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DISSEMINATION PLAN

Empowerment of ethnic Minority Students In Vietnam



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ERASMUS+ PROGRAMME

CAPACITY BUILDING IN THE FIELD OF HIGHER EDUCATION

STRAND 1

EMSIV PROJECT

Empowerment of ethnic Minority Students In Vietnam

Project Dissemination Plan

Milestone MS5

Project reference number	101128556 — EMSIV — ERASMUS-EDU-2023-CBHE
Funding authority	EACEA
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Work Package	WP4 – Dissemination
Work Package leader	Thai Nguyen University
Authors	WP Leader and Project coordinator
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Version	April 2024



PROJECT PARTNERSHIP

PARTNER NAME	COUNTRY	PARTNER'S MAIN ROLE
Consorzio Interuniversitario AlmaLaurea (AL)	Italy	Project coordinator WP2 leader - Ethnic minority graduates trac WP6 leader - Management
Hanoi University (HANU)	Vietnam	National coordinator WP5 leader – Sustainability
Tay Nguyen University (TNU)	Vietnam	Organizer of local WP4 meeting number 3: Seminar, conference and focus group
Thai Nguyen University (ThaiNU)	Vietnam	WP4 leader - Dissemination
Nha Trang University (NTA)	Vietnam	Organizer of local WP4 meeting number 8: Seminar, conference and focus group
Agriculture and Forestry Research & Development Center for Mountains Region (ADC)	Vietnam	Will contribute with past experience on ethnic minority women and experience on focus group with vietnamese stakeholders
Management Board of Hanoi Industrial Zones and Processing & Export Areas (HIZA-CES)	Vietnam	Organizer of WP4 and WP5 meetings numbers 7 and 9: Seminar, conference and focus group and final conference
Polytechnic of Porto (IPP)	Portugal	WP1 leader: Inner and outer perception on ethnic minority students
University of Insubria (UNINS)	Italy	WP3 leader - Transferability of EU best practices on ethnic minorities' inclusion and employability



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FOREWORD

The present document has been developed in the framework of **Work Package 4 - Project dissemination**, at the beginning of the project implementation period as EMSIV dissemination is thought as a continuous activity to be carried out throughout the project life and beyond.

It aims at providing a structured planning of dissemination activities, detailing how the dissemination priorities will be addressed to support the achievements of EMSIV goals. Most notably, the document will delineate actions and tools at disposal of the project consortium for enhancing project's dissemination and visibility at local, national and international levels and at spurring the involvement of project's stakeholders and beneficiaries.

In particular, the project visibility will be ensured through the continuous update of project website, together with social media channels at each partner level, and the shooting of a promotional video.

The involvement of Vietnamese students, graduates, academic staff, companies and other stakeholders in the seminars and conferences to be organized in the framework of the project will promote and increase the society awareness on ethnic minorities topic, especially related to students and graduates and their transition to labour market.

The establishment and promotion of the permanent dialogue among all interested Vietnamese stakeholders on ethnic minority students' to be created as pillar of project sustainability will support the networking among Vietnamese stakeholders to facilitate a continuous and systematic dialogue on the needs to be taken into consideration and actions to be performed for the promotion of ethnic minority youth inclusion and empowerment in Vietnam.

Moreover, the internal communication tools set in the present document contribute to ensure the transparency of the cooperation modalities within project partnership.

The document is composed of four sections:

- i. Introduction: definition of dissemination, purposes and principles of a dissemination strategy, dissemination moments.
- ii. Dissemination within EMSIV project: key messages for exploitation, milestone & deliverables, internal communication modalities.
- iii. Project visual identity: project logo, project website and social media, visibility obligations.
- iv. Project events: description and related dissemination actions.

A synthetic project info sheet (annex 1) completes the document.



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A preliminary version of the dissemination plan has been drafted by ThaiNU, in its quality of WP5 leader, with the support of the project coordinator. Then, the plan has been shared with the working group members and project staff for quality control in view of its final approval.



INTRODUCTION

Definition and purpose of dissemination

Dissemination is related to making the results and products of a project visible to others, especially the end-users, the target groups and the key-actors that can implement its use, and, as such, it is a process of promotion and awareness-raising that should occur throughout the project. Dissemination is considered the foundation of a strategy for exploitation and sustainability of the project and its results.

The key terms related to dissemination are defined by the Erasmus+ programme as follows:

“Dissemination” is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the successes and outcomes of the project as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Linked to dissemination is the concept of **“Exploitation”** as (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional and/or national systems, on the one hand, and (b) a planned process of convincing individual end users to adopt and/or apply the results of initiative, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Both processes are based on a third one that is **“Communication”**, defined, as by “corporate communication guidelines for project beneficiaries” prepared by the European Commission, as a two-way process of sharing information and exchanging ideas, data and messages – through appropriate channels – to reach identified target audiences and enabling to connect people.

Communicating the project will enable to engage with your stakeholders, show the impact of the project and its results on society and expand project network for future collaborations. Communication



supports the dissemination of project's results, raises citizens' awareness of how the EU budget is spent, and shows the success of European Programmes.

Communication, dissemination and exploitation are interlinked key areas for maximising the project expected impact on the specific target groups and assure its long-term sustainability.

Principles of dissemination strategy

The figure below summarizes the main principles of dissemination to be considered when developing dissemination activities:



Dissemination should be partial and objective, well-balanced, comprehensive and accurate regardless of source of funding, authorities and interest groups. Clear messages have to be customized according to the target group to be reached.



Dissemination moments

Dissemination strategy is detailed below in accordance with different project time periods:

	BEFORE	DURING
Main dissemination activities	<p>Starting the development of the project website.</p> <p>Inform partners and other stakeholders about the project's first steps.</p> <p>Consider how and to whom dissemination and exploitation outcomes will be communicated.</p> <p>Think about the best dissemination tools in accordance with consortium experience and best practices.</p>	<p>Draft the dissemination plan from the very beginning of project implementation.</p> <p>Conduct regular activities such as information sessions, training, demonstrations, peer reviews.</p> <p>Assess the impact on target groups.</p> <p>Involve other stakeholders in view of transferring results to end users/ new areas/policies.</p> <p>Promote the project on organization of belonging website.</p>

DISSEMINATION WITHIN EMSIV PROJECT

Project overview

The EMSIV Project, *“Empowerment of Ethnic Minority Students in Vietnam”*, in line with the EU overarching priority “Sustainable Growth and Job”, is intended to promote a comprehensive dialogue on ethnic minorities in higher education in Vietnam by enhancing the networking among national stakeholders to promote their commitment for a successful inclusion of ethnic minority students into the labour market.

Vietnam is a multi-ethnic country consisting of 54 different ethnic groups, where, despite a progress in better education than their parents’, ethnic minority youth still experience discrimination and multiple difficulties in employment. Reducing the barriers faced by ethnic minorities’ students in labour market inclusion and promoting their empowerment thanks to the provision of effective tools for increasing their employability potential and social inclusion are core objects of the initiative.



EMSIV project specifically aims at analysing the self-perception of Vietnamese minority students when they enter the labour market, as well as the attitude of firms towards minority graduates and at apprehending the employment situation and characteristics of ethnic minority graduates. Such activities are compounded by capacity transfer in favour of beneficiary universities' staff so to foster the employability and social inclusion of students belonging to ethnic minority with EU partners sharing their strategies and tools developed in the field of protection, empowerment and inclusion of ethnic minorities.

The initiative aims at raising the awareness of civil society, stakeholders and policy makers on the issue of ethnic minority students' inclusion in society and into the labour market leading to the establishment of a permanent forum on ethnic minority youth. The set-up of the forum will promote a continuous and systematic dialogue on the actions, needs and priorities to be addressed to foster ethnic minority youth inclusion and empowerment in Vietnam.

The main expected results are the following:

- i. Release of Recommendation paper on ethnic minority students' inner and outer perception
- ii. Release of Recommendation paper on strategies and tools for enhancement of ethnic minority employability
- iii. Release of a Report on ethnic minority graduates tracking
- iv. Organization of focus groups, seminars and conferences
- v. Creation of the Permanent forum on ethnic youth

Dissemination milestones and deliverables

The description of project milestones and deliverables is coupled with the related actions to be performed by partners.

MILESTONE:

- **Project dissemination plan:** it is aimed at enhancing project dissemination at local, national and international level, at spurring the involvement of project's stakeholders and beneficiaries, at planning the achievement of dissemination outputs.
 - ✓ Actions: Deliver the dissemination plan to project staff and to university staff involved in dissemination activities.



DELIVERABLES:

- **Project website: it contains information on project overview, partnership, meetings & events, dissemination outputs, contacts and reserved area.**
 - ✓ Actions: Hyperlink project website on partners' websites; provide project coordinator with contents to be uploaded (news, local events carried out).
- **Report on success stories telling seminars: it will summarize the interaction between the story tellers and the students held at the occasion of the four success story telling seminars.**
 - ✓ Actions: Vietnamese partners inform students and academic staff about the local seminars and invite them to attend.
- **Report on awareness conferences: it will summarize the interaction between the speakers and the attendees.**
 - ✓ Actions: Vietnamese partners inform different stakeholders and will identify the speakers about the conference and invite them to attend.
- **Promotional and testimonial video: it will collect partners' testimonials on the impact and benefits gained through the involvement on the project.**
 - ✓ Actions: Involve the motivated project staff in delivering the testimonials on project impact; think about the key message to be vehiculated through the video.



Key messages for exploitation

TARGET GROUP	KEY MESSAGES FOR INCREASED INVOLVEMENT	MODALITIES FOR FUTURE EXPLOITATION OF RESULTS
ETHNIC MINORITY UNIVERSITY STUDENTS AND GRADUATES	<p>Share your experience and success helps other students to do the same</p> <p>EMSIV project increases awareness on self-perception and how to find better jobs</p> <p>Be an active part of the future forum on ethnic minorities topic</p>	<p>Take part to project focus groups, seminars and conferences experiences to be shared to your fellows</p> <p>Acknowledge and share the information related to the recommendation papers, reports and other materials available for free on the Project website with other students and graduates</p> <p>Spread the existence of the forum on ethnic minorities topic</p>
UNIVERSITY STAFF	<p>EMSIV project increases the cooperation with the HE sector</p> <p>Being an active part in the project will enrich you with the acquisition of new competences on the topic of ethnic minorities students/graduates and their transition into the labour market</p> <p>Each of you is a key player in promoting awareness on ethnic minorities topics</p>	<p>Share the recommendation papers, reports and other materials available for free on the Project website with other academic e non-academic staff in your organization</p> <p>Attend project focus groups, seminars and conferences</p> <p>Be part of the project team in charge of sharing the experiences on the forum</p>
FIRMS	<p>EMSIV project increases the cooperation with HEIs</p> <p>Being an active part in the project will enrich you with new opportunities to find graduates with the skills you need</p> <p>Each of you is a key actor in promoting awareness on ethnic minorities topics</p>	<p>Share the recommendation papers, reports and other materials available for free on the Project website with other companies</p> <p>Attend project focus groups, seminars and conferences</p>



		Be part of the project team in charge of sharing the experiences on the forum
POLICY MAKERS	<p>Increase the quality of the HE sector</p> <p>Modernize the tool for internationalization</p> <p>Increase the inclusion of students and graduates</p> <p>Improve the cooperation between different actors</p>	<p>Involve new universities and invite them to follow the forum</p> <p>Use the recommendation papers and improve them</p> <p>Network with international organization active on the topic and with the global HE sector</p>
STAKEHOLDERS AND SOCIETY AT LARGE (private sector, labour market, HE institutions, civil society)	<p>Be an active part of the process in your country for a better inclusion of students and graduates</p> <p>Create new opportunities of cooperation between students, graduates and companies</p> <p>Promote networking for cooperation between Vietnam and EU HEIs and Vietnamese civil society</p>	<p>Involve new Vietnamese HEIs and stakeholders in EMSIV network</p> <p>Promote the permanent forum on ethnic minority topic</p>

Internal communication modalities

The relationship among project partners will be handled on a collaborative basis from the project outset, taking into account the peculiarities of Vietnamese culture and attitude, so to build up a trusting environment, with face-to-face interactions and continuous communication.

The whole project consortium will take part of the decision-making process according to the management structure, steering committee and quality committee, and the appointed working groups so to meet the different sets of decision at institutional and technical levels.

At partner level, the appointed staff takes responsibility for the tasks assigned, having the local coordinator and AL as a reference point for communication. The project coordinator ensures the effectiveness of the decisions taken by the steering committee by playing a proactive role in coordinating the different flows of information and the collection/sharing of inputs.

Ongoing, on-time, effective communication among partners is ensured through face-to-face and online meetings, personal/common mailing, phone calls, project website' intranet for documents storage.



PROJECT VISUAL IDENTITY

The development of a visual identity of the project ensures that the project outputs are visible and easily recognizable. Every event, presentation, and deliverable will make use of this visual identity and be consistent with its style.

Project logo

The EMSIV logo has been created by the project coordinator and validated by all partners at the occasion of the project kick-off meeting. It constitutes the first key element of the visual identity of the project.



Project website

EMSIV project website – <https://emsiv.eu/> – constitutes the second key element of the visual identity of the project, allowing users and stakeholders to readily collect on-line information about the project and about topics which might be of interest to them.

The website has been set up at the beginning of the project and it will be continuously updated by the project coordinator with all relevant information about the project (meetings, news provided by partners, deliverables, internal documents, EACEA communications, links to partners' websites, etc.).

The project website is set up in English, with main contents available also in Vietnamese for an increased impact at national level. It is divided into two areas: a public one and a private one.

The public area is arranged according to the following sections: project overview (summary, aims and objectives, target groups and work packages); project consortium; dissemination section (dissemination plan, logo, success stories telling seminars report, awareness conferences report and testimonial video); project meetings and events; Reports/Publications.

The private area, accessible to internal staff upon registration, collects all internal project documentation, organized in the following sections: project main reference document (project proposal, project budget, Grant agreement); meetings (agenda, presentations, minutes); project milestones and deliverables according to work packages.



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Partners' websites

All partners are asked to make the project visible on their institutional websites. This is not only a requirement of the funding Agency, but also the very first dissemination step. Partners are strongly encouraged to add news regarding EMSIV project on their websites (for instance under “International projects” or “International cooperation” or “News” or “Projects” sections, etc.).

A synthetic project info sheet (annex 1 to the present document) has been developed by the coordinator for project dissemination purposes and can be uploaded by partners on their websites.

Use of social media

As agreed during the project kick-off meeting, project events, news and results will be disseminated by partners using also their own social media channels to reach the widest audience possible, to raise the awareness of the EMSIV initiative among local and national stakeholders and to enrich the stakeholders' network to be involved in the activities and in the forum on ethnic minorities topic.

In accordance with personal data protection regulation applicable to EU member states (GDPR) and Vietnam, a formal consent will be requested for the upload and management of images and videos to the corporate social media channels.

Visibility obligations

In accordance with the Grant Agreement and the partnership agreement, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, in electronic form, via traditional or social media, etc.), dissemination activities or major result funded by the grant must acknowledge the EU support and display the European flag (emblem):



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Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into Vietnamese where appropriate):



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PROJECT EVENTS PLANNED

The table below summarizes the main project meeting and the dissemination purpose. Project planned meetings and events are always an occasion to carry out dissemination actions although planned in the framework of work packages other than dissemination.

MEETING NUMBER	TITLE	LOCATION & HOSTING PARTNER	PLANNED DATE	DESCRIPTION	DISSEMINATION PURPOSE
1-WP8	Kick off meeting (WP6.1)	Bologna, Italy AlmaLaurea Interuniversity Consortium (AlmaLaurea)	12-13 March, 2024	1st Steering Committee (SC) Designation of quality committee members Management of the project and financial issues Partnership Agreements, partners' role and related tasks Next steps	Internal consortium meeting; dissemination of project contents, structure and expected results to project staff attendees
2-WP2	Training of researchers on graduates tracking and seminar on ethnic minorities (WP2.1 & WP3.1)	Como, Italy University of Insubria (UNINS)	17-18 October, 2024	Capacity transfer on graduate tracking survey and seminar on EU best practices on minority protection, empowerment and inclusion	Sharing international/EU experience on ethnic minorities topic with the Vietnamese partners
3-WP4	1 st success story telling seminar (WP4.1) 1 st awareness raising conference (WP4.4) 1 st focus group on the transferability of	Buon Ma Thuot City, Vietnam Tay Nguyen University (TNU)	January, 2025	Seminar: sharing of experiences addressed to students by ethnic minority professionals who succeed in their career path. Conference: making room for exchanges and concertation among students, university staff, NGOs and policy makers in a view to encouraging	Increase the awareness on ethnic minorities students and graduates, sharing their experience with other students and different stakeholders; Dissemination of project activities and sharing the best practices regarding the inclusion of students and graduates



	EU best practices (WP3.2)			mutual understanding and future permanent dialogue. Focus group: presenting and discussing minority inclusion models and best practices in order to explore their transferability in the context of the Vietnamese institutional minority inclusion framework. 2nd Steering Committee.	Increase the dialog among students, graduates, academic staff for enhancing the transition to the labour market and a better inclusion
4-WP5	Creation of a technical committee on MoU (WP5.1)	Hanoi, Vietnam Management Board of Hanoi Industrial Zones and Processing & Export Areas (HIZA-CES)	April, 2025	Appointment of a member of the technical committee in charge of defining MoU contents by each of the Vietnamese partners that will be supported by EU partners. Preliminary discussion on MoU contents. 3rd Steering Committee.	Dissemination of project activities and sharing the best practices regarding the cooperation among HEIs and business community Sharing other Erasmus+ experiences related to the improvement of graduates' labour market (MOTIVE Project) Sharing with companies and other stakeholders the opportunity given by placement platform present on MOTIVE Higher Education Institution Center for Graduates Tracking
5-WP2	Training of researchers on data analysis (WP2.3)	Porto, Portugal Polytechnic of Porto (IPP)	June/July, 2025	EU partners will transfer their knowledge to Vietnamese partners on data collection, cleaning, analysis and preparation of the survey report structure	Sharing international/EU experience on ethnic minorities topic with the Vietnamese partners
6-WP4	2 nd success story telling seminar (WP4.1) 2 nd awareness raising conference (WP4.4) 2 nd focus group on	Lao Cai City, Vietnam Thai Nguyen University, Lao	September, 2025	Seminar: sharing of experiences addressed to students by ethnic minority professionals who succeed in their career path. Conference: making room for exchanges and concertation among	Increase the awareness on ethnic minorities students and graduates, sharing their experience with other students and different stakeholders;



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	the transferability of EU best practices (WP3.2)	Cai Campus (ThaiNU)		students, university staff, NGOs and policy makers in a view to encouraging mutual understanding and future permanent dialogue. Focus group: presenting and discussing minority inclusion models and best practices to explore their transferability in the context of the Vietnamese institutional minority inclusion framework. 4th Steering Committee.	Dissemination of project activities and sharing the best practices regarding the inclusion of students and graduates Increase the dialog among students, graduates, academic staff for enhancing the transition to the labour market and a better inclusion
7-WP4	3 rd success story telling seminar (WP4.1) 3 rd awareness raising conference (WP4.4) 3 rd focus group on the transferability of EU best practices (WP3.2)	Hanoi, Vietnam Hanoi University (HANU)	March, 2026	Seminar: sharing of experiences addressed to students by ethnic minority professionals who succeed in their career path. Conference: making room for exchanges and concertation among students, university staff, NGOs and policy makers in a view to encouraging mutual understanding and future permanent dialogue. Focus group: presenting and discussing minority inclusion models and best practices to explore their transferability in the context of the Vietnamese institutional minority inclusion framework. 5th Steering Committee.	Increase awareness on ethnic minorities students and graduates, sharing their experience with other students and different stakeholders; Dissemination of project activities and sharing the best practices regarding the inclusion of students and graduates Increase the dialog among students, graduates, academic staff for enhancing the transition to the labour market and a better inclusion
8-WP4	4 th success story telling seminar (WP4.1) 4 th awareness raising conference (WP4.4) 4 th focus group on	Nha Trang City, Vietnam Nha Trang University (NTU)	September, 2026	Seminar: sharing of experiences addressed to students by ethnic minority professionals who succeed in their career path. Conference: making room for exchanges and concertation among	Increase awareness on ethnic minorities students and graduates, sharing their experience with other students and different stakeholders;



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	the transferability of EU best practices (WP3.2)			<p>students, university staff, NGOs and policy makers in a view to encourage mutual understanding and future permanent dialogue.</p> <p>Focus group: presenting and discussing minority inclusion models and best practices to explore their transferability in the context of the Vietnamese institutional minority inclusion framework.</p> <p>6th Steering Committee.</p>	<p>Dissemination of project activities and sharing the best practices regarding the inclusion of students and graduates</p> <p>Increase the dialog among students, graduates, academic staff for enhancing the transition to the labour market and a better inclusion</p>
9-WP5	Final conference (WP5.3)	<p>Hanoi, Vietnam</p> <p>Management Board of Hanoi Industrial Zones and Processing & Export Areas (HIZA-CES)</p>	January, 2027	<p>Presentation of project achievements and of the establishment of permanent forum on ethnic minority youth</p>	<p>Dissemination among local stakeholders to enhance participation at the Forum on Ethnic minorities, and to support the future sustainability of the action;</p> <p>Dissemination to Ministry of Education and Training, policy makers and companies on the importance of the Forum and increase the cooperation among HEIs and firms to enhance the employability of students/graduates</p>



ANNEX 1: PROJECT SYNTHETIC INFOSHEET



EMSIV Project "Empowerment of Ethnic Minority Students In Vietnam" 101128556 — EMSIV — ERASMUS-EDU-2023-CBHE

The **EMSIV Project**, Empowerment of ethnic Minority Students In Vietnam, in line with the EU overarching priority "**Sustainable Growth and Job**", is intended to promote a comprehensive dialogue on ethnic minorities in higher education in Vietnam by enhancing the networking among national stakeholders in order to promote their commitment for a **successful inclusion of ethnic minority students** into the labour market. Vietnam is a multi-ethnic country consisting of 54 different ethnic groups, where, despite a progress in better education than their parents', ethnic minority youth still experience multiple difficulties in employment. Reduce the barriers faced by ethnic minorities' students in labour market inclusion and promoting their empowerment thanks to the provision of effective tools for increasing their employability potential and social inclusion are core objects of the initiative. The initiative aims at raise the awareness of civil society, stakeholders and policy makers on the issue of ethnic minority students' inclusion in society and into the labour market leading to the establishment of a permanent forum on ethnic minority youth.

Specific objectives

- To appraise labour market dynamics for ethnic minority students
- To strengthen Vietnamese universities knowledge on EU best practices on ethnic minority protection, empowerment and inclusion
- To raise the awareness of Vietnamese policy makers and firms on ethnic minority students' needs
- To strengthen the links and dialog between Vietnamese stakeholders on ethnic minority



Expected results

- Release of Recommendation paper on ethnic minority students' inner and outer perception
- Release of Recommendation paper on strategies and tools for enhancement of ethnic minority employability
- Release the Report on ethnic minority graduates tracking
- Organization of focus groups, seminars and conferences
- Creation of the Permanent forum on ethnic youth

Partnership



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