



ZOOM meeting on 25.06.2020

Participants: all MECHAUZ project coordinators



Ferahana polytechnic institute

Dissemination activities of the project and the dissemination plan



Dissemination plan



- Executive summary
- Abbreviations
- Purpose of Dissemination and Communication plan
- Dissemination activities, channels, and promotion tools
- Project visual identity (logo and templates documents)
- Website
- Dissemination materials (banner, brochure & flyer template)
- Social media accounts
- COVID -19 backup plan (optional)
- Final project event (if any)
- Personalized items
- Management of the dissemination and communication activities (i.e. Dropbox, google drive)
- Implementation plan (Gantt chart)
- Dissemination KPI's
- Proposed/Indicative Appendices: Stakeholder matrix per country, Country specific magazines/journals/radio/tv, Country-specific events/commemorations



Dissemination Plan



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



Dissemination Plan



Dissemination Plan

Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative
Ideas and Digital Technology
(MechaUz)

Executive summary

This document provides the communication strategy of the MechaUz: Capacity Building in Higher Education Programme with the title "Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology". The plan provides a list of all related activities including publications, presentations, and dissemination through the Internet and social media.



Dissemination Plan

Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative
Ideas and Digital Technology
(MechaUz)

Abbreviations

MechaUZ	Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology
EU	European Union
IHU	International Hellenic University (Greece)
SEERC	Kentro Erevnon Notioanatolikis Evropis Astiki Mi Kerdoskopiki (Greece)
VG TU	Vilnius Gediminas Technical University (Lithuania)
LIEPU	Liepāja University (Latvia)



Dissemination Plan

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Dissemination and Exploitation Plan

The main objectives of the **Dissemination** and **Exploitation** activities are:

- To promote and raise awareness about the project content, developments and results;
- To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support;
- To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

In order to clear the dissemination and exploitation strategy for MechaUZ project, the following sections try to answer central questions such as:

- Which will be the project results?
- What kind of needs does the project respond to?
- Who are the final or potential users or beneficiaries of the project's outcomes?

Additionally the Dissemination and Exploitation Plan indicates:

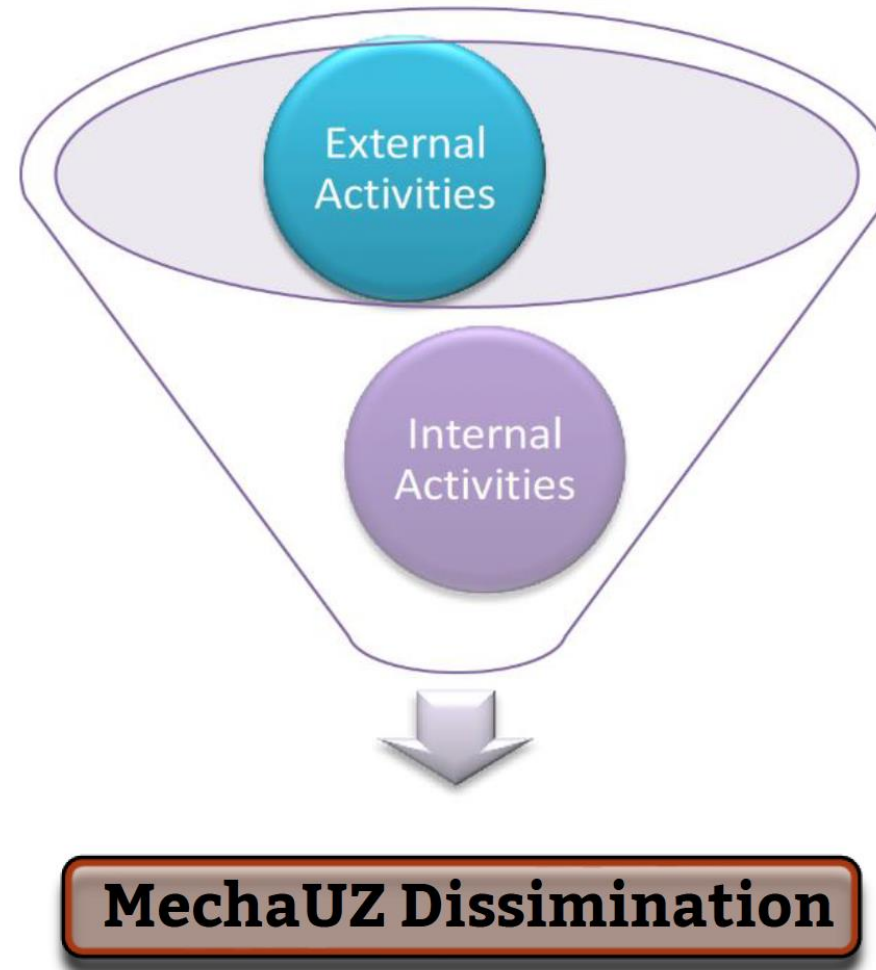
- Types of dissemination and exploitation activities to be carried out;
- Means/Instruments that will be used;
- Calendar of exploitation activities.



Dissemination activities

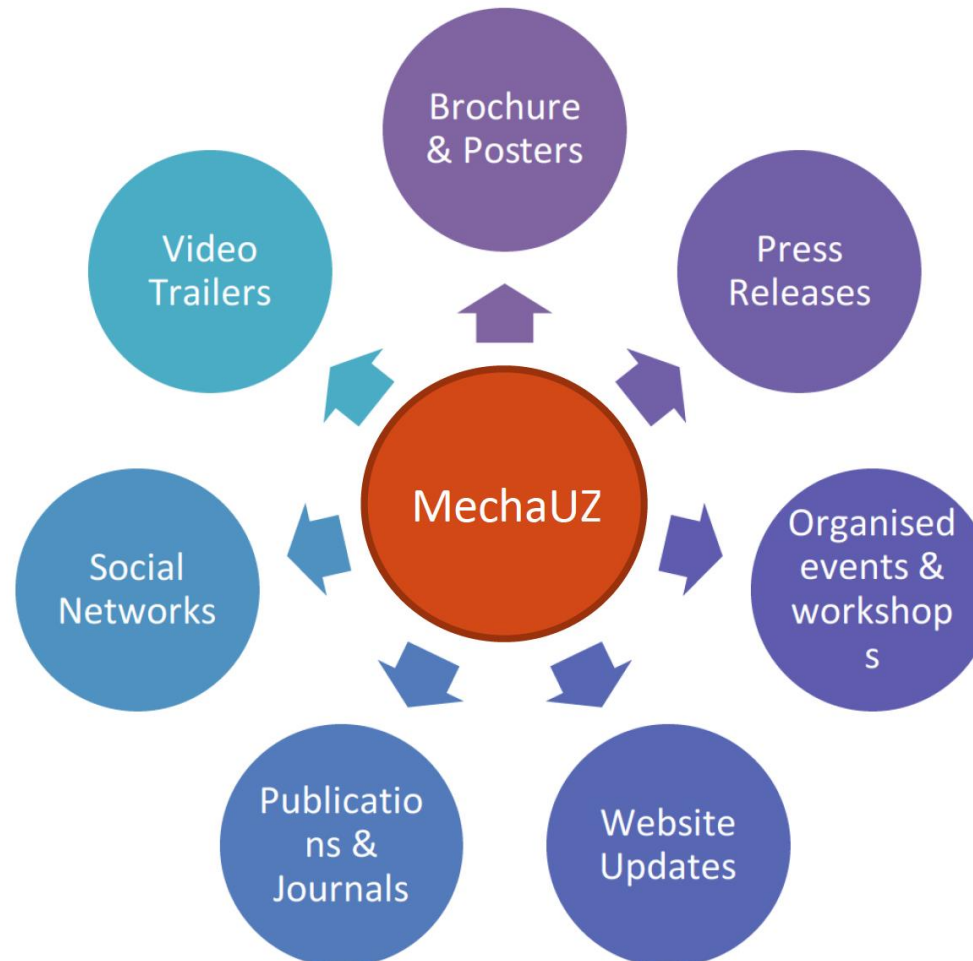


Dissemination strategy





Dissemination and Communication Tools








← → ↺



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   Phone: 241-12-06 | Leadership Admission Days

Virtual reception

Corporate mail

 -A A A+ ⓘ   

 FARG'ONA POLITEKNIKA INSTITUTI

NEWS STRUCTURE ACTIVITY APPLICANT STUDENTS DOCUMENTS INTERACTIVE SERVICES ERASMUS + COMMUNICATION

DISTANCE LEARNING

MECHAUZ

Home > MechaUZ

MECHAUZ

> Project information

> Consortium

> News and events

> Results

> Photo gallery

ERASMUS +

> Erasmusplus

> MechaUZ

> Spacecom

MECHAUZ






6.2 Project Website and Communication Platform

Telegram Social Media consists of all Uzbek partners for sharing and communicating constantly.






MechaUz // Erasmus+ CBHE лойиҳаси иштирокчилари гуруҳи

21 members


SET PHOTO

ADD MEMBERS


Members




Javlonbek Rahmatulloh ★
online




Mahmudaka MechaUz TSTU
last seen 2 minutes ago




Ismoiljon FarPI
last seen 4 hours ago




Уткир Хамдамов
last seen 4 hours ago



Shavkat Azimov TGTU
last seen 4 hours ago



Jamshidaka TTPU Tashkent
last seen 7 hours ago



Qurbonov Domla
last seen 9 hours ago

Settings

☒ Notifications

Shared media

74 photos

8 videos

55 files

51 shared links

Actions

Clear history

Delete and exit



6.2 Project Website and Communication Platform



Facebook page created for
sharing longer format
videos and storytelling.

<https://www.facebook.com/Mechauz-100164515075994>

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Mecha.uz

Наука, технологии и инженерное дело

Сообщение

Главная

Мероприятия

Видео

Фото

Ещё ▾

Нравится



Информация

Все



MechaUz: Modernization of Mechatronics and Robotics for Bachelor degree in Uzbekistan through Innovative Ideas and Digital Technology



Создать публикацию



Фото/видео



Место



Отметить друзей

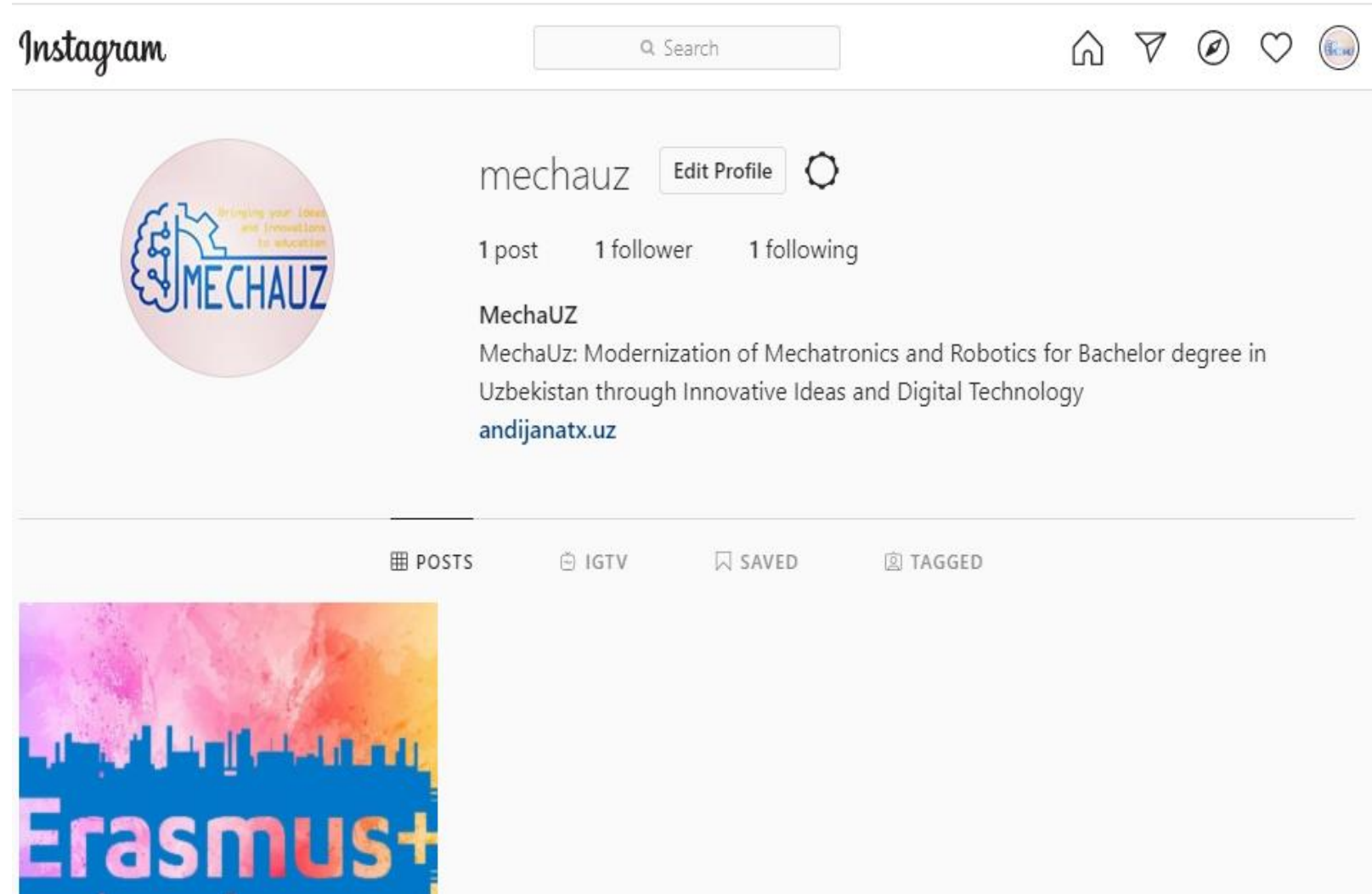


6.2 Project Website and Communication Platform



Instagram page
created for visual
content and
young audience.

<https://www.instagram.com/mechauz/>





6.2 Project Website and Communication Platform

Twitter page created for
stakeholders and politicians.



<https://twitter.com/UzMecha>





6.2 Project Website and Communication Platform



YouTube channel is created to distribute video files from conferences, seminars, online meetings and other participants' recordings.





Thank you
for your attention !