



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



Participatory and Integrative Support for Agricultural Initiative

Work Package 4 – Dissemination, Visibility and Exploitation

Detailed Dissemination Plan

28 October 2019

Petra Chaloupkova – Czech University of Life Sciences Prague (CULS), Czech Republic

Chutima Tantikitti – Prince of Songkla University (PSU), Thailand



Table of Contents

1. Project identity and Erasmus + disclaimer in dissemination activities within PISAI project	1
2. General arrangements for dissemination/exploitation activities	1
3. Main Target Groups for Dissemination within the PISAI Project	2
4. Detailed Dissemination/Exploitation Plan within the PISAI Project	3



1. Project identity and Erasmus + disclaimer in dissemination activities within PISAI project

Dissemination is considered the basic foundation of a strategy for exploitation and sustainability of the project and/or its results. The dissemination/exposure of the PISAI project is a crucial component which is strongly connected to making the results/products of a project visible to others.

In order for involved parties, stakeholders and general public to recognize and get further involvement with project activities, presentation of project identity and European Union logo, the Erasmus + disclaimer, is an essential action. The support of Erasmus+ must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or co-funded by Erasmus+. Respectively, the Erasmus+ logo, as well as the project logo must be placed in all publications, promotion materials and media (e.g. Web and Facebook page) produced within the project.

2. General arrangements for dissemination/exploitation activities

The following elements are created for disseminating project activities and results::

- **Project Web Page**

The project web page will be created and cross-linked with the university websites which add value to dissemination of the project. The web pages include a contact of partners in order to give the possibility to get in contact with the consortium partners whenever needed. Regular updates of the dissemination activities on project web page are according to the partners' schedule.

- **Facebook**

Facebook is a very popular social media of all population groups throughout ASEAN including Thailand. This Facebook profile for PISAI will be created as communicating channel with students and viewers and used as information collecting point that connected to the website. During the kick-off meeting, it was agreed to create a Facebook profile.



- **Posters and Leaflets**

Posters and leaflets will be established and updated in order to give detailed information to all target groups.

- **Newsletter**

Newsletter will be published on-line every four months. Hard copies will be produce if necessary for distribution at different occasions such as meetings and collaborative events with new partners.

The following actions will be taken as general practices for dissemination/exploitation activities. all other partners of the PISAI project. :

- The developed project identity and E+ disclaimer are visibly included in every dissemination materials/media/presentation in order for a unified appearance and the creation of a project branding and disseminating the support of EU.
- Promotional materials will be delivered both online and offline (print version) to the target audience and beyond, taking into account all the existing contacts in Thailand EU and other Asian countries. . The digital dissemination materials are accessible at any time by the following means:
 - The shared google drive folders for project identity and dissemination materials
 - Web page for project information, on-going project activities and news, and downloaded documents for all parties, stakeholders and interested viewers
 - PISAI project's Facebook page for on-going activities and outputs and outcomes
- External stakeholders are appropriately involved in the development process of the planned activities.
- Dissemination/exploitation activities are embedded in all consortium partners and conducted nationally and internationally. The PISAI consortium makes sure that all outputs and results created will be disseminated through the major means of dissemination.

3. Main Target Groups for Dissemination within the PISAI Project

The main target groups within the PISAI project can be classified as follows:

- Academic staff of higher education institutions focusing on sustainable agriculture
- HEI leaders and managers (rectors, vice-rectors, directors)
- Students
- Sustainable agriculture private sectors, associations and related government bodies

4. Detailed Dissemination/Exploitation Plan within the PISAI Project

Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Project identity and production of dissemination materials with EU disclaimer	<ul style="list-style-type: none"> • Teaching staff • Students • Academic institutes in agriculture • Related government offices • QA bodies • Neighboring countries and international society 	<ul style="list-style-type: none"> • To have a visual appearance of the project and to be recognized by the target groups 	<ul style="list-style-type: none"> • Project identity and production of dissemination materials with EU disclaimer are conducted and will be used in all project activities • Publication on the project documents, on-line assessment and social media social 	<ul style="list-style-type: none"> • Web page • On-line application • Public announcement 	15.12.2017
Report on assessment study “Key elements and lessons to be Learned of Practical Sustainable Agricultural Production”	<ul style="list-style-type: none"> • Teaching staff • Students • Academic institutes in agriculture • Related government offices 	<ul style="list-style-type: none"> • To disseminate the knowledge on sustainable agricultural production to target groups and interest audience • To acknowledge the contribution of Erasmus + program in supporting the study 	<p>The report will be distributed via different means such as in-person, by post, on project web page, at the meetings and promotional events throughout and after project life time. The events include the followings:</p> <ul style="list-style-type: none"> • Teaching and learning of Modules • The meeting of the university’s high administrative levels such as Deans of Agriculture • Scientific meetings and focus group workshop such as proposal development of Erasmus + program 	<ul style="list-style-type: none"> • Web page • Post • Events 	From December/2019 onward



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Double Degree Master Programme in sustainable agriculture the development initiated by PISAI project	<ul style="list-style-type: none"> • Teaching staff • Students • Academic institutes in agriculture • Related government offices • QA bodies • Academic society in neighboring countries 	<ul style="list-style-type: none"> • To introduce the developed DDMP for student recruitment • To disseminate the positive impact on students and motivate teaching staff to involve in the DDMP • To introduce innovative DDMP between Thai national HEIs as a potential pedagogical approach for improving students' competency • To present the developed DDMP as an example for collaboration between HEIs within the same country • To introduce DDMP in sustainable agriculture for human development of government/private organization 	<p>Presentation of the developed DDMP to the target groups at various occasions as follows:</p> <ul style="list-style-type: none"> • At the meeting of the Council of the Deans of Agriculture, Thailand • At the meeting with officers of the Ministry of Agriculture and Co-operatives • At the meeting with teaching staff of Thai partner universities • At the workshop for a focus group such as proposal development of Erasmus + programme • At the quality assurance event <p>The DDMP and details describing programme structure, study plan option and the matching of home and host are posted on the project's web page and information updated for students, involved teaching staff and interested stakeholders.</p>	<ul style="list-style-type: none"> • PowerPoint presentation of the DDMP in sustainable agriculture • Web site • Leaflet • Posters/Banners • Outputs/results of the project • Specific seminar for focus groups internally and academic society eg. students, teaching staff, potential new partners 	<p>From the launch of the project throughout the project life time</p>



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Developed Modules 1-3	<ul style="list-style-type: none"> • Teaching staff • Students within project and invited groups • Administrators of HEIs in agriculture and other disciplines • Related government offices • QA bodies • Academic society in neighboring countries 	<ul style="list-style-type: none"> • To introduce innovative modules between Thai national HEIs as a potential pedagogical approach for improving students' competency • To present developed modules as an example for collaboration between HEIs within the same country • To present the developed modules as an example for collaboration between HEIs in Thailand and EU for interested stakeholders • To present the developed modules as an example for collaboration between HEIs in Thailand and EU for interested stakeholders 	<p>Presentation of the developed DDMP to the target groups at various occasions as follows:</p> <ul style="list-style-type: none"> • At the meeting of the Council of the Deans of Agriculture, Thailand • At the meeting with officers of the Ministry of Agriculture and Co-operatives • At the meeting with teaching staff of Thai partner universities • At the Workshop for a focus group such as proposal development of Erasmus + programme • At the quality assurance event <p>The DDMP including programme structure, study plan option sand the matching of home and host are posted on the project's web page and information updated for students, involved teaching staff and interested stakeholders</p>	<ul style="list-style-type: none"> • PowerPoint presentation of the created modules under PISAI project • Web site • Leaflet • Banners • Outputs/results for dissemination • Participating Thai and EU students both within project and invited participants • Specific seminar for focus groups internally and academic society eg. students, teaching staff, potential new partners 	From August 2018 - onward



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
DDMP Handbook and guidelines	<ul style="list-style-type: none"> • Teaching staff • Students • Administrators of HEIs in agriculture and other disciplines • QA bodies • Academic society in neighboring countries 	<ul style="list-style-type: none"> • To introduce important managerial elements for implementation and operation of innovative DDMP. • To provide important information and guideline for smooth collaboration between HEIs in Thailand • To disseminate the developed DDMP and the procedure as an example for collaboration between HEIs within the same country • To provide important information for academic staff and students to be able to understand, follow and support the DDMP in sustainable agriculture 	<p>Presentation and publication of the developed handbook and guideline for DDMP in sustainable agriculture to the target groups through the following means:</p> <ul style="list-style-type: none"> - Publication and distribution to Thai partners - Distribution to DDMP-students and teaching staff - Publication and distribution for QA activities - Posting on web page for assessment by students, teaching staff, administrative staff, QA assessors, academic society 	<ul style="list-style-type: none"> • Web site • Leaflet • Participating Thai students, teaching staff, related academic administrators • Specific occasion i.e. External Review of the DDMP in sustainable agriculture, focus group meeting (departmental meeting and introduction of DDMP in sustainable agriculture and its activities) 	<p>May 2019</p>



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Accreditation approval for DDMP	<ul style="list-style-type: none"> Involved teaching staff at partner universities Students Administrators of HEIs in agriculture and other disciplines QA bodies Administrative staff dealing with teaching and learning activities at partner universities EU partners Administrators and teaching staff of potential partners for furthering the DDMP 	<ul style="list-style-type: none"> To provide involved partners accreditation procedure for the developed DDMP To provide accreditation procedure as an essential element for smooth collaboration between HEIs in Thailand To ensure stake holders of the approved DDMP in sustainable agriculture To disseminate the accredited DDMP as an example for collaboration of HEIs within the country 	<ul style="list-style-type: none"> Distribution of the procedures to all Thai partner universities. Uploading the procedure on web page Publication of the procedure for the QA purposes 	<ul style="list-style-type: none"> Web site Printing materials Specific occasion i.e. External Review of the DDMP in sustainable agriculture, focus group meeting (departmental meeting and introduction of DDMP in sustainable agriculture) 	December 2018– September 2019



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Enrolled students for DDMP	<ul style="list-style-type: none"> • Involved teaching staff at partner universities • Students • Administrators of HEIs in agriculture and other disciplines • QA bodies • Administrative staff dealing with teaching and learning activities at partner universities • EU partners • Administrators and teaching staff of potential partners in the future for further the DDMP with new partners 	<ul style="list-style-type: none"> • To ensure stake holders of the approved/ accredited DDMP programme in sustainable agriculture and its operation • To report on the progress of the DDMP operation • To disseminate the accredited DDMP as an example for collaboration between HEIs within the same country 	<ul style="list-style-type: none"> • Uploading the list of DDMP students on web page • Uploading the learning activities of DDMP students on web page • Publishing student progress in the on-line newsletter • Involving students in the project activities such as external assessment of the QA teams throughout the project life time, hand-on practical training in the agricultural fair • Presentation of students' progress in the internal meetings at each partner universities to teaching staff and involved stakeholders to view students research and progress 	<ul style="list-style-type: none"> • Web site • Project's Facebook page • Specific occasion i.e. External Review of the DDMP in sustainable agriculture, focus group meeting (Graduate committee meeting), introduction of DDMP in sustainable agriculture, regional agricultural fair 	Aug 2018-onward



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
Students thesis/research topics/outputs	<ul style="list-style-type: none"> • Involved teaching staff at partner universities • Students • Administrators of HEIs in agriculture and other disciplines • QA bodies • Administrative staff dealing with teaching and learning activities at partner universities • EU partners • Administrators and teaching staff of potential partners in the future for further the DDMP with new partners 	<ul style="list-style-type: none"> • To report on the progress of the DDMP operation to partners and stake holders • To disseminate the knowledge from students' research to the wider audience including other teaching staff and students • To disseminate project progress on students under DDMP and motivate other institutes to participate in the DDMP and other potential HEIs to create the DDMP 	<ul style="list-style-type: none"> • Uploading the list of thesis titles of DDMP students on web page • Circulating the student progress report to consortium partners • Announcement of students' thesis for public to attend students' presentation in the proposal examination and thesis defense • Presentation at Seminar event at partner universities both in Thailand and EU partner university such as at CULS and Tropentag Conference – European Platform for Agricultural Students' Presentation • Presentation of students' research at the focus group event such as meeting of Ministry of Agriculture Officers/farmers • Publication of students' research 	<ul style="list-style-type: none"> • Web site • Project's Facebook page • On-line newsletter • Seminar /events 	December 2018 -onward



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
<p>New/improved subjects</p>	<ul style="list-style-type: none"> • Involved teaching staff at partner universities • Students and perspective participants • QA bodies • Administrative staff dealing with teaching and learning activities at partner universities • EU partners • Administrators and teaching staff of potential partners in the future for further the DDMP with new partners 	<ul style="list-style-type: none"> • To introduce new subjects developed as outcomes of innovative modules of the PISAI between Thai national HEIs • To introduce a pedagogical approach for improving students' competency through developed subjects with active learning activities • To present the developed subjects as an example for collaboration between HEIs within the same country • To present the developed subject as an example of collaborative outcome between HEIs in Thailand and EU 	<ul style="list-style-type: none"> • Presentation of developed/improved subjects as outcomes of innovative modules of the PISAI to the meeting of faculty committee at each partner university • Uploading the new/improved subjects on project web page/ faculty web page • Announcement of the new subjects using on-line communication tools 	<ul style="list-style-type: none"> • Project web page • Project's Facebook page • On-line newsletter • Specific meetings 	<p>Jan -July 2020</p>



Outputs/outcomes	Target groups	Dissemination purposes	Dissemination activity	Dissemination tools	Time line
<p>Project conference/scientific meeting in sustainable agriculture (agricultural sustainability)</p>	<ul style="list-style-type: none"> • Involved teaching staff at partner universities • Students • Administrators of HEIs in agriculture and other disciplines • QA bodies • Administrative staff dealing with teaching and learning activities at partner universities • EU partners • Administrators and teaching staff of potential partners in the future for further the DDMP with new partners • Related government office and their staff 	<ul style="list-style-type: none"> • To offer platform for knowledge sharing and multiplying project results and outputs • To utilize and disseminate knowledge gained by students and teaching staff involving in DDMP under PISAI project • To involve stake holders by participating in the conference to multiply the results and out puts of project • To disseminate and exploit the project results to a wider viewers and expanding a network 	<ul style="list-style-type: none"> • Organization of Conference Meeting on Agricultural Sustainability. • Presentation of thesis research results at the conference in the oral sessions. In presenting their study, students will have an opportunity to share their research work in a wider audience and receive useful recommendation to improve their work as well as having a network in their field for future career/employment. • Presentation of DDMP under PISAI project at the cofernce meeting 	<ul style="list-style-type: none"> • Project web page for announcing the event • On-line application for the event • Publication of the presentations • Announcement in social media • Appropriate venue for the event 	<p>June 2020</p>



Outputs/outcomes	Target groups	• Dissemination purposes	• Dissemination activity	Dissemination tools	Time line
Employment of graduates	<ul style="list-style-type: none">• Involved teaching staff at partner universities• Students• Administrators of HEIs in agriculture and other disciplines• QA bodies• Administrative staff	<ul style="list-style-type: none">• To assess the impact of project activities on students' employment	<ul style="list-style-type: none">• Employment assessment of the first group of graduates	<ul style="list-style-type: none">• Questionnaire• IT	August 2020