

## Dissemination for Future Sustainability Plan

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## Review Table

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## 1 Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project HEBA as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP6. Its objective is to raise the awareness about the outcomes of the project and the developments that have been achieved within project. The document covers the written and visual identity of the project, offers an overview of the tools designed to develop sound dissemination activities and outlines the dissemination assessment. The Dissemination plan is elaborated in conformity with the HEBA project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.

“Dissemination for Future Sustainability” Work package aims to establish an effective communication strategy and dissemination of project results. All partners will be involved at three different levels: promotion of 1) project’s activities, objectives and results; 2) promoting the establishment of the EEREL centers at the six beneficiary universities in Jordan, Lebanon and Egypt.; 3) cooperating for the exploitation of project results.

## 2 Project Consortium

HEBA project consortium is composed of 10 partners, consisting of 4 HEIs from 4 EU member states (Austria, Germany, Italy, and Cyprus), 2 HEIs from Jordan, 2 HEIs from Egypt, 2 HEIs from Lebanon, as shown in Table (1). UNIVERSITAET INNSBRUCK is the project coordinator that has relevant skills in internationalization of higher education and great experience in implementing similar projects.

Table 1 The list of the HEBA Project consortium partners

Number	Partner	Countries
P1	UNIVERSITAET INNSBRUCK (UIBK), (Applicant)	Austria
P2	ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME TRANSPORT (AASTMT)	Egypt
P3	UNIVERSITA DEGLI STUDI DI ROMA LA SAPIENZA (UNIROMA1)	Italy
P4	Technische Universitaet Hamburg-Harburg (TUHH)	Germany
P5	UNIVERSITY OF CYPRUS (UCY)	Cyprus
P6	The University of Jordan (UJ)	Jordan
P7	Lebanese University (LU)	Lebanon
P8	American University of Beirut (AUB)	Lebanon
P9	HELWAN UNIVERSITY (HU)	Egypt
P10	Jordan University of Science and Technology (JUST)	Jordan

### 3 Work packages

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

Table 2 HEBA Work packages

Number	Title
WP1	Survey of energy efficient knowledge and awareness
WP2	Developing of HEBA courses
WP3	Implementation and integration of energy efficient courses into existing curricula
WP4	Set up of energy efficiency and renewable energy centers/laboratories (EEREL-center)
WP5	Quality control and monitoring
WP6	Dissemination for future sustainability
WP7	Management and coordination of HEBA's activities

## 4 Dissemination objectives

The general objective of the dissemination plan is to raise the awareness about the outcomes of the project and the developments that have been achieved within project, and to support the project sustainability and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions directly and not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;
- Gaining acceptance and interest from the direct users/ target groups for the delivered outcomes after the project end and/or to potentially support the project's sustainability.

## 5 Target groups and stakeholders

HEBA shall be disseminated to the following strategic target groups:

1.- **Teaching, technical & administrative staff** within each participant by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainers workshops, seminars)

2.- **Students community**, as the main users of the of HEBA outcomes it is essential to get their input and feedback on the new proposals, raise their awareness about project aims, and train them on the needed skills.

3.- **University management** involvement is crucial for sustainable development of the project and financial support. Regular contributions within academic scientific boards, common interuniversity meetings involving the participation of university management units will strengthen the competitiveness of universities through e-learning/e-teaching.

4.- **Multipliers** such as the energy authorities and companies will enhance chances to reach direct & indirect beneficiaries and to get their input and feedback on the new proposals.



5.- **International communities.** The visibility of the project at European level and beyond is a very useful way to disseminate our ideas and through this, enable and foster future and interesting relationships for future collaboration.

## 6 Dissemination strategy

The dissemination strategy explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include:

- Design of HEBA Project theme (logo, style sheet, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletter, etc.);
- Organization and participation in relevant events (workshops, exhibitions, meetings, etc.);
- Exploitation of media resources (newspapers, TV, web portals etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to extent the scope of dissemination results;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.

The dissemination plan shall consider the sustainability strategy outlining what dissemination activities could contribute to the sustainability, exploitation and spreading of project results. The dissemination plan shall be based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. Stakeholders need to know what has been achieved and why it is important.



## 7 Dissemination Action Plan

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

- Activities need to be timely;
- 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 as to answer the interests of the target audience(s);
- Activities should be appropriate in terms of resources spent and expected impact.

## 8 Dissemination tools and channels

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the HEBA information to the different identified target groups through different channels, looking for the best match. The dissemination tools throughout the project are as follow:

1. **Project logo** to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding logo will be clear and explicit in every visual published document produced during the project life cycle.
2. **Templates and dissemination reporting form**: for project documents and reports, complying with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries. A designed template will be elaborated dealing with the cover page, desirable contents (i.e. Table of content, executive summary, methodology, results, list of tables, etc.), style (i.e. font type, font size, etc.), the template will include the necessary logos and disclaimers of the project (HEBA logo, EU logo, and EU disclaimer).
3. **Project website**: The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. The project's website will be the focal point for informing on objectives and methods as well as the main channel where results will be published. The website will be adapted to different levels of communication (general information and technical documentation) and different types of

content (text and presentations). HEBA website link:

<http://sites.ju.edu.io/en/heba/Home.aspx>

4. **Dissemination through Partners' websites**: All partners will introduce the project description on their own official websites. Project partners will refer to the website when disseminating HEBA Project contents.
  
5. **Internal specific workshops and presentations** in each partners' institution will be organised in order to involve as many members as possible.
  
6. **Info days, Workshops, Presentations on HEBA Modules**: Info-days will be held in each university, in order to present the project's objectives and main activities and information in the area of renewable energy and energy efficiency; market and economy opportunities; territorial energy potential; policies and measures set to diffuse renewable energy. Info-days will involve public institutions and local administrations, universities, professional associations and enterprises, media. During the Info-Day, enterprises will be invited to support project activities (to take part in lectures and seminars) and the promotion of results.  
  
At least one workshop/presentation/info day in each partner university should be done each year of the project. In total there will be six Info-days organized at MENA Universities with at least 20 participants each in (M18) of the project.
  
7. **Inauguration of the EEREL Centers**: One of the main outcomes of HEBA project is establishing regional EEREL centres cooperating with each other. The centres will train PG and UG students on the "EE+RE" methodologies and technologies for the different final users (in industries, in residential building) and will contribute to guidelines for best practice for the Efficient use of Energy in a joint collaboration between EU and Mediterranean Universities. The inaugurations are expected by Month 24 and at least one European Partner will participate in each inauguration. This will be a major event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.

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8. **Events:** Presentation of the project products at events and conferences related to the topic (Energy Efficiency (EE) and Renewable Energy (RE)). Minimum one event per project year.
9. **Promotional material** such as posters, postcards, brochures, branded calendars, branded pens, rollups, etc. All partners will distribute them through their regional/national events. Production of a project flyer which provides a definition for the HEBA Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.
10. **Social networks:** Establishing close links to projects stakeholders (Staff, Students, and Industrial Sector) who are interested and affected by project outcomes/outputs. Each partner will use his/her own channels, Facebook, Twitter and LinkedIn in order to promote Project outcomes and share them with targeted and general public. All partners will post on the mutual page of HEBA project on Facebook interesting and relevant information <https://www.facebook.com/HEBA-950632175098879/>
11. **Press dissemination:** Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.
12. **Publications in scientific journals:** At least two publications during the project life.
13. **Final conference:** At the end of the project aims to present the results achieved by the project and to sustain its network and benefits. The conference will be organized in AASTMT, Egypt. All partners will participate, and stakeholders will be invited. The conference will be organized with at least n.90 participants in (M35) of the project.



## 9 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 related information is analysed by the WP6 Leader in order to document 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 partners. The first reporting will cover the first year of the project, after that each project partner shall submit the report every six months, using the reporting form. The WP6 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 organised by the project partners.

## 10 Responsibilities

Actions	Responsible Partners				
<b>Project logo</b>	University of Jordan				
<b>Templates and dissemination reporting form</b>	University of Jordan				
<b>Project website:</b> HEBA website link: <a href="http://sites.ju.edu.jo/en/heba/Home.aspx">http://sites.ju.edu.jo/en/heba/Home.aspx</a>	University of Jordan				
<b>Dissemination through Partners' websites:</b>	All partners				
<b>Internal specific workshops and presentations</b>	MENA Partners				
<p><b>Info days, Workshops, Presentations on HEBA Modules:</b></p> <p>At least one workshop/presentation/info day in each partner university should be done each year of the project. In total there will be six Info-days organized at MENA Universities with at least 20 participants each in (M18) of the project.</p>	MENA Partners				
<p><b>Inauguration of the EEREL Centers:</b></p> <p>The inaugurations are expected by Month 24 and at least one European Partner will participate in each inauguration. This will be a major event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.</p>	MENA Partners				
<p><b>Events:</b></p> <p>Presentation of the project products at events and conferences related to the topic (Energy Efficiency (EE) and Renewable Energy (RE)). Minimum one event per project year.</p>	All Partners				
<b>Promotional material:</b>	University of Jordan				
<b>E-Newsletters:</b>	<p>Specified partners under the coordination of University of Jordan and UIBK.</p> <table border="1" data-bbox="1082 1792 1444 1888"> <tbody> <tr> <td data-bbox="1082 1792 1262 1839">Issue 1</td> <td data-bbox="1262 1792 1444 1839">UJ</td> </tr> <tr> <td data-bbox="1082 1839 1262 1888">Issue 2</td> <td data-bbox="1262 1839 1444 1888">UNIROMA1</td> </tr> </tbody> </table>	Issue 1	UJ	Issue 2	UNIROMA1
Issue 1	UJ				
Issue 2	UNIROMA1				

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	Issue 3	AUB
	Issue 4	UCY
	Issue 5	UIBK, TUHH
	Issue 6	AASTMT
<b>Social networks:</b> Each partner will post on Facebook website: <a href="https://www.facebook.com/HEBA-950632175098879/">https://www.facebook.com/HEBA-950632175098879/</a>	All partners	
<b>Press dissemination:</b>	All partners	
<b>Publications in scientific journals:</b>	All partners	
<b>Final conference:</b> The conference will be organized in AASTMT, Egypt. All partners will participate in the conference. Conference organized with at least n.90 participants (M35).	All partners	



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## 11 Timeframe

	Total	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
6.1	Elaboration of HEBA Communication Plan	3	1x	2x																																	
6.2	Set up of logo, coordinated images and	2			1x	1x																															
6.3	Organization of Info-days	2																			2x																
6.4	Inauguration of the EEREL centers	2																				2x															
6.5	Final International conference																																		2x		

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