



Quality Assurance for Reform and Transformation of HEIs in Uzbekistan - QUARTZ

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Dissemination and Sustainability Plan

Central Asian University

(WP 7)
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Table of Contents	
About QUARTZ	4
Members of the Consortium	4
Use of Erasmus+ Logo	5
Document Information	6
Introduction <i>The Project Wider Objective:</i> <i>The Project Specific objectives:</i> <i>Project Duration</i>	6-8
What is Dissemination for the QUARTZ Project? <i>Objectives of the dissemination and exploitation</i> <i>Project partner universities in Uzbekistan as a key target group</i>	9-10
Target groups and beneficiaries <i>Project target groups</i> <i>Project partner universities in Uzbekistan as a key target group</i>	11-12
QUARTZ Project Visual Identity	13
Main dissemination materials and tools	14
Project cases	21
Project Leaflets	22
Press Release	23
The Digital Media Approach	24
Project Website	26
Social Media	27
Promotional Emails	28
News	29
The Engagement Approach	30
Thematic Conferences	32
Local Events and workshops	33
Meetings with stakeholders	34
Final Project Event	34
Expected Products	35
Ownership of results	35
Sustainability measures	35
Reporting Dissemination and Exploitation activities	38
Annex I – Dissemination Log	40
Annex II – Event Report	41

About QUARTZ

The wider objective of the project is to promote synergy between HEIs and the labor market in Uzbekistan by improving the perceived quality of the four dimensions of the university: teaching, research, third mission/social engagement and institutional environment. The goals of QUARTZ are fully consistent with the regional priority defined by the Erasmus + program "Sustainable Growth and Jobs", i.e. will contribute to the development of new approaches to ensuring the quality of students, their competitiveness in the labor market, as well as linking the content of education with the needs of all stakeholders. Expected that the QUARTZ project will contribute to the comprehensive improvement of the quality assurance systems of universities in Uzbekistan through the development of procedures, tools, human resources and continuous professional development based on EU best practices.

The project is designed for “beginners” Uzbek universities which do not have experience of participating in Erasmus + CBHE programs. It focuses on developing the first skills of universities in using the partnership with the EU HEIs to achieve their goals, thus, in addition to the goals of the project, universities receive significant experience in cooperation and a new vision to the advanced higher education systems in general.

QUARTZ is presented by a number of Universities:

Tashkent Kimyo International University (Uzbekistan)

Central Asian University (Uzbekistan)

“Silk Road” International University of Tourism and

Cultural Heritage (Uzbekistan)

Urgench Branch of Tashkent University Of Information Technologies named after
Muhammad Al-Khwarizmi (Uzbekistan)

Universita Degli Studi Dell'Aquila (Italy)

Varna University of Management (Bulgaria)



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More information is available at:

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

Document Information

Project Title	QUARTZ- Quality Assurance for Reform and Transformation of HEIs in Uzbekistan
Project n.	QUARTZ-101127171
Deliverable	Dissemination and Sustainability Plan
Workpackage	WP7 Dissemination plan
Confidentiality Status	Public, open-source
Author (Partner Institution)	Central Asian University & Kimyo International University in Tashkent
Abstract (for dissemination)	This document outlines the Dissemination and Exploitation Plan for the QUARTZ project, aimed at improving quality assurance and employability in Uzbekistan. The primary goal of this plan is to describe, guide, and monitor the visibility and communication strategy of the project to ensure that the activities conducted during the project's lifetime are broadly recognized by a wide-reaching target audience within Uzbekistan. The dissemination strategy focuses on engaging stakeholders through various channels, including workshops, social media campaigns, and public engagements, ensuring that the project's mission and activities are communicated effectively to maximize participation and support. Key messages will be tailored to resonate with local cultural and social norms, thereby increasing the project's impact and relevance.

Introduction

This document outlines the Dissemination and Exploitation Plan for the QUARTZ project, aimed at enhancing quality assurance and improve employability in Uzbekistan. The primary goal of this plan is to describe, guide, and monitor the visibility and communication strategy of the project to ensure that the activities conducted during the project's lifetime are broadly recognized by a wide-reaching target audience within Uzbekistan.

The dissemination strategy focuses on engaging stakeholders through various channels, including workshops, social media campaigns, and public engagements, ensuring that the project's mission and activities are communicated effectively to maximize participation and support. Key messages will be tailored to resonate with local cultural and social norms, thereby increasing the project's impact and relevance.

Additionally, the exploitation plan details a valorization strategy intended to sustain the project's outcomes beyond its conclusion. This includes the establishment of a quality assurance hub. By laying out a clear path for both dissemination and exploitation, this plan aims to solidify the foundation for lasting gender parity in economic opportunities in Uzbekistan, thereby contributing to the broader goal of sustainable development in the region.

The Project Wider Objective:

- to foster the synergy between HEIs and the labor market in Uzbekistan by improving the perception of the quality of the four dimensions of a university: teaching, research, third mission/social engagement, and institutional setting will be fully relevant to the context of Uzbekistan

The Project Specific objectives:

- To update the managerial, administrative, and educational gaps that need to be filled in for the enhancement of the quality of the four dimensions of the universities: Teaching, Research, Third Mission (outreach), and Institutions (Stewardship), which include digital literacy and skills improvement of the whole academic community
- To equip governance, academic, and administrative staff with the skills, knowledge, and attitudes necessary to implement and continuously enhance a quality strategy, including targeted training courses
- To develop a quality assurance strategy ensuring competitiveness and social cohesion.
- To reform and modernize the university governance, including the establishing and/or strengthening of quality assurance units and promoting digital literacy and skills.

Central Asian University as WP7 responsible for and coordinates the dissemination and exploitation activities, and all partners are actively involved in disseminating project results and making them sustainable in the long term.

Project Duration – 3 years

(April, 2024 – March, 2027)

What is Dissemination for the QUARTZ Project?

Dissemination in the context of the QUARTZ project is the carefully orchestrated process of distributing information about the project's impact, relevance, and efficiency to key stakeholders and the broader community. This task is critical and is designed to be an ongoing effort throughout the project, ensuring that its goals and outcomes extend well beyond the immediate participants to a wider audience.

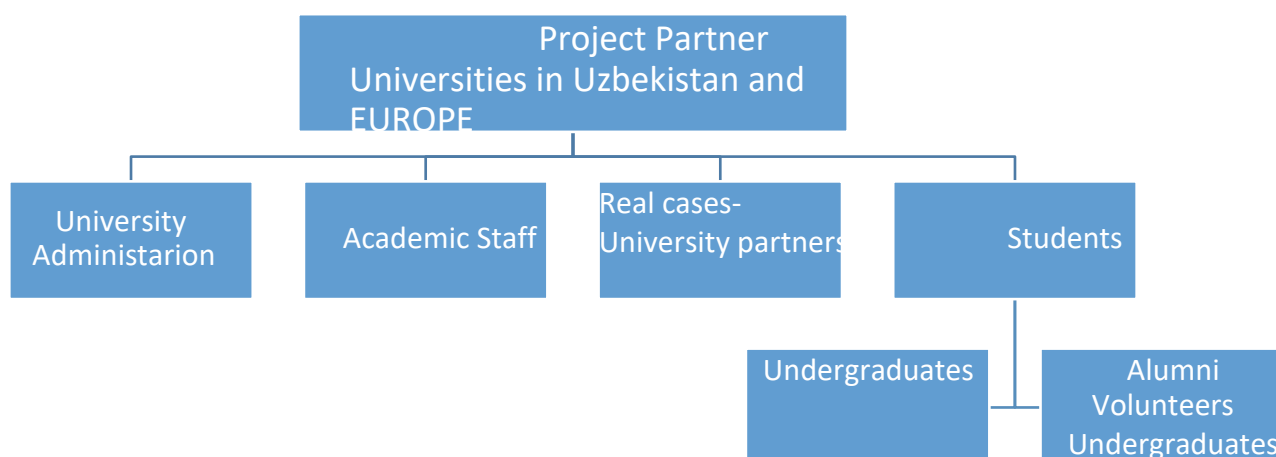
For the QUARTZ project, dissemination is about strategically sharing information related to the project's innovative approach, which includes the improvement of the quality assurance working system in Uzbek HEIs.

The dissemination efforts aim to elevate awareness about the project's objectives, the educational activities we offer, and the impactful results these have produced. Moreover, the process includes circulating research findings, educational tools, detailed reports, and information about various project-related events.

Objectives of the dissemination and exploitation:

- To disseminate information about the project, its objectives, approaches, and results.
- To facilitate collaboration and information exchange among partner universities and target groups.
- To promote, where applicable, the use of tools resulting in technologies and applications resulting from the project amongst the target groups content creators, the academic and research community, developers, administration, and students.
- To create two-way communication channels with stakeholders, academic communities, and female groups for disseminating the project deliverables and conclusions to the stakeholders.

Project partner universities in Uzbekistan as a key target group:



When combined together, the above three activities will maximize the impact of the project and contribute to its sustainability. In other words, the impact and sustainability of any project largely depend on the effectiveness of the dissemination activities, which build a profile for the project and a plan for valorization. Communication will take place at two levels: the general level and the partner-based level. For the QUARTZ project, dissemination of results operates at two critical levels: general and partner-based. This project dissemination strategy is designed to maximize the visibility and impact of the project both globally and within specific local contexts in Uzbekistan.

General Level Dissemination:

At the general level, disseminating results involves giving them international visibility and profiling the QUARTZ project on a global stage through website and social media accounts. This includes sharing success stories, key findings, and innovative practices through international conferences, online platforms, and collaborations with global networks that focus on quality assurance of Uzbek HEIs. The aim is to highlight the project's achievements and methodologies to a worldwide audience, thereby fostering an impact of quality assurance improvement in HEIs of Uzbekistan

Partner-Based Level Dissemination:

At the partner-based level, dissemination activities are tailored to the specific needs and contexts of each partner within Uzbekistan. This approach recognizes the diverse socio-economic landscapes across different regions such as Urganch and Samarkand regions of the country and addresses them with context-specific strategies. Activities at this level include localized workshops, seminars, related to the mini credentials, and real cases for inspiring and increasing public engagements that are designed to resonate with the local communities. The focus is on raising awareness about the importance of quality assurance and providing detailed information on the resources and support available through the project.

In the case of the QUARTZ project, additional emphasis is placed on fostering local quality assurance by engaging with universities, administration, and policymakers to improve the educational system, and quality of education and promote internationality. Each local partner acts as a catalyst for the project's dissemination, utilizing their deep understanding of the regional context to engage effectively with local stakeholders, including innovation hubs and educational institutions.

This two-tiered dissemination strategy ensures that while the project maintains a global presence, it remains effectively grounded in local realities, allowing for nuanced and impactful execution that addresses the specific needs and challenges that could be met by HEIs in different parts of Uzbekistan. This approach not only enhances the project's reach but also ensures that the benefits of the project are sustainable and deeply integrated into the local communities.

Target groups and beneficiaries

The target audience for the QUARTZ project is outlined as follows:

1. Higher Education Institutions (HEIs) Administrators and Leadership:

This group includes university presidents, rectors, deans, department heads, and other senior management. They are responsible for strategic planning, policy development, and the overall administration of higher education institutions. These leaders are pivotal in driving the implementation of quality assurance (QA) reforms and ensuring that the policies and standards set by QUARTZ are integrated into the institutional frameworks. Their commitment and support are crucial for the success of QA initiatives.

2. Academic Staff:

This includes professors, lecturers, and researchers who are directly involved in teaching and academic research. Academic staff play a vital role in the delivery of quality education and are integral to the implementation of curriculum reforms, assessment strategies, and continuous improvement practices advocated by QUARTZ. Their engagement and professional development are key to maintaining and enhancing educational standards.

3. Quality Assurance Professionals:

This group comprises QA managers, officers, and specialists within HEIs who are directly involved in monitoring, evaluating, and improving educational quality. QA professionals are the backbone of the QUARTZ initiative, responsible for developing and implementing quality assurance processes, conducting audits and assessments, and ensuring compliance with national and international standards.

4. Students and Prospective Students:

Current university students, as well as high school graduates and other prospective students considering higher education. Students are the primary beneficiaries of the QUARTZ initiative. Ensuring high standards of education and continuous improvement directly impacts their academic experience, employability, and overall satisfaction. Their feedback and engagement are also valuable for informing QA practices.

5. Government and Policy Makers:

This includes officials from the Ministry of Higher and Secondary Specialized Education, regulatory bodies, and other government agencies involved in higher education policy and regulation. Policymakers are essential for creating an enabling environment for QA reforms

through supportive legislation, funding, and oversight. Their involvement ensures that national education policies align with international QA standards and practices.



6. International Partners and Donors:

Organizations, agencies, and institutions from around the world that collaborate with Uzbekistan on higher education reforms, including international QA bodies, donor agencies, and educational consortia. International partners provide valuable expertise, resources, and best practices that can be adapted to the Uzbek context. Their collaboration helps in benchmarking local QA practices against global standards and in fostering cross-border educational exchanges.

7. Employers and Industry Representatives:

Businesses, industry leaders, and professional associations that employ graduates from HEIs. Employers are crucial stakeholders whose feedback on graduates' skills and competencies informs QA practices and curriculum development. Ensuring that higher education meets industry needs enhances graduates' employability and aligns educational outcomes with market demands.

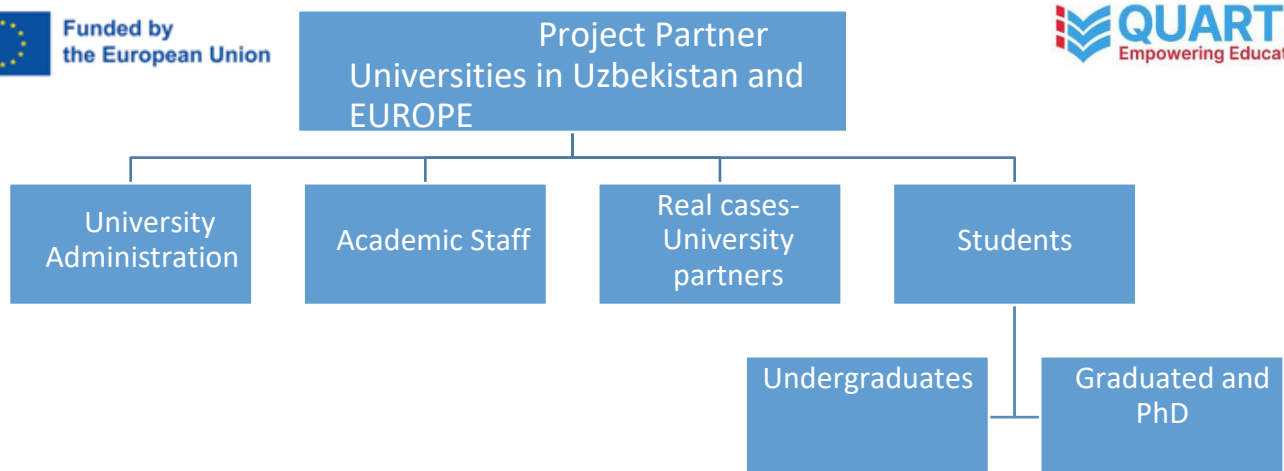
8. Non-Governmental Organizations (NGOs) and Civil Society:

Local and international NGOs, educational advocacy groups, and community organizations involved in higher education. NGOs and civil society organizations can provide independent evaluations, advocate for educational improvements, and support the dissemination of QA practices. Their involvement ensures that QA reforms consider diverse perspectives and community needs.

Project partner universities in Uzbekistan as a key target group:



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Therefore, sustainability in the long run of the QUARTZ initiative is crucially tight to the involvement of stakeholders in Higher Education Institutions and policymakers in the Region.

QUARTZ Project Visual Identity

As the QUARTZ project commenced, a foundational task undertaken by all partners was the articulation of the project's vision, which is comprehensively detailed on the project's website (<https://quartzuz.uz>). This step was integral not only to establishing the project's mission and objectives but also to creating a cohesive and representative visual identity that encapsulates the essence of the initiative.

In developing the project's visual identity, multiple logo concepts were proposed, each aiming to visually communicate the core values of empowerment, equality, and entrepreneurship. The design process was collaborative, with the project's working party coordinator leading the creative development and involving all Consortium members in the decision-making process. After careful deliberation and consultation, the following logo was unanimously chosen by the project Coordinator and all Partners



The finalized logo adeptly reflects the project's spirit and is intended to be prominently used across all communication channels, including project documentation, promotional materials, and online platforms. This consistent visual branding helps to ensure that the QUARTZ project is immediately recognizable and resonates with its target audiences, thereby enhancing its visibility and impact.

Partners are invited to consistently use the project logo, the templates proposed by the coordinator, and all materials generated from the outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the QUARTZ Project Logo when publishing dissemination materials for the project.

A guide on the use of the Logo is available at the end of this document

Main dissemination materials and tools

As expected, the dissemination efforts will be executed through three principal approaches:

- **The Print Materials Approach** will include the distribution of project postcards, publishing articles, brochures, press statements, and scholarly articles.
- **The Digital Media Approach**, encompasses the project's official website, various social media platforms, news bulletins, and the creation of videos and other multimedia content.
- **The Engagement Approach**, involves a series of interactive activities such as educational weeks, focused subject-matter conferences, inspirational gatherings, and culminating events such as the final workshop and conference series.

This comprehensive approach to dissemination is designed to foster an "inspiring effect," encouraging others to apply the project's findings to their own initiatives and to implement transformative practices within their lifetime and organizations.

The Print Materials Approach

The first strategy described is the Paper Strategy.

Printed materials are essential for promotional purposes. Dissemination materials will be produced according to the perceived needs of the Consortium. Project postcards and flyers in particular can be produced reasonably cheaply and in large quantities, therefore readily lending themselves to large-scale communicative purposes.

Partners will distribute branding materials on a wide scale, targeting HEIs, university managers and teachers, stakeholders, and policy makers at national, regional, and international levels.

Project graphical identity:

Design of the overall graphical identity of the project and production of branding materials for dissemination purposes (project logo, templates for deliverables, standard project presentation, project postcard, leaflets, posters, rolls up, etc.) in English, Russian, and Uzbek. This includes the design of the following documents:

- Conception of the information documents concerning the project
QUARTZ(postcard ...)
- Project's Brochure to communicate the project
to specific target groups and communicate the
objectives and expected results will be
designed and realized
- Flyers

Project Leaflets

It may consist of a single sheet of paper that is printed on both sides and folded in half, called a leaflet; it may consist of a single page with an immediate statement, called a flyer; or it may consist of a few pages that are folded in half to make a brochure. For the purpose of describing the QUARTZ project, or promoting specific events and happenings, such as the training weeks or the final Conference, leaflets of different kinds will be produced and distributed by project partners. Leaflets and brochures are produced in English, Russian, and Uzbek.

Project leaflets and brochures will be produced, for example:

- To present and promote the project and its objectives
- To promote specific project results
- To promote specific events
- To promote the Training Courses

Project sample leaflets



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- Urgench Branch of Tashkent University Of Information Technologies named after Muhammad Al-Khwarizmi (Uzbekistan)
- Università Degli Studi Dell'Aquila (Italy)
- Varna University of Management (Bulgaria)



Ensuring Top-Quality Education Every Step of the Way

The wider objective of the project is to promote synergy between higher education institutions (HEIs) and the labor market in Uzbekistan by improving the perceived quality of the university in various dimensions such as teaching, research, third mission/social engagement, and institutional environment. The project aims to contribute to the development of new approaches to ensuring the quality of students and their competitiveness in the labor market, as well as linking the content of education with the needs of all stakeholders.



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**ERASMUS +
QUARTZ**

The Erasmus Quartz project is a collaborative initiative within the Erasmus+ program, focusing on enhancing the quality and relevance of higher education through innovative teaching and learning practices.



OBJECTIVES OF THE PROJECT:

- **Quality Enhancement:** The project aims to improve the quality of higher education by integrating innovative teaching methods and digital tools.
- **Relevance:** It seeks to ensure that the education provided is relevant to the current job market and societal needs.
- **Collaboration:** The project aims to foster collaboration between higher education institutions across Europe and beyond.
- **Professional Development:** It provides opportunities for professional development for educators and administrative staff

Press Release

On the occasion of key events or achievements, press releases will be created and disseminated within project partners' networks. Press releases may occur to:

- Introduce the project and the upcoming meetings
- Launch the Training activities
- Promote the Final Event of the project
- Disseminate the Recommendations developed by QUARTZ consortium.

The dissemination plan for the QUARTZ project via mass media encompasses a series of strategic activities scheduled at different times and through various channels, with the goal of maximizing outreach and impact:

Dissemination Timeline and Channels:

Scheduled appearances on Uzbekistan's such as, "Kun.uz" TV program and local TV channels, where key members of the QUARTZproject will discuss the project objectives and the significance of Quality Assurance.

Responsibilities:

Coordinators J. Abuova, Farkhad Niyazov, and Nozima Uralova , along with their teams at partner universities, will be in charge of these dissemination activities, ensuring that the messaging aligns with the project's goals.

Dissemination Activities:

- Talk shows and discussions on TV and radio channels to outline the project's goals and the importance of the empowerment project.
- Coverage of quarterly meetings at partner institutions like KIUT or CAU in Tashkent and Republican newspapers, radio, and e-media.
- Promotion of special events, such as the opening ceremony of computer and videoconferencing facilities for project mini-credentials at KIUT.
- Presentation of the web platform developed for the project to target groups and stakeholders, aiming to showcase the platform's capabilities and enhance future performance.

Documentation and Follow-up:

- Each mass media activity is documented with supportive materials such as video files, photographs, and documents detailing radio speeches. These materials serve to provide evidence of the activities and assist in measuring their reach and effectiveness.

Projected Outcomes:

The dissemination activities are expected to inform and educate the public about the benefits of the QUARTZ project for society, enhance visibility for the project's activities, and stimulate community engagement.

By utilizing mass media outlets effectively, the QUARTZ project intends to foster quality assurance in Uzbek HEIs.

The Digital Media Approach

In our Multimedia Strategy, we plan to leverage online platforms, news outlets, video content, digital sharing methods, and social networks to efficiently and effectively publicize the project's mission and achievements. The immense communicative potential of these channels enables us to connect with individual stakeholders, community groups, and larger audiences. A multimedia strategy, by its nature, should be diverse in both the channels it uses and the dimensions it reaches. The primary methods to be employed in the execution of the QUARTZ project are as follows:

- **Video Production:** We will transform raw footage captured during project activities and training sessions at partnering sites into polished, broadcast-quality videos. The content, guided by the project's communication and video strategies, will vary and may include interviews, conference highlights, and animated features.
- **Video Formatting and Creative Standards:**
- The minimum standard for video quality will be 1080p full HD, with the capacity to create 4K UHD content being a notable benefit for television broadcast compatibility. The final video outputs will be in MPEG-2 and/or MPEG-4 formats. Each video will run for at least 5 to 15 minutes, depending on the specific communicative requirements of the project. When uploaded to YouTube, the videos will adhere to the platform's formatting specifications to ensure the highest possible quality is maintained.

Project Website

The website for the QUARTZ project, found at <https://quartzuz.uz>, serves as a central hub for disseminating the achievements and activities of the initiative, as well as a dynamic repository for all related print and multimedia outputs. The site is structured to offer both publicly accessible content and sections that are reserved for specific users. Developed with contemporary web technologies, it integrates seamlessly with social media platforms to enhance content-sharing capabilities and is designed to be mobile-friendly to ensure easy navigation and sharing from handheld devices. The content on the QUARTZ project website is available in English.

The chosen domain presents a user-friendly interface with a clear visual identity that incorporates the project's logo. The website plays several roles:

- It disseminates information about the QUARTZ project, highlighting its insights about quality assurance
- The creation of the website in 3 languages (English, Russian, Uzbek) is a cornerstone of the project's dissemination strategy.
- It aims to reach a broad, international audience, providing insights into the project's overarching mission, the variety of activities undertaken, the collaborative partnerships involved, and the tangible results achieved.
- It is equipped with analytical tools to track visitor statistics, including geographic locations and monthly connection figures.
- The website's information architecture is optimized for search engines, allowing potential visitors to discover the site when searching for the project name or related keywords.
- The website's design facilitates interaction with social media, offering visitors tools to share posts and news directly on major social networking sites.

In terms of navigation and website architecture:

- The site features a bottom menu bar for smooth navigation and a top-page search function for quick information retrieval.
- The homepage provides a succinct overview of the project with key objectives and news snippets, accompanied by images and links to social media.

- The About section delves into the project activities, offering detailed information and access to various project facets.
- The Partnership section showcases logos and names of all partners, with easy navigation to their respective websites.
- An Events page chronicles key project happenings, with a journalistic approach to event reporting, supplemented by multimedia uploads.
- The Project Results page is dedicated to publicizing the outcomes of the project, with a range of downloadable content.
- A Media section hosts photos and videos from the project, complete with descriptive captions.
- The Contact Us page lists contact information for project coordination and inquiries.

The QUARTZ Project's official website, accessible at <https://quartzuz.uz>, functions as an informative gateway detailing the project's objectives and the range of its undertakings.

The website is designed to openly share the project's core accomplishments and events with the public, while a secure area that requires a password for access is reserved for sharing sensitive information exclusively with project partners.

To gauge the site's reach and engagement, Google Analytics is employed, providing comprehensive insights into user behavior and interaction on the website. This analytical approach aids in quantifying the impact and extends an understanding of visitor trends.

The website's layout is thoughtfully structured to enhance user experience:

- An introductory page provides a succinct summary of the project, encapsulating its essence.
- A partners page showcases the collaborative network supporting the initiative.
- A dedicated results page communicates the tangible outcomes of the project.
- An events page outlines significant milestones and happenings within the project timeline.
- A media page offers visual resources, like the project logo and promotional materials, cases, events, mini credential modules.

Lastly, a contact page lists essential contact details for the project coordinator. The website's design ensures that anyone interested in the QUARTZ project can easily navigate through its sections to learn about the project's vision, its collaborative efforts, the significant results achieved, and the various resources available, as well as reach out to the project's representatives.

Social Media

In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff.

Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of QUARTZ project
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy As an example, a linked in <https://www.linkedin.com/company/quartz-uz-2024/>
- Telegram https://t.me/quartz_uz_2024
- Instagram https://www.instagram.com/quartz_uz_2024?utm_source=qr&igsh=MW16MDl5bmM1MWlpZw==

Promotional Emails

QUARTZ will draw and send Information/Promotion emails devoted to the different project stakeholders to inform them about relevant events. The emails are intended to provide an appealing message to attract the attention and interest of the recipients who are in the target auditorium. To reach this goal, all promotional emails will be sent with the visual identity of the QUARTZ project (in terms of logo, colors, and structure).

All partners are invited to share Information/Promotion emails within their networks.

News

News will be produced and published by all Partners on a regular basis, in conjunction with key results and events. Partners are invited to share project news within their network of contacts, and on their website of the University and channels, and with mass media.

In addition, newsletters will also be produced and distributed. An online newsletter is an effective way to keep interested parties informed about the project's progress, achieved results, and relevant events at local and international levels. The main project targets are university academics and managers, higher education institutions, researchers and stakeholders in the field of higher education, etc. The main channel of distribution and mass media will be the Partner network of contacts and local TV channels. The main goal will be to spotlight the project and its main initiatives to a large interested audience.

Each news/newsletter should include:

- Basic information about the project
- Key Information about the result achieved or the event to be promoted
- Contacts and useful resources.

The Engagement Approach

An effective dissemination plan must include organization of, and participation to, key events and thematic conferences. Presenting QUARTZ to an audience will be essential to:

- Engage stakeholders through discussion and confrontation
- Present the project as a living creature, involving the audience in its development
- Understand the response of target groups to the project proposals
- Measure the impact of project outcomes
- Receive feedback and inputs for future implementation.

Thematic Conferences

Coordinator CAU will identify national, regional, and international conferences focusing on Quality assurance improvement in Uzbek HEIs. Participation in conferences and workshops represents an opportunity to promote the project, learn about new developments in the business environment, and connect with other universities and research centers.

The active participation of QUARTZ Partners may vary from poster sessions where brochures can be distributed and networking can take place, to officially prepared presentations of the project to a target audience.

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

Partners are invited to continually update and share with the group their participation and presentation of workshops, and articles of QUARTZ at international conferences. Partners are also required to evaluate the impact of their participation (feedback) and to fill out a brief report of the event to be shared with all.

Local Events and workshops

As emphasized earlier, active participation in international conferences relevant to the central themes of empowerment and entrepreneurship is highly encouraged within the QUARTZ project. Also, in the middle of the project, it is planned to organize a Quality Assurance Forum the end of the project which will promote the project outcomes to other stakeholders.

Local meetings play a crucial role in raising awareness and disseminating knowledge within participating institutions. These gatherings are pivotal not only for promoting the ongoing activities and accomplishments of the QUARTZ project but also for inspiring other universities and organizations outside the consortium to adopt similar transformative practices within their own settings.

Partners within the QUARTZ project are firmly convinced that such local events hold the potential not only to showcase the work being conducted under the project's umbrella but also to encourage external institutions to implement changes that align with the project's objectives. This approach not only amplifies the project's reach but also ensures its sustainability beyond its original timeline and immediate geographical scope.

Accordingly, partners are strongly encouraged to identify and participate in other national and regional events such as workshops where the QUARTZ project can be promoted. By doing so, the project's visibility is significantly enhanced, fostering a broader understanding and adoption of its principles and successes.

The dissemination plan for publications related to the QUARTZ project is focused on leveraging various print media platforms to share insights, results, and impacts of the project. This strategy involves multiple publications by academic staff and project teams from partner universities, aimed at different types of readerships from regional to republic-wide newspapers and specialized scientific magazines. Here's a detailed overview based on the provided document:

Timing: June of 2024-2026.

Publication Venues: Articles will be published in a regional newspaper and a republican newspaper.

Authors: QUARTZ academic staff.

"Achievements of the project" – summarizing the successes and milestones achieved by the QUARTZ project up to that date.

Supportive Documents: Copies of published articles.

Kimyo International University in Tashkent (KIUT):

Publication Venue: Republic Scientific Magazines.

Authors: Project team members.

Title and Content: "Role of QUARTZ project in Uzbek HEIs" – presenting insights on the improvement of Quality Assurance and internationalization

Supportive Documents: Article.

National Erasmus Office (NEO):

Publication Venue: NEO magazine.

Authors: Project team members.

Title and Content: "Role of QUARTZ project in preparing administrative documentation" – discussing the integration of EU standard quality assurance documentation in Uzbek HEIs.

Supportive Documents: Article.

Titles and Content: Details about the specific articles were not provided, but the focus was focused the role of the QUARTZ project in the documentation of Quality Assurance of Uzbek HEIs

Supportive Documents: Copies of articles.

Erasmus+ Office in Uzbekistan:

Publication Venue: Annual collection of articles by the Erasmus+ office.

Authors: QUARTZ academic staff.

This planned approach for publications ensures that the project's goals, developments, and impacts are widely disseminated across academic and professional communities through credible print media sources, enhancing the project's visibility and fostering academic and public engagement.

Meetings with stakeholders

Partners will engage in consultations with stakeholders as part of the dissemination strategy and for long-term project planning. Both formal and informal face-to-face interactions are deemed essential for enhancing visibility and effective dissemination. Such informal gatherings are valued just as highly as formal meetings because they provide an opportunity for partners to receive direct feedback and suggestions from stakeholders. The goal is to identify and connect with various stakeholders who are interested in supporting the project's activities, thereby facilitating a collaborative environment.

Final Project Event

A train-the-trainer event and the final conference will be organized at the end of the project (September, 2026). The Train-the-trainer event (1 day/ 50 participants) will be organized the day prior to the Final conference. The Final Conference (120 participants) will aim at presenting and disseminating the project's final results; and discuss sustainability plans of the project at putting these results into a wider perspective (EU and Uzbekistan policies); at reflecting on the sustainability of the projects' outputs.

Expected Products

Product/Service	Delivery Date
Project website	30.06.2024 and monthly updates
Project mini credentials modules	multiple delivery dates
Video (collecting main activities of the courses and cases)	2023-2026
Social media managing	multiple delivery dates
Technical services	multiple delivery dates

Ownership of results

All the results, including the website and its contents, will be the property of the QUARTZ partnership and will be transferred to the QUARTZ coordinator, Central Asian University, in the proper format upon a simple written request by the coordinator.

Sustainability measures

The future goals for the project, are structured to ensure long-term success and impact:

- **Sustain Project:** This goal emphasizes the importance of maintaining the project over time. It suggests a focus on developing a mini credentials model that is not only effective in the short term but can continue to operate and serve its purpose in the long run. This might include securing ongoing funding, building a strong community or

network of support, and adapting to changing circumstances.

- **Accessible:** The project aspires to be readily available to those who need it. This could mean ensuring that the resources and services provided are easy to use and reach by the target audience, perhaps by being mindful of language barriers, technological access, and inclusivity in all forms.

- **Achievable:** Setting realistic and attainable objectives is crucial for the project's credibility and success. This goal likely ensures that the project sets milestones and objectives that can be met with the available resources and within the given timeframes.
- **Successful:** The ultimate measure of the project's effectiveness will be its success, defined by how well it meets its stated objectives. Expanding on these goals might involve strategic planning to incorporate scalability, continuous assessment, and the incorporation of feedback mechanisms to ensure that the project remains relevant and effective. It also includes setting clear indicators of success for each goal to measure progress accurately.

Ensuring the long-term sustainability of the results of the QUARTZ project is a key focus, structured around four foundational pillars:

- **Geographical Coverage and Networking:** From the outset, the project establishes a system where partner Higher Education Institutions (HEIs) in Uzbekistan serve as regional hubs. This setup not only ensures extensive geographical coverage but also facilitates the expansion of the project's reach. This geographical strategy is crucial for achieving the project's goals and is one of its primary criteria. Additionally, adopting a clustering strategy will help strengthen relationships with existing institutions and advance the modernization of the higher education system within the regional development.
- **Early Involvement of the Target Group:** The main target group, HEIs, are involved from the project's inception. This early engagement involves collecting their opinions and inputs for the design of entrepreneurship training programs. Such involvement guarantees the necessary support and consensus on strategies, policies, and actions to enhance the project's effectiveness and reach.
- **Validated Development of Results:** The development of project outputs is an iterative process involving continuous development and validation. This includes both internal and external validation by an internal quality team and an external quality expert, respectively. The validation process is comprehensive, incorporating assessments by educators and supplemented by stakeholder sessions and consultations to ensure the results meet high standards and are effectively applicable.

- **Capacity Building:** At its core, the QUARTZ project aims to significantly enhance the competencies of HEIs in Quality Assurance. By providing them with the necessary skills and confidence to manage and implement high standard quality assurance documentation, the project not only prepares the HEIs to handle these initiatives both technically and methodologically but also ensures a multiplier effect. This effect extends beyond the directly trained individuals to their colleagues and other academics, fostering mini-credential modules and a cascading impact of training and skill dissemination at the institutional level.

These pillars are designed to not only maintain but also amplify the impacts of the QUARTZ project, ensuring its benefits continue to influence and inspire well beyond the initial implementation phase.

Reporting Dissemination and Exploitation activities

It is important for all partners to keep an accurate record of the dissemination activities they carry out in the framework of the project. In particular, Partners will need to communicate key information to the WP7 leader Empower, thus contributing to the reporting of activities.

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. For this purpose a Dissemination Log will be created (Annex I).

Moreover, each partner will fill out reports on conferences and events and local meetings with stakeholders.

The report forms are attached to this document and are also included in the Dropbox Folder (WP7 – Dissemination and Sustainability Plan, Templates). All Project Members are therefore expected to:

- Identifying and informing on dissemination opportunities (events, publications, presence, etc.)
- Disseminating achievements of their respective work packages (flyers, video, press releases, etc.);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Engaging key stakeholders to act as multipliers and to motivate others.

Annex I – Dissemination Log

N	Partener Short Name	Date of the event (dd/mm/yyyy)	Place of the event	Type of Activity	Description	Organization/ Sponsor	Main Type of Audience	Other Type of Audience	Dissemination Level		Status
									N° of copies/ participants	Level	

Annex II – Event Report

Name of the event:

Type of event: *(Training Week, Conference, etc)*

Date:

Venue

Number of participants:

Type of participants: (policy-makers, HEIs managers, teachers, etc) **Programme of the event:** (insert the link to the webpage of the event)

Attachments: (List of Participants, Presentations, Background Documents)

Brief overview of the event and of the issues addressed in the event

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Contribution of the Partner attending the Event

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Key messages, outcomes, recommendations

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