



# WP 6 – Dissemination and Exploitation

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- to raise awareness on open science principles and policies for Serbian universities
- to achieve the visibility of the BE-OPEN project and its results
- to establish links and cooperation with relevant stakeholders at all levels (international, national, institutional, local)
- to disseminate the results of the project to wider community
- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project

# Action plan – 1st year

Activities		weeks	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Ref.nr	Title													
D1	Raising awareness on open science policies developed at national and institutional level	2			1X									1X
D2.1	Project website design and maintenance	10			1X	1X	1X	1X	1X	1X	1X	1X	1X	1X
D2.2	Open science webpage developed and updated	10			1X	1X	1X	1X	1X	1X	1X	1X	1X	1X
D3	Promotional materials design	4		2X									2X	
E1	National and institutional open science policies and strategies implemented at universities in Serbia	4											2X	2X
E2	Advanced support system for implementation of open science at Serbian universities	4									1X	1X	1X	1X

- Monitoring visit by NEO on the 25th of May 2017 at the University of Novi Sad

*„The project consortium should consider the development of a dissemination and exploitation plan that would outline future activities of all project partners and identify main obstacles related to the exploitation of the results and the means of tackling those obstacles.“*

- UNI, in collaboration with UNS, prepared a draft version of D&E plan.

# *D&E plan structure*

- Introduction
- Dissemination and exploitation strategy
- Target groups
- Dissemination tools
- Internal communications
- Dissemination events
- Dissemination calendar

# 1. Introduction

- Project summary (short project description, main goals, etc.)
- *“Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority and should form an integral part of the CBHE throughout its lifetime. The objective of dissemination and exploitation is to maximise the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local and international levels.”*

## 2. *Dissem. and exploitation strategy*



- A strong campaign for raising awareness on open science principles and policies should be organized at national and institutional levels.
- The project is prepared and organized in such a way that all the produced materials (reports, documents, platforms, legal framework, web pages, presentations, etc.) can be used even after the project lifetime.



# 3. Target groups

- PM team should identify the target groups which should/ could be affected by project results and to tailor dissemination tools to the specific needs of these groups.
- The scope of the project and the importance of activities of OS results in a variety of target groups:
  - academic institutions and staff (researchers, teaching staff, librarians, students),
  - industry (through the transfer of technologies),
  - state institutions interested in use and sharing of scientific information (medical facilities, social welfare, etc.), and
  - the community in general.



# 4. Dissemination tools

- The BE-OPEN logo
- The BE-OPEN website [www.beopen.uns.ac.rs](http://www.beopen.uns.ac.rs)
- The Open Science webpage
  - UNS <http://www.uns.ac.rs/index.php/rs/nauka/otvorena-nauka>
  - UNI <https://www.ni.ac.rs/univerzitet/otvorena-nauka/otvoreni-pristup>
- Other printed materials (flyers, posters, notes, etc.)

# 5. Internal communications

- **Administration portal**

The website platform is used for effective overall project management, coordination of the work between project participants, document management and communication between partners.

- **Consortium Meetings**

CM should evaluate implemented activities and outputs, make some improvements to the Project plan if necessary and propose detailed plan for upcoming period, as well as to ensure exploitation and sustainability of project outcomes.

# 6. Dissemination events

- **Information days and public appearances** (to inform research and academic community, business sector, especially SMEs, policy-makers and main stakeholders about the project and its realized outcomes).
- **Workshops** (implementation of the OS policy for academic staff, ways of using techn. transfer for industry representatives).
- **Conferences** (two dissemination conferences together with Consortium meetings, one final conference).
- **Trainings** (on improving the editorial policy of the journals, on improving good practices in academic journal editing).

# 7. Dissemination calendar

- Individual additional dissemination activities (fair in NS), which project partners will participate or organize.
- These activities will be updated in accordance with action plans agreed at each SC meeting. Three tables:
  - **Events** - can be organized by the partners and by other institutions
  - **Media (external)** - traditional (TV, newspapers, magazines) and interactive (forums, blogs, websites, soc. networks, newsletters)
  - **Media (internal)** - directly controlled by the partners themselves

# To do...

- UNI will send the tables (Events, Media External and Media Internal) and examples to the each Serbian partner to fulfill
- UNI will upload a second draft version to the administration portal and start a new topic/forum
- After comments/suggestions the Dissemination and Exploitation plan will be finalized

# Thank you for your attention!

Any comments/suggestions/questions?

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