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STEPS project
MSc in Sustainable Food Production System



Work package 9

Dissemination and exploitation

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STEPS Kick off meeting 17-20th Mars 2019,
Tirana



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General information

- This deliverable that corresponds to work package 9 “Dissemination and Exploitation”, led by the AUT **highlights the main actions to be undertaken by the STEPS project** in order to ensure the dissemination of the project and its findings during and after the end of the project in January 2022.
- Another key point WP9 is the sustainability of the project. In reference again with EU definition the sustainability plan is: “a project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other constituencies for an extended period after the Commission’s financial assistance has been terminated”

https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en



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Objectives Of Dissemination Strategy

- To communicate and disseminate the STEPS results and outcomes during and after the lifetime of the project.
- To promote master structure and courses design.
- To promote the education material, teaching/ learning approaches, modern equipment and tools, ITC.
- To promote the impact of the output of the STEPS project in stakeholders and target groups directly or indirectly connected to the outcome s of the project.
- To promote and enhance a career office within institution and their linkage with companies, HEIs, government bodies that work in the food sector for employment possibilities.



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The dissemination strategy of the STEPS project is based on two main pillars:

- 1. Internet communication (web site, social media, local media, newspaper)**
- 2. Organization of events (workshops, roundtable, laboratory demonstration, open lecture etc)**



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To achieve the dissemination goal the following activities will be realized:

Diss9.1

- Development of dissemination/exploitation strategy

Diss9.2

- Web site development

Diss9.3

- Development of social media profiles and dissemination material

Diss9.4

- Organization of workshops

Diss9.5

- Organization of laboratory demonstration

Diss9.6

- Career office development /enhancement

Diss9.7

- Dissemination/exploitation reports



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Description of dissemination activities

DISS9.1: Dissemination/exploitation strategy report

- ***Task leader: Agricultural University of Tirana, AUT***
- ***Due date: second month of 1st year (15/02/2019)***
- ***Language: English***

**Deliver a draft plan
for the
dissemination
strategy**

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Diss9.2 Web Site

- ***Task leader: Agricultural University of Tirana, AUT***
 - ***Due date: second month of 1st year (15/02/2019)***
 - ***Language: English, Albanian, Bosnian***
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- I. The project website will be developed early in the project and will be maintained and updated throw the project lifetime.
 - II. The web site will be designed in collaboration with UX designers and in accordance with EACEA requirements.
 - III. It will be one of the main tools for the dissemination of STEPS outcomes.
 - IV. The STEPS web site will offer the opportunity for all the target groups and stakeholders to provide information for the master structure and courses, the project progress, workshops, laboratory demonstration, upcoming events etc.



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Diss9.3 Social media profile and dissemination material

- ***Task leader: Agricultural University of Tirana, AUT***
 - ***Due date: twelfth month of 2st year (15/12/2021)***
 - ***Language: English, Albanian, Bosnian***
-
- I. Social media (facebook, twitter etc) profiles will be created at the beginning of the project.
 - II. It will be used to inform the target groups about the progress of the project, the organization of lectures, workshops, research labs and ICT center which will support the STEPS courses.
 - III. In the social media profiles will be included newsletter, press releases and articles sent to relevant media and journals.



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Diss9.4 Workshops

- ***Task leader: Agricultural University of Tirana, AUT***
- ***Due date: tenth month of 2st year (15/10/2021)***
- ***Language: English, Albanian, Bosnian***

Deliverable	Month no.	City/country	Host organization
Diss9.4a	18	Pristine/Kosovo	UC
Diss9.4b	21	Tirana/Albania	AUT
Diss9.4c	34	Sarajevo/Bosnia-Herzegovina	UNSA

1. These workshops will create the possibility for the stakeholders and target groups to be actively involved in the improvement of the quality of STEPS master programme.
2. Also they will serve as tools to disseminate the benefits of the implementation of STEPS master, impact of the project in social, economic and food sector during the lifetime of the project and after.
3. And more important these workshops will serve as tools to explore and develop mechanism which shall contribute to the financial sustainability of steps programme after project lifetime



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Diss9.5 Laboratory demonstrations

- ***Task leader: Agricultural University of Tirana, AUT***
- ***Due date: tenth month of 2st year (15/10/2021)***
- ***Language: English***

Table 2: Laboratory demonstrations date/city/ responsible institution

Deliverable	Month no.	City/country	Host organization
Diss9.5a	18	Pristine/Kosovo	UC
Diss9.5b	21	Tirana/Albania	AUT
Diss9.5c	34	Sarajevo/Bosnia-Herzegovina	UNSA

- I. An attractive tool of cooperation with private companies, national/international authorities during and after the project lifetime.
- II. Another goal is to demonstrate the capacity building of infrastructure and the modernization of labs



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Diss9.6 Career office development/enhancement

- ***Task leader: Agricultural University of Tirana, AUT***
- ***Due date: twelfth month of 2st year (15/12/2021)***
- ***Language: English, Albanian, Bosnian***

Career office will be developed and enhanced in each partner country HEIs. The main duty of the career office will be:

- I. to establish and extending further channel communication with stakeholders. Also it will contribute
- II. to the continues monitoring of the relevance of the project results
- III. to organize internships with private sectors companies and public organization
- IV. to explore national/international calls for projects.



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Diss9.7 Disseminations/exploitation reports

- ***Task leader: Agricultural University of Tirana, AUT***
 - ***Due date: twelfth month of 2st year (15/12/2021)***
 - ***Language: English, Albanian***
-
- Disseminations/exploitation activities performed during the life time of the project will be reviewed on yearly basis:
 - In total there will be three reports: ***M12-Diss 9.7a; M24-Diss9.7b; M36-Diss9.7c.***
Reports will be available on project website.




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For any further information please check the documents shown below



Detailed
description
of the
project



Draft plan for
Dissemination
&Exploitation

**STEPS Kick of meeting 17-20th Mars 2019,
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COMMENTS & QUESTIONS



STEPS Kick of Meeting, Tirana, March 17-
20th 2019