

Final report on communication, dissemination,  
exploitation and sustainability / WP6

## Executive Summary

The EU funded project MaSDiV (2017-2020) aims at promoting fundamental values and intercultural learning in maths and science teaching in order to deliver inclusive education for all students. To this end, communication, dissemination and exploitation are important tasks as the project aims at mainstreaming and scaling-up a policy measure. This resource reports on the project's strategy for communication, dissemination and exploitation and presents related project activities carried out by all partners on the national and European level. In doing so, it is analysed to what extent the plans, strategies and activities were effective, were appropriate to the target groups and had a good impact. This may serve as an example for the design and strategy of future projects.

Based on this analysis and these experiences, a guide for implementing successful dissemination and exploitation activities is given to partners and further readers in order to provide relevant information to be able to successfully carry out further dissemination activities beyond the project's lifetime as well as for future projects. Central terms and concepts are defined and explained. A step by step guide leads the reader to an effective planning and implementation of the dissemination activities.

Furthermore, relevant recommendations for a sustainable exploitation after the project's lifetime are given and are intended to provide ideas and inspiration to the project partners and other readers. After explaining and defining terms and concepts of exploitation and sustainability, the related strategies on the National as well as the European level are presented and concretely demonstrated, using the example of the MaSDiV project.

Examples of effective dissemination activities within the MaSDiV project illustrate the presented strategies. The given best practices round off this guide, which is meant to cater for sustainable dissemination and exploitation activities and guide partners after the end of the project.

All in all, special features of the MaSDiV project have been identified as being very effective in regard to a successful dissemination and sustainable exploitation: The university-ministry tandems, cooperating on a national as well as on the European level; The MaSDiV National Impact Boards (NIB) as well as the European Impact Board (EIB), providing expertise and advice as well as extra dissemination support with their contacts and networks to policy makers and important stakeholders in the field of STEM education; Peer learning, viewed within the project as an effective means to overcome challenges as well as develop plans and strategies. Furthermore, it proved to be very supportive to dedicate a work package especially to quality assurance: The continuous monitoring of the dissemination strategies and activities by this work package ensured that all measures were carried out through appropriate channels that are directed at precisely identified target groups at the right time.

These aspects have been crucial in achieving the highest possible impact of the MaSDiV project and should be taken into account when planning and applying for a new project.