

Co-funded by the
Erasmus+ Programme
of the European Union



573965-EPP-1-2016-1-SE-EPPKA2-CBHE-JP

Enhancing innovation competences and entrepreneurial skills in engineering education
(INNOCENS)

Dissemination plan

October 2017

Table of Contents

1. *Objectives of the dissemination*
2. *Target groups of dissemination*
3. *Dissemination tools*
4. *Social media strategy*
 - 4.1 *Web pages*
 - 4.2 *Facebook*
5. *Special dissemination actions*
 - 5.1 *Internal dissemination seminars*
 - 5.2 *Opening ceremony of new innovation centers*
 - 5.3 *National dissemination seminars*
 - 5.4 *Dissemination through student business ideas competition*
 - 5.5 *Final dissemination conference*

1. Objectives of the dissemination

The objectives of project dissemination are to ensure that

- (a) The INNOCENS project and its objectives, planned activities and expected outcomes are well-known within every partner organization of the project consortium
- (b) Information, documents, curricular materials and other results produced during the project period are disseminated within and utilized by partner organizations and other interested partners as well
- (c) Project results is effectively disseminated outside project consortium, including government agencies, organizations working on innovation and entrepreneurship, private companies in order to increase the impact of the INNOCENS project in the four partner countries.

2. Target groups of dissemination

Dissemination will address different target groups:

- (a) students at 8 partner universities
- (b) teachers and other staff members in the partner universities
- (c) partner university administration officials including rectors/vice-rectors, faculty deans, departmental heads
- (d) Teachers and students in other universities of the partner countries
- (e) Local and national agencies on economical and industrial development
- (f) external research and development organizations
- (g) organizations promoting innovation and entrepreneurship

Different events will be organized to reach all different target groups.

3. Dissemination tools

- (a) A project web site in English is created: <http://gidec.abe.kth.se/INNOCENS>. Partner universities will have local web site publishing in national languages
- (b) A project leaflet has been printed and distributed
- (c) Project newsletter is published digitally to inform on ongoing and completed project activities and forthcoming events
- (d) Social media such as facebook
- (e) Special events such as internal dissemination seminars, national dissemination seminars, business ideas competition

4. Social media dissemination strategy

4.1 Project web site

A project web site in English has been created: <http://gidec.abe.kth.se/INNOCENS>. Partner universities

will have local web site publishing in national languages.

4.2 Facebook

A Facebook page, named INNOCENS, has been created to publicize project events and other activities. The page will also be a tool for communications and discussions among project teams.

5. Special dissemination actions

5.1 Internal dissemination seminar

In the first project year, each partner country university will organize an internal dissemination seminar with staff, students and university administration officials as the main target groups. The purpose is to inform the university officials, teachers and students within the 8 partner universities on the INNOCENS project's objectives, planned activities, major events, expected results and outcomes. In particular, the seminars will present specific activities and tasks to be taken at the respective partner university.

5.2 Opening ceremonies of the new innovation centers

During 2017-2018, the project will help 8 partner universities to establish an innovation center at each partner university. The opening ceremony for the new innovation center will invite teachers and students, as well as representatives from industries, business professionals, government agencies and other stakeholders. Mass media (TV, newspaper, etc) will also be invited to the event.

5.3 National dissemination seminars

It is planned that each of the four partner countries will organize a national dissemination seminar during 2019. The targeted groups for such seminars are external stakeholders, such as staff and students from other universities which are not an INNOCENS partner, representatives from relevant government agencies and NGOs working on innovation and entrepreneurship, economical development, regional development, etc. These seminars will help to disseminate the project results to stakeholders outside the project consortium. They will also promote cooperation among different actors within each partner country's innovation eco-systems.

5.4 Student business ideas competition

The INNOCENS project will involve students in innovation activities through seminars, training courses, events, etc. Furthermore, each partner university will organize a local business ideas competition for students. Through such competition, the project can reach wider student population and attract more students to learn entrepreneurship skills. All 8 winners of the local competitions will participate in the final, global competition in Valencia, Spain, in September 2019.

5.5 Final dissemination conference with focus on Central Asia

The final dissemination conference will be held in Nur-Sultan, Kazakhstan, as a international dissemination event fro Central Asia. Representatives from other Central Asian countries will be invited to the conference. The INNOCENS team members will present the project activities and achieved results. Representatives from different Central Asian countries will also exchange innovation and entrepreneurship experiences.