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Implementing dual system in Kazakhstan / KAZDUAL

DISSEMINATION AND EXPLOITATION ROADMAP

Project Consortium Coordinator: Laura Khassenova | SKU – South-Kazakhstan University | laura_ok_uko@mail.ru

Prepared by: Bayan Sapargaliyeva (KazNPU) | bonya_sh@mail.ru

Contributed by:

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PP	Restricted to other programme participants (including Commission services and projects reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	X

Summary

This document presents the Dissemination and Exploitation Strategy of the project, identifying all the details, from the products of the project to the evaluation and criteria for success of the dissemination and sustainability strategy.

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This document needs to be updated on a regular basis

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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 618835-EPP-1-2020-1-KZ-EPPKA2-CBHE-SP “Implementing dual system in Kazakhstan / KAZDUAL” and is applicable to all communication, dissemination, promotion and sustainability enhancement activities implemented by the KAZDUAL 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 the Quality Plan.

The broad goal of the project is to improve the competencies of higher education graduates in Kazakhstan through pilot programs following a dual system according to the needs of employers so that HEIs increase the employability of graduates, and improvement of cooperation with the private sector. The improvement of the competencies of higher education graduates in Kazakhstan is a necessity as acknowledged by Atakemen. Graduates do not have sufficient professional skills when they access the labor market according to numerous surveys and feedback offered by employers. Therefore, the key is how to increase the employability of graduates while keeping their motivation to study. Piloting a dual system based on best practices from EU partners will enable students to acquire more relevant knowledge and skills by combining formal education with training acquired at the workplace through adequately monitored internships. Consequently, the model will provide them with competences that are more in line with the needs of companies, and they will get the opportunity to get a job more easily. In many cases, it is expected that they will get a job offer by the company that provides their internships. This will not only raise the motivation of students to study, but also raise the interest of companies to offer internships and scholarships to students practicing dual professional education. It is expected that the companies would provide scholarships to selected students realizing their internships during their studies. This will help students to cover their expenses during studies (tuition fees, accommodation costs etc.), thus allowing students from lower income families to study as they will be able to earn.

Specific:

- In order to achieve these aims, the project needs to realize the following concrete objectives:
- To propose changes to legislation/regulations to adapt dual Higher Education in Kazakhstan.
- To enable students to acquire more relevant knowledge and skills by combining formal education with training acquired in the workplace.
- To develop a model for dual Higher Education that supports different needs and interests of employers, higher education institutions (HEIs) and students in different industrial sectors and to provide recommendations to HEIs for implementation of dual Higher Education
- To bridge programs between vocational colleges and university entry requirements
- To raise the motivation of students to study and interest of HEIs and companies to support and implement dual Higher Education and to decrease drop-out of students.
- To Create a network and research center for dual education and vocational training.

The project will start identifying needs and specific requirements of companies in different industrial sectors and businesses for dual professional education and to find companies willing to participate in pilot implementations during the project. Thereafter, after study visits to HEIs and companies in Europe, partners will develop a flexible model for dual education to support different needs and interests of employers, higher education institutions (HEIs) and students in different industrial and business sectors and to provide recommendations to Ministry of Education and Science of the Republic of Kazakhstan (MES RK), Independent Agency for Quality Assurance in Education (IQAA) and HEIs for implementation of dual Higher Education; The project will test the specific models through pilot programs in 3 colleges and HEIs. By realizing their pilot implementations during the project MES RK will be able to analyze the achieved results; As a result of the pilots, the consortium will be able to propose changes to

legislation/regulations to adapt the dual model of professional higher education in the Republic of Kazakhstan. Examples are logistics, electronics and the ICT sector, which is in high demand currently but has problems employing graduates, as they need more graduates than HEIs can deliver to the labor market, employing students' jobs, using their internships, may ease this problem. It is expected that logistics, electronics ICTs and software development companies are to be the first to show interest in the implementation of dual systems. This will certainly increase the interest of students to study logistics, electronics, ICTs and software engineering, and provide more ICTs and software, electrical engineering graduates for the labor market in Kazakhstan. Logistics, ICTs and software companies will have less problem of employing ICTs and software/electrical engineers and this will have a positive overall impact on development of the logistics, ICTs and electronic sector.

New approaches to the development of educational programmes will ensure the continuity of technical and vocational education and higher education systems, contribute to the formation of a flexible training structure and increase employer satisfaction with the skills of graduates. Updated educational programs will be oriented to the industrial sectors of the region and their needs. The project results will have a positive impact on the development of a national system for medium- and long-term forecasting of personnel needs. Updated educational programs and training courses will improve the quality of training of logistics or software engineering teachers for example. The activities and therefore the expected outputs vary according to the needs of the different target groups. The overall objective, namely the adoption of a dual system in Kazakhstan to improve the competencies of students according to the needs of employers while simultaneously increasing the employability of graduates and strengthening the cooperation with the private sector, already mentions the needs of the employers and students. Due to the lack of practical experience of graduates, the project will identify the needs of the employers, as well as the needs of students and the Higher Education Institutions to develop a flexible dual professional education model. With regard to these needs, the development of study programmes will work within the framework of results of the needs assessment carried out in the beginning of the project period. The study visits planned in the preparation phase will increase the competencies in curricula development and dual education structures of the target groups to ensure the ability to develop their own programmes in the development phase. Due to the educational reforms in higher education in Kazakhstan which focus on internationalization, competitiveness enhancement and the improvement of the quality of education, HEIs are in need to develop labor-market oriented, competitive study programmes, which are flexible enough to ensure that graduates meet the needs of the labor market. Since there is no clear transition for TVET Students to continue their studies in Higher Education, the study tour within the preparation phase will address the transmissibility within the European model. Teaching staff from Universities and Colleges will attend training sessions during the study tour to ensure pedagogical knowledge in practice-based education, which then will be implemented into the study programmes.

1.1 Main principles

Dissemination activities are designed with the aim of making the project's activities and results known to the broader educational and industry, business community at the local, regional and European level. Active participation of the Ministry of Education and Science of the Republic of Kazakhstan is obligatory.

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 KAZDUAL consortium partners is essential for achieving effectiveness of communication plan and post-project dissemination with reporting to the Project Management Committee (PMC) of the project - the decision-making body of the Consortium.

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The members of the KAZDUAL consortium will identify individual persons who would bear responsibility for implementing communication and dissemination-enhancing activities. The members of the KAZDUAL consortium will strive to coordinate with the KAZDUAL 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 road map. Each publication will respect the Dissemination and visual identity rules for ERASMUS + CBHE projects available here at https://eacea.ec.europa.eu/about-eacea/visual-identity_en and generally, CBHE rules will be strictly observed.

The KAZDUAL 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

1. Otto-von-Guericke-University Magdeburg – **OVGU** (Germany)
2. Tallinn University of Applied Sciences - **TTK** (Estonia)
3. Pädagogische Hochschule Tirol – **PHT** (Austria)
4. Accreditation, Certification and Quality Assurance Institute – **ACQUIN**
5. Central and Eastern European Network of Quality Assurance Agencies in Higher Education – **CEENQA**

KZ Partners

6. M. Auezov South-Kazakhstan University - **SKU** (project Grantholder),
7. Independent Agency for Quality Assurance in Education - **IQAA**
8. Ministry of Education and Science of the Republic of Kazakhstan – **MES RK**
9. Abai Kazakh National Pedagogical University - **KazNPU**
10. E. Buketova Karaganda University - **KarU**
11. Shakarim University -**SSUS**
12. Karaganda Higher Polytechnic College – **KHPC**
13. Semei Electrotechnical College – **Electrotechnical College**

Partner	Institution	Acronym
P1	M. Auezov South-Kazakhstan University	SKU
P2	Otto-von-Guericke-University Magdeburg	OVGU

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P3	Tallinn University of Applied Sciences	TTK
P4	Pädagogische Hochschule Tirol	PTH
P5	Accreditation, Certification and Quality Assurance Institute	ACQUIN
P6	Central and Eastern European Network of Quality Assurance Agencies in Higher Education	CEENQA
P7	Abai Kazakh National Pedagogical University	KazNPU
P8	E. Buketov Karaganda University	KarU
P9	Shakarim University	SSUS
P10	Ministry of Education and Science of the Republic of Kazakhstan	MES RK
P11	Independent Agency for Quality Assurance in Education	IQAA
P12	Karaganda Higher Polytechnic College	KHPC
P13	Semei Electrotechnical College	Electrotechnical College

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

2.1 KAZDUAL approach to communication

Networking and social media

- virtual: Facebook, Instagram)

- Interactions with other Erasmus+ KA and projects of interest of KAZDUAL

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

KAZDUAL 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.

KAZDUAL consortium partners have to establish channels of media relations. They will use these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level.

KAZDUAL 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 KAZDUAL consortium partners will use 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.

KAZDUAL consortium partners will use all available opportunities to make the project visible to stakeholders at the local regional and national level, including through targeted emailing of project outputs.

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KAZDUAL consortium partners will avail of all suitable opportunities to publicize the KAZDUAL 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.

For the project Facebook:

Facebook: <http://www.facebook.com/KAZDUAL>

For the project Instagram:

Instagram: <http://instagram.com/KAZDUAL>

has been set up by and is being maintained by Abai KazNPU 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\Portal 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 KAZDUAL platform – a 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 KAZDUAL 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 KAZDUAL 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 KAZDUAL consortium: will be managed as followed:

Management Plan: A Project Management Committee (PMC) and Steering Committee will be established at the beginning of the project as well as Working Groups (WG's) and National Committee. The PMC and Steering Committee consists of 2 contact persons (1 member of Management/academic 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.

The Steering Committee is responsible for:

- Intervention for problem solving & Conflict Resolution -an additional EU Steering Group has also been created in this respect).

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The Coordinator of the PMC (SKU) 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 each trimester, 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 organization 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)
- KAZDUAL Action Group (KAG)

Each WG will meet regularly depending on the needs of the Work Package with some meetings online (via skype, Microsoft teams or Zoom) 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 – it would be better to mention the names of the persons in the document) 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 ACQUIN and PHT
- Workpackage 2: Development of the Project – Led by OVGU
- Workpackage 3: Development of the Project – Led by SKU, KarU, SSUS, KazNPU, 2 Colleges
- Workpackage 4: Quality Plan – Led by IQAA, TTK
- Workpackage 5: Dissemination and Exploitation - Led by KazNPU
- Workpackage 6: Management – Led by SKU.

PC 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 universities\Colleges and all identified stakeholders in order to identify their needs, expectations and requirements of Dual Higher Education in Kazakhstan. PC will contribute to the design and delivery of each stage of the KAZDUAL Dual System Model, Training, Piloting, and Evaluation.

3. Dissemination strategy, communication mechanisms and channels

The project will implement dissemination activities to public in different ways and aims:

1. Dissemination for Awareness

General dissemination materials, news and press releases will be distributed to the larger target audience to make them aware of the project, its aims and activities and outcomes. Creating the awareness of KAZDUAL project's work will help the "word of mouth" type dissemination and help in building an identity and profile within the Dual system-related sectors and community. All identified target groups will receive the information about the KAZDUAL project. Partners will be all involved to this

aim and encouraged to use their own contacts and institutional/company tools to disseminate the project at a large scale, national and international

2. Dissemination for Understanding

Depending on the activity and outcome, a number of groups/audiences will be selected to target and address directly to them the specific information. This has the aim to allow these groups/audiences to have a deeper understanding of the project's activities and enlarge the community of potential end-users of the project outcomes and/or trigger their interest in the KAZDUAL activities.

3. Dissemination for Action

The dissemination of some specific activities and outcomes, with deeper or detailed description will be addressed to individuals or groups of people that are able to understand and apply the information provided, to "influence" and "bring about change" within their organizations and/or to take decisions about the adoption of some tools, the involvement in the project activities, etc...

Overall the dissemination activities and tools will be aimed also to involve new members as "associated project partners" and in particular the project website, newsletters, symposiums, meetings and different events Interested entities will apply through the website and will be accepted by the management board of the project.

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. Mass media campaign - Updated and actively populated KAZDUAL online platform which will serve as an information hub for all the participants. - Instruction manuals in downloadable from Portal, free for any users - Active work of Action Group which will closely work with Ministry of Education and Science of Kazakhstan, IQAA, Companies informing them, conducting training and keeping them involved into various Mass media complain activities - All Stakeholders Conference with the participation of broad audience conducted by the participation of representatives of HEI, Colleges, Ministry of Education and Science, IQAA, Companies and so on with the total number of relevant participant around 300 people. The main aim of this WP is to raise awareness throughout the duration of the project and after its completion among stakeholders and the general audience for the dual system. As new types of studies, it is important to be publicly and professionally recognized as a significant new component of the HE system in Kazakhstan. The project will set a project website for visibility. A number of round tables, discussion for a and conferences will present all project outcomes and provide recommendations and guidelines for their successful implementation in Kazakhstan. This WP starts with a dissemination plan, project logo and Web portal. Further on, different kinds of activities are considered: social media profiles, participation at education fairs, presentations of dual system to Colleges students, secondary schools pupils, etc. As exploitation support from MES RK and IQAA to pass necessary regulations and amendments for dual system will be carried out as well. In the third year an Observatory for dual system at KazNPU will be established with publication of a handbook based on results.

Activities:

- **Development of dissemination roadmap**
- **Development and update of project Website\Platform**
- **Organisation of fora, conferences, and other activities to raise awareness of KAZDUAL system**

Support of MESRK and IQAA in passing new regulations and amendments based on recommendations Establishment of Observatory and Dissemination of KAZDUAL best practices through Publication of KAZDUAL handbook with best practices and lessons learned WP6 is devoted to project management. This WP aims to coordinate and manage all project activities ensuring timely delivery of planned outcomes, with expected or required quality. A steering committee and management plan will be established at the beginning of the project and regular national and international meetings will take place every year. 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 consist of dissemination of the project process, the project results and promotion of KAZDUAL which will be promoted before, during and post project. The strategy will be aimed at all stakeholders and beneficiaries such as universities, public administration institutes, government employees in education and students, Ministries of Education and Science, IQAA (for support, implementation). PC universities\colleges will disseminate to target groups to make them aware about the possibilities to obtain Dual System. They will collaborate with Companies and Governmental bodies. Dissemination will also include informing other non-Consortium universities (both public and private) and authorities (national, regional and local) and Companies 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 Companies is extremely important as the main facilitators between the HEIs and special needs people increasing the level of practical aspects and using their channels of communication with the relevant State Bodies as Ministries to further the project. The Dissemination/Exploitation WP is the culmination of the Dual System Module of KAZDUAL. Each Partner Country institution will appoint a KAZDUAL Action Group who will create press releases and arrange press-conferences for the local mass media consistently 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.

3.1 Dissemination methods/activities

Dissemination will be done through general tools and materials, events, publications and products.

1. General dissemination tools:

- website
- video and flash-presentation (website, Youtube channel)
- flyer
- poster
- bookmark
- roll-ups

The general dissemination materials are intended to raise awareness to all target stakeholder groups with the exception of the website that will also target dissemination for action. The website will include all the content of the project, including its outcomes that will be made available to the public.

3.2 Project website and other web-based tools

The website will be used for internal and external communication and dissemination with a public and a private virtual environment. The public section will include generic information about the project, including its description, activities, contact details, reports, events, news, registration for new members. The private environment (or intranet) will be used to store and share documents and additional communication within partners of the project consortium. In particular, for internal communication, the website will contain all necessary documents for project management, tools for quality assurance and reporting of activities, forums for internal work package discussions and all documents prepared. Several levels of access will be given to coordinator, WP coordinators, consortium partners and associated partners.

In the intranet, a specific session will be dedicated to the collection of the dissemination activity carried out by the project partners; an online form to be filled in by the partner with the info related to the activity (type, tool, date, place).

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The public project website will also give access to the virtual platform that will combine a repository of the various open access tools (see above) and links to other projects and related databases if needed (e.g. e-learning platform and webinars).

Depending on the product or publication these will be prepared and made available in different languages: English, Kazakh and Russian.

KazNPU will develop a project Portal where best practices on dual education and regulations and accreditation procedures developed during the project will be announced there. The KAZDUAL Portal is available in English, Kazakh and Russian languages. Social media will also be used (either LinkedIn or Facebook, Instagram).

The KAZDUAL project Portal - <http://kazdual.kz/> - 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 Portal will be publicized by the consortium partners at project events and at other related events. The individual partners will also publicize the institutional website within their own networks of contacts. The KAZDUAL Portal 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. In addition to the Portal, a Facebook, an Instagram page will be used, as described above.

Connected with this there is a guarantee from KazNPU who will have responsibility for the online platform maintenance after the lifetime of the project to keep the Platform running for 10 years – in particularly regarding the creation of new content for the website and its continuous updating and refreshing with new content and ideas and promotion of DUAL SYSTEM IN KAZAKHSTAN.

After the project, volunteer efforts from dedicated persons in this consortium will continue to promote and develop access to dual system, strengthening the cooperation enterprise-HEI and employability of graduates through dual system and professional education in accordance with the Bologna Process and in countries outside the Consortium.

The methodology in following a sequential logic of preparation, development, piloting and assessment and including not only HEI's but also the ministry and the private sector ensures a sustainable and feasible project structure which will contribute to the development of flexible, modern and demand-oriented dual study programs even after the project period.

Especially in regards to the sustainability after the project period, awareness raising is an essential part of the project methodology. The new types of study programs it is necessary to be publicly and professionally recognized as a significant new component of the Higher Education system in Kazakhstan.

They aim to change public opinion through continued National Awareness campaigns and through the creation of Dual System Model which in the future will change future generations of teachers and their pupils and students, graduates, employers and thereby society.

Educational institutes will be more accessible through the appointment of Dual System Education Trainers.

3.3 Conferences and Dissemination

Scientific, business and professional-oriented events including:

- conferences,

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- symposiums,
- workshops,
- seminars,
- meetings
- presence at fairs

Participation in non-project events (e.g. organized by other entities) is foreseen to raise awareness about the project's activities and outcomes.

Project's events (organized and sponsored by the project and by partners' institutions) will be used to lead to action on the development of the project and the further uptake and implementation of the project outcomes.

The project will eventually organize a Conference in KazNPU at the end of the project for which its main stakeholders will be invited (national governments, Ministry of Education and Science, Industrial and Professional Associations), as well as the press. This event will provide an opportunity to disseminate the final outcomes and provide a final opportunity to involve more stakeholders in the sustainability of the main outcomes as the monitoring needs platform.

One of the key awareness raising events of the Conferences will be the holding of "Roundtable Discussions" which will involve not only key figures Associate partners and Employers from Kazakhstan and society and education in general. At least 3 round tables in each region will be organized each year. Whenever possible they will be organized at the same time as project management meetings. Likewise, 1 local event after the 3rd month will be organized in each HEI together.

Conferences are a means of developing national and international contacts and partnerships with key stakeholders, Associate partners and opinion leaders. They allow for direct, face-to-face communication and discussion and KAZDUAL will encourage partners to disseminate about the project at appropriate education conferences.

Given that MES RK is a partner in the project, an annual conference with high standing will be organized each year. Public authorities, Associate partners, will be invited and heads of colleges and HEIs.

There will be 1 annual conference and a mid-term dissemination event covering each region (1st at SKU, 2nd at KU, 3rd at SU. Final event at KazNPU). During these meetings, project activities and results will be presented as well as interesting topics related to the role of students and employees in QA of PHE processes, the role of external accreditation agencies, professional bodies, etc. This form of dissemination is very important because large numbers of experts and representatives from academia and business /industry will be able to assist and participate at the same time.

It is envisaged that each participating PC will launch one Conference in the project lifetime involving all stakeholders and structures. Plans for this Mass Media Campaign (Conferences) will be discussed and finalized with partners during WG meetings held in the first half of 2021 and as part of a series of virtual training (according to the situation, maybe virtual online training) in the first year of the project. 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 Conferences will be estimated and finalized
- Potential for media coverage will be explored
- Availability of key figures - representatives from the Ministry of Education and Science obligatory and employers, stakeholders will be identified

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Arising from WG meetings and subsequent training via the series of visits, organizing committees and action groups will be formed in each PC University that are organizing the Conference. The aim of the event is to make the Conference one of the success stories of the project through ensuring involvement of key figures, universities, colleges and education organizations, Associate partners, employers, stakeholders from right across Kazakhstan Society.

In the organization of the KAZDUAL Conferences more traditional marketing and awareness tools will also be used to good effect and we plan to involve not just universities and academic staff but students also from Kazakhstan Universities through the design and creation of various Banners and Posters highlighting key issues in awareness with Poster Exhibitions to be a feature of the Conference. Press Conferences will also be a feature of Conference 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 Event may be held in the vicinity of the universities and buildings inviting students, teachers, National and Public NGOs and Stakeholders, Associate partners, Employers, administration of the Universities as well as universities from outside the Consortium to disseminate information about the KAZDUAL project. Brochures, flyers, invitations about the KAZDUAL project will be distributed to the community, universities, colleges, schools, students, pupils and their parents so as to involve all of Society in the KAZDUAL project.

Special consideration will be given to the concluding conference at KazNPU, which serves also as a recognition of the established Observatory and platform created on experts in dual professional level at local, national and international level. The results of the project will be presented to the general public with particular attention to professional bodies and business associations. For this conference, a special report with project results will be elaborated.

Furthermore, the annual conferences will be attended by representatives of MES RK and experts from partner countries in order to assure sustainability and to prepare follow up applications. In order for a successful and efficient dual model system partners need support from MES RK and IQAA through review of best practices, assessment of results, recommendations and suggestions. They need to make necessary changes in legislation and regulations, procedures and accreditation standards so that a dual professional education system takes place.

The public relation offices of the 2 European organizations (ACQUIN and CEENQA) will provide significant press and publicity work in favor of the project.

3.4 An Observatory - Innovative Training Hub

One of the goals in KAZDUAL is to establish an Observatory of good practices in dual education which will support a network of practitioners with the aim of strengthening links between the entities and organizations that sustain the dual system of professional education. It will also contribute to increasing cooperation with university-enterprise through QA processes, role of students and employers and offer services to IQAA and MESRK. A handbook and publication with results of piloting programs will be elaborated by the Observatory.

An Observatory - Innovative Training Hub as a joint platform to share, test and apply disruptive training solutions, collecting inputs, contents and supports from academia, industry, and other key stakeholders

in the Dual system-related sectors. The Platform is a cohesive network to rethink the links between learning and employers' performance; also a honing and polishing spot connected with external clusters of employers and scientific associations.

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KAZDUAL Knowledge Clusters based as local physical institutions for data exchange, identification of local competency boosters and mobilization of local stakeholders – as well as liaising complementary.

KAZDUAL Permanent Observatory of new innovative training systems. The Observatory carries research directed mainly at providing companies and employers with indications concerning future trends and their impact on training offer and demand.

KAZDUAL Certification Scheme for the recognition of knowledge and skills of professionals working in various fields of the Dual system sector and certification of training activities.

Developed KAZDUAL Training Activities as a list of joint programmes or by the single partners with description of target groups, learning outcomes, methods, where and how available. A teachers' guide, facilitators guide, teaching tools, methods and materials as well as a list of selected activities with target groups, learning outcomes, methods and implementation plan are combined to an unique portfolio – Dual system Model handbook.

The head of the Observatory is appointed a person from the project working group who develops an Observatory Business Plan for the period of work (within the project and after project lifetime).

3.5 Publications in printed and electronic media

Regular publications are foreseen initially to make targets aware of the project and later update project results to the main target groups.

- reports
- content bases for newsletters
- journal articles (including press release and briefings)
- mailing lists of consortium partners and associated partners, other organizations
- social media bulletins and graphic distribution (e.g. LinkedIn, Instagram)
- links in other projects and networks websites and Erasmus+ National agencies.

Apart from consortium working documents, to be disseminated only at the level of the consortium, the main outcomes can be summarized as follows:

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. 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 KAZDUAL activities and products in such internal publications. The placement of articles and information in local and regional as well as in national media is therefore secured.

3.7 Workshops

Virtual knowledge-transfer and dissemination including

- e.g. webinars,
- virtual workshops and conferences
- workshops are an essential means of knowledge dissemination. KAZDUAL will use workshops to discuss, present and deliberate project-related matters and findings.

MILESTONES OF EXTERNAL

TRAININGS|SEMINARS|CONFERENCES|WORKSHOPS|MEETING WITHIN THE KAZDUAL PROJECT

YEAR 1

No	Preliminary Name of the TRAININGS SEMINARS CONFERENCES WORKSHOPS MEETINGS	By what WP	Place (Country\City)	Month Year	Target group	Objectives - Expected results
1	Study visit Austria	1.2	Austria	4 -Y1	HEIs	Stock tacking of dual system practices in AT to include in 1.1
2	Study visit Germany	1.2	Germany	4-Y1	HEIs	Stock tacking of dual system practices in DE to include in 1.1
3	Workshop I in accreditation procedures	1.4	Estonia	5-Y1	HEIs, accreditation bodies	Stock tacking of accreditation procedures for professional education and dual system
4	Workshop II in accreditation procedures	1.5	IQAA-KZ	6 – Y1	HEIs, accreditation bodies	Comparison of accreditation procedures for professional education and dual system between EU and KZ and elaboration of adjustment and recommendations for 1.5

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5	National project management meeting	6.1	SKSU-KZ	8-Y1	Partner members	Action plan, progress report, KZ implementation monitoring
6	Train-the trainer I	2.2	Germany	9-Y1	HEI and college Partner members	Design of training materials for employers and teachers in dual system I
7	Train-the trainer II	2.2	Austria	10-Y1	HEI and college Partner members	Design of training materials for employers and teachers in dual system II
8	Organisation of fora and conferences and other activities to raise awareness of KAZDUAL system	5.3	SKSU-KZ	12-Y1	Partner members, other HEIs and colleges, employers	Conference on dual system models in KZ
9	Project management meeting	6.1	SKSU-KZ	12-Y1	Partner members,	Revision year 1, action plan year 2
10	Virtual Project management meeting	6.1	virtual	3,9 Y1	Partner members,	revision project implementation on regular basis

YEAR 2

N o	Preliminary Name of the TRAININGS SEMINARS CONFERENCE S WORKSHOPS MEETINGS	By what WP	Place (Country\City)	Month Year	Target group	Objectives - Expected results
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1	Organisation of train-the trainers in Europe and Kazakhstan	2.2	KSU – KZ	13 – Y2	Partner members, employers	Training on practical-oriented education to achieve pedagogic skills for adequate monitoring of students.
2	Organisation of train-the trainers in Europe and Kazakhstan	2.2	PTH-Austria	15 – Y2	Partner members	Training for short intense modules for 8 professionals that are also academic staff of HEIs will be organized so that employers get the right pedagogic approaches to motivate and monitor students.
3	Virtual Project management meeting	6.1	virtual	15,21 Y2	Partner members,	revision project implementation on regular basis
4	Organisation of train-the trainers in Europe and Kazakhstan	2.2	SSUS- KZ	17 – Y2	Partner members, employers	to provide teachers and employers pedagogic skills for adequate monitoring of students.
5	National project management meeting	6.1	KazNPU-KZ	18-Y2	Partner members	Action plan, progress report, KZ implementation monitoring
6	Organisation of fora and conferences and other activities to raise awareness of KAZDUAL system	5.3	KSU-KZ	24-Y2	Partner members, other HEIs and colleges, employers	Conference on challenges for dual system implementation in KZ. Results of KAZDUAL in Year 2
7	Project management meeting	6.1	KSU-KZ	24-Y2	Partner members,	Revision year 1, action plan year 2

YEAR 3

No	Preliminary Name of the TRAININGS SEMINARS CONFERENCES WORSHOPS MEETINGS	By what WP	Place (Country\City)	Month Year	Target group	Objectives - Expected results
1	Organisation of fora and conferences and other activities to raise awareness of KAZDUAL system	5.3	SSUS-KZ	27-Y3	Partner members, other HEIs and colleges, employers	Conference to disseminate results on piloting projects and raise awareness of observatory of dual system practices in KZ
2	Virtual Project management meeting	6.1	virtual	27, 33 Y3	Partner members,	revision project implementation on regular basis
3	National project management meeting	6.1	IQAA-KZ	30-Y3	Partner members	Action plan, progress report, KZ implementation monitoring
4	Organisation of fora and conferences and other activities to raise awareness of KAZDUAL system	5.3	KazNPU-KZ	36-Y3	Partner members, other HEIs and colleges, employers	Conference to disseminate activities of observatory of dual system practices in KZ
5	Project management meeting	6.1	KazNPU-KZ	36-Y3	Partner members,	Revision year 3, preparation final report

3.8 Dissemination at external events

The KAZDUAL 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 KAZDUAL 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 KAZDUAL agenda to the agenda of the external events.

3.9 Policy recommendations and papers

A major objective of the project is to strengthen relations between higher education systems and the wider economic and social environment. Communicating the project messages to enterprise-HEI and

employability of graduates through dual system and professional education is key to achieving this objective. Therefore, the consortium members would use any opportunity to present the recommendations stemming from the KAZDUAL project to stakeholders, employers at all relevant levels in their countries. Such presentations can take the form of communicating recommendations in face-to-face meetings with stakeholders, employers 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 Timescales and responsibilities

As soon as the website is ready, a press release will be prepared in different languages and sent to media in each country of the consortium partners. WP5 will send the English texts that will be translated by consortium partners.

Regular news will be sent frequently to mailing lists with the update of the project results. If an outcome is ready this will be published on the website and distributed via social media (e.g. LinkedIn, Instagram).

Each consortium partner will disseminate the project and/or a project result in an event with products meanwhile prepared.

After the completion of an outcome the respective partners will evaluate the possibility of preparing a paper in a scientific journal or descriptive news for a newspaper.

4.2 Organization of communication and dissemination activities

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

Each of these activities will be linked to particular dissemination objectives and milestones, and for each of them the KAZDUAL 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 HEIs and Colleges and Organizations in Kazakhstan. It is therefore very fortunate that all these institutions are represented in the consortium and that the project has involved key stakeholders such as Associate Partners. In addition, the major activities are directly relevant to wide primary and secondary target groups. If each HEI, College and Organization makes efforts to reach as many of its faculty, students and stakeholders during the regular project activities, the project will enjoy wide outreach without the need to dedicate funds for promotion.

The KAZDUAL consortium will strive to communicate many of the project messages in the local languages. It will be the primary task of each KAZDUAL 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, Colleges, IQAA, MES RK could reach all interest groups within the participating institutions (senior management, administration, academics, students, stakeholders from the wider environment of the HEI, Colleges, Organizations of Education, etc.).

Part of the work programme involves building up networks and forming working groups with major relevant stakeholders (business/enterprises, labor market institutions, civil society, student organizations,

HEIs, Colleges outside the consortium). These activities are crucial for the dissemination strategy of the KAZDUAL consortium.

Depending on the region and sector, the model of cooperation with industry and companies may vary but the project will set common standards for the different collaboration scenarios between Kazakh students, HEIs, vocational centers and companies. To achieve this, the consortium will consult representatives of all identified stakeholders in order to identify their needs, expectations and requirements of Dual Higher Education in Kazakhstan, these are issues that resonate with all major

project stakeholders. The direct relevance of the KAZDUAL project will facilitate stakeholder involvement and the transversal promotion of project results across HEIs, Colleges, Companies 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 skepticism, 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 KAZDUAL consortium will also use LinkedIn, Instagram and Facebook to popularize the live streamed events.

4.3 Activities specifically aimed at dissemination

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

- Online presentation of the project through the KAZDUAL institution website\KAZDUAL Platform;
 - Distribution of printed flyers, printed project leaflets and regular electronic Information Bulletins among stakeholders in KAZDUAL consortium;
 - Publications in printed and electronic media country;
 - Press conferences held after major project events;
 - Organization of Final Dissemination Event “KAZDUAL Strategy: Presentation and Dissemination”.
-
- Conferences
 - Use of Social Media to widely publicize the project- Google+, LinkedIn, Instagram, Facebook to include YouTube.

4.4 Project Deliverables for Dissemination in the KAZDUAL project

Taken from the Work package 5 of the original project application the project deliverables for Dissemination in the project are as follows:

- Public Presentation of the KAZDUAL project
- Mass Media Campaign- Conferences implemented by KAZDUAL Action Group.
- Models and KAZDUAL Training Methods Dissemination
- Sustainability-KAZDUAL modules are tested, adjusted, integrated.
- KAZDUAL Online Platform
- Final KAZDUAL Project Conference.

5. Target groups and audiences for each activity

5.1 Target groups

Most of the KAZDUAL activities are targeted at all interest groups within the participating institutions (Ministry of Education and Science of Kazakhstan, IQAA, senior management, administration, academics, and students). Part of the work programme (as specified in the milestones) targets also major stakeholders such as employers, business and industry, labour market institutions, civil society, student organizations, HEIs, Colleges 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.

Key stakeholders in promoting cooperation enterprise-university, implementing dual system and providing employability to students - six are the main target groups of the dissemination of KAZDUAL project:

1. Universities, research centers, associations of professionals, associations of companies, training providers. Dissemination will be directed to academic staff, institutional management, heads of institutions, heads of departments, heads of internship, quality assurance units or educational development unit involved in the design and development of study programs and training activities along with trainers/teachers of students, graduates and professionals, co-responsible (with the learner) for the quality of their work, through the development of the competences matching job market needs and up-to-date knowledge.
2. Students: Their main aim is to develop the best competences possible to perform at the profession with a high quality and to continuously improve competencies to improve the quality of their work and adapting to new professional requirements. Students associations (at national and international level) will be also considered for their potential dissemination activity to larger communities.
3. Public Services: Authorities, governmental institutions in the professional education and Dual system related fields. Awareness about the project and findings about emerging skill needs and therefore building the basis for interaction in strategy definition for facing challenges related to education schemes, curricula, future regulatory education frameworks, etc.
4. Industry, companies, start-ups and consultants governmental and non-governmental organizations.
5. Intermediate organizations/multipliers in the Dual system-related sectors in order to enlarge the potential impact of the project as well as to get additional inputs for the project activities.
6. General public: as consumers or simply as citizens. There is a main interest to make them aware of the increasing collaboration between professional oriented companies and educational and training organizations towards the improvement of the professionals skills and competences and ultimately towards the improvement of the knowledge and skills that will be useful to the employee.

5.2 Expected Impact of the Project

While the main beneficiaries of the project outputs/products/results are teachers and students with enterprises but also tries to bridge the gap between vocational and higher education levels - there will be different levels of positive impact.

The results of the KAZDUAL project Tangible results will be at different levels according to the stakeholders:

At local level: Thanks to cooperation with around 45 local companies (15 per region), 360 students will gain perspectives for employment after graduation. HEIs will be able to generate intensive contact with local companies with perspectives of professional courses, advising businesses and practical research. Local companies will be able to participate in formation of students before graduation and cooperate with nearby students with increased employment perspectives after graduation.

At National level: Students receive funding during the period of study. HEIs, they will have less students dropped. Companies will receive graduates with better qualifications and skills and specifically trained young trainees reducing the recruitment costs. Moreover, close cooperation between HEIs and companies could increase the innovative potential of both of them. Being involved in real industry problem solving universities will be forced to change their research attitude and align them with business demands. In other words, universities can substantially expand the number of their budgeting sources. While, the companies involved in close cooperation with HEIs may have further expansion of business activities including export capabilities due to increasing their innovative potential.

At regional level: Students from peripheral countries in Central Asia or Russia may find their interests to study within the Dual Higher Education Model in Kazakhstan. HEIs and colleges can increase in number of students and contribute to the reputation of HEI in the region. Companies: Companies in the region may employ highly trained people with no language barriers.

At European level: Students following German or Austrian model system, introducing Bologna standards in professional education and internship practices can also get a better perspective of finding a job because of gaining practically oriented qualifications and possibilities of enrolling in some of the harmonized programs of dual education in Europe. For HEIs the introduction of a compatible model with EU standards will also facilitate the strategic internationalization of HEIs and partnership with EU HEIs for dual education. Companies in Europe may employ highly qualified manpower, educated by a model that is consistent to EU labor market needs from Kazakhstan.

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

After project lifetime the main method by which the Target groups will continue to be reached is through the KAZDUAL Model (Dual System Model) and its Embedding into educational programs at each institution and its continuous development, enrichment and updating by institutions.

6. Benefits to end users

Ultimately, the general public will benefit especially as consumers from better trained employees with better knowledge and skills.

Companies\Organizations will have quicker access to research results, can use expertise of university staff when working for a short period in industry\organizations\institutions, can use internships of students for new developments (increase of manpower), staff will get access to apply new methodologies and technologies.

Training organizations will have real case orientation that will allow better design of courses and access to tools and good practices.

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Both companies\organizations\institutions and training organizations will benefit from a shift of cooperation between them from national to European level by allowing the use of additional expertise, facilitating mobility/employability of students and better (according to needs) trained employees available for companies\organizations\institutions.

Students will have access to better (real case-oriented, entrepreneurship minded) training, and European wide placements (language and communication skills) will increase employability.

7. Dissemination Requirements

All project dissemination materials must include the "Programme Logo". The image files, in several formats, and rules can be found at:

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

The EU emblem and a mention (that can be either "Co-funded by the European Union") must also be included. Rules can be accessed at:

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

The project's publications and results that are distributed must have the Erasmus + logo and the mention "Co-funded by the Erasmus+ Programme of the European Union".

Erasmus Logo

Logo to be used:



The disclaimer "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects 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" must be used (article II.7.2 of the General Conditions) in any communication or publication. The other EU official language versions can be found at the following link:

http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf

Partners are required to also use the KAZDUAL Project logo when publishing dissemination materials for the project.

KAZDUAL Project Logo:



TEMPLATES

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A simple template has been created for text documents, reports and presentations, and will be downloadable for all members of the project. It's important to follow the templates to give a united impression of the project, and to create a visual language that will, at first glance, indicate the information concerning the KAZDUAL project.

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

8.1 Identification

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

- KAZDUAL dissemination includes the implementation and updating KAZDUAL downloadable Model into state institutional curriculum
- Continuation of the "DUAL EDUCATION CONFERENCE" involving participation of all stakeholders-HEIs, Colleges, 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 Associate partners, Companies and Employers to facilitate dissemination and sustainability to Society at large.
- Post media institutions' coverage will be repeatedly emphasized. Continued visibility through the project website is guaranteed by KazNPU 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 KAZDUAL Curriculum becomes part of the State Model and is embedded into 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 (LinkedIn, Instagram 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.

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

Project partners agree to support the key outcomes of the project and to provide 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 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 institution.

9. Possibilities for synergies and multiplier effects

In many ways the KAZDUAL 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 and Erasmus+ projects.

Looking forward within the KAZDUAL project- owing directly to the work of previous Tempus and Erasmus+ 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) Dual Education for Industrial Automatization and Robotics in Kazakhstan [DIARKAZ] (<http://diarkaz.kineuprojects.kz>). KAZDUAL project will also explore synergies and multiplier effects with partners and particularly from the very accessible and easy-to-follow website Establishment of Centres for Competence and Employability Development

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[COMPLETE] (<http://www.cced-complete.com/>). This is a project that has Shakarim University in Semei, as well as Associate Partners with very similar objectives and goals to projects - Implementing a Central Asian Centre for Teaching, Learning and Entrepreneurship [CACTLE] (<https://management.cactle.eu>), Enhancing innovation competences and entrepreneurial skills in engineering education [InnoCENS] (<https://gidec.abe.kth.se/InnoCENS/>), Enhancement of higher education and corporate sectors integration in accordance with new social environment [ENINEDU] <http://eninedu-erasmusplus.kaznu.kz/>, Integrated approach to stem teacher training [STEM] (<https://stem-project.org/>), HE and VET alliance establishment according to Bologna Principals implementation via VET teachers' capacity building [ALLVET] (<http://allvet-erasmus.com/uk/>).

10. Evaluation and Success Criteria

The consortium is aiming at below described numbers, assessing the impact of the performed dissemination activities. Besides these numbers, the success of the activities performed will be assessed by WP4 and 6.

Success criteria	Quantification	Description
Number of new network members (associated)	3 from each Partner country institution	At the end of the project, the network of members should have increased by 10 new members as associated partners.
Nature of new network members	30% Industry or organization\institution partners	To ensure a balanced network, at least 30% of the new members should be Industry or business partners.
Views on website	Steady increase of views (ideally tripled from year 1 to year 3)	With deliverables being uploaded on the website as well as project outputs going online and being available on the webpage, an increase in the number of visitors will show the uptake of those results.
Organisation of dissemination events	"Sufficient" number of organized dissemination events and participants (at least 2 events per year)	The project and its activities should be sufficiently presented at events in front of relevant stakeholders. The related numbers are mainly subjective. However, the consortium has to evaluate if they are satisfied with the performed dissemination activities.
Participation at dissemination events	Project partners present at all major events relevant to the project with at least flyers being distributed.	See above.

11. List of deliverables, timeline for dissemination and target groups

This table contains all the deliverables, its timeline (after a slash in case it is different from delivery date) for dissemination and identification of target groups.

#	W P	Delivery date	Result(s) (output(s) or outcome(s))	Medium that will be used	Lang uage s	Disse minat ion level	Target groups/potential beneficiaries of KAZDUAL
1	1	M5	Review of EU best practices and experiences in dual system (D-1.1)	online	en,kz,ru	confidential	Consortium partners
2	1	M4	Study visits to Germany and Austria	electronic, online	en,kz,ru	public	Universities, companies, training providers, governmental institutions, other stakeholders, students
3	1	M5	Survey among companies and regions to identify supporters of dual system model	electronic, online	en,kz,ru	public	Universities, companies, training providers, governmental institutions, other stakeholders, students
4	1	M5	Workshop on internal/ external assessment mechanism and management practices of professional education for MESRK and IQAA	electronic, online	en,kz,ru	confidential	Consortium partners
5	1	M6	Preparation of report with revision of quality standards and recommendations for MESRK and IQAA	electronic, online	en,kz,ru	public	Consortium partners
6	2	M8	Design of training materials for employers and teachers	electronic, online, leaflet	en,kz,ru	public	Universities, Colleges, Learners, companies, Training organisations, professionals
7	2	M17	Organisation of train-the trainers in Europe and Kazakhstan	electronic, online	en	confidential	Consortium partners
8	2	M18	Certification of employees and teachers in KAZDUAL model	electronic, online	en	confidential	Consortium partners
9	2	M17	Adjustments/tuning of Professional HE accreditation procedures for dual system in KZ	electronic, online	En, kz, ru	confidential	Consortium partners
10	3	M4	Selection of piloting of programs for KAZDUAL	electronic, online	En, kz, ru	confidential, public	Universities, Colleges, Learners, companies, Training organisations, professionals

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11	3	M12	Template Agreements (for companies' collaboration)	Template	en, kz, ru	restricted	Consortium members, other consortia
12	3	M20	Set up of classrooms and equipment for practical education and simulation of workplace	online	En, kz, ru	confidential, public	Universities, Colleges
13	3	M31	Piloting of selected courses according to KAZDUAL system during academic year 2022-2023	electronic, online	En, kz, ru	confidential	Universities, Colleges, Learners, companies, Training organisations, professionals
14	3	M32	Piloting of accreditation procedures for selected courses (self-evaluations, study visits, etc)	electronic, online	En, kz, ru	confidential	Universities, Colleges, Consortium members, students
15	4	M3	Elaboration of quality plan and tools (D-4.1)	electronic, online	en	confidential	Consortium partners
16	4	M6\M12\M18\M24\M30\M36	Internal Quality assurance and monitoring control (D-4.2)	electronic, online	En, kz, ru	Confidential	Consortium partners, students
17	4	M4	Evaluation Guidelines	electronic	en	confidential	Consortium partners
18	4	M36	External quality monitoring and control and peer review	electronic, online	En	Confidential, public	Universities, Colleges, Consortium members
19	4	M/21/36	External evaluator's reports	electronic, online, leaflet	en	restricted	Consortium members, other consortia
20	5	M3	Dissemination roadmap	Template	En	Confidential	Universities, Colleges, Learners, companies, Training organisations, professionals
21	5	M3	Dissemination Strategy (D6.1)	electronic, online	en	restricted	Consortium members
22	5	M36	Development and maintenance of project website and platform for best practices	electronic, online	En, kz, ru	public	Consortium members, other consortia
23	5	M6	Dissemination material and templates	electronic, online	en	public	Consortium members
24	5	M6	Conference Guidelines (D8.4)	Template	En, kz, ru	confidential	Consortium members
25	5	M36	Round tables, discussion for a conference towards visibility of KAZDUAL activities and project results	electronic, online	En, kz, ru	Confidential, public	Universities, Colleges, Learners, companies, Training organisations, professionals
26	5	M6\M12/M18\M24/M30\36	Reports of dissemination activities	on-line (restricted access)	en	restricted	Consortium members, other consortia

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27	5	M36	Continuous support of MESRK and IQAA	electronic, online	kz, ru	public	Universities, Colleges, Learners, companies, Training organisations, professionals
28	5	M25	Establishment of Observatory for dissemination of KAZDUAL best practices.	electronic, online	En, kz, ru	Confidential, public	Universities, Colleges, Learners, companies, Training organisations, professionals
29	5	M35	A handbook and publication with results of piloting programs	electronic, online	En, kz, ru	public	Universities, Colleges, Learners, companies, Training organisations, professionals
30	5	M35	KAZDUAL big Conference in KazNPU	Other (Event)	En, kz, ru	public	All stakeholder groups that want to attend the Conference (industries, professionals, academic institutions, colleges, Industrial and Professional Associations)
31	6	M2\M4\M9\M12\M8\M16\M35\M36	Kick-off meeting and project management meetings	electronic, online	En, kz, ru	Confidential, public	Consortium partners
32	6	M3	Elaboration and approval of Steering Communication Plan Dissemination and QA plan, and creation of KAZDUAL Steering Committee	electronic, online	En	Confidential	Consortium partners
33	6	M36	Project financial and administrative management	electronic, online	En, kz, ru	Confidential	Consortium members
34	6	M36	Communication and conflict resolution	electronic, online	En, kz, ru	Confidential	Consortium partners
35	6	M4	Project Start Documentation	electronic	en	confidential	Consortium members
36	6	M3	Project Management Plan	electronic	en	confidential	Consortium members
37	6	M19	Interim financial and content reports	electronic, paper (if required)	en	confidential	Consortium members
38	6	M36	Project Management Manual final	electronic	en	confidential	Consortium members
39	6	M36	Final financial and content Reports	electronic	en	confidential	Consortium members
40	6	M36	Project Closure	electronic	en	confidential	Consortium members