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VALORIZATION PLAN



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Acronyms

GA – Grant Agreement

PA – Partnership Agreement

EC – European Commission

KoM – Kick-off Meeting

PM – Project Manager

SC – Steering Committee

WT – Work Team

WP – Work Package

WPL – Work Package Leader

QA – Quality Assurance

TEL – Technology Enhanced Learning

HEI – Higher Education Institution

EU – European Union

IR – Islamic Republic of Iran

Abstract

A Valorization plan will be agreed upon in the initial phases of the project. It will aim at the effective communication of the project results in an audience-friendly manner. For this reason, it will clearly identify the target-group of each dissemination activity.

The valorization plan will be structured around the following objectives:

- Branding UNITEL project: development of a UNITEL logo that will continue after the end of the project;
- Reaching all stakeholders of the Stakeholder Analysis;
- Reaching at all levels: Results will also be presented in media and leading newspapers at local/regional and national levels.
- In order to achieve these objectives, the dissemination plan will:
 - agree realistic targets and deadlines with partners to monitor progress;
 - align dissemination and exploitation activities with key stages of the project
 - offer sufficient flexibility to respond to the needs of the target group as well as wider developments in policy and practice;
 - make the best of the Erasmus+ dissemination platform.

Dissemination is expected to continue after the end of the project by the partners, who will continue delivering the modernized courses, the alumni of the program and other key stakeholders. P7 and P1 will draw up the document and peer review will be provided by all partners.

1. Introduction

The concept of valorization means value. The Valorization Plan for Work Package 6 of the UNITEL project is an important tool designed to ensure the process of disseminating goals, objectives, activities, results, etc. This document covers all significant stages of the project, describes specific measures and steps to achieve project results.

The valorization plan envisages to maximize the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and international levels.

1.1. Key concepts

Dissemination and exploitation are closely related; however, they foresee the implementation of distinct activities.

Dissemination can be defined as "a planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives. It occurs as and when the results become available."

Dissemination is related to making the results/products of a project visible to others, especially the end-users, the target groups and the key-actors that can implement its use.

Exploitation means "making use of and deriving benefit from (a result)". Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors). In the context of project results it primarily involves the two processes of 'mainstreaming' and 'multiplication', where:

- mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems; and
- multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.

Valorisation is a term including dissemination and exploitation, and it aims to make the project outcome/product more valuable to everybody, meaning make "others" use the product. Valorisation involves not only the testing and dissemination of the results of the most innovative projects, but also the exploitation of these results and their development in new contexts and environments. It includes the sustainable application of these results over time in formal and informal systems, in the practices of organizations as well as in the personal learning goals.

Sustainability is the capacity of the project to continue its existence and functioning beyond its end. The project results are used and exploited continuously. Sustainability of results implies use and exploitation of results in the long term.

In order to guarantee the effective operation and distribution of the UNITEL project, the strategies - Paper, Multimedia, Documentation and Event - were defined, and various tools will be developed and implemented within each strategy.

The table below briefly presents the planned activities and outcomes.

2. General Communication Strategy

2.1. Objectives

The ability to communicate is essential to the success of any undertaking and an important factor in the achievement of its objectives. When the undertaking is a project, especially an educational project, that has achieved good results, it becomes imperative to disseminate those results. Communication has to be organised, developed and built and the first step in this process is to define a communication and dissemination strategy.

Dissemination is a horizontal process focusing on obtaining the largest impact of the project results and increasing the project visibility reaching a wide number of audience and target groups (general public, policy makers, stakeholders, users, etc.).

The tool leading the dissemination strategy is the Valorisation Plan that outlines the different activities to be carried out during the project lifetime and gives detailed information about UNITEL project dissemination tools. The Project Valorisation Plan will be elaborated with the aim to streamline the dissemination and exploitation processes and to ensure the project's tangible and strong impact. It will be drawn up to describe the promotion, the dissemination and the exploitation actions to be realized according to the following 4D (4 dimension) main strategies:

1. tools and material (online, printed, spoken, etc.),
2. activities (push, pull, events),
3. scope (local, regional, national, European) and
4. audience (general public, policy makers, stakeholders, users, etc.).

The objectives of the Dissemination phase are to:

- * ensure that the beneficiary population is aware of project results and of their impact;
- * raise awareness among the population of countries involved of the activities implemented through the project in the educational environment;
- * actively engage all partners in promoting the project in their countries and at European level.
- * integrate the needs of the target groups and other interested parties (including the Commission).
- * directly involve the target groups and stakeholders during the different phases of the project's development.
- * raise awareness of how the EU and Iranian partners work together to support a more innovative and creative learning and teaching process in Universities.

2.2. Target groups

The use of effective dissemination and exploitation will allow the UNITEL project to reach the right target audiences in order to enable them to benefit from its results, transferring and implementing them and mainstreaming them into policies. Each WPs will be analysed by the

Valorisation team to plan the process of providing information on the relevance, effectiveness and results of project. The promotion will occur primarily before and during its actual implementation. The dissemination actions will be carried out at National/international level involving all partners throughout the project lifetime.

The main target audiences and stakeholders to disseminate and exploit UNITEL project results have been identified. Different groups of stakeholders are connected to the UNITEL project. Considering the characteristics and needs of the target audiences, the Valorisation Strategy will ensure that the appropriate and most effective methods of communication and dissemination will be used.

The following audiences have been identified:

Primary Audience (Internal – Project Consortium and EC):

The primary audience is the project consortium that needs information about the project results and progress, as well as the European Commission that needs to establish on-going progress and achievement of results (or targets set). Since they supported the project bid, it is fundamental to keep them informed about what the Prime Contractor and the other Partners are doing. The main communication tools with the primary audience are the Project website (private area) and the Internal meetings (both virtual or in presence). The use of such tools not only guarantees the high profile of the project in terms of communication and knowledge sharing but also makes sure that the consortium is constantly engaged and motivated. The sharing of files and collaboration will be facilitated by the usage of the cloud storage service Google Drive.

Project stakeholders (higher education practitioners, ministries and authorities, industry – related representatives, advisory bodies and institutes, policy makers, students’ associations and families)

Secondary Audience (Target Group):

The secondary audience is the target group of the UNITEL project, namely: owners of quality processes, university structural divisions, university professors, students.

Primary target group (Engineering and STEM departments professors and instructional designers - technical and pedagogical staff)

Secondary Target group (University students)

The project will not only unite all the processes and sub-processes of the quality of education, but also aims at creating a sustainable university management model that will further improve the quality of higher educational activities.

The main tools for the project target group are documented procedures, job descriptions, information and telecommunication technologies, the project website.

Tertiary audience (external stakeholders):

UNITEL oversees other initiatives to identify common opportunities among potential stakeholders, that is: within a macro environment: local government, educational institutions,

associations / university networks; within a microenvironment: heads of departments, teachers, e-learning experts, experts in the field of education quality.

External stakeholders can be easily reached through paper material, participation in key conferences, journal articles, electronic mailings, as well as through special national events organized to promote project activities and future sustainability.

2.2.1. Specific objectives for each target group

Level 1: Within the partnership

Aims: inform on progress and results to staff sensitive to the topic

Activities: virtual and in-presence informal and formal meetings, website, e-newsletter, dissemination material, inviting to local and international seminars.

Target groups: owners of quality processes, university departments, university teachers, students.

Level 2: Core target groups, outside partnership

Aims: inform on project activities; involve them in experimentation

Activities: inviting to local and international seminars, website, e-newsletter, brochures, posters, articles, papers.

Target groups: University lecturers and students.

Level 3: Other stakeholders and decision makers in the field of the project

Aims: inform on project results and impact on education issues

Activities: inviting to local and international seminars, website, e-newsletter, brochures, posters, articles, papers.

Target groups: heads of departments, teachers, e-learning experts, experts in the field of education quality.

Level 4: General public

Aims: inform on project activities and results.

Activities: website, brochure, social networks.

Target groups: all parties interested to the Project

3. Communication activities

Dissemination is an essential part of all Erasmus+ funded projects and it aims to raise awareness about the project, its activities and outcomes. All beneficiary organisations and their participants (where applicable) should be actively involved in dissemination activities. Beneficiary organisations should disseminate their findings and look to exploit project results via formal and informal networks. Any good practice or lessons learned through the project

should be implemented within the beneficiary organisations and, where possible, disseminated through their wider local, regional, national and/or European networks.

Moreover, it is likely that the insufficient interest would be the result of insufficient awareness and knowledge about the Erasmus+ programme or/and the benefits a project like UNITEL could generate for the target groups in IR. Therefore, the risk can be mitigated by developing a clear communication strategy of the project that will rely on simple, powerful and practically oriented messages, always tailor-made to particular target groups. Therefore, each output will provide input for dissemination and the decision-making process will be shared with all the PC HEIs involved.

The whole dissemination strategy will be split in three different but intertwined processes:

1. Paper strategy;
2. Multimedia strategy;
3. Events strategy.

3.1. PAPER STRATEGY

The production of printed material will support the virtual and in presence dissemination activities. Paper materials in the form of brochures, posters etc. will be produced in order to disseminate the UNITEL objectives and results to the widest possible audience. This material will be produced in multilingual version (EN and FA) in order to disseminate and promote the UNITEL aims and objectives to the greatest possible number of people. The project brochure will be designed at the beginning in order to illustrate the goals in main events (conferences, workshops, etc.) at European and local levels. It will also include some representative pictures, as well as contact details for further information.

The course brochure will be designed after the training path definition in order to promote it among University Professors and instructional designers and to provide information on the participation at the piloting phase. At least 180 copies of each brochure per each PC partner. At least 20 posters per each PC partner. The poster and brochures will be available also on the website.

Articles, papers, press release will be drawn up and published by the Consortium in order to promote the UNITEL aims, methodology and results. They will be available on line and/or in hard copies.

Deliverable n°6.3	Deadline	Partners in charge	Target group	Language	Dissemination level
Paper products (brochure (B), poster (Po), papers)	15/01/2022 M2 – 15/09/2023 M35	P1 and P7	All actors interested	EN, FA	Department / Faculty Institution National International

3.2. MULTIMEDIA STRATEGY

3.2.1. UNITEL website

The UNITEL website will be divided into various sections focusing on promotion of the project, the Erasmus+ program, project news and updates, key project outputs, project events, press materials, etc. The e-course platform with registered and free of charge access will be integrated on the website.

Users of the website will be project target groups, stakeholders (academic communities outside the consortium, business companies), general public, followers, media. In addition, a specific Partner Login space will be built on the website to share project documentation, evidence and drafts of intellectual outputs internally within the consortium.

It will be designed and implemented at the project beginning with more content added as the project develops. It will be addressed to target groups, stakeholders and all actors interested. It will be in English and translated into Farsi. The public area will provide information about the following main sections: objectives, work plan, partnership description, public deliverables. Dissemination materials, link to UNITEL platform.

Through the website the partners will access into a private area where they can share documents, improve the communication flow and archive the deliverables.

Moreover, the users, through the website, can access into the UNITEL platform, where it is possible to share information and feedbacks on training session and the piloting at international level.

The UNITEL website will present the main objectives of the project, its activities and partnership, and will be regularly updated during the project period. The website address is <https://unitelproject.net/> and consists of the following menu options:

- * **Home**
- * **Project**
 - *Introduction*
 - *Objectives*
 - *Beneficiaries*
 - *Public Deliverables*
 - *Dissemination materials*
 - *Video Gallery*
- * **Partners**
- * **Activities**
- * **Training Area**
- * **News and Events**
- * **Contact**
- * **Private area**

The **Project** area includes a brief presentation of the project, the objectives, beneficiaries and the expected results. This area will include also the Outcomes section where deliverables will be available to the public. It also gathers downloadable files concerning the public documents drawn up by the Consortium.

The **Partners** area will be dedicated to the Consortium, presenting all the organisations involved and providing their contacts.

The project website also offers a specific section for useful **News** to highlight relevant international and national discussions or events on project related issues.

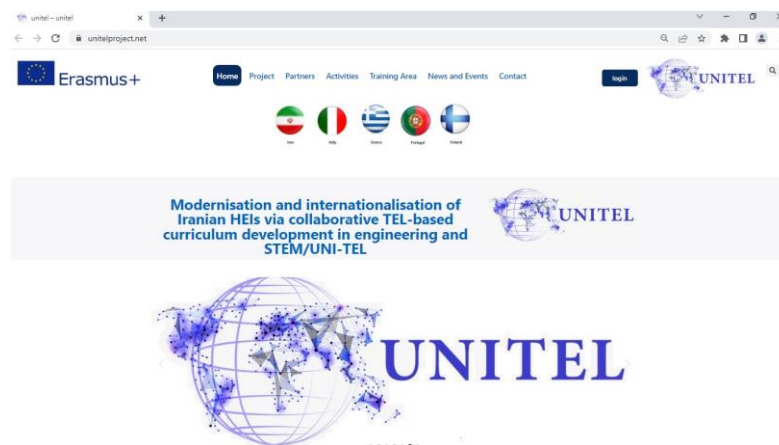
The section **Contact** provides the contact details of the project coordinator, Shiraz University.

The **Private Area**, available to all partners with an assigned personalized login and password, is a key tool for document sharing among the partnership featuring all deliverables, templates, guidelines and reports. It is organized into different sections:

- * Calendar (internal addressed to the Partnership)
- * Documents (containing one folder for each WP to be downloaded)
- * Forum (internal addressed to the Partnership)
- * P.A.M.

The UNITEL website is available in **English and Farsi** languages.

P7 (Shiraz University) provides the text in English and uploads all versions on the website. The partnership is responsible for approving the main text and translating the final version. In addition, all partners will provide periodic translations for the website throughout the project for all updated information, news and events.



3.2.2. E-Newsletters

One e-newsletters per year will be delivered presenting the project’s working progress to the “outside world” and to the partnership. It will provide a short progress report on the main developments of the project; it will show in detail the activities concerning the WPs and also the activities occurring outside the project in the same working field, and last but not least, it will summarize future events.

The e-newsletters will be drawn up in English and Farsi and will be also available on the project website in order to facilitate the dissemination also among visitors. They will be distributed electronically, by e-mail, to the partnership’ contacts, stakeholders, potential customers and all interested actors.

It will contain several sections: Editorial, Under the Spotlight and What’s Next. The “Editorial” will be drawn up by USGM and will provide a short progress report on the main developments of the project; the “Under the Spotlight” will show in detail the activities concerning the WPs. Finally, the “What’s Next” section will summarize the future incoming events.

Deliverable n°6.4	Deadline	Partners in charge	Target group	Language	Dissemination level
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E-newsletter (1 per year)	M12, M24, M36	P1 and P7	All actors interested	EN, FA	Department / Faculty Institution National International
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3.2.3. Promotion via Social Networks

Instagram, LinkedIn, Facebook, Twitter, Google+, etc.

- Better visibility for projects
- Enhanced exploitation and Improved dissemination of results
- Rich source of information
- Tool for improved networking

3.3. EVENT STRATEGY:

3.3.1. Final International Conference

A Final International Conference will be organized by TU (P9) in Tehran, Iran in order to disseminate the final results and products of the project and to promote the sustainability of the UNITEL outputs and main outcomes.

The event will host key stakeholders and decision makers (at least 60 participants) in order to design potential exploitation scenarios for the activities, methodologies and products developed in the project phases. Mainstreaming activities will also be realized with the purpose to turn the project activities and methodology into a recognized best practice.

The goal is not only to exchange information, but also to create any possible synergies in order to support transferability and sustainability of the UNITEL project methodology.

All information concerning the conference will be available on the project website in order to maximise its exposure and visibility.

The final International Conference will be organized in Iran together with the 7th project meeting, with the participation of policy makers, project partners and key stakeholders. Academic partners will participate in conferences, panels, committees and discussion forums, both at national and European levels, targeting both expert audiences and general public.

Specific objectives are to:

- involve relevant national key-note speakers from academic and related business sectors;
- ensure understanding and transfer of know-how;
- offer a “showroom” of project outputs;
- encourage discussion and sharing of perspectives and experiences;
- boost further networking activities, based on these results, in order to guarantee for sustainable use of the project outputs;
- links to related initiatives at local, regional, national and international wide level;

Attending stakeholders will include representatives from other HEIs with relevant department/faculties, education professionals and academic staff, students, researchers, industry businesses, experts, associations or networks of HEIs, research institutes and professional training providers, wider public. This will be done in order to maintain the

project’s viability and ensure that its results remain available and will be used by others beyond its completion.

Participation in conferences and workshops represents an opportunity to promote UNITEL project and to learn about new technological and methodological developments in education. The active participation of UNITEL partners may vary from poster-sessions where brochures can be distributed and networking can take place, to official prepared presentations of UNITEL project to a target audience.

Project partners are encouraged to look for events that would be interesting and relevant for UNITEL project, and if possible, to attend them.

Possible relevant topics:

- * Erasmus Plus Programme ongoing projects (e.g. meetings organised by EACEA)
- * Quality Frameworks in e-learning education
- * ICT, HE and e-learning and so on
- * Innovative practices and methodologies in teaching engineering sciences
- * HE, teaching and learning events

In order to claim costs to cover the expenses for conferences (i.e. travel, fees) within UNITEL budget, partners must provide a report and proof of participation (agenda of the event, brochures, pictures, paper submitted, PPTs and other documents showing UNITEL partners’ participation and the public presentation of UNITEL project at the event). Partners are also required to fill out a brief report on the event.

Deliverable n°6.5	Deadline	Partners in charge	Target group	Language	Dissemination level
Final International Conference	15/09/2023 M35	P9-TU (organisation), All partners participation	All actors interested	EN, FA	National International

3.3.2. First national exploitation event

Each PC HEI involved in the UNITEL project will be called to organize a national event in order to promote target group participation into the piloting phase. The event will be organised in presence and web streamed.

Potential users will be University lecturers of Engineering Studies. The partners, involved, will distribute relevant promotional materials. At least 15 guests (professors, stakeholders, actors interested in the project, key actors) are expected to participate in the event per each PC HEI. The partners will describe the event through a report according to the Valorisation plan indications.

It will be able to be organized in face-to-face or virtual modality. These potential users will be lectures, administrative, managers in education, technicians and authorities responsible for accreditation and evaluation. The partners, involved, will distribute promotional materials, such as the second brochure aiming to describe the piloting phase, expected results, the modality of the participation, the activities and the methodologies. The partners will describe the event through a report.

Deliverable n°6.6	Deadline	Partners in charge	Target group	Language	Dissemination level
First national exploitation event	15/12/2022 M13	Each PC HEI involved in the UNITEL project	All actors interested	EN, FA	Department/ Faculty Institution National International

3.3.3. Second national exploitation event

Each PC HEI involved in the UNITEL project will organize a second national event in order to disseminate the project results to key actors, developing and encouraging the results transferability. The event will be organised in presence and web streamed. The key stakeholders and decision makers will attend the event in order to share the national experiences pointed out by the UNITEL project and to promote future exploitation scenarios for the activities, methodologies and products developed during the project lifetime. Mainstreaming activities will also be realized with the purpose of transforming UNITEL project activities and methodology into a recognized best practice. At least 15 participants (per each PC HEI) are expected to participate in the event.

The partners will describe the event through a report following the Valorisation plan indications.

Deliverable n°6.6	Deadline	Partners in charge	Target group	Language	Dissemination level
Second national exploitation event	15/11/2022 M24	Each PC HEI involved in the UNITEL project	All actors interested	EN, FA	Department/ Faculty Institution National International

Tools for dissemination:

1. UNITEL website: to be created in the initial stages of the project implementation, in multilingual version, with relevant info on the project and a private area for the partnership. The website has the advantage to be accessible by a very wide public made up of young people, but also professionals, lecturers of Engineering Studies, trainers etc.;
2. UNITEL brochures/posters: to be produced in the initial stages of the project with relevant info on the project, multilingual. The brochures/poster is available also to an audience that do not have extensive access to multimedia tools and can be distributed in conferences and events when partners have the chance to have a direct contact with potential target groups and stakeholders.

3. UNITEL e-newsletter: to be produced every 12 months, describing progresses on the project and on project topics. The e-newsletter contains not only information related to the project but also to similar projects and events concerning the main topics.
4. Final international conference: to be organised at the end of the project to show project results. It is mainly organised to reach a wide audience of stakeholders and decision makers. [t is one of the most important events to be held during the project lifetime when the project results can be shown off.

Additional tools:

- Social networks: pages will be created in social networks environments in order to involve the youngest to actively participate in discussion on the project topics and be interested in participating in project activities.

4. Exploitation Products

The exploitation activities will occur, mainly, during the second year of the project in order to transfer the successful results to the decision-makers. This WP aims at promoting the project sustainability and promote the mainstreaming of UNITEL successful experiences and defined best practices.

In according to the “Valorisation plan”, this WP is made up of following 2 tasks:

1) Promotion of project results sustainability and transferability: It will consist of specific strategies and activities to be carried out in order to promote further development of project’s methodology and activities beyond the project's official ending date. It will include the analysis of “transferability and sustainability”, identification of long-term beneficiaries and different target groups interested into the experimentation, identification of local and national key-actors and stakeholders interested into the building of the networking. In this phase great emphasis will be placed in maintaining relations and interacting with main stakeholders, especially during ad hoc local meetings, organized for this sole purpose. The Consortium will distribute promotional materials where didactic experimentation and results are pointed out. It will organize two national events (in face-to-face or virtually) in all partner countries. The first event will aim at involving the target groups in the experimentation phase, while the second event will aim at sharing the national experiences pointed out by the UNITEL project in order to develop and encourage new opportunity for future exploitation.

The Consortium will establish a contact database of potential stakeholders from each partner country that will build a solid network even beyond the project’s lifetime.

2) Exploitation Agreement: Mainstreaming activities will also be realized with the aim to convert the project activities and methodology into a recognized best practice. The final meeting will allow the Consortium to discuss the potential commercialisation of the products and draft an exploitation agreement for the UNITEL didactic methodology and tools.

4.1. Contact Data base of key stakeholders

The contact database will include about 100/150 names and contacts of the most important potential stakeholders per partner country. It will include the target groups, beneficiaries and all actors interested in the project aims and in the piloting of UNITEL Quality assurance

framework and guidelines for an effective implementation, such as universities accreditation and evaluation centre, public authorities in education, training and e-learning centres, etc. They will be grouped according to their country and business sector. This product will be very useful in order to enhance the sustainability of the project results. It will be continually updated though the project and the promotion materials will be sent to these contacts by e-mail. The database will be available in the web-site private area. The database will be available in the web-site private area.

4.2. Exploitation Agreement

The exploitation agreement will be drafted and approved by the consortium to streamline the project results multiplication processes in the 2nd half of the project lifetime. It will be defined in its initial version during the 4th project meeting and will be finalized in its final version during the final project meeting.

It will regulate the relationship among the partners concerning the commercialization of project products, defining rules and responsibility in relation to intellectual property rights.

The agreement will regulate the relationship among the partners concerning:

- commercialization of the project methodology and course contents;
- further improvement of the project methodology and course contents after the project ends.

It will be available on the project website private area.

Deliverable n°6.8	Deadline	Partners in charge	Target group	Language	Dissemination level
Exploitation Agreement	15/11/2022 M24	All Partners	The end-users are all partners and Commission services and project reviewers	EN, FA	Confidential

5. RECOMMENDATION

UNITEL beneficiaries must make themselves familiar with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries available on the following Agency website (please select the Erasmus+ tab):

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

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Program of the European Union"



Erasmus Logo

Logo to be used:



When displayed in association with another logo, the European Union emblem must have appropriate prominence.

Partners are required to use also UNITEL Project logo when publishing dissemination materials for the project.

UNITEL Project Logo:



6. List of Annexes

Annex I – to be completed

Annex II - to be completed