

## Dissemination Plan for EGREEN project

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<b>Organisation name(s)</b>	UJ		
<b>WP Number</b>	7		
<b>Task Number</b>	7.1		
<b>WP Leader</b>	ABU		
<b>Due date of delivery</b>	1/3/2017	<b>Project month</b>	5
<b>Submission date</b>	1/3/2017	<b>Project month</b>	5
<b>Total number of pages</b>			

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## Review Table

Version	Date of Submission	Quality check		Technical check	
		Reviewer	Date	Reviewer	Date
V01	20.1.2017	Haneen Saadeh	26.01.2018		
V02	14.02.2018	Louy Qoaidar	14.02.2018	Wolfgang Streicher	22.2.2018
V03	1.3.2017				

## Contents

<b>REVIEW TABLE .....</b>	<b>2</b>
<b>1 EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>2 PROJECT CONSORTIUM .....</b>	<b>6</b>
<b>3 WORK PACKAGES .....</b>	<b>7</b>
<b>4 DISSEMINATION COMMITTEE .....</b>	<b>8</b>
<b>6 DISSEMINATION OBJECTIVES.....</b>	<b>9</b>
<b>7 DISSEMINATION STRATEGY.....</b>	<b>9</b>
<b>8 TARGET GROUPS AND STAKEHOLDERS .....</b>	<b>10</b>
<b>9 DISSEMINATION ACTION PLAN.....</b>	<b>11</b>
<b>10 DISSEMINATION TOOLS AND CHANNELS.....</b>	<b>11</b>
<b>11 DISSEMINATION ACTIVITY EVALUATION AND REPORTING.....</b>	<b>14</b>
<b>12 RESPONSIBILITIES.....</b>	<b>15</b>

## 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 EGREEN as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP7. 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 EGREEN project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.

EGREEN aims to develop high-quality curricula in environment for undergraduate program in Jordan and Syria compatible with European standards and meet the market needs of the emerging knowledge-based society. Through EGREEN, the content of the environmental courses will be improved, the concept of climate change will be injected in some courses, the e-learning methodologies and tools will be applied as well as an appropriate laboratory component in environment will be established.

The expected impact of this project is mainly making the teaching of environmental & climate change issues more comprehensive by covering the important environmental dimension and achieve better understanding of the environmental and climate change problems. This shall enhance the students' knowledge level and hence support the sustainable development of the sector that in turn shall improve the environmental market performance in Jordan and Syria. The elaborated ECTS courses in environment will be as initiative for introducing ECTS to Jordanian & Syrian Universities

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 EGREEN 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

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Media. The e-learning modules together with the website will disseminate the project outcomes on global level.

EGREEN 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.

## 2 Project Consortium

EGREEN project consortium is composed of 14 partners, consisting of 5 HEIs from 3 EU member states (Austria, Germany, and Portugal), 6 HEIs from Jordan, 3 HEIs from Syria, as shown in Table (1). **The University of Jordan** 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 EGREEN Project consortium partners

Number	Partner	Country
P1	<b>The University of Jordan, UJ (Applicant)</b>	Jordan
P2	German Jordanian University (GJU)	Jordan
P3	Al al-Bayt University (AABU)	Jordan
P4	Al-Zaytoonah University of Jordan (ZUJ)	Jordan
P5	Mutah University (Mutah)	Jordan
P6	Jordan University of Science and Technology (JUST)	Jordan
P7	Al-Baath University (ABU)	Syria
P8	Aleppo University (AU)	Syria
P9	Tishreen University (TU)	Syria
P10	Technische Universitaet Hamburg-Harburg (TUHH)	Germany
P11	Hochschule Ostwestfalen-Lippe (OWL UAS)	Germany
P12	University of Innsbruck (UIBK)	Austria
P13	Universidade Catolica Portuguesa (UCP)	Portugal
P14	Paulo & Beatriz – Consultores Associados, Lda (P&B)	Portugal

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### 3 Work packages

This project will update/develop at least 7 courses for the undergraduate curriculum, four of them for Environmental Engineering, two for e-learning and one for climate change concept and this will ensure that universities in Jordan and Syria can offer high quality education compatible with European standards and meets the market needs of the emerging knowledge-based society by strengthening environmental teaching and introducing the concept of climate change in order to graduate professional leaders who can meet market needs of the country as well as it will Develop and integrate a bachelor degree program with an appropriate laboratory component in environment jointly taught by universities in Jordan and Syria and brought into line with the Bologna requirements. The activities of the Project and the Role of different partners are as shown below in Table 2.

Table 2 EGREEN Work packages

Number	Title	Coordination		
		Coordinator	Co-Coordinator	Other partners involved
WP1	Networking	JUST	P&B	All
WP2	Scoping and training needs	UIBK	TU, AABU	All
WP3	Development of Study Plan and Curricula	HS-OWL	ZUJ, MUTAH	All
WP4	Development of Online Content and Competencies	UCP	JUST, AU	All
WP5	Capacity Building	TUHH	GJU, ABU	All
WP6	Monitoring and Evaluation	GJU	TUHH	All
WP7	Dissemination and Sustainability	ABU	ZUJ, P&B	All
WP8	Management	UJ	-	All

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#### 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:

The Dissemination Committee Members	
University	Representative
P7: Al-Baath University	Prof. Adnan Ghata (Chairman)
P14: Paulo & Beatriz	Dr. Paulo Baptista (Co-leader)
P4: Al-Zaytoonah University of Jordan	Eng. Eman Abdelhafez (Co-leader)
P2: German Jordanian University	Dr. Louy Qoaidar
P1: The University of Jordan	Eng. Leena Marashdeh
P1: The University of Jordan	Ms. Hanan Hasan
P3: Al Albayt University	Dr. Mo'ayyad Shawaqfah
P5: Mutah University	Prof. Omer Nawaf Maaitah
P6: Jordan University of Science and Technology	Prof. Fahmi Abu Al-Rub
P8: University of Aleppo	Dr. Taha Jabban
P9: Tishreen University	Prof. Moussa Al-Samara



## 6 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 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;
- Raise awareness on environmental and climate change problems
- Inform and educate the different stakeholders about the new technologies in environmental protection.
- Engage and get input/feedback from the different stakeholders
- 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.

## 7 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 EGREEN 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.);
- 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.

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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.

## 8 Target groups and stakeholders

EGREEN shall be disseminated to 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 EGREEN 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 energy 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.

## 9 Dissemination Action Plan

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action 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.

## 10 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 EGREEN 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. 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, font size, etc.), the template will include the necessary logos and disclaimers of the project (EGREEN logo, EU logo, and EU disclaimer).

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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 EGREEN Project contents.
5. **Internal specific workshops and presentations** in each partners' institution will be organised to involve as many members as possible.
6. **Info days, Workshops, Presentations on EGREEN Modules:** Info-days will be held in each university to present the project's objectives and information about Environmental issues and climate change problems; Climate change adaptation and mitigation; Environmental impacts of energy technologies, Environment and health; Ecosystems; Environmental Economics; Environmental policies, regulations and measures; Water, Energy, Air and Environment, Urban and Local Environment; Development and Environment; Waste Management. 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 9 Info-days organized at partner Universities with at least 20 participants each in end of the project.
7. **Inauguration of the EGREEN labs:** One of the main outcomes of EGREEN project is establishing Environmental 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.

8. **Events:** Presentation of the project products at events and conferences related to the EGREEN 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 EGREEN 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 synthesise and disseminate the project results to key stakeholder communities through ICT spaces.
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 EGREEN 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.
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 90 participants in (M36) of the project.

## 11 Dissemination Activity Evaluation and Reporting

The dissemination activities and its outcomes shall be collected by all project partners and submitted to the WP7 Leader (ABU) for further processing (i.e. Info days, Press dissemination, Produced dissemination material, etc.) The dissemination related information is analysed by the WP7 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 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.

## 12 Responsibilities

#	Actions	Responsible Partners												
1.	<b>Project logo</b>	The Coordinator, UJ												
2.	<b>Templates and dissemination reporting forms</b>	The Coordinator, UJ												
3.	<b>Project website:</b> EGREEN website link: <a href="http://sites.ju.edu.jo/en/EGREEN/Home.aspx">http://sites.ju.edu.jo/en/EGREEN/Home.aspx</a>	The Coordinator, UJ												
4.	<b>Dissemination through Partners' websites</b>	All partners												
5.	<b>Internal specific workshops and presentations</b>	Jordanian and Syrian Partners												
6.	<b>Info days, Workshops, Presentations on EGREEN Modules</b>	Jordanian and Syrian Partners												
7.	<b>Inauguration of the EGREEN labs</b>	Jordanian and Syrian Partners												
8.	<b>Presentation of the project products at Events</b>	All Partners												
9.	<b>Promotional material</b> such as posters, postcards, brochures, branded calendars, branded pens, branded T-shirt, rollups, notepads, mugs, flash memory sticks, banners, hats, bags, etc.	Jordanian and Syrian Partners												
10.	<b>Multilingual Video</b>	ABU in cooperation with all partners												
11.	<b>E-Newsletters, six issues</b>	Specified partners under the coordination of University of Jordan <table border="1" data-bbox="949 1120 1444 1400"> <tbody> <tr> <td>Issue 1</td> <td>UJ</td> </tr> <tr> <td>Issue 2</td> <td>ZUJ</td> </tr> <tr> <td>Issue 3</td> <td>ZUJ</td> </tr> <tr> <td>Issue 4</td> <td>ZUJ</td> </tr> <tr> <td>Issue 5</td> <td>ZUJ</td> </tr> <tr> <td>Issue 6</td> <td>ZUJ</td> </tr> </tbody> </table>	Issue 1	UJ	Issue 2	ZUJ	Issue 3	ZUJ	Issue 4	ZUJ	Issue 5	ZUJ	Issue 6	ZUJ
Issue 1	UJ													
Issue 2	ZUJ													
Issue 3	ZUJ													
Issue 4	ZUJ													
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Issue 6	ZUJ													
12.	<b>Social networks:</b> Each partner will post on Facebook website: <a href="https://www.facebook.com/Egreen-Project-609610079229409/">https://www.facebook.com/Egreen-Project-609610079229409/</a>	All partners												
13.	<b>Press dissemination</b>	All partners												
14.	<b>Publications in scientific journals</b>	All partners												
15.	<b>Translation for different dissemination outcomes (brochures, newsletters, etc.)</b>	WP Leader, ABU												
16.	<b>Final conference</b>	The Coordinator, UJ and will be attended by all partners												

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