



DIGITAL TRANSFORMATION
OF ASIAN HIGHER EDUCATION

DISSEMINATION AND COMMUNICATION PLAN

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OVERVIEW

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Abstract:	The dissemination and communication strategy for the DIGITAsia project aims to promote activities, engage stakeholders, and maximize the project's impact. This plan outlines communication objectives, target audiences, dissemination methods, and strategies to ensure the visibility of EU funding.
Key words:	DIGITAsia, Digital Transformation of Asian Higher Education, Dissemination and Communication Plan

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DISSEMINATION

1. Project Dissemination Introduction

1.1 Introduction

The dissemination and communication strategy for the DIGITAsia project aims to promote activities, engage stakeholders, and maximize the project's impact. This plan outlines communication objectives, target audiences, dissemination methods, and strategies to ensure the visibility of EU funding.

1.2 Aims and objectives

- Ensure visibility and awareness of DIGITAsia's goals and activities.
- Engage higher education institutions (HEIs), policymakers, educators, and students.
- Share project results with a broad audience through multiple dissemination channels.
- Facilitate sustainability and long-term adoption of project outputs.
- Ensure compliance with EU visibility requirements.

1.3 Project identity and visibility requirements

ITEM	DESCRIPTION
Official logos usage	Beneficiaries of the European Union funding are obliged to display the EU flag (official logo) and to acknowledge the support received under the relevant EU programs in all communication and promotional materials. For that purpose, the project coordinator has established a folder in the official project repository where partners can access the official EU logo . All partners are to use official logos (both EU logo and project logo) where appropriate and to acknowledge Erasmus+ support in all materials (e.g. project booklet, papers, etc.). Detailed information on how to correctly display EU logo and acknowledge European Union's support is available on the EU's official web pages .
Dissemination materials	Production of dissemination materials and presenting the project to the public and stakeholders will be done through development of visual elements of the project - logo , document and presentation templates , flyer, poster, newsletter, booklet, webpage).
Disclaimer and acknowledgements of publications	The following disclaimer has to be added to the inner pages of the publications and studies: "This publication/communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein." The following acknowledgement has to be added to papers submitted for publication: "This research/scientific paper was conducted within the project " Relevant assessment and pedagogies for inclusive digital education" financed from the Erasmus+ Programme.

Official language	<i>Project's official language is English and all official communication, publications, and intellectual outputs shall be in English. Communication on local and regional level can be in a partner's local language and partners should translate any necessary dissemination materials into local language by their own means.</i>
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2. Dissemination Coordination

Project partners will:

- participate in regular update of the Dissemination and communication plan and project webpage
- promote project results locally and regionally
- translate necessary dissemination materials into local language if estimated needed for better impact
- contribute to the development of all Intellectual outputs
- contribute to the development of papers to be submitted to conferences and journals and distributed in academia and industry
- organize, provide presentations at meetings, local workshops and multiplier events and the final event.

Project partners except these general abilities have their own unique strengths, expertise, contacts and experience and therefore can also contribute to the dissemination as follows:

PARTNER	RESULT
UKM, UTM & All partners	T6.1 Development and implementation of the Dissemination and communication plan
UKM, FOI & All partners	T6.2 Development and implementation of Impact Framework
UKM & All partners	T6.3 Development and implementation of Sustainability Plan
UTM & All partners	T6.4 Development of Project Web page and social accounts
UKM	T6.5 Development of project newsletters
UTM	T6.6 Development of project promo pack (project logo, leaflet, poster, consumables)
UTM & All partners	T6.7 Implementation of project communication

3. Dissemination Framework

3.1 Target Groups

All project partners will be included in dissemination activities outside project partnership according to requirements and roles defined in the project dissemination plan. The dissemination efforts will focus on the following groups:

INTERNAL / EXTERNAL	PARTICIPANTS	DESCRIPTION	PARTNERS
INTERNAL (directly affected by project results)	1) teaching staff, 2) students, 3) institutional policy makers and educational leaders 4) national and regional organization or bodies	<p>1) teaching staff - will acquire experience relevant for the implementation of innovative learning and teaching forms in higher education and be given an opportunity to improve their teaching activities and to give valuable feedback to improve practices of peers</p> <p>2) students - through participation in designed classes and use of dashboard for students</p> <p>3) institutional policy makers will be provided with project results that could be used in educational policy creation and institutional digital transformations</p> <p>4) national/regional organization or bodies related to national digital transformations</p>	<p>MALAYSIA</p> <p>1) Teaching staff UKM - number of teaching staff involved UTM -</p> <p>2) Students UKM - number of students involved UTM -</p> <p>3) Institutional policy makers UKM - Center for Profesional & Leadership Development (Profesional-UKM), Center for Teaching & Curriculum Development (Pengajaran-UKM) UTM - list department/center/ unit responsible</p> <p>4) National bodies - Ministry of Higher Education - Malaysia e-Learning Council for Public Universities (MEIPTA)</p> <p>SRI LANKA</p> <p>1) Teaching staff UoP, SLTC - number of teaching staff</p> <p>2) Students UoP, SLTC - number of students</p> <p>3) Institutional policy makers UoP, SLTC - - list department/center/ unit responsible</p>

			<p>4) National bodies - list department/center/ unit responsible</p> <p>MALDIVES 1) teaching staff VCM, MNU,IUM - number of teaching staff involved</p> <p>2) Students VCM, MNU,IUM – number of students</p> <p>3) Institutional policy makers</p> <p>4) National bodies</p>
<p>EXTERNAL (indirectly affected by promoting project results and raising awareness and understanding)</p>	<p>1) teaching staff from other higher education 2) industry stakeholders & Asian job market</p>	<p>1) teaching staff from other higher education institutions in partner countries who will participate at multiplier events</p> <p>2) Industrial stakeholders & Asian job market, in long-term, will benefit from highly experienced individuals aligned with labor needs but also with a concrete example of how business could be very successfully connected and included in the teaching processes</p>	<p>MALAYSIA 1) Teaching staff - state partner universities involved</p> <p>2) Industrial stakeholders & Asian job market - Malaysia Digital Economy Corporation (MDEC) - Apple</p> <p>SRI LANKA 1) Teaching staff - state partner universities involved</p> <p>2) Industrial stakeholders & Asian job market - state industrial stakeholders involved</p> <p>MALDIVES 1) Teaching staff - state partner universities involved</p> <p>2) Industrial stakeholders & Asian job market - state industrial stakeholders involved</p>

3.2 Dissemination channels and means

The following are the methods of dissemination of the project:

Methods of dissemination	Description
Webpage	<ul style="list-style-type: none"> a summary of each intellectual output will be published on the project web page as well as the complete intellectual outputs; the authorship remarks and copyrights will be emphasized; partners will ensure that the information is forwarded and published on their institutional webpages
Social networks	<ul style="list-style-type: none"> project social profile will inform social followers of the project on intellectual outputs; the existing social networks of project partners shall be used to disseminate outputs and project activities
Newsletters	<ul style="list-style-type: none"> regular publishing of the newsletters (4 at least) informing about main project findings and important activities; the partners will be dedicated to regularly create materials according to dissemination focus in different moments of project lifecycle to the mass media, target groups and other contacts
Poster	<ul style="list-style-type: none"> a poster will be created including short summary about project main points in order to inform and raise awareness among science community and understanding among teachers and institutional policy makers
Project booklet	<ul style="list-style-type: none"> a booklet will be created including short summaries of all project intellectual outputs in order to raise both awareness and understanding among university teachers and institutional policy makers, as well as among the teachers from primary and secondary level
Trade fairs, conferences	<ul style="list-style-type: none"> national and international events organized by/at the project partner institutions will be used for dissemination activities regarding intellectual outputs and training events
Existing channels	<ul style="list-style-type: none"> the existing channels (webpage, social networks, newsletters) as well as contact lists of partner institutions will be used, being the trustworthy channel of quality and important information sharing and awareness raising
Research and professional papers	<ul style="list-style-type: none"> the partners will jointly prepare and submit for publishing papers to describe the experience gained within the project (min.2) and to enable further development and innovativeness
E-mail	<ul style="list-style-type: none"> e-mail database of partner institutions (stakeholders' database) will be used to disseminate events appropriate and relevant information (eg. press releases) will be shared with the local and regional media
E-Course	<ul style="list-style-type: none"> an e-course will be created to teacher training of education 5.0 pedagogies and transformation of digital teaching in higher education
Erasmus+ Project Results platform	<ul style="list-style-type: none"> will be used to share results on the project

The project webpage will be created as fully open with all dissemination materials for free download. In general, all project findings, results and publications will have open access on the project webpage under **Creative Commons license**, with the exception of any management reports deemed confidential by the project consortium. However, there are high quality open access journals that do not charge article processing charges, and papers suitable for publishing in journals will be directed to such publications.

This consortium is committed to the principles of open science; thus all project deliverables will be available in open access in line with the privacy recommendations and regulations. All research articles/papers produced in the scope of this project will be published in Open Access journals/Conference proceedings and if compliant with publisher policy/agreement, they will also be made available through an open data repository.

The project webpage will be therefore designed as an open access portal with download options for all page visitors, including interested audiences outside the project partnership. Furthermore, the established web pages and document repositories of project partners will publish project results ensuring easy access for all users of these channels. Project Web page will remain active after the end of the project and will be maintained and hosted by Faculty of Organization and Informatics.

Furthermore, the dissemination activities will be also actively implemented via networks e.g. EDEN and others where the project partners are actively involved, as well as through research conferences.

3.3 Dissemination activities

In the scope of the project there are different project activities that will be disseminated. They are presented in the table below. This table is subject to change as the project unfolds.

Table 3. List of dissemination activities

Activity	Responsible partner	Activity Details	Target group	Due date
T6.1 Development and implementation of the Dissemination and communication plan	UKM, UTM All partners	<ul style="list-style-type: none"> ● Establish a dedicated communication team with representatives from all partner universities (quarterly engagement among partner institutions) ● Create detailed timeline and milestones for dissemination activities ● Develop key performance indicators (KPIs) for measuring impact 	All partners	First draft: Q1 2025
T6.2 Development and implementation of Impact Framework	UKM, UTM All partners	<ul style="list-style-type: none"> ● Establish qualitative and quantitative success indicators 	All academicians in partner institutions	First draft: Q1 2025

		<ul style="list-style-type: none"> • Evaluate partners satisfaction at the end of every quarterly engagement using surveys. 		
T6.3 Development and implementation of Sustainability Plan	UKM All partners	<ul style="list-style-type: none"> • Development of open-source learning materials from the project • Development of community of practice 	All academicians	First draft: Q1 2025
T6.4 Development of Project Web page and social accounts	UTM All partners	<ul style="list-style-type: none"> • Setup Website (new) - Design menu & website theme • Setup Social media (new) – Facebook / Instagram / Youtube/TikTok 	<ul style="list-style-type: none"> • Higher education institutions • Academicians • Public 	Q1 2025
T6.5 Development of project newsletters	UKM	<ul style="list-style-type: none"> • 2 digital newsletter per year 	<ul style="list-style-type: none"> • Higher education institutions • Academicians • Public 	Q2, Q4 2025 Q2, Q4, 2026 Q2,Q3 2027
T6.6 Development of project promo pack (project logo, leaflet, poster, consumables)	UTM	<ul style="list-style-type: none"> • Development of Slide template, • Poster template, • Certificate template • Project logo 	<ul style="list-style-type: none"> • Higher education institutions • Academicians • Public 	Q1 2025
T6.7 Implementation of project communication	UTM All partners	<ul style="list-style-type: none"> • 1 academic publication per year • 1 promotional Video content about the project 	<ul style="list-style-type: none"> • Higher education institutions • Academicians • Public 	Q4 2025 Q4 2026 Q3 2027
T6.8 Project events	UTM UKM, MNU, VCM, IUM, SLTC, UOP	<ul style="list-style-type: none"> • 1 webinar per year • 1 Participation in local conference 	<ul style="list-style-type: none"> • Academicians • All partners 	Q4 2025 Q4 2026 Q3 2027

T6.9 Project Final Conference	UTM & UKM All partners	<ul style="list-style-type: none"> • 1 Regional Conference in Malaysia 	<ul style="list-style-type: none"> • Higher education institutions • Academicians 	Q3 2027
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3.4 Dissemination Evidences

All partners will ensure proof of dissemination for dissemination activities they will participate in. In the table below is stated which type of event requires which proof of dissemination. All proofs of dissemination can be entered in the table.

Table 4. List of proofs of dissemination

TYPE OF EVENT	PROOF OF DISSEMINATION
Press release Article Radio and TV	<ul style="list-style-type: none"> • a copy of the document/podcasts/news video • links to access to the publication • screenshots of the published materials
Dissemination events (short-term joint staff training events, consortium meetings etc.)	<ul style="list-style-type: none"> • specific flyer/brochure/leaflet with the reference to the project • good quality photos; if the event takes place in a non-public space, consent forms are requested to use the photos for the project purpose in which some people appear • posts on social media accounts of the project or on partner's social media profiles
Multiplier events	<ul style="list-style-type: none"> • agenda of the event, indicating the key speakers • flyer (online or printed) of invitation • attendance list, signed by each participant including: Name, Surname, organization, and email address • copy of the certificates of participation, signed by each hosting organization • specific flyer where the reference of the project appears • photos; if the event takes place in a non-public space, consent forms are requested to use the photos for the project purpose in which some people appear. • questionnaire of satisfaction to be filled in by participants • report on the intervention/ presentation
Website and social media profiles	<ul style="list-style-type: none"> • link and screenshots leading to posts entered into the Dissemination Activities Table

Partners are also obliged to regularly fill the [Dissemination Activities Table](#) that is available in the project repository. Partners shall, if possible, present links related to dissemination proof in the dissemination table, and all other proof of dissemination (eg. screenshots, audio or video material, photos, etc.) has to be uploaded to folders in the repository. There is a [separate folder for each partner](#).

All partners are kindly asked to name all uploads in such a way that the Dissemination manager and the Coordinator can match uploaded material with entries in the Dissemination Activities Table (eg.: **Year_Month_Day_Photo from multiplier event**). If there is a considerable number of dissemination evidences (eg. a larger number of photos) partners can create subfolders related to that certain event.

COMMUNICATION

4. Project Communication Introduction

4.1 Internal communication

Internal communication of project includes daily communication of all project partners regarding the project activities, results, management and project events.

It is the ultimate task of Project Coordinator and Project Management to enable regular and continuous information flow within partnership.

The communication about the quality assurance is described in project **Quality Assurance Plan**, about the conflict resolution and safety within **Risk Mitigation Plan**.

Basic rules

Principles of communication and cooperation which will be demanded and monitored within partnership are:

- establishing and preserving trust connected with communication, procedures, costs, quality of work
- nobody will be withheld or neglected
- project coordinator will be objective
- all honest opinions will be considered, considered and valued
- establishing and preserving clear and effective communication about goals, responsibility, performance, expectations, feedback and reporting
- respecting and considering cultural differences
- keeping fine balance between too much and too little communications
- keeping project team members engaged, informed and updated

Partners agree that for the sake of positive, smooth and efficient communication only to-the-point oral and written messages will be distributed among partners respecting the following rules of partner communication:

- When listening:
 - Be warm and attentive.
 - Show that you are listening.
 - Check understanding.
 - Be slow to pass judgement.
 - Use silence appropriately.
- When talking:
 - Convey messages in a clear and effective manner.
 - Use clear and unambiguous language
 - Support and enhance message with non-verbal communication
 - Use repetition
 - Check understanding

4.2 Basic Communication Conventions

PROJECT TEAM

The official project communication is considered to be done via official emails of project members as listed and regularly updated in the [contact list](#). The responsibility to regularly update the list lies with each partner. Project agree to make sure they have the right people listed for different IOs in order to avoid unnecessary emailing. Each project partner will be invited to provide the list of team members: [LINK](#)

EMAILs

The partners agree to use the emailing as the basic communication channel. Daily management and information sharing shall be done via emails. In order to be systematic all email subjects will follow this convention: **[DIGITAsia]_WPx_topic**. Partners agree to use the contact list on Drive and send e-mails to all relevant people from the involved institutions.

CHAT TECHNOLOGY

The partners are open to communicate also via instant messaging by using the chat technology. Each partner is to provide a preferred chat technology contact for at least one person, preferably for the main institutional contact person (ie institutional coordinator). This will be used as a secondary communication channel for instant messaging purposes.

TELECONFERENCING TECHNOLOGY

The partners agree that due to the epidemic circumstances and the necessity to switch some of the planned activities from onsite to online it is important to agree on the teleconferencing system that the consortium will use for project meetings and activities.

PROJECT PLATFORM

The project platform is organized on the **Google Drive** as a project folder. It is designed and maintained by the project coordinator. All partner contacts provided in the Contact list will be given full access to the project Platform.

The partners are invited to follow the presented organization structure and to provide the partners with all requested documents and information. Partners agree that it will be used as a safe and secure archive of all project documents and as a clear and always accessible system which will make all relevant information available and project procedures transparent.

PROJECT MEETINGS

The project partners are expected to have regular meetings - f2f and online. The project coordinator is responsible to organize and coordinate the Consortium meetings and Steering Committee meetings according to the project plan. Project partners are free to propose to the coordinator additional meetings.

The project work is organized around different IOs (Intellectual Output*). The leaders of the IOs are responsible to organize and coordinate the regular meetings of the involved partners. The time, manner and draft agenda of each meeting shall be communicated with all involved partners and the project coordinator at least 8 working days before the event. This communication involves the creation of the Google Drive Folder with all relevant documents and an email sent to all involved partners and the project coordinator stating the time and manner of the event.

The minutes of each held meeting shall be created within 5-10 working days after the event and communicated for the approval to all involved partners and project coordinator and uploaded to Google Drive meeting folder.

If meetings within one IO are organized more frequently than every 30 days, the meeting conclusions can be documented in a form of Follow-up note with clear description of expected results and deadlines for all involved participants. The follow-up shall be emailed to all participants and project coordinator asap after the meeting.

The partners accept the responsibility to actively attend the appointed meetings and to be in regular communication with the meeting organizers in case of unattendance.

Table 5. List of project activities from internal communication perspective

ACTIVITY	AUDIENCE	CHANNEL(S)	DOCUMENTS	FREQUENCY	DEADLINE	RESPONSIBILITY
Consortium meeting	All partners	E-mail GDrive	Agenda and supporting documents	In line with Gannt	30-90 days prior	Coordinator
Steering Committee (SC) meeting	SC members	E-mail GDrive	Agenda and supporting documents	Every 6 months	8-30 days prior	Coordinator
Intellectual Output (IO)* meeting	All involved partners	E-mail GDrive	Agenda and supporting documents	Every 1-3 months, or ad-hoc	8-30 days prior	WP Leader
Meeting minutes	All	E-mail GDrive	Meeting minutes for approval	Regularly	5-10 days after the event	Meeting organizer
Follow-up Note	All involved partners	E-mail	E-mail message and supporting documents	Regularly	asap	Meeting organizer
Internal reporting	All	E-mail GDrive	Internal Reporting Form	Every 6 months On every consortium meeting	30 days prior the Report deadline	Coordinator

***Footnote**

Intellectual Outputs are **tangible deliverables** produced as part of the project, often referring to **educational, research, or innovative materials** developed during Erasmus+ and other EU-funded projects. These can include:

- Training modules
- Toolkits
- Research papers

- Online platforms
- Policy recommendations
- Learning frameworks
- Digital teaching transformation guidelines

4.3 External communication

- The external project communication includes the communication of project partners with project external supporters, target groups, policy makers and media. Partners agree that doing a poor job communicating with these groups can have a tremendous impact on the success of our project.
- The external communication will be used at the beginning of the project to raise awareness, during the project to engage and beyond to enable the sustainability. The partners agree to use the project logo and templates for all external communication, especially for those with media.
- The external communication of the project includes also the communication of project coordinator with the project officer within the agency about the major achievements and events. The formal communication of the coordinator with the project officer that includes project reporting according to the Grant Agreement is considered as the project management.
- The main external communication will be coordinated by Dissemination manager of the project and in line with dissemination activities described in the project Dissemination and communication plan, and conducted according to the following activity table:

Table 6. List of project activities from external communication perspective

ACTIVITY	EXTERNAL RECEIVER	CHANNEL(S)	DOCUMENTS	DEADLINE	RESPONSIBILITY
Kick-off meeting	external supporters, target groups, policy makers, project officer, and media	E-mail, Web-page	Announcement/Invitation	10-30 days prior the event	Dissemination manager
		Social posting	Press release/ Newsletter	Immediately after the event	All partners
Consortium meetings	external supporters, target groups, policy makers, project officer, and media	E-mail, Web-page	Announcement/Invitation	10-30 days prior the event	Dissemination manager
		Social posting	Press release/ Newsletter	Immediately after the event	All partners
Achievement of project Milestones/Finalization of results	external supporters, target groups, policy makers, project officer, and media	E-mail, Web-page	Newsletter	Every 6 months	Dissemination manager
		Social posting	Booklet	30-90 days prior Final event	All partners

Project events	external supporters, target groups, policy makers, project officer, and media	E-mail, Web-page Social posting	Announcement/Invitation Press release/ Newsletter	10-30 days prior the event +Immediately after the event	Dissemination manager All partners
Final conference	external supporters, target groups, policy makers, project officer, and media	E-mail, Web-page Social posting	Announcement/Invitation Press release/ Newsletter	10-30 days prior the event +Immediately after the event	Dissemination manager All partners

5. Conclusion

The dissemination and communication plan ensures that the DIGITAsia project reaches its intended audience effectively, maximizes impact, and ensures sustainability. Through targeted engagement and strategic communication, the project will enhance digital transformation in higher education across Asia.