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## Certification of linguistic, entrepreneurial and digital skills in the Algerian higher education system (LEADS)

ERASMUS-EDU-2023-CBHE

Project number 101126783

### Dissemination Preliminary Plan:

Version 1.0

08/04/2024

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Document author	Alok Mishra
WP6 Leader	
Project coordinator	Abdelhalim Benachenhou
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Name	Role	Action	Date



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LEADS



## **WP6 "Dissemination - Sustainability" NTNU and MESRS.**

**The LEADS project aims to improve the quality of the Algeria's higher education system by enhancing the potential of students, academic, administrative staff and any others involved in lifelong learning in order to increase access to the labor market and society in general. It will work on three fronts: digital, linguistic and entrepreneurial skills. The LEADS project proposes to create three competencies repositories standardized and endorsed by MESRS and a certification system for these competencies.**

### Work package WP6 – Dissemination – Sustainability

#### Objectives

- Dissemination of project results at local, national, and international levels.
- Sustainability of certification centers.
- Organization of experts in a national network.

Aims to disseminate the results of the project in best manner.

To this end, a public website will be implemented as well as project pages on the main social networks.

A biennial newsletter will be distributed online through the public website and social networks. It will also be sent

by e-mail to all higher education institutions and to human resource managers of the socio-economic partners of the participating universities.

Each partner will organize a local publicity event day.

**According to the project plan following are specified for dissemination (Main):**

#### **Project public web site**

Dissemination and communication around the project will be ensured by a number of media, particularly through a project-specific public website, and will be powered by the work of partners throughout. project and updated as it progresses. Information about training, resources, different groups will be stored there. This information will be published in English to reach a wide international audience, but also in Arabic and French to target the main target audience of the project, namely students and staff of the project.



Algerian universities as well as socioeconomic partners. The website will be managed by the one HEI, but all partners contribute to the maintenance of the website.

### **Social Media Platforms (We have to discuss which ones should be preferred and selected)**

This task involves creating and maintaining project-specific pages on various social networks (Facebook, twitter, Instagram, LinkedIn, etc.) to disseminate all information related to project events project, training date, certification information, etc. Links to the pages will be included in the public website and newsletter, as well as on the websites of the organization of all beneficiary institutions in order to attract as many subscribers as possible

### **Bi-annual newsletter distribution**

In paper form, by email, and via the project website. An editor from the University of Guelma will be appointed and responsible for collecting contributions from all partners, correcting and editing them. The newsletter will be published online on the project website and emailed to all universities in Algeria

**The Dissemination committee is responsible for writing two newsletters per year for the duration of the project. Newsletters covering important semester events and key results will be distributed in Regional dissemination plan workshops organization plan.**

Three dissemination workshops will be organized in the three regions Centre, East and West to cover the whole national territory and to popularize the project results. All Algerian higher education institutions will be invited to these regional workshops as well as the socio-economic partners of the region. The MESRS will participate in the three regional workshops. In each region, the university that organizes the dissemination workshop is different from the one that organizes the pilot certification session.

**Regional dissemination seminars are organized by region.**

**Each regional conference host will invite all higher education institutions in the region as well as representatives of the region's key economic and social partners to the event.**

**Dissemination materials types can be of — Demonstrator, pilot, prototype**

The results of the state of the art on good practices will be transformed into brochures, presentations and posters to be used during the dissemination workshops.

## **COMMUNICATION, DISSEMINATION AND VISIBILITY**

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## Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

### **Visibility — European flag and funding statement will be required in all documents**

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as:

brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

### **Dissemination Level**

**PU – Public**

**SEN – Sensitive**

**Public web site and social networks pages WP6 10 - —Web sites, patent filings, videos, etc.**

**First and second biannual newsletter Document, report PU - Public**

**Third and fourth newsletters Document, report PU - Public**

**Regional dissemination workshops WP6 10 - NTNU OTHER SEN – Sensitive**

**Deliverable – Public website and social networks pages**

**Deliverable Name Public website and social networks pages**

**Type DEC —Websites, patent, filings, videos, etc.**



### **Dissemination Level PU - Public**

**A website presenting the project, the partners, the activities, the main events and the results of the project.**

**The events will also be reported on pages in the main social networks (Facebook, Instagram, Twitter, LinkedIn, ResearchGate, etc.).**

**Shareable project products such as the good practice guide, competency frameworks and courses will be freely accessible from this site.**

**The site will be published in Arabic, French and English languages.**

### **Deliverable D6.2 – First and second biannual newsletter**

#### **Deliverable Name First and second biannual newsletter**

**A newsletter will be disseminated through the public website and social networks and sent by email to all higher education institutions in Algeria. The newsletter will be distributed in Arabic, English and French.**

**The first newsletter will be disseminated by the conclusion of the 6th month, and the second one will follow by the end of the 12th month.**

### **Deliverable D6.3 – Third and fourth newsletters**

#### **Deliverable D6.4 – Regional dissemination workshops**

**A regional dissemination workshop will be organized in the Centre, West and East regions.**

**The duration of the workshop is one day. All higher education establishments and the main social and economic partners of the region are invited to this event.**

**WPs Communication and Dissemination will be in close interface for dissemination plan. Communication strategy adopted:**

**The list of the communications committee appointed during the kickoff meeting. The finalized logo, graphic charter, and communication strategy will be available on the internal management platform**



### **Material for dissemination workshop:**

**Posters, presentations used, agendas, program, invitation letters, list of participants, satisfaction questionnaires available on the internal management website.**

**List of participants in the dissemination, workshops, agenda, presentation material, brochures distributed,**

The University of Sidi Bel Abbas (UDL) will organise the workshop for the Western region and will receive 2 representative from UNISTRASI. The Ecole Polytechnique d'Architecture et d'Urbanisme (EPAU) will organise the workshop for the Central region and will receive 2 representatives from KU and NTNU. The workshop for the Eastern region will be hosted by the University of Annaba (UBMA) which will receive 2 representatives from RTU

### **Dissemination materials**

**3 Competency frameworks published on the project's public website and**

**the websites of partner HEIs**

**- Availability of satisfaction**

**Questionnaire Templates**

**The promotion of the project will be done through a public website and pages in the main social networks (Facebook, Twitter, ResearchGate, LinkedIn, Instagram....). The site will be in trilingual version, Ar, Fr and En. A biannual bulletin will be distributed through the**

**public website and the websites of partner establishments. The newsletter will also be distributed through the MESRS and a mailing list set up at the start of the project.**

**Each partner institution organizes a local dissemination day to which all student-teachers and academic and administrative staff will be invited.**





**A regional dissemination workshop will be organized in the third year. The University of Sidi Bel Abbes (BEO02) will host the workshop for the West region, the EPAU (BE005) for the Center region and the University of Annaba (BE004) for the EAST region. All Algerian higher education establishments will therefore be invited to these workshops. Each university in its region will also invite a representative of its main social partners. The MESRS will participate in all dissemination workshops.**

**Risk Mitigation Plan:**

Low participation in regional dissemination workshops

Should plan to join the workshops using video conferencing. Invite local radio and television stations to broaden the audience.

**Summary:**

**Dissemination WP aims to disseminate the results of the project. To this end, a public website will be implemented as well as project pages on the main social networks. A biennial newsletter will be distributed online through the public website and social networks.**

**It will also be sent by e-mail to all higher education institutions and to human resource managers of the socio-economic partners of the participating universities. Each partner will organize a local propaganda day.**

**Regional dissemination seminars are organized by region. Each regional conference host will invite all higher education institutions in the region as well as representatives of the region's key economic and social partners to the event.**