



Tempus

UZWATER

**Master in environmental science and sustainable
development with focus on water management for
Uzbekistan higher education**

Communication and Dissemination Strategy

2014



Content

| | | |
|-----|---|---|
| 1. | Executive summary | 2 |
| 2. | Identification of stakeholders and users | 2 |
| 3. | Internal communication | 3 |
| 3.1 | Tools | 3 |
| 3.2 | Responsibilities | 3 |
| 4. | External communication and dissemination | 4 |
| 4.1 | Website | 4 |
| 4.2 | Project events | 4 |
| 4.3 | Publications | 4 |
| 4.4 | Policy for copyright and publication of textbooks and compendia | 5 |



1. Executive summary

This document provides a description of the UZWATER project communication and dissemination strategy. The UZWATER consortium recognises that communication and dissemination activities are an essential and pervasive activity throughout the project's life, and integrated within all its work packages. This dissemination strategy describes the project's dissemination intents and measures for the project lifecycle. It defines and prioritises the key objectives of the project's communication and dissemination; identifies the main stakeholder types/categories and why we want to reach them; elaborates stakeholder outreach means; defines timelines for the planned dissemination activities and stakeholder contact and finally, identifies and prioritises dissemination tools.

The UZWATER dissemination strategy aims at continuous engagement of stakeholders from higher education in Uzbekistan and other countries in Central Asia. The key objectives of the communication and dissemination strategy are: to make known as widely as possible the findings and developments of the UZWATER project; to stimulate discussion among project partners and stakeholders. The communication and dissemination strategy therefore aims at identifying and systematically establishing contacts with other relevant projects and partners in the field of environmental science and sustainable development with focus on water resource management.

2. Identification of stakeholders and users

Stakeholder engagement is key to the success of any initiative. One of the principal tasks of UZWATER is to define and agree upon stakeholder categories. These categories of stakeholders will provide an initial point of reference for the dissemination strategy. UZWATER classifies stakeholders into the following categories:

Academia/research institutions: this includes organisations whose primary focus is higher education and research, such as universities and academic institutes.

Social and industrial partners: this includes public and private institutions directly collaborating with academia /research institutions.

Government: this includes representatives from different levels of policy makers, regulatory, legislative, administrative or public authorities in the field of higher education.

Civil Society Organisations (CSOs): include independent, non-governmental organisations bringing people together with a common cause.



3. Internal communication

Internal communication makes sure that all partners speak with one voice and provide the same consistent information. An internal communications strategy defines communication objectives and messages, which respond to the needs and characteristics of the project. The aims for the project partners:

- have the same information (what is done, why and when, responsibilities, deadlines, etc.);
- identify themselves with the main aims of the project;
- feel being part of the project;
- know responsibilities and tasks.

3.1 Tools

Project partners use following tools for internal communication:

- E-mail
- Intranet
A login-based Intranet for partners is used for exchanging information as well as having an overview of the responsibilities of the partners and the implementation of the project.
- Website
 - Publish information about the project on the partner's organisation website
 - Ask to add a direct link to the project on the homepage of the organisation's website
- Meetings (management meetings, working groups meetings, etc.)
- Newsletters
Inform regularly about recent changes, new initiatives and events. Provide a written record of activities and upcoming events.
 - Sending electronic copies of project newsletters
 - Asking partners write an article about local activities of the project
- Trips to partner institutions or regions.

3.2 Responsibilities

It is important that everyone within the project knows what is going on and what is his/her role within the project. Responsibilities defined to ensure the effective communication tasks of the project. To execute public relations activities in all partner countries coordinator ensures that:



- There is a level of consistency in communications across all countries;
- Interaction with stakeholders take place and best practices shared;
- Reporting is carried out in the required way and in a timely manner.

Activities that project partners should regularly undertake include:

- Translating, adapting and distributing information to target audiences;
- Informing local internal audiences about what is happening within the project;
- Handling local media enquiries and developing relations with local press;
- Reporting to the overall project coordinator.

4. External communication and dissemination

4.1 Website

The website should give an overview about the project, its objectives, progress and results, partnership and their contacts. The following sections should comprise the main page of the project: Introduction, Textbooks & Compendia, Events, Reports, Newsletter, Partners, Contact Persons, Links.

The web-site should be user-friendly and practical. It should have an intuitive system of links to all the key pages and sections of the site. The reader should be able to access all information with no more than three clicks.

4.2 Project events

The project events targeted to the particular group of interest, for example: round table discussions for stakeholders, field trips for teachers, discussions for study programme administrators, role games for students, etc.

Special attention will be paid to the Final Project Conference to be organised in Tashkent. Participation in external events such as exhibitions, conferences, trade shows and round-table discussions. This could be as either a speaker or delegate. External events give opportunity to come face-to-face with target audiences and promote the project.

4.3 Publications

The publications of the project should be easy to read and understand. This also applies to the rather technical study materials. Quality of the content always comes before expensive design.



Publications should make good use of graphics and imagery. All publications checked by a native speaker, preferably by someone with editing experience.

4.4 Policy for copyright and publication of textbooks & compendia

Project partners from Uzbekistan and EU will develop the exact content of the study material. Responsibility of production of study materials distributed between three partners A. Environmental Science at the University of Latvia (LU), B. Sustainable Development at the Uppsala University (UU) and C. Water Management at Kaunas University of Technology (KTU)/Warsaw University of Life Sciences (SGGW) in cooperation with Royal Institute of Technology (KTH) and Swedish Aral Sea Society (SASS). Project partners from Uzbekistan and EU will develop the exact content of the study material.

Accessibility:

It is proposed that at least initially, the material as pdf files will only be available on the Uzwater homepage in the Intranet pages, that is, it is accessible only for those who are registered users. These should in the future of course include all students studying the courses. This policy means that the material is not freely accessible and it is used only for educational purposes in Uzbekistan.

Logotypes:

The printing of a logo on the front page of the book/compendium leads to a certain legal responsibility for the publication. On the front-page should therefore only the Tempus logo be found. The logo of the partners who have worked with the book/compendium may be printed on the title page in the book/compendium.

Editors/Authors:

The Uzwater teams are formally not authors of the material, just editors, if not the whole material is an original text. Thus on the title page the individuals who worked with the book/compendium should be called editors.

Explanation of the character of the material:

On the title page of the publication there should be a short explanation on how it was put together and the main sources are mentioned.

Sources:

After each chapter in the material there is a list of sources (Sources for chapter x) with the original authors, the name of the publication and a link. This gives complete information from where the



cited text comes from and also gives the reader a possibility to study further on the subject. For figures / diagrams / tables sources are given in the caption.

CR requests:

For texts cited from sources, which sold and bought in digital format, the same rules apply as with printed material. This means that the person using such a text has to write to the author of the cited text and ask for permission to publish. A standard letter for this purpose will be distributed.

CR requests/information:

For material freely available on the Internet that has been used extensively (many pages) the original author is informed that his/her text has been used in the UZWATER course material for educational purposes in Uzbekistan and a word of thanks included.