



Co-funded by the  
Erasmus+ Programme  
of the European Union



WATER DIPLOMACY  
PROJECT ERASMUS +  
101082976 - HWCA  
ERASMUS-EDU-2022-CBHE

## DISSEMINATION PLAN

The purpose of the project dissemination plan is to ensure that the results, outcomes, and impact of the project are publicized and disseminated as widely as possible. The plan should be updated every six months.

The dissemination plan addresses specific and general audiences.

**Specific audience (SA):** students, researchers, teachers, or other people involved in activities related to the topic of the project and interested in following the development and results of the project.

**General audience (GA):** people who may not have a professional interest in the project, but who in terms of visibility are important to the project.

The HWCA project is a specialized educational program aimed at training in the skills and knowledge necessary to address water resource issues at the international level. This project combines elements of diplomacy, policy, ecology, hydrology, and other disciplines to develop a comprehensive approach to water resource management and conflict prevention related to water.

The primary goal of the HWCA project is to educate in the skills of effectively resolving water-related conflicts and developing strategies for sustainable water resource management. Study international laws and agreements, political and economic aspects of water governance, principles of hydrology, as well as methods of international cooperation and diplomacy.

An important aspect of the project is effective information dissemination. Since water issues affect multiple countries and stakeholders, it is essential to reach the target audience and create maximum impact for the program. Information dissemination can be done through various channels, including academic publications, scientific conferences, policy forums, media, and social networks.

The HWCA project should strive to attract students, academics, policymakers, and practitioners from different countries and fields to ensure diverse and interdisciplinary discussions and knowledge exchange. Additionally, it is important to establish partnerships and collaboration with organizations working in the field of water resources to maximize the program's impact and apply the acquired knowledge in practice.

Ultimately, the project holds significant importance in addressing water-related issues as it develops experts capable of effectively managing water resources, preventing conflicts, and finding sustainable solutions at the international level. Effective information dissemination allows reaching a broad audience, raising awareness about water issues, and maximizing the program's impact on political, environmental, and social decisions related to water resources.

	<b>Name of actions</b>	<b>Estimated Date</b>	<b>Responsible</b>	<b>Materials</b>
<b>1.</b>	<b>Developing a plan for disseminating information about the HWCA</b> - Mid-term report on the implementation of the dissemination plan - Final report on the implementation of the dissemination plan	<b>July, 2023</b>  <b>October, 2024</b>  <b>April, 2026</b>	<b>DAMFA</b> <b>All partners</b>	<b>Project documents, minutes</b>
<b>2.</b>	<b>Creating a team that will be responsible for implementing the project within the university</b>	<b>June, 2023</b>	<b>DAMFA</b>	<b>Project documents, minutes</b>

The main stakeholders of the HWCA program include:

- **Government officials and policymakers:** They play a vital role in developing and implementing water governance policies at the national and international levels. Their involvement in the program helps establish connections between academic and practical aspects of water resource management, leading to effective and informed decision-making.
- **Water management specialists:** These professionals are involved in the planning, development, and management of water resources at the local, regional, or national level. Their participation in the program facilitates the exchange of advanced methods and best practices in water management, contributing to the development of more effective resource management strategies.
- **Diplomats:** They play a crucial role in resolving water-related conflicts and fostering international cooperation in this domain. The involvement of diplomats in the program helps develop the skills of effective diplomacy necessary for collaboration and dispute resolution in the water sector.

- Researchers: They make significant contributions to understanding water issues, developing new methods and solutions, and evaluating the effectiveness of different approaches to water resource management. Their participation in the program contributes to the generation of new knowledge and innovations in the field of water diplomacy.
- International organizations: They have wide-ranging coverage and influence in the field of water resources and serve as platforms for collaboration and knowledge exchange among different countries and stakeholders. The participation of international organizations in the program provides access to resources, expertise, and funding, while also increasing the visibility and impact of the program.

These stakeholders are crucial in advancing water diplomacy efforts for several reasons:

- ❖ They are key decision-makers and influencers in water governance policies and practices.
- ❖ Their participation and support enhance the legitimacy and recognition of the program within relevant spheres.
- ❖ They possess the expertise, resources, and influence necessary for successful implementation of water-related strategies.
- ❖ Their collaboration and knowledge exchange contribute to the development of innovative and effective approaches to water resource management.
- ❖ They can provide financial support, technical assistance, and facilitation in scaling up and disseminating the program on an international level.

Engaging these stakeholders enables the creation of a comprehensive, influential, and sustainable HWCA project capable of addressing existing and future water-related challenges.

In addition to the website, establishing a strong online presence through social media platforms like Facebook, Twitter, LinkedIn, and Instagram is essential for engaging with a wide audience and facilitating the exchange of updates and relevant content. The benefits of a strong social media presence include:

- Audience Engagement: Social media platforms enable direct interaction with prospective students, current students, alumni, and other stakeholders. It provides a platform for discussions, inquiries, and sharing of experiences.
- Information Dissemination: Social media platforms allow the program to share program updates, upcoming events, student achievements, and relevant news articles related to water diplomacy. This helps in raising awareness about the program and keeping the audience informed about the latest developments.
- Networking Opportunities: Social media platforms provide opportunities to connect with professionals, organizations, and experts in the field of water

diplomacy globally. This can foster collaborations, partnerships, and knowledge exchange.

- **Brand Building:** A strong online presence through social media enhances the visibility and reputation of the program. It helps in establishing the program as a thought leader in the field and attracts prospective students and stakeholders.

Overall, combining a dedicated website with active engagement on social media platforms can significantly enhance the program's reach, facilitate communication, and promote its objectives and achievements to a wider audience.

	<b>Name of actions</b>	<b>Estimated Date</b>	<b>Responsible</b>	<b>Materials</b>
<b>1.</b>	<b>Creating accounts in social networks to distribute news, events and products of the project</b>	<b>01.05.23-01.05.26</b>	<b>DAMFA</b>	<b>Facebook, Instagram, Twitter, Telegram</b>
	CA partners have to post account of HWCA project (Facebook, Instagram, Twitter, Telegram) on own websites of the universities	<b>01.05.23-01.05.26</b>	<b>All partners</b>	<b>Websites of CA universities</b>
<b>2.</b>	<b>Creating a project website</b>	<b>October, 2023</b>	<b>DAMFA</b>	<b>Project's page on HWCA's website</b>
<b>3.</b>	<b>Developing and distributing brochures, posters, booklets, flyers</b>	<b>April, 2024</b>	<b>DAMFA</b>	<b>Brochures</b>

Establishing partnerships with relevant institutions such as universities, research centers, and international organizations is of great importance for a water diplomacy program. The potential benefits of collaboration include:

**Joint research projects:** Partnering with universities and research centers allows for collaborative research on water diplomacy. This contributes to generating new knowledge, developing innovations, and finding solutions to complex water-related issues.

**Student exchanges:** Partnering with other universities enables student exchanges between water diplomacy programs. This provides students with the opportunity to expand their experience and perspectives, learn about different cultures and approaches to water resources, and strengthen international connections.

**Co-organizing seminars or conferences:** Collaborating with academic and research institutions allows for joint seminars, conferences, and other events. This facilitates the exchange of knowledge, experience, and best practices in the field of water diplomacy,

as well as creates a platform for dialogue and collaboration among various stakeholders.

Specific partnership opportunities in the field of water diplomacy may include:

- **Universities:** Collaborating with universities offering programs in ecology, geography, international relations, and political science can provide academic expertise and additional resources for the water diplomacy program.
- **Research centers:** Partnering with research centers specializing in the study of water resources, climate change, and sustainable development can provide access to up-to-date data, research, and analytical skills.

Participating in professional conferences and seminars not only allows for the dissemination of research and program updates but also provides opportunities for networking, professional development, collaboration, and recognition. These events foster a culture of continuous learning, innovation, and growth within the program, ultimately enhancing its quality and impact in the field of water diplomacy.

	<b>Name of actions</b>	<b>Estimated Date</b>	<b>Responsible</b>	<b>Materials</b>
<b>1.</b>	<b>Partner universities from Central Asia post materials on their websites and organize informational meetings as an in-kind contribution.</b>	<b>All time</b>	<b>All CA partners</b>	<b>Project documents, information meetings</b>
<b>2.</b>	<b>Developing and reporting on the results of new water diplomacy curricula</b>	<b>July, 2024</b>	<b>DAMFA All partners</b>	<b>Informational events</b>
<b>3.</b>	<b>Organization of informational events for faculty and students who will study newly developed curricula.</b>	<b>July, 2024</b>	<b>DAMFA All partners</b>	<b>Informational events</b>
<b>4.</b>	<b>Publication in scientific journals: Submission of results to relevant scientific journals on water and diplomacy. Annual publications on news portals. Annual publications in newspapers. Annual publications in scientific journals.</b>	<b>All time</b>	<b>All partners</b>	<b>Articles</b>

5.	Needs assessment of stakeholders.	October, 2023	All partners	Round tables, list of participant, presentations copy
6.	Participation in roundtables at the national level	2024, 2025, 2026	All CA partners	Report on website and press-release for the mass-media
7.	TV, radio, newspapers	All time	All partners	<i>press-conference; annual TV; radio interviews</i>
8.	Presentation at the conferences	All time	All partners	Report, conference programs, photo, abstracts, publications
9.	Monitoring project activities at the HWCA	All time	DAMFA	Meetings, reporting

Effective outreach plays a critical role in achieving the goals of the HWCA project. Through strategic and comprehensive promotion, the project can increase visibility, attract highly qualified students, and establish its reputation as a premier water diplomacy program.

It is optimistic to say that through a carefully crafted outreach plan and the application of a variety of strategies, the water diplomacy program can achieve great success. Active alumni engagement, collaboration with online learning platforms, and continuous performance measurement will help the program improve its results and increase its impact on public opinion and global water issues.

	Name of actions	Estimated Date	Responsible	Materials
1.	Achieved results for the project	Every 6 months	DAMFA All partners	Reports, evidences
2 .	Dissemination of teaching methodology, quality control, administration and management	April, 2026	IHE DELFT	Report
3.	Information on signed agreements, memorandums of understanding between Central Asian and EU universities to enhance faculty and student mobility	May, 2025	All partners	Partnership agreements

<b>4.</b>	<b>Evaluation of the project results. Preparation and publication of brochures/leaflets about the results of the project.</b>	<b>March, 2026</b>	<b>All partners</b>	<b>Brochure/ leaflets</b>
<b>5.</b>	<b>Organization and conduct of the final conference</b>	<b>March, 2026</b>	<b>DAMFA All partners</b>	<b>Report on website and press-release for the mass-media</b>
<b>6.</b>	<b>Publication of the final evaluations of the overall implementation of the project by the Supervisory Board.</b>	<b>April, 2026</b>	<b>DAMFA</b>	<b>Report</b>