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**Multidisciplinary skills for Artist'
Entrepreneurship (MUSAE)**



General Dissemination and Sustainability Plan

Project: **Multidisciplinary skills for Artist' Entrepreneurship (MUSAE)**

Project No: 609821-EPP-1-2019-1-IT-EPPKA2-CBHE-JP

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List of MUSAE partners

Partner No	Country	Legal name
P1	Italy	Conservatorio "A. Casella" - ConsAQ
P2	Italy	Università degli Studi dell'Aquila- UNIVAQ
P3	Italy	Accademia di Belle Arti dell'Aquila - ABAQ
P4	Belgium	Artesis Plantijn - AP
P5	Finland	JAMK University of applied sciences - JAMK
P6	Palestine	Birzeit University - BZU
P7	Palestine	Palestine Polytecnic University - PPU
P8	Palestine	Dar al-Kalima University College of Art and Culture - DAK
P9	Tunisia	University of Sfax - US
P10	Tunisia	Université de Tunis - UT
P11	Uzbekistan	The State Conservatory of Uzbekistan - SCU
P12	Uzbekistan	National Institute of Fine Arts and Design - NIFAD
P13	Uzbekistan	Turin Polytechnic University in Tashkent -TTPU
P14	Uzbekistan	The Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan



1. INTRODUCTION

This Dissemination and Exploitation Plan has been developed to ensure the sustainability, exploitation and utilization of the MUSAE Project outcomes, as well as to raise awareness about project activities, aims, objectives and outcomes. Development of the Dissemination and Exploitation Plan is a partial activity of Work Package 6 led by the State Conservatory of Uzbekistan, the National Institute of Fine Arts and Design of Tashkent, and with the support of the local coordinator Turin Polytechnic University in Tashkent, Uzbekistan.

The MUSAE Project Dissemination plan supports the overall operation of project content and spreading its outcomes at the institutional, national and international level during and after the end of the project period. It defines the aim of dissemination and exploitation activities, target audience and ways of dissemination and utilization of project results by partner institutions from Palestine (PS), Tunisia (TN), and Uzbekistan (UZ).

– **Project aims and objectives** are to:

- professionalize Higher Education in a large variety of knowledge-based creative fields focusing on three macro-areas (Music, Visual Arts, Performing Arts) and their interactions in PS, TN and UZ through the design of new Modules aiming to provide the future artists with entrepreneurial and interdisciplinary skills;
- prepare future artists in PS, TN and UZ in order to enhance in a more effective way their (self) employability and the capacity to access the Creative Economy;
- develop Bachelor and Master programs in the field of Music, Visual Arts, Performing Arts through innovative ideas and digital technology based on national priorities and supporting the knowledge cycle: training-teaching-innovation in Higher Education;

General objectives:

- To reform curricula in the selected 3 macro-areas of specialization at BA and MA level (Music, Visual Arts, Performing Arts) according to the new conception of “Creative Industries” and “Creative Economy”, aiming at generating economic growth and development,
- To design the new Modules, according to the specific realities of the different countries and Institutions and up-date existing teaching materials,
- To validate and pilot implement the new curricula,
- To improve the training skills of at least 40 teachers for the academic support of the reformed curricula
- To train about 48 students during the pilot delivering of new Modules,
- To evaluate the impact of the strategy and results on quality of studies in order to improve the employability of the future artists,
- To improve the cooperation between EU and PC partners in the field of Arts,
- To sign bilateral Agreements between EU and PC partners aiming to promote and support students’ and teachers’ exchange with full recognition of mobility activities,
- To develop and implement appropriate quality assurance policies and procedures according to European Quality Standards,
- To establish and apply appropriate dissemination strategies and tools of results, actions and documents to staff of other regional universities, to local authorities and to Ministries of Education, throughout the whole project.



Specific project objectives are:

- Development of campaigns and programs to raise awareness on the value of art education, its relations to sustainable development and future employability;
- examination the curricula and different modules taught (theoretical and practical) at the different higher education art institutes by discipline;
- empowerment of the staff, administration and teachers working in the field of higher education to mitigate knowledge gap between the classical professional training (by integrating the existing curricula with new Modules providing business and entrepreneurial competences, prepared and delivered by professors from Economy Faculties);
- engagement of the arts students (and teachers) in the local, regional and international art scene through internships, exchange programs and joint projects;
- Standards, curricula, courses, teaching methods, materials and tools (soft skills) will be developed in the field of Music, Visual Arts, and Performing Arts. New courses for teachers, staff in the latter fields will be developed and implemented;
- Teachers from HEIs in PS, TN and UZB will be trained with teaching methodologies based on Music, Visual Arts, and Performing Arts at EU partner universities;
- A new generation of handbooks/manuals for direction of Music, Visual Arts, and Performing Arts will be developed and published;
- using the best practices of EU the PS, TN and UZB institutions will be promoting research, development in the field of Music, Visual Arts, and Performing Arts in Uzbekistan and disseminate the results of project;
- Curriculum, materials and methods will be tested, adapted and accumulated;

WP6 is dedicated to dissemination activities. Its main objective is to promote the visibility of the project, its outputs and products beyond the members of the consortium, to the main target groups and key stakeholders. This will be done through the use of various dissemination channels: continuous updating of on-line information; organising and conducting international round table discussions and conferences; regular press releases; publication of articles in magazines and scientific conference proceedings; publication of print materials such as brochures, flyers and posters; delivering presentations on the Project activities at universities; designing and publishing booklets, newsletters etc.

WP6 is also responsible for the exploitation of project results and specifies all activities focused at the provision of appropriate recognition, demonstration and implementation of the project results to the widest possible level. WP6's main purpose is to promote project outcomes to the relevant target groups and end users while at the same time ensuring the proliferation of the project outputs by targeting them to appropriate decision-makers at local, regional, national and European level.



2. OBJECTIVES OF DISSEMINATION

The **main objectives** of the Dissemination activities are:

- Preparing Dissemination Plan
- Developed and modernized normative and legal documents in Music, Visual Arts, Performing Arts are approved and accredited.
- Creating a project website at the start of the project in order to support communication and collaboration between all partners involved maintaining the project website throughout the project lifetime.
- Periodically publishing the achieved results in the project website, newspapers, magazines, brochures, and scientific conferences and journals. Reporting the project results at regional, national and international forums. Developing and printing appropriate publicity materials. Printing the project results as a book for dissemination. Appropriate and effective use of Social Media systems.

3. DISSEMINATION STRATEGY

Main objectives of the Dissemination Strategy are:

- To establish new links for building positive relationship with wider audience and via effective communication channels ensures the utilization of project outcomes and presented educational approach.
- To inform institutional, national and regional stakeholders (students, universities, academic authorities, national decision makers) about the project results.
- To increase the motivation and courage to implement new ideas in education.
- To support development of Bachelor and Master programs in the field of Music, Visual Arts, and Performing Arts through innovative ideas and supporting the knowledge cycle: training-teaching-innovation in Higher Education.

Dissemination will be organized in three phases:

- a) **Beginning of the project**, the dissemination ensures raising awareness about project activities and understanding of the project aim.
- b) **During the project**, During the implementation of the Project, the faculty members will be engaged in the curriculum development consisting of courses to be completed. Approval of new BSc program will be in August 2021. After that the new BSc program will be accredited by the HEIs.

During the project implementation, local seminars, meetings information sessions, and workshops (online) seminars, training courses, exhibitions, demonstrations will be organized involving national stakeholders. The project website will be created so that the project results to be published and updated regularly. The main documents will be inserted in English and in local languages, in order to reach a wide public.

- c) **After the project**, the project results will be available on the project website after the project is finished. The project results, mainly those related to the participating HEIs of Uzbekistan will be available in their local websites which will enable further improvement of the project's results beyond the project lifetime.
Curriculum and standards of the project will be improved continuously based on the job market and education needs in collaboration with European partners.
Additionally, the newly developed Bachelor's program (structure, teaching materials, etc.) approved by the MHSSE-RUZ, a project partner, will be available to all interested



universities in Uzbekistan if they wish to deliver such a program. Thus, this program will have an official approval stamp of the Ministry and universities outside of the three participating HEIs in the project and may obtain authorization to deliver the BS's program provided as they meet the Ministry's requirements. Thus, upon having been developed and tested in three universities from Uzbekistan, the BS Program will be available to a wider pool of students and professionals, ensuring longer term sustainable outreach, especially in Uzbekistan's distant regions, after the project is completed.

The partnerships among HEIs of PS, TN and UZ and EU established during the project will continue and support broad dissemination of project results in national and international levels which will enlarge the project impact.

After the completion of the project:

1) Partner Institutions will continue the cooperation through Credit Mobility Programme and bilateral agreements (several agreements between project PPs have been already signed). This means that they will have the opportunity to apply the project results to other concrete cases after the end of the project.

2) Partner institutions will be able to organise other courses with the innovative methodology developed by MUSAE, also in cooperation with other Institutions in the country and outside. The improvement of student performance and enhancement of their self-confidence will be the concrete proof of the efficaciousness of the new teaching and learning methodology and will represent a further good motivation for acquiring new competences and skills. Furthermore, the well established cooperation will provide the easy and fruitful exchange of practical information and data and foster the needed knowledge.

3) The Academic Authorities will be able to plan the stabilisation of the pilot Modules provided to students and use the success stories for attracting students to the new programmes.

The pilot courses and the trained staff will open the way for a global revision of Arts programmes and professional teaching approach in function of creative economy and creative industry demand.

4) Academic Authorities will understand the importance of links of Arts with innovation in order to enhance the links with industry and to reduce the failures. Furthermore they will be able to identify the requirements from the job market at an early stage and provide the due solutions tailored to each specific case. The project will provide the right environment for a lasting cooperation within national and European development Programmes (Structural funds for EU countries, development and cooperation funds for PCs)

5) The National Authorities can build on the examples provided by the project and plan a better organisation of Arts Schools, looking at decreasing the knowledge gaps before the final diploma. Contacts between HEIs and Ministries of Education and Economy will be facilitated by the joint experience in project implementation.

6) Employers and society in general will have acquaintance of the project aims and results through the Workshops and dissemination materials.

7) Policy makers will sign cooperation agreements with Project Partners in order
- to discuss with international key actors the national action plans for enhancing the institutional environment for a better governance of the culture sector,
- to promote pilot projects for the enhancement of higher education in cultural and artistic disciplines,



- to implement concrete example that promote artistic expression and address issues at the core of the development of the sector,
- to ensure efficient management of resources and promote cultural and artistic professions as self-employment careers, also as a response to high unemployment rates among young people and women.

Dissemination activities

The dissemination activities are described in the Table 1.

Table 1 . Dissemination activities

Activities	Description
Project website	The project web site will provide information about key aspects of the project at a national and international level. It will have different user access levels where project partners will be able to publish working materials. The web site will be maintained by P7 and will be accessible to all interested parties during and after the project lifetime.
Project meetings and conferences	During the project period the offline and online meetings with stakeholders on the national level are planned to be held quarterly to discuss the project successes and outcomes, as well as provide stakeholders and parties with information on the progress. The soonest meeting to plan for October 2020.
Publishing materials	Materials will be prepared by Project Participants institutions and published for dissemination purposes of the project. These promo materials will include: folder, brochures, and posters.
Reporting results in regional, national, international forums	The Project will be presented by each partner institutions during further conferences and events which won't be directly connected with the MUSAE Project.
Effective use of Social Media	The MUSAE Project and its outcomes will be presented by each partner institutions via all communication channels available in the given environment. Information about the project, its activities and products will be sent to local, national and international media (e.g. newspapers, TV, web-based media, social networks, blogging etc.)
Effective use of Social Media	The MUSAE Project and its outcomes will be presented and shared through own websites and Social Media (Telegram, Twitter, Instagram and Facebook) by



	project participants and all parties involved in the project realization.
Workshops	Workshops will be organized in following cases: <ul style="list-style-type: none">- Acquisition of methodological knowledge- Innovative teaching- Training of professors



4. EXPLOITATION STRATEGY

The aim of the Exploitation Strategy is to ensure the project sustainability through utilization of project results in PS, TN and UZ.

Newly developed standards, curriculum, textbooks, training centre, laboratories and society in the field of Entrepreneurship in arts will be valuable aspects to consider as sustainable outcomes of project. Within the project, specific objectives will be outlined as:

Provide tools and examples of how PS, TN and UZ HEIs will comply with EU standards in order to disseminate a common educational system throughout the world and enhance mobility between students, professors and professionals.

- Upon the implementation of MUSAE project in PS, TN and UZ, the HEIs could adopt the good practices of EU HEIs.
- Last but not least, strengthening research and the staff mobility between EU and PS, TN and UZ will be enforced, in order to disseminate a common principles society not only for education but for living.

The following sustainability factors are addressed:

- large number of staff improve their skills to follow up the actions;
- students involved in training courses via projects integrated in curriculum;
- authorities are aware of the project and involved in activities;
- project is anchored to emerging knowledge economy which guarantees policy level sustainability.

5. TARGET GROUPS

The main purpose and objectives of the project are supporting the capacity building and quality of higher education institutions. The main target groups, therefore, are students, special subject teachers of the institutions in the field of Music, Visual Arts, Performing Arts. As for Uzbekistan, the project will be beneficial to Ministry of Higher and Secondary Special Education, Public Foundation for the Support of Creative Personalities of Uzbekistan "Ilkhom"(PFSCPU), the Foundation for the Development of Culture and Arts under the Ministry of Culture (FDCA), the Union of Composers of Uzbekistan (UCU), Uzbek Artists Union (UAU), the State Philharmonic Society of Uzbekistan (SPhSU), the Ministry of Culture of Uzbekistan to name a few. Special attention will be paid to female students as main target group: developing their entrepreneurship skills by providing them with work opportunities in the future and with the ability to start up their own initiatives after graduation.

The target group directly involved in the development of all project outputs are

- a) creative industries such as music, performing, visual arts; product, graphic, and fashion design;
- b) stakeholders, experts or practitioners in the creative industries and other interested parties;
- c) Academic and local authorities, other organisations, networks authorities, national stakeholders, interested parties;

The teaching staff to have two additional roles in the project:

- a) learning during the trainings;
- b) training at home institutions.



6. EXPECTED DISSEMINATION PROJECT RESULTS/OUTCOMES

Mainly the project dissemination results will be achieved in following ways:

Local seminars and meetings will disseminate locally the project activities and aims. Fundamental in this phase is the role of students and graduates associations.

The local meetings will disseminate the results to other Universities of the country.

The adopted strategy and plan will provide the dissemination materials and the content will be differentiated according to the target: students, families, authorities, citizens, stakeholders.

All the project materials will be inserted in the site in English and the main documents also in local language, in order to reach a wide public.

The importance of creative industry and creative economy in the involved countries, EU included, is well recognised by partners and national authorities

The other Universities are willing to join the workshops for the dissemination of the new skills and competencies required by the job market.

1. The newly developed BSc's and MA programs including all teaching materials, examination and presentation, laboratory works, graduation and thesis work materials will be adopted by academic councils.

2. The academic staff of partner universities after getting trained and updating their skills will remain at the educational establishments and share their knowledge with other colleagues. Another issue is linked with the university management's or academic council's support. The university management personnel will keep supporting the project activities including BSc and MA programs courses, external courses. The project consortium members and project network will remain and extend with time after project funding.

3. Media and online dissemination tools. Namely, relevant information and project results will be uploaded to the project website regularly. In order to provide stakeholders with all needed information, the local websites of participating institutions will be linked to the project website.

4. Brochures, booklets and articles will be published in journals and newsletters both in English and other local languages and publications for mass media will be prepared.

5. All documents, dissemination materials, presentations and web site will include project logo and the Erasmus+ logo in order to easily identify the project and supporting programme

6. The undergraduates from this program will be sufficiently qualified specialists to find jobs in the Music, Visual Arts, Performing Arts sector and other related industries.

7. One more step forward is the introduction of the European experience in higher educational institutions of Uzbekistan.

Exploitation progress will begin after the 1st half of the project according to the first results of project. In a period of exploitation, project regional dissemination plan will be developed and implemented.



Teachers, researchers, managers, administrators and technicians will be responsible for the dissemination of information to the target groups of all project activities and results. Their roles and working capacities are described in detail in particular WPs. Their role will continue after the project lifetime.

Due date: First local meeting between M6 and M12, second meeting between M28 and M30.

7. GENERAL DISSEMINATION ACTIVITIES

WPs	Activity	Responsible	Date
WP6	Publications	All	continuous
WP6	Developing Project dissemination plan	P10 & P11	M1-M6
WP6	Developing Project website and logo	P7	M1-M6
WP7	Organizing the project Kick-off meeting	P1	M3
WP6	Project Sustainability and preparation of Bilateral Agreements between EU and PC partners	All	M11-M13
WP7	Organizing the second project meeting	P9	M10
WP7	Organizing the third project meeting	P4	M18
WP4	Preparation of an artistic event by the selected international and interdisciplinary students' group	All	M24-M35
WP7	Creation of dissemination materials for events, presentations of the project at the conferences and workshops, interview, published articles and other.	P6	M26
WP6	Publish the achieved results	All	Continuous
WP7	International multidisciplinary event during the final meeting	All	M35
WP6	Organizing regular workshops	All universities	continuous
WP7	Organizing the Final project meeting	P1	M35
WP6	Organizing & conducting a Final dissemination conference to involve press, media, general public, and stakeholders.	All	M35

