Erasmus+' should not be translated. The logos, you can choose from, to express the acknowledgement of EU funding are on Figure 1 below.



Figure 1. The logos of acknowledgement of EU funding

The disclaimer should be added to the inner pages of the publications, text materials and studies written by external independent bodies with support from the European Commission. The English version of the disclaimer is below. The versions on other EU languages can be found at the link.

https://eacea.ec.europa.eu/sites/eacea-site/files/multilingual_disclaimers_for_beneficiaries.pdf



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

3. TARGET GROUPS

- Target group 1 – universities directly involved in the project (consortium);
- Target group 2 – teaching staff of universities, students, graduate students, representatives of non-academic partners of the project;
- Target group 3 – universities and organizations of partner countries not included in the project consortium;
- Target group 4 – national and regional authorities, employers and organizations with agreements on employment of graduates.

All project partners will work, based on the principles of “open access” in relation to the dissemination of project results for all target groups. All existing resources within the project, including knowledge base of the project, as well as active and passive dissemination tools will serve this purpose.

New knowledge creation and dissemination will be combined with education (new adaptive, recognised and certificated MOOCs), innovation (new online delivery and dissemination strategies) and research (through the shared research base across institutions). Preparation of a strategy for the delivery and dissemination of the BECK adaptive, recognised and certificated MOOCs will be accomplished through the Simulated Big Data Interuniversity Networked Affective Educational Centre. Strategy on dissemination and exploitation plan will use the tools of quality control, monitoring and effective management, which will be guaranteed by participating universities in proper agreements.

4. DISSEMINATION THROUGH BRANCH ORGANIZATIONS

PR-campaigns and advertising will be implemented together with professional associations and employers, holding agreements on graduate employment with universities.

To realize a widespread dissemination, the International Public Organization of Assistance to Construction Education (ASV) and its network will be used. Structure of the ASV includes more than 150 Universities. The basis of the ASV was put regional structure. There are now 11 regional offices in Russia and 9 offices in CIS countries. The ASV provides an innovative and open platform for continuous studying in the field of civil engineering education through an interactive network structure of leading universities, integrating their scientific, educational and administrative structures. The ASV will draw attention to the



project for its members and will ensure an effective implementation of the newly developed teaching and learning techniques and adaptive certificated MOOCs for a long time (after completion of the project).

The ASV members maintain broad international ties in the areas of academic and research works with many Universities, Institutes, Colleges and professional firms from large number of countries all over the world.

5. PROJECT EXPLOITATION AFTER THE END OF THE PROJECT

Almost every result and output that will be developed within the project e.g. reports, manuals, procedures, promotional materials, good practices, etc., will be visible and published on the BECK project web-site, the web-sites of the participating HEIs, and will thus be accessible to HEIs staff, researchers and students. In this way, the above-mentioned target groups will benefit from the BECK project results even after the project ends. Once they have been developed, the teaching materials, course books and MOOCs on online platform will continue to be used regardless of the project implementation scope by making them available, by following open access method. The number of online visitors will be tracked using the project online platform. Also, optionally, the number for downloaded documents could be accounted.

6. DISSEMINATION TOOLS

Different materials will be designed and disseminated for the purpose of dissemination of the BECK project. For the communication between consortium members and other parties interested in the project activities, the project's web site and Facebook page are to be used. For the purpose of project management, partners are using a specially developed online platform.

Conferences, Seminars, Roundtables, Presentations, Project Team Conferences, Project Conference in Moscow, Project Conference in Colombo, Final Project Conference at BMSTU. Participation in the PC and International Conferences on the project related issues will be used to disseminate the project materials and information about the project on the national and international levels. Project outcomes will be widely promoted to professional associations and industry with the support of ASV. Project stakeholders and the general public in Russia, Bangladesh and Sri Lanka will be systematically informed about the project results through annual project conferences dedicated to the delivery of the project outcomes.

6.1 Use of the Erasmus+ Project Results Platform

An Erasmus+ Project Results Platform established to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available



products/deliverables/intellectual outputs, which are the result of the projects funded. The BECK Project will contribute to this platform.

<https://ec.europa.eu/programmes/erasmus-plus/projects/eplplus-project-details/#project/598746-EPP-1-2018-1-LT-EPPKA2-CBHE-JP>

6.2 BECK Logo

For the identity of the project a unique graphical representation is needed. For that purpose, the BECK logo was designed for all project documents (see Figure 2)



Figure 2. BECK logo

All materials which will be published in the framework of the project must contain this project logo.

6.3 BECK website

Dissemination events are spread through all the project body and all the target groups of the project will be involved depending on the type of the event. The dissemination events include the conduction of local seminars, round tables and discussion forums. Two dissemination events on curricula modernisation and educational achievements will take place in Moscow (Russia) and Colombo (Sri Lanka). At least 50 participants are expected in each dissemination event.

Other conferences with participation of faculty and university staff and teachers, external professionals (including other countries) and staff of industry partner, with themes, developed within the project framework (for example: "Stereotypes of consumer behaviour in different cultures and objectives to change them", "Crowdsourcing and consumer behaviour changes for climate saving", "The role of big data for sustainable and climate saving urban planning" and others).

Participation of undergraduate and graduate students as well as young scientists in yearly held scientific conferences on research results of and research work at partner universities.



It is also planned to conduct Final Dissemination Conference within the project topic (Title of the Conference: Consumer Behavior and Big Data Evaluation methods for Energy-efficiency and Climate Change in Built Environment), which will be held in 2021. 100 participants are expected. Conference will take place in Saint Petersburg and will show the results of the complete project, foreseeing the participation of: relevant authorities, teaching staff, students, private companies/public authorities/associations of entrepreneurs, and the consortium members. A mailing list will be created; leaflets / flyers of the project will be sent to other universities; a booklet containing the conference proceedings will be published

The BECK website <http://beck-erasmus.com> is an important dissemination tool for the presentation of project results as well as a place where all the information on the project activities and other relevant data are being published. All available data will be available in project consortium languages. Among the information related to the project description, objectives and outcomes of the project, the website contains the list of the Consortium Members together with their short introductory presentations.

There are contact details that enable easier communication between all of the members of the consortium and other parties interested in the project.

The structure of the BECK website consists of following categories (sub-categories):

- News
- About Project
- Meetings
- Project results (Open source)
- Open source Material
- Links
- Contacts

6.4 BECK Flyer

The flyer (see Figure 3 [Front page] and Figure 4 [back page]) was created by MSGU for the Meeting in November 2019. It is in the Russian language and could be disseminated in Russia and CIS countries' universities. The Project flyer is designed with the idea to briefly present the main information about the BECK project to potentially interested parties. Text in the flyer gives a short amount of information about the project, the partners involved, main and specific objectives.

The flyer has the following information:

- Contract number
- Project acronym



- Project name
- Objectives
- BECK Consortium
- BECK Project description

Erasmus+ Capacity Building in the Field of Higher Education

В рамках направления "KA2 Сотрудничество в сфере инноваций и обмена передовым опытом" программы Европейского Союза Erasmus+ проекты повышения потенциала высшего образования направлены на решение следующих задач:

- поддержка модернизации, инноваций и доступности высшего образования;
- повышение качества высшего образования и его соответствия потребностям рынка труда и общества, обеспечение равного доступа к высшему образованию, организация и планирование преподавания, оперативного и стратегического управления вузами и интернационализация вузов;
- содействие сотрудничеству между ЕС и соответствующими странами-партнерами; добровольному обложению в рамках инициатив ЕС в области образования, межличностным контактам и межкультурной информированности и взаимопониманию;
- повышение уровня компетенций и умений путем разработки новых и обновлении существующих образовательных программ;
- содействие региональной и межрегиональной интеграции и сотрудничеству различных регионов мира посредством совместных инициатив и обмена передовым опытом.

В проектах принимают участие вузы европейских стран и стран-партнеров, также возможно участие неакадемических партнеров.

beck-erasmus.com

Erasmus+ Capacity Building in Higher Education #59876-ERP-1-2018-1-LT-ERPKA2-SBHE-JP

Integrating Education with Consumer Behaviour Relevant to Energy Efficiency and Climate Change at the Universities of Russia, Sri Lanka and Bangladesh (BECK)

BECK project is supported by Erasmus+ Programme of the European Union

Интеграция образования с потребительским поведением, связанным с энергоэффективностью и изменением климата в университетах России, Шри-Ланки и Бангладеш.

Проект BECK поддерживается программой Erasmus+ Европейского Союза

Co-funded by the Erasmus+ Programme of the European Union

Figure 3. BECK flyer in Russian, front page

Идея проекта BECK

Изменение климата	Изменение поведения
Персонализированное обучение	Энергосбережение и энергоэффективность

Идея проекта состоит в модернизации учебных планов с помощью 16 новых согласованных междисциплинарных адаптивных модулей MOOC по технологиям защиты окружающей среды в университетах России, Шри-Ланки и Бангладеш с целью повышения их способности постоянно модернизировать, повышать качество и актуальность обучения студентов для потребностей глобального рынка и обеспечить международное сотрудничество.

Проект также содействует распространению и повышению осведомленности в странах-партнерах в отношении политики ЕС, относящейся к подходу «Энергоэффективность и изменение климата», с отдельным вниманием к «Environmental & Energy 20-20-20 targets».

Цели проекта BECK

Обновление учебных программ для бакалавров / специалистов, магистров и аспирантов в университетах России, Шри-Ланки и Бангладеш путем добавления 16 новых междисциплинарных адаптивных, признанных и сертифицированных модулей MOOC по поведению потребителей, связанному с энергоэффективностью и изменением климата.

Передача европейских практик в области образования (инструменты обучения и преподавания, методологии и педагогические подходы, включая результаты обучения и практики на основе ИКТ) из участвующих университетов ЕС в университеты партнерских стран.

Содействие развитию компетенций преподавателей в университетах партнерских стран.

Разработка Межуниверситетского сетевого учебного центра имитации больших данных для стимулирования использования методологий на основе ИКТ в образовании и исследованиях.

Укрепление образовательных и научных связей между университетами Европы, России, Шри-Ланки и Бангладеш в области BECK.

Участники проекта BECK

- Vilnius Gediminas Technical University - coordinator
- University of Huddersfield
- Tallinn University of Technology
- Alma Mater Studiorum – University of Bologna
- Национальный исследовательский Московский государственный строительный университет
- Московский государственный университет имени М.В. Ломоносова
- Санкт-Петербургский политехнический университет Петра Великого
- Калининградский государственный технический университет
- Международная общественная организация содействия строительному образованию (ACB)
- Patuakhali Science and Technology University
- University of Barisal
- University of Moratuwa
- University of Colombo
- University of Ruhuna

Figure 4. BECK flyer in Russian, back page

6.5 Scientific and public articles

The consortium members intend to write scientific articles for conferences (and see them published in books of proceedings), for research journals and for other appropriate journals, magazines and newspapers available to the general public. At least two papers in research journals and conference proceedings will



be published each year by the consortium to attract the attention of the wider academic audience and increase the visibility of the project results for the potential partners.

Each partner will print at least one article in local newspapers or journals to inform the general public about the project progress and results.

6.6 Other print materials

The most important print material for project promotion is an electronic flyer, designed to present objectives and outcomes of the project, as well as a list of consortium members (discussed in Section 5.3)5.3).

Other print materials designed for use during project events (workshops, information days etc.) consists of templates for Posters, Folders, Notebook covers, Rollups, Visit card holders and there may be additional materials in the future. Each University will take care of their own distribution matters. Examples are shown in Figure 8.

7. DISSEMINATION EVENTS

Several events will be organized with the purpose of disseminating the BECK project results. These events will be evaluated and updated constantly, by the partners) in charge of quality and dissemination matters. Evaluation will be done after each project meeting.

An Event Calendar will be posted on the website in order to provide partners, members, and website visitors with information on relevant events in appropriate areas of interest. The organization of events is to be undertaken by every Consortium partner, but with coordination with the partners responsible for dissemination activities MGSU, ASV, UOC.

7.1 Information days and public appearances

Information days will be organized to inform the research and academic community, and main stakeholders about the BECK project progress and outcomes. A set of appearances in national and regional media will be organized. Participants would be academic staff and managers from the project partners and a range of interested parties. Use of both commercial and non-commercial terms is planned, as well as promotion in print media. In addition to that, relevant information on information days will be available at the project web-site: <http://beck-erasmus.com>.

7.2 Project conferences

Three dissemination events will be organized by the consortium during the project lifetime. Conference in Moscow (LMSU and MGSU), Conference in Colombo (UOC) and Conference in Saint-Petersburg (SPBSTU). All stakeholders



as well as students and the academic community from PC countries universities will be invited to participate.

7.3 Types of publications

Several types of publications will be offered:

- project web portal, which will contain and disseminate all materials and information about the project activities, events and achievements ; it will be open access providing every subscriber with all the information about the project outcomes , future plans and activities;
- publications in specialized journals aiming at distribution the project achievements among larger academic audience;
- publication of project information materials: Project Brochure and Leaflets;
- submission in formation about the project on web sites of all PC Universities participating in the project;
- information campaign in mass media;
- handbooks for the dissemination of academic results of the project

8. DISSEMINATION CALENDAR

8.1 Events

The BECK project will follow deadlines defined in the framework of the proposal. The following table presents a plan for delivery of the major dissemination and training events, which will be updated in accordance with the six monthly action plans agreed at each consortium meeting.

Table 1. The calendar of major dissemination events according to the application

Year 1

Activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
5.1 Development and promotion of dissemination and exploitation plan			x	x	x	x	x	x				
5.3 Dissemination through websites		x	x	x	x	x	x	x	x	x	x	x
5.4 Development of printed dissemination material			x								x	



Year 2

Activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
5.2 Dissemination through branch organizations									x	x	x	x
5.3 Dissemination through websites	x	x	x	x	x	x	x	x	x	x	x	x
5.4 Development of printed dissemination material					x	x				x		x
5.6 Development of sustainability plan					x	x				x		x

Year 3

Activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
5.2 Dissemination through branch organizations	x	x	x	x	x	x	x	x	x	x	x	x
5.3 Dissemination through websites	x	x	x	x	x	x	x	x	x	x	x	x
5.4 Development of printed dissemination material									x	x	x	x
5.5 Conduction of dissemination events	x				x			x				
5.6 Development of sustainability plan	x	x	x	x	x	x	x	x				

8.2 The individual calendars for media and other promotions for 2019-2021

The calendar of the individual additional dissemination activities in which Project partners will participate or organize is shown in the table below. These activities are

- Conferences,
- Seminars,
- Forums,



- Open Lectures,
- Scientific Journals and Magazines

Table 2 - Events – Events that will be used for promotion of the project (can be organized by the partners and by other institutions)

#	Type of the event	Name of the event	Venue / Organizer	Topics	Timing	Participants	Target groups	Characteristics	Contact
1	2	3	4	5	6	7	8	9	10

The table is to be filled up by partners and presented on Vilnius meeting November 2019.