



# **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



# 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

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- 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:

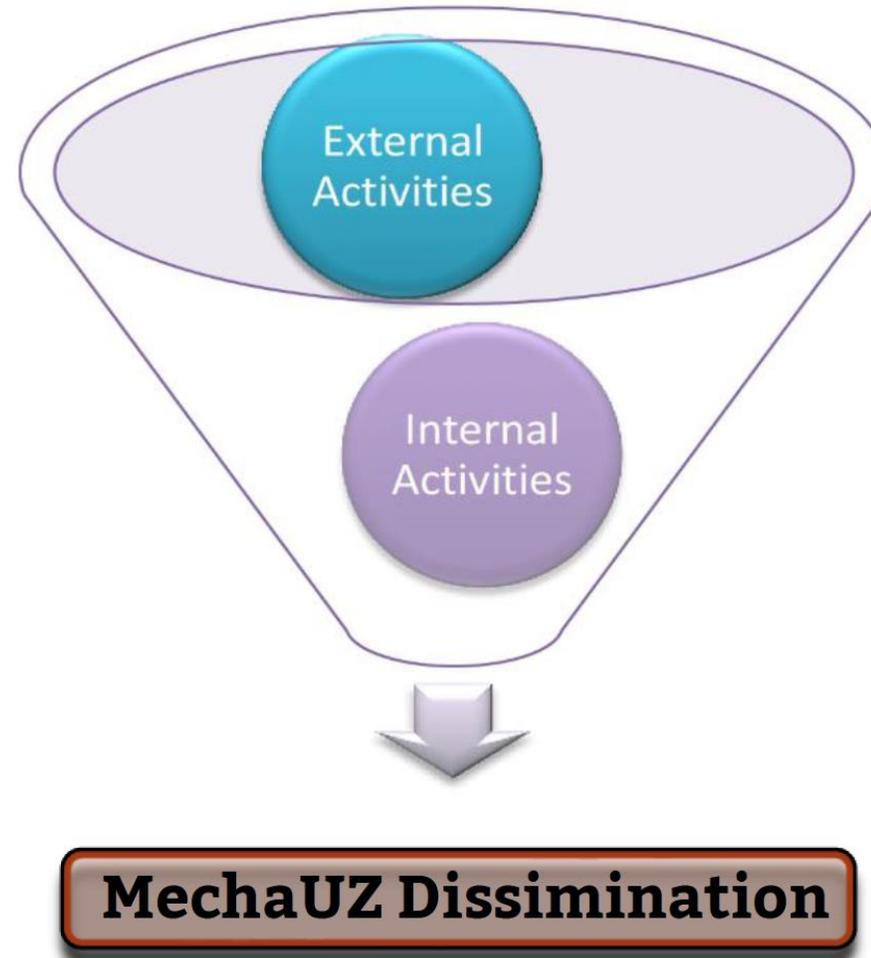
- Types of dissemination and exploitation activities to be carried out;
- Means/Instruments that will be used;
- Calendar of exploitation activities.



# Dissemination activities

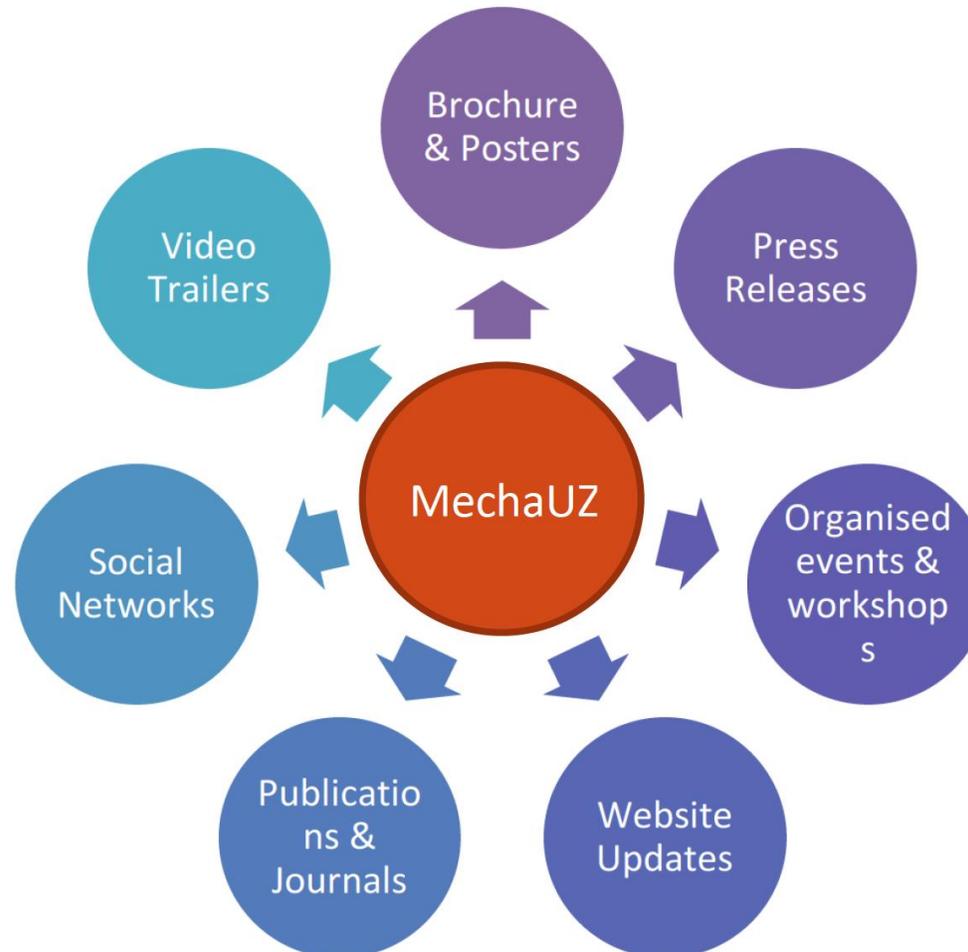


# Dissemination strategy





# Dissemination and Communication Tools





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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
-  MT 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

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



Facebook page created for sharing longer format videos and storytelling.

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

**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

Search



mechauz

Edit Profile



1 post

1 follower

1 following

MechaUZ

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

[andijanatx.uz](http://andijanatx.uz)

POSTS

IGTV

SAVED

TAGGED



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.**

The screenshot shows a YouTube channel page for 'Mecha Uz'. The channel banner features the text 'Co-funded by the Erasmus+ Programme of the European Union' and the European Union flag. The channel name 'Mecha Uz' and '1 подписчик' are visible. The navigation menu includes options like 'Главная', 'В тренде', 'Подписки', 'Библиотека', 'История', 'Ваши видео', 'Смотреть позже', and 'Понравившиеся'. The channel is currently subscribed to, indicated by the 'ВЫ ПОДПИСАНЫ' button.



**Thank you**  
**for your attention !**