



**Boosting the role of HEIs in the industrial transformation towards the Industry 4.0 paradigm  
in Georgia and Ukraine**

609939-EPP-1-2019-1-BE-EPPKA2-CBHE-JP

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## **DISSEMINATION STRATEGY**

### **General aspects**

HEIn4.0 dissemination strategy aims to ensure visibility of the project and its outcomes to various relevant target groups in order to ensure its acceptance by wider academic community and industrial/business environment for addressing appropriately challenges of the 4<sup>th</sup> industrial revolution. This strategy is based on the approach developed in our project application, adjusted towards the unforeseen challenges emerged in the Covid-19 context.

### **Risks and assumptions**

In our strategy we take into account the following issues:

- Various target groups (students, academics, industrial staff) inherently have very different attitudes in acquiring information;
- Tuning dissemination events is a trade-off between focus on certain audience and coverage of a number of potential partners;
- Covid-19 context requires producing more high quality deliverables suitable for dissemination as well as usage of wider range of online communication channels.

### **Strategic planning**

Dissemination activities are planned to achieve on each phase certain level of awareness and action among stakeholders, guaranteeing sustainability of outcomes:

- website launched from inception to make broad range of stakeholders aware of project and its performance;
- logo designed providing Erasmus+ and HEIn4 visibility;
- leaflets published in GE and UA semi-annually in print to complement on-line dissemination to target groups;
- Seminars (Fall 2020, mixed online/offline format owing to Covid-19) held in GE and UA to familiarize the wider HEIs academic staff with Industry 4.0 agenda;



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- Workshop «University leadership in the transition towards Industry 4.0» held online with involvement of wider range of stakeholders including representation from projects recommended by Ukrainian NEO during preventive monitoring visit - to bring hands-on experience to wide range of academics in Georgia and Ukraine (Feb 2021);
- Case Studies, published in GE and UA after 1,5 years of project implementation as monograph (printed and online versions) to inform the wider audience about the experience of EU partners as well as experience of Georgian en Ukrainian HEIs attained within this period;
- Brochure “Higher Education 4.0 Concept” with Recommendations for updating curriculum in Industry 4.0 context, published in GE and UA (printed and online versions) will summarise the experience attained within the project to present the project team's vision to wider audience (Dec 2021);
- Conferences held in GE and UA (Sep 2022) to recognise project internationally as good practice.

Certainly, most important aspect of dissemination of project attainments is teaching to students (new discipline) and industrial/business staff (short courses). However, these teaching activities are more focused in our **Exploitation strategy**.

### **Tools and target groups**

To address the issues identified above, the tools (online format to be always addressed where appropriate) for dissemination are tuned towards the target groups and goals as follows:

#### 1. Students

**Goal:** awareness of the challenges and opportunities delivered by new Industrial Revolution, knowledge, skills for operating and enterprise under Industry 4.0 paradigm

**Tools:** taught course, leaflets, university press, website, Seminar, Workshop, Labs

#### 2. Academics

**Goal:** collaboration of peers with management and engineering background to bring valuable synergies



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*Tools:* discussions at Academic Councils, Higher Education 4.0 Concept, Case Studies, Recommendations, Seminar, Workshop, Conference, coaching

3. University administrators

*Goal:* support of interfaculty collaboration; liaison with industry

*Tools:* discussions at rectorate, Academic Council, Seminar

4. Industrial stakeholders:

*Goal:* awareness of the challenges and opportunities delivered by new Industrial Revolution, knowledge, skills for business model reconfiguration towards Industry 4.0

*Tools:* web-site, Labs services, taught courses, round tables

5. Ministries and National Teams of HE Reform Experts in GE and UA

*Goal:* awareness of project, support and multiplication of reform

*Tools:* consultations, Higher Education 4.0 Concept, Case Studies, Recommendations, Conference

6. Business

*Goal:* cooperation with academia to equip future employees with entrepreneurial skills, needed to address market economy opportunities and challenges

*Tools:* project leaflets, website, round tables, press, TV, Seminar

7. Authorities

*Goal:* understanding that project brings impact on the economy

*Tools:* consultations with decision-makers, round tables, Seminar

**Tasks**

To accomplish this Dissemination strategy following tasks are foreseen in the project's workplan and will be accomplished from project inception and beyond the project lifetime:

- to launch and conduct dissemination via project web-site;
- to development and publish semi-annual dissemination leaflets;
- to prepare and hold the Seminars in GE and UA;
- to prepare and hold the online Workshop;
- to prepare and hold the Conferences in GE and UA (format to be clarified in the Covid-19 context);



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- to ensure further dissemination in the Lab activities including teaching as specified in ***Exploitation strategy***.