

PROJECT  
**“Euro-Mongolian Cooperation for Modernisation of Engineering  
Education” [ EU-Mong ]**

**Valorisation (Dissemination and Exploitation) Plan**

**Introduction**

This document describes the dissemination and exploitation activities to be undertaken within the EU-Mong project lifetime to ensure its valorisation and sustainability. The dissemination materials and events will contribute to promote and validate the EU-MONG MSc programmes, along with other project ideas and outputs, among the stakeholders, institutes and organisations.

The central aim is to ensure the broad dissemination of the EU-MONG project in Mongolia mainly but also in the Asian region and Europe and to promote the Masters programmes and other project outcomes nationally and internationally. The project will be disseminated via the formal and informal networks which all project partners are involved in.

The purpose of the project results dissemination will be to ensure their optimal use and increase the project impact. The project activities and results will be disseminated in various ways, e.g. by organising seminars, providing information on the Internet, publishing leaflets, etc. The dissemination will begin with the start of the project with a design of project Web page and first publications on the on-going activities. After obtaining encouraging results of the pilot test the project partners will work for its broader exploitation and validation, transfer and dissemination in more learning settings and specific discipline from the education sector.

The project partners will work out a strategic plan to support sustainability, which will foresee different activities for each output / outcome targeting sustainable exploitation of project outcomes / outputs after the end of CBHE funding. In the final workshop the project partners will sign an Exploitation Agreement on collaboration of PC-EU after the end of the project.

**Aim**

To ensure that the user needs are met, the project results are durably implemented, to multiply the project results effect and to ensure their sustainability, to increase the project impact by transferring them to different contexts, to promote new practices in new skills education.

**Target audience**

**At national level**

Students, teaching and administrative staff, technicians, management of higher education institutions from Mongolia and Asian region, engineers and management of enterprises, Mongolian local community including high school students as future students in engineering,

### ***At international level***

Higher education institutions from the Asian region and Europe, instructional designers, electrical engineering business sector.

### **Description**

The partnership of the EU-MONG project, being university professors and managers of enterprises has the capacity to conduct the planned valorisation activities in a full and efficient manner. All partners have professional experience in publishing and communications and they will share responsibility for dissemination and larger exploitation of project results.

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First activity for project exploitation will be a more precise need analysis of the labour market and review of existing curricula. This is a new approach for Mongolian higher education. The users will be involved from the first prototypes development and in all stages, until the pilot test and field trial. At the project meetings decision-makers from the sector will be invited as well the social partners.

The end of the second and the whole third project year are devoted to the testing and implementation of the innovated curricula. First, the pilot test with small groups of learners will be performed for three months and then, after improvement of courses (if the test proved they are needed), the field trial with regular students will be performed during two semesters. After successful assessment, students will be awarded certificates.

The dissemination and exploitation strategy of the EU-MONG project results will ensure:

- Maximum clarity and quality of the project results
- Maximum access to the project related information and results
- Involvement of stakeholders to ensure support and guarantee broad valorisation and use of the results and the MSc programmes, including accreditation of curricula
- Piloting will assess the quality and coherence of the results and identify issues and potential needs.
- Increased awareness of the project and its results to facilitate the wider use of the results and support for the MSc programmes
- Sustainability of project results after the end of the eligibility period.

### **Main dissemination methods**

Activities to ensure wide visibility and identification of the project include the following:

- Production and distribution of promotional materials and online presence using methods such as the EU-MONG logo, leaflet and website

- Participation of project partners in events, workshops, publications, conferences, etc.
- Publishing on multiple platforms including but not limited to Social Networks such as Facebook and Twitter, and other channels such as YouTube, special interest blogs etc.
- Establishing synergies with related or relevant CBHE projects to help extend the scope of dissemination results
- Once the new MSc curricula are accredited by the corresponding authorities and with the support of the Mongolian Ministry of Education, the diffusion and enrolment period will begin before summer 2019.

### **Main exploitation methods**

- Design of curricula to meet needs of the industry/labour market, students and teachers
- Design of courses using the approach with learning outcomes defined according to the needs of industry
- Work in close cooperation with university and national authorities and accreditation of curricula
- Creation of new laboratories at each Mongolian university for effective engineering education
- Pilot test of courses with small groups of learners
- Field trial with large audience, implementation of courses
- Plan for sustainable use of project results and signed exploitation agreement.

### **Social networking dissemination strategy**

In terms of dissemination, the project cannot rely on a Facebook or Twitter presence alone, but these methods can certainly be utilised to maximise the online presence of the project. The partnership needs to identify the networks, individuals, related projects that would have an interest in the EU-MONG project. The partnership should target these potential stakeholders by providing interesting facts and information related to the project, all the while maintaining a link with the EU-MONG project and the technology being used. It is envisaged that the project partners can call on their relative expertise and research experience to produce this information in an efficient and timely manner.

### **National and international dissemination opportunities**

Each partner is required to include some potential dissemination opportunities at a national and international level. These opportunities can include networks, journals, and conferences, related or relevant projects of European and Mongolian partners through which the EU-MONG project can be valorised and exploited.

Mongolian partners will disseminate project results to other Mongolian universities, on conferences, to other consortiums in which each university is involved, development of Web pages in Mongolian on their servers and diffusion of materials in Mongolian on educational fairs, seminars conferences in the country and in Asian region.

### Valorisation (dissemination and exploitation) plan

| Time-table              | Activities planned during and after the end  | Initiatives  | Target group   | Partner responsible    |
|-------------------------|--|--|--|------------------------|
| 01/2018                 | First PMB meeting in Sofia for project activities specification with involvement of representatives of Mongolian authorities and the management of the coordinating institution. Update of the valorisation plan   | Project meeting with involvement of the representatives of the Mongolian embassy, the rector of TUS, journalists from the newspaper of TUS   | Teachers, stakeholders   | P1                     |
| 11/2017<br>-<br>10/2020 | Development and maintenance of the project comprehensive Website listing the working papers and all results, activities, demonstrators of results EU-Mong and new curricula development. Through the EU-Mong Web portal, developed learning materials will be available as OERs for the wide audience. | Development and setup of the project Web site<br>Update of the Web site with new results: upload of the reports or link to the e-learning environment, to the TV channels emitting the project activities, like the inauguration of new laboratory; publishing minutes of the meetings, news etc.                        | Students, teachers, employers, management/stakeholders   | P1                     |
| 05/2018                 | Development and maintenance of smaller project websites on each of the partners' extranets   | Maintenance of smaller project websites on each of the partners' extranets with information on the activities in the partner's country in the language of the country to insure larger diffusion of project results and to allow the access of different audiences in the country to the curriculum development process. | Students, teachers, employers, management/stakeholders including Ministry of Education of Mongolia | P2, P3, P4, P5, P6, P7 |

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|-------------------|---|--|---|-------------------|
| 10-14/<br>09/2018 | Meeting in Mongolia for need analysis, certification criteria and learning outcomes description with involvement of representatives of the university management and national authorities.  | Project meeting<br>Training seminar on design of curricula using the approach with learning outcomes and meeting the needs of the industry.  | Teachers,<br>university<br>management,<br>national<br>authorities in<br>education   | P5, P6, P7,<br>P8 |
| 2018-<br>2020     | Insuring close relations with the authorities (Ministry of education, Ministry of labour and social inclusion), local authorities; publishing the information on project activities and results on the servers of all partner institutions. | Presentation of the project plan in the Ministry of Education, Culture, Science and Sports; involvement of representative of the Ministry in the project meetings and the activities in Mongolia; collaborative dissemination activities to all other HEIs and to the business | National<br>authorities,<br>HEIs in<br>Mongolia,<br>student and<br>teachers,<br>business<br>representatives                   | All               |
| 03.2019           | Workshop at INES, France for peer review of syllabi and training seminar on the new achievements in the use of solar energy and efficiency of buildings.  | Project meeting,<br>training seminar   | Students,<br>teachers,  | P4                |
| 04/2019           | Accreditation of curricula/courses at the three Mongolian universities  | Recognition of the innovated curricula by the academic councils  | Students,<br>teachers,<br>university<br>management  | P5, P6, P7        |
| 05/19             | Newly equipped laboratories for practical training of students  | New laboratories' inauguration event disseminated in the newspapers and Mongolian televisions  | Students,<br>teachers,<br>university<br>management,<br>representatives<br>of the industry,<br>large society in<br>the country | P5, P6, P7        |
| 07.2019           | Workshop for evaluation of first prototypes of the e-learning materials by peer review in Ulaanbaatar with involvement of students, teachers and other stakeholders   | Evaluation<br>workshop   | Students,<br>teachers and<br>other<br>stakeholders  | P5, P6, P7,<br>P8 |

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| 2018 - 2020 | Participation in the thematic monitoring activities and cluster meetings organized by the National Erasmus+ Agencies and by EACEA in Brussels and presentation of project activities and results to the national audience and to the representatives of other CBHE projects.      | Participation in the grant-holders meeting of EACEA; Presentation of the project results on a Cluster meeting of CBHE projects in Mongolia if organised by EACEA | Teachers, students, management, coordinators and partners of other CBHE projects   | P1<br>P5, P6, P7           |
| 2018-2020   | Establishment of co-operation with other projects/networks within the CBHE programme to promote access to improved methods and educational resources as well as to the results and best practices in this field, and to finally integrate with the borderless learning community. | Presentation of the project on the meeting of other CBHE and national Mongolian projects   | Teachers, students, management, coordinators and partners of other CBHE projects   | All                        |
| 06/2019     | Design and production of a project leaflet  | Design and production of a leaflet in Mongolian, English and the languages of participating countries.   | Students, teachers, university management, representatives of the industry, large society in the country and other participating countries | P1, P2, P3, P4, P5         |
| 09/19-12/19 | Pilot test  | Exploitation: tests of innovated curricula in the three universities with small groups of students   | Students, teachers, university management  | P1, P2, P3, P4, P5, P6, P7 |
| 11/2019     | Meeting for pilot test on-going evaluation and planning the field trial at TU-Berlin, Germany   | Pilot test evaluation, last improvements of courses, planning the implementation   | Students, teachers, university management  | P2<br>All                  |



|                  |  |   |  |                                 |
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| 01/20 –<br>10/20 | Field trial  | Exploitation:<br>implementation of<br>innovated curricula<br>in the three<br>universities   | Students,<br>teachers,<br>university<br>management,<br>Ministry of<br>education  | P1, P2, P3,<br>P4, P5,<br>P6,P7 |
| 02/2020          | On-going evaluation of the<br>exploitation of new and<br>innovated courses (field<br>trial) and of the<br>dissemination activities<br>during the meeting at Polito,<br>Italy | Evaluation of the<br>implementation of<br>the curricula   | Students,<br>teachers,<br>university<br>management   | P3<br>All                       |
| 10/20            | Exploitation report  | Reporting the<br>implementation of<br>the innovated<br>curricula and the<br>results of the<br>survey with<br>students and<br>teachers                                 | Students,<br>teachers,<br>university<br>management,<br>Ministry of<br>education  | All                             |
| 2020             | Production of dissemination<br>materials: CDs or flash<br>memories, flyers, posters  | Development of<br>video-material on a<br>CD or flash<br>memory<br>Development of<br>project flyer<br>Design of posters<br>for dissemination of<br>the project results | Students,<br>teachers,<br>university<br>management,<br>representatives<br>of the industry,<br>large society in<br>the country and<br>other<br>participating<br>countries | All                             |
| 2019 -<br>2020   | Dissemination activities on<br>seminars, workshops in the<br>specific fields of expertise of<br>partners, e.g. educational<br>technology, electronics,<br>engineering.       | Reporting and<br>presenting the<br>ongoing project<br>activities, findings<br>and outcomes on<br>national and<br>European<br>conferences,<br>exhibitions etc.         | Students,<br>teachers,<br>university<br>management,<br>representatives<br>of the industry,<br>large society in<br>the country and<br>other<br>participating<br>countries | All                             |

|                 |   |   |  |                |
|-----------------|---|---|--|----------------|
| 2019 -<br>2020  | Enlargement of the network with partners from other CBHE projects in Mongolia and networks of project partners                    | Dissemination activities in Mongolia, to be planned by the Mongolian universities and the Ministry of Education   | Students, teachers, university management, representatives of the industry, large society in the country and other participating countries | All            |
| 01/20-<br>10/20 | Involving new students/teachers in using new developed curricula, methodology and teaching materials for sustainable exploitation | Dissemination activities in Mongolia, to be planned by the Mongolian universities and the Ministry of Education   | Students, teachers, university management, representatives of the industry, large society in the country and other participating countries | P5, P6, P7     |
| 09-<br>10/2020  | Open final dissemination seminars in Mongolia   | A dissemination workshop will be organised and different stakeholders will be invited. During the last 3 months, the Mongolian partners will organise dissemination seminar with potential new users of the courses from other HEIs and industry, local/national authorities. | Students, teachers, university management, representatives of the industry, large society in the country                                   | P5, P6, P7, P8 |



|         |                        |   |   |     |
|---------|------------------------|---|---|-----|
| 10/2020 | Exploitation agreement | During the last project meeting an exploitation agreement on the further use of courses, administration of the learning environment, IP rights in a case of use by non-project partner institutions, etc. | Students, teachers, university management, national authorities | All |
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### Disclaimer

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