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RETEACH
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**"Reforming teacher education towards
green and digital transition in Mongolia" project - RETEACH**

**Project# Grant Agreement - GAP-101179222
ERASMUS+ Capacity Building in Higher Education**

PROJECT DISSEMINATION & EXPLOITATION STRATEGY (PES)

2025

1. Introduction

The RETEACH project aims to reform teacher education in Mongolia, enabling the shift from traditional to future-oriented curricula and teaching methods to achieve national goals for general education and support the green and digital transition.

The project's specific objectives are:

1. Capacity building for national and institutional administrators, decision-makers, lecturers, and researchers on teacher education policies and programs in alignment with national general education goals, the European Green Deal, and the Digital Agenda.
2. Development of the "Teacher Education Strategy for 2027-2032 (TES)," promoting the transition from traditional to future-oriented, green, and digital teacher training curricula and methods.
3. Establishment of benchmark for Teacher Education in Mongolia (BTEM) for different levels of teacher initial education and revision of selected bachelor's and master's programs, particularly in STEM fields.
4. Creation of a short-credit program for teacher education.
5. Piloting of revised teacher initial education programs at the bachelor's and master's levels, as well as the short-credit program.

The following project results are expected to remain sustainable beyond the Erasmus+ programme funding:

- Training Kit on teacher education policies and practices in Europe, aligned with the Green Deal and Digital Agenda.
- Enhanced institutional capacity of staff from participating institutions in teacher education policies and practices.
- "Teacher Education Strategy for 2027-2032", developed in alignment with national policies.
- Established benchmarks for initial teacher education at the licensure and master's levels, as well as for a short-credit program.
- Revised licensure and master's programs in teacher education, incorporating updated teaching methods and a newly created short-credit program in STEM fields.
- Improved practices for the continuous professional development of in-service teachers.

- Long-term cooperation between the involved partners promoted leading to convergence in line with EU developments and standards towards fostering the integration of the HEIs in European level.

2. Overall communication objectives

Disseminating Information on RETEACH project results is an important and integral part of the project. Dissemination in general is a planned process of providing information to the target groups and key actors in regard to project process, activities and results by the use of different dissemination channels at local, regional, national, EU and international level.

The main objectives of the Dissemination activities are:

- To promote and raise awareness about the project contents.
- To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support.
- To convince Higher Education institutions to adopt and/or apply the results, also after the project.

Note: All dissemination materials must include the EU and project logo



and the following disclaimer:

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3. Dissemination strategy in the RETEACH project

The RETEACH Dissemination strategy includes planning of the type and number of activities, people involved, implementation, impact, and results, as well as the dissemination plan will target groups, instruments and tools to be designed, milestones and performance indicators.

The project dissemination activities will be implemented in cooperation with all partners. The partner responsible for the overall coordination of all dissemination activities.

The dissemination activities are structured inside and outside of each organization as follows:

- ✓ **Face-to-face activities:** Presentations, meetings, workshops, conferences, seminars.
- ✓ **Internet based:** Emails, website, e-newsletter, social media, etc.
- ✓ **Paper based:** Brochures, flyers, articles, newsletters, press releases etc.
- ✓ **Performance activities:** Activities closely related to project outputs such as the implementation of seminars, workshops, and piloting activities.

4. Target groups

The project's target groups can be divided in two categories:

- 1) Direct beneficiaries of project' activities:

Teaching and administrative staff of universities/research institutions, especially those in Teacher Education Programme,

- 2) Indirect beneficiaries of project' activities:

Includes people who will indirectly benefit from the project activities (local authorities, public bodies, researchers, general public) during its duration.

Data Protection Compliance: All project partners must ensure compliance with data protection regulations. A **data consent form** must be collected from all participants, or a "**Public Event**" **notice** must be visibly placed in meeting rooms to inform attendees.

5. Specific objectives for each target group, related to the project's objectives

- ✓ Ensure that the teaching and administrative staff as well as enterprises are aware of the objectives of project and activities,
- ✓ Ensure overall dissemination of project outcomes (especially TES, BTEMs, TESP) among universities and research institutions, as well as general public and enterprises,
- ✓ Raise awareness and understanding of the Green and Digital Transition of Teacher Education among the Mongolian students, teaching and administrative staff of universities/research institutions, enterprises as well as public authorities,
- ✓ Ensure that the general public is aware of the objectives, activities and outcomes of project.

6. Main activities that will take place covered by the dissemination plan

- Kick-off meeting of project,
- Trainings with involvement of representatives of target groups,
- Publication of training package in English and Mongolian languages (both hard copies and on-line),
- Publication of Training Kit and BTEM in English and Mongolian languages (both hard copies and on-line),
- Publication of brochures on project activities in English and Mongolian languages,
- Dissemination via national media,
- Organization of round tables to discuss the project outcomes with the representatives of target groups,
- Organization of dissemination conferences in program country,
- Daily communication with educational community and interested parties,

➤ Internet-Based Dissemination Activities,

The RETEACH project utilizes digital tools to maximize outreach and engagement. The following online dissemination activities will be implemented:

- ✓ Project Website – Regular updates with news, reports, and downloadable materials.

(<https://reteach.mn/>)

- ✓ Social Media Presence – Active engagement through Facebook, YouTube and other relevant platforms.

(<https://www.facebook.com/profile.php?id=61571031187616>)

(<https://www.youtube.com/@ErasmusRETEACH>)

- ✓ Web-Based Branding Materials – The project has developed official branding materials to maintain a unified identity, including:

- PPT template for presentations
- Zoom background for virtual meetings
- Invitation templates for events
- Roll-up banners for physical meetings

All branding materials are available for download on the project website, and partners are

- **Meetings, workshops, conferences, and round tables** must follow data protection policies, including **obtaining consent forms or displaying a "Public Event" notice** in the venue.
- **The publication of the training package, Training Kit, BTEM, and brochures must include the EU and project logos, with the disclaimer text placed on the first page.**

7. Key Performance Indicators (KPIs) for Measuring Communication Objectives

The following minimum KPI indicators have been set to measure the achievement of communication objectives:

- Number and type of dissemination materials/tools – At least 20 materials (brochures, press releases, reports, etc.) over the project period.
- Number of people receiving the communication materials – At least 1,500 stakeholders (university faculty, administrators, policymakers, and students) reached by the end of the project.
- Number of visitors to the project website – A minimum of 3,000 unique visitors over three years.
- Number of visitors to the project's Facebook page – At least 2,000 followers and 10,000 engagements (likes, shares, comments) throughout the project duration.
- Feedback from trainings and meetings – A minimum of 80% positive feedback from participants based on surveys conducted after training sessions and meetings.
- Number of media coverages per project activity – At least 10 national-level media publications (TV, newspapers, online platforms) per year, totaling 30+ media coverages over the project lifespan.

8. Human and financial resources

All project partners will be actively involved in the activities towards wide communication on project and its visibility.