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DEVELOPMENT OF BACHELOR PROGRAM IN AGROECOLOGY  
WITH DUAL EDUCATION IN KAZAKHSTAN

**Let's save our land for the future**

**Strategy for dissemination**

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<b>Abstract</b>	<p>This document contains the dissemination strategy of all activities (time frame, responsibilities across project partners, definition of a logo, organization of round tables, conferences, printing of promotion material, maintenance of the AGROKAZ website, preparation and dissemination of news, etc.).</p> <p>The dissemination plan will communicate the project’s scope, objectives and results through adequate dissemination channels to engage a wide range of stakeholders and target group</p> <p>All partners will be actively involved in the dissemination and exploitation activities. The dissemination and exploitation (D&amp;E) plan assigns individual roles for certain key activities (e.g. maintenance of the AGROKAZ website portal, social media, preparation and dissemination of news articles and results for the national, regional and EU media, organization of the final conference).</p> <p>Dissemination activities will be prepared in three languages: English, Kazakh and Russian. KazNAU will be responsible for the preparation of content in Kazakh and Russian, while the content in English will be realized mutually, monitored by EU partners, in accordance to EU visibility rules.</p>
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## **VERSIONING AND CONTRIBUTION HISTORY**

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## Table of contents

1. Introduction: About the D+E plan	- 0 -
2. Aims and scopes of AGROKAZ project	- 1 -
3. Partners' profile and role in dissemination	- 5 -
4. WP7 description	- 11 -
5. Description of the mechanisms of dissemination	- 13 -
6. Definition of responsibilities and course of action	- 15 -
7. Languages used for dissemination material	- 17 -
8. Target groups and specific dissemination strategies	- 18 -
9. Project visual identity	- 21 -
10. Dissemination channels	- 23 -
Project's website	- 23 -
Social media	- 23 -
Final Conference	- 24 -
Other activities	- 24 -
Internal communication	- 30 -
11. Collaborations with other relevant EU and national projects	- 31 -
12. Sustainability and continuation	- 33 -
13. Budget and resources for dissemination	- 35 -

## 1. Introduction: About the D+E plan

This report provides an overview of the dissemination activities scheduled for the project "Development of bachelor program in agroecology with dual education in Kazakhstan" co-funded by the Erasmus+ Programme of the EU. The project aims to develop and implement a comprehensive and innovative, dual education (DE) undergraduate program in agroecology at three universities in Kazakhstan, that combines theoretical knowledge with practical skills in sustainable agriculture practices as well as to establish lifelong courses (LLC) for professionals. Students will be equipped with the necessary knowledge and skills to address the pressing challenges of modern agriculture, such as environmental degradation, climate change, and food insecurity.

The dissemination and exploitation (D+E) plan is directly linked to the project's specific objectives (presented in Ch. 2) and in particular the following two:

- Disseminate project results and stimulate the creation of more dual HE programs in Kazakhstan and the region.
- Building a basis for future dual AE education and LLL programs in the region.

The D+E plan is prepared by P5-Democritus University of Thrace, Greece who is the leader of WP7: 'Dissemination & exploitation of project activities and results. All other participating partners contributed to its finalization, under the supervision of the project's coordinator, P1-University of Novi Sad, Republic of Serbia.

The dissemination plan aims to share the project's activities, findings, generated outcomes, impact with relevant stakeholders, as well as recommendations from the course's implementation and evaluation, ultimately raising awareness about the AGROKAZ project and dual education in general.

The dissemination activities include a combination of online and offline approaches, targeting various stakeholders such as students, academics, Higher Education Institutions (HEIs), private agricultural companies, government officials, and the general public.

This report presents the objectives of the AGROKAZ project and describes in an analytical manner the methods to be used to achieve the dissemination objectives. It contains the following chapters:

- Aims and scopes of AGROKAZ project
- Partners' profile and role in dissemination
- WP7 description
- Description of the mechanisms of dissemination
- Definition of responsibilities and course of action
- Languages used for dissemination material
- Target groups and dissemination strategies
- Project visual identity
- Dissemination channels
- Collaborations with other relevant EU and national projects
- Sustainability and continuation
- Budget and resources for dissemination



## 2. Aims and scopes of AGROKAZ project

### Project summary

The project aims to develop and implement the sustainable dual study undergraduate program in Agroecology at three universities in Kazakhstan as well as to establish lifelong courses for professionals. In modern agriculture, developing resource-saving technologies for the cultivation of agricultural crops, methods for producing high-quality crop products, effective ways of reproducing soil fertility, and methods of agroecological monitoring allows not only to survive despite all challenges, but also to successfully deal with fierce competition. The main goal of the project is to reduce the gap in the structure, volume and quality of labor resources from the real requirements of specific farms/enterprises and to educate professionals with competencies related to modern technologies. The (re)design of the educational program in agroecology in Kazakhstan through establishment of sustainable, internationally oriented dual study program will make students better prepared for all challenges facing agriculture in the future.

After adequate preparation and curriculum development, the program (new bachelor and lifelong courses) will be implemented. Special attention will be paid to quality control and monitoring and dissemination and exploitation of project activities and results.

The beneficiaries of the project outputs are: students (about 100 students per year: PSU and KazNAU 40 students per year, KEnEU 20 students per year), teachers, participating universities, companies, professionals (around 10 per year), and higher education system in Kazakhstan as a whole. More precisely, not only the Kazakh system of higher education, but society as a whole will benefit greatly, since through dual higher education the problems of providing qualified personnel to the agricultural sector are solved. The Kazakh authorities will solve the problem of providing rural regions with highly qualified personnel, as graduates return to agricultural companies that paid for their studies and participated in the learning process. The purpose of training under the dual program is not only teaching the skills to perform specific duties, but also the formation of the ability to work in a team, social competence and responsibility. Also, strengthening the practical orientation of training; elimination of the main shortcomings of traditional forms and methods of teaching - the gap between theory and practice; the maximum approximation of training to the specific requirements of production, as a result of which employers will receive exactly the kind of specialists they need; stimulating future specialists to study more consciously and with interest, seeks to gain a foothold in this enterprise after training.

The main result will be a better-quality training of specialists capable of integrating into the activities of an enterprise without an adaptation period. There are 19 outputs (deliverables) that will be produced - reports, booklet, meeting agreements, accredited laboratories, study programs, conference, etc.

### Background and general objectives

Agriculture plays an essential role in Kazakhstan's economic, social and environmental development. It contributed with around 5% to GDP and 13% of the workforce in 2019.



The country is one of the top grain producers and exporters in the world. However, sustaining agricultural productivity is increasingly challenged by climate change. Kazakhstan is subject to natural disasters, including droughts, heat waves, floods, and landslides that are already responsible for land degradation and infrastructure. The situation is further complicated by the outbreak of the COVID pandemic. Therefore, the government took urgent measures to strengthen food security and support the agri-food sector, agricultural legislation is amended while the 2021 State Programme is updated. Main policy changes include change in orientation of agriculture towards import substitution and developing exports of high value-added products. Kazakh government has recognized the triple benefit of organic production – for the environment, for farmers, and for public health so identified it as a promising means of improving the competitiveness and export potential of domestic products. With an adequate agricultural and educational policy, and implementation of climate smart technologies it will have a chance to take a leading position in the world agriculture.

The general objective of this project is to implement, test and validate AE education into study programs at HEIs in Kazakhstan through the cooperation with the industry. Creation of more universal educational trajectories (curricula) through dual DE education, and better connection between HEIs and companies in Kazakhstan is in line with the action of Capacity-Building in the field of Higher Education (CBHE). DE will improve the competences of students and enhance their competitiveness at the labor market and the competencies of the teachers. Additionally, it will bring better and more intensive cooperation between industry and higher education and it will contribute towards increase of innovation capacities. Besides, students on dual education will be the channel for transferring knowledge and ideas from companies to academia and vice versa.

AGROKAZ will deliver innovative curricula of agroecology (AE) with DE at three universities in Kazakhstan (Kostanay Engineering and Economics University named after M. Dulatov - KEnEU, S. Toraihyrov Pavlodar State University - PSU, and Kazakh National Agrarian University – KazNAU). It will provide a framework for upgrade of human and infrastructural potential necessary to achieve these goals through teacher training, acquisition of modern digital technologies of agroecological monitoring and books, cooperation between universities as well as cooperation with non-academic partners and transfer of knowledge and experience. Participation of large state universities in Kazakhstan and non-academic partners in this project will generate a significant impact on the national level while the partners from program countries will provide experience and know-how necessary for fast and successful achievements of the project's goals. In addition, Lifelong learning courses (LLL) will be offered as elective courses for current professionals. The universities of Kazakhstan will develop a common LLL program and conduct 3 trainings in each region.

The project considers state-of-the-art methods and techniques and is relevant to the objective of the Actions, such as environmental sustainability, digital transformation, or supporting employability. It is aligned with the Sustainable Development Goals (SDGs) and the Paris Agreement (priority 2). It supports the implementation of European Skills Agenda by strengthening sustainable competitiveness; European Educational Agenda by providing



high quality education and training, enhancing students' competences and skills for the digital transition, encouraging green education, and strengthening international cooperation by promoting Europe as a partner for education; Farm to Fork Strategy of the European Green Deal by reducing the use of chemical pesticides and mineral fertilizers and increasing the share of organic farming. The project will transfer the best practices from the EU countries that have long-term experience in AE and DE, and will improve the level of competences, skills and employability potential of students in HEIs in the project country. As a result, education and lifelong training will become a more appealing option for learners because of the modernized, internationalized, and digitalized delivery of skills.

The main innovative changes, in the context of Kazakhstan which the AGROKAZ project will ensure are to: (1) create the fundament for innovative learning/teaching approaches based on education methodology in the proposed curricula; (2) enhance the exchange between academic and company staff through joint supervision and monitoring of the practical phases, common projects and collaborative research; (3) enhance the integration between economic and educational stakeholders by jointly developed framework for cooperation utilizing thematic events and joint curriculum development; (4) encouraging the creation of more professionally-oriented study programs within the dual paradigm and foster trans-national university-business cooperation; (5) develop and strengthen international cooperation between Kazakhstan and Europe; (6) improve the quality of education and training for enterprises, etc.

Thus, the general objectives of the project are the following:

1. Modernization and innovation of the agroecology education in Kazakh HEIs to enhance its relevance for the labor market and the society.
2. Developing, implementation, testing and validating new techniques in dual AE study programs at three HEIs in Kazakhstan in accordance with EU priorities for this country.
3. Contributing through education process to agroecological transition of agricultural system, adapted to climate change and respectful of biodiversity, and the sustainable and integrated management of the resources.

These are further analyzed into the following specific objectives:

1. Critically review the current state-of-the-affairs in both general Kazakh agro-ecology sector and agroecology education.
2. Develop and adjust the AE curricula in accordance with the needs of companies in Kazakhstan.
3. Involve professionals in defining their needs in the area of agroecology, elaboration of the content for the practical trainings within the dual technology of learning as well as in tutoring of students during their work/training in the companies. Transfer and implement the best practices from EU countries that have long-term experience in agroecology programmes by creating capacity for delivery of periodical practical trainings by academic and company staff.



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4. Create tools and templates to facilitate the phased implementation of practical training in enterprises. The Guide in dual methodology will be developed, with special attention dedicated towards communication between HEIs and companies, communication among teachers, tutors and students, and role of tutors in the educational process.
5. Demonstrate the benefits of DE technology of HE for all involved stakeholders evaluating adapted curricula, necessary tools and training materials. All materials will be in three languages in order to provide wide dissemination not only in Kazakhstan but also in the entire region of West Asia: English, Kazakh, and Russian language.
6. Develop methodology for modification and realignment of existing undergraduate curricula in Science & Technology for implementation in practice-integrated dual paradigm.
7. Disseminate project results and stimulate the creation of more dual HE programmes in Kazakhstan and the region.
8. Building a basis for future dual AE education and LLL programs in the region.



### 3. Partners' profile and role in dissemination

In the project implementation, the following partners will take part:

There are 6 partners HEIs involved in the AGROKAZ implementation, including one from Serbia (UNS), Croatia (UNIOS), and Greece (DUTH), and three from Kazakhstan (KEnEU, PSU, and KazNAU). Besides, 2 non-academic partners from Kazakhstan are included in consortium (Agricultural experimental station "Zarechnoye" - Zarechnoye and Kazakh Research Institute for Plant Protection and Quarantine - NIIZKR) and 6 associated partners from Kazakhstan (Ministry of Education and Science, Chamber of Entrepreneurs of Kostanay region, Kazakhstan Agency of Applied Ecology, Noncommercial JSC "National Agrarian Science and Educational Centre", farm enterprise "Zamandas", and Independent Agency for Accreditation and Rating).

Partners in AGROKAZ consortium were chosen based on their complementarities, competences and previous successful cooperation in the similar projects. This is well balanced consortium which will enable better cost effectiveness, efficient communication and successful execution of the defined work packages. Great experience in various project implementations and already established links between project partners will contribute to more efficient project implementation.

UNS has been chosen to be project coordinator based on the previous significant experience in the TEMPUS and ERASMUS projects and current involvement of implementing the DE model in Serbia, in a similar project. The UNS project team consist of people specialized in different relevant areas (DE, project management, financial management, agroecology, innovations in the food system, dissemination, accreditation standards, etc.), with great professional and organizational experience. UNS staff working on the project has participated in several projects up to now and has experience in coordination and management of similar projects.

**UNS (Serbia)**, as project coordinator, will perform the planning, organization, coordination and control functions to ensure effective implementation of the project. UNS will establish and strengthen functional connections with all partner institutions and support them in achieving their goals and achieving planned project tasks.

UNS is comprised of the 14 faculties covering all major fields of study. UNS also has Institute of Lowland Forestry and Environment, Institute of Food Technology, Association of Centres for Interdisciplinary and Multidisciplinary Studies and Research, UNESCO Chair in Entrepreneurial Studies, and centres for applied statistics and education development. Currently at UNS more than 43,000 students is enrolled at bachelor level of studies, and around 6,500 students at master and doctoral level, studying on more than 350 study programmes, including agroecology across different fields of study.

UNS will establish and strengthen functional connections with all partner institutions and support them in achieving their goals and achieving planned project tasks. Besides WP1 – Project management, the role of UNS will be also transfer of know-how in the field of DE methodology through discussion with Kazakh counterparts, training of teachers at the



study program, preparation of curriculum, teaching methodology, etc. Especially significant role will be in the development of new courses, and hosting of study visits. Additionally, UNS will participate in all other WPs.

**KEnEU** carries out applied research in the field of economics, technology and agriculture, implements international projects, grant and contract research. KEnEU is part of the regional innovation system, which is a set of elements of the industrial and innovative infrastructure of the Kostanay region and the subjects of scientific and scientific-technical activities of the region involved in the process of generating and disseminating innovations.

The University has implemented the educational program "Ecological Agriculture", which is aimed at familiarizing students with issues of the structural organization and functioning of agrobiogeocenoses, as well as ways to manage them. The main attention is paid to the consideration of theoretical and practical aspects of zonal farming systems, the strategy of intensification and greening of agriculture, issues of the integrated use of soil cover and the rational implementation of land reclamation, crop technical and agricultural measures. The aim of the bachelor's educational program is to train highly educated, entrepreneurial and competitive specialists with a focus on ecological farming.

In order to enrich existing educational programs with innovative elements of foreign educational programs, in February 2018 KEnEU and the Ural State Agrarian University signed double-diploma agreements on educational programs Agronomy and Economics.

As part of the implementation of the project under the Erasmus + Jean Monnet program, the University also introduced a new official course, "Transformation of the European Union Agribusiness Management Experience in Kazakhstan and Central Asia". This course will increase the level of professional knowledge, skills and abilities of students - future specialists of the agricultural sector of the economy.

KEnEU will be the leader of WP2 – Preparation for development of dual study program in Agroecology and WP3 - Curriculum development. At the same time, KEnEU teachers will participate in all WP. Among other, KEnEU will actively participate in the following events: Analysis/review the current curricula in target area, Development of learning outcomes and competencies, Development of new BA courses design and implementation using educational methodologies/technologies, Purchase of equipment, Participation / holding of workshop in Kazakhstan, Development of Guide, Study visits, Development of courses, Accreditation, LLL program, Preparation of report, etc. They will directly cooperate with Zarechnoye, because a student from KEnEU will undergo training at the workplace in this company. Associate partners of this university are: Chamber of Entrepreneurs of Kostanay region, Kazakhstan Agency of Applied Ecology, Independent Agency for Accreditation and Rating, and Ministry of Education and Science.

**PSU** is one of the largest universities in Kazakhstan. The University is an educational, scientific and cultural centre recognized at the regional and national levels. The University trains specialists in different areas; it has 66 Bachelor's degree programs, 47 Master's degree programs, and 9 Doctoral programs. The courses are taught in the state (Kazakh), Russian and English languages by 571 lecturers, including 47 Doctors of Sciences,



Professors, and 227 Candidates of Sciences, Associate Professors. The scientific and research work of the University is carried out at 41 departments and 13 research centres.

PSU achieved international recognition in the process of integration into the world educational space; it is a full member of the European educational process. According to the annual general ranking, PSU is among top five best multidisciplinary universities of Kazakhstan. PSU is a member of the Bologna Charter of Classical Universities of the World, a member of the International Association for the Exchange of Student Internships IAESTE, Siberian Open University Association, Association of Universities of Kazakhstan and Shanghai Cooperation Organization.

The main areas of the research work carried out at PSU are energy and energy-saving technologies, construction, mechanical engineering, pedagogy and psychology, environmental monitoring, environmental protection, rational use of natural resources, the economic problems of the region, sociolinguistic and linguistic and cultural studies of the problems of higher education and specialists training.

PSU will be the leader of WP4 - Preparation for implementation of new bachelor and LLL programs. Its teaching staff will participate in all WPs. Among other, PSU will actively participate in the following activities: Analysis of best practise and comparative analysis, Development of learning outcomes and competencies, program, modules, syllabi of all courses and ECTS, Workshop in Kazakhstan, Study visits, Preparation of the courses and LLL program, Accreditation of new study program, Final analysis, Raising awareness for AGROKAZ, Final Conference, Defining plan for project QC, Defining metrics for AGROKAZ, Internal project control and monitoring, Organization of coordination meetings, Local project management, Reporting. Associate partner of PSU is farm enterprise "Zamandas".

**KazNAU** was founded on the basis of two oldest universities in the country - Almaty Veterinary (opened in 1929) and Kazakh Agricultural Institutions (1930). University implements educational programs in 48 undergraduates, 126 master's and 36 doctoral PhD specialties. The University is home to nearly 778 teachers, among them 7 academicians and 4 corresponding members of the National Academy of Sciences. In recent years, about 100 young scientists, trained in other developed countries, joined the teaching staff. More than 7500 students, including 6987 bachelors, 398 masters and 128 PhD are enrolled at the university. Also, the representatives of 27 nationalities are trained. Training is conducted at 6 faculties (Faculty of Veterinary Medicine; Faculty of Agrobiology; Faculty of Bioresources and Technology; Faculty of Water, Land and Forest Resources; Faculty of IT- technology and automatization of AIC; High school of business and law) and 27 departments, including the Military department. According to the degree of the Ministry of Education and Science of Kazakhstan (July, 2009), KazNAU was defined as the basic training centre on agricultural specialities.

There is a unified Credit technology of learning in all HEI's in Kazakhstan. Implementing of credit system in KazNAU promotes the internationalization of the university, the academic mobility development, academic freedom, curriculum development, elective disciplines and etc. Curriculum of Agroecology had been developed at KazNAU in 2002. In 2020, KazNAU by the decision of Government has been transformed into National Research University.



The main purpose of research university is integration of science and industry, creation of conceptions for intellectual property and technology products commercialization, training highly qualified scientific - pedagogic staff through participation in basic and applied scientific researches and other scientific technical projects.

It has concentrated its resources and has become the core of educational, scientific and innovative environment of the agrarian-industrial development that significantly affecting the country's competitiveness in that industry. Currently the University is successfully integrating into the world scientific space, cooperating with leading foreign universities and scientific centres, realizing international programs on such global issues of humanity as climate change, environment protection, food safety, deficiency of drinking water and others.

KazNAU will be the leader of WP5 - Implementation of the program. At the same time, KazNAU teachers will participate in all WP. Among other, KazNAU will actively participate in the following activities: Analysis of best practise and comparative analysis, Development of learning outcomes and competencies, program, modules, syllabi of all courses and ECTS, Workshop in Kazakhstan, Study visits, Preparation of the courses and LLL program, Accreditation of new study program, Final analysis, Raising awareness for AGROKAZ, Final Conference, Defining plan for project QC, Defining metrics for AGROKAZ, Internal project control and monitoring, Organization of coordination meetings, Local project management, Reporting, etc. It will cooperate directly with Kazakh Research Institute for Plant Protection and Quarantine (NIIZKR). KazNAU associate partners is non-commercial JSC "National Agrarian Science and Educational Centre".

**DUTH** started operating during the academic year 1974-1975. The University, located in four cities of Thrace - 8 in Komotini, 5 in Xanthi, 4 in Alexandroupolis and 2 in Orestiada- is constituted of the following eight faculties (20 departments): Faculty of Engineering; Faculty of Law; Faculty of Health Sciences; Faculty of Education Science; Faculty of Physical Education and Sports Science; Faculty of Classical Studies and Humanities; Faculty of Social, Political and Economic Sciences; and Faculty of Agricultural and Forestry Sciences. Relying on the quality of teaching and research level, DUTH has secured a place among the best Greek Universities.

Overall, more than 25,000 students are studying at DUTH at undergraduate and post-graduate level. DUTH promotes specialized knowledge and training, through the 32 postgraduate programmes it offers. Areas of intense research activity include agriculture, information technology, design and seismic behavior of constructions, pedagogy, health, biomedical, diagnostic and therapeutic methods, industrial technology, renewable energy and energy savings, etc.

The Department of Agricultural Development together with the Department of Forestry and Management of the Environment and Natural Resources, form the Faculty of Agricultural Sciences and Forestry. It offers three specializations at undergraduate level: i) Plant Production, Plant Protection & Environment, ii) Agricultural Economics & Agribusiness Management, iii) Food Science & Technology, and a post-graduate program "Sustainable Production Systems and Environment in Agriculture".



DUTH will be the leader of WP7: Dissemination and exploitation of project activities and results. Besides, it will participate in all other WPs. DUTH was selected according to its specific expertise in AE and European curriculum preparation. The role of DUTH is transfer of know-how in the field of AE through discussion with Kazakh counterparts, training of teachers, participation in teaching, preparation of curriculum, teaching methodology, etc. Especially significant role will be in the development of new courses, hosting of study visits, and QC of all project deliverables.

**UNIOS** is one of the oldest and biggest universities in Croatia. The initiative for the founding of the modern UNIOS dates to 1975. Today UNIOS is developing into a modern European higher education institution. It acts as a regional center of knowledge, research and excellence. There are around 20 000 students enrolled in the University at the moment. UNIOS consists of: 12 faculties, 4 University departments and 1 Academy of Arts and Culture. UNIOS organizes studies at undergraduate, graduate and postgraduate level in the following fields: natural sciences, technical sciences, biomedicine and medicine, biotechnical sciences, social sciences, humanities and arts. There are also studies within interdisciplinary fields. All University studies are organized according to Bologna principles and ECTS is fully implemented at all levels.

Scientific and teaching faculty have the task of educating students, gradually introducing them into the world of basic knowledge about plants, animals and farming technologies so that they could independently manage processes of agricultural production, whose ultimate goal is production of food for human community. In this complex process of education, teachers use their own knowledge of scientific and professional work, and thereby enhance and modernize the education of students. Alongside with the education of students, research assistants together with professors and professional staff are engaged in research in the fields of biology, chemistry, nutrition and protection, genetics of plants and animals, engineering and economics in crop and livestock production, all with the aim of qualitatively and quantitatively improving food production and at the same time reducing production costs and conserving nature, environment and human health. As of 2019, there are 226 personnel employed on the Faculty of Agriculture in Osijek and 12 international projects are in the process (Horizon2020, Erasmus+ KA2, Interreg etc.). The number of students enrolled at the faculty in the 2019/2020 academic year was 1334.

UNIOS will be the leader of WP6: Quality control and monitoring. Besides, it will participate in all other WPs. UNIOS was selected according to its specific expertise in AE and European curriculum preparation. The role of UNIOS is transfer of know-how in the field of AE through discussion with Kazakh counterparts, training of teachers at study program in dual AE, participation in teaching, preparation of curriculum, teaching methodology, etc. Especially significant role will be in the development of new courses and hosting of study visits.

**Zarechnoye** was established on the basis of the Kostanay State Stud Farm, which was founded in 1920. In 1962, the enterprise was transformed into the Kostanay Regional Agricultural Station; in 1984 into the Zarechnoye experimental farm of the Kustanay Research Institute of Agriculture; in 1993 to experimental farm "Zarechnoye" NGO "Kustanayskoe"; in 2003 to the Republican State Treasury Enterprise "Experimental Farm



Zarechnoye" of the Ministry of Agriculture of the Republic of Kazakhstan; in 2007 to the Limited Liability Partnership "Experimental Farm Zarechnoye"; in 2019 to present - the Zarechnoye. Activities of Zarechnoye are agricultural research, production and sale of high reproduction cereals seeds as well as animals breeding.

Zarechnoye will play a very important role in the project, because this company will become part of the training process. It will identify and develop practical exercises, conduct pilot study, and participate in assessment activities. Zarechnoye will take an active part in the following activities: Analysis of best practices and comparative analysis, Development of learning outcomes and competencies, Seminar on training methodology, Preparation of a Guide to dual methodology, Study visits to countries where programs are implemented, Feedback and final analysis, and Awareness Raising for AE.

**NIIZKR** is the only specialized institution in Kazakhstan that conducts important strategic, environmental, economic and social searches for ways to increase the effectiveness of scientific research in the field of plant protection and quarantine. The history NIIZKR begins on February 21, 1958, when the Institute was established by the Decree of the Council of Ministers of the Kazakh SSR on the basis of the Republican Plant Protection Station. Today it consists of two branches: Kostanay and South-Kazakhstan.

The main task of the NIIZKR is to develop an integrated system for protecting plants from pests, in order to reduce the pesticide load on agrophytocenoses, and scientific support for plant quarantine for national security (food, environmental, biological) of the territory of the Republic of Kazakhstan.

NIIZKR will actively participate in fulfilment of aims and objectives as a project partner. It will take an active part in the all WP, especially in the following activities: development and adjustment of curricula in accordance with the needs of companies; evaluation of new/updated training programs; preparation of key documents and a questionnaire; description of training programs; development of partnership agreements; organization of an online conference system and development and management of virtual classes; support in managing the content of the IT platform; and supporting the coordinator in monitoring the timing of the project in the partner countries.

**All non-academic partners**, including associated one will have very important role in the project because companies will become the part of the learning process in dual study program of AE. Undergraduate students will conduct their learning on the working place in partner companies. Companies in AGROKAZ project will have major contribution to the training need analysis and elaboration of the exercises for the practical phases, curriculum development/adaptation by active participation in the focus groups, definition of practical exercises, appointment of in-company supervisor (tutor), participation in the training course, running of pilot implementation of the practical phases, participation in the evaluation activities, participation in informational events for students. Representatives of companies and future industry tutors will join other partners in study visits that will enable them to learn from partners from program countries about DE and AE. Additionally, professionals already working in these companies will have an opportunity to participate in the LLL program of AE as learners.



## 4. WP7 description

WP7 has a dual purpose, i.e., one internal and one external:

- To raise awareness of all stakeholders of the benefits of AGROKAZ which should ensure sustainability of project results by:
  - bringing project aims, benefits and results close to participants and stakeholders in the academic as well as non-academic world of the participating countries and beyond.
  - allowing for continuous collaboration and monitoring activities among all partners (through website & social media use)
- To disseminate project results so as to outlive project lifetime and
  - stimulate the creation of more dual HE programmes in Kazakhstan and the region.
  - build a basis for future dual AE education and LLL programs in the region.

Description:	<p>The most important goal of project is to improve students’ skills and competences in AE through DE process. Hence, dissemination and exploitation of the project results will outlive project lifetime with the goal to expand DE and new study program in AE at other HE institutions, as innovative approach.</p> <p>This WP starts with project’s visual identity (project logo, motto and web site). Further on, different kinds of activities are considered: social media, participation at fairs, presentations of specific model of DE to college students, etc.</p> <p>The final dissemination report is to be prepared in last stages of the project.</p> <p>At the end, final conference will be organized with the aim of demonstration of achievements of the project and working out plans for the sustainability of project results.</p>
Tasks:	<p>T7.1 Set-up dissemination and exploitation plan. Participants: DUTH, All partners in the consortium. Role: COO, BEN.</p> <p>T7.2 Design of project visual identity. Participants: KEnEU, KazNAU, PSU. Role: BEN, BEN, BEN.</p> <p>T7.3 Design and setup of project website. Participants: DUTH, All partners in the consortium. Role: COO, BEN.</p> <p>T7.4 Raising awareness for AGROKAZ. Participants: DUTH, All partners in the consortium. Role: COO, BEN, AE, AP, OTHER.</p> <p>T7.5 Final Conference.</p>



	Participants: DUTH, All partners in the consortium. Role: COO, BEN, AE, AP, OTHER. Subcontracting: printing and publishing service, promotional material. The subcontractor will be selected on the basis of the public procurement.
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	No.	Title	Lead	Type	Dissemin. level	Due date (mo.)
Deliverables	D7.1	Strategy for dissemination	DUTH	R – Document report	SEN - Sensitive	4
	D7.2	Completed project website & social media profiles	DUTH	DEC – Websites, patent filings, videos, etc	PU - Public	6
	D7.3	Final conference	DUTH	R – Document report	PU - Public	36

Democritus University of Thrace (DUTH) is the lead organization for WP7 and the dissemination and exploitation of project activities and results.



## 5. Description of the mechanisms of dissemination

The dissemination plan is a crucial component of the AGROKAZ project, as it outlines the strategies and methods by which project results and findings will be shared with the intended audiences. It involves the following steps:

1. Definition of responsibilities and course of action
2. Target groups: the project's target audience are students, educators, employers, policy makers and state officials and the general public.
3. Communication objectives: The communication objectives for the dissemination plan are (i) to create awareness about the benefits of dual education in agroecology; (ii) to promote participation and engagement in the project; (iii) to generate support and involvement from stakeholders in the private sector; (iv) to generate support from local authorities.
4. Project's visual identity: A key component will be the use of the project's logo and motto throughout the communication channels and materials which will provide the immediate recognition of project from targeted groups
5. Dissemination channels: The project's main dissemination channel will be its website. To reinforce its impact, it will be additionally promoted by social media activities. These include (i) a Facebook page for informal interaction with stakeholders and general public; (ii) a Facebook group for students participating in the pilot programs; (iii) exchange with experts in LinkedIn professional groups; (iv) email newsletters. Moreover, several other, offline channels such as workshops, conferences, and community events are also planned to maximize reach and impact. Additionally, several other dissemination materials such as brochures, flyers, posters, infographics, videos, etc. will be developed to effectively convey the key benefits, goals, and outcomes of the AGROKAZ project.
6. Collaborations with other relevant EU and national projects: AGROKAZ will identify potential collaborators from other relevant projects who can help amplify the dissemination efforts.
7. Evaluation and feedback: AGROKAZ has established mechanisms for evaluation and feedback to assess the effectiveness of the dissemination plan by monitoring the reach, engagement, and impact of dissemination activities through several metrics. These include website analytics, social media analytics, and stakeholder feedback. The obtained data will serve as feedback to refine the plan as necessary.
8. Sustainability and continuation: The sustainability of the dissemination plan may extend beyond the duration of the AGROKAZ project. This can be ensured by the project's website and social media platforms that will effectively spread the information about dual education agroecology studies in the region of West Asia and beyond. All efforts will be made to maintain these media outlets even after the conclusion of the project. In this manner, the project will enhance awareness of all



stakeholders of benefits of studying dual AE i.e., the number of HEIs interested in establishing DE in AE and private companies interested in participating in training of students may increase. Additionally, the prepared curriculum can serve as a model for other countries to implement it.

9. Budget and Resources: AGROKAZ has allocated an appropriate budget for the dissemination plan, ensuring that dissemination efforts are adequately resourced to achieve its objectives.



## 6. Definition of responsibilities and course of action

For the dissemination plan to be effective it is necessary to (a) develop a concise plan of action; and (b) actively engage all partners in disseminating knowledge, activities and results is crucial. The D&E plan assigns individual roles for the maintenance of the project website, preparation and dissemination of news articles and results for the national, regional and EU media.

Continuous dissemination will be ensured through the permanent promotional campaign and roll-out of the project and its results in the social networks, video blogs, articles in scientific journals and national and international conferences through joint R&D with universities and HEIs institutions, and interviews in the media. All projects' materials, banners, leaflets, documents, etc., will be presented with the visible emblems of EU support. At the end of the project, the undertaken dissemination activities will be reported in the Final Report.

Scheduling an activity will require the following steps:

- At the beginning of each year, partners will propose activities they deem important to be undertaken and give all necessary details.
- The WP leader (DUTH) as WP leader gathers and merges the input.
- The list of proposals is presented during project meetings.
- The project consortium jointly decides on the activities and the responsible partner.
- The final list of scheduled activities is uploaded onto the project's website
- In cases when an activity is proposed after the finalization of the yearly event list, the decision will be made using the internal communication channels of AGROKAZ (Telegram, TEAMS or email).

Upon completion of each undertaken activity (e.g. printing flyers, leaflets, media presentations, workshops, newsletter, press releases, etc.) the responsible partner will collect all relevant information and report on the activity to the WP leader and the Coordinator.

The activities will be reported in a specific template to be developed and approved by the Scientific Committee (SC) and the activity material used has to be attached, including presentation slides, articles, press releases, leaflets, etc.

In general, project partners will emphasize on specific topics related to their particular expertise, for example: KEnEU – the greening of agriculture, PSU – IT in agriculture, KazNAU - environmental monitoring.

### Communication

Communication activities during the project lifetime will be ensured through the joint IT platform for curriculum development. It is necessary to develop specific information system to make the communication during curricula development easier for universities



and employers, and any other stakeholders like students, high school pupils, government bodies, etc. It will serve as a base of the knowledge triangle where the education, research and business materials will be posted. All relevant project results will be presented on the platform. The interaction with the interested groups will be provided through dissemination channels such as forums, podcasts, and social networks developed for the project purpose. Joint IT platform will provide information, materials, and networking for all interested parts at national and transnational levels with the project results' permanent visibility.

Communication among partners during the project implementation will be organized on regular basis, through planned meetings and on-line communication of local coordinating team and management team and through study visits as part of several working packages. The task of the SC is to initiate and supervise all activities through constant communication with the partners.

The breakdown of the dissemination workplan for the 3 years of the project's life span is presented in the following tables:

<b>Table 1:</b> Breakdown of the dissemination workplan							
	Activity	YEAR I		YEAR II		YEAR III	
		Month	Date	Month	Date	Month	Date
7.1	Set-up dissemination and exploitation plan	4	May 2023				
7.2	Design of project visual identity	3	April 2023				
7.3	Design and setup of project website	6	July 2023				
7.4	Raising awareness for AGROKAZ	continuous					
7.5	Final Conference					36	January 2026

As can be seen from the above Table, the first year is crucial for the overall efficiency of the dissemination plan, given that most major pillars for dissemination are determined at this stage.

As of now, AGROKAZ has already finalized its project identity kit (logo etc.) and the social media profiles. Allocation of responsibilities has been determined at the kickoff meeting and the work on designing the project's website has begun. Finally, partners are expected to propose possible dissemination activities in the project's internal communication channels until May 2023.



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## **7. Languages used for dissemination material**

Dissemination of AGROKAZ project's material will be mainly in English and Kazakh language.

Additionally, certain material will be also translated into Russian, while partners from Serbia, Croatia and Greece will translate key material into their respective languages as well.



## 8. Target groups and specific dissemination strategies

The main audience and stakeholders that will be targeted in an attempt to become mobilized and engaged, include:

**Students**, seeking an innovative course that is directly linked to the market needs.

They will be able to obtain a set of cross-disciplinary competences and set of tools from various disciplines that are necessary in the field of AE. Their need is to obtain skills and competences that are on demand on labor market and to find employment in leading companies in the country and the region.

A special website will be created specifically for AGROKAZ studies (maintained by KenEU). This will provide a central platform for participating HEIs in Kazakhstan to announce their offers, thus making it easier for potential students to access information about available programs and stay updated with the latest news and updates. Advertising the website from time to time will help raise awareness among potential students about AGROKAZ studies and the opportunities available through participating HEIs. Additionally, publishing a special brochure and delivering it during and after the project will provide a tangible resource for potential students to learn more about AGROKAZ studies and make informed decisions. Finally, potential students will also be informed through the websites of all other participating HEIs (via their links to AGROKAZ site).

**Teachers/academics** from partner HEIs.

Such personnel will benefit from the contact and transfer of knowledge from leading HEIs in the field of AE with DE. They will be able to network with their colleagues from other European universities, to exchange the know-how and to increase their teaching competences in the field of DE, AE and modern teaching methodology. Teachers who have been trained will be able to develop new and update existing courses and, in the framework of advanced training, continue to train other employees and teachers.

Teachers/academics will be targeted via the organized workshops, published material and the field visits to other European HEI.

**Participating universities** from Kazakhstan.

They will gain expertise from international partners and business, get modern undergraduate DE study program with Kazakh teachers trained by experienced lecturers from program countries. They will gain benefits also because of increased relevance of curricula through tight cooperation with the industry and improved national ranking rates. They will build sustainable relation to the industrial sector, expand international network of academic and industrial partners and reveal new opportunities for scientific and mobility projects. The combination of the updated content of the program with dual technology will allow adjusting the training courses and improving their practical orientation. Further, the universities participating in the project can become basic educational institutions that will transmit the acquired experience and provide methodological assistance to interested partners.



As project partners, these participating universities will have direct access to all project material.

### **Companies** in Kazakhstan.

Companies will gain expertise from international partners and business and highly competent AE professionals. Cooperation with academia will be significantly improved through opening new opportunities for scientific projects. Long-term benefits are faster integration of employees, reduced costs for adaptation of the recruited graduates to the requirements of the own business, better HR planning and securing permanent high recruitment, improved performance of business and strengthen innovation capacities through availability of qualified employees in long-term resulting in improved competitiveness on the market, positive impact on business innovation and skills, and access to research findings.

The Chamber of Entrepreneurs of Kostanay region is a partner in AGROKAZ and as such it will actively participate in discussing curriculum and learning outcomes of the courses. It will publicize and promote relevant information of AGROKAZ on its website.

Several informative material will be developed, such as brochures, flyers, presentations, that highlight the benefits of AGROKAZ dual education courses and promote the companies' active cooperation with the participating HEIs.

Industry representatives will be invited to all roundtable discussions and conferences during the project and receive the proceedings of the Final Conference.

### **Specialists** already employed.

Professionals employed in agricultural related businesses that are interested in updating and improving their competences and knowledge about state-of-the-art skills and abilities are also a main target group. They will be targeted through the promotion of the Lifelong Learning Courses (LLC) program. The results of the project, including the training courses being developed and their individual modules will be used on a large scale in the retraining of specialists currently working in the agroecology field.

### **Higher Education (HE) system in Kazakhstan and the state.**

Successful dual study program based on AGROKAZ will serve as an incentive for other departments and universities to realize the benefits of introducing DE in other fields as well. The country will benefit from the training of qualified personnel for its economy.

All HEIs in Kazakhstan will be informed about the project outcomes. They will get the proceedings of the Final Conference, with all specification documents, a report on the pilot implementations and the implementation guidelines.

The Ministry of Education and Science (MES) is a partner of AGROKAZ. It will be involved in drafting all necessary legislation documents and will publicize and promote relevant information of AGROKAZ on its website.

State representatives will be invited to the Final Conference to be informed about the benefits that AGROKAZ studies may have on employment. It will be invited to all roundtable discussions and conferences during the project.



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National and regional governmental and non-governmental institutions will be informed about projects' promotional activities. They will be an essential part of the process of development of modern and innovative learner-centered curricula.

### **General public**

All HEIs offering DUALMON studies will promote them and provide appropriate marketing campaigns as this is in their interest. The general public will be informed about these new studies through promotional campaigns (both online and offline) and events (job fairs, career counseling events). All efforts will be made to engage the active involvement of local and national mass media (via press conferences and reports) to promote public awareness about AGROKAZ.

Dissemination and exploitation events are present throughout project's life cycle under a permanent promotional campaign. All partners will organize dissemination events in their own contexts and a steady roll-out of the project's results in social networks, video blogs, articles in scientific journals/ conferences, and interviews in the media has been scheduled.



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## 9. Project visual identity

Project visual identity will be realized using a project logo, the project's website and a project motto.

The logo for AGROKAZ project is graphic mark or symbol which will provide the immediate recognition of project from targeted groups.

The project logo had to be developed within the first two months. AGROKAZ implemented the following procedure:

In the project's Telegram group, each partner institution was invited to propose logo design. Next, an online voting procedure was used and the most voted one was selected. The logo that was chosen was prepared by P6 UNIOS and Aneta Mihajlović (Faculty of Agrobiotechnical Sciences Osijek).

Logo

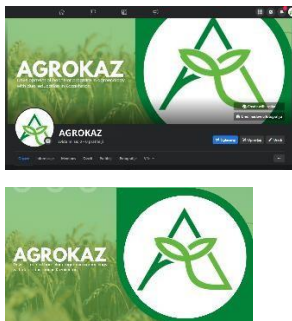


Logo with Project identity



The selected project logo will thereafter be used in all official project-related documents (reports, presentations, website, posters, flyers, social media etc.).

Facebook & Instagram



LinkedIn





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The same procedure was followed to decide on the project motto. Ultimately, the preferred motto was:

Let's save our land for the future

All material (online and printed) will have to carry the selected visual identity kit of AGROKAZ.



## 10. Dissemination channels

### Project's website

The project's website will be the basic instrument for communication, dissemination and promotion of AGROKAZ aiming at being the main point for digital communication with target groups and all stakeholders. It will be developed in English, Kazakh and Russian language. Its construction is separated into two phases:

- Phase I: Design and setup of project's website.

In the first phase the project website will be designed and setup for partners and the general public. It will be designed on the basis of D&E plan and it will contain all details about the project and the activities of consortium.

- Phase II: a special webpage will be developed with detailed description of dual AE study program.

The special website will disseminate information about the objectives of the project and its results (tools developed, reports, scientific research papers, etc.).

All tools developed will be freely downloadable at the website via the output library. Upcoming events and news will be announced at the website.

All partner institutions on their own websites will have links towards AGROKAZ website (with project logo and, if possible, a short project description) to maximize reach.

The website will be established by KenEU. It is planned to be running (Phase I) after the adoption of the identity kit (i.e. logo and motto). The english version of the website must be fully developed as soon as possible (May 2023), followed shortly after by the Kazakh and Russian versions.

Phase II of the website will become live after the consortium has agreed on the final version of curriculum.

To reinforce the impact of the website and attract the attention of broader range of stakeholders (measured by number of unique visits), the website will be promoted by social media activities.

### Social media

Profiles on social media will serve as a digital medium for two-way communication with stakeholders and all target groups. It will be developed in English language.

Social media activities include: (i) a Facebook page for informal interaction with stakeholders and general public; (ii) a Facebook group for students participating in the pilot programs; (iii) exchange with experts in LinkedIn professional groups; (iv) an Instagram page.

The project's Facebook page (run by KazNAU) is already operational:  
<https://m.facebook.com/groups/2592580697562330/?ref=share&mibextid=S66gvF>



The student's Facebook page will become operational after the commencement of the courses.

The LinkedIn page (run by KazNAU) is already operational:

<https://www.linkedin.com/groups/9313637>

The Instagram page (run by PSU) is already operational:

[https://www.instagram.com/p/CqSCCggKa\\_5/?igshid=YmMyMTA2M2Y=](https://www.instagram.com/p/CqSCCggKa_5/?igshid=YmMyMTA2M2Y=)

Regular updates, events, stories, photos, and videos will be shared through these social media channels to engage with a wider audience and create a buzz around the AGROKAZ project. Website and profiles alike, will incorporate the project's identity kit.

### **Final Conference**

This is the comprehensive presentation of entire process of building dual program in AE in Kazakh universities from the start of the project until final conference. Organizing a final conference is the concluding dissemination action of AGROKAZ with the aim to:

(a) demonstrate the overarching achievements of the project and the complexity of project work, with a special emphasis on the setting up dual programs in Kazakhstan.

i.e., describe all phases of the programs implementation, analyze and discuss development of the platform, success rate of realized dual study and LLL program, students' and enterprises' satisfaction and opinion about methodology, potential weakness that should be changed or improved.

(b) raise awareness about agroecology, sustainable agriculture, and dual education.

At least 200 participants of different scientific backgrounds and disciplines are expected to attend the Conference (e.g., agronomists, biologists, ecologists, economists, food technologists, farmers, NGOs, policy makers, representatives of professional associations, media experts, PR experts, teachers from high schools, etc).

The conference will take place in Kostanay at KEnEU.

Additionally, a final report will be prepared as the comprehensive presentation of all phases of AGROKAZ project and the entire process of building dual program in AE in Kazakh universities from the start of the project until final conference.

### **Other activities**

The project aims to attract media coverage through press releases, articles, and interviews in local and national newspapers, radio, and television. The media coverage will help to raise public awareness about the project's importance and impact, and generated interest among the prospective students, the general public and other stakeholders.

Dissemination and exploitation are present throughout project's life cycle. All partners will organize dissemination events in their own contexts with the aim to raise the awareness of importance and benefits of AGROKAZ project results. A permanent promotional campaign and roll-out of the project's results is scheduled that includes social networks, video blogs,



articles in scientific journals/ conferences through joint R&D with universities and HEIs institutions, and interviews in the media.

For each year, all partners must prepare a list of events where AGROKAZ can be promoted in the following year. All partners are encouraged to contribute to dissemination activities by promoting AGROKAZ project everywhere. If a partner is promoting the project (at conferences, meetings, etc.), advise is to inform the WP leader for publication on the website and social networks.

For the project's first year the following actions per Institution have already been planned and approved:

## **P2 – KenEU: Kostanay Engineering and Economic University named after M.Dulatov**

No.	Name	Date	Members	Responsible
1	International student scientific and practical conference	First week of April	KEnEU leadership, teachers and staff, invited guests, media	Vice-Rector for Science and Innovation Shayakhmetov A.B.
2	Meeting of the Interstate Technical Committee with agricultural producers	April	University management and staff, management of agricultural enterprises	Head of the Department of Standardization and Food Technologies Yesseeva G.K.
3	Regional competition of works of schoolchildren	April	Schoolchildren and teachers, students, university staff, media	Vice-Rector for Science and Innovation Shayakhmetov A.B.
4	Meeting with partners from Allur distribution within the decade of the Faculty of Engineering and Technology	May	The management of the enterprise, teachers and employees of the university, the media	Dean of ITF Mukasheva T.K.
5	Meeting of the city club of women entrepreneurs of Kostanay region	May	Entrepreneurs, representatives of local government, media	Head of the Department of Standardization and Food Technologies Yesseeva G.K.
6	Regional Conference "Polytechnic College"	September	Students, teachers and staff of colleges and universities, representatives of local government, the media	Head of the Department of Standardization and Food Technologies Yesseeva G.K.
7	International scientific and practical conference "Dulatov Readings - 2023"	November	Undergraduates, doctoral students and teachers of KEnEU, republican and foreign universities	Vice-Rector for Science and Innovation Shayakhmetov A.B.



#### P4 – PSU: Toraigyrov University

	Direction	Event	Date
1	Organizational work	The study of statistical data on graduates of schools, colleges of districts and cities of the region (Regional departments of education)	5/2023
2			
3		Development of AGROKAZ brand book	5/2023
4		Creation of an Instagram page, development of informational content to inform stakeholders on the educational program	3/2023-1/26
5	Career guidance (Working with schools and colleges (students, parents and teaching staff))	Visits to urban and rural schools, colleges of Pavlodar region with the involvement of a team of career guidance students	ongoing basis
6		Participation in subject Olympiads in specialized subjects from Toraigyrov University	10/2023
7		Participation in Olympiads for college graduates	11-12/2023
8		Open days for graduates of agricultural colleges of Pavlodar region	12/2023-1/2024
9		Career guidance online and offline for other regions of the Republic of Kazakhstan, attracting foreign students together with the Foundation faculty	ongoing basis
10		Videos with foreign students and students of the Faculty of the Foundation	ongoing basis
11		Conducting preparatory courses in biology to prepare for the UNT with students from schools in Pavlodar and Aksu through the Faculty of Foundation	ongoing basis
12		Open day for schoolchildren	ongoing basis
13		Open lectures in schools and colleges	ongoing basis
14	Working with students	Participation in the Day of Knowledge (ceremonial line + fest)	9/2023
15	Work with enterprises and organizations	Study of the need for personnel for agricultural enterprises of the region: 1. Peasant and farm enterprises 2. Greenhouse plants and complexes 3. Departments of agriculture of Pavlodar region	8/2023
16	Advertising	Development and production of logos and hashtags for application on stationery	11/2023
17		Replication of information about the educational program Agroecology in local and national media	ongoing basis
18	Development prospects	Advisory assistance in the student service center and public service centers in agricultural areas Studying the need to open a branch of Halyk Bank and a Public Service Center	2-3/2023
19		Analysis of the work of other agricultural universities	4-5/2023
20	Participation in career guidance events initiated by the INHE and the Bologna Process Center	Participation in educational exhibitions of international and republican levels	ongoing basis



Festival znanosti / Science festival	28. 04. 2023.
Tjedan karijera UNIOS / UNIOS Career week	15. – 19. 05. 2023.
Svečana obljetnica 20 godina smjera Agroekonomika / 20th anniversary of the Agroecconomics major	16. 06. 2023.
CEEPUS ljetna škola / CEEPUS Summer school	3. – 7. 07. 2023.
Konferencija „Hranom do zdravlja“ / „Food to Health“ Conference Konferencija „Globalizacija i regionalni identitet“ / „Globalisation and regional identity“ Conference	14. – 15. 09. 2023.
Konferencija „Poljoprivredni izazovi klimatskim promjenama“ / „Agricultural Challenges to Climate Change“ Conference	19. – 22. 09. 2023.
Konferencija „Inovacije i agrobiznis“ / „Innovations and Agribusiness“ Conference	25. 11. 2023.

### **P6 – UNIOS: SVEUCILISTE JOSIPA JURJA STROSSMAYERA U OSIJEKU**

- the Family Farm Fair, PhD Day, Faculty Day celebration, Digital Agriculture conference, Erasmus Day will also be organized - there is no exact date for all of this yet

### **P7 – Zarechnoye: Agricultural Experimental Station**

#	Name	Date	Participants	Responsible
1	Publication of an article in the media on the topic «Development of organic farming in the Kostanay region»	April	Heads of laboratories, researchers, mass media	Scientific Secretary Tulkubayeva S.A.
2	Admission of students of the KInEU for educational and industrial practice on the basis of the «Zarechnoye» AES»	May-August	Heads of laboratories, researchers, teachers, students	Scientific Secretary Tulkubayeva S.A.
3	Acceptance of experiments on organic farming on the basis of an experimental hospital	July	Heads of laboratories, researchers	Head of the Laboratory of Precision and Organic Farming Tulayev Yu.V.
4	Holding a Field Day on innovative technologies of cultivation of agricultural crops in experimental and production fields	August	Management and employees of the «Zarechnoye» AES», agricultural producers, invited guests, mass media	Head of the Laboratory of Precision and Organic Farming Tulayev Yu.V.
5	Organization of a webinar on organic farming	December	Heads of laboratories, researchers, teachers, agricultural producers	Scientific Secretary Tulkubayeva S.A.



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All events will be covered on the social media pages of the «Zarechnoye» AES»  
<https://www.instagram.com/tooskhoszarechnoe/>,  
<https://www.youtube.com/channel/UC7depOEEsas5-KEg7FObGvw/featured>, in regional media  
and the project's social media pages:  
<https://www.facebook.com/groups/2592580697562330/?ref=share>,  
<https://www.linkedin.com/groups/9313637>,  
[https://instagram.com/agrokaz\\_tou?igshid=YmMyMTA2M2Y=](https://instagram.com/agrokaz_tou?igshid=YmMyMTA2M2Y=).



## P8 – KRIPPQ: The Kazakh Research Institute for Plant Protection and Quarantine named after Z.Zhiyembayev

Task/Content/outcome* (what to disseminate?)	Organization	Dissemination level	Target group (for whom to disseminate)	Dissemination channel (how to disseminate?)	Place/Partner/Platform	Date (when)	Measurement and achievement indicators
Steering Committee, Quality Control Committee, Local Committee Meetings of the AgroKAZ project	KazRIPPQ	university, local, national, international	academic and scientific community at the national and international levels	Social networks (Facebook, Instagram), news line on the page of KazRIPPQ	local page, webpage of AgroKAZ project	within a year according to the meeting schedule	number of views, comments on social networks
Advertising and dissemination of the project. Overview of goals and objectives. Familiarization with the working group within the dissemination of knowledge on the digitalization of agriculture	KazRIPPQ	university, local, national	stakeholders (farmers, partners of research institute, students, university staff)	Social networks (Facebook, Instagram), news line on the page of KazRIPPQ	Local webpage	April-May, 2023	list of participants
Practical seminar on the topic: "Sowing of spring wheat seeds, treated by protective and stimulating compounds." Venue: Kostanay branch of KazRIPPQ and KINEU, Kostanay	KazRIPPQ	university, local, national	students, university staff, scientific community	Social networks (Facebook, Instagram), news line on the page of KazRIPPQ	Local webpage	May, 2023	list of participants
Advertising and dissemination of the project. Overview of goals and objectives. Familiarization with the working group at various seminars and conferences dedicated to the celebration of the 65th anniversary of KazRIPPQ	KazRIPPQ	university, local, national, international	academic and scientific community at the national and international levels	Social networks (Facebook, Instagram), news line on the page of KazRIPPQ	local page, webpage of AgroKAZ project	within a year	number of views, comments on social networks, list of participants



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### **Internal communication**

Additionally, efficient and immediate internal communication among partners is ensured by means of:

- email lists,
- working group meetings
- project meetings, minutes, internal reports, etc
- a [Telegram group](#)
- a [Microsoft Teams group](#).



## 11. Collaborations with other relevant EU and national projects

The proposal is complementary to several EU efforts. With the aim of training the next generations of agroecologists, numerous EU institutions have created education programs in AE. Many of them are international and organized by a consortium of universities from different countries and run as double degrees with two or more universities involved. There are also different farmer training centres in Europe that have shorter or longer-period training in agroecology. Many institutions, organizations and networks are involved in teachings and trainings, such as the European Agroecology Knowledge Exchange Network that provides networking and knowledge-sharing between agroecology practitioners or CSAct! Farmer-toFarmer Training Program that offers one-off training or networks events.

The project is expected to establish strong synergies with relevant initiatives under Horizon Europe, and in particular with the "Food, Bioeconomy, Natural Resources, Agriculture and Environment" under Pillar II "Global Challenges and European Industrial Competitiveness." It could also effectively complement other parts of Horizon Europe, such as Climate, Energy and Mobility, as well as the actions planned under other Union programs such as the Erasmus +, EU Central-Asia Invest Programme, etc.

It is anticipated that the operations of AGROKAZ will be very relevant to the activities of the FAO in Kazakhstan, especially its effort to support the development of organic farming and the building of institutional capacity (TCP/KAZ/3502), to promote Conservation Agriculture practices with a view to protecting fragile ecosystems and making production systems more sustainable (GCP/RER/030/TUR), to preserve winter deserts (the Central Asia Desert Initiative - CADI), to scale up integrated natural resource management (GCP/SEC/293/GFF), etc.

AGROKAZ project is based on the results of two previous existing EU-funded projects:

Title of the project: DUALEDU - Implementation of Dual Education in Higher Education of Serbia

Reference number: 586029-EPP-1-2017-1-RS-EPPKA2-CBHE-SP

Project dates: 2017 – 2019

Programme or initiative: Erasmus+

Website: <https://dualedu.ef.uns.ac.rs/>

Title of the project: DIARKAZ - Dual Education for Industrial Automatization and Robotics in Kazakhstan

Reference number: 609757-EPP-1-2019-1-RS-EPPKA2-CBHE-JP

Project dates: 2020 – 2022

Programme or initiative: Erasmus+

Website: <http://diarkaz.kineuprojects.kz/>



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Collaboration and synergies with these, as well as other, relevant projects and consortiums will allow to share project information and leverage existing networks for wider dissemination.

AGROKAZ project can significantly contribute to continuous EU efforts to support business-academia collaboration. Experiences and expertise from HEIs in Serbia, Croatia and Greece are crucial for development of innovative bachelor AE study programs at three universities in Kazakhstan. The added value for universities lies in expanding their cooperation with companies and real-life environment, and creating a unique knowledge environment in which students can achieve better university knowledge and professional skills. It is anticipated that AGROKAZ will contribute to internationalization of HEIs in Kazakhstan and boost connections between EU and Kazakh institutions, students and teachers. It will be shown by increased number of HEIs from partner and program countries collaborating.

In order to maximize awareness about AGROKAZ and build upon existing knowledge and establish a wider network of collaborating HEIs and other bodies, AGROKAZ will appoint a project partner who will be responsible for the task of creating a synergy effect with other projects. The selection will be made by the Scientific Committee (SC).



## 12. Sustainability and continuation

After the project is finished, the target groups of stakeholders will be reached using the following channels:

1. Students will be reached through series of lectures. This will be practice for promotion of study program every year. Also, the list of graduate students (alumni) will be kept in order to maintain the connection with them in the years to come and to use them as dissemination channels and promoters of study program based on AGROKAZ not only among potential students, but also in companies where the ex-students will work. Additionally, AGROKAZ education concept will be promoted at education fairs where Kazakh and the region's universities will be present as well as at the other fairs such as agriculture, organic or bio fairs.
2. Teachers will be reached through scientific conferences where our teachers will promote the education program and AGROKAZ project, and also through formal and informal communication with colleagues. This will be the same channel for reaching other HEIs institutions in Kazakhstan and the region. The consortium will continue to share information, knowledge, experience and good practice about the functioning of DE in their institutions in order to improve their practice and provide as high as possible quality of students' competencies.
3. Companies: Within obligatory quality self-assessment of Kazakh universities, every year local enterprise that hired newly finished students will be surveyed about the quality of the competencies that hired students bring to the enterprises for the purpose of improving the study program.
4. Professionals will be reached through their companies and through professional societies.
5. Representatives of policy makers in HE system of Kazakhstan and Ukraine, especially from related ministries, National Employment agencies and agencies for QA in Education, will be invited to the Final Conference in order to be informed about the benefits of the dual study program based on AGROKAZ.

Project website will continue to exist for at least five years after the end of the project in order to share the information about AGROKAZ project to all stakeholders. Also, we will continue to use international cooperation of Kazakh universities to reach stakeholders in the region, in Europe, and beyond.

The whole Consortia will be responsible for defining the strategy and development of the Exploitation and Sustainability (E&S) plan at the national and transnational level to raise the attractiveness of AE education. E&S plan will provide identification of appropriate governance structures and strategies for scalability and financial sustainability at the national, regional, and European levels. The Plan will indicate future sustainable funding, where synergetic use of European and national funds will be the cornerstone of sustainability. After the implementation of the AGROKAZ project, project partners and stakeholders will be able to use all project results in applying on different EU-funding



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programmes such as Horizon, Start-up Europe, other Erasmus+, the EU Structural and Investment Funds (ESIFs), the Environment and climate action (LIFE) and the European Regional Development Fund (ERDF), as well as within national and bilateral programmes related to dual higher education and its implementation in private sector.



### 13. Budget and resources for dissemination

Estimated budget – Resources <i>(n/a for prefixed Lump Sum Grants)</i>														
Participant	Costs													
	A. Personnel		B. Subcontracting	C.1a Travel			C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs
UNS	2	7,488	4,000	1	2	866	1,340	800	0	0	0	0	1,015	15,509
KEnEU	4	4,302	4,000	0	0	0	0	0	0	0	0	0	581	8,883
KazNAU	4	4,302	4,000	1	4	920	2,680	1,600	0	0	0	0	945	14,447
PSU	4	4,644	4,000	1	4	884	2,680	1,600	0	0	0	0	967	14,775
DUTH	1	1,836	0	1	3	1,299	2,010	1,200	0	0	0	0	444	6,789
UNIOS	1	846	0	1	3	1,299	2,010	1,200	0	0	0	0	375	5,730
Zarechnoye	1	522	0	0	0	0	0	0	0	0	0	0	37	559
NIIZKR	1	576	0	0	0	0	0	0	0	0	0	0	40	616
<b>Total</b>	<b>18</b>	<b>24,516</b>	<b>16,000</b>	<b>5</b>	<b>16</b>	<b>5,268</b>	<b>10,720</b>	<b>6,400</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,403</b>	<b>67,307</b>

For certain Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; see [Portal Reference Documents](#)).

Estimated EU contribution	
Estimated lump sum contributions (per WP)	
	WP7
Forms of funding	Lump sum contribution
1-UNS	13.958,10
2-KEnEU	7.994,70
3-KazNAU	13.002,50
4-PSU	13.297,50
5-DUTH	6.110,40
6-UNIOS	5.157,00
7-Zarechnoye	503,10
8-KRIPPQ	554,10
<b>Σ consortium</b>	<b>60.557,40</b>

Staff effort per participant	
WP7	
Participant	Person-months
1-UNS	2.0
2-KEnEU	4.0
3-KazNAU	4.0
4-PSU	4.0
5-DUTH	1.0
6-UNIOS	1.0
7-Zarechnoye	1.0
8-KRIPPQ	1.0
<b>Σ consortium</b>	<b>18.0</b>