



HEALING  
*Art Therapy Diploma*

## 6.1. Dissemination, Sustainability and Networking Plan

June 29, 2020



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Interdisciplinary Diploma on Art Therapy in Health Education



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Responsible partner:	Josip Juraj Strossmayer University of Osijek.
Contributing partners:	Irbid National University, Jordan, Sfax University, Tunisia
Author(s):	Mr.sc. Antonija Matić
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## ABBREVIATIONS AND ACRONYMS / GLOSSARY AND DEFINITIONS

EACEA	Education, Audiovisual and Culture Executive Agency
EC	European Commission
EU	European Union
GA	Grant Agreement
HEI	Higher Education Institution
ICT	Information and Communication Technologies
PC	Project Coordinator
WP	Work Package

## EXECUTIVE SUMMARY

The European Union has awarded EUR 868.526 grant to the University of Jordan for the implementation of the “HEALING: Developing a Multidisciplinary Diploma on Art Therapy in Health Education” Project. The project started on 15th January 2020, and it will be implemented in cooperation with fourteen partners including, (4) from Jordan, (3) from Tunisia, and (6) from Europe.

The dissemination activities will be conducted in cooperation with all partners, focusing on high visibility and raising awareness about the outcomes of the project and the developments that have been achieved within the project. The project will exploit different ways to disseminate and publicize project activities and results to different target groups and stakeholders, especially to target groups of early education experts and policymakers.

This document describes the dissemination, sustainability, and networking plans to be adopted by the Erasmus+ Project HEALING as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP6: Dissemination & Exploitation.

The document covers the written and visual identity of the project; offers an overview of the tools designed to develop dissemination activities, and outlines the dissemination assessment. The Dissemination Plan is elaborated according to provisions of the HEALING project and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission and it provides transparency of the use of EU funds.

Work package 6 Dissemination & Exploitation aims to define strategy and activities for the successful promotion of the project, specifically of its results. The structure of WP6 is shown in the figure below the text.

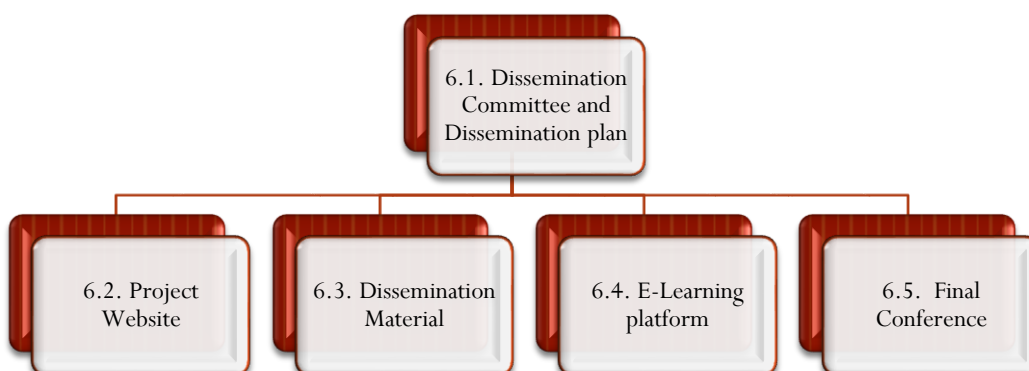


Figure 1. Structure of WP6

## Project Consortium

The HEALING project consortium is composed of 14 partners, as shown in Table (1). The UNIVERSITY OF JORDAN is the project coordinator that has relevant skills in the internationalization of higher education and great experience in implementing similar projects.

Table 1. The list of the HEALING Project consortium partners

Number	Partner	Countries
P1	The University of Jordan	Jordan
P2	Hashemite University	Jordan
P3	Irbid National University	Jordan
P4	Jordan University of Science and Technology	Jordan
P5	Al- Israa' University	Jordan
P6	Universite of Gabes	Tunisia
P7	University of Sfax	Tunisia
P8	University of Sousse	Tunisia
P9	University of Brescia	Italy
P10	Technological Institutes of Porto	Portugal
P11	National and Kapodistrian University of Athens	Greece
P12	Universidade Católica Portuguesa	Portugal
P13	Josip Juraj Strossmayer University of Osijek	Croatia
P14	University College Limburg vzw	Belgium

## Work Packages

HEALING project consists of seven main work packages as shown below in Table 2.

Table 2. HEALING Work packages

Number	Title
WP1	In-depth analysis of the overall situation on the on Art Therapy in Education
WP2	Curriculum Development
WP3	Capacity Building and Training Workshops (Teacher/Technician Staff & Students)
WP4	Development of the Art Therapy Centre to support the new curriculum
WP5	Quality Control and Monitoring
WP6	Dissemination & Exploitation
WP7	Project Coordination



## Dissemination

### 1.1 Dissemination objectives

The dissemination objectives will be reached through raising the awareness about the outcomes and developments achieved within the project among all relevant stakeholders and beneficiaries. This will be achieved by:

- Increasing the visibility of the project by disseminating the project's information to groups of people or institutions not directly involved in the project to share results and lessons learned and contribute to addressing similar issues in a broader institutional, regional and national context.
- Involve different target groups and stakeholders, especially early education experts and policymakers (to facilitate the necessary political support and generate a potential positive decision concerning project's outcomes)
- Ensuring transparency of activities and outcomes

### 1.2 Target groups and stakeholders

HEALING shall be disseminated to the following strategic target groups:

1. Academic staff/Teachers at the department of early childhood education in (8) partner universities
2. High Education Institutions (HEI) in Jordan and Tunisia (Academic, students, top management)
3. Students at different levels of education
4. Researchers, Educational policy experts, and advisers in Art Therapy Education.
5. International educational communities & Stakeholders
6. Stakeholders of Health Sector

### 1.3 Dissemination strategy

The dissemination strategy explains how the project will communicate its outputs and outcomes, and how the consortium will ensure visibility and promotion of the project and dissemination of its results throughout the project with stakeholders, relevant institutions, organizations, and individuals. Leading the main activities that will take place during the period covered by the dissemination plan are:

- Design of HEALING Project theme (e.g. logo, style sheet);
- Production and distribution of promotion materials (e.g. rollups, posters, brochures);
- Organization and participation in relevant events (e.g., workshops, meetings);
- The exploitation of media resources (e.g. newspapers, TV, web portals);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to reach reciprocally increase the know-how on Art Therapies;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results, and adjust the Dissemination Plan as needed.

## 1.4 Dissemination Action Plan

The main objective of the Dissemination Action Plan is to define and optimize dissemination strategy and in particular the objectives, activities, target audience, and existing communication tools of the consortium partners (e.g. websites, social media channels). To maximize the impact of communication efforts:

- Activities need to be held in a timely manner;
- Information used must be accurate;
- Activities should be coordinated closely with all project partners;
- The right audience(s) should be targeted;
- Messages should be designed to respond to the interests of the target audience(s);
- Activities should be appropriate in terms of resources spent and expected impact.

## 1.5 Dissemination tools and channels

The most effective way to disseminate the project will be a good combination of different communication channels.

The initial dissemination source, will be an **interactive project website** (allowing to subscribe and receive notifications and news, download and upload information). This will be created and maintained to provide thorough information to the general public on all aspects of the project. It will be periodically updated as new events and results become available. Next, **the e-learning platform** will be created informing the Academic community on its mission and vision, offered services, open educational resources (OER) repository as well as functionalities and utilization. Staff and students of all HEIs will have free access to the platform services and make use of its OERs. State of the art web technologies will secure interactivity of the portal by providing sophisticated online tools for building personal OER websites, creating e-portfolios for teaching and learning and online courses, it will also provide social networking services to encourage collaboration and dialogue among its community members (**discussion forum, Facebook, Instagram, YouTube channel**).

The virtual presence of the project will be complemented by published materials to ensure an easy and targeted spread of the information. Copies of the **HEALING leaflet** will be published and disseminated amongst PC HEIs academic communities and main stakeholders. **Biannual electronic newsletters** on the project news, events, achievements, and success stories will be produced and made available on the website for wider academic communities in and outside of the consortium.

**Booklets** on innovative Diploma in Art therapy will be elaborated.

**E-versions of the leaflet, booklets**, as well as developed training materials will be translated in the English language and made available on the websites of all institutions for free downloading. To ensure directed coverage, each consortium partner will provide e-mails of the staff concerned to whom all the -above-mentioned e-materials will be sent automatically. To reach certain academic communities outside the consortium hard copies of all the published materials will be provided to National Erasmus+ Office. **A link to the project website** will be inserted in all consortium partners' institution websites.

**(2) workshops and 1 information seminar** for All HEIs teachers and students will be organized in Jordan to transfer information and know-how, share lessons on innovative instructional technologies learned during the project.

UJ and other Jo- partners will organize interim and **final dissemination conference** to bring around 800 PC HEIs staff and students into a common discussion platform, present the results, lessons learned, and raise awareness & interest towards the project idea. The proceedings and other information materials of the conferences will be published and made available on the websites to disseminate among main target groups.

**Media coverage** is another pillar for dissemination. 6 press releases and 3 interviews in mass media, articles in the specialized press will be arranged to raise awareness of the general public on the project and its results. Visibility of HEALING in social media (Facebook, Instagram) will be insured. (2) publication/partner shall be produced during the project lifetime and after.

## 1.6 Dissemination Activity Evaluation and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP6 Leader (UJ) for further processing. The dissemination of related information will be analysed by the WP6 Leader to document the project dissemination progress. The findings of the assessment exercise shall be used for further improvement of the dissemination materials and activities.

A template for reporting the dissemination actions will be provided to the partners. The first report will cover the first year of the project, after that each project partner shall submit a report every six months, using the reporting form The WP6's Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP6 Leader will participate, whenever possible, in the dissemination events organized by the project partners.

## 1.7 Responsibilities

Table 3. HEALING Responsibilities

<b>Actions</b>	<b>Responsible Partners</b>
<b>Project logo</b>	University of Jordan
<b>Website</b>	University of Jordan
<b>Promotional materials (Rollup and leaflet)</b>	WP leader
<b>Internal info days, events and seminars</b>	JO and TU partners
<b>Presentations</b>	All partners
<b>Project unified templates</b>	National and Kapodistrian University of Athens

<b>E-learning platform</b>	University of Jordan												
<b>Booklets on innovative Diploma in Art therapy</b>	Contribution from all partners. WP leader is responsible for the final delivery												
<b>Biannual electronic newsletters</b>	Contribution from all partners, however one partner is responsible for final delivery												
	<table border="1"> <tr> <td>Issue 1</td> <td>Josip Juraj Strossmayer University of Osijek</td> </tr> <tr> <td>Issue 2</td> <td>Irbid National University</td> </tr> <tr> <td>Issue 3</td> <td>University of Sfax</td> </tr> <tr> <td>Issue 4</td> <td>Israa University</td> </tr> <tr> <td>Issue 5</td> <td>University of Sousse</td> </tr> <tr> <td>Issue 6</td> <td>Hashemite University</td> </tr> </table>	Issue 1	Josip Juraj Strossmayer University of Osijek	Issue 2	Irbid National University	Issue 3	University of Sfax	Issue 4	Israa University	Issue 5	University of Sousse	Issue 6	Hashemite University
	Issue 1	Josip Juraj Strossmayer University of Osijek											
	Issue 2	Irbid National University											
	Issue 3	University of Sfax											
	Issue 4	Israa University											
	Issue 5	University of Sousse											
Issue 6	Hashemite University												
<b>(2) workshops and 1 information seminar for All HEIs teachers and students will be organized in Jordan to transfer information and know-how, share lessons on innovative instructional technologies learned during the project.</b>	Jordanian and Tunisian Partners												
<b>Social networks:</b> Each partner will post on the Facebook website: <a href="https://www.facebook.com/HEALINGbyarts/">https://www.facebook.com/HEALINGbyarts/</a>	All Partners												
<b>Media coverage</b>	(2) publication/partner in JO and TU shall be produced during the project lifetime and after. 6 press releases and 3 interviews in mass media												
<b>Final conference:</b> A three-day Final dissemination conference will be held at the University of Jordan by M36	All Partners												

## 1.8 Timeframe

Table 4. Timeframe of HEALING project

	Activities	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30	M 31	M 32	M 33	M 34	M 35	M 36	
6.1.	Dissem. Committee and Dissem. plan	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow																															
6.2.	Project Website		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
6.3.	Dissem. Material		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
6.4.	E-Learning platform		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
6.5.	Final conference																																				Yellow	



## SUSTAINABILITY

### 1.9 Sustainability Strategy

Sustainability Strategy highlights the main actions to be undertaken by the HEALING project's consortium to ensure the sustainability of the project and its findings after the end of the project. The general idea is to sustain the outcomes of HEALING over the funding period and beyond. Therefore, each HEALING partner will continue to spread knowledge of Art Therapies. Furthermore, developed courses in Art Therapy will become integral parts of the existing study program, and established Art therapy will be integrated into the infrastructure of the Universities.

Different aspects of impact have been selected as significant by the project. The figure below shows four aspects of the sustainability approach



Figure 2. Different aspects of the sustainability approach in HEALING project

### 1.10 Strategic Plan for institutional sustainability

The HEALING project aims to improve the capacities of 8 partner universities in Jordan and Tunisia in the field of Art Therapy. To achieve this, partners will:

- Develop and propagate the new courses in partner countries;

- Involve the management level and teaching staff from all partner universities in the dissemination of the course offer;
- Building capacity of Academic Staff and Students;
- Establish Art Therapy Centres;
- Create E-learning platform

Courses will be developed within WP2 based on WP1 survey results. The diploma will be interdisciplinary and offered courses will be developed as e-courses to ensure sustainability beyond the project's lifetime, it is important to maintain access to the E-learning platform after the project's end.

### 1.11 Strategic Plan for financial sustainability

During the project's lifetime from the 15<sup>th</sup> of January 2020 until the 14<sup>th</sup> of January 2023, the European Union is funding the activities by the Erasmus+ Program. To maintain and continue the project's activities also after the end of its lifetime, it is crucial to ensure the funding of future activities.

During the project's lifetime, it has to be ensured that all activities are carried out cost-effectively. Therefore, the following measures will be (have been) established:

- Staff costs are estimated in line with the partner's role and to best reflect the actual workload of partners.
- On line meetings will be organized whenever it is possible to minimize travel costs.
- Innovative tools for distance learning, use of communication systems, and the e-learning method will be used to further reduce the travel costs.
- Equipment costs have been reasonably budgeted. If possible, the free software will be used whenever this is possible.
- The University of Jordan is in charge of overall financial administration, bookkeeping, and reporting.

After the project's lifetime, outcomes like developed courses will be minimal, with only further costs for the lecturers and frequent exchange of information between the partners can be realized via electronic meetings. However, the operational costs of the Art Therapy centers have to be covered by Universities.

Dissemination activities are very important to achieve this goal (work of Art therapy center) as they will attract the interest of public authorities.

Therefore, the following activities will be implemented: i) designing a project logo and an official web site to diffuse the project information, ii) organizing Info-days to present the project's objectives and main activities as well as market and economy opportunities; and iii) organizing a final conference which will bring around 800 partner country HEIs staff and students into a common discussion platform, present the results, lessons learned and raise awareness and interest towards the project idea.

## 1.12 Strategic Plan for organizational sustainability

Organizational sustainability can be divided into 3 different parts: “strategic sustainability”, “product and program sustainability” and “personnel sustainability”. The following sub-chapters define the meaning of each one and list the planned activities to achieve such an aim.

Table 5. Organizational sustainability of HEALING project

Strategic sustainability	Product and program sustainability	Personnel sustainability
<b>Goals</b>		
<ul style="list-style-type: none"> <li>to ensure a realistic vision and realistic goals</li> </ul>	<ul style="list-style-type: none"> <li>to ensure high-quality products, services, and programs</li> </ul>	<ul style="list-style-type: none"> <li>to ensure that personnel can effectively perform their tasks</li> </ul>
<b>Action to achieve goals</b>		
<ul style="list-style-type: none"> <li>✓ All partner universities will list their specific areas of work as well as skills and expertise of key staff preliminary to the project’s starting</li> <li>✓ Through the regular performance of Steering Committee Meetings, it will be ensured that all partners are aware of the achieved goals and the tasks to perform in the future</li> <li>✓ If one partner has problems with a task in his responsibility, it will be managed that another partner supports him in achieving the goals</li> </ul>	<ul style="list-style-type: none"> <li>✓ Elaboration and evaluation of In-depth surveys on State of Art Therapy in Education</li> <li>✓ Elaboration and evaluation of In-depth surveys on Teachers and Students Art Therapy Education Competencies</li> <li>✓ Elaboration and evaluation of survey on available facilities and resources</li> <li>✓ Creation of new courses and restructuring of existing courses</li> <li>✓ Set up of a Quality Assurance Manual (QAM) to assist all partners in developing high standard outputs</li> <li>✓ Set up of a Monitoring Evaluation system to monitor the involvement of all actors in the activities’ implementation</li> <li>✓ Project Monitoring through 6-month reports to the coordinator</li> </ul>	<ul style="list-style-type: none"> <li>✓ Elaboration of didactic materials for Train-the-Trainers seminars and e-courses after identifying the lacks of knowledge which can be bridged thanks to the contribution of European partners</li> <li>✓ 5) Training workshops in 5 EU countries for (32) Teaching staff &amp; (16) technicians</li> <li>✓ (1 or 2) Training workshop in 1 or 2 EU countries for (16) students in Europe</li> <li>✓ (8) Technology-enhanced (In-house) teacher training for (600) staff member</li> </ul>



### 1.13 Strategic Plan for social sustainability

Social sustainability ensures equal opportunities for HEALING participants and aims to provide a fair share of resources. The goal is set to achieve a social, sustainable, and positive relationship with students and the general public. Following activities and their impacts on social sustainability have been identified:

- Training workshops in 6 EU countries for teaching staff and technicians build up intercultural competences
- Controlling the quality of education and the students' achievements assures a high scientific level of the tasks of the project's and a sustainable implementation of all project measures.
- Dissemination of information by designing information materials such as a logo and brochures aim to gain stakeholders interests and rising awareness for Art Therapy.

## NETWORKING

The objective of this chapter is to define the structure of the networking of the HEALING project and the internal mechanisms to enable the good development of concrete networking actions.

The responsibility of each partner about networking will be to identify, invite, and collect information from potential members of the HEALING network.

### 1.14 Aims

Aims of the HEALING network are:

1. Instil the awareness about Art Therapy
2. Enhance the employability of HEALING diploma graduates
3. Involve stakeholders in curriculum revision to ensure meeting the market needs
4. Facilitate providing students with a planned, supervised program of internship in the premises of network members
5. Share HEALING outcomes and results with the network members to achieve a multiplier effects
6. Help to improve health sector services by increasing the use of art therapy
7. To encourage the submission of common proposals and development of projects between the members of the network.
8. To assist in the establishment of HEALING best practices.

### 1.15 Benefits for its network members

HEALING offers many benefits:

1. To access a transnational forum of discussion in Art therapy in Higher Education.
2. To participate in common actions between the members of the HEALING Network, such as seminars, submission of proposals and development of projects
3. To participate in training workshops to be held under the theme of Art Therapy Education.

### 1.16 Target groups and stakeholders

HEALING project Network shall include the following strategic target groups:

- Educational public administration.
- Ministries
- Universities
- Researchers, Educational policy experts, and advisers in ART THERAPY EDUCATION.
- International educational community & Stakeholders
- Hospitals
- Psychiatric facilities

- Schools and colleges
- Clinical research facilities
- Detention and rehabilitation centers
- Crisis centers
- Senior centers
- Assistive living facilities
- Mental health agencies
- Homeless shelters and domestic violence shelters
- Correctional facilities
- Health care agencies for refugees

### 1.17 Networking actions

An effective way to start a networking strategy will be to provide the Methods information to the different identified target groups to invite them to participate. For this objective, we propose the following steps:

1. Each partner should identify some potential participants to be invited to the HEALING network (at least 10 participants).
2. Each partner should send these potential participants 3 documents:
  - Invitation to participate (See Annex 1)
  - Form to be completed with some relevant information (See Annex 2)
  - Brochure HEALING as attachment (elaborated by Dissemination WP)
3. Each partner should collect these forms (Annex 2) to organize a consolidated database of networking partners.
4. Each partner should communicate to the Networking Team the institutions which have shown interest and completed the form to be part of the HEALING Network.
5. The Networking team will compile the information of the potential participants and forward it to the WEB administrator for uploading them.

## 1.18 Responsibilities

Table 6. Networking Responsibilities

Actions	Responsible Partners
Elaboration of e-mail templates and form to collect information	WP Leader
Invitation to institutions to participate in HEALING Network	Each partner
Collect information from institutions which shown interest	Each partner
Report about institutions that were included as HEALING network members	JO and TU partners
Uploading the networking participants to the web site	Web administrator

## ANNEXES

### 1.19 Annex I – Invitation letter

Dear colleagues,

In the scope of our ERASMUS + project HEALING, we would like to build a broad Network of organizations within field of Art therapy in Higher Education and in wide community in order to disseminate the outputs from the project more widely. The envisaged benefit of the HEALING Network is: i) the exchange of practice between the members through the HEALING portal and twinning procedures in order to promote transfer of knowledge between its members; ii) the ability to participate in common actions between the members of the HEALING Network, such as: seminars, workshops, submission of publications in journals and conferences.

The HEALING website (<http://healing.ju.edu.jo/>) is a key tool that will give you more information about the project. The HEALING website includes the following information/sections:

- About project and partners
- Project' s work packages
- List of project activities, trainings, workshops
- Database of Pas, Companies and NGOs
- Related links: links to relevant websites worldwide;

We would like to highlight that your collaboration is very important to all our partners, therefore, we would welcome your contribution in upgrading continuously the HEALING website with information relevant for the above mentioned sections. For that purpose, we would like to ask you to complete the information sheet attached.

The contribution of all will be successful to promote an effective network. Everybody is welcome to join and provide information. Please let your colleagues know about the HEALING website and the HEALINGS Network.

Yours sincerely,

The HEALING Team

[Art.Therapy@ju.edu.jo](mailto:Art.Therapy@ju.edu.jo)

## 1.20 Annex II – Registration form

Please Fill the Following Form to Join the Project Network:

Title:	
Field Of Activity	
Address	
City	
Official website	
Number of employees	
Country	
Contact person	
Year established	
Position	
Telephone number	
Fax number	
E-mail address	
Brief description	
Reasons for your interest	
asks to join *	
I accept the HEALING Network Statute published on HEALING website	
I accept that HEALING Network use my contact details for the sole purpose o	

