



**LAND MANAGEMENT, ENVIRONMENT & SOLID-WASTE: INSIDE
EDUCATION AND BUSINESS IN CENTRAL ASIA**

ERASMUS-EDU-2023-CBHE Project Number: 101129032

Deliverable 6.1

Dissemination Plan

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1. PROJECT OBJECTIVES

The Erasmus+ Capacity Building in Higher Education project titled "LAND MANAGEMENT, ENVIRONMENT & SOLID-WASTE: INSIDE EDUCATION AND BUSINESS IN CENTRAL ASIA /LESLIE/" is spearheaded by Universitat Politècnica de València, Spain. This initiative involves a consortium comprising 14 partners hailing from EU countries (Spain, Italy, and Cyprus), Kazakhstan, and Uzbekistan. Scheduled to operate from January 1st, 2024, to December 31st, 2026, the project aims to address the pressing need for updated educational resources in Sustainable Land Management (SLM) within Central Asian universities, particularly in Kazakhstan and Uzbekistan.

The **primary objective** of the project is to develop and deploy a series of Micro-credentials and digital educational tools focused on SLM. These resources are intended to enhance the academic offerings at both undergraduate (BSc) and graduate (MSc) levels. By aligning with the most recent and stringent international standards, the project aims to ensure that the educational curriculum meets the requirements of regulatory bodies and industries operating in the field.

The overall objective of the project is developed through **five specific objectives**:

1. To create a Hub on Sustainable Land Management in Kazakhstan and Uzbekistan, integrating High Education Institutions (HEI), such as universities and research centers, together with regulators, private professionals, industries and stakeholders
2. To jointly design and implement a set of Micro-credentials on Sustainable Land management (SLM) to be offered to BSc and at MSc students of Kazakh and Uzbek universities, following the most recent and strict international standards
3. To produce a set of didactic tools in digital format that can be integrated as support material in the SLM BSc and MSc ONLINE educational programs
4. To integrate all the educational material inside a Single Online SLM Repository (Toolbox)
5. To develop a Pilot Future Learning Incubator which includes the application of new educational techniques using a STEHEAM approach to promote and disseminate SLM to the future 2030 university students.

The **key deliverables included in Work Package 6 - Impact and Dissemination** are:

- D6.1.- Dissemination Plan (Due date: M3)
- D6.2.- LESLIE project webpage (Due date: M6)
- D6.3.- LESLIE SLM Digital handbook (Due date: M36)
- D6.4.- Report on the implementation of the Dissemination Plan (Due date: M18)
- D6.5.- Three online conferences and workshops (Due date: M9, M18, M30)
- D6.6.- First SLM International Conference in Central Asia (Due date: M36)

2. DISSEMINATION STRATEGY

2.1. AIM AND OBJECTIVES OF THE DISSEMINATION PLAN

The Dissemination and Communication Strategy of LESLIE WP6 is designed to ensure the widespread transfer and utilization of all project outputs and results beyond the consortium. It aims to disseminate and utilize project outcomes in the most efficient manner possible.

The main goal of the LESLIE communication and dissemination actions are to provide relevant, and uniform project details to a wide range of stakeholders and interested parties. These encompass universities, governmental and non-governmental organizations, and other relevant entities invested in the project's results.

Furthermore, the strategy aims to offer recommendations for leveraging and disseminating the opportunities arising from the project, particularly concerning the utilization of SLM Microcredentials and the challenges presented by the SLM International Hub. This entails facilitating the uptake of project benefits by students, universities, and professional environments.

The dissemination and communication strategy of the LESLIE Project, particularly within Work Package 6, is designed to achieve the following specific objectives:

1. **Dissemination to Broader Audiences:** Ensure that project results are disseminated to a wider audience beyond the primary target groups, thereby amplifying the project's impact within the larger community.
2. **Heightened Visibility:** Elevate recognition among target demographics and relevant stakeholders regarding the pioneering aspects of LESLIE, its outcomes, and the possibilities for their extension beyond the project's duration.
3. **Network Establishment:** Create and nurture a network of users for LESLIE outcomes and educational resources, spanning both academic and non-academic sectors.
4. **Academic-Industry Synergy:** Foster and fortify partnerships between educational establishments and commercial enterprises on local, national, and transnational scales to ease the assimilation of project achievements.
5. **Expert Information Dissemination:** Ensure that experts and institutions involved in Sustainable Land Management (SLM) are well-informed about the LESLIE project and its results, enabling them to advocate for the replication and expansion of these achievements.

6. Continuous Stakeholder Communication: Ensure regular communication with national, regional, and global stakeholders concerning project advancements and milestones to maintain transparency and foster involvement.
7. Consortium and EACEA Communication: Maintain effective and seamless communication within the LESLIE consortium and with representatives from the Education, Audiovisual and Culture Executive Agency (EACEA) to ensure efficient project coordination and reporting.

The LESLIE Project's dissemination plan outlines a comprehensive approach to disseminating project materials and results through various channels. This includes organizing regular online and on-site meetings, seminars, and conferences. The plan specifies:

1. Recipients of Information: The target audience includes project stakeholders, universities, public and private institutions, as well as experts in Sustainable Land Management (SLM) at national, regional, and international levels.
2. Delivery Methods: Information will be delivered through online platforms, such as webinars, video conferences, and virtual seminars, as well as through physical events like on-site meetings, workshops, and conferences.
3. Communication Content: The content communicated will encompass project updates, progress reports, outcomes, best practices, and recommendations related to Sustainable Land Management (SLM), Microcredentials, and the SLM International Hub.
4. Communicators: Communication will be carried out by designated project representatives, including consortium members, project coordinators, and communication officers.
5. Frequency of Communications: Regular communication will be maintained, with the frequency determined by the urgency and significance of updates. This may include monthly progress reports, quarterly webinars, and biannual conferences.
6. Resources Allocation: Adequate resources, including personnel, technological infrastructure, and financial support, will be allocated to facilitate effective communication and dissemination efforts.

By implementing this communication plan, the LESLIE Project aims to ensure that relevant stakeholders are well-informed about project activities, outcomes, and opportunities, thus maximizing the impact and sustainability of its results.

2.2. RECIPIENTS OF THE COMMUNICATION STRATEGY

Accurate identification of crucial project target demographics and stakeholders is vital for efficient communication and project implementation. The LESLIE Project primarily emphasizes engagement with populations in Kazakhstan, Uzbekistan, and neighboring Central Asian countries. The designated target demographics and stakeholders include:

1. **Project Partners (Internal Stakeholders):** Comprising the consortium members, project partners require regular updates on project activities, progress, and their expected contributions. Communication with consortium members will primarily occur through email, ensuring efficient communication facilitated by project team and Work Package (WP) leaders.
2. **Students at Central Asian Higher Education Institutions (HEIs):** Students enrolled in BSc or MSc degree programs at partner HEIs are significant stakeholders. Various communication tools will be utilized to engage them in project activities, providing insight into LESLIE's educational materials and structure.
3. **Faculty and Administrative Personnel at Partner Higher Education Institutions (HEIs):** Project initiatives will be communicated to faculty and administrative staff members to bolster their expertise in the domain and promote understanding of the significance of acknowledging and accrediting Sustainable Land Management (SLM) Microcredentials.
4. **Professionals and Personnel in Pertinent Service Industries:** Individuals employed in environmental fields will be encouraged to engage in informational sessions and outreach efforts to enhance comprehension of project themes and pertinent concerns..
5. **Ministries of Higher Education and Research:** These ministries, as part of the LESLIE Consortium, play a crucial role in defining project scope and ensuring its sustainability. Continuous involvement in project activities is vital for their engagement.
6. **General Public:** The general population in Central Asian countries typically has limited awareness of SLM topics and their relevance in today's competitive job markets. Dissemination and communication activities will cater to their preferences and accessibility, utilizing various tools to effectively convey project information.

By targeting these key groups and stakeholders, the LESLIE Project aims to maximize engagement, dissemination, and impact, ultimately contributing to the advancement of Sustainable Land Management practices in Central Asia.

2.3. ROLE OF PROJECT'S CONSORTIUM PARTNERS

The LESLIE consortium partners are tasked with utilizing an array of pertinent channels and resources to circulate the project's undertakings and happenings across their academic and vocational circles. This endeavor is designed to foster the enduring utilization of project outcomes and findings on a local, national, regional, and global scale.

Partners are anticipated to execute the predetermined dissemination and communication initiatives through a variety of channels, chosen with precise objectives and audience segments in mind. Each partner assumes the duty of disseminating information to audiences at the national, regional, and local levels, ensuring comprehensive coverage and engagement.

Regular reporting to the Project Coordinator and WP6 Leader, at least every six months, is obligatory, detailing implemented activities and the achievement of LESLIE's key performance indicators as outlined in the project proposal.

All project partners are required to follow standardized templates for reports and presentations, guaranteeing sufficient exposure of EU and consortium partners' logos, including the project emblem, to the audience.

Comprehensive documentation of any event, meeting, or dissemination endeavor at partner institutions must encompass photographs, videos, participant rosters, agendas, and more, to be furnished to UPV and UCY for the purpose of updating the LESLIE project website and social media channels. Additionally, a dissemination activity reporting template will be formulated and circulated among partners.

Partners must include a disclaimer in all dissemination materials, absolving the EU of any responsibility.

Table 1.- Summary of LESLIE communication strategy

Objective	Deliverable description	Targeted audience	Delivery method	Delivery frequency	Responsible partner	Effectiveness measurement / Indicators
Provide information on project progress and achievement.	LESLIE Website: comprehensive platform to disseminate information about the project's activities.	Partner universities, students, institutions dealing with SLM processes, NGOs, Ministry of High Education	Online website	Consistently during the project's lifecycle and beyond its completion	UPV / UCY	Website analytics encompass metrics such as page views, time spent on site, page load times, and geographic location of visitors
	LESLIE SLM Digital Handbook	Partner universities, students, institutions dealing with SLM processes, NGOs, Ministry of High Education	Online website	At project's end	All partners	Number of downloads
	Online meetings, Online workshops and presentations Life on social media. Newsletters	All consortium partners, as well as the actors mentioned above, and the wider public	Social media: Facebook Instagram LinkedIn and Twitter Channels e-Newsletters	Promotion of modules and pairing of professors between universities will be based on project activities and the ongoing LESLIE agenda	All partners	1. Quantity of comments and replies generated 2. Quantity of shares 3. Reach of the network
	On-site Meetings	All partners	Presentations shared in the project's webpage	At M12 and M24	FPI and KAZNU	Number of presentations produced by each partner
	Papers and contributions presented in the SLM Scientific Conference	All conference participants	Scientific papers related with SLM	At project's end	BSU	Number of contributions and number of papers produced

3. STRATEGIES FOR DISSEMINATION: ACTIVITIES, PLATFORMS AND TOOLS

3.1. DISSEMINATION ACTIVITIES

Following the Dissemination Strategy, the project will engage in the subsequent initiatives:

- Crafting project visual identity materials and a website, designed to be user-friendly and adaptable to the preferences of target demographics.
- Regular issuance of newsletters to announce and document relevant accomplishments and events.
- Tailoring publications to inform and engage diverse target groups, including students, businesses/enterprises, Sustainable Land Management (SLM) experts, researchers, networks, and administrations.
- Publishing papers on scientific journals and presenting papers at international conferences to disseminate insights on project execution and attained outcomes.
- Executing dissemination activities that can be measured on a quantitative way leveraging the extensive partner networks to reach potentially interested organizations.
- Hosting online and onsite conferences and workshops to introduce students to the LESLIE approach to SLM Microcredentials.
- Arranging a culminating SLM International Conference in Central Asia to attract academics, researchers, HEI institutions, and prospective Hub members.

3.2. PLATFORMS AND TOOLS

The LESLIE Project utilizes various dissemination and communication channels and tools tailored to the preferences of its target audience.

As part of the project framework, all participants have collectively selected a project brand, comprising an official logo, designated fonts, and color schemes. Furthermore, Word and PowerPoint templates have been developed to amplify the project's visibility and extend its outreach. It should be emphasized that the inventory of resources provided is not exhaustive and will be augmented during the course of project implementation.

3.2.1. LESLIE branding and logo

Integral to LESLIE's visibility strategy, the partners have adopted a distinctive logo as a fundamental means to captivate the attention of target demographics and secure the longevity of project outcomes.

The shape and colors of the project logo will remain steadfast throughout the project's execution. It is imperative for all consortium members to strictly adhere to the standardized LESLIE visual identity outlined below:



Figure 1.- LESLIE's project official logo

3.2.2. LESLIE Project's Website and adaptation of Central Asian partner's websites

The LESLIE website can be accessed online at

<http://leslieproject-eu.com>

Figure 2 shows a screen capture of the welcome page, dated on March 28th, 2024.



Figure 2.- Screen capture of the LESLIE website

The LESLIE Website will be operational within the initial six months of the project, functioning as a central hub for accessing the project's overarching goals, objectives, ongoing activities, and attained outcomes.

As the project progresses, the website's content will be regularly expanded and refreshed to reflect developments. The LESLIE branding, including the logo, fonts, and colors, was established by the project partners during the Kick-Off Meeting held at the UPV campus on February 27-28, 2024. The website will function as a dynamic platform, actively promoting project accomplishments, facilitating the exchange of news, and increasing public awareness.

All the Central Asian partners will create a specific section inside their institutional websites to inform about all the activities developed by the project. This section will be maintained independently by each partner. It will include the official LESLIE logo and branding approved by the partners (as described in section 3.2.1). The content of this section will respect the specific rules required by the EU about the use of logos and corporate identity, as described in section 5.

3.2.3. LESLIE's communication platforms

The LESLIE project will proactively leverage the most relevant social networks and online platforms to amplify its influence and enable direct engagement with the audience, customized to meet specific communication objectives. Leveraging platforms such as Facebook, Instagram, X, and LinkedIn, LESLIE initiatives will be effectively disseminated.

Harnessing the power of social networks is vital for generating a ripple effect in promotional efforts, highlighting the importance of maintaining vibrant and engaging project profiles. Continuously updated project profiles serve to portray LESLIE as a dynamic and compelling initiative, essential for achieving project objectives and involving stakeholders, including third parties, the research community, and the general public.

Effective communication of new project findings involves updating stakeholders on progress, sharing outcomes, and fostering collaboration within the Sustainable Land Management (SLM) International Hub, all in alignment with project goals. Building a substantial follower base is crucial for maximizing impact, with content creation led by UPV and UCY in collaboration with consortium members.

Additionally, consortium members will contribute relevant information through their respective social networks. This communication channel is expected to effectively convey project advancements and maintain a strong presence for the project's outcomes across various social media platforms.

3.2.4. LESLIE's e-Newsletters

LESLIE's e-Newsletters will serve as concise yet visually compelling electronic information resources, crafted shortly after online or onsite project meetings. These newsletters will be accessible on the project website and are anticipated to be featured on all official websites of consortium partners. Furthermore, partners are mandated to actively circulate the material to all pertinent stakeholders, encompassing both direct and indirect recipients. The e-Newsletters may encompass details regarding project activities and outcomes, announcements, refined press releases, synopses of conferences and meetings, updates on forthcoming events, and more. Scheduled distribution of newsletters is envisaged to occur approximately every six months, targeting all stakeholders and individuals belonging to the specified target groups delineated in the contact roster. Special emphasis will be placed on those associated with the Sustainable Land Management (SLM) International Hub, ensuring tailored communication to cater to their specific interests and needs.

3.2.5. Power Point and Word templates

During the entire duration of the project, the LESLIE consortium will employ standardized templates for various project activities. These templates, meticulously developed at the project's inception, encompass formats for meetings, events, reports, and other deliverables crucial to project operations.

Accessible in both PowerPoint and Word formats, these templates ensure consistency in the presentation of project-related materials. They include elements such as logos, branding, and identity components defining "who we are" as the LESLIE project partners.

Additionally, these templates serve as a cornerstone for maintaining the project's visibility and facilitate the streamlined dissemination of essential information to stakeholders and the broader community.

Furthermore, they provide a framework for efficient collaboration and communication among project members, fostering cohesion and alignment with project objectives throughout its entirety.

Figure 3 shows an example of the first slide of the LESLIE's PowerPoint template in the three available colors.



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ERASMUS-EDU-2023-CBHE
Project number: 101129032

Duration: 36 months
(01/01/2024 – 31/12/2026)



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The size of your logo should not
exceed the size of the EU logo.

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exceed the size of the EU logo.

WORK PACKAGE

Subtitle

Title of the presentation

Title & Name
Date: XXXXX

WORK PACKAGE

Subtitle

Title of the presentation

Title & Name
Date: XXXXX

WORK PACKAGE

Subtitle

Title of the presentation

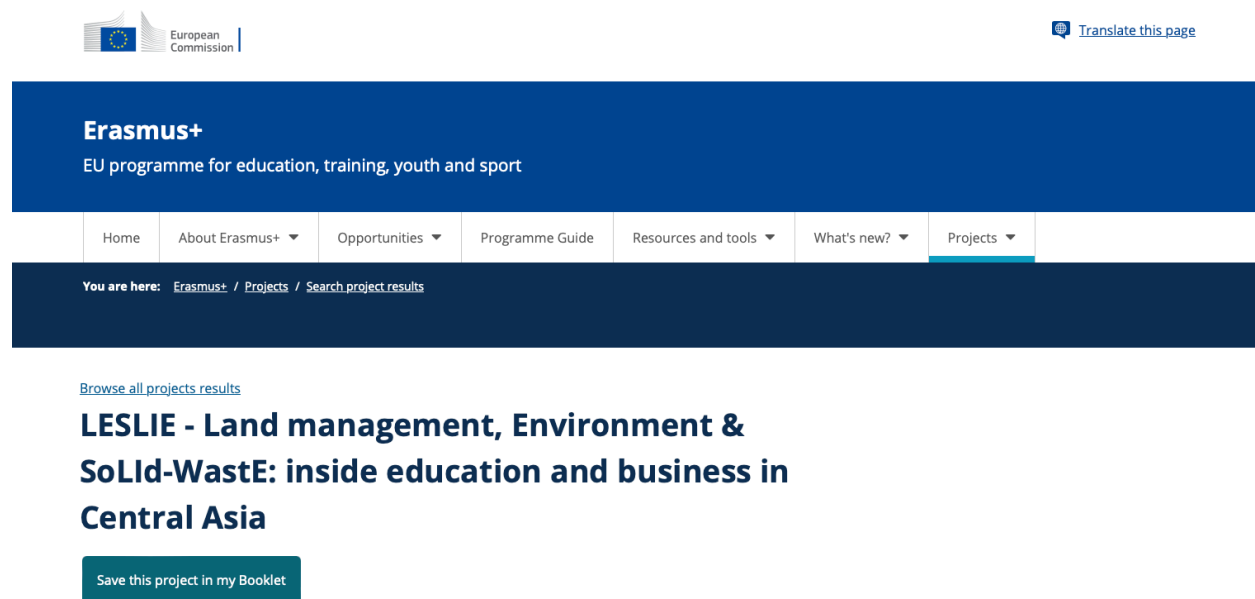
Title & Name
Date: XXXXX

Figure 3.- First slide of the LESLIE's Power Point template in the three available colors

3.2.6. The ERASMUS+ Project Results Platform

The "Erasmus+ Project Results Platform" serves as the European Commission's repository for projects financed through the "Erasmus+ Programme," providing a comprehensive overview of successful initiatives. The LESLIE Project publications can be accessed through the provided link:

<https://erasmus-plus.ec.europa.eu/projects/search/details/101129032>



The screenshot shows the Erasmus+ Project Results Platform interface. At the top, there is a blue header with the Erasmus+ logo and the text "EU programme for education, training, youth and sport". Below this is a navigation bar with links: Home, About Erasmus+, Opportunities, Programme Guide, Resources and tools, What's new?, and Projects. A breadcrumb trail indicates the current location: "You are here: Erasmus+ / Projects / Search project results". The main content area displays the project title "LESLIE - Land management, Environment & SoLId-WastE: inside education and business in Central Asia" and a button to "Save this project in my Booklet".

Figure 4.- LESLIE inside the ERASMUS+ Project results Platform

4. FINANCIAL ASPECTS FOR DISSEMINATION PURPOSES

LESLIE'S budget includes funds for dissemination purposes, as shown in table 2.

Table 2.- Budget for dissemination activities

WP	Work Package	Description of the item	Budget
WP6	Impact and Dissemination	Website development	1,900.00 €
WP6	Impact and Dissemination	Website maintenance	3,000.00 €
WP6	Impact and Dissemination	Communication Officer	23,166.00 €

5. EUROPEAN COMMISSION'S VISIBILITY REQUIREMENTS

LESLIE is required to adhere to the EU visibility rules and guidelines. It is imperative for all implementing partners to understand the following:

1. **Dissemination and Exploitation Strategies:** All dissemination and exploitation endeavors must adhere to European Union values, priorities, and other EU-related communication initiatives.
2. **Recognition of EU Funding:** Every form of communication, publication, or outcome resulting from the project must explicitly recognize European Union funding. This encompasses materials like brochures, leaflets, posters, presentations, websites, videos, and social media profiles, all prominently featuring the Erasmus+ logo and stating: "Co-funded by the Erasmus+ Programme of the European Union."
3. **Utilization of LESLIE Logo and EU Emblem:** When incorporating the LESLIE logo and EU emblem into communication materials, it is crucial to ensure the distinctness and separation of the EU emblem, avoiding amalgamation or alteration by any other visual elements.
4. **Continuation of EU-funded Activities:** Post the conclusion of the EU-funded phase, the EU emblem should not feature in any new communication activities related to the project unless six months have elapsed. Exceptions are limited to commemorative plaques and display panels.
5. **Inclusion of EU-funded Initiatives on Partners' Online Platforms:** Partners are required to feature information about the EU-funded activities they are engaged in on their websites and social media profiles. These platforms should prominently display the EU emblem, accompanied by text acknowledging EU support and providing links to relevant websites and social media profiles.
6. **Emphasis on EU Emblem:** The EU emblem should be prominently displayed on all communication and visibility materials associated with the project, at least as prominently as the implementing partner's logo.
7. **Publication Disclaimer:** Publications produced by external independent entities with support from the European Commission must include a disclaimer stating: "This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the LESLIE consortium and do not necessarily reflect the views of the European Union."

8. Regular Evaluation of Dissemination and Communication Strategies: Dissemination and communication strategies should undergo periodic assessment to gauge the effectiveness of dissemination and exploitation efforts. Any modifications to the strategy should be documented in Progress and Final Reports.
9. Utilization of Project Outcomes: Both the Agency and the Commission retain the right to freely utilize project outcomes without prior consent from the project consortium or individual partners. Furthermore, these outcomes may be disseminated at meetings organized by the Agency or the Commission.

Instructions for visibility and publicity under the Erasmus+ Programme can be accessed at:

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