

## 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
- Media and General public

# 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

## Individual Consultations

- Individual consultations provided to 4 organizations
- 1 application submitted

- Mailing list + Telegram channel created



## 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.*





## Online

- Direct engagement (info days, events)
- One-on-one consultations
- Alumni networks



## Offline

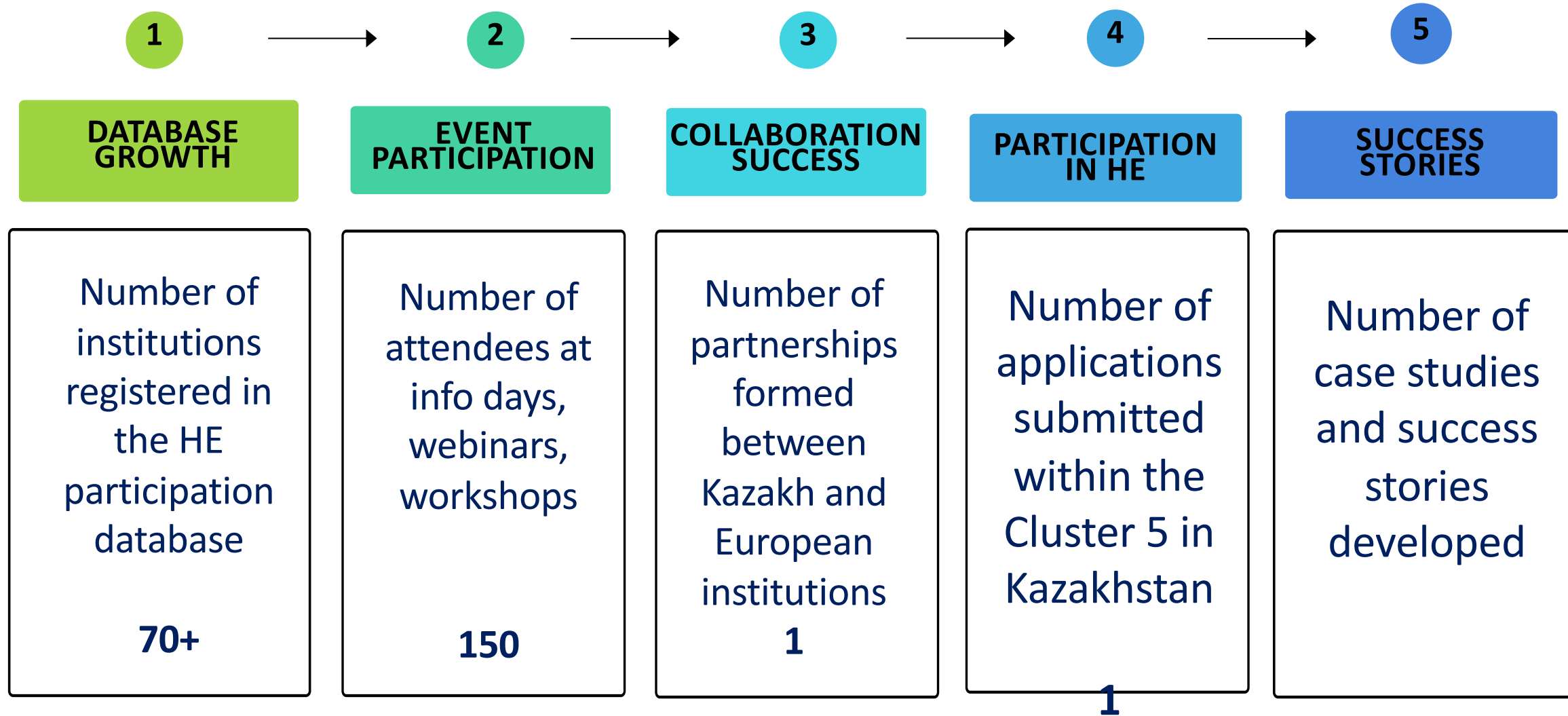
- SECCA / SDSN websites and social media (LinkedIn, Instagram)
- Telegram channel
- Monthly mailing list (60 org-s)
- SDSN bi-monthly digests

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

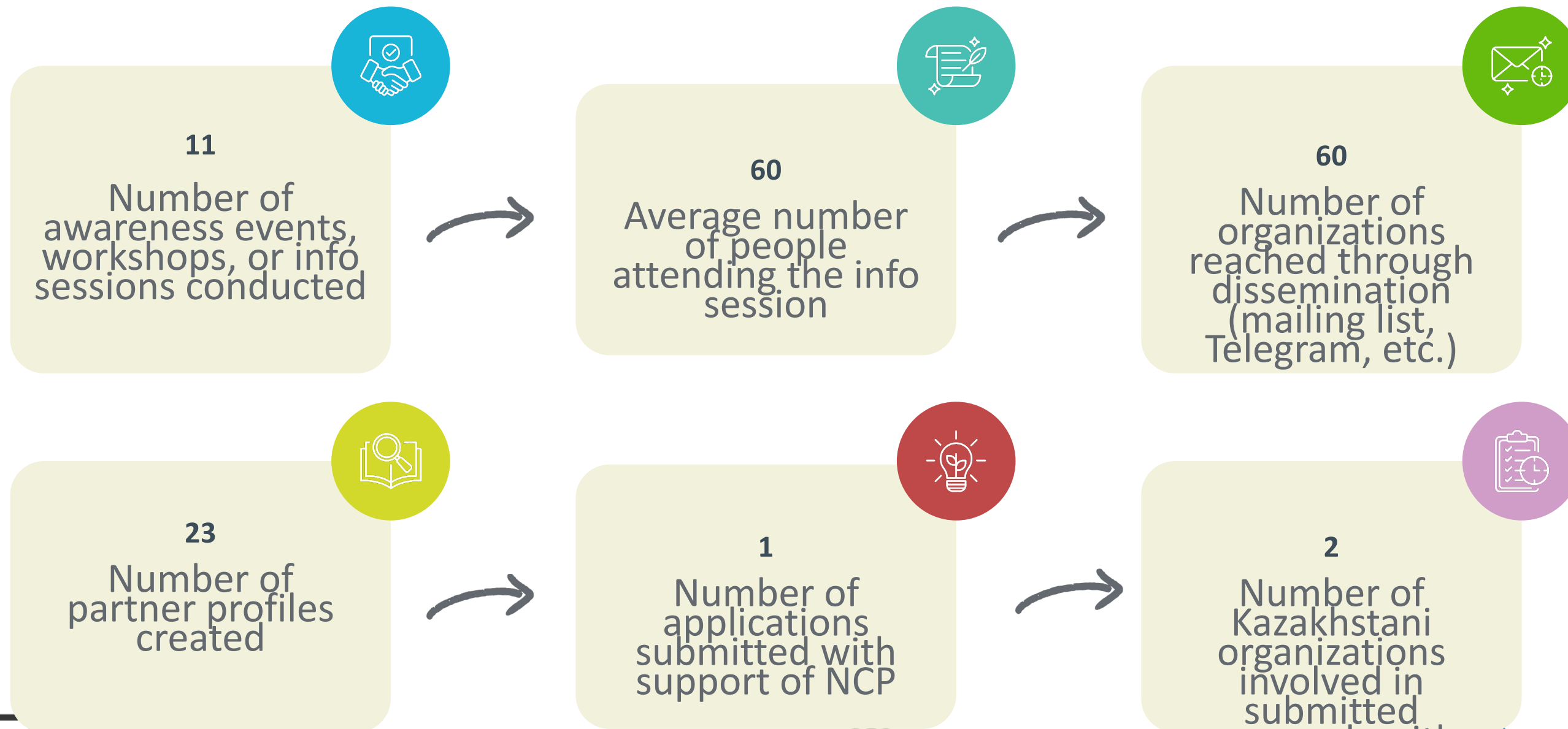
- Highlight general information, relevant expertise, key personnel and previous project involvement, priority research interests;
- Targeted the universities and research institutions in Kazakhstan;
- Disseminated among 120 higher education institutions;
- 23 completed templates received.



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









[Youtube.com/@АОФондНауки](https://www.youtube.com/@АОФондНауки)



<https://secca.eu/>



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# Thank you for your attention!

