

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



Connecting Higher education Institutions for a New Leadership in National Education

DISSEMINATION PLAN Last updated: April 2019

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Executive Summary

The main aim of the CHINLONE project is contributing to the modernization and internationalization of the Higher Education Institutions in Myanmar in order to facilitate the transition of the Country toward a knowledge economy.

In particular, we have identified a series of changes that will have a significant impact on the country's HEIs:

- Modernization of the Myanmar University's management system;
- Reinforced capacity to design programs, teach and produce innovative knowledge by the local teaching staff;
- To implement or structure International Relations Units/Office in Myanmar Universities;
- Fostering international collaborations between EU countries and Myanmar for the exchange of academic knowledge at any level, by framing them in a recognized and internationally regulated scheme.

WP5 is the WP dedicated to the Projects' Results dissemination while WP6 to exploitation and sustainability.

The overreaching goal of WP5 is to maximise the spread of the project's results both within and beyond Myanmar's borders, while building a lasting bridge between the Country's HEIs and the civil society, which demands a fairer and more inclusive access to universities. As a consequence, a series of multidimensional activities will be undertaken throughout the whole project's timeline in cooperation with Myanmar's partners and national institutions, which will be fully involved in the efforts to propagate and promote the most relevant achievements and milestones descending from CHINLONE's mission and aims.

WP6, devoted to exploitation and sustainability of project's results will entail a three-pronged approach. Accordingly, it will be focused in engaging the international community of HE studies so to receive its feedbacks with respect to the project's methodology and approach, while exploring the feasibility of future implementations of the 'CHINLONE blueprint' also to other developing countries on the verge of political transition. Exploitation and sustainability activities are expected to begin during the final stages of the project, after having framed, implemented, and put into extensive test all the features and innovations pertaining to the CHINLONE model. Accordingly, the first relevant outcome will be represented by the issuing during of the CHINLONE final report, which will be uploaded on the project's website.

The last six months of the project activities will be dedicated to the promotion of the report and to the collection of the feedbacks through the participation of a project team to leading international venues on HE studies, such as the annual conference of the European Association for International Education (EAIE) and the conference sponsored by the Asia-Pacific Association for International Education (APAIE). Simultaneously, the same stage will also witness the development of exploitation





and sustainability efforts inside Myanmar, as testified by the creation of alumni associations and other similar bridges between the national academia and the society that will be modelled on the EU example.

This report includes the dissemination, exploitation and sustainability activities mentioned in the project plan, the ones carried out during the first half of the project's lifetime and those which will be implemented until the end of the project.

Role	Name	Short Name	Country
Coordinator	University of Bologna	UNIBO	Italy
Programme Country	Uppsala University	UU	Sweden
Programme Country	University Of Granada	UGR	Spain
Programme Country	Coimbra Group	CG	Belgium
Partner Country	Department Of Higher Education	MoE	Myanmar
Partner Country	University Of Yangon	YU	Myanmar
Partner Country	Yezin Agricultural University	YAU	Myanmar
Partner Country	University Of Mandalay	MU	Myanmar
Partner Country	Dagon University	DU	Myanmar
Partner Country	Yangon University Of Economics	YUEco	Myanmar

1. Introduction

1.1. Consortium

1.2. Use of Erasmus+ Logo

The coordinator and the beneficiaries shall ensure adequate promotion of the project and commit to playing an active role in any actions organised to capitalise on, exploit and disseminate the results of the project.

The use of the Erasmus+ logo is compulsory (no changes)

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union"



When displayed in association with another logo, the European Union emblem must have appropriate prominence.





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More info available at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

1.3. Scope

The aim of this document is to illustrate the project's dissemination and sustainability activities foreseen by the project proposal and the dissemination and sustainability strategies, including the activities carried out for the first half of the project and those which will be developed until its end.

1.4. Structure

The document is structured as follows:

- Section 2: Dissemination Strategy, aims, target groups
- Section 3: Planned dissemination
- Section 4: Dissemination activities already developed
- Section 5: Dissemination activities to be implemented until the end of the project
- Section 6: Expected results
- Section 7: Conclusions

2. Dissemination and exploitation strategy

Dissemination efforts are expected to embody an integral and pivotal part of the project, throughout its whole timeline. Accordingly, WP5 will be structured around a series of multidimensional activities ranging from the creation of the CHINLONE's website and social networks profiles, to the restructuration and improvement of Myanmar's universities webpages, whose fruition is currently arduous and often unfruitful both for local and international students. To tackle this basic yet long-lasting problem, Myanmar's partner Universities will be extensively assisted by their EU counterparts in providing an English version of their respective websites and in framing more efficient sitemaps, create/update new drawing upon the examples offered by European HEIs.

In addition, correlated activities will also encompass a local and more traditional dimension, through the realization and diffusion of updated promotional materials and brochures that will constitute the backbone of the revised marketing strategies of Myanmar partners. These newly introduced contents, more specifically, will be subject to an attentive preliminary assessment and evaluation by the project team along with Myanmar academic leaders during the conference held in Brussels,





before being promoted in situ. The resulting tools will also prove extremely beneficial in showcasing a series of events pertaining to the project, such as the University open days and the International Relation Offices (IROs) open days, which will be held in Myanmar's partner Universities to engage both perspective students and the civil society as a whole. The IROs open days, in fact, will be devoted to introduce to local stakeholders the expanding opportunities for the international mobility of Myanmar students, to portray the growing number of partnership and programs with the EU, as well as to stress the enhanced capabilities and skills gained by local International Relations offices/units as a result of their training with the project. These venues, moreover, will be used to unveil the three pilot degree courses developed by the WP3 in the fields of cultural heritage, economy of tourism, and agrarian sciences.

2.1. Aims and Objectives

The key aims of several stages of the project will revolve around the construction of a lasting legacy around the CHINLONE experience not only inside Myanmar's HEIs, but also within the various strata of the society, represented by local economic stakeholders, prospective students, cultural associations, and NGOs. Finally, the imperative to maximize the impact of this project well beyond its timespan will inspire the drafting and publishing of the 'CHINLONE final report', aimed at transferring to a wider audience all the results achieved, the methodologies and strategies employed, as well as a set of policy recommendations for the future development of Myanmar HEIs. The report will be made available for free download on CHINLONE's website and actively disseminated with the partnership of the MOE in local schools and universities.

2.2. Target Groups

The project's results will be disseminated to Myanmar Universities, Students, Institutions and External Stakeholders for the purposes of promoting uptake of the projects results and methods as well as providing an opportunity for stimulating discussion of the projects results and activities. This will help the Myanmar Universities to share the results and the new acquired knowledge to promote further work building a knowledge economy in the country and beyond.

- Teaching or training organisations, such as universities and colleges. In order to ensure uptake and continued use of these methodologies, the results of the project will be used to inform educational programmes for university teaching programs and first responders;
- Students inside and outside the Country;
- Government and Country's Institutions, thanks to the active participation of the Ministry of Education as partner of the Project;
- External Stakeholders: public administration, Non-Governmental Organizations.





3. Planned Dissemination and Exploitation

Since the beginning of the Project, the dissemination activities will start with the design and realization of CHINLONE's website and social networks' feeds, in order to further promote the project activities to a wider audience. Later on, dissemination activities will be targeted at designing, testing, and providing to Myanmar partners a set of promotional materials and brochures, as a preliminary yet essential step in the drafting of effective and updated marketing strategies. The next milestone will be reached by fully restructuring and update the university websites of Myanmar partners, paying a particular attention on the improvement of transparency and accessibility of their digital contents. This updated and renewed digital platform is also expected to gather, a set of detailed information on each of the three pilot degree courses developed in accordance with WP3, through the uploading of degree courses' webpages study plans, syllabi, and other digital materials that are currently unavailable in the vast majority of local HEIs' websites.

Simultaneously, the university open days will provide a great opportunity to present the aforementioned innovations in local curricula, thus showcasing various activities related to the three study fields of cultural heritage, economy of tourism, and agrarian sciences. Among them, a great emphasis will be accorded to host a series of discussion forums with the local society at large, so to enhance the existing synergies between Myanmar HEIs, national institutions, economic stakeholders, and students' population in the spheres of human capital formation and youth employment.

Finally, specific IRO open days will be organized in Myanmar Universities, designed to introduce to Myanmar enrolled and prospective students all the new opportunities in terms of mobility and international relations partnerships between Myanmar and the EU.

In parallel the consortium will organize events aimed at the engagement of international community of HE studies so to receive its feedbacks with respect to the project's methodology and approach, while exploring the feasibility of future implementations of the 'CHINLONE blueprint' also to other developing countries on the verge of political transition. The last part of the project's lifetime will be characterized by the promotion of the CHINLONE final report and by the collection of the feedbacks through the participation of a project team to leading international venues on HE studies, such as the annual conference of the European Association for International Education (EAIE) and the conference sponsored by the Asia-Pacific Association for International Education (APAIE).

4. Dissemination Activities in the first reporting period

During the first reporting period the preparatory dissemination activities and some initial dissemination actions have been implemented.





4.1. Project's Website

CHINLONE project website has been created and published (<u>https://site.unibo.it/chinlone/it</u>). The structure of the website presents different sections:

- Information about the projects its aim and objectives and the activities foreseen by the project plan;
- info about the Consortium partners;
- Results: in this section all the results achieved and deliverable are constantly described and updated;
- Conferences: with details about the conferences carried out in the framework of the project including useful presentation and discussed materials;
- Meetings: showing the list of activities carried out during the project's meetings, decision taken and updated info about the advancement of the project work-plan;
- Report: this section includes the first report MYANMAR HIGHER EDUCATION REFORM: WHICH WAY FORWARD?, deliverable of the WP1 activities;
- MAP: including all Myanmar Higher Education Institutions;
- Gallery with all the pictures of the meetings and conferences to which the CHINLONE Consortium took part;
- Contacts: it also include some downloadable promotional materials of the project like the Chinlone brochure, bookmark and banner.

4.2. Social Media

The Project uses social media too as a tool for the dissemination of project results and deliverables. Social media represent a tool able to reach different target groups in an efficient way. For this reason a <u>Facebook profile</u> and an <u>Instagram profile</u> of the project have been created since the beginning of the project's lifetime.

Both profiles are constantly updated with new contents related to the project activities with the aim of reaching the widest audience possible.

4.3. Project's Promotional Materials

Promotion of the Project starts from the structure of its name and visual identity and the identification of a logo which reminds to a concept really common in Myanmar: Chinlone game. Chinlone is a traditional Burmese sport, very popular among young people across the country. As it has no teams, it is a non-competitive game. The focus is not on winning or losing, but how beautifully the game is played. Players in a team pass the ball back and forth with their feet, knees and heads. The players support each other to keep the ball in motion so it is very much a team building exercise. This message is perfectly coherent with the spirit and the aims of the





project focused on a mutual development given by the collaboration of institutions working together for a shared goal. For this reason the logo chosen, reminds the particular ball used to play this game including the colours of Myanmar flag together with the colour of European Commission reminding the spirit of collaboration between the countries of the Consortium with a symbol which is easily identifiable by the local community.

A leaflet, a banner and a bookmark of the project with the chosen symbol have been created and widely distributed to:

- A list of external stakeholders to make the project been known by the entire community and not just to stakeholders linked to the academic field (see Table I).
- Partners of Coimbra Group
- To the Argentinian Universities attending the Consejo Interuniversitario Nacional in Buenos Aires in March 2019, where CHINLONE was presented
- To more than 30 international institutions participating at the Staff Week organized in Granada in the same period of the CHINLONE second project meeting in November 2018.

The promotional materials are also freely downloadable from the <u>"CONTACTS"</u> section of the CHINLONE Website.

4.4. Myanmar Universities Websites

The websites of Myanmar Partner Universities have been fully restructured and updated, paying a particular attention on the improvement of transparency and accessibility of their digital contents and to the inclusion of more detailed information about their international offices and services. The information contained in the websites has been updated including details about the three pilot degree courses developed in accordance with WP3 in the fields of Humanities and Cultural Heritage, Economics of Tourism and Agricultural Science, through the uploading of degree courses' webpages, study plans, syllabi, and other digital materials that are currently unavailable in the vast majority of local HEIs' websites.

4.5. Myanmar Universities Promotional Materials

CHINLONE Local Teams and Myanmar partner Universities worked to design and provide timely and efficient promotional material, as the primary step towards the framing of updated marketing strategies for local HEIs. These kind of tools, in fact, represents a basic yet pressing need for the vast majority of Myanmar Universities, which have to retrieve the mind-set and ability to present themselves both locally and internationally.

During the Fourth Project Meeting in Brussels (February 2019) among the other activities, the CHINLONE Consortium validated the new Myanmar Universities institutional brochures describing their organization, mission, and international outlook. The new promotional



materials have been subsequently printed and are now being distributed to at international level and local level in Myanmar's HEI, schools and cultural institutions. The promotional materials are available and downloadable in the project dropbox folder and on the project's <u>website</u>.

Presentation of the Project to international Conference

CHINLONE considers the dissemination and exploitation of the project's outcomes, products and activities as a key to the project's success and all the partners are actively participating in the dissemination tasks that are indicated in the project proposal.

Being a structural project, CHINLONE is enjoying great institutional and national visibility both in Myanmar and at international level:

- The Project has been presented during the First WP2 Conference in Naypyidaw (September 2018). The event was open to the participation of Myanmar Universities external to the project and turned out in a big success involving the participation of more than 90 Myanmar universities, the country's Minister of Education, the Director General of Myanmar's Department of Higher Education, numerous HE experts from EU academic institutions, the Deputy Head of Cooperation from the EU delegation to Myanmar, and the Italian designated Ambassador, giving visibility to the project inside the country. In this occasion participants assisted to the presentation of the report *MYANMAR HIGHER EDUCATION REFORM: WHICH WAY FORWARD*? deliverable of the WP1 activities. Following this event, external stakeholders have been contacted to communicate the project's aims, objectives and first results. <u>More details about the event here.</u>
- To maximise its impact, CHINLONE is working closely with other higher education initiative that are ongoing in the country. In particular, the CHINLONE team met representatives of the British Council (<u>https://www.britishcouncil.org.mm/</u>), the Central European University (<u>https://www.ceu.edu/content/myanmar-2017</u>), and the University of Cologne (<u>https://www.geographie.uni-koeln.de/15046.html?&L=1</u>), which are all running successful projects in the country.
- The Project has been presented at the Consejo Interuniversitario Nacional, in Buenos Aires in March 2019. The event was dedicated to Erasmus+ Projects and their impact in the process of internationalization of Universities, with a focus on the Project CAMINOS. CHINLONE was presented during a panel dedicated to Erasmus+ project focusing on the challenges for internationalization in Asia.
- In order to capitalize on the project's achievements and to present them to a wider audience even beyond Myanmar borders, CHINLONE aims at engaging the international community of HE studies so to receive its feedbacks with respect to the project's methodology and





approach, while exploring the feasibility of future implementations of the 'CHINLONE blueprint' also to other developing countries on the verge of political transition. For this reason, as foreseen by the WP6, CHINLONE's impact has been presented to the international conference "Asia-Pacific Association for International Education" (APAIE) in Kuala Lumpur in March 2019.

See here the <u>panel discussion in the programme</u> the <u>poster and the presentations of the</u> <u>event.</u>

At EU/International level, CHINLONE has been widely disseminated:

- Coimbra Group, the University of Bologna and the University of Granada have organized a training at University of Mandalay as complementary action to the CHINLONE project: <u>https://www.coimbra-group.eu/coimbra-group-training-course-on-curriculum-</u> <u>development-and-internationalisation-processes/</u>
- Coimbra Group inserted references on CHINLONE Project in its institutional website which has a wide audience in Europe. <u>https://www.coimbra-group.eu/the-cg-back-in-myanmar-with-chinlone-project/</u>
- The University of Granada hosted the second WP2 Conference sponsoring the event on its institutional website (<u>https://www.ugr.es/en/about/news/ugr-hosts-3rd-meeting-erasmus-chinlone-project-burmese-partners</u>), and organized an ERASMUS+ Staff Week in the same week creating the possibility for Myanmar partners to share their CHINLONE experience with other 30 EU and non-EU institutions;

5. Scheduled dissemination activities for the second reporting period

This section is dedicated to the dissemination activities to be developed during the second reporting period of the project's lifetime:

- Project Website and social networks will be constantly updated until the end of the project;
- Myanmar Higher Education Institutions open to the civil society;
- Presentation of established/updated Myanmar Universities International Relations Offices;
- Institutional websites of Myanmar partner Universities updated giving more relevance or creating the section specifically dedicated to International Relation Offices and activities;
- Organization of University open days;
- Organization of IRO open days;





- Presentation of the CHINLONE's project methodology to be use as an example for other projects in transition countries;
- Establishment of student's network and alumni associations with their own statute and mission in Myanmar Universities;
- Presentation of the CHINLONE Final Report.

6. Expected Results

The main aim of the dissemination activities is to ensure a vast spread of CHINLONE project methodology within Myanmar and beyond as an example and starting point for future development of the modernization of Higher Education Institutions in transition countries. The project is expected to have a long lasting effect by supporting the development of local HEIs governance involving all levels of universities and community from the academic leaders to prospective students and private stakeholders. The majority of dissemination activities have the overreaching goal to involve the country's HEIs, community local labour markets and economic stakeholders showing the deliverables implemented thanks to the project activities in order to promote a general growth in the knowledge acquired, the management of the HEIs and the possibility to disclose further venues of cooperation between the Southeast Asian country and the EU.

1. Conclusions

This document presented all-dissemination relevant activities realized during the first half of the Project. Moreover, it reports the project dissemination plans for the upcoming period. The whole dissemination strategy employs a vast range of communication tools, ranging from digital media, promotional materials, to direct contact by the attendance of conference, meetings and events. The CHINLONE Consortium will be implementing this strategy for the entire duration of the project and beyond.



Table I

ASIA – Associazione Solidarietà Internazionale in Asia	a.nardi@asia-ngo.org	www.asia-ngo.org	ASIA – Associazione Solidarietà Internazionale in Asia via San Martino della Battaglia, 31 00185 Roma Italy
AVSI	<u>myanmar@avsi.org;</u> nang.swesweaye@avsi.org	www.avsi.org	ASVI Building No. 190/192, Dagon Tower, 6-A, Corner of Shwe Gone Daing Road and Kabar Aye Pagoda Road Yay Tar Shay Ward, Bahan Township, Yangon Myanmar
Cesvi	ralfnicothill@cesvioverseas.org	www.cesvi.org	Cesvi - Fondazione di partecipazione e ONG via Broseta, 68/a 24128 Bergamo (BG) Italy
ICEI – Istituto Cooperazione Economica Internazionale	<u>info@icei.it</u>	http://www.icei.it/icei/	ICEI – Istituto Cooperazione Economica Internazionale via Cufra, 29 20159 Milano (MI) Italy
Istituto Oikos	info.myanmar@istituto-oikos.org	www.istituto-oikos.org	Istituto Oikos Shan Kone Street 35 Sanchaung Township Yangon, Myanmar





Progetto Continenti (PC)	myanmar@progettocontinenti.org	http://www.aicsyangon.org/itl/ngo/pro getto-continenti	Progetto Continenti (PC) Excel Tower, room 305 (3rd floor) n.520 Kaba Aye Pagoda Road, Shwe Gone Dine Bahan, Yangon Myanmar
Terre des Hommes	info.myanmar@tdhitaly.org; l.guerneri@tdhitaly.org	www.terresdeshommes.it	Terre des Hommes via M. M. Boiardo, 6 20127 Milano (MI) Italy
New Humanity	maggi.livio@gmail.com	www.newhum.org	New Humanity via Mosè Bianchi, 94 20149 Milano (MI) Italy
Action contre la faim		https://www.actioncontrelafaim.org/en /contact-us/	ACTION CONTRE LA FAIM ACF-France 14/16 Boulevard Douaumont – CS 80060 75854 PARIS CEDEX 17 France
CARE International	info@care.org	http://www.care.org/country/myanmar	CARE International No 3 Mya Sabai Road Parami Yikethar Yankin Tsp, Yangon Myanmar
Malteser international		https://www.malteser- international.org/en.html	Malteser International Grüner Weg, 14 50825 Köln Germany





Marie Stopes International	info@mariestopesmm.org	https://mariestopes.org/where-we- work/myanmar/	Marie Stopes Myanmar 524/10 New University Avenue Road Saya San Ward, Bahan Township Yangon 11201 Myanmar
Pact	cfeddersen@pactworld.org	http://www.pactworld.org/country/my anmar	PACT 1828 L Street, NW, Suite 300 Washington, DC 20036 United States of America
Population Services International	staff@psimyanmar.org	https://www.psi.org/country/myanmar /#about	PSI/Myanmar No. 16 West Shwe Gone Dine 4th Street Bahan Township Yangon Myanmar
Save the children		https://myanmar.savethechildren.net/	Save the Children 126/A, Dhammazedi Road, Bahan Township,Yangon Myanmar
Solidarités International		https://www.solidarites.org/en/	SOLIDARITÉS INTERNATIONAL 89, Rue de Paris 92110 Clichy la Garenne France
World Vision	<u>myanmar@wvi.org;</u> wrtcmyan@gmail.com	<u>myanmar@wvi.org</u>	World Vision Myanmar National Office No.95(A), 5 th floor, Kyike Wine Pagoda Road, 8 Mile Business Center, 8 Mile, Mayangone Township, Yangon Myanmar.





			Consortium Of Dutch NGO-s
Consortium Of Dutch NGO-s		http://www.zoa-	P.O. Box 4130
(The Netherlands)	mga@cdnmyanmar.org	international.com/content/myanmar	7320 AC
			The Netherlands
			INGO Forum Myanmar
			c/o Oxfam: No.34, Corner of Aung Taw Mu
INGO Forum	nationallo.ingoforum@gmail.com	www.ingoforummyanmar.org	Street and
			Shwe Taung Gone Yeik Thar Street,
			Shwe Taung Gyar Ward (2),
			Bahan Township,
			Yangon
			Myanmar
			Myanmar NGO Network
	mnn.myanmar@gmail.com;		3 rd floor, Salomon Business Centre, No.224
		http://themimu.info/MNGOs	(A), Bahan Township, Yangon
Myanmar NGO Network	mnn@myanmarngonetwork.org	http://theminiu.inio/MNGOs	Myanmar.
			NGO Gender Group
			8D, Myaynigone Plaza, Sanchaung
NGO Gender Group	myomeo@gmail.com		11111 Yangon
			Myanmar
			Open Society Foundations
Open Society Institute		www.opensocietyfoundations.org	224 West 57 th Street
(Yangon/Rangoon Office)	nway.mar@opensocietyfoundations.org		New York, NY 10019
			United States
			Yangon Heritage Trust
		http://www.yangonheritagetrust.org/h	22-24 (First Floor), Pansodan Street (lowest
Yangon Heritage Trust	info@yangonheritagetrust.org	ome	block) Kyauktada Township
			Yangon, Myanmar





MM Academic Libraries Consortium	info@myanmaralc.org	https://myanmaralc.org/	Myanmar Academic Libraries Consortium Universities' Central Library University of Yangon Campus, Kamayut Township, Yangon, Myanmar
MM Development Research Institute		https://consult- myanmar.com/tag/myanmar- development-research-institute/	M M Development Research Institute No. 62, 11th Street, (between Anawrahta Rd and Maha Bandula Rd) Lanmadaw Township, Yangon, Myanmar
Central European University		https://www.ceu.edu/	Central European University Nador u. 9, 1051 Budapest, Hungary
MM International integrated development	<u>info@mmiid.org</u>	http://www.mmiid.org/	MM International Integrated Development No. 12, Kanbawza Street, Bahan Township, Yangon, Myanmar
MM Rectors' committee			,
MM Federation of Chamber of Commerce and Industry		https://www.umfcci.com.mm/	
IWA policy exchanges	water@iwahq.org	https://iwa-network.org/	IWA Policy Exchanges Alliance House 12 Caxton Street London SW1H 0QS United Kingdom
DAAD	postmaster@daad.de	https://www.daad.de/der- daad/kontakt/en/	Deutscher Akademischer Austauschdienst e.V. (DAAD) Kennedyallee 50 D-53175 Bonn, Germany





JAIGA	decaprio@jaigahoreca.com	https://www.jaigahoreca.com/contact- foodservice-representative	JAIGA 929/16 Moo 9 - Soi Bearing 39, Sukhumvit 107 Rd., Samrong-Nua, Muang Samutprakarn, Samutprakarn 10270 THAILAND
GIZ	<u>info@giz.de</u>	https://www.giz.de/en/html/about_giz. html	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Friedrich-Ebert-Allee 36 + 40 53113 Bonn Germany
USAID		https://www.usaid.gov/	
Denmark Embassy	ygnamb@um.dk	http://myanmar.um.dk/	Embassy of Denmark, Myanmar No.3, Pyay Road, 6 Miles, Hlaing Township, Yangon Myanmar
International development research center of Canada		https://www.idrc.ca/	International Development Research Center of Canada PO Box 8500 Ottawa, Ontario Canada K1G 3H9
Japan foundation	jf-toiawase@jpf.go.jp	https://www.jpf.go.jp/e/	Japan Foundation 4-4-1 Yotsuya, Shinjuku-ku, Tokyo 160-0004 Japan





MM women Entrepreneurs Association	mwea2008@gmail.com	http://www.mweamyanmar.org/	MM Women Entrepreneurs Association 288/290, Shwedagon Pagoda road, Dagon Township, Yangon,Myanmar
National accreditation and			Ministry of Education
quality assurance committee-		http://engmoest.moe-	Building 21, Nay Pyi Taw,
Myamnar Ministry of Education		st.gov.mm/?page_id=159	The Republic of Union of Myanmar.
South East Asian ministers of			SEAMOE –CHAT
Education organization - Center for History and Tradition (SEAMOE –CHAT)	director@seameochat.org.mm	www.seameochat.org.mm	No 1306, Five-storey Building, Pyay Road, Kamayut Township, Yangon 11041, MYANMAR
Asian Universities alliance	aua@mail.tsinghua.edu.cn	http://www.asianuniversities.org/	Asian Ainiversities Alliance AUA Secretariat, Tsinghua University Haidian District, Beijing 100084, China
International Population Service- Myanmar	info@psi.org	https://www.psi.org/publication/myan mar/	International Population Service No.16, Shwe Gon Taing Street 4, Yangon, Myanmar
Myanmar National Human Rights Commission	info@mnhrc.org.mm	http://www.mnhrc.org.mm/en/	Myanmar National Human Rights Commission 27, Pyay Road, Hlaing Township, Yangon. Republic of the Union of Myanmar
Italian Embassy		<u>https://ambyangon.esteri.it/ambasciata</u> _yangon/en/	Italian Embassy 3, Inya Myaing Road, Golden Valley, Bahan Township, Yangon Myanmar





			Myanmar SEEDS
			Gruengasse 2
Myanmar Seeds	admin@myanmar-seeds.org	https://myanmar-seeds.org/	8004 Zurich
			Switzerland
			ONOW Myanmar
			No 945, Building A, Mudidar Housing,
ONOW Myanmar	info@opportunitiesnow.org	https://www.onow.org/	Thamine,
			Yangon,
			Myanmar
			Helvetas Myanmar
			12F Minkyaung Street
Helvetas Myanmar	myanmar@helvetas.org	https://www.helvetas.org/en/myanmar	Kyaik Wine Pagoda Road
			11062 Mayangone Township, Yangon
			Myanmar
			AGIRE ONLUS
			Via Paraguay 5
AGIRE	info@agire.it	https://agire.it/emergenze/2300-2/	00198, Roma
			Italy
			COLABORA BIRMANIA FUNDACION
COLABORA BIRMANIA	info@colaborabirmania.org	https://www.colaborabirmania.org/	Conception Jeronima 22, 28012, Madrid
FUNDACION			Spain
			ACTION AID
ACTION AID		https://www.actionaid.it/cosa-	Via Alserio 22 - 20159 Milano.
		facciamo/dove-agiamo/asia/myanmar	Italy