



GeoTAK Dissemination & Exploitation Plan



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Abstract	The present Dissemination and Exploitation Action Plan (D&E Plan) introduces the GeoTAK project dissemination, exploitation and communication strategy and its implementation plan to be used by the consortium partners to ensure the high visibility, accessibility and promotion of the project and its results during the grant period and an efficient exploitation of its results after the end of the project maximizing the potential of the funded activities. This D&E Plan is a reference framework to provide quality communication and dissemination activities and to be updated and adjusted as the project progresses.
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Acronyms

UPV = Polytechnic University of Valencia

KTH = Royal Institute of Technology

VUB = Vrije Universitat Brussels

UL = University of Ljubljana

NUACA = National University of Architecture and Construction of Armenia

YSU = Yerevan State University

ANAU = Armenian National Agrarian University

CCRR = Cadaster Committee of the Republic of Armenia

MESCS = Ministry of Education, Science, Culture and Sports of the Republic of Armenia

KSUCTA = Kyrgyz State University of Construction, Transport and Architecture named after N. Isanov

KSMU = Kyrgyz State University of Geology, Mining and Natural Resources Development named after academic U. Asanaliev

OshTU = Osh Technological University named after M.M. Adyshev

Goscartography = State Cartographic-Geodetic Service at the Kyrgyz State Agency for Land Resources under Government of the Kyrgyz Republic

MOES = Ministry of Education and Science of the Kyrgyz Republic

PC universities = Project Countries universities

GIT = Geoinformation Technologies

D&E = Dissemination and Exploitation

NRN-GIT = Creation of National Research Nodes in Geoinformation Technologies

NUACA = National University of Architecture and Construction of Armenia

WP = Work Package

HE = High Education

EU = European Union

Ph.D. = Philosophie Doctor

ICT – Information and Communication Technology



Executive Summary

The present Dissemination and Exploitation Action Plan (D&E Plan) introduces the GeoTAK project dissemination, exploitation and communication strategy and its implementation plan to be used by the consortium partners to ensure the high visibility, accessibility and promotion of the project and its results during the grant period and an efficient exploitation of its results after the end of the project maximizing the potential of the funded activities. This D&E Plan is a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

In order to achieve the highest possible impact of its activities and best contribute to support and strengthen the EU-Kyrgyzstan-Armenia collaboration, GeoTAK will focus on maximizing the effectiveness and scope of its dissemination and communication activities. These specific activities will not only address the general public to raise awareness of the project and its achievements but also target key stakeholders having a relevant role in the field of activities undertaken by the project.

The GeoTAK D&E Plan has been structured in various sections presenting the dissemination and exploitation objectives, players, schedule, target groups, impacts and implementation measures and tools: Google Drive, visual identity, documents for sharing, media articles, videos, publications in academic and professional journals, online channels, GeoTAK web site, Contact databases, Social media, training and GeoTAK Labs, training workshops and conferences, Sustainability plan, etc.



Time Schedule for Dissemination and Exploitation Activities

The following schedule has been developed to achieve the dissemination and exploitation aims previously defined in the project proposal and described mostly in WP4.

1. PLANNING OF ACTIVITIES

Identify the dissemination and exploitation strategy and plan to ensure the best impact of GeoTAK outputs and outcomes.

2. STRATEGY IMPLEMENTATION

Design and develop a comprehensive set of tools (supports and channels) to share outcomes and deliverables, engage stakeholders, and identified target groups in a way that encourages them to integrate GeoTAK outputs and outcomes into their work.

3. MONITORING ACTIVITIES

Carefully analyze and assess the impact and success of dissemination and exploitation activities against pre-established performance indicators.

4. REVISION

Review and possible revision of the GeoTAK D&E Plan relevant to the Erasmus + general objectives and specified aims of the project.

5. SUSTAINABILITY PLAN

Identify and set up the mechanisms needed to ensure visibility and the systemic impact of GeoTAK outputs and outcomes during and after the project life referring to sustainability that is explored during the project implementation and finalized in a concrete sustainability plan, which will be agreed and signed by all partners.



General

Work-Package 6 (WP6) “Dissemination and Exploitation” as described in the GeoTAK project proposal is the key structural element of the project and produces 4 Deliverables:

- WP6.1 Project website and social network development
- WP6.2 National Research Network (NRN), progress of Geoinformation Technologies (GIT)
- WP6.3 Closing Conference
- WP6.4 Activities aimed to Project Sustainability ensuring

This activity is divided into 2 distinct but highly related and inter-linked activities with the following aims.

A. Dissemination and GeoTAK Awareness Campaign

- The implementation of a targeted dissemination activity in order to create visibility and strengthen the impact of the project and its outcomes on a Partner Country and European level.
- Raise awareness regarding the GeoTAK benefits for higher Education, the industry and labor force, and society in general - targeting HE interested parties, Industry Stakeholders, and Policy Makers.

B. Exploitation and Sustainability Plan

- The exploitation and transferability of project results to offer HE institutions across the Partner Countries with the overall aim of transferring and adopting the GeoTAK results on a national level in the two Partner Countries.



Dissemination and Exploitation Strategy

A highly targeted Dissemination & Exploitation Plan is prepared from the onset while the Exploitation Plan will undergo further adaptations during the project progress. The exploitation and sustainability plan will move to the central stage in the last 12 months of the project duration when the project results are ready.

The responsibility for actual targeted dissemination and awareness raising on the Partner Country level will lay at the Universities of Kyrgyzstan and Armenia. In addition, the Program Countries will have the responsibility for dissemination at a national level and in Europe in general – through EU forums and conferences. The key involvement and ongoing consultation of the core partners with national stakeholders will be utilized accordingly. Special emphasis will be put on creating the necessary project links with other relevant national and EU initiatives through <https://geotak.webs.upv.es/>; <https://geotak.nuaca.am/>; <https://anau.am/en/international-relations/erasmus-ka2/geotak/>; <https://geotak.org.kg/>; <https://ksucta.kg/en/?id=5602>; <https://bit.ly/3Xv82mw>; <https://bit.ly/3EXppo> and other platforms.

The exploitation activities will culminate in the promotion of the GIT courses for the teachers within the GeoTAK framework attracting learners from HE institutions, industry, and other interested parties of the two countries. Each university will offer a dedicated and fully equipped professional training space for delivering the courses developed within the GeoTAK. Information about the operation of the GeoTAK training classrooms will be published on the project's website. The university staff trained within the project implementation will present GeoTAK Framework and methodology to inform potential partners and learners after the end of the project.

All the Consortium partners are going to disseminate project results and engage participants in different workshops and other project activities.

Methods applied in order to ensure effective and efficient dissemination and exploitation are:

- Management and exploitation of the significantly extended stakeholders and target audience contact databases that each partner brings into the consortium on a national and transnational level.
- Target group identification and segmentation at Partner Country and European level.
- Media Relations, Press Releases & Important Developments creating the interest of the key stakeholders at Partner Country level and EU level.
- National GeoTAK Workshops at each Partner Country.
- The development of the GeoTAK network of National GIT Institutions Representatives.
- Networking at the EU level through participation in visible events.

Objectives of the dissemination and exploitation activities

Dissemination and exploitation activities will support all Work Packages (WPs) ensuring maximum visibility, accessibility, and impact of the project activities. Tailored dissemination activities will be designed to make the project's outputs and outcomes visible and accessible to the different target stakeholders.

The objectives of the dissemination activities will be to:

Plan - Identify targets, target groups, messages, tools, and channels. Build an adequate and effective dissemination and exploitation plan to ensure the best impact of project's outputs and outcomes and awareness of the target groups.

Produce - Produce dissemination and exploitation tools: design a comprehensive set of communication materials to ensure an easy identification and attractiveness of the project activities and deliverables transferring the successful results of the project to appropriate decision-makers in regulated local, regional, national, or European systems and convincing individual end-users to adopt and apply these results.

Implement - Use the dissemination channels (both internal and external). Organize project's events and participate in workshops, conferences, and international/EU meetings. Contribute to the implementation and shaping of national and European policies and systems.

Operate - Ensure persistent and long-lasting visibility of the project's activities and outcomes. Create a sustainability plan to continue and use the project's results beyond the end of the funding period.

Efficient publicity and wide exposure of GeoTAK and its achievements will increase stakeholders' engagement with the GeoTAK initiative, and the use of GeoTAK results beyond the project's lifetime. Ultimately, dissemination and exploitation activities will maximize GeoTAK impact on prompting dialogues, cooperation, coordination, and establishing connections between EU, Kyrgyzstan, and Armenia players.

Dissemination and exploitation performers

NUACA (P5) as WP6 leader, will carry out the leadership of the project dissemination and exploitation activities following the dissemination and exploitation strategy defined in the present D&E Plan in general. NUACA will (i) set up the most appropriate mechanisms and tools for maximum visibility, dissemination, and impact, (ii) ensure that all partners contribute to dissemination and exploitation activities, and (iii) assess the dissemination and exploitation results. The following Table 1 presents in more detail each partner's tasks and responsibilities for dissemination and exploitation activities where the following symbols are used to define leadership – L, co-leadership – C, and simple participation – •.

Table 1. Responsibilities for dissemination and exploitation activities

	UPV	KTH	VUB	UL	NUACA	YSU	ANAU	CCRR	MESCS	KSUCTA	KSMU	OshTU	Goscartog	MOES
Website														
Structure and contents of the websites	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Continuous update of the information	L	C	C	C	L	C	C	•	•	L	C	C	•	•



	UPV	KTH	VUB	UL	NUACA	YSU	ANAU	CCRR	MESCS	KSUCTA	KSMU	OshTU	Goscartog	MOES
Information accessibility in Armenia, Kyrgyzstan, EU	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Visuality and Branding														
Project Logo and Design	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Publication of digital and printed promotion booklets and brochures of the project	C	C	C	C	L	C	C	•	•	L	C	C	•	•
Publication a Booklet on NRN-GIT promotion	C	C	C	C	L	C	C	•	•	L	C	C	•	•
Reports on GIT labs open ceremonies	C	C	C	C	L	C	C	•	•	L	C	C	•	•
	All partners committed to generate articles for newsletters about the project’s progress													
Conferences and workshops	All partners committed to the task													
Networking & Exploitation at Partner Countries and European Level														
Facebook	C	•	•	•	L	C	C	•	•	L	C	C	•	•
Linkedin https://www.linkedin.com/in/geotak-erasmus-40ab10225/	C	•	•	•	L	C	C	•	•	L	C	C	•	•
Whatsapp	L	C	C	C	C	C	C	C	C	C	C	C	C	C
Content and exploitation	All partners committed to provide networking and exploitation													
Publications	All partners committed to the task													
Meetings with stakeholders	C	C	C	C	L	C	C	C	C	L	C	C	C	C
Events														
Planning and organization of trainings	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Workshop 1. in Armenia	C	C	C	C	L	C	C	•	•	C	C	C	•	•
Workshop 2. in Kyrgyzstan	C	C	C	C	C	C	C	•	•	L	C	C	•	•
Workshop 3. International workshop “Sharing experiences in R&I”	•	L	•	•	C	C	C	•	•	C	C	C	•	•
Final Conference 1.	L	C	C	C	L	C	C	•	•	L	C	C	•	•

	UPV	KTH	VUB	UL	NUACA	YSU	ANAU	CCRR	MESCS	KSUCTA	KSMU	OshTU	Goscartog	MOES
Produce printed and audio-visual materials to be distributed at the events	All partners committed to the task													
Presentations of project’s outcomes at external events	All partners committed to the task													
Assessment and revision dissemination and exploitation activities														
Assessment of the project’s D & E activities (M12 - M24)	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Revision of the project’s D & E strategy (M24)	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Infrastructure for dissemination and exploitation														
NRN-GIT	C	•	•	•	L	C	C	•	•	L	C	C	•	•
Sustainability														
Sustainability plan and agreements	L	C	C	C	L	C	C	•	•	L	C	C	•	•
Vision Paper on project results in HE of Kyrgyzstan and Armenia	L	C	C	C	L	C	C	•	•	L	C	C	•	•

Target groups and key performance indicators

At the stage of preparing the application, partners have identified the following main groups of stakeholders likely to be interested by the project outputs and outcomes, and therefore targeted by the consortium for dissemination and exploitation activities with short term impact (Table 2) and long term impact (Table 3), and Means of Communication to Reach These Target Groups (Table 4).

Table 2. Short term impact on target groups

Short term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Awareness of social needs to implement curricula reform and new courses.	Target groups: Teachers, stakeholders from industry and administration. Potential beneficiaries: students, administration partners and society.	6 Universities, 2 Ministries and 2 State Agency in Cartography/ Geodesy 50-100 downloads of the report.	Surveys of social needs. Quality of social needs report. Interest and capacity to adapt the new curriculum to the different HEI institutions and stakeholders.
Implementation of new GIT lab in partner countries with new equipment	Target groups: Teachers, researchers, students and universities.	Implementation of new GIT lab in partner countries with new equipment	Target groups: Teachers, researchers, students and universities.



Improving teaching abilities and updating knowledge in GIT field through Workshops, transversal training and courses for retraining teachers.	Target groups: Teachers and stakeholders from industry and administration.		Improving teaching abilities and updating knowledge in GIT field through Workshops, transversal training and courses for retraining teachers.
Improved new teaching and learning material	Target groups: Teachers and stakeholders from industry and administration.	Improved new teaching and learning material	Target groups: Teachers and stakeholders from industry and administration.
Improved relations between partners' countries universities.	Target groups: Teachers and universities.	Improved relations between partners' countries universities.	Target groups: Teachers and universities.

Table 3. Long term impact on target groups

Long term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Modernization of the academic curricula of the GIT programs.	Target groups: University, teachers and students.	Modernization of the academic curricula of the GIT programs.	Target groups: University, teachers and students.
Increased research capacity in GIT through six new labs in partner countries.	Target groups: Faculty, department, teachers and students.	Increased research capacity in GIT through six new labs in partner countries.	Target groups: Faculty, department, teachers and students.
Strengthening and improving postgraduate programmes (master and Ph.D. levels).	Target groups: University, teachers and students.	Strengthening and improving postgraduate programmes (master and Ph.D. levels).	Target groups: University, teachers and students.
Strengthening ties between industry and academia	Target groups: Industry and students.	Strengthening ties between industry and academia	Target groups: Industry and students.
Consolidate relationships with GIT stakeholders at the national level (National Research Nodes).	Target groups: Universities, teachers and students.		Consolidate relationships with GIT stakeholders at the national level (National Research Nodes).
Consolidate the relationship between national and international partner universities.	Target groups: Universities, students and teachers.	Consolidate the relationship between national and international partner universities.	Target groups: Universities, students and teachers.

Table 4. Means of Communication to Reach the Target Groups

Means of Communication to Reach These Target Groups	Target Group	Indicators	Indicators to measure the effectiveness of the means of communication
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Project websites and social networks for each partner country.	University and society	Number of visitors and users	Visit counts, downloads of content, shares of social network publications, likes, etc.
Kick-off meeting event. Local media will be invited. Social networks and websites.	Local stakeholders, teachers and students	Number of attendants	Number of shares of the news, number of local newspapers interested, number of people attending to the meeting.
Local workshops to disseminate the results of the survey and analysis of local and national R&D needs in GIT. Advertised by mailing, in digital form and short descriptive digital brochures to target stakeholders.	Teachers, managers, students, industry and administration local stakeholders.	Number of attendants (stakeholders, teachers, students, trainees)	People interested and attending to the workshops. Number of promotional brochures.
GIT labs will be promoted by means of opening ceremonies, booklets, brochures and reports, inviting local media, sharing in social networks and websites.	University, teachers, students, society, local stakeholders	Number of attendants (stakeholders, teachers, managers, students). N. of dissemination documents and brochures delivered	People attending to the opening ceremonies. Shares of news. Number of booklets and brochures.
Promotion of NRN by means of reports, events, digital and printed promotion booklets and brochures of the project.	University, industry, administration local stakeholders and society.	Number of Stakeholders attracted, events, reports.	Number of booklets, brochures, reports, and events and people attending.
University course offer, promotional booklets.	Students	Number of students	Number of students interested and enrolled in the courses and new programmes.
Dissemination by an event. International workshop to share experiences and opportunities in research, innovation and development.	Society at an international level, researchers and stakeholders.	Existed minutes	Creation of new networks of cooperation. Number of people attending to the event.
Final dissemination conference to present the results of the project. Promoting links and future collaborations between local and international stakeholders. Mass and local media will be invited. Social networks.	Society, university, students, industry, national agencies and administrations.	Number of conference participants	People attending to the final conference. Number of published news, shares in social networks, etc.



Dissemination tools

In order to successfully convey the project's results to the respective target audiences and reach the highest impact possible, the project consortium will use three methods involving (i) online and interactive tools and channels, (ii) physical interactive tools and channels, and (iii) a combination of (i) and (ii) as in the case of blended learning. By dissemination tools, we mean any material (document) used to present the content of the project to the external audience. By dissemination channels, we mean all media through which the project results are conveyed and relayed to the target audiences.

Some of the dissemination tools and channels will also be used for communication purposes. In particular, we distinguish internal and external dissemination tools and channels, as displayed below.

In Table 5 are presented the stakeholders that are considered as target groups for disseminating activities. A stakeholder can be defined as: "Any group or individual who can affect or be affected by the achievement of the projects objectives - or can influence these objectives."

It should be noticed that some channels can be both internal and external: this is the case of social networks and mailing lists. In the first case, project results will be disseminated through the websites and social networks created on purpose for the project (internal channel) and through external groups that can be of interest in the results of the GeoTAK project, either because they are related through external initiatives and activities (external channels).

Table 5. Dissemination tools and channels, and target audience

Dissemination tools and channel	Connected			External	Internal	
	Potential users (students/employers)	Suppliers (Event organisers etc.)	Distributors (Libraries etc.)	Local and Central Government ; Environmental Groups; Media	Employees (Project staff / Department Staff)	Managers (Department Heads / Senior Staff)
Project website	✓	✓	✓	✓	✓	✓
Other websites (partner websites, EC services, etc.)	✓	✓				✓
Social media and professional networks	✓	✓	✓	✓	✓	✓
Project events (Briefings, Workshops, Round Tables, Conferences, One-to-one)	✓	✓		✓	✓	✓
Target publications, leaflets, newsletters	✓	✓	✓	✓	✓	✓
Reports	✓			✓	✓	✓



Mailing list and contact databases	✓				✓	✓
Media (radio, TV)	✓	✓	✓			✓
Training course	✓				✓	

In the case of mailing lists and contact databases, the GeoTAK project is building the contact network on the base of educational activities of 3 Kirgizstan and 3 Armenian institutions, which will use targeted communications via their own database of contacts to disseminate information on the project to their networks.

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the GeoTAK consortium will produce up to 20 official deliverables (reports, articles, brochures, booklets, etc.). All of them will be made publicly available in the project website resources area and other channels in order to spread the project excellence and disseminate outcomes to our target groups.

Visual identity

Color palette, fonts and logo, and templates are designed within GeoTAK by UPV. They are available for all project partners at <https://geotak.webs.upv.es/intranet/>. The templates ensure that the GeoTAK visual identity is consistent throughout the duration of the project and after the funded period.

The website is the basic source for different branding elements such as colors, fonts, logos and others.

Documents

An important amount of GeoTAK documents will be produced during the project life. These documents include, for example: D & E Plan, Sustainability Agreements, Quality Plan, MoUs, etc. Partially, depending on the target groups and available financing some documents will be performed as printed matters. All documents are distributed online, sometimes in the form of clear and appealing infographics (as .jpg files), that can be much more easily spread through social networks and interested websites.

This plan is to be used as an example of a deliverable performed as a document.

Other project materials such as brochures, souvenirs, posters, rollups, etc. will be created with the same principles as project's website and documents.

Media articles

Media articles refer to all types of written press articles focusing on presenting the project, its activities, its outputs, and outcomes, etc., that are published on different channels. They may take the form of news, announcements, press releases, LinkedIn and Facebook posts, published on the project website, on external websites including partners' websites, on social networks, etc.

Videos

Easily shared on the web, and displayed on wide screens at events, video trailers and learning diaries are another highly effective ways to communicate. Three short video trailers will be produced to promote clearly and succinctly the projects objectives and challenges; They will be used on the website, shared on social networks, and used during events.

Publications in scientific journals

A strong focus will be put on regularly publishing news and articles in those existing media. Over the project duration: project partners commit to release at least 10 academic and professional publications, mainly based on the doctorate programmes that are being developed in Armenia and Kyrgyzstan.

Beneficiaries must acknowledge the European Union's support in all communications or publications, in whatever form or whatever medium, including the Internet, or on the occasion of activities for which the grant is used.

This must be done according to the provisions included in the grant agreement or grant decision. If these provisions are not fully complied with, the beneficiary's grant may be reduced.

Other specific tools

Specific thematic brochures and flyers will also be created by GeoTAK team in support of the different activities of the project, for example in support of the dissemination materials promoting the benefits of GeoTAK and benefits for all target groups.

Posters and/or roll-up banners will also be designed and used at events that the project consortium organized or contributed to. Specific posters and/or roll-up banners will be created for the project events.

GeoTAK Website

The project website constitutes a key communication tools to increase the project visibility and impact, especially towards wider communities and the general public. Constantly updated, the GeoTAK website contains all relevant information about the project (project objectives, information, news, event announcements, public reports, analysis, particularly, this document). It will serve both as a dissemination and exploitation tool.

It has been carefully designed and set up to highlight the link between the project and the GeoTAK implementation in Kyrgyzstan and Armenia and to address policy makers, industry, HE/Postgraduate community, learners and general public, in the most effective way through a user-friendly interface, accessible from mobile devices.

The website highlights the key GeoTAK pillars: learning outcomes, mobility, and recognition, which lead to the description of the project activities in the respective areas. Specific pages are dedicated to the description of Networking & Exploitation at Partner Level and European Level.

The website will be used for further dissemination of the results. Links to this website from each partner's website and from other useful websites will be ensured (including European Commission's websites).

All information on the site must be correctly spelled out and available in three languages (Eng, KG, AR), and some documents also in RU. All links must be in operational status. Ethical standards should be obeyed.

The project website will be maintained and updated permanently in order to increase the project's dissemination and sustained impact for the national approval of GeoTAK results in Kirgizstan and Armenia. Web sites of all partners will also reflect all basic activities and achievements of the project.

Contact databases

GeoTAK team will build a database of contacts made through the different project activities and from the previous work as HE Institutions, which will be used in order to keep this audience interested in the project and regularly updated on its developments during and after the project lifetime. The databases will be segmented (newsletter subscriptions, project events, partners' contacts, etc.) in order to have a targeted communication when needed. Newsletters, emails distribution, invitations to events and evaluation surveys, etc., will be regularly sent.

Social media

Branding the GeoTAK project under Facebook and YouTube accounts appears to be a mutually beneficial action that the projects' respective partners welcomed and agreed upon. The idea is to build around a HE/Postgraduate community new links and communication regarding GeoTAK results and benefits for education of two partner countries and involve in the discussion partners from EU.

The content of activities and number of followers will be monitored periodically to assess the growth and necessary steps to enlarge activities and share ideas around GeoTAK perspectives for two partner countries.

Dissemination and Exploitation offline channels

Trainings and NRN-GIT

The establishment (M2-M5) of NRN-GIT – 1 in Kirgizstan and 1 in Armenia will promote the collaboration between partner universities in research and development in Geoinformation technologies (GIT). It will promote the exchange of ideas, activities, joint thesis at post-graduate level, etc., providing sustainability to the GeoTAK after the project life period. Information about the operations of the NRN-GIT will be published on the project's website. The NRN-GIT will be also platforms for teachers dedicated to the project to design and develop courses, course materials, etc. for lecturing.



Workshops and Final Conference

Two Workshops on Research & Innovation will be organized as a dissemination event, one per partner country, to disseminate the results of the survey and analysis of local and national research and development needs in the field of GIT. The local partners, one member of each EU partner will attend the workshops. Teachers, managers, postgraduate students, and local stakeholders will be invited.

An international workshop where researchers and stakeholders from the two countries, Armenia and Kyrgyzstan, will share their experiences and opportunities in research, innovation and development, enriching their views, creating networks of cooperation, and obtaining comparative conclusions that will also be used for sustainability and exploitation purposes. With this event, both countries, which are having a parallel evolution in terms of economic development and have similar potential in GIT and lacks in environment and social issues, will receive a synergic effect that will help in the sustainability and exploitation of results.

The International workshop “Sharing experiences in R&I” will be organized. All project partners will contribute to the event implementation. The goal of the conference will be to introduce the project results and promote them in Kyrgyzstan and Armenia at the highest policy level.

Printed and audio-visual materials will be produced about the events.

External events

Any national regular and widely attended events are unique opportunities to reach and meet targeted communities. The GeoTAK partners will use them to disseminate key results and will do so by carefully selecting the events that will allow optimal impact.

All partners will look for major events in the field in order to contribute to the project and will report their contributions to GeoTAK management. A shared internal document is set up in order to list the relevant events and follow partners’ contributions. All partners have to fill it in regularly.



Sustainability plan

Specific actions referring to sustainability activities will be explored during the project implementation and finalized in a concrete sustainability plan, which will be agreed and signed by all partners. Special focus of the sustainability plan will be put on the operations and activities of the two NRN-GIT (1 in KG and 1 in Armenia), which will be created and housed in the 6 HEIs (KSUCTA, KSMU, OshTU - NUACA, YSU, ANAU). A common agreement plan about the operations will be developed.

The following potential areas of sustainability have been identified:

- Two NRN-GIT (1 in Kirgizstan and 1 in Armenia) will remain in effect and in full operation for at least three years after the end of the project;
- The project's website, which will provide electronic access to all of the project's results, as well as feature a transnational list of GeoTAK stakeholders will remain active for at least 3 years after the end of the project.

Table 6. Sustainable Outcomes

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?
Two National Research Nodes in GIT	Involve companies, social stakeholders, universities, the administration, and teachers by creating an advisory board and signing an agreement.	A part time person will be hired to promote the exchange of ideas, activities, joint thesis at post-graduate level, etc.	Company and universities co-funding.
Advisory board agreement	Involve between 10 and 14 candidates from strategic stakeholders in the areas of innovation applications in GIT (government bodies, agencies, GIT industry and high education institutions).	One representative of each stakeholder in charge of representing their institution. He/she will be responsible for organising the annual meeting and promoting cooperation between the institutions.	Minister, company and universities co-funding.
Retrained teachers in new GIT methods and applications	The knowledge will be transferred to students	New labs and new courses and curricula	University staff and budget.
Updated and new courses	To reinforce the competences of students in Information and Communication Technology (ICT) and practical skills	New GIT laboratories	Universities will ensure the maintenance of the laboratories after the project finishes.
New curricula: Interdisciplinary joint PhD programme	Inter-departmental and inter-university character of the programmes	Teachers, researchers and administrative staff of PC universities	University staff and budget.
Inter-university agreements	Maintain relations between universities through the exchange of teachers and students. Generate joint projects.	Maintenance of university agreements by the departments involved. Fluid communication between universities.	University staff and budget.



Assessment of Dissemination Activities

It should be assessing of the various dissemination tools outlined above in relation to the stated objectives of the dissemination strategy. For this, we employ the following criteria:

Table 7. Dissemination activities

Dissemination activity	Selection criteria
Relevant	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Economical	Disseminating the deliverable efficiently both operationally and technically without burdensome aspects or costs.
Measurable	Capable of being measured and distinguishable with a reasonable amount of effort and accuracy.

We present an analysis using these criteria of the dissemination tools to be used in GeoTAK in the table below:

Table 8. Criteria of the dissemination tools to be used in GeoTAK

	Appropriate	Effective	Targetable	Economical	Measurable	Selected
Project website						
Personal communication						
Flyers & posters						
Newsletter						
Academic Publications						
Policy papers						
Media & press releases						
Workshops						
Presentations at external events & conferences						
Social media						



Monitoring of Dissemination Activities

All activities of each partner will be placed on a special sheet with the following sections:

- Distribution of the GeoTAK info, news, and materials via Partners' websites.
- Distribution of the GeoTAK info, news, and materials via external websites.
- Distribution of the GeoTAK info in printed version (flyers, newsletters, etc.).
- Internal (institutional) and External GeoTAK workshops & meetings e.g. with national Stakeholders, Agencies etc.
- Presentation of the GeoTAK project within the related non-project internal and external events.
- Contribution to the GeoTAK project web page.
- Project Links at European Level, e.g. project presentation, participation in any events, EU forums, Member State conferences etc.
- Social Media.
- Published Articles & Reports.

The data is collected in the specially developed MS Word file, which template is performed as an Annex to the D&E plan. Each project partner should fill the correspondent cells in regularly (each one a year). These files form the base for intermediate and final D&E reports.

Annex 1

Partner Dissemination Activities

GeoTAK - 617695-EPP-1-2020-1-ES-EPPKA2-CBHE-JP

Reporting period	01.01.2021 – 14.10.2022	Partner name (Pn)	
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Performed Dissemination Activities in GeoTAK project

Activities	Please specify if necessary (short description, names, titles, web-addresses, etc.)	Date(s) Duration Frequency	Place website	Level ¹			Characteristics of Target Group	Size/number of organizations/person s reached (approximately)	Kind of documentation available (language)
				R	N	I			
Distribution of the GeoTAK info, news, and materials via Partners' websites.									
Distribution of the GeoTAK info, news, and materials via external websites									

¹ R = regional, N = national, I = international

[illegible]



Performed Dissemination Activities in GeoTAK project									
Activities	Please specify if necessary (short description, names, titles, web-addresses, etc.)	Date(s) Duration Frequency	Place website	Level ¹			Characteristics of Target Group	Size/number of organizations/person s reached (approximately)	Kind of documentation available (language)
				R	N	I			
Stakeholders, Agencies etc.									
Presentation of the GeoTAK project within the related non-project internal and external events.									
Contribution to the GeoTAK project web page									



Performed Dissemination Activities in GeoTAK project

Activities	Please specify if necessary (short description, names, titles, web-addresses, etc.)	Date(s) Duration Frequency	Place website	Level ¹			Characteristics of Target Group	Size/number of organizations/person s reached (approximately)	Kind of documentation available (language)
				R	N	I			
Project Links at European Level, e.g. project presentation, participation in any events, EU forums, Member State conferences etc.									
Social Media									



Performed Dissemination Activities in GeoTAK project									
Activities	Please specify if necessary (short description, names, titles, web-addresses, etc.)	Date(s) Duration Frequency	Place website	Level ¹			Characteristics of Target Group	Size/number of organizations/person s reached (approximately)	Kind of documentation available (language)
				R	N	I			
Published Articles & Reports									