

**ENVIRONMENTAL RISK ASSESSMENT AND
MITIGATION ON CULTURAL HERITAGE
ASSETS IN CENTRAL ASIA
ERAMCA
ERASMUS+ CBHE PROJECT NR. 609574**



**Deliverable D8.1
Dissemination & Exploitation Plan**

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1. Introduction

1.1. General

This Dissemination & Exploitation Plan is elaborated by UNIOS, leader of WP8 “Dissemination and exploitation”, for the project “ERAMCA – Environmental Risk Assessment and Mitigation on Cultural Heritage assets in Central Asia”, in the frame of an ERASMUS+ Capacity Building in the field of Higher Education grant with the reference number 609574-EPP-1-2019-1-IT-EPPKA2-CBHE-JP.

ERAMCA is an ERAMUS + Joint Project on Capacity Building between three Programme Countries (Italy, Germany, and Croatia) and two Partner Countries (Uzbekistan, and Tajikistan). ERAMCA will act by proposing a new curriculum on the specific topic on Environment risk assessment and mitigation on CH assets in Central Asia. The different interdisciplinary courses that will be planned and realized could be also used to integrate and upgrade existing curricula by all the interest HEIs of the Partner Countries. The work method adopted by ERAMCA (the strong involvement of labour market and national interests in the planning of higher education system) could represent a “best practice” for the development of similar projects and therefore could be considered as a contribution to the development of the governance, management and functioning of HEIs in the Partner Countries.

1.2. Dissemination and exploitation aims and resources

The eighth work package WP8 “Dissemination and exploitation” sets the conditions, with estimated start to end date from 15-01-2020 to 14-01-2023 respectively, accomplishes the dissemination of the project, and prepares all activities necessary to its exploitation. The final goal is that the results and all activities related to the project are widely known at international level and that the highest possible visibility is gained in the common educational arena.

Dissemination and exploitation of results plan help to maximize the effect of the activities being developed so that they will impact on the immediate participants and partners for years to come. Benefits to other stakeholders are also considered in order to make a bigger difference and get the most from the project. The project results i.e. its tangible and intangible deliverables (see Figure 1), are aimed to be used and exploited in the longer-term. However, not all parts of the project or results are be sustainable and it is important to view dissemination and exploitation as a progression that extends beyond the duration of the project, and into the future. The first goal of dissemination and exploitation is to spread projects' results. The second goal is to contribute to the implementation and shaping of national and European policies and systems. Additionally, the dissemination and exploitation of results form a crucial part of any communication activities taking place during the project's lifetime. Development of a comprehensive dissemination and exploitation plan is advantageous for both the beneficiary and its partners. As well as raising the profile of the organisation, dissemination and exploitation activities create new opportunities to extend the project and its results or develop new partnerships for the future. Successful dissemination and exploitation lead to external recognition of the work carried out adding further credit to it. Sharing the results will enable others to benefit from the activities and experiences of the Erasmus+ Programme. Project results can serve as examples and inspire others by showing what is possible to achieve under the Programme. Dissemination and exploitation of project results help to inform future policy and practice.

Dissemination and exploitation of results activities carried out by beneficiaries support the wider aim of improving the European Union's systems. The impact of the Erasmus+ Programme is measured not only by the quality of project results but also by the extent to which these results are known and used outside the project partnership. By reaching out to as many potential users as possible through effective dissemination, this help to achieve a return on investment. The dissemination and exploitation of project results also increases awareness of the opportunities offered by the Programme and highlights the European added value of activities supported by Erasmus+. This can contribute to a positive public perception and encourage wider participation in this new EU Programme. Dissemination and exploitation goals may be to:

- raise awareness and extend the impact;
- engage stakeholders and target groups;
- share solutions and know how;
- influence policy and practice and develop new partnerships.

1.2.1. Dissemination aims and resources

The dissemination may have high value for the **involvement of external stakeholders** (with reference to Deliverable D1.1 List of Stakeholders under WP1 “Assessment of skill and competence Requirements”). The strong partnership of universities ensures the high visibility of the project and the related dissemination of results. The dissemination activities will be carried out through the development of the ERAMCA website, the use of brochures, the preparation of scientific papers and the participation to conferences and events, etc.

The results of the project consist of both concrete (tangible) results as well as of skills and personal experiences that both project organisers and participants to the activities have acquired (intangible results). Tangible results include for example:

- an approach or a model to solve a problem;
- a practical tool or product, such as handbooks, curricula, e-learning tools;
- research reports or studies;
- good practice guides or case studies;
- evaluation reports;
- recognition certificates;
- newsletters or information leaflets.

In order to disseminate more widely experiences, strategies, processes, etc., it is necessary to document them. Intangible results may include for example:

- knowledge and experience gained by participants, learners or staff;
- increased skills or achievements;
- improved cultural awareness;
- better language skills.

Intangible results are difficult to measure. The use of interviews, questionnaires, tests, observations or self-assessment mechanisms will help to record this type of result.

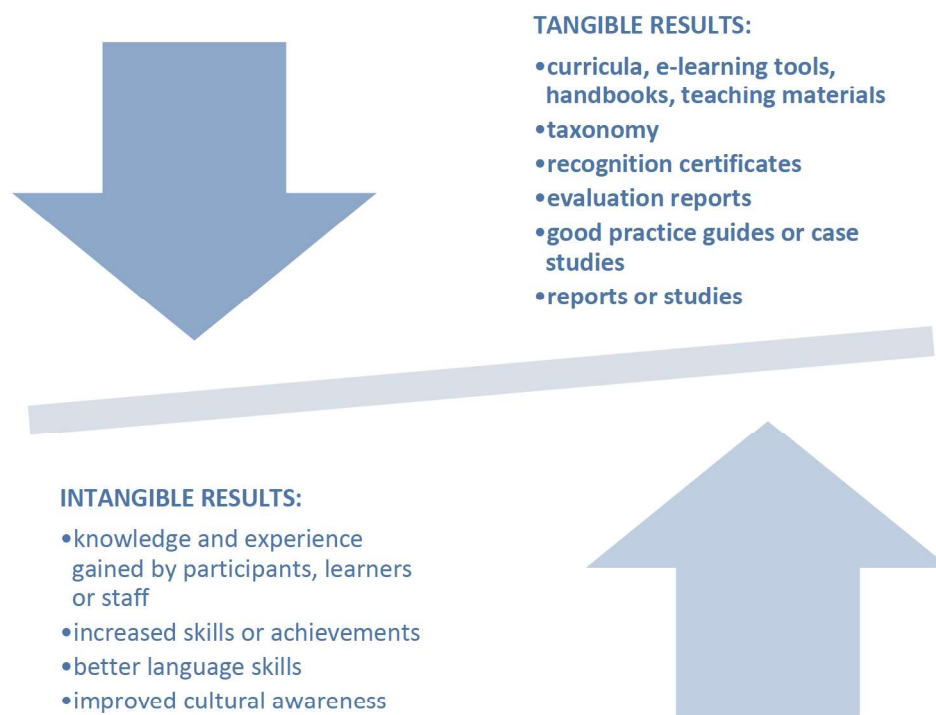


Figure 1. Tangible and intangible dissemination and exploitation resources

meetings and visits to key stakehldr. dedicated discussion opport.	curriculum	encyclopedia article	handbook, teaching materials	journal article conference proceedings
e-learning tools	workshops, (online) seminars, training courses	good practice guides or case studies	audiovisual media and prod.: radio, TV, YouTube, Flickr, video clips, podcasts or apps	taxonomy
project branding and logos	recognition certificates	articles in spec. press, newsletters, press releases, leaflets or broch.	projects	presentation or lecture
existing contacts and networks	social media	reports or studies evaluation reports	project or organisational websites	MSc/MEng/PhD thesis

Figure 2. Tangible dissemination and exploitation resources and solutions

Social media (e.g., LinkedIn, Twitter, and Instagram) will be also used for dissemination and to announce for most relevant activities. In overall, the dissemination strategy will follow these guidelines and key steps: involving all project participants; identifying target audience/groups; identifying objectives; defining activities and channels; agreeing on roles and responsibilities; monitoring implementation and adjust if needed and evaluating impact on people, practices, organisations and systems (questionnaire).

Reporting tools, analytics other sources available will be used to monitor the level of dissemination at local, national and international level, players in dissemination (boundaries effect) and participation in events, and measure the impact on beneficiaries, stakeholders, networks, online communities (with reference to Deliverable D7.1 Quality and Evaluation Plan under WP7 “Project Quality and Evaluation”).

1.1.1. Exploitation aims and resources

The preparation of an **Exploitation Plan** is foreseen in WP8 “Dissemination and exploitation”. The aim is that project results become available to different users after the end of the project. The exploitation plan focuses on increasing relations with industrial stakeholders that could hire high talented and skilled attendees of the Master in Environmental risk assessment and mitigation on CH assets in Central Asia. A second line of the exploitation strategy is to promote the role of participating Universities as references for Cultural Heritage environmental risk assessment and mitigation. This role should include not only technical expertise but also a cultural vision that could stimulate society and engage citizens. UNESCO Office in Tashkent and Ministry of Culture of the Republic of Uzbekistan will diffuse their experience in ERAMCA project inside their agencies and depending bodies. A questionnaire will be designed to assess impacts of the project on people, practices, organisations and systems.

Identifying target groups, both at different geographical levels (local, regional, national, European) and in the own field of the beneficiary (colleagues, peers, local authorities, other organisations leading the same type of activity, networks, etc.) is essential. Activities and messages have to be tailored appropriately taking into account audiences and target groups, for example:

- end-users of the project activities and deliverables;
- stakeholders, experts or practitioners in the field and other interested parties;
- decision-makers at local, regional, national and European level;
- press and media;
- general public.

The project plans should be flexible enough to allow target groups and other stakeholders to become involved during the different stages of the project. This will help to ensure that the project remains on track in terms of their needs. Their participation will also highlight the potential value of project as well as help to spread the news to other interested parties throughout Europe.

1.2. Key tasks of the project dissemination and exploitation plan

For the purpose of the dissemination and exploitation of the ERAMCA project results, as defined in WP8 “Dissemination and exploitation”, the crucial tasks stated in Table 1 should be performed.

Table 1. General tasks in dissemination and exploitation as stated in the project application

Task Ref. No.	Title	Description
8.1	Drawing up of Dissemination & Exploitation strategy	This task consists in the identification of the mission, long-term beneficiaries, targets and phases to be implemented in the framework of the project.
8.2	Implementing a multimedia dissemination strategy	The Website of the project will be designed and the use of social media will be enabled to help in the dissemination of the project. In addition, a video promo of the project will be prepared at UNIOS with the collaboration of all partners.
8.3	Papers and conferences	Results of the work will be presented at selected international conferences in the field of: earthquake engineering conferences, CH documentation and Conservation, education, energy and sustainability. In this way, it would be possible to broadening contacts with key stakeholders
8.4	Final workshop	Following the Strategy Forum Workshop organized in the framework of the Task 1.1, a final Forum Workshop will be organized to show the achievements of the project and to set conditions with stakeholders to implement closer collaboration (e.g., learning by doing).

1.3. Related assumptions and risks

There are some risks that need to be managed in order to ensure a successful dissemination and exploitation of the project results including: institutional and academic support; partners’ commitment in disseminating project’s results; stakeholder’s availability to arrange meetings and to contribute to the final plenary workshop. These risks will be mitigated by ensuring high visibility to both institutions and stakeholders that decide to support the project. Moreover, the management of the website and social media will be assigned to WP8 work group.

2. The dissemination strategy: methods and tools

2.1. Definition

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. In order to reach as many people as possible, it is tended to translate as many communication materials and project outputs in as many languages as needed. It is required to cover all languages of the partnership and English; these translations are the responsibility of each partner. There are many different ways to disseminate and exploit results.

Being creative and thinking of fresh ideas so that the Erasmus+ project and results really stand out will be appreciated. Beneficiaries could use:

- the Erasmus+ Project Results Platform;
- project or organisational websites;
- meetings and visits to key stakeholders;
- dedicated discussion opportunities such as information sessions, workshops, (online) seminars, training courses, exhibitions, demonstrations, or peer reviews;
- targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;
- audiovisual media and products such as radio, TV, YouTube, Flickr, video clips, podcasts or apps;
- social media and public events;
- project branding and logos and existing contacts and networks.

2.2. Dissemination strategy

The Dissemination and Exploitation plan (Work Package and Outcome Ref. No. 8.1) includes activities that will be carried out during the project lifetime, giving detailed information about the project dissemination tools. Web-based tools, social media together with publication and events strategies, shall identified within. Detailed information on timing and deadlines of dissemination products and information on target groups are also included in the plan. Finally, a questionnaire will be designed to assess impacts of the projects. Activities that will be carried out during the project lifetime, giving detailed information about the project dissemination tools, including identification of the web-based tools, social media together with publication and events strategies, audio-visual media, as well as detailed information on timing and deadlines of dissemination products and information on target groups are stated in Table 1. **The description of the project deliverables, results and outcomes stated in Table 1 is given in the subsequent sections.**

Table 2. Project activities that will be carried out during the project lifetime, information about the project dissemination tools, deadlines of dissemination products and information on target groups

Work Package and Outcome Ref. No.	Title	Type	Target groups	Dissemination level	Due Date
8.1	Drawing up of Dissemination & Exploitation strategy	Report	Project partners	Institution	15-04-2020
8.2	Project website	Service Product	Society	International	15-10-2020
8.3	Social network				15-10-2020
8.4	Promo video				15-11-2020
8.5	Papers and conferences	Report	Project partners	Institution	14-01-2023
8.6	Final workshop	Event	Teaching staff Administrative staff Technical staff Librarians Stakeholders	International	15-11-2022
8.7	Final Impact Audit	Report	Project partners Stakeholders	International	14-01-2023

2.2.1. Project branding and logo

The official ERAMCA project logo, developed within WP8 “Dissemination and exploitation” and adopted by Partners in online survey on March 10th, 2020, should be used in ERAMCA dissemination and exploitation activities, both internally and externally.



Figure 3. Official ERAMCA project logo

In addition, in the social media platforms the hashtag **#eramca** should be used. The logo can be downloaded from joint project folder (collaborative platform) in WP8 subfolder.

2.2.2. Project website

A multilingual ERAMCA project website (Work Package and Outcome Ref. No. 8.2), currently in test phase available on a link: www.eramca.com, available in English, Uzbek, Tajik that offers an overview of the project including its overall strategy, specific objectives, partners and progress of activities, will be developed. The Website should inform about events and all places where the ERAMCA Project will be promoted. Public deliverables should be available on the public area of the website. The website will be updated in monthly rate and the number of visits should be reported.

The support of project partners is required for providing the website content in Uzbek and Tajik language. The website should at first consist of the following tabs /sub-tabs:

- HOME (main page, basic information about the project, links to social media platforms, promo video, etc.);
- ABOUT (concept, objectives, work packages, project partners, etc.);
- NEWS (Information on current activities of project members, project meetings and analysis of relevant initiatives);
- DISSEMINATION (conferences; publications; workshops; others; dissemination materials);
- CALENDAR (calendar of the upcoming events);
- QA (link to the questionnaires);
- WORK PACKAGES / REPORTS (link to joint ERAMCA joint folder);
- DATASET (e. g. teaching materials);
- CONTACT (to contact the project coordinator email or alternatively a form to fill).

The website tabs / sub-tabs can further be modified / updated if required as project develops. The REPORT, QA and DATASET tabs will be the part of website closed for public. The effectiveness of dissemination will be measured using a visit counter. Finally, a questionnaire will be designed to assess impacts of the project on people, practices, organisations and systems.

2.2.3. Social network

The ERAMCA project will be hosted in selected social networks (Work Package and Outcome Ref. No. 8.3): Facebook (2.5 billion monthly active users), **Instagram (1 billion monthly active users)**, Twitter (48.35 million monthly active), ResearchGate (15 million users) and LinkedIn (80 million monthly active users), available in English, Uzbek, Tajik, and will promote all the events and achievements of the project (see Tale 2). The access to social network platforms will additionally be enabled through project website. With different social media platforms the idea is to most appropriately and effectively provide diversity of materials and to reach the different audience e. g. stakeholders and politicians (Twitter); visual content and young audience (Instagram) & longer format videos, storytelling (Facebook). The links towards the selected social platforms will be posted on the project website. The video promo will be posted on YouTube. The support of project partners is required for providing the selected social network content in Uzbek and Tajik language.

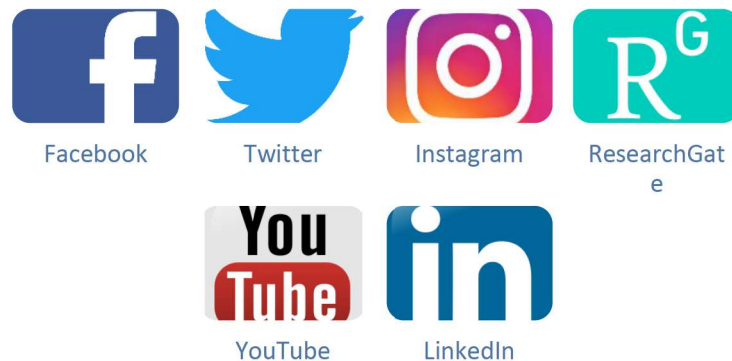


Figure 4. Selected social networks (channels) for the dissemination of project activities

2.2.4. Promo video

A video promo (Work Package and Outcome Ref. No. 8.4) in **60 second production** in English with subtitles in Uzbek, Tajik, of the project will be made at UNIOS with presenting the overall objectives and involved partners. A video will be posted to the project website, YouTube etc. In order to build the video material, and external media society will be contracted. In addition, the support of project partners is required for providing the subtitles in Uzbek and Tajik language, as well as in providing the key data for the content of the video production.

2.2.5. Newsletters, press releases, leaflets or brochure

A **newsletters, press releases, leaflets or brochure** will be realised at POLITO in English, Uzbek and Tajik and distributed to existing contacts and networks.

2.2.6. Reports and presentations

A template for report and presentation that will be realised at BUW will be adopted and distributed among Partners for the purpose of uniform dissemination approach, both internally and externally.

2.2.7. Papers and conferences

A report on papers and conferences (Work Package and Outcome Ref. No. 8.5) where the ERAMCA Project was explained and promoted will be created and updated continually in the project website. The publication within ERAMCA project will be categorized according to their kind and presented in the **Harvard referencing style e.g. including the general statistics on their number, according to following example:**

Conference proceedings

Abrahamczyk, L., Rinaudo, F., Penava, D., Usmonov, S., Anvarova, G. and Hidir, M., 2020. Environmental risk assessment and mitigation on Cultural Heritage assets in Central Asia. In: RISK Information Management, Risk Models and Applications RIMMA 2020. Berlin: CODATA-Germany.

In acknowledgements section of ERAMCA project based journal and conference papers the text with the following content should be inserted in English, Uzbek, Tajik or other official language of the e. g.:

The work presented is a part of "ERAMCA – Environmental Risk Assessment and Mitigation on Cultural Heritage assets in Central Asia" project co-financed by EU funds within the framework of the Erasmus+ Programme under the ref. no. 609574-EPP-1-2019-1-IT-EPPKA2-CBHE-JP.

The website will inform on upcoming events / opportunities where project partners can have access in order to disseminate the project activities / outcomes in the form of journal paper, conference paper, workshops, press releases, media outlets, mini-symposium, webinars etc. (e.g. *The journal Environmental Engineering - Inženjerstvo Okoliša published by the Faculty of Geotechnical Engineering, University of Zagreb, opens a call for the ISSUE TOPIC: ENVIRONMENTAL HAZARDS number with Guest Editors: Davorin Penava, Ph. D., Associate Professor in Civ. Eng. (Josip Juraj Strossmayer University of Osijek, Croatia) and Lars Abrahamczyk, Jun.-Prof. Dr.-Ing. (Bauhaus-Universität Weimar, Germany).*

The list of events where project partners had disseminated the project results will be provided on the website, as well as their status e.g. participant, science committee member, organizing committee member, organizer of mini-symposium etc.

2.2.8. Final workshop

The final forum workshop (Work Package and Outcome Ref. No. 8.6) will be organized in Dushanbe and will involve key institutional and industrial stakeholders with the aim to think about the achievements of the projects and future exploitation especially to increase jobs opportunity.

2.2.9. Final impact audit

The final impact audit (Work Package and Outcome Ref. No. 8.7) includes metrics to assess dissemination activities and their impact. Questionnaires will be prepared and collected from project partners as well as stakeholders during the various stages of the project (partner meetings, dissemination events, etc.).

3. The exploitation strategy: methods and tools

3.1. Definition

Exploitation is:

- a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and
- b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand.

For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related to one another. In terms of exploitation it is important to think about how results can make a difference to the project, end- users, peers or to policy makers.

Exploitation mechanisms include:

- positive reputational effects for the participating organisations;
- increased awareness on a theme, target or area of work;
- increased financial support by other supporters or donors;
- increased influencing on policy and practice.

3.2. Exploitation strategy

The aim of the strategy is that project results as shown in **Figures 1 and 2**, will be available to different users after the end of the project. Especially, the exploitation plan will focus on increasing relations with industrial stakeholders that could hire high talented and skilled attendees of the Master in Environmental risk assessment and mitigation on CH assets in Central Asia.

The WP1 “Assessment of skill and competence requirements” is addressing the local academic partners, local Authorities, industrial stakeholders, and international institutions (e.g. World Bank, UNESCO, Aga Khan Foundation, etc.) that will be invited to join a workshop (the Strategy Forum Workshop) designed in the framework of the project. The role of Associate Partners (UNESCO Office in Tashkent and Ministry of Culture of the Republic of Uzbekistan) will be of prominent importance in WP8 “Dissemination and exploitation”. To this end, local academic partners, local Authorities, industrial stakeholders, and international institutions (e.g. World Bank, UNESCO, Aga Khan Foundation, etc.) will be invited to join a workshop (the Strategy Forum Workshop) designed in the framework of the project. The role of Associate Partners (UNESCO Office in Tashkent and Ministry of Culture of the Republic of Uzbekistan) will be of prominent importance.

The ultimate goal of WP8 “Dissemination and exploitation”, that will support the exploitation, is the document able to identify the overall approach and focal areas of capacity building in Cultural Heritage risk assessment, monitoring, reduction, conservation, valorisation, and management. This document will be defined in the framework of the Strategy Forum Workshop, an international, open workshop organized in the framework of the project. The resulting document, the Strategic Education Agenda in Cultural Heritage environmental risk protection, will be based on a multi-level approach (see Figure 5).

A multi-level approach to capacity building includes:

- the identification of diversified targets (i.e., individuals, organizations, and governments);
- skills (i.e. link between skills and labour needs);
- a life-cycle perspective and comprehensive approach (technological capacities, human, scientific, organizational, and institutional capabilities);
- a national and regional perspective (i.e. national priorities and regional coordination);
- use of a mix of teaching tools (i.e. traditional or participative education, and learning by doing).

The **final forum workshop** on 15-11-2022 will be organized in Dushanbe and will involve key institutional and industrial stakeholders with the aim to think about the achievements of the projects and future exploitation especially to increase jobs opportunity.

A **second line** of the exploitation strategy is to promote the role of participating Universities as references for Cultural Heritage environmental risk assessment and mitigation. This role should include not only technical expertise but also a cultural vision that could stimulate society and engage citizens. UNESCO Office in Tashkent and Ministry of Culture of the Republic of Uzbekistan will diffuse their experience in ERAMCA project inside their agencies and depending bodies.

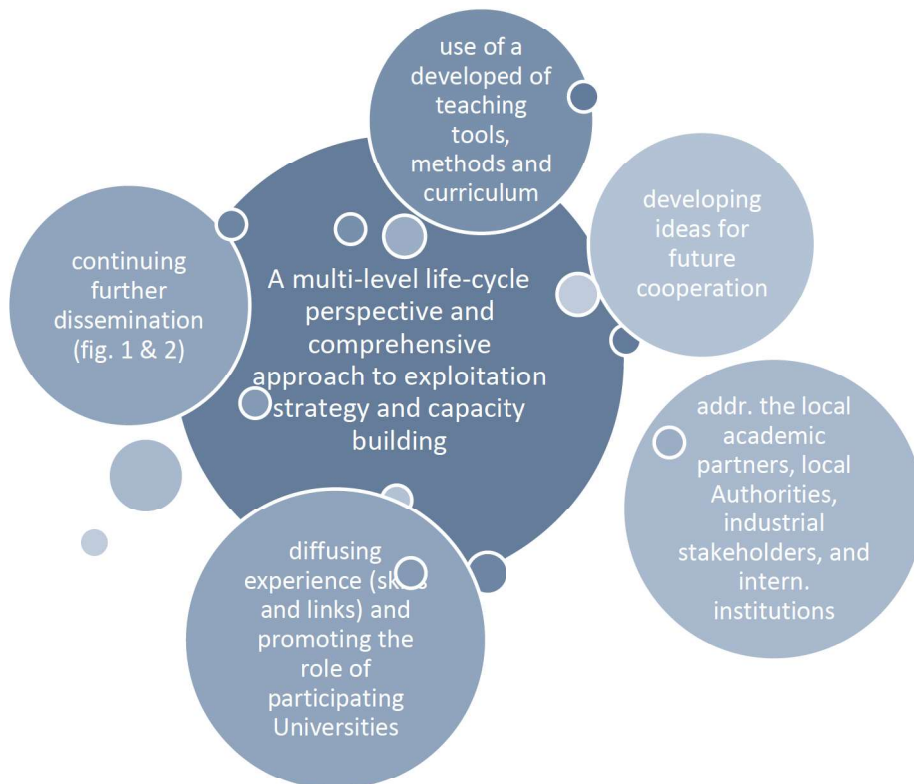


Figure 5. A multi-level approach to exploitation strategy and capacity building **during the and after the project ending** (with reference to Figures 1 and 2)

4. Success assessment

The impact assessment is an essential part of the plan. It evaluates achievements and generates recommendations for future improvements. Indicators will be used to measure progress towards goals.

These are signs that help to measure performance. Indicators can be both quantitative relating to numbers and percentages as well as qualitative relating to the quality of the participation and experience. Questionnaires, interviews, observations and assessments will be used to measure the impact (WP7 “Project Quality and Evaluation”).

Defining indicators relating to the different project activities were foreseen at the start of the project and is a part of the overall dissemination plan.

A summary of overall indicator description used is given below:

- Facts and figures related to the website of project organisers (updates, visits, consultation, cross referencing);
- Numbers of meetings with key stakeholders;
- Numbers of participants involved in discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of products;
- Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);
- Visibility in the social media and attractiveness of website;
- Participation in public events;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national, EU policy measures;
- Feedback from end-users, other stakeholders, peers, policy-makers.

5. Requirements in terms of dissemination and exploitation

5.1. General qualitative requirements

Depending on the action, applicants for funding under Erasmus+ are required to consider dissemination and exploitation activities at the application stage, during their activity and after the activity has finished. This section gives an overview of the basic requirements laid down in the official documentation of the Erasmus+ Programme.

Dissemination and exploitation is one of the award criteria on which the application will be assessed. Depending on the project type, it will be given a different weight in the assessment of the application.

Although generally one partner will take the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project.

For all project types, reporting on the activities carried out to share the results inside and outside participating organisations will be requested at final stage.

5.2. Visibility of the European Union and of the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material.

The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.

Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/about-eacea/visual-identity_en.

The brand name of 'Erasmus+' shall not be translated.

Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

5.3. Use of the Erasmus+ Project Results Platform

An Erasmus+ Project Results Platform was established to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded.

Good practice examples are the object of an annual selection by each National Agency and by the Executive Agency. Success stories are selected from among the good practice examples at central level by DG EAC.

The Erasmus+ Project Results Platform serves different purposes:

- Transparency, as it provides a comprehensive overview of all projects funded under the programme (including project summaries, funding figures, URL links, etc.);
- Accountability, as it gives access to end-users and practitioners to project results;
- Inspiration, as it showcases good practices and success stories among Erasmus+ beneficiaries selected every year at national and European level.

A summary describing the project in English is provided at application stage.

The project summary is of particular importance as it provides a description for the general public. It was therefore drafted in plain language and clear style so that the actual content of the project can be quickly understood, also by outsiders. It consists of the following elements: context/background of the project; objectives of the project; number and profile of participants; description of activities; methodology to be used in carrying out the project; a short description of the results and impact envisaged; the potential longer-term benefits.

The intellectual property rights are defined within ERAMCA Partnership Agreement, Grant Agreement and Agreement Annexes. A special concern in dissemination should be taken by project partners in order not to obstruct any copyrights for images/videos or to use them without prior consent of the copyright owner.

In addition, the reporting on the project activities completion will be shared through Strategy 21 - Good practices platform (<https://www.coe.int/en/web/culture-and-heritage/strategy-21-good-practices>).

6. Concluding remarks

Dissemination and exploitation of results form a crucial part of any communication activities taking place during the project's lifetime. Dissemination and exploitation of results are an integral part of the Erasmus+ project throughout its lifetime: from the beneficiary's initial idea, during the project and even after European funding has ended. Setup timetable of activities together with the partners involved and allocating appropriate budget and resources is necessary.

The plan is to:

- agree realistic targets and deadlines with partners to monitor progress;
- align dissemination and exploitation activities with key stages of the project;
- offer sufficient flexibility to respond to the needs of the target group as well as wider developments in policy and practice.

Activities related to Dissemination and Exploitation plan at different stages of the project cycle are:

- contacting relevant media e.g. at local or regional level;
- conducting regular activities such as information sessions, training, demonstrations, peer reviews;
- assessing the impact on target groups;
- involving other stakeholders in view of transferring results to end users/ new areas/policies.
- adding a banner with a link to project card within the Erasmus+ Project Platform on the project website

At final report stage uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform. After the project the following activities will be performed:

- continuing further dissemination (as described above);
- developing ideas for future cooperation;
- evaluating achievements and impact;

- contacting relevant media;
- contacting policy-makers if relevant
- cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

The project plans should be flexible enough to allow target groups and other stakeholders to become involved during the different stages of the project. This will help to ensure that the project remains on track in terms of their needs. Their participation will also highlight the potential value of your project as well as help to spread the news to other interested parties throughout Europe.

The project partners are obliged to communicate with the project coordinator (POLITO) and WP8 leader (UNIOS) about their dissemination and exploitation activities, if applicable, no later than 15 days after the dissemination or exploitation event took part, in compliance with Partnership Agreement, Grant Agreement and the corresponding Annexes.

The dissemination and exploitation plan has been created based on the information contained in the project proposal and agreements made with the project coordinator. Due to the current circumstances and the uncertainty surrounding the COVID-19 (Coronavirus) pandemic with unpredictable duration, Partners are invited to disseminate the project more throughout papers and participations in virtual seminars or webinars.

7. References

Erasmus+ - European Commission. 2020. Annex II – Dissemination And Exploitation Of Results - Erasmus+ - European Commission. [online] Available at: <https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en> [Accessed 13 April 2020].