



PROFESSIONAL DEVELOPMENT WORKSHOP FOR HORIZON EUROPE NCPS Almaty, 21 May 2025

Communication and Dissemination Strategy for Horizon Europe Cluster 5 in Kazakhstan – Stakeholder Support and Key Performance Indicators

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Communication & Dissemination Plan for HE Cluster 5 in Kazakhstan



COMMUNICATION OBJECTIVES

- Enhance visibility of Cluster 5 activities in Kazakhstan
- Effectively disseminate information about HE Cluster 5
- Engage and support stakeholders; facilitate international collaboration
- Raise awareness
- Promote cooperation with European organizations
- Develop local success stories



TARGET AUDIENCE

- Universities, research institutions
- Government agencies
- Quasi-public sector
- NGOs and civil society
- Industry & Private sector
- Stantec GOPA









From NCP appointment to action

Communication Plan

- ✓ Communication plan for effective dissemination of information developed
- ✓ Key Performance Indicators (KPIs) developed

Stakeholder Database

- Database of existing and potential organizations interested in participation in HE Cluster 5 developed
- ➤ 60+ organizations
- Mailing list + Telegram channel created

Individual Consultations

- Individual consultations provided to 4 organizations
- ➤ 1 application submitted



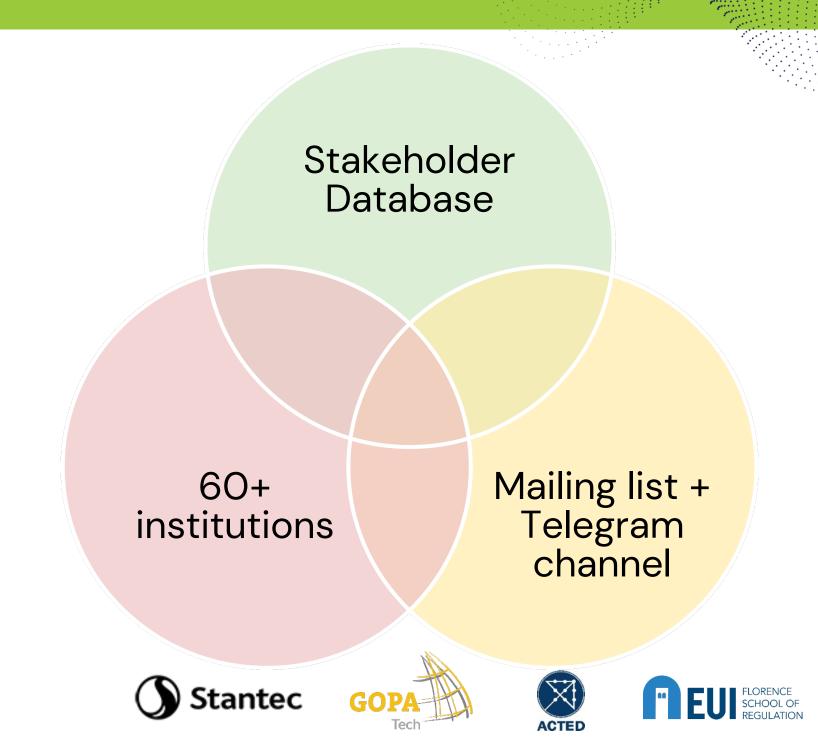




From NCP Appointment to Action

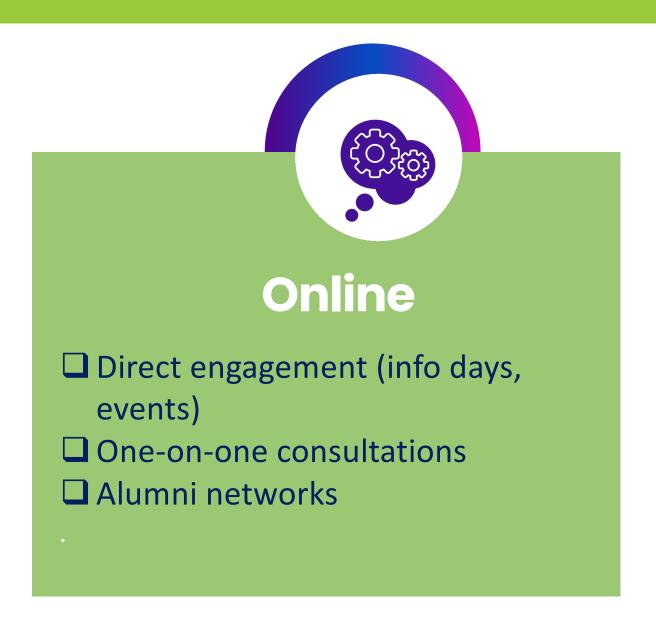
Purpose of the Stakeholder Database

- Identify relevant stakeholders across academia, research, and industry;
- Facilitate targeted outreach and matchmaking;
- Enhance national coordination for EU project participation.





Communication channels





Offline

- □ SECCA / SDSN websites and social media (LinkedIn, Instagram)
- ☐ Telegram channel
- ☐ Monthly mailing list (60 org-s)
- ☐ SDSN bi-monthly digests















Partner Profiles in Kazakhstan

Objective: Creating conditions and building capacity for more active participation of Central Asia in the EU Horizon Europe programme.

- Highlight general information, relevant expertise, key personnel and previous project involvement, priority research interests;
- Targeted the universities and research institutions in Kazakhstan;
- Disseminated among 120 higher education institutions;
- 23 completed templates received.

















Communication activities

Activity	Description	Tentative timeline	Partner organization (if any)
Online Info Day	Online information day in Tajikistan	25 th February 2025	SECCA
Online Info Day	Workshop on critical minerals/Information day	12 th March 2025	Science Fund/SDSN
SDSN Annual Conference on Sustainable Development (short info session on Cluster 5/individual consultations)	The annual SDSN conference in Almaty	16 th May 2025	SDSN/Suleyman Demirel University (SDU)
Regional info event	In-person regional information event in Almaty	20-21 May 2025	Science Fund/SECCA/Satbayev University
Online Info Day	Online information day in Kazakhstan	Early September 2025	SDSN
Online Info Day	Online information day in Kazakhstan	Late November 2025	SDSN















KPIs (1st quarter of 2025)

DATABASE GROWTH

EVENT PARTICIPATION

COLLABORATION SUCCESS

PARTICIPATION IN HE

SUCCESS STORIES

Number of institutions registered in the HE participation database

70+

Number of attendees at info days, webinars, workshops

150

Number of partnerships formed between Kazakh and European institutions

Number of applications submitted within the Cluster 5 in Kazakhstan

Number of case studies and success stories developed















KPIs for HE Cluster 5 Participation in Kazakhstan in 2024-2025



11

Number of awareness events, workshops, or info sessions conducted



60

Average number of people attending the info session



60

Number of organizations reached through dissemination (mailing list, Telegram, etc.)



23

Number of partner profiles created



1

Number of applications submitted with support of NCP



2

Number of Kazakhstani organizations involved in submitted











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* Globa Thank you for your attention!









