

ERASMUS+ Multi-country project COMPLETE: Dissemination and Sustainability

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**Kick-Off-
Meeting, Voronezh
24.11.-25.11.2015**

COMPLETE: Dissemination strategy

WP Dissemination and Sustainability

Duration: 12.15.-10.18

Leading partner: NEU (KZ)

Plan to develop and implement 2 dissemination strategies:

1. Dissemination of the project and its results
2. Dissemination of the CCED of every Partner University from Program countries

Core aim to ensure the use of the project results after the funding ends

JP: COMPLETE

▶TITEL: Establishment of Centers for Competence and Employability Development

▶Duration: 3 years
(15.10.15-14.10.18)

Strategy for project and its results with aim

- ▶ to inform about the project and its results and ensure the optimal use of the results
- ▶ to sensitize for project topic and involve relevant players
- ▶ to initiate the dialog between different parties
- ▶ to rise the sustainability through the transfer of the results to other institutions

JP: COMPLETE

- ▶ **TITEL: Establishment of Centers for Competence and Employability Development**
- ▶ **Duration: 3 years (15.10.15-14.10.18)**



Strategy for CCED:

- ▶ to inform the potential target groups about the aims, tasks and offerings of the CCED
- ▶ to inform about the CCED in the region and on the national level
- ▶ to involve timely the political actors into the process of concept creation and specific definition of employability
- ▶ to place the CCED in the national educational landscape and secure the leading position in this field
- ▶ to rise the sustainability through the transfer of the results to other institutions

JP: COMPLETE

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COMPLETE: Starting situation

› Strategy development

- › Definition of **target groups/recipients** on international, national, region level according to the area of responsibility and interests
- › Definition of target groups oriented **measures**
- › Indication of **effects** and **impacts**
- › Definition of **parameters**: dates and deadlines, regularity and communication channels

JP: COMPLETE

- › TITEL: Establishment of Centers for Competence and Employability Development
- › Duration: 3 years (15.10.15-14.10.18)

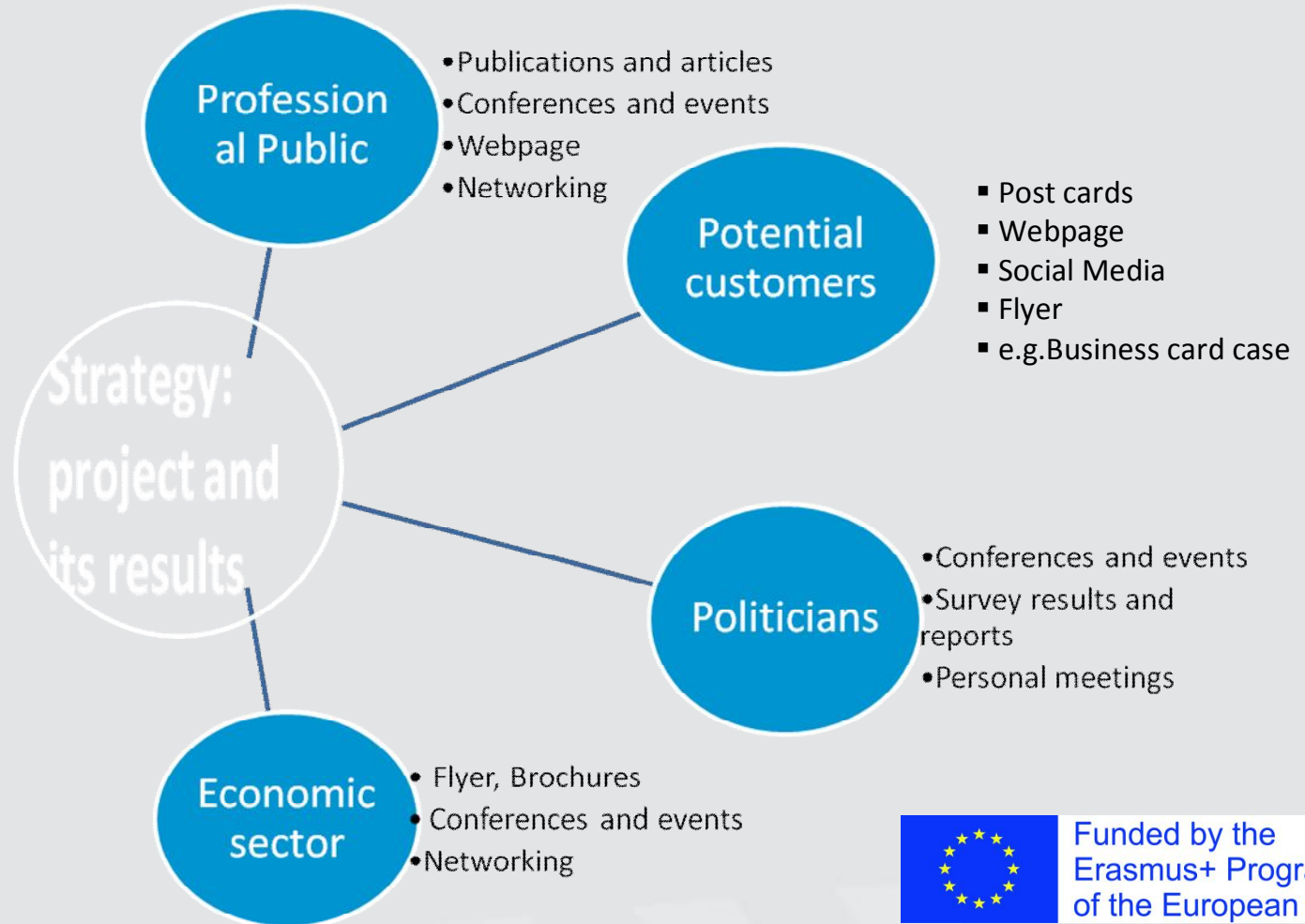
Target groups – possible offerings

- ▶ **Students:** trainings, courses, coaching, events and relevant information about employability
- ▶ **Teaching staff:** provision of materials, trainings, modules, didactical materials and concepts towards competence oriented teaching
- ▶ **Companies and employees:** trainings for employee on key competences and employability
- ▶ **University:** Employability and competence model adapted to the profile, needs and requirements of the university

JP: COMPLETE

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Target groups – possible offerings



Target groups – possible offerings



➤ For a better visualization and identification of the project and the CCED – Corporate desing should be defined and standard set created:

- Logo
- Webpage
- Standard presentation
- Flyer
- Post card

! Involvement of students from media or graphic design practical work and concrete results!

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- ▶ Who can benefit from the project and the CCED and interestend in the project topic?
 - ▶ Students
 - ▶ Professional public (University or educational organisations)
 - ▶ Politicians
 - ▶ Economic sector

- Composition of a dissemination strategy for the project in cooperation with the whole project team
 - Draft version will be done by the WP leader
 - Amendments and additions by the team
 - Development of a dissemination plan for every partner
 - Creation of concerted materials and measures (Printing material have to comply to the EU- standards and contain necessary information)
 - Realization of the activities
 - Regular update of the dissemination plan

- All materials which will be published in the framework of the project have to contain an appropriate logo
- The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission support for the production of this publication does not constitute an 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"

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



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- **Activities and steps to increase the sustainability**
 - Need orientated development of concepts and measures (Analysis and Concept elaboration)
 - Individuell solution for every HEI from KZ and RU
 - Training of the teaching staff
 - Development of Businessplan for every Center
 - Integration of CCED into existing structures
 - Involvement of political level into the project



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