



Dissemination and Exploitation Plan

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Abstract	This document is aimed to specify the dissemination activities, time-frame and responsibilities for their realization. It is mainly based on plan of the Work Package 4. Some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and observed effects of dissemination process.
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Aims of the ADA project

The aim of “Advanced Data Analytics in Business” (ADA) project application, is to develop and implement study and lifelong learning programs based on contemporary techniques, methods and theoretical approaches in advanced data analytics. Specifically, the aim will be achieved through following specific objectives:

- Capacity building for business analytics studies in Serbia by improving corresponding skills of experts in business analytics.
- Developing and implementing master curriculum in advanced data analytics for business and improving and modernizing existing courses in bachelor, master and PhD level by using modern data analytics methods and techniques.
- Organizing lifelong learning (LLL) program in business analytics for professionals in different fields.

Master study program will be in line with existing European study programs and according to Bologna requirements and will be verified through the accreditation process. Specifically, master study program will provide necessary computer science, statistical and business skills such as data visualization tools, business intelligence reporting software, self-service analytics platforms, statistical analysis tools and big data platforms. The master study program will be internationally oriented, entirely in English, in order to attract students from different Western Balkan countries.

LLL programs that will be organized at all Serbian universities participating in the project, are aimed to provide modern data analytics knowledge to professionals already working in different areas of economy.

About ADA dissemination and sustainability plan

This document is aimed to specify the dissemination activities, time-frame and responsibilities for their realization. It is mainly based on plan of the Work Package 4 (Dissemination and exploitation). However, some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and realized dissemination results recorded through permanent monitoring of dissemination process.

Dissemination strategy aims and objectives

The dissemination of project activities and results has received a great attention in the project because one of objectives is to attract international students, especially from the Western Balkan region. Hence, a number of various communication and dissemination tools such as website and social networks advertising, workshops, conferences, social events, TV and radio appearances, regular press releases, newsletters, etc. will be employed during the project realization.

Dissemination strategy implies conduction of several lectures for students at bachelor studies aimed to provide detailed information on new master study program. Also, in order to promote LLL program dedicated to professionals, one-day seminars will be organized at 4 centers in Serbia. Dissemination strategy also implies involvement of Serbian Association of Managers (SAM), Union of Employers and INFOSTUD in order to utilize wide network of managers and companies in Serbia and abroad in promotion of ADA project results and benefits.

Project will create and maintain its own web site, so that all beneficiaries will be continuously informed about project activities and results. ADA website will be maintained for at least five years after the end of the project. Details on developed master study program (curriculum, teaching staff, student information etc.) will be provided on separate web page within the project web site.

In order to monitor and observe visibility of project website, accessibility and usability analytics will be employed.

Dissemination strategy includes project results promotion through several short TV interviews and documentaries. Television of Vojvodina has a national coverage and a couple of suitable time slots dedicated to the activities at UNS which we will be used in promotion and dissemination of the project results.

The project and the new studies will be also promoted during social and scientific events, which attract target groups.

Finally, the most important project results and outcomes will be provided to all stakeholders on the press conferences on the final conference of the project and through comprehensive final publication.

Dissemination strategy includes all activities as planned in the project application under WP4 (Dissemination and Exploitation) and also it suggests an action plan for further dissemination activities needed for the sustainability of the project.

The document is divided into three main parts:

- ADA project partners engagement regarding dissemination and sustainability activities
- Master and LLL programs promoting activities
- Framework for dissemination

Leading partner for implementation of dissemination

The basic details on Work Package 4 (WP4) and leading partner are given below.

Leading partner	University of Kragujevac
Starts	15 th November 2018.
Ends	15 th November 2021.
General activities	<p>4.1 Set-up Dissemination and exploitation plan</p> <p>4.2 Design of project visual identity</p> <p>4.3 Design and setup of project web site (http://www.ada.rs/)</p> <p>4.4 Raising awareness for ADA</p> <p>4.5 Final Conference</p>

The methods and mechanisms of dissemination

The dissemination of ADA project activities and results will be implemented through:

- ADA website platform for exchange of knowledge, expertise, baseline measurement reports, papers, brochures, assessment reports,
- Project newsletter, to be sent regularly via e-mail,
- TV and radio appearances,
- University/Faculty websites with information about accredited master study program,
- Informative lectures for students at bachelor studies for master study program promotion,
- University/Faculty websites with information about LLL program,
- One-day seminars for LLL program promotion,
- Social networks LinkedIn, Twitter and Facebook page,
- Final conference publication.

Target groups and different stakeholders

There are several identified target groups and stakeholders impacted by ADA project results and outputs:

1. **Students**, who will develop inter-disciplinary competences and skills in computer science, mathematics, statistics and business needed for efficient business data analytics and decision making.
2. **Teachers** from partner institutions who will be able to network with their colleagues from other European universities and to exchange ideas and good practice in the field data analytics and its application in business.
3. **Participating universities from Serbia**, which will develop state of art, internationally oriented, master study programs in data science, with trained Serbian teachers and experienced lecturers from European universities.
4. **Companies**, which will be able to hire highly competent business data analysts and scientists, capable of data-driven decision making by using different up-to-date and innovative software tools for business.
5. **Professionals** already employed in companies, enabled to develop or improve their competences in the field of data analytics through LLL program.
6. **Non-academic stakeholders**, such as public sector, who intend to develop data-driven decision making. Future experts in the field of advanced data analytics can implement their knowledge in that sector as well.

Dissemination strategies for the individual target groups

Identified ADA target groups and stakeholders will be reached in various ways:

1. Students will be reached at bachelor level already, employing different dissemination tools: ADA website, as well as, University/Faculty websites with detailed information about accredited master study program, notifications from internal learning platforms such as Moodle, series of informative lectures, social networks (LinkedIn, Twitter and Facebook) and Google advertising tools. Since our goal is to reach students abroad, bilateral relations of Serbian universities with universities from Western Balkans, Europe and beyond, will be employed in order to promote developed master program. Social networks' advertising tools will be also used as efficient tool for international promotion, regarding the ability to focus on selected graduate students. Also, this type of advertising tools is very suitable for abroad promotion due to low costs and ability to easy adaptation to different languages and cultural specific demands. In order to present ADA aims/results/outputs to broader youth population promotion activities will be realized during world-known annual music festival Exit which takes place in Novi Sad.
2. Teachers from partner institutions will be reached through e-mails with information on events, lectures, meetings, etc related to ADA project, as well as through ADA website and University/Faculty websites and internal learning platforms such as Moodle.
3. Companies, professionals, public sector and other non-academic stakeholders will be informed about project activities/results/outputs via project newsletter and promoting activities of Serbian Association of Managers (SAM) and associated partners. One-day seminars for presentation of LLL program dedicated to professionals will be organized at 4centres in Serbia. Also, leading employment service INFOSTUD, as

well as Union of Employers will be the channels for reaching companies in the country and the region of Western Balkans. Representatives of public sector (National Statistical Agency, Central Bank, Ministry of Finance of The Republic of Serbia - Tax Administration, National Employment Agency, etc) and companies will be invited to the Final Conference in order to be informed about the benefits of the master study program in advanced data analytics in business. In addition, ADA project will be promoted on special Data Science Conference that is organized in Belgrade on yearly bases, and it is an international event which attracts a lot of people interested in this topic and, as such, potentially interested in new master study program.

Approach to student recruitment during project lifetime

The recruitment of students will be performed by using different communication and promotion tools:

- ADA website and Serbian HEI partners' websites will provide:
 - detailed information on accredited master study program (curriculum, teaching staff, student information etc.),
 - information on master study program important dates (enrolment date etc.),
 - information on promotional lectures for bachelor students,
 - information on employment of graduated master students.
- Promotional lectures for bachelor students,
- TV and radio appearances,
- Promotion activities on social networks (posting news on social networks' profiles, sponsored ads, etc.),
- Flyers, banners and regular press releases.

The languages that will be used

Dissemination of ADA project will be provided in Serbian, English and languages of Western Balkan countries, and in some parts in Chinese, Russian and languages of EU partner institutions.

Project logo

The project logo, as the basic element of project's visual identity, will refer to the main project idea and should be striking and attractive. Project logo will be developed within the first two months. Each partner institution is invited to propose logo design. After receiving all logo design proposals from partner institutions, the leading partner for implementation of

dissemination will organize online voting. As a voting result, the most preferred logo design will be selected. Selected project logo will be used in all official project-related documents (reports, presentations, web-site, posters, flyers, etc.).

Project will strictly follow EACEA rules and recommendations on dissemination and visual identity.

The resources – people and budget

The adopted Dissemination strategy is developed to ensure that the Project can be realized in the most cost-effective way.

Total amount for Dissemination and Exploitation WP is 96,594.00 EUR, distributed in the following way:

- Staff: 140 staff days (category 1) 145 staff days (category 2), 43 staff days (category 3) and 69 staff days (category 4). The total of 52,629.00€.
- Mobility: Travels - 31, with spending 5,155.00 € for travel costs and 10,560.00 for costs of stay.
- Subcontracting: 28,250.00€

In following tables detailed description of the tasks and subcontracting is presented.

Table 1. Overview of tasks and allocated human resources in the WP4

Partner		Country	Number of staff days ¹					Tasks in the work package
No.	Acronym		Cat. 1	Cat. 2	Cat. 3	Cat. 4	Total	
P1	UNS	Serbia	25	30	10	11	46	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P2	UB	Serbia	15	20	10	10	55	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P3	UNI	Serbia	15	20	10	10	55	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P4	UNIKG	Serbia	25	20	10	10	65	4.1 Set-up Dissemination and exploitation plan 4.2 Design of project visual identity 4.3 Design and setup of project web site 4.4 Raising awareness for ADA 4.5 Final Conference
P5	WU	Austria	10	10	10	10	40	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P6	EISTI	France	15	10	10	5	40	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P4	UNITOV	Italy	15	10	10	10	45	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P8	CERTH	Greece	10	15	1	1	24	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
P9	SAM	Serbia	10	10	2	2	24	4.1 Set-up Dissemination and exploitation plan 4.4 Raising awareness for ADA 4.5 Final Conference
SUBTOTAL			140	145	43	69	424	

Table 2. Subcontracting costs for WP4

Partner No.	Partner Name	Nature, type and specification of the item	Total (EUR)
P1	University of Novi Sad	Advertising in media	6,000.00

¹Please see Programme Guide, Part B for your action, Table A – Project Implementation (amounts in Euro per day) Programme Countries and Table B - Project Implementation (amounts in Euro per day) Partner Countries.

P1	University of Novi Sad	Project logo, motto and promotional materials	1,200.00
P2	University of Belgrade	Advertising in media	4,000.00
P2	University of Belgrade	Flyers and posters	1,000.00
P2	University of Belgrade	Printing of Final Report	400.00
P2	University of Belgrade	Project logo, motto and promotional materials	1,200.00
P2	University of Belgrade	Translation of Final Report in Serbian	400.00
P3	University of Nis	Advertising in media	4,000.00
P3	University of Nis	Flyers and posters	1,000.00
P3	University of Nis	Printing of promotion material for the final conference	1,000.00
P3	University of Nis	Project logo, motto and promotional materials	1,200.00
P4	University of Kragujevac	Advertising in media	4,000.00
P4	University of Kragujevac	Flyers and posters	1,000.00
P4	University of Kragujevac	Project logo, motto and promotional materials	1,250.00
Total			28,250.00

Detailed dissemination plan

Dissemination and sustainability plan activities are designed and scheduled in line to other project work activities. For each dissemination activity, a realization time frame and responsible partner is defined (Table 3).

Table 3. Detailed dissemination plan with time framework and assigned responsibilities

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
1	1	UNIKG	Set-up Dissemination and exploitation plan	M1-3	4.1
1	2	UNIKG	<u>Design and setup of project web site www.ada.ac.rs</u>	M1-3	4.3
1	3	All partners	Design of project visual identity	M2-3	4.2
1	4	UNIKG	Design and set-up of web site private part, which can only be accessed by the partners (using personal login and password).	M3-6	4.3

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
1	5	UNIKG	Set-up selected social networks' profiles	M4	4.4
1	6	UNIKG	Maintaining project website and updating information on results, events and activities	M3-12	4.3
1	7	UNS, UB, UNI, UNIKG	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
1	8	UNS, UB, UNI, UNIKG	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity	M7-12	4.4
1	9	UNIKG	Upgrading project web site with pages related to the developed master study program	M11-12	4.3
2	1	UNIKG	Maintaining project website and updating information on results, events and activities	M1-12	4.3
2	2	UNIKG	Providing information on project web site about accreditation of master study program with detailed syllabi of all courses and ECTS	M7	4.3
2	3	UNS, UB, UNI, UNIKG	Providing information on Serbian HEI partners' web sites about accreditation of master study program with detailed syllabi of all courses and ECTS	M7	4.4
2	4	UNS, UB, UNI, UNIKG	Preparation and printing of flyers, posters and promotional material	M6-7	4.4
2	5	All partners	Providing information about accreditation of master study program by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M7-12	4.4
2	6	All partners	Organizing a series of promotional lectures for students at bachelor studies	M7-12	4.4
2	7	SAM	Providing information about master study program to the companies in Serbia, and its regional partners in Croatia, Slovenia, Montenegro, Bosnia and Herzegovina and European Management Association	M7-12	4.4

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
2	8	UNS, UB, UNI, UNIKG	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
2	9	UNS, UB, UNI, UNIKG	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity	M7-12	4.4
3	1	UNIKG	Maintaining project website and updating information on results, events and activities	M1-12	4.3
3	2	UNIKG	Providing information on project web site about ADA master studies enrolment	M1	4.3
3	3	UNS, UB, UNI, UNIKG	One-day seminar for presentation of LLL program	M1-2	4.4
3	4	UNIKG	Providing information on project web site about LLL program	M1-2	4.3
3	5	UNS, UB, UNI, UNIKG	Providing information on Serbian HEI partners' web sites about LLL program	M1-2	4.4
3	6	UNS, UB, UNI, UNIKG	Providing information about LLL programs by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M1-2	4.4
3	7	UNS, UB, UNI, UNIKG	Providing information on project web site about participants' experience on LLL program	M9-10	4.3
3	8	UNS, UB, UNI, UNIKG	Providing information on project web site about students' experience with ADA master studies	M11-12	4.3
3	9	UNS, UB, UNI, UNIKG	Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
3	10	UNS, UB, UNI, UNIKG	Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity	M7-12	4.4
3	11	UB	Translation and printing of Final Report	M9-12	4.5
3	12	UNI	Printing of promotion material for the final conference	M9-12	4.5

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
3	13	UNIKG	Final report publication on project website	M12	4.5

The methods and mechanisms of sustainability

Sustainability of project results and utilities is argued by fact that one of the basic national strategic aims is investing in ICT industry and business digitalization. In accordance, Serbian Ministry for HE has declared ICT education as priority, and consequentially enounce increased financial funds for ICT-related study programs. Once ADA master study program is accredited it could be financed by Serbian Ministry for HE.

Second, regarding that there is an increasing need for data analytics and data scientists in Serbian industry, graduate master students should be employed shortly after finishing master studies. It is very likely that graduate bachelor students will be very interested to pay tuition fee. In order to promote employer's recognition of graduate master students' skills and expertise, on the project website will be provided information on employment rate of graduate master students. The list of graduate students (alumni) will also be established in order to maintain the connection with them in the years to come and to use them as dissemination channels.

Third basis for project sustainability are LLL courses. This belief is based on the fact that many companies in the region will be interested to raise the competences of their staff in the field of business analytics.

ADA website will be maintained for at least five years after the end of the project, continuously providing information about master study program and LLL programs that will be organized after ADA project completion. Social networks advertising tools will be kept using for promotion of developed master study program.

The long term goal is developing double degree master program with EU project partners.