

DISSEMINATION PLAN



Open Practices, Transparency and Integrity for Modern Academia

VERSION 2.2

PUBLIC

The dissemination plan describes a comprehensive dissemination strategy for the OPTIMA project.

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5.1. Promotion of project outputs
and activities

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5.1. Promotion of project outputs and activities

1. Introduction

This document serves as an effort towards a comprehensive dissemination strategy for the OPTIMA project. The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in Ukraine. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders.

The Dissemination and Exploitation package (WP5) focus on dissemination activities within the project: promotion activities and campaigns, events organizing, publishing of project results and achievements. The objectives of WP5 are to:

- Provide useful information about project results and raising awareness about the existence of those results;
- Actively engage all partners in promoting the project in their countries and in particular in Ukraine;
- Directly involve the target groups and stakeholders during the different phases of the project;
- Increase the capacity of HEIs from Ukraine within and beyond the project life.

The plan is designed to maximize potential impact of the project through the implementation of broad-based and efficiently targeted dissemination activities for the findings of the project. To this end, three main target groups have been identified:

- 1) The HEIs' academic community (teaching staff, Master students and PhD candidates, trainees, librarians)
- 2) The secondary schools' community (pupils and teachers)
- 3) Other stakeholders (technical staff, administrative staff, small and medium-sized enterprises, Public, policy makers in Ukraine etc.)

In order to maximize the potential impact on these target groups, specific dissemination activities and ambitions have been developed for each target group specifically.

The overall objectives of the plan are to maximize internal and external communications, to publish results in the academic field, to involve and engage relevant stakeholders and to train young researchers.

2. Dissemination strategy per target group

The OPTIMA dissemination strategy focuses on three specific groups in order to achieve its intended impacts.

2.1 The HEIs' academic community

The contribution that the OPTIMA project aims to make to the HEIs' academic community, which will boost academic research, is focused on: promotion activities and campaigns, events organizing, publishing of project results and achievements.

Major dissemination efforts will be organized around:

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- launch of open peer review (OPR) platform;
- submission deadlines and other important dates of supported conferences;
- registration deadlines and other important dates of 4 multiplication events;
- release of open online course on open science (OS);
- publishing of handbooks.

2.1.1.1 Tools to reach academia

Reaching out to the Academic community will happen by means of publications and through networks, platforms and events.

a. Publications

The new knowledge created by the project will be disseminated throughout the academic fields with the goal of engaging scientists all over the world into the further development of research on the OS topic. All working papers, research reports as well as peer reviewed publications will be published as Open Access publications.

All the project deliverables such as working papers, reports and policy briefs, will be also published on the OPTIMA website (<https://lpnu.ua/en/optima>). For this purpose a 'Project results' section has been established on the website.

b. Networks and platforms

Knowledge dissemination and exchange of the OPTIMA project will take place through social networks like Facebook (<https://www.facebook.com/OPTIMAOpen>), Twitter (https://twitter.com/optima_open), YouTube (<https://www.youtube.com/channel/UciloL-autbPP1mGnr1Kda2A>) and the OPR platform with the developed virtual community.

Also, we will use project partners' networks, e.g.:

- Vasyly Stus Donetsk National University (Vasyly Stus DonNU) will involve representatives of Ukrainian displaced HEIs to the project's activities like supporting academic conferences with the OPR platform and participating in multiplication events;
- The European Council of Doctoral Candidates and Junior Researchers (EURODOC) will bring wide international dimension on a volunteer basis. In particular, EURODOC will participate as volunteers in training workshops as experts and trainers on OS and volunteer experts on OS in multiplication events.

c. Other EU funded projects

A number of projects that have been funded by the EU will be identified for possible collaboration. We are aiming to get these collaborations and shared sessions for information exchange. That way, chances to have meaningful collaborations increase and exchange is more likely to be successful.

Interesting projects for collaboration might be for instance:

| Project acronym | Project title | Website |
|------------------------|--|---|
| MINERVA(Erasmus+) | Strengthening Research Management and Open | https://www.facebook.com/MINERVAMOLDOVA/ |

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| Project acronym | Project title | Website |
|---------------------------|---|---|
| | Science Capacities of HEIs in Moldova and Armenia | |
| OBERRED (Erasmus+) | Open Badge Ecosystem for the Recognition of Skills in Research Data Management & Sharing | https://oberred.eu/ |
| Ulysseus(Erasmus+) | ULYSSEUS, the European University for the citizens of the Future | https://ulyssseus.eu/ |
| CLIMAN (Erasmus+) | Synergy of educational, scientific, management and industrial components for climate management and climate change prevention | https://climancoordinator.wixsite.com/climan |
| ClimED(Erasmus+) | Multilevel Local, Nation- and Regionwide Education and Training in Climate Services, Climate Change Adaptation and Mitigation | http://climed.network/ |
| ON -MERRIT (Horizon 2020) | Observing and Negating Matthew Effects in Responsible Research & Innovation Transition | https://on-merrit.eu/ |

d. Teaching and learning activities

Educational subjects of various thematic directions united by the common principles of OS, will improve the quality of education and broaden the outlook of young people who acquire academic degrees – a Master’s degree and a PhD. These courses will be introduced for students of different specialties in various national HEI-partners of the project. The development and implementation of these courses should also increase the professional level of lecturers and support staff.

Accumulated experiences from the EU partners will help to quickly and effectively create the necessary courses, including the full educational package – lectures, practices, trainings, labs etc. – and implement them into the educational process.

New courses and training will increase the professionalism of academic and laboratory staff and will introduce innovative approaches to teaching and learning.

Creation of the online open course will expand the project’s reach. Open and professionally designed, free and convenient to access educational materials will offer a powerful tool for self-education, which is especially relevant for people who are not equipped to complete a full educational process, such as temporarily displaced persons. The main challenges and problems of displaced universities are the lack or

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insufficient provision of academic and research infrastructure for conducting scientific research, especially for Natural Science institutions; the limited or unavailability of the OS technological tools and instruments for displaced universities.

2.1.2 Benefits to the HEIs' academic community

The target group of OPTIMA project consists of representatives of the Ukrainian academic community in diverse roles as all of them are interested in and will benefit directly from establishment of effective QA processes and mechanisms in HE system. As we are aiming to achieve this through advancing the academic integrity culture by more open and transparent practices introduction, involvement of all stakeholders is of equal importance and will provide synergy.

Although all the academic roles will benefit from the integrity culture based on transparency and openness, this goal may not be achieved quickly and head-on. That is why we will address foreseeable short- and middle-term goals and relevant needs of target groups in same direction.

a. Teaching staff

Teaching staff will get acquainted with the best open practices and theory of OS. They will benefit from advanced EU experts' experience and improve their professional open skills. They will also participate in the modernization of existing courses with new subjects on OS. Cooperation between Ukrainian and European HEIs and organizations will also be strengthened and will improve the internationalization and European integration of Ukrainian project participants.

b. Students

Students (Master students and PhD candidates) will learn how OS can be of direct benefit to their career development and helps to strengthen their international research profiles. Project outputs will empower them to embed OS principles in their research workflows on early career stages.

Master students and PhD candidates will familiarize themselves with new subjects on OS. Creating a professional open online course on OS will help in self-education. Students engaged in scientific work will have the opportunity to receive impartial reviews of their research papers through the OPR platform.

c. Trainees

Trainees will get convenient and up-to-date tools for self-education and the ability to communicate with teaching staff through the open online course and the OPR platform.

d. Librarians

Librarians will broaden their knowledge of the culture of academic integrity and OS. They will have the opportunity to improve their knowledge, skills, exchanges and contacts at multiplication events related to the OS culture and share the knowledge with librarian communities.

2.2 The secondary schools' community

The OPTIMA project aims to raise academic integrity of secondary schools' community through awareness campaign at 20 Ukrainian secondary schools in Lviv, Vinnytsia, Lutsk and Sumy. Special educational brochures will be prepared and published for this purpose.

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2.2.1 Tools to reach the secondary schools' community

a. Educational brochures

Educational brochures will be prepared for the academic integrity awareness campaign at Ukrainian secondary schools. The brochures will reveal the importance of academic integrity as the moral code or ethical policy of academia. Also, they will be focused on OS as an approach to avoidance of cheating and plagiarism.

b. Networks

The academic integrity awareness campaign will be covered by social networks like Facebook (<https://www.facebook.com/OPTIMAOpen>), Twitter (https://twitter.com/optima_open), YouTube (<https://www.youtube.com/channel/UciloL-autbPP1mGnr1Kda2A>).

2.2.2 Benefits to pupils and teachers

Organizing awareness campaigns for pupils and teachers on academic integrity will help to rise awareness on academic integrity and open practices at 20 Ukrainian secondary schools in Lviv, Vinnytsia, Sumy and Lutsk.

2.3 Other stakeholders

Other stakeholders (technical staff, administrative staff, small and medium-sized enterprises, Public, policy makers in Ukraine etc.) are an important target group as well. In order to ensure practical results and effective dissemination we will include the acting stakeholders from the very beginning of the project implementation to receive valuable feedback and we will aim to keep them involved throughout the project duration. The differences between the stakeholders will be kept in mind with regard to the requests for their participation at OPTIMA events and engagement in general. Therefore different stakeholders groups will be involved gradually.

All significant stakeholders will be approached directly, with information on the project goals and activities as well as how to obtain ongoing information on the project.

2.3.1 Tools to reach the stakeholders

a. Roundtables and workshops

Consultation events consisting of multiplication events including roundtables and workshops will be organized to receive valuable feedback on OPTIMA project and proposed directions for research directly from respective group of stakeholders.

b. Communication services

All significant stakeholders will be informed about the main project results with e-mail and/or other communication services.

2.3.2 Benefits to other stakeholders

a. IT and technical staff

IT and technical staff will get acquainted with and learn from the leading EU experts in creating and supporting web projects. They will have the opportunity to acquire the necessary hardware equipment and to create the online platform for OPR under supervision of EU experts.

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b. Administrative staff

Administrative staff will have gain experience of organizing international events.

c. Small and medium-sized enterprises

Small and medium-sized enterprises will be made aware of the benefits of OS, how they can contribute and take advantage of the availability of research outputs to increase competitiveness and innovation. The project will provide easy to digest guides including information such as copyright management, licensing etc.

d. General Public

Individuals will also be made aware of the benefits of open access, open data and OS. OS has the potential to increase the quality, impact and benefits of science and to accelerate advancement of knowledge by making it more reliable, more efficient and accurate, better understandable by society and responsive to societal challenges, and has the potential to enable growth and innovation through reuse of scientific results by all stakeholders at all levels of society, and ultimately contribute to growth and competitiveness of Ukraine. One of the training outputs for researchers would be on how to engage the general public. Citizen scientists will also be able to use our training materials.

d. Policy makers in Ukraine

Policy makers will be made aware of the benefits of OS for Ukrainian academic community.

3. Event coverage

The most important channel for engaging with the HEIs' academic community, the secondary schools' community and other stakeholders is to organize, attend and present at high-level events.

3.1 Participation at multiplication events

Through participation at multiplication events, OPTIMA members exchange their views with other scholars and professionals. By providing presentations at these events and by publishing at OPR platform we will be reaching out beyond the narrow academic communities focused on open science and academic integrity and will also connect to related academic communities globally.

To ensure that the outcomes of this project will be properly disseminated at national and international level, 4 multiplication events in Ukrainian partner HEIs will be organized:

- multiplication event in Vinnytsia (M10-11, October-November 2021);
- multiplication event in Lutsk (M16-17, April-May 2022);
- multiplication event in Sumy (M22-23, October-November 2022);
- Ukrainian Open Science Forum in Lviv (M34-35, October-November 2023).

3.2 Other activities

Activities on the dissemination & exploitation of the main project results and achievements include:

- promotion of project outputs and activities (M7-36, July 2021 – December 2023);
- mentoring academic conferences' managers and supporting academic conferences with the open peer review platform (M10-36, October 2021 – December 2023);

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- Open Science virtual community management (M19-36, July 2022 – December 2023);
- online publication of the project news, key results and achievements (M11-36, November 2021 – December 2023);
- publication of 5 handbooks on Open Science (M18-19, June-July 2022);
- awareness campaign on academic integrity at 20 Ukrainian secondary schools in Lviv, Vinnytsia, Sumy and Lutsk (M16 and M28, April 2022 and April 2023).

4. Communication Tools

Beyond the abovementioned specific instruments for the relevant target groups, a broad array of dissemination channels have been conceived and will be used to boost the visibility of the project.

This chapter gives an overview of the communication tools that have been developed to maximize the impact of the project, to disseminate its findings and to facilitate the internal and external exchange of information.

4.1 Project Website

The OPTIMA project website (<https://lpnu.ua/en/optima>) constitutes a web-based dissemination tool that provides general information about the project itself (topic, goals and structure) and the people involved. It serves in particular as a source of information for the general public interested in the project results, activities and events as well as for interested stakeholders.

The website is currently being constructed and will contain several pages that are constantly updated (other pages are more static in nature and do not need to be updated regularly):

- 1) News: where documents published by the European Institutions, news or other information of interest both for our researcher and for the public interested in the topic are made available;
- 2) Timeline: with upcoming events organized within the Consortium;
- 3) Results: where all project deliverables and other publications are uploaded or announced.

Statistics about the webpage visitors will be collected using Google Analytics.

4.2 Social Networks

OPTIMA project makes use of social networks, as:

- Facebook (<https://www.facebook.com/OPTIMAOpen>)
- Twitter (https://twitter.com/optima_open)
- YouTube (<https://www.youtube.com/channel/UCiloL-autbPP1mGnr1KDa2A>)

These more recent communication channels enable us to reach out and interact with the widest audience possible and to keep a fast-moving flow of project news.

Furthermore, an insights tool developed by Facebook will allow us to monitor, among the others, the post reach and the number of viewers.

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4.3 Corporate Identity

An integral part of our dissemination strategy is our corporate identity. All communication from and within the project will have the same, uniform lay-out, use of logo and colors. Following logo was developed for the project (black and white version):



The project's logo reflects on the main idea of our project – which aims to implementing Open Science practices in Ukraine, 'opening' the next level of the quality of National higher education services.

Apart from the project logo specific event logos will be used for multiplication events and supported conferences.

4.4 Printed Tools

Flyers with clear and attractive presentations of the project, its objectives and its partners will be of valuable use in the early stages of the project, taking the function of a business card of the consortium which can be used in professional contacts. Brochures produced at the project's outset and during its finalisation phase will serve to physically disseminate the project's intentions and results.

4.5 Recognition of Commission funding

The support of the Erasmus+ programme must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or co-funded by the Erasmus+ programme:



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Respectively, Erasmus+ logo must be placed in all publications, promotion material and media (e.g. Internet, video, presentations, newsletters etc.) produced within the project.

Also, the following statement must be placed in all project outputs:

- The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect 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.

4.6 Supporting communication by consortium partners

The consortium partners created the project pages on their website and have also been reaching out to their networks to engage them in the project activities, promote the project results and multiply the project messages.