



Dissemination plan in the frame of the Erasmus+ CBHE Project

Role of Universities in the Regional Development (RURD)
609741-EPP-1-2019-1-GE-EPPKA2-CBHE-SP

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Project “Role of Universities in the Regional Development” (RURD) Dissemination plan				
Means of communication	When	Actions	Responsible organization	Remarks and comments
Local level				
Information about project in University website	During and after project	Creation of common, standardized text that all participating higher education institutions will upload in their university websites. Regular updating of information on the main website of the project.	BSMA ATSU Common information on their own higher education website – all organizations	
Information about project on TV and radio	During and after project	Each partner university will use opportunity to talk about project on local TV and radio. This will allow to disseminate information about project for wider audience. It can be used both during the project and after it.	BSMA ATSU All organizations can participate	
International level				
Website in Georgian and English languages http://rurd.atsu.edu.ge/ (already created)	During and after the project	Modernization of the main project website. Regular updating of information on website about project progress (e.g. interviews with	BSMA ATSU	Need to fix the gallery link because it doesn't work and remove Facebook / Twitter links because they don't redirect to project pages and are misleading.

		project partners or members from higher education institutions about the goals or importance of the project). Also, other information about project trainings, results, useful links to support page activity.		
Project Facebook page	During and after the project	<i>Private project Facebook page</i>	BSMA ATSU	
		<i>Public project Facebook page (already created)</i>		It's necessary to expand public project Facebook page community and increase its activity: publish regular information about the most important events of the project, to share public trainings, relevant

				reports that will appear in the press, useful links, etc.
Workshops and trainings	During the project	<p>Need to communicate with project members and inform them about trainings and workshops of the project (e. g. in the private Facebook page, MS Teams, e-mails, etc.).</p> <p>Regularly remind them about events.</p>	BSMA ATSU	
Summarizing booklets	After the project	<p>Creation of booklets summarizing the project outcomes and providing recommendations for future Regional policy and developing general Education strategy. These booklets will be published (in Georgian and English languages) and distributed to regions, local governments and other stakeholders nationwide.</p> <p>Summarizing booklets should be available in printed and electronical version.</p>	BSMA ATSU	

Means of communication	When	Target audience	Responsible organization
<p>Newsletters</p> <p>Newsletters include information about ongoing trainings or workshops. Also, provide systematic information on trainings or workshops that have already passed.</p> <p>They can be supplemented with information on useful links.</p>	<p>One newsletter every 6month</p>	<p>Members of the project Regional universities of Georgia Partners Persons who want to subscribe newsletters on the website</p>	<p>Creation of content – all organizations.</p> <p>Systematization and dissemination of information – BSMA, ATSU</p>
<p>Facebook posts on public page</p> <p>Information about progress of the project, made decisions, feedbacks of the project members, reports on public workshops or trainings, publications, visual material from the meetings, conferences, etc.</p>	<p>At least one post per week</p>	<p>Members of the project Partners Regional universities of Georgia Stakeholders</p>	<p>Creation of content – all organizations</p> <p>Systemization and dissemination of information – BSMA, ATSU</p>
<p>Facebook posts on private page</p> <p>Information about works, discussions, questions, surveys, etc.</p>	<p>In case of questions</p>	<p>Members of the project</p>	<p>All members of the page</p>
<p>Online Partners' meetings on MS TEAMS</p> <p>Way for faster and easier sharing of information about works,</p>	<p>One per months with a settled day and time</p>	<p>Members of the project</p>	<p>Participants – all members of the project</p> <p>Organizators – BSMA, ATSU</p>

<p>discussions, question, surveys, etc.</p> <p>This helps to ensure communication of all partners involved in the project about the project, their activities and planned activities.</p>			
<p>Publications</p> <p>Press releases on important changed and results influenced by the project.</p> <p>Academic publications – depending on the need and available material.</p>	<p>Depending on the available material</p>	<p><i>Press releases:</i></p> <p>Members of the project Partners Stakeholders Partner universities Local authorities</p> <p><i>Academic publications:</i></p> <p>Georgian universities Other universities Partners Stakeholders</p>	<p>All members of the project could create and share content.</p> <p>BMSA and ATSU are responsible for publicity.</p>
<p>Brochures and booklets</p> <p>Include all important information about project aims, goals, progress, suggestions, results, diagrams, visual material, etc.</p>	<p>Brochures and booklets should be not only printed, but also electronically so they can be uploaded on the website and downloaded by the need.</p>	<p>Regional universities of the Georgia Local authorities Partners</p>	<p>BSMA, ATSU</p>

According to RURD project aims and objectives, Vytautas Magnus University is responsible for monitoring and supervising of this dissemination plan. Also, if necessary, making recommendations and giving advices for Batumi State Maritime Academy (BSMA) for this plan implementation and Akaki Tsereteli State University (ATSU) as the main RURD project coordinator.