STEM exploitation strategy and plan

Introduction

This Exploitation Strategy and Plan describe the intentions of STEM project consortium members for exploiting the project results. The exploitation activities will take place both during, and after the project's lifetime.

The aim of the exploitation Plan is to ensure the use of the deliverables generated within the project. The preliminary exploitation activities are written in the description of the project. Partner specific exploitation strategies show how the impact of the awarded grant has been maximized.

Project exploitation approach includes estimating the exploitation potential of deliverables, conducting SWOT analysis, exploiting some deliverables in pilot actions, and developing a roadmap for exploiting the deliverables after the project's lifetime. The project exploitation strategy is to involve end-users into pilot activities.

It is expected that participating universities will develop a new approach to STEM education, which will be exploited during the project life within Master's and LLL course delivery, residential and engagement programs implementation, and in STEM centres' and network operation. Demonstrating the effectiveness of a new approach is expected to result in its multiapplication in other regions with some modifications to local needs.

List of deliverable with exploitation potential

Deliverable	Description	Exploitation potential
Master's curricula	Master's curriculum will consist of 6 modules: Introductory, Methodology, Technology, Leadership, Research and Subject-related.	For Bachelor graduates with teaching and STEM background
Mobility schemes	Between partner countries and the EU countries; between partner countries	EU teachers to partner universities; student mobility for a semester abroad
LLL courses	LLL training will include e-learning and training workshops	For regional STEM teachers
STEM centres	STEM centres embedded in partner universities will be engaged in consulting, research, and training activities	T&A resources will be of use to various education organizations
STEM network	STEM network will involve stem centres of partner universities. It will be aimed at organizing international events	Will be open for the EU centres and partners

The exploitation activities represent the next step with regard to the dissemination activities.

The exploitation activities will involve both internal and external users; a special focus will be on raising interest of similar European initiatives.

The exploitation strategy and plan will be monitored by the WP5 action team with regard to the elaborated evaluation criteria:

Deliverable	Exploitation action	Evaluation criteria	Contingency measures
Master's curricula	Student recruitment	Number of students enrolled Number of applications	Rigorous promotion campaign
	Delivery	Students' evaluation of courses	Modification of courses
	Accreditation	Accredited/non accredited	Internal lobbying
	Summer school	Number of participants Evaluation feedback	Rigorous promotion campaign
Mobility scheme	Concluding exchange agreements	Number of agreements	Identifying common areas of interest
	Implementation of the scheme	Number of mobilities Evaluation feedback from participants	Search for internal financial support Language courses
	Recognition of study abroad	Mechanism of recognition introduced at each university	Thorough elaboration of step-by-step recognition
LLL course	Conducting e-training	Number of trainees Number of e-courses Evaluation feedback	Rigorous promotion campaign Modification of courses
	Conducting training workshops	Number of trainees Number of workshops Evaluation feedback	Rigorous promotion and dissemination campaign Modification of courses
STEM centres	Consulting activities	Number of consultations Number of e-cases	Rigorous promotion campaign Involvement of ministries
	Events	Number of events Number of participants	Dissemination activities
	Residential programs	Number of ambassadors Number of schoolchildren Evaluation feedback	Modification of the program
	Engagement program	Number of projects Number of cases	Demonstration of good practices and benefits Involvement of more participants
STEM network	Synergies with other centres and networks	Number of synergies	Presentation of mutual benefits
	events	Number of events Number of participants	Promotion campaign
Synergies with other projects	Exchange of information	Volume of exchange	Achievement of good results

	Participation in partner events	Number of invitations	Dissemination activities
	Organizing joint events	Number of events	Dissemination activities
	Access to databases	Number of databases	
	Mutual support of social media campaigns	Number of campaigns Number of posts	Promotion campaign

Exploitation plan during the project lifetime

Deliverable	Action	Target group	Financing	Date
Master's curricula	Submitting documents to the academic commission which selects programs and heads of programs on a competitive basis	Project action team	Internal university financing	August 2019
	Creating promotion materials	Promotion team	Internal university funding	November-December 2019
	Launching promotion campaign through various channels with regard to university recruitment strategy	Promotion team Bachelor students Master students International students	Fund of international education (internal)	December 2019-May 2020
	Developing documents on a new program with regard to internal procedures and submitting them to the Academic Council for approval	Head of the program	Internal university funding	April 2020
	Getting evaluation feedback from students	Head of the program Academic commission	Internal university funding	January 2021 June 2021 January 2022
	Getting evaluation feedback from summer school participants	Head of the school	Project financing Internal university funding	July 2020 July 2021 July 2022

Deliverable	Action	Target group	Financing	date
Mobility schemes	Concluding exchange agreements between Russian and Kazakhstan universities in STEM areas	International office Students in STEM subjects	Project financing Internal mobility fund Students' funding	Spring 2021
	Implementing mobility scheme	RU and KZ to EU KZ to RU RU to KZ	Project financing	Autumn 2021
	Recognition of study abroad based on internal regulations and transcript of records	Mobile students	Internal university funding	January 2022
	Getting evaluation from students	Mobile students	Internal university funding	January 2022

Deliverable	Action	Target group	Financing	date
LLL training	Promotion campaign involving local advisory body	Local KZ and RU school teachers	Project financing Internal university funding	Spring 2021
	Implementing pilot blended training	30 teachers from targeted schools	Project financing	spring 2021
	Getting evaluation from trainees	30 teachers	Internal university funding	Spring 2021
	Introducing amends with regard to feedback	Project action team	Internal university funding	Spring 2021

Deliverable	Action	Target group	Financing	date
STEM centres	Promotion campaign involving local	local Schools Education	Internal university funding	Spring 2020 ongoing

	advisory body: Presentations, social media, formal opening ceremony with the participation of key stakeholders, flyers	organizations (Quantorium parks in RU) Regional education bodies		
	Consulting activities	Pilot schools	Project financing	ongoing
	Events: STEM days, STEM weeks, STEM festival	Pilot schools Education organizations	Internal university funding	STEM days: February 2020,2021, May 2020,2021, October 2020,2021 STEM weeks: April 2020,2021 November 2020.2021 STEM festival: September 2021
	Residential program	30 pupils from pilot schools 5 stem ambassadors	Internal university funding Project financing	June 2021
	Engagement program	15stem ambassadors Pilot schools	Project financing Internal university financing	March 2021

Deliverable	Action	Target group	Financing	Date
STEM network	Setting up a STEM network	Project consortium	Internal partners' funding	Autumn 2021

Roadmap for exploitation activities after the project's lifetime

Deliverable	Action	Partners	financing	Date
Master's curricula	Delivery	RU and Kazakh partners	University funding	ongoing
Mobility scheme	Implementation	Consortium	University funding	On a semester

		members		basis
LLL training	Delivering blended training	RU and Kazakh partners	Participants' fee Ministerial support	Once a year
STEM centres	Consulting activities	RU and Kazakh partners	University-school partnerships' programs	ongoing
	STEM festival	RU and Kazakh partners	sponsors	Once a year
	STEM days	RU and Kazakh partners	University funding	Once a semester
	Residential programs	RU and Kazakh partners	Business sponsors Ministerial grants	Once a year
	Engagement programs	RU and Kazakh partners	University funding	Each spring
STEM network	Conducting summer schools	Network members	Organizational fee	Each summer
	Expanding or developing synergies	Network members		ongoing
	Conducting events	Network members	Organizational fee	Twice a year
	Research activities	Network members	Members' funding	ongoing