

# **PROVISIONAL DISSEMINATION PLAN**

***PROMoting high-quality DIGital Education in Georgia  
PRODIGE***

Prepared by EFMD

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## FOREWORD

PROMoting high-quality DIGital Education in Georgia (PRODIGE) aims at the deployment of high-quality Digital Education (DE) in Georgia. Its **general objective** is to consolidate the foundation and develop capacities in Georgia for high-quality digital higher education.

The **specific objectives** of the project are:

- Establish the legislative and regulatory framework deploying Digital Education as an integral part of the higher education spectrum
- Guarantee the quality of distance education by establishing a national quality assurance framework and capacity to conduct external quality assurance evaluations
- Build the capacity of the 10 Georgian consortium HEIs to deliver distance education through:
  - o clear strategy complemented by implementation directives and roadmaps
  - o trained staff
  - o functional resource centres in charge of distance education
- Initiate a tangible digital transformation in each of the consortium Georgian HEIs and promote the digital transformation of the higher education sector in Georgia

The **expected results** are:

- **WP2 – Onboarding: understanding the potential of Digital Education**
  - o D2.1: Knowledge transfer package
- **WP3 – Rethinking pedagogy for Digital Education**
  - o D3.1: Knowledge transfer package
- **WP4 – Adapting the structures and organizational behaviour for Digital Education**
  - o D4.1: Knowledge transfer package
- **WP5 – Bringing changes at national level: Updating the regulatory framework (legislative and quality assurance package)**
  - o D5.1: Regulatory package for approval by the parliament regulating the deployment of DE in Georgia, as part of the Higher Education offer
- **WP6 – Walk the talk: Planning the introduction of Digital Education in Georgian Universities**
  - o D6.1: Strategic plans, roadmaps and resource centres
  - o D6.2: 50 Modules catalogue
- **WP7 – Ensuring quality of Digital Education**
  - o D7.1: National Quality Assurance System for Digital Education
- **WP8 – Dissemination, sustainability and impact**
  - o D8.1: Dissemination and exploitation package
  - o D8.2: 3 National Round Tables

The project is financed by the Erasmus+ programme of the European Union. If funded, it will start in January 2025 (M1) and run for 36 months until December 2027 (M36). The detailed list of tasks and activities can be found in the project's proposal.

The **consortium** is composed of:

- [EFMD Global](#) (EFMD) – project leader
- [Haute Ecole de Namur-Liège-Luxembourg](#) (HENALLUX)
- [Education and Youth Board](#) (HARNO)
- [Tallinn University of Technology](#) (TALTECH)
- [Universidad Nacional de Educación a Distancia](#) (UNED)
- [Sveuciliste Algebra](#) (ALGEBRA)
- [Ivane Javakhishvili Tbilisi State University](#) (TSU)
- [Ilia State University](#) (ILIAUNI)
- [Caucasus University Ltd](#) (CU)
- [Tbilisi State Medical University](#) (TSMU)
- [Akaki Tsereteli State University](#) (ATSU)
- [Lepl Teaching University-Batumi State Maritime Academy](#) (BSMA)
- [Iakob Gogebashvili Telavi State University](#) (TESAU)
- [Gori State University](#) (GSU)
- [Shota Meskhia State Teaching University of Zugdidi](#) (ZSSU)
- [Samtskhe-Javakheti State University](#) (SJSU)
- [National Center for Educational Quality Enhancement](#) (NCEQE)
- [Ministry Of Education and Science of Georgia](#) (MOESYGE)

In addition, two associated partners are committed to supporting the project and contributing to the dissemination and exploitation of results.

- [Georgian Student Organizations Association](#) (GSOA)
- [Education Development and Employment Center](#) (EDEC)

This Dissemination Plan defines the target groups, tools and channels to be used in all promotion activities. The objective is to provide the partners with guidelines for promoting the project, and make the target groups aware of the project results.

## **DISSEMINATION STRATEGY**

The Dissemination Strategy provides PRODIGE partners with guidelines to promote the project, its activities and results among the broadest possible range of internal and external stakeholders. It is part of WP8 – Dissemination, sustainability and impact.

This strategy defines: the target audience, the dissemination channels, the timeline, responsibilities, monitoring and evaluation mechanisms for the communication. It also prepares the exploitation after the end of the project.

## **ACTORS**

### **WP8 CO-LEADERS**

CU and TSMU are in charge of the dissemination (and exploitation) of the project. A specific exploitation plan, that complements this dissemination plan, will be available in M12.

They are in charge of:

- producing PRODIGE graphical charter. It includes: logo, colours, typography, image and style and templates for the formatting and publication of the project results
- the design, monitoring and reporting of the dissemination plan

- checking that all the content is in compliance with the EU rules on visibility and attribution, and conform to the Ethics provision of the project detailed part B5.1 of the proposal
- leading the dissemination and exploitation activities
- liaising with the associate partners to ensure that they contribute to the dissemination
- taking advantage of national and international networks to ensure the promotion of the project's results
- creating and managing the project website (it will be accessible and updated for at least 5 years once the project is finished). The website will be hosted by CU
- Ensuring the visibility of the National Round Tables (they liaise with partners to select the thematic and content of the events, provide recommendations on their organization, ensure the press releases and event communication, and monitor the audience)

#### ALL PARTNERS

All the project partners contribute to the dissemination activities by:

- approving the dissemination plan and contributing to its implementation
- creating content for the dissemination materials, channels and the project website
- crosslinking and referencing the project's website to their institutional website

## TARGET GROUPS AND STAKEHOLDERS

The project target groups are groups of stakeholders that can benefit directly or indirectly by the project results. The partners aim at making the target groups aware of the project results and the way they can use them and benefit from them. For this reason, the target groups are involved at different stages in the project activities. Dissemination activities will be aimed at both internal and external stakeholders.

**Internal:** at the beginning of the project, all partners identify stakeholders from each target group who could be interested in the project activities and results. The list of contacts is communicated to CU and TSMU for the creation of the central contact database, and completes the dissemination plan. All partners verify that the data collection is done according to the General Data Protection Regulation rules (GDPR).

#### External

- HEI staff (faculty, students, support staff and top management) from other universities
- HEI associations and networks
- NGOs
- Policy makers
- Students from other Georgian universities. GSOA will coordinate this task

## DISSEMINATION ACTIVITIES AND TOOLS

### DISSEMINATION AND VISIBILITY PACKAGE

PROJECT'S NAME: "PROmoting high-quality DIGital Education in Georgia (PRODIGE)" The project's name can only appear in English, the official language of the project. It should be clearly visible in all public and internal materials produced by the project.

**GRAPHICAL CHARTER.** It includes: logo (it should be clearly visible in all documents, reports, website and any other public material produced by the project. It cannot be modified, nor translated) colours, typography, image and style and templates for the formatting and publication of the project results.

**SOCIAL MEDIA ACCOUNTS:** the consortium will decide in the KO meeting if (and which ones) new accounts on Facebook, LinkedIn, etc. are created or, if on the contrary, the content is posted in the partners (already existing) accounts.

**EXPLOITATION PLAN:** It provides the partners with guidelines on how to promote the project results with the ultimate objective that they are used and benefit the project target groups also after the project's duration. It is ready and adopted at M12.

## **PROJECT WEBSITE**

The website of the project is the main public dissemination tool and it is continuously updated. It contains:

- an internal section (a repository)
- a public section

Through the website, in the public section, the partners:

- present their institutions and share the project objectives and activities
- present and share all project results and their usefulness for the target groups
- provide access to the video capsules from the trainings
- announce upcoming events and project activities
- collect information, reports and news
- cross-link the PRODIGE website with their institutional websites
- support the update and content of the website by providing input, as requested by CU and TSMU.

## **NATIONAL ROUND TABLES (NRT)**

3 national round tables (T8.4, T8.5, T8.6 – final conference) with at least 50 participants for NRT1&2, and 75 for NRT3/final conference) target the entire HE community of Georgia (HEIs and stakeholders).

These participants are HE specialists, interested and/or involved in the topic of Digital Education. They come from various positions inside the universities: management and specialized staff (who plan and contribute to the digitalization of the education in the institutions), faculty who adapt their teaching activities to ensure the digitalization of the education or participate to special training activities. Additionally, representatives of the civil society are invited to participate and contribute.

The NRTs disseminate and exploit the project results, consolidate awareness of the benefits of Digital Education, provide a discussion forum and stimulate cultural change. They have a systemic reach, as they debate crucial aspects of Digital Education (Place of Digital Education in the educational portfolio; presentation of the national regulation for Digital Education, deployment, Quality Assurance framework; and planning the full-scale deployment of Digital Education in Georgia).

Additional events (GE + EU) are attended by partners (min. target: 5 /year), during which the project is presented and its results are shared. This starts at project mid-term, where results are ready for sharing. These presentations at national/international events are realised at the partners' own cost. Each year, partners provide the list of events for approval by the WP co-leaders and joint preparation.

## **FINAL CONFERENCE**

CU will organise it as well as NRT3 in Tbilisi in M36 – December 2027 with the coordination and support of TSMU to close the project and plan the activities that will take place after PRODIGE's completion.

## **OTHER EXTERNAL DISSEMINATION CHANNELS**

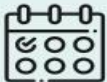









The main results will be showcased in [EFMD Global Focus](#), the leading professional journal for HE management, with a circulation of 1.200 readers/month plus 14.500 subscribers to the monthly newsletter.

In addition, all partners commit to disseminating the project's results in their annual reports and communications.

## **DISSEMINATION INDICATORS**

In M1, CU and TSMU present the list of indicators that will be monitored to evaluate the dissemination activities. A detailed list will be provided in the updated dissemination plan. CU and TSMU will follow the recommendations of the EC regarding [communication indicators](#) (cfr. next page).

Indicators are continuously followed and are tracked thanks to a centralised database. All partners are responsible for the collection of indicators in their institution regarding the activities they are in charge of. CU and TSMU systematically report on the dissemination during each partner meetings.

ACTIVITIES	OUTPUTS <i>Is the audience reached and what does it do with the activity?</i>	RESULTS <i>What is the initial response from the audience to the activity?</i>	IMPACTS <i>What is the change of opinion and behaviour of the audience due to the activity?</i>
<b>EVENTS</b> 	<ol style="list-style-type: none"> <li>Number of attendees <i>[physical and online]</i> or number of contacts - If applicable, percentage of target audience and percentage of first time attendees</li> <li>Cost per attendee</li> <li>Indirect audience reach – media reach of the event</li> <li>Ratio of number of sent out invitations to the number of actual attendees</li> <li>Duration of a participant's attendance of an online event</li> </ol>	<ol style="list-style-type: none"> <li>Overall usefulness of the event for attendees</li> <li>Percentage of attendees who declared that they would share, speak positively about or recommend the event</li> <li>Number of engagements: number of questions asked in the chat and / or number of participants in online live polls and/or <b>number of mentions</b> of the event hashtag on social media</li> <li>Number of media items mentioning the event and/or the EU <i>[in relation to the event]</i></li> <li>Tone of media coverage of the event</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of attendees having a more positive opinion of the EU policy or action and/or of the EU</li> <li>Percentage of attendees who took action as a result of the event</li> <li>Percentage of attendees who advocated or spoke positively about the event's topic or the EU as a result of the event</li> </ol>
<b>VISITS</b> 	<ol style="list-style-type: none"> <li>Number of visitors <i>[physical and online]</i></li> <li>Percentage of visitors of specific target audiences <i>[eg. journalists, politicians, academics, students]</i></li> </ol>	<ol style="list-style-type: none"> <li>Overall usefulness of the visit</li> <li>Percentage of visitors who declared that they would recommend the visit</li> <li>Percentage/Number of visits with a multiplier effect <i>[articles published or social media activity – eg. #ExploretheEU and #ExperienceEurope]</i></li> </ol>	<ol style="list-style-type: none"> <li>Percentage of visitors having a more positive opinion of the visit's topic as a result of the visit</li> <li>Percentage of visitors who took action as a result of the visit</li> <li>Percentage of visitors who advocated or spoke positively about the visit's topic or the EU as a result of the visit</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>PUBLICATIONS</b> 	<ol style="list-style-type: none"> <li>Number of readers / listeners of the publication <i>[number of print orders/downloads]</i> - If applicable: website indicators like views, bounce rate, average time spent on readers / listeners a publication</li> <li>Percentage/Number of publications produced in more than one linguistic version <i>[or in all EU languages]</i></li> <li>Percentage/Number of accessible publications</li> </ol>	<ol style="list-style-type: none"> <li>Overall usefulness of the publication for readers / listeners</li> <li>References and mentions in external sources including media and social media</li> <li>Percentage/Number of readers / listeners who shared the link of the publication with other people</li> <li>Percentage/Number of readers / listeners who thought that the publication was clear and easy to understand</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of readers / listeners having a more positive opinion of the publication's topic as a result of the publication</li> <li>Percentage of readers / listeners who took action as a result of the publication</li> <li>Percentage of readers / listeners who advocated or spoke positively about the publication's topic or the EU as a result of the publication</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>MEDIA RELATIONS</b> 	<ol style="list-style-type: none"> <li>Number of online views of media releases <i>[EC website and/or third party platforms if data is available]</i></li> <li>Time spent on the webpage</li> <li>Number of journalists in media events organised by the EC <i>[physical, online and hybrid]</i> - Percentage of Member States coverage</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of media items published in tier(s) 1-6 in a sample of EC related media coverage</li> <li>Number of media items mentioning a Member of the College or a specific initiative in the analysed sample of EC related articles</li> <li>Tone of publications / sentiment analysis <i>[percentage positive, negative, neutral and mix]</i></li> <li>Percentage of press release content taken-up by the media</li> <li>Number of pickups in social media of media items published by the Commission</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of citizens having a more positive opinion on a specific topic as a result of the media activities</li> <li>Percentage of citizens having a more positive opinion of the EU as a result of the media activities</li> <li>Percentage of citizens having the perception that they are well informed about the political priorities of the EU</li> </ol>
<b>VIDEOS / PHOTOS / PODCASTS</b> 	<ol style="list-style-type: none"> <li>Number of views / listens, embeds and impressions</li> <li>Completion rate for videos / Average consumption for podcasts</li> <li>Number of unique visitors to the AV portal</li> <li>Number of videos' unique viewers / podcasts' <i>[engaged]</i> listeners</li> <li>TV uptakes: number, names and countries of TV channels using EbS material and videos, and number of minutes of EbS material and videos on TV channels</li> <li>For AV products <i>[video/photo/podcast]</i> produced by third parties <i>[TV interviews, EuraneWS programmes...]</i> number of viewers to be obtained from the relevant channels</li> </ol>	<ol style="list-style-type: none"> <li>Number of engagements <i>[shares, likes, clickthroughs, print button pushed, comments]</i></li> <li>Overall usefulness of the AV product <i>[video/photo/podcast]</i> for the users</li> <li>Overall usefulness of the AV Portal for the users</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of users having a more positive opinion of the video's / podcast's topic as a result of the AV product</li> <li>Percentage of users who took action as a result of the AV product</li> <li>Percentage of users who advocated or spoke positively about the video's / podcast's topic or the EU</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>WEBSITES</b> 	<ol style="list-style-type: none"> <li>Number of visits</li> <li>Bounce rate</li> <li>Number of page views</li> <li>Average time of visit</li> </ol>	<ol style="list-style-type: none"> <li>Conversion rate: downloads, registrations, completed forms, etc.</li> <li>Overall usefulness of the site and/or page</li> <li>Source of traffic <i>[assessing whether it is stemming from our communication activities, or not]</i></li> <li>Scroll behaviour: how far visitors read/scroll down on pages</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of visitors having a more positive opinion of the site's topic as a result of the web visit</li> <li>Percentage of visitors who took action as a result of the web visit</li> <li>Percentage of visitors who advocated or spoke positively about the site's topic or the EU as a result of the web visit</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>SOCIAL MEDIA</b> 	<ol style="list-style-type: none"> <li>Number of impressions per post <i>[compared to the page's average of past posts]</i> <i>[For Instagram Stories: impressions are views]</i></li> <li>Number of video views on social media channels</li> <li>Number of hashtag or topic mentions on social media</li> <li>Followers' growth rate</li> <li>CPM <i>[cost per mille/thousand]</i></li> </ol>	<ol style="list-style-type: none"> <li>Number of engagements per post and total <i>[shares, likes, comments]</i> <i>[For Instagram Stories: completion rate]</i></li> <li>Engagement rate <i>[engagements per impressions]</i></li> <li>Cost per result <i>[depending on objective - cost per click, cost per engagement, etc.]</i></li> <li>Tone of comments / qualitative sentiment analysis</li> <li>Traffic to website <i>[conversions from social media]</i></li> </ol>	<ol style="list-style-type: none"> <li>Percentage of audience reached having a more positive opinion of the post's topic as a result of engaging with the EC or its content on social media</li> <li>Percentage of audience reached who took action as a result of engaging with EC social media content</li> <li>Percentage of audience reached who advocated or spoke positively about the post's topic or the EU as a result of engaging with EC social media content</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>INFLUENCERS / THIRD PARTY ENDORSEMENT</b> 	<ol style="list-style-type: none"> <li><i>[Estimated]</i> Reach per post and total</li> <li>Video views per post and total</li> <li>CPM <i>[cost per thousand impressions served]</i></li> <li>Accounts reached insights <i>[location, gender, age breakdowns]</i></li> </ol>	<ol style="list-style-type: none"> <li>Engagements <i>[reactions, comments, shares]</i></li> <li>Engagement rate</li> <li>Cost per result <i>[depending on objective - cost per click, cost per engagement, etc.]</i></li> <li>Engaged accounts' insights <i>[location, gender, age breakdowns]</i></li> <li>Tone and type of audience reaction <i>[positive vs negative]</i></li> </ol>	<ol style="list-style-type: none"> <li>Percentage of audience reached having a more positive opinion of the content's topic or the EU as a result of engaging with the influencer's EC-sponsored content</li> <li>Percentage of audience reached who took action as a result of engaging with the influencer's EC-sponsored content</li> <li>Percentage of audience reached who advocated or spoke positively about the topic or the EU as a result of engaging with the influencer's EC-sponsored content</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>ADVERTISING</b> 	<ol style="list-style-type: none"> <li>Number of served impressions / CPM <i>[Cost per mille/thousand]</i></li> <li>Gross reach: Number of impressions viewed by the target group <i>[number of contacts]</i></li> <li>Net reach: Percentage of target audience <i>[de-duplicated]</i></li> <li>Number of clicks / CPC <i>[Cost per click]</i></li> <li>Number of video views</li> </ol>	<ol style="list-style-type: none"> <li>Recall</li> <li>Engagements <i>[reactions, comments, shares]</i></li> <li>Conversion rate</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of audience reached having a more positive opinion of the ad's topic as a result of the advertisement</li> <li>Percentage of audience reached who took action as a result of the advertisement</li> <li>Percentage of audience reached who advocated or spoke positively about the ad's topic or the EU as a result of the advertisement</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>INTEGRATED COMMUNICATION CAMPAIGNS</b> 	<ol style="list-style-type: none"> <li>Gross reach: Number of contacts made during the campaign - Net reach: Percentage of target audience <i>[de-duplicated]</i></li> <li>Cost per contact</li> </ol>	<ol style="list-style-type: none"> <li>Recall: Number of people who can recall a campaign message or a brand</li> <li>Cost per person recalling the campaign</li> <li>Increased knowledge: Percentage of audience reached having increased their knowledge about the campaign topic</li> </ol>	<ol style="list-style-type: none"> <li>Percentage of audience reached having a more positive opinion of the campaign's topic as a result of the campaign</li> <li>Percentage of audience reached who took action as a result of the campaign</li> <li>Percentage of audience reached who advocated or spoke positively about the campaign's topic or the EU as a result of the campaign</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>



**Erasmus +**

**A letter of intent:**

I am writing on behalf of Education Development and Employment Center expressing our strong interest and commitment to participate as an associated partner in the Erasmus+ project PRODIGE.

Education Development and Employment Center is eager to contribute to the success of this initiative and believes that our expertise aligns well with the project's objectives. We will be happy to participate in the project to give feedback and suggestions and discuss the project, its development and its impact.

As an associated partner, we commit to actively engage in the project activities, collaborate with other partners, and contribute our knowledge and skills to achieve the desired outcomes.

We look forward to the opportunity to collaborate with the consortium and make a meaningful contribution to the success of PRODIGE.

Sincerely,

Lia Kiladze



Chair of the Board

**Erasmus +**

**A letter of intent:**

I am writing on behalf of Georgian Student Organizations Association expressing our strong interest and commitment to participate as an associated partner in the Erasmus+ project PRODIGE.

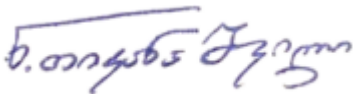
Georgian Student Organizations Association, is eager to contribute to the success of this initiative and believes that our expertise aligns well with the project's objectives. We will be happy to participate in the project to give feedback and suggestions and discuss the project, its development and its impact.

As an associated partner, we commit to actively engage in the project activities, collaborate with other partners, and contribute our knowledge and skills to achieve the desired outcomes.

We look forward to the opportunity to collaborate with the consortium and make a meaningful contribution to the success of PRODIGE.

On behalf of Georgian Students Organizations Association

Sincerely,  
Nika Tikanashvili

A handwritten signature in blue ink, appearing to read "Nika Tikanashvili".