

Vocational Training Diploma on Electrical and Hybrid Vehicles/ ECO-CAR

Dissemination Plan for ECO-CAR project

WP-7

WP Leader: HTU

Sponsors: EU-Erasmus+ Programme of the European Union

Grant Holder: University of Jordan

Partners:

Jordan University of Science and Technology

Mutah University LTD

Tafila Technical University

Al-Balqa Applied University

Al-Hussein bin Abdullah II Technical University

Applied Science University

Al-Zaytoonah University of Jordan

Technische Hochschule Ostwestfalen-LIPPE

Rheinisch-Westfaelische Technische Hochschule Aachen

Universidad de la Iglesia de Deusto Entidad Religiosa

Budapesti Muszaki es Gazdasagtudományi Egyetem



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Vocational Training Diploma on Electrical and Hybrid Vehicles/ ECO-CAR

National Technical University of Athens - NTUA

Universita Degli Studi Dell'aquila

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Review Table

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1. Executive summary

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project ECO-CAR as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP7. The main objective is to raise the awareness about the outcomes of the project and the phases of development that have been achieved within the 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 ECO-CAR project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.

ECO-CAR aims to develop the capacities in the field of Electrical and Hybrid cars in Jordan, and bring together and strengthen the cooperation between companies and HEIs through the empowering the engineers with needed skills that meet the market need. This include providing specialized engineers to work in servicing and maintaining EV/HEV companies and also providing the vocational training centers with qualified trainers to graduate qualified technicians that able to meet market needs.

The Project will respond to the following challenges, that were concluded from many applied studies conducted by researchers and organizations in Jordan:

- Increase of unemployment rate of engineers, due to the increase of graduates numbers and the lack of needed technical skills in the fresh graduates
- Jordan Electric Vehicle Market size is projected to grow at a CAGR of 34.0% during 2019-2025, and the need for qualified engineers will increase.
- The EV/HEV technology are not well introduced in the existing programmes in Jordan
- There are no specialized labs for EV/HEV in Jordanian universities

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- Vocational training institutions are lacking relevant vocational and occupational specialisations
- The level of provided services for repairing and maintaining electric and Hybrid vehicles in Jordanian enterprises needs to be improved
- The need for transferring the most recent technologies from Europe to the professors and students of the Mediterranean countries
- About 50-90% of GHG emissions and air pollution is caused by traffic and transport in Jordan

The expected impact of this project is mainly making the teaching of EV/HEV more comprehensive, fruitful, demand driven and practically oriented by covering the important needed programs and achieve better understanding of the EV/HEV courses and certificates. This shall enhance the students' knowledge level and hence support the sustainable development of the EV/HEV sector that in turn shall improve the employment rates and market performance in Jordan. The elaborated ECTS courses in EV/HEV will be as initiative for introducing EU accredited programs to applied engineering studies.

According to "Dissemination and Sustainability" work package; different tools and channels will be used to spread the project's idea and outcomes, these tools comprise of seminars, reports for distribution, project website, newsletters, flyers, posters and dissemination material to be distributed to all stakeholders during the different events. Brochures in Arabic and English will be printed and distributed across the partner universities to attract students to ECO-CAR courses. Many activities will be organized in presence of different stakeholder such as Academic staff, Administrative staff, Non-Academic staff, Students, Companies, Public authorities, Ministries, and Media. The e-learning modules together with the website will disseminate the project outcomes on global level.

ECO-CAR will be disseminated in the workshops, seminars, conferences, newspapers, publications in international research journals and presentations at international conferences. Also, an external expert will ensure that the outcomes will be evaluated from an external point of view and meet the actual needs and standards of end users and target groups.

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2. Project Consortium

ECO-CAR project consortium is composed of 14 partners, consisting of HEIs from 6 EU member states (Spain, Germany, Hungary, Italy, and Greece), and 8 HEIs from Jordan. In table 1 the leaders and co-leaders of each package is included. **The University of Jordan** is the project grant-holder that has relevant skills in internationalization of higher education and great experience in implementing similar projects.

Table 1 The list of the ECO-CAR partners and Project work package leaders

| Partner number | Organization | Acronym | The Work package to be led by the partner | The Work Package to be co-led by the partner | The work packages to be involved in |
|----------------|---|---------|---|---|-------------------------------------|
| P1 | The University of Jordan | UJ | WP8. Project Management | WP 4. Establishment of EV/HEV labs WP 5. Developing ECO-CAR Professional Diploma | WP1, WP2, WP3, WP6, WP7 |
| P2 | Jordan University of Science and Technology | JUST | WP1. Establishing university-enterprise cooperation | WP 4. Establishment of EV/HEV labs | WP2, WP3, WP5, WP6, WP7, WP8. |
| P3 | Mutah University | MU | - | WP1. Establishing university-enterprise | WP2, WP3, WP4, WP5, WP6, WP8. |

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| | | | | | |
|-----------|---|-----|--|--|-------------------------------|
| | | | | cooperation | |
| | | | | WP7. | |
| | | | | Dissemination and Sustainability | |
| P4 | Tafila Technical University | TTU | - | WP 2. Baseline Study | WP1, WP3, WP4, WP5, WP7, WP8. |
| | | | | WP 6. Quality and Impact Evaluation | |
| P5 | Al-Balqa Applied University | BAU | WP 4. Establishment of EV/HEV labs | WP 2. Baseline Study | WP1, WP3, WP5, WP6, WP7, WP8 |
| P6 | Al-Hussein bin Abdullah II Technical University | HTU | WP7. Dissemination and Sustainability | WP1. Establishing university-enterprise cooperation | WP2, WP3, WP4, WP5, WP6, WP8 |
| P7 | Applied Science University | ASU | WP 2. Baseline Study | WP3. Capacity Building | WP1, WP4, WP5, WP6, WP7, WP8 |
| P8 | Al-Zaytoonah University of Jordan | ZUJ | - | WP 6. Quality and Impact Evaluation | WP1, WP2, WP3, WP4, WP5, WP8 |

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| | | | | | |
|------------|---|-------------|---|--|-------------------------------|
| P9 | Technische Hochschule Ostwestfalen-LIPPE | TH-OWL | - | WP 5. Developing ECO-CAR Professional Diploma WP7. Dissemination and Sustainability | WP1, WP2, WP3, WP4, WP6, WP8. |
| P10 | Rheinisch-Westfaelische Technische Hochschule Aachen | RWTH Aachen | - | WP3. Capacity Building WP5. Developing ECO-CAR Professional Diploma | WP1, WP2, WP4, WP6, WP7, WP8. |
| P11 | Universidad de la Iglesia de Deusto Entidad Religiosa | UD | WP 6. Quality and Impact Evaluation | WP1. Establishing university-enterprise cooperation | WP2, WP3, WP4, WP5, WP7, WP8. |
| P12 | Budapesti Muszaki es Gazdasagtudo manyi Egyetem | BME | WP 5. Developing ECO-CAR Professional Diploma | WP3. Capacity Building WP 6. Quality and Impact Evaluation | WP1, WP2, WP4, WP7, WP8. |
| P13 | National Technical University of Athens | NTUA | WP3. Capacity Building | WP 4. Establishment of EV/HEV labs | WP1, WP2, WP5, WP6, WP7, WP8. |
| P14 | Universita Degli Studi Dell'aquila | UNIVAQ | - | WP 2. Baseline Study WP 5. Developing ECO-CAR Professional Diploma | WP1, WP3, WP4, WP6, WP7, WP8 |

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3. Work packages

The project consists of 8 Work packages for the five phases: Preparation, Development, Quality, Dissemination and Management. (MS = Milestones; MI = measurable Indicators)

Preparation phase:

WP1: Aims to establish a strong cooperation between universities, enterprises and vocational training centers, to enhance the development of effective programmes that meet the needs of market and community. MS: Registration form, MOU for collaboration (Training for students in their enterprises), N. 1 Report, workshops with stakeholders; MI: Minimum 60 members in the network from the three countries, Minimum 8 collaboration agreements

WP2: Baseline Study. This WP aims prepare and publish a document that summarizes the key competencies needed by employers in Jordan in the field of EV/HEV. A workshop with presence of enterprises and vocational training centers will be conducted to review the reports and agree on the final list of courses MS: Guiding Report, questionnaire, 1 workshop; MI: 1 guiding report, one workshops with stakeholders, Minimum 30 participants in the workshop.

Development and implementation phase:

WP3: aims to build the capacities of professors who will teach the diploma in partner universities, on different topics of EV/HEV, modern teaching methodologies, and how to actively collaborate with enterprises. Also; a group of students will have the opportunity to attend a two-week workshop in one of the participating European Countries. The students will be selected during the piloting phase of the diploma. Workshops for professors will be conducted within the first and second year before piloting the diploma.

MS: 6 “Training of Trainers” seminars in Europe, Training material, two-week workshop for the diploma students in one of the European countries, MI: 90 staff members will be trained in Europe, minimum 24 students will be trained in Europe.

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WP4: aims to establish EV/HEV labs in participating universities, the labs will support the teaching of diploma and bachelor courses. This lab is mainly focused to let the students to understand the basic concepts involved in EV/HEV systems. The equipment will include: "Hybrid and All Electric Vehicle Technology Trainer" that is designed for demonstrating, investigating and taking measurements on vehicles with hybrid, electric and fuel-cell drives.

MS: 8 EV/HEV labs with prepared experiment manual; MI: official documents that declare the lab establishment, prepared labs manual.

WP5: aims to develop and pilot ECO-CAR Professional Diploma, the activities will start by developing the study plan with courses descriptions to be submitted for accreditation purposes. A virtual learning platform will be established. The diploma will consist of 8 courses (24 Credit Hours= 40 ECTS) that will be implemented in each participating university. The courses will be developed by establishing committees consisting from representatives from European universities, partner universities, and Enterprises. The courses will be prepared as E-courses, and uploaded on project learning platform, so the partners will have a full access to its content. A tuning workshop will be conducted in Europe within this WP for professors from each country to agree on the teaching methods, assessment procedures and delivery methods so that a consistent quality is achieved among partners. The next activity within this WP will be the courses piloting.

MS: Prepared study plan, e-learning platform, one tuning workshop in Jordan, established committee to develop the courses; MI: 8 professional diplomas accredited in 8 universities, Minimum 80 students get the diploma certificate within project life, 8 assessment reports for the diploma piloting.

Evaluation phase:

WP6: Aims to ensure the optimal quality, structure, processes and results of the project. Therefore, a Quality Assurance and Evaluation Plan will be elaborated by the Quality Committee. Different quality checklist will be prepared for the different activities. Impact Evaluation for diploma will be conducted. Monitoring of Student Learning Outcomes will be applied. External Evaluator (EE) will be appointed, to provide independent evaluation of the

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project. MS: Quality Assurance plan, Monitoring System; evaluation report; checklists; External evaluator report. MI: n. 1 Quality Assurance Manual, n. 1 Monitoring System; n. 1 impact evaluation reports, n. 2 reports by the external evaluator, 8 assessment reports for the diploma piloting.

Dissemination Phase:

WP7: Aims to effectively disseminate information of the activities of the project and to communicate its outcomes to ensure continuous implementation of the outcomes of the project after its lifetime. An effective dissemination and sustainability strategy will be developed. Sustainability will be ensured by the well-established collaboration with enterprises and vocational training centers. The project website will be established by UJ. Project pages on social networks will be established to reach the community and young generations. Printed and Electronic dissemination material will be prepared. Seminars, info days. Tester course workshops with enterprises and vocational training centers will be conducted in each partner country to test the modules and provide feedback in order to further improve their utility and usefulness. The final conference will be conducted in Jordan to disseminate project outcomes and achievements to be adopted by others.

MS: Communication Plan, logo, project Website, Project pages on social networks, dissemination material, Info-days, labs inauguration, 1 tester workshops with stakeholders, final conference, MI: number of involved staff, students and other stakeholders in dissemination activities, Minimum 3000 visitors to the project website, Minimum 8 Info-days/workshops, 8 labs inauguration, one tester workshop.

Project Management:

WP8: The coordinator of the project (UJ) in cooperation with partners will be responsible to manage the project and coordinate between different partners. Management and Operational Structures will be formed during the kick-off meeting, and the responsibilities will be determined. Project Progress Reports will be produced every six months of the project. Steering Committee, Quality Committee and Dissemination Committee, will conduct face to

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face and online meetings periodically. The minutes of these meetings will be elaborated for all meetings.

4. Dissemination Committee

The dissemination committee was formed during the kick off meeting to follow the progress in the work package. The dissemination committee members are as follow:

Dissemination Committee Members

| | University | Representative / email | Deputy (Substitute) / email |
|----|---|---|--|
| P1 | The University of Jordan, UJ (Applicant) | | |
| P2 | Jordan University of Science and Technology | | |
| P3 | Mutah University LTD (Co-leader) | Dr. Saif | Dr. Saryreh |
| P4 | Tafila Technical University | Dr. Ali | Dr. Wael |
| P5 | Al-Balqa Applied University | Prof. Said Abu Ruman | Ms. Amneh Khrisat |
| P6 | Al-Hussein bin Abdullah II Technical University (Leader) | Prof. Amjed Al Fahoum Amjed.fahoum@htu.edu.jo ; Amjed.alfahoum.rcap@gmail.com | Dr. Firas Kafieh Feras.Kafiah@htu.edu.jo ; |
| P7 | Applied Science University | Eng. Fedaa | Prof. Ayman |
| P8 | Al-Zaytoonah University of Jordan | Eng. Eman Abdelhafez Eman_eng2006@yahoo.com | Dr. Loai Dabbour loai_dabbour@hotmail.com |

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| | (Co-leader) | | |
|-----|--|--------------|------------------------|
| P9 | Technische Hochschule Ostwestfalen-LIPPE (Co-leader) | Prof. Ajib | Wolfgang Lagner |
| P10 | Rheinisch-Westfaelische Technische Hochschule Aachen | Prof. Sauerr | Florain |
| P11 | Universidad de la Iglesia de Deusto Entidad Religiosa | Ivan | Sara Goitia |
| P12 | Budapesti Muszaki es Gazdasagtudományi Egyetem | | |
| P13 | National Technical University of Athens - NTUA | Clio | Eng. Theodora Tsiourva |
| P14 | Universita Degli Studi Dell'aquila | | |

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5. 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:

- Promote the multiplication impact of 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;
- Raise awareness on EV/HEV as programs that respond to societal needs, industrial market, and lower the unemployment rates among professionals.
- Inform and educate the different stakeholders about the new technologies in EV/HEV.
- Engage and get input/feedback from the different stakeholders
- Gaining support from political decision makers to facilitate the necessary legislations and processes to 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.

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 ECO-CAR Project theme (logo, style sheet, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletters, etc.);
- Organization and participation in relevant events (workshops, exhibitions, meetings, etc.);

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- 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 will focus on 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. Target groups and stakeholders

ECO-CAR dissemination plan is targeting the following strategic target groups:

- **Teaching, technical & administrative staff** within each partner by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainers workshops, seminars)
- **Students community**, as the main users of the of ECO-CAR 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.
- **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.
- **Multipliers** such as the private and public authorities and companies will enhance chances to reach direct & indirect beneficiaries and to get their input and feedback on the new proposals.
- **International community**. 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.

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8. Dissemination Action Plan

All dissemination actions in the projects are aimed to be properly planned and focused on the achievements and different stakeholders to maximize the impact of communication efforts:

- Activities need to be timely, when planning the dissemination, it is important to decide when different dissemination activities will be most relevant. The ideal timing will depend on the progress of the project as well as on the agenda of the target audience. For instance, at the start of the project, it is best to focus on raising awareness; at the end on highlighting the achievements and deliverables.
- Information used must be accurate, clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Activities should be co-ordinated 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.

9. Dissemination tools and channels

The most effective way to disseminate the project will be a good combination of different communication channels. Our strategy is to provide the ECO-CAR information to the different identified target groups through different channels and looking for the best match. The dissemination tools throughout the project:

1. **Project logo** is designed to reflect a uniform image of the project. Project logo 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,

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font size, etc.), the template will include the necessary logos and disclaimers of the project (ECO-CAR 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).

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 ECO-CAR Project contents.

5. Internal specific workshops and presentations in each partners' institution will be organized to involve as many members as possible.

6. Info days, Workshops, Presentations on ECO-CAR Modules: Info-days will be held in each university to present the project's objectives and information about EV/HEV issues and preferred short courses, certificates, and diplomas. 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 8 Info-days/year organized at partner Universities.

7. Inauguration of the ECO-CAR labs: One of the main outcomes of ECO-CAR project is establishing EV/HEV labs. The inaugurations are expected by Month 24 of the project. 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 ECO-CAR themes. Minimum one event per project year.

9. **Promotional material** such as posters, postcards, brochures, branded calendars, branded pens, branded T-shirt, rollups, notepads, mugs, flash memory sticks, banners, hats, bags, etc. All partners will distribute them through their regional/national events. Production of a project flyer which provides a definition for the ECO-CAR 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. **Multilingual documentary Video** To synthesize and disseminate the project results to key stakeholder communities through website and YouTube channels.

11. **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 ECO-CAR project on Facebook interesting and relevant information.

12. **Press dissemination:** Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.

13. **Publications in scientific journals:** At least one publications during the project life by the consortium and grant-holder.

14. **Final conference:** to be held at the end of the project and it aims to present the results achieved by the project and to sustain its network and benefits. The conference will be organized in Amman, Jordan. All partners will participate, and stakeholders will be invited. The conference will be organized with at least 100 participants in (M36) of the project.

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10. Dissemination Activity Evaluation and Reporting

The dissemination activities and its outcomes shall be collected by all project partners and submitted to the WP7 Leader (HTU) for further processing (i.e. Info days, Press dissemination, Produced dissemination material, etc.) The WP7 Leader will analyze the dissemination related information in order to document project dissemination progress. The WP7 leader will use the findings of the assessment exercise to recommend further improvements 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 6-months of the project, after that each project partner shall submit the report every six months, using the reporting form. The WP7 Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP7 Leader will participate, whenever possible, in the dissemination events organised by the project partners.

11. Responsibilities

| # | Actions | Responsible Partners |
|----|---|---------------------------|
| 1. | Project logo | The Coordinator, UJ |
| 2. | Templates and dissemination reporting forms | The Coordinator, UJ |
| 3. | Project website: ECO-CAR website link: http://sites.ju.edu.jo/en/ECO-CAR/Home.aspx | The Coordinator, UJ |
| 4. | Dissemination through Partners' websites | All partners |
| | Internal specific workshops and | Jordanian and EU Partners |

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| | | |
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| 5. | presentations | |
| 6. | Info days, Workshops, Presentations on ECO-CAR Modules | Jordanian and EU Partners |
| 7. | Inauguration of the ECO-CAR labs | Jordanian and EU Partners |
| 8. | Presentation of the project products at Events | All Partners |
| 9. | Promotional material such as posters, postcards, brochures, branded calendars, branded pens, branded T-shirt, rollups, notepads, mugs, flash memory sticks, banners, hats, bags, flag, etc. | Jordanian and EU Partners |
| 11. | E-Newsletters, six issues Use 1 –design for all issues. Friendly use design and look and feel. | Specified partners under the coordination of University of Jordan First issue -14-7-2021- HTU 2 nd issue – TTU-14-1-2022 3 ^d issue – BAU- 14-7-2022 4 th issue –ASU-14-1-2023 5 th issue-ZU-14-7-2023 6 th issue-JUST 14-1-2024 7 th issue-MU- 14-7-2024 8 th issue-JU-14-1-2025 |
| 12. | Social networks: Each partner will post on Facebook , youtube, LinkedIn, twitter and website: | All partners |

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| | | |
|-----|---|--|
| | https://www.facebook.com/Eco-Car-100321388735706 | |
| 13. | Press dissemination | All partners |
| 14. | Publications in scientific journals | All partners |
| 15. | Translation for different dissemination outcomes (brochures, newsletters, etc.) | WP Leader |
| 16. | Final conference | The Coordinator, UJ and will be attended by all partners |
| 12. | Social networks: Each partner will post on Facebook, LinkedIn website: https://www.facebook.com/Eco-Car-100321388735706 | All partners |