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ERASMUS + Capacity Building in the Field of Higher Education (CBHE)

**Developing services for Individuals with Disabilities.
[DECIDE]**

**Project number: 598661-EPP-1-2018-1-RO-
EPPKA2-CBHE-JP**

Dissemination and Sustainability Plan

TO WHOM IT MAY CONCERN

This project has been funded with support from the European Commission and officially started with a Consortium Kick-off Meeting in Almaty, Kazakhstan, February 2019

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1. Introduction

This strategy is an integral part of the overall strategy for the implementation of the ERASMUS + Capacity Building in the Field of Higher Education (CBHE) project 598661 *“Developing services for Individuals with Disabilities”* and is applicable to all communication, dissemination, promotion and sustainability enhancement activities implemented by the DECIDE consortium.

It is intended to streamline the continuous process of making and implementing decisions for the promotion of awareness raising and capacity-building activities at different levels with the aim of achieving the project’s objectives and ensuring sustainability of the results and impact.

The strategy is coherent with the aims and objectives of the project, as well as with the project’s work programme and timetable, the Project Management and Monitoring Plan and the Quality Plan.

The specific objectives of the project is the Three Strand Implementation of a comprehensive sustainable curriculum for Teacher Trainer Educators and Lecturers (Universities), secondly for Government & State Employee & Policymakers, and thirdly, for NGO in the PC'S. This will foster the right of individuals with special needs to access education, enjoy the right of participation in everyday society and to combat discrimination by instilling awareness and acceptance in society as in line with Bologna Process and the UN Convention on the Rights of Persons with Disabilities. This in turn facilitates the creation of the Access Liasion Officer role at each institution to promote disability access, and the National Special Needs Awareness Day focus via the nationally strategic Action Groups comprised of universities, public administration institutes, Ministries and NGOs.

The project will promote and develop access to inclusive education, to social integration and to non-discrimination treatment of those with special needs in education in accordance with Bologna Process and UN criteria. This will initiate the right of individuals with special needs to access education, to enjoy the right of participation in everyday society and to combat discrimination against them in society by raising awareness and acceptance in society.

Principal outcomes and outputs incorporate English for Specific Purposes (Special Needs and Disability) training for all target groups, DECIDE ECTS training, a complete DECIDE Curriculum for all PC institutions (developed with EU-TUNING), a piloting of 8 DECIDE Introductory and Advanced Modules (see Project Content) through Piloting during 2 semesters.

The Quality Plan aspects focus on monitoring and evaluation of the 8 module Curricula, and of both the dissemination/ sustainability friendly "Action Group" (who will create the 10 year National Awareness Day in both countries) and the "Access Liasion Officer" (helping students with special needs issues in each tertiary organisation), Strategic Review and the Integration Process of National Students Union Participation.

This is all overseen by a total quality management via project structures and meetings and daily project management.

1.1 Main principles

Several broad principles will guide the implementation of the strategy:

All activities will be based on team efforts and should involve all relevant members of the consortium. Coordination among the DECIDE consortium partners is essential for achieving effectiveness of communication project and post-project dissemination with reporting to the Project Management Committee (PMC) of the project - the decision-making body of the Consortium.

The members of the DECIDE consortium will identify individual persons who would bear responsibility for implementing communication and dissemination-enhancing activities.

Drafted by Angela Repanovici, UTBV, project leader

The members of the DECIDE consortium will strive to coordinate with the DECIDE management team any communication and dissemination, enhancing activities that are not mentioned in this strategy but that they plan to undertake within their institutions.

Each publication or product within the project will be prepared with a clear audience and purpose in mind, and it should have a preliminary message and dissemination schedule. Each publication will respect the Dissemination and visual identity rules for ERASMUS + CBHE projects available at https://eacea.ec.europa.eu/about-eacea/visual-identity_en and generally, CBHE rules will be strictly observed.

The DECIDE consortium members will strive to achieve the right balance between formal and informal mechanisms of communication with their broader institutional and policy environment. While the project work programme mostly focuses on the formal mechanisms of communication and dissemination, informal channels are equally important and would require involvement and commitment from the persons taking part in project implementation.

One of the difficulties of projects of this nature is that, while the project team understands both what the project is trying to achieve and how the wider community within institutions could benefit from the its successful implementation, the target audience – i.e. this very same community – need not necessarily understand the precise objectives of the project or appreciate its potential beneficial impact. Therefore, at the institutional level – and often through informal channels – the project teams of each particular consortium member might need to search for ways to articulate in clear, concise and accessible ways what the project is about and why it is important.

1.2 Consortium

EU Partners

Transilvania University of Brasov (UTBV) - Project Leader

Middlesex University

Limerick Institute of Technology (LIT)

Technische Universität Dresden (TUD)

University of Crete (UOC)

Uzbekistan Partners

Samarkand Institute of Economics and Service (SIES)

Tashkent University of Information Technologies named after Muhammad al-Khwarizmi (TUIT)

Karakalpak State University (KSU)

The Society of Disabled Children of Tashkent City MUSHTOQ KO'ZLAR

Kazakhstan Partners

Saken Seifullin Kazakh Agrotechnical University (KATU)

Al-Farabi Kazakh National University (KazNU)

A.Baitursynov Kostanay State University (KSU)

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The Academy of Public Administration under the President of the Republic of Kazakhstan

Affordable Education for Students with Disabilities

Tajikistan Partners

Khujand State University named after academician Bobojon Gafurov

Kulub Institute of Technology and Innovation Management (KITIM)

Public Administration Institute under the President of Tajikistan

Public Organization of Parents of Children with Disabilities and Specialists «Rushdi Inclusia»

2. Communication, visibility and PR activities necessary for achieving DECIDE project results

2.1 DECIDE approach to communication

In view of achieving effective dissemination, the following approach to communication, visibility and PR activities will be implemented:

DECIDE consortium partners will mobilize their **networks of partners at the local, regional and national level** in view of raising general awareness of the project, attracting supporters and promoting project outputs.

DECIDE consortium partners already have **established channels of media relations**. They will strive to utilize these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level.

DECIDE consortium partners will present the project and promote its results during **other relevant events** organized within their own institutions or by partner institutions.

Project teams within DECIDE consortium partners will utilize all possibilities presented by the **publishing activity within their own institutions** to promote the project and its results. Relevant internal publications, such as website news, website project link and content, information bulletins (electronic or printed), brochures, student newspapers, etc. can be a suitable medium for promoting the project within the institution (including among students) and among local networks of partners and stakeholders.

DECIDE consortium partners will utilize all available opportunities to make the project visible to **policymakers** at the local regional and national level, including through targeted emailing of project outputs.

DECIDE consortium partners will avail of all suitable opportunities to publicise the DECIDE project on the national and International level, by publishing papers, publishing press releases online and in print, presenting at conferences and seminars and availing of any opportunities for promoting the project by collaborating with other CBHE projects through Inter Project Coaching that may occur.

Facebook: <http://www.facebook.com/DECIDE>)

has been set up by and is being maintained by LIT and Social Media presence will complement the website of the project. It will be used by all partner institutions to share information related to the general topic of the project, as well as to present achieved results or activities within particular institutions. The content will be less formal, more interactive and broader in terms of issues than the website of the project. This approach would allow the consortium to maximize and facilitate day-to-day interaction among project team members, supporters, researchers, followers and other persons involved with or interested in the project, while also maintaining – through the DECIDE website – a

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streamlined, concise, focused and user-friendly presence on the web that would benefit the overall visibility of the project.

Live streaming and a YouTube channel will be used where possible to make the main events accessible to a wide group of stakeholders.

Electronic mailing lists will help maintain and facilitate contacts within and beyond the DECIDE consortium. E-mail will be one of the primary means of engaging stakeholders, particularly the highly critical and relevant groups. An electronic mailing list for the DECIDE project has already been established, and it serves the purposes of internal project communication. This **consortium-level list will be complemented by institution-level emailing lists** of contacts relevant to the project, which project teams within each institution will develop, maintain, expand and use for the purposes of effective dissemination and implementation of the work programme.

2.2 Communication within the DECIDE consortium: will be managed as followed:

Management Plan: A Project Management Committee (PMC) will be established at the beginning of the project as well as Working Groups (WG's) and Local Committees. The PMC consists of 2 contact persons (1 member of Management/academic/library staff and 1 Administration staff who will directly be involved in project activities. The PMC- as the decision making body for the Consortium is responsible for:

- Control of the administrative and methodological aspects of the project;
- Monitoring and evaluation of project phases including communication regarding expectations of partners and stakeholders & with declared objectives;
- Intervention for problem solving & Conflict Resolution -an additional EU Steering Group has also been created in this respect).

The Coordinator of the PMC (UTBV) will ensure that project objectives are clearly highlighted and met and will implement procedures for efficiency of the project. The PMC will conduct coordination meetings, once a year, 4 days every year and will conduct monthly management meetings (Skype or ZOOM). It will steer the project and will intervene as necessary to readjust the project to the context, ensure consistent communication between partners and the organisation of committee meetings. WG's will be formed to ensure that the specific roles and tasks are distributed effectively as follows:

- Training Working Group (TWG)
- Quality Assurance Working Group (QWG)
- DECIDE Action Group (DAG)

Each WG will meet 3 times - once per year- with some meetings via Web meeting and will report to the PMC via the Chairs of WG's

Local activities of partner universities & non-academic/ society partners (e.g. exchange of information, training, equipment etc.) will be supported by the main contact person for each EU/PC partner. The Contact person will champion and highlight project objectives and coordinate human resources for the success for the project. WG's will ensure the various components of the project - management, development, quality control etc. are followed through effectively. Roles, methods etc. will be defined by the Partnership Agreements of the project.

Each partner is represented (2 persons) on each WG and the PMC of the project. Tasks are distributed equally and fairly: Distribution of tasks by Workpackages (WP's) as follows:

- Workpackage 1: Preparation – Led by UOC;
- Workpackage 2: Development of the Project – Led by TUD;
- Workpackage 3: Quality Plan – Led by MDX;
- Workpackage 4: Dissemination and Exploitation – Led by LIT;
- Workpackage 5: Management – Led by UTBV.

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PC's will participate in each WG and will form, local committee structures, to ensure the Dissemination & Exploitation of project results and the implementation of project initiatives in Kazakhstan, Uzbekistan and Tajikistan universities and in Society including National and Public libraries. PC's will contribute to the design and delivery of each stage of the DECIDE Curriculum- Design, Training, Piloting, and Evaluation.

3. Dissemination strategy, communication mechanisms and channels

To cover a large pool of various interest groups each partner will develop a dissemination plan as part of the process and opportunities will be sought to profile the project at regional, national and international level.

- National Awareness Day - Mass media campaign;
- Updated and actively populated DECIDE online platform which will serve as information hub for all the participants;
- Instruction manuals in downloadable from website, free for any users;
- Active work of Action Group which will closely work with PC Ministries of Education, Social Services, Public Councils and relevant NGOs informing them, conducting training and keeping them involved into various Mass media complain activities;
- All Stakeholders Special Needs Conference with the participation of broad audience conducted by the participation of representatives of Special Needs Libraries, Ministry of Education and Civil Service, and so on with the total number of relevant participant around 300 people.

The dissemination strategy will specify 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 make the maximum impact. A detailed plan of the dissemination will be drafted outlining dissemination activities. The dissemination strategy will comprise of dissemination of the project process, the project results and promotion of DECIDE programs which will be promoted before, during and post project (Action Group and uni Access Liaison Officers). The strategy will be aimed at all stakeholders and beneficiaries such as universities, public administration institutes, government employees in education and social services (especially libraries, NGO volunteers, parents, students, Ministries of Education and Social Services (for support, implementation). All primary and secondary schools in the PCs will be systematically informed in addition to a 5 year National Awareness Day.

PC universities will disseminate to target groups which include special needs pupils and their families to make them aware about the possibilities to obtain higher education. They will collaborate with NGO's and Civil Servants and Governmental bodies. University Libraries can be used as a great source of maintaining relations with relevant special groups via the facilitation of NGO's, providing academic, research and LLL possibilities. Dissemination will also include informing other non-Consortium universities (both public and private) and authorities (national, regional and local) and NGO's in the PCs. With the ethical and practical range of benefits to all parties involved this will enhance a sense of ownership and motivation during and after the project. Therefore, the role of NGOs is extremely important as the main facilitators between the HEIs and special needs people increasing the level of practical aspects and utilise their channels of communication with the relevant State Bodies as Ministries to further the project.

The Dissemination/Exploitation WP is the culmination of Module 2 of the DECIDE Curriculum *Marketing Theory and Practice - Creating Awareness Campaign Strategies* and production of the strategic marketing plan.

Each Partner Country institution will appoint an DECIDE Action Group who will create press-releases and arrange press-conferences for the local mass media consistantly throughout the project.

The Dissemination strategy will be supported by the website platform (information, downloadable modules, forum and for delivery of all supporting documents e.g. reports, guidelines, guides) available also as a link on all PC and EU websites.

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3.1 Project website and other web-based tools

The DECIDE project website - <http://www.decideproject.ie/> - will be one of the main dissemination channels. It will be a key source of information available to different categories of stakeholders, the first point of contact, and a mechanism for ongoing communication with external audiences. It will also enable effective consultation with motivated and proactive stakeholders. The website will be publicized by the consortium partners at project events and at other related events. The individual partners will also publicize the website within their own networks of contacts. The DECIDE website is designed to be informative yet uncomplicated for use, with concise content that would ensure smooth communication with diverse categories of stakeholders and external audiences.

Connected with this there is a guarantee from LIT who will have responsibility for the online platform maintenance after the lifetime of the project to keep the Platform running for 10 years - in particular regarding the creation of new content for the website and its continuous updating and refreshing with new content and ideas and promotion of the National Awareness Days.

After the project, volunteer efforts from dedicated persons in this consortium will continue to promote and develop access to inclusive education, to social integration and to non-discrimination treatment of those with special needs in education in accordance with Bologna Process and UN criteria in countries outside the Consortium.

This will promote the right of individuals with special needs to access education, to enjoy the right of participation in everyday society and to combat discrimination against them in society by instilling awareness and acceptance in society.

They aim to change public opinion through continued National Awareness campaigns and through the creation of Educational modules which in the future will change future generations of teachers and their pupils and students and thereby society.

Educational institutes will be more accessible through the appointment of Access Liaison Officers.

3.2 National Awareness Days

It is envisaged that each participating PC will launch two National Awareness Days in the project lifetime involving all stakeholders and structures. Plans for this Mass Media Campaign (National Awareness Days) will be discussed and finalised with partners during WG meetings held in the second half of 2019 and as part of a series of one-week training visits for EU to PC and PC to EU (DECIDE Curriculum Training) in the second year of the project. Training for implementation of the National Awareness Days forms part of overall DECIDE Curriculum – specifically Module 2- Marketing. The results of these training events will contribute to the following:

- Partners will have identified activities to take place and dates of first mass media campaign;
- Proposed Costs for the activities of the National Awareness Days will be estimated and finalised;
- Potential for media coverage will be explored in each country;
- Availability of key figures and stakeholders (Minister of Education and Science, Minister of Culture) will be explored and identified in each country.

Arising from WG meetings and subsequent training via the series of One Week visits, organizing committees and action groups will be formed in each country that are organizing the National Awareness Day. The project aims to make the National Awareness Days one of the success stories of the project through ensuring involvement of key figures, library and education organisations from right across Kazakhstan, Uzbekistan and Tajikistan Society. A feature of the National Awareness Days in both countries will be the use of modern Multimedia technologies such as “Flash Mobs”, which it is envisaged will be used to great effect in the cities of the Consortium in order to raise awareness about DECIDE and the vital importance of libraries for lifelong learning in key public spaces such as Parks and the City Centre and in front of main University and library buildings and involving National and Public libraries. Other multimedia tools will also be employed- such as movies and documentary films

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about libraries highlighting key issues in library development such as disability awareness and social inclusion.

In the organisation of the DECIDE National Awareness Days more traditional marketing and awareness tools will also be used to good effect and we plan to involve not just library and academic staff but students also from Kazakhstan, Uzbekistan and Tajikistan Universities through the design and creation of various Banners and Posters highlighting key issues in library awareness with Poster Exhibitions to be a feature of the National Awareness Days in all countries. Press Conferences will also be a feature of National Awareness days and all local and national media including newspapers. Radio and TV stations will be informed about the events and invited to attend.

Special events such as a Festive evening may be held in the vicinity of the universities and library buildings inviting students, professors' librarians, teachers, National and Public libraries NGOs and administration of the Universities as well as universities from outside the Consortium to disseminate information about the DECIDE project. Brochures, flyers, invitations about the DECIDE project will be distributed to the communities, universities, children with special educational needs and their parents so as to involve all of Society in the DECIDE project.

A key factor for the success of the National Awareness Days will be that that disabled people will be centrally involved in both the organisation and running of the National Awareness Days with reference to Modules. One of the key awareness raising events of the National Awareness Days will be the holding of "Roundtable Discussions" which will involve not only key figures in libraries from Kazakhstan, Uzbekistan and Tajikistan, society and education in general but also strong involvement of persons with special needs.

3.3 Eight DECIDE downloadable modules

The 8 DECIDE CURRICULUM MODULES: SPECIAL NEEDS INTRODUCTORY (PRACTICAL) MODULES - ALL NON-EXISTING AT PC UNIVERSITIES

Module 1

English for Specific Purposes (Special Needs and Disability) - This is targeted at all partners and will be later integrated into official university and public administration and where feasible NGO programmes.

Module 2

Marketing - Introduction to Theory and Practice - Creating National Awareness Campaign Strategies and Supporting NGO Development

Module 3

Use the Library! - This is targeted at all partners and especially librarians given the potential assessment on integrating disabled persons very effectively into society.

Module 4

Access Liaison Officer Trainee Programme Module - Targeted at all partners with inputs from all partners and the basis for the future Action Group. This training module will ensure that each educational organisation will have a specialised person in social integration and anti-discrimination measures on advising and assisting students or potential students with special needs in accessing education.

SPECIAL NEEDS ADVANCED MODULES (Theoretical Special Needs and Disability Specific) ALSO NON-EXISTING

Module 5 Meeting Needs - Cognition and Learning (including moderate and severe learning difficulties and Dyslexia)

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Module 6 - Meeting Needs - Communication and Interaction (which would include a focus on Autism as identified by the SWOT analysis)

Module 7 - Meeting Needs - Physical and Sensory Needs

Module 8 - Meeting Needs - Social, Emotional and Behavioural Difficulties

Here we will create ECTS modules using the EU Tuning method whilst Module 1 materials will be modified into the Common European Framework for later university, Governmental Bodies and NGO use.

All participants in WP1 will be required to have Upper Intermediate knowledge of English in order to be taught societal English course focusing on new vocabulary and necessary soft skills to achieve project goals.

The involvement of our key stakeholders emphasize that the project will ensure that both private and public sectors respect the rights of individuals with disabilities and involvement in society. Ministries of Education and Social Services, Teacher Trainer Educators (Universities) and their student teacher target group, Government & State Employee and Policymakers and NGOs including volunteers, social workers, parents and pre-university teachers. By the end of the project knowledge, public awareness and commitment among duty bearers (teachers, authorities, politicians and parents) has increased and the communities have embraced more inclusive and proactive approaches to disabled persons' welfare.

Primary and secondary schools in the PC countries will be systematically informed. Informing other non-Consortium universities (both public and private) and authorities (national, regional and local) and NGOs in the PCs and the ethical and practical range of benefits to all parties involved will enhance a sense of ownership and motivation during and after the project.

The ACTIVITIES leading to the LFM outputs/outcomes are:

DECIDE pedagogical training for Partner Country University, public administration government employee and NGO personnel, in EU and PC;

Development of English for Special Needs materials;

Preparation of 3 strand pilot DECIDE curriculum of above mentioned 8 Modules;

Production of 3 strand training of 8 modules complying with ECTS modular standards;

Pilot 1 - pilot of training modules;

Evaluation of pilot 1;

Pilot 2 – 2nd pilot of training modules (including Train the Trainer programme used to train Civil Servants and representatives of relevant NGOs by the University staff who received the special training in EU);

Evaluation of pilot 2 and downloadable access;

Formal integration of ECTS DECIDE modules by PC institutions, ie Universities, Public Administration institutes and NGOs following Ministry approval.

3.4 Conferences and Dissemination

Conferences are a means of developing national and international contacts and partnerships with key stakeholders and opinion leaders. They allow for direct, face-to-face communication and discussion.

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DECIDE partners will encourage members to disseminate about the project at appropriate library and other education conferences.

3.5 Publications in printed and electronic media

As part of its dissemination strategy, the Consortium will utilize targeted publications in the media in order to communicate key messages and to inform the public about major events or achieved results. This is one of the specific dissemination activities included in WP6. Each partner will seek to maximize the impact of the publications by selecting respected media outlets with wide coverage. In addition, consortium members will strive to ensure that – whenever possible – the media information they have published is also published online on the websites of the targeted media. This would allow other web-based media to re-publish or link to the information. The consortium will attempt to develop a basic common project narrative – i.e. key information about the project, the funding programme and the main objectives – that will serve as the baseline for media publications and will ensure consistency of the disseminated messages across the project countries.

3.6 Internal publications

As noted above, each consortium member produces internal publications, such as institutions' websites, printed and electronic bulletins, students' newspapers, etc. These internal publications are an excellent and cost-efficient way of promoting the project and disseminating its key messages and results to persons within the institutions, including students. Many of these publications also reach key stakeholders. It is the task of each project team at the particular institution to ensure the adequate presentation of DECIDE activities and products in such internal publications.

3.7 Workshops

Workshops are an essential means of knowledge dissemination. DECIDE will use workshops to discuss, present and deliberate project-related matters and findings.

3.8 Dissemination at external events

The DECIDE consortium will seek to establish and maintain contacts with other relevant projects (financed by the EU or by other grant organizations) in order to ensure wider impact of project activities and wider dissemination of project results. The consortium partners will utilize all opportunities to present the project and its activities at other relevant events, especially if the events have high dissemination potential and involve stakeholders that are key to the project. Major events organized by the consortium institutions – even if unrelated to the DECIDE work programme – are excellent opportunities to achieve wider dissemination in a cost-effective way. The consortium partners will try to deliver presentations and talks that link the DECIDE agenda to the schedule of the external events.

3.9 Policy recommendations and papers

A major objective of the project is to promote modernisation and reforms in higher education. Communicating the project messages to policymakers is key to achieving this objective. Therefore, the consortium members would use any opportunity to present the policy recommendations stemming from the DECIDE project to policymakers at all relevant levels in their countries. Such presentation can take the form of communicating policy recommendations in face-to-face meetings with policymakers at relevant events, publishing or presenting policy papers or discussion papers, initiating public debates within the media, etc.

4. Milestones in the process of promotion and dissemination

4.1 Organization of communication and dissemination activities

In view of maximizing the impact of dissemination efforts without budget finance, the DECIDE consortium will purposefully embed dissemination into activities that are aimed at the exploitation of project results.

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Each of these activities will be linked to particular dissemination objectives and milestones, and for each of them the DECIDE consortium will specify dissemination and communication objectives, communication channels and key message(s). The underlying rationale is to utilize as much as possible the inherent dissemination potential of the consortium.

Embedded dissemination activities will be implemented in all Partner Countries. It is therefore very fortunate that these countries are represented in the consortium by more than one institution and that the project has involved key stakeholders such as National Libraries as Associate Partners. In addition, the major activities are directly relevant to wide primary and secondary target groups. If each PC HEI makes efforts to reach as many of its university, students and stakeholders during the regular project activities, the project will enjoy wide outreach without the need to dedicate funds for promotion.

The DECIDE consortium will strive to communicate many of the project messages in the local languages. It will be the primary task of each DECIDE consortium member to ensure that research findings, as well as concrete and concisely presented replicable models and innovative practices of effective leadership and change management at HEIs could reach all interest groups within the participating institutions (senior management, Librarians, administration, academics, students, stakeholders from the wider environment of the HEI, etc.).

Part of the work programme involves building up networks and forming working groups with major relevant stakeholders (policymakers, business/enterprises, labour market institutions, civil society, student organizations, HEIs outside the consortium, National and Public libraries in each country). These activities are crucial for the dissemination strategy of the DECIDE consortium.

Modernisation processes in the sphere of higher education and their implications on the institutional level are issues that resonate with all major project stakeholders. The direct relevance of the DECIDE project will facilitate stakeholder involvement and the transversal promotion of project results across PCs' HEIs and societies.

The stakeholder-oriented activities therefore present excellent opportunities to convince the target groups that the project is relevant and beneficial not just for the particular HEI, but also for the broader society.

While it could be argued that direct promotion of the project to stakeholders could be met with some scepticism, collaborative problem-solving activities between the HEI and the stakeholders are likely to convince the latter in the existence of mutual interests and to motivate them to assume ownership of the results achieved in the course of the project. For the dissemination potential of stakeholder-oriented activities to be realized, these activities have to be organized in the form of less formal peer-to-peer interaction, open discussion and joint interactive problem-solving activities rather than in the form of presentations and lectures.

All events with wide target groups will be streamed live on the Internet. The DECIDE consortium will also use Twitter and Facebook to popularize the live streamed events.

4.2 Activities specifically aimed at dissemination:

The work programme includes a number of activities specifically aimed at dissemination:

- Online presentation of the project through the DECIDE website;
- Distribution of printed flyers, printed project leaflets and regular electronic Information Bulletins among stakeholders in the DECIDE countries;
- Publications in printed and electronic media country;
- Press conferences held after major project events;
- Organization of Final Dissemination Event “DECIDE Strategy: Presentation and Dissemination”;

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- National Awareness Days;
- Use of Social Media to widely publicise the project- Google+, Twitter, Facebook to include YouTube.

4.3 Project Deliverables for Dissemination in the DECIDE project

Taken from the Workpackage 4 of the original project application the project deliverables for Dissemination in the project are as follows:

- Public Presentation of the DECIDE project;
- Mass Media Campaign- Library National Awareness Day implemented by DECIDE Action Group;
- Models and DECIDE Training Methods Dissemination;
- Sustainability-DECIDE modules are tested, adjusted, integrated;
- DECIDE Online Platform;
- Final DECIDE Project Conference.

5. Target groups and audiences for each activity

5.1 Target groups

Most of the DECIDE activities are targeted at all interest groups within the participating institutions (senior management, librarians, administration, academics, and students). Part of the work programme (as specified in the milestones) targets also major stakeholders such as policymakers, business and industry, labour market institutions, civil society, student organizations, HEIs outside the consortium. Many events can be expected to have wide target groups involving not just internal and external stakeholders, but also the broader public, the media, persons involved in similar projects and researchers. Therefore, such events will be streamed live on the Internet.

5.2 Expected Impact of the Project

While the main beneficiaries of the project outputs/products/results are librarians and library staff- there will be different levels of positive impact. The results of the DECIDE project will result in reform of library services in Kazakhstan, Uzbekistan and Tajikistan which will involve target groups Librarians, Academic Staff, students, National & Public Librarians, Administrative and other non- teaching staff as well as people with special needs.

At National level the DECIDE project will leave behind a comprehensive framework for the training of Library „staff in PC countries which can be replicated across multiple universities through for example Associate Partners who are national libraries and institutions including National and public libraries through a comprehensive Dissemination and Exploitation Strategy led by LIT and TUD and aided by both Associate Partners in the project.

At the European and indeed World level the amount of international engagement of PC's (via presentations at conferences and submission to international journals) will increase leading to increased scientific visibility of librarians on the European and World stage.

Stakeholders other than Librarians and library staff will be reached through initiatives such as the creation of Subject Liaison Librarians who will liaise with specific Academic Departments so as to ensure that libraries in Kazakstan, Uzbekistan and Tajikistan are as relevant and inclusive as possible.

The Purpose of the DECIDE network will be to continue to promote the results of the DECIDE project throughout Kazakstan, Uzbekistan and Tajikistan and beyond through maintaining of the project website platform, an email discussion list, shared organisation of DECIDE training events between Kazakstan, Uzbekistan and Tajikistan institutions, blogs, listservs + a Calendar of Events all supported by the involvement of the Associate partners in the project.

Drafted by Angela Repanovici, UTBV, project leader

After project lifetime, the main method by which the Target groups will continue to be reached is through the DECIDE Curriculum and its Embedding into educational programs at each PC institution and its continuous development, enrichment and updating by PC institutions.

6. Identification, Cost/Benefit Analysis and Financing of Post-Project Dissemination Activities

6.1 Identification

The following activities will be sustained after the end of the project:

- DECIDE dissemination includes the implementation and updating of 8 DECIDE downloadable modules into state institutional curriculum.
- Continuation of the "Library National Awareness Day" involving participation of all stakeholders - Librarians, academics, students, local communities on an agreed day and running for 5 years. This involves active student participation of student unions, teacher unions with the support of national and public Libraries to facilitate dissemination and sustainability to Society at large.
- Post media PC coverage will be repeatedly emphasised. Continued visibility through the project website is guaranteed by LIT guarantee to maintain the website for 3 years post-project and to update all materials.
- Results will be mainstreamed and multiplied in the sector of activity and in participating institutions through ensuring the DECIDE Curriculum becomes part of the State Curriculum and is embedded into PC institutions programs/structures and through dissemination and exploitation of results to stakeholders outside the Consortium such as Universities through the Associate Partners in the project.
- Other web-based communication channels (Twitter and Facebook and YouTube) will be maintained for at least 5 years beyond the project's life. All partner institutions can contribute to regular updates.

6.2 Cost benefit analysis and Financing of Post-Project Dissemination Activities

Project partners agree to support the key outcomes of the project and to providing the necessary human resources for their sustainability. This activity rates high in terms of cost effectiveness. Cultivating strong relations with stakeholders is expected to become increasingly important for the PC institutions as they face the need to become more adaptable to the needs of their society and economy and embrace the need for increased collaboration, resource sharing and exchange of experience. Therefore, a comparable cost in terms of human resources will need to be considered by each PC institution.

7. Possibilities for synergies and multiplier effects

In many ways the DECIDE project was born out of the many synergies, multiplier effects and previous collaboration that existed between partners in the project prior to project application. Prior to the submission of the original application important synergies existed between partners and with other Tempus projects.

Looking forward within the DECIDE project- owing directly to the work of previous Tempus projects and collaboration, perhaps the most important synergy this project will explore is with the ERASMUS + Capacity Building in the Field of Higher Education (CBHE) project 561987 entitled *Library Network Support Services (LNSS): modernising libraries in Western Balkan countries through staff development and reforming library services* [LNSS]. This is a project that again has LIT, UTBV, TPG, UOC as partners as well as National libraries and National Electronic Library Consortiums as Associate Partners with very similar objectives and goals to LNSS project 561633 in the Armenia, Moldova and Belarus.

DECIDE project will also explore synergies and multiplier effects with partners and particularly from the very accessible and easy-to-follow website (<http://www.aspire-tempus.eu>) of the previous Tempus Project 530345- *Access to Society for People with Individual Requirements* (ASPIRE).

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