



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

## **LEAD dissemination and exploitation Plan**

(Project reference 561995-EPP-1-2015-1-BE-EPPKA2-CBHE-JP)

### **LEAD dissemination and exploitation objectives**

The objectives of the LEAD dissemination and exploitation plan is to ensure that the LEAD project, its activities, results, impact, etc. are timely and widely communicated and disseminated to all project partners and all relevant stakeholders. It is also to ensure that the project results, output, direct and indirect effect can be used and applied for all project partners and all relevant stakeholders during and after the project life cycle. The following two objectives will be achieved:

- to communicate and disseminate the project information and results as wide as possible both internally among the project partners and externally to the public;
- to facilitate the exploitation of the project results/outputs as wide as possible both internally among the project partners and externally to the public.

### **LEAD dissemination and exploitation approaches**

*The overall approaches of LEAD dissemination and exploitation include:*

- 1) The project activities and results will be disseminated at national and international events.
- 2) The partner universities will disseminate and facilitate the exploitation of the LEAD results within its institution as wide as possible through internal communications and procedures.
- 3) The LEAD project information, activities and results will be disseminated through website, mailing list, social media, brochures, flyers, etc.

The project dissemination and exploitation will be implemented during the whole project life. They will go hand in hand with the project activities. The main elements will include: the project website, printed & online dissemination and promotion material (leaflets, brochures etc.), reports and publications, a testimonial video, promotional videos, final promotional event and participation and presenting the project activities or results at various events.

The dissemination activities of the LEAD project will start at the beginning of the project and will intensify when the project activities are taken places and when the project results are available. The main channels of dissemination include project website, seminar websites, brochures, flyers, social media, etc.

### ***Website***

The website will be a very important channel of dissemination that will be constantly updated with material and information about the project. All project information, documents, reports, introduction of training material, workshop reports, job shadowing reports, online courses, etc. will be available online.

Each partner will have at its own institutional website & newsletter a reference to the project website to give a high visibility to the project.

### ***Promotion material***

The project promotion material includes printed & online dissemination and promotion material (leaflets, brochures, poster, roll-ups, etc.), reports and publications, and videos.

### ***Social media***

Social media and social networks will also be used to disseminate the project and to reach an unlimited number of people and keep them informed and updated about the project implementation or results. The use of social media is a strategy to make the academic community constantly involved and informed about the project (community of academic leaders, academic staff and researchers, etc.). The key project news and results will also be made available through press releases and social media.

### ***Videos***

Regarding the effect of the project activities, a testimonial video will be made before the final event. A testimonial video with interviews of representatives of Rectors, Vice Rectors, Deans, etc. will be produced in which they will be the real Project Testimonials, sharing their experience during these training periods, workshops and job shadowing experiences in Europe and China, in particular explaining what they have learnt, reflected and how this could have an impact on their institutions. The testimonial video will include the real experiences, evidences, stories and good practices from academic leaders who participate in the training/coaching/job shadowing and other project activities.

### ***MOOC as a key dissemination and exploitation means of the project***

The open access to the MOOC course will ensure a very wide exploitation of the project, demonstrating and applying quickly and widely all over the world the project results. This will increase the project networks. It can also create new forms of collaboration among international partners, focusing on this topic, and involving new stakeholders in the actual partnership. The MOOC course will be very valuable and helpful for the project exploitation and sustainability.

## **LEAD partner contribution for dissemination**

The dissemination and exploitation activities will be led by VUB (P1) and UNICA (P2), and contributed by all partners. All partners, associate partners and supporting partners will contribute significantly to the project dissemination and exploitation. Given the wide range of project partnership in different parts of China and different parts of Europe, the dissemination is ensured to reach a very wide range of population and thus reach its impact on the relevant stakeholders at various levels and in different countries and regions.

Each partner will be engaged in disseminating the project information and results through its communication channels and its wide networks. The LEAD consortium will also participate and contribute to other relevant international fora, platforms and other events in Europe, China, and globally.

### ***Internal Communication***

The internal communications among all partners will be maintained very regularly. Besides the project key persons, the internal communication should reach all levels of university management among the partner HEIs. The can ensure the internal commitment of all project partners from different levels of the project.

The project news and results will also be disseminated via official communication channels within each university/HEI partner organisation, so the different levels of university management are informed about the project activities as well as the projects results/outputs.

Regarding dissemination activities and events, the dissemination reports and collecting of partner dissemination activities will be updated every 4 months and shared by all partners.

## **English and Chinese language for dissemination and exploitation**

To ensure the widest possible dissemination and exploitation, the majority of the project documents, programmes, project results, etc. will be made available in both English and Chinese in order to benefit both the Chinese and European stakeholders. Interpreters and translators will be supporting the project events such as workshops and job shadowing. Whenever possible, master and PhD students will participant and support the language communication and bridge the gap of understanding between the European and Chinese stakeholders.

### **Dissemination and exploitation output**

- Project website
- Project promotion material
- Project testimonial & promotional videos
- Dissemination reports
- Dissemination events (participation and organisation)

**Appendix 1**

**List of LEAD Partners' dissemination and exploitation events**

<b>Nr</b>	<b>Partner</b>	<b>Date</b>	<b>Place where the dissemination took place</b>	<b>Target group(s)</b>
<b>1</b>				
<b>2</b>				
<b>3</b>				