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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

Project Title: traditional craft Heritage training, design and marketing in Jordan and Syria

Report on: Staff Training Workshop Marconi University Training of Trainers Workshop

Event Type	HANDS – Staff Training Workshop Marconi University Training of Trainers Workshop
WP Number	WP 5
WP Leader	UNIFI
Event Date	26-30/9/2022
Number of Participants	23
Total number of pages	10

Project Coordinator

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Al-Zaytoonah
University of
Jordan



The University of Jordan



Jordan University of
Science and
Technology



The Hashemite University



Karmeh Design Studio



Tishreen
University



جامعة
المنارة
Manara University



Al-Baath University



World University Service
of the Mediterranean



Blue Room Innovation



CESIE



Università degli Studi di
Firenze



Università degli
Studi Guglielmo
Marconi



Technische Hochschule
Ostwestfalen-Lippe



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EVENT DESCRIPTION

Event: HANDS Staff Training Workshop / **Marconi University Training of Trainers Workshop (USGM)**

Date: Monday to Friday, 26-30/9/2022

Organizer: Università Degli Studi Guglielmo Marconi and CESIE / a European centre of studies and initiatives

Location: via Plinio, 44 – 00193 Rome – PLINIO CONFERENCE ROOM

Università Degli Studi Guglielmo Marconi and CESIE / a European centre of studies and initiatives (Italy), organized the third staff training of trainers. In these 5 days of training, we interacted with the partners of the HANDS Project to learn from each other so that we all gathered a backpack of knowledge and inspiration. Jordanian and Syrian partners staff representatives joined this well organized training to learn from the EU fast experience in Traditional crafts Training and Marketing process.

The training organized by USGM was a valuable and collaborative experience for the participants involved in the HANDS Project demonstrates a commitment to cross-cultural learning and knowledge exchange. The focus on training trainers and the exchange of knowledge between partners have created a rich learning environment.

The emphasis on training trainers and the exchange of knowledge between partners is a commendable approach, ensuring the continuous transfer of skills within the HANDS Project. This strategy not only enhances the capabilities of individuals involved but also contributes to the overall success and sustainability of the project.

The combination of field visits and workshop sessions is an effective way to provide a well-rounded learning experience. By directly interacting with real-world examples, participants likely gained practical insights and inspiration that can be applied in their respective contexts.

The week was successful in fostering collaboration, building a shared knowledge base, and promoting skill development within the framework of the HANDS Project.



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AGENDA



ERASMUS+ PROGRAMME

Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

HANDS:

Traditional Craft Heritage Training, Design and Marketing in Jordan and Syria

Third Staff Training Workshop for Jordanian and Syrian Partners

Traditional crafts Training and Marketing



Università degli Studi
Guglielmo Marconi



Agenda

Universita Degli Studi Guglielmo Marconi

And in cooperation with

CESIE / a European centre of studies and initiatives

Rome-Italy

Sept. 26th - 30th, 2022

Monday – Friday

Address: via Plinio, 44 – 00193 Rome – PLINIO CONFERENCE ROOM



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Venue: via Plinio, 44 – 00193 Rome – PLINIO CONFERENCE ROOM

Day 1: Monday, Sept., 26 th , 2022	
9:00 – 9:30	Registration
9:30 – 10:00	Welcome and presentation of the workshop program Dr. Arturo Lavalle, Head of USGM R&D dept.
10:00 – 11:30	Presentation and discussion: Innovation Management. Dr. Arturo Lavalle / USGM
11:30 – 12:00	Coffee break
12:00 – 13:30	Presentation and discussion: More than a Job - A counselling desk for social entrepreneurship CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan ceramic company
16:30-17:00	Summary of the day (Dr. Sara Sella)
19:00	Social Dinner

Day 2: Tuesday, Sept., 27 th , 2022	
9:00 – 9:30	Welcome, registration and feed back
9:30 – 13:00	Visit to USGM Workshops / recording studios + HANDS video promo recording
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan textile company
16:30-17:00	Summary of the day (Dr. Sara Sella)

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Day 3: Wednesday, Sept., 28 th , 2022	
9:00 – 9:30	Welcome, registration and feed back
10:00 – 11:30	Presentation and discussion: HANDS Database CESIE
11:30 – 12:00	Coffee break
12:00 – 13:30	Presentation and discussion: My Handicraft - An E-learning platform on craft CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the day (Dr. Sara Sella)
Day 4: Thursday, Sept., 29 th , 2022	
9:00 – 9:30	Welcome, registration and feed back
9:30 – 11:00	Presentation and discussion: Business Plan, Prof. Donatello Aspromonte / USGM
11:00 – 11:15	Coffee break
11:15 – 13:00	Presentation and discussion: Digital marketing CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the day (Dr. Sara Sella)
Day 5: Friday, Sept., 30 th , 2022	
9:00 – 9:30	Welcome, registration and feed back
9:30 – 13:00	Presentation and discussion: The role of e-marketing in the Hands project Prof Basem G Ghadeer
	Presentation and discussion: Presentation of USGM Research projects and visit to USGM Labs
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the workshop Dr. Loai Dabbour, Dr. Sara Sella

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ATTENDANCE SHEET

HANDS

Attendance Sheet

Training Workshop
University of Studies Guglielmo Marconi
September 26-30, 2022

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No.	Participants Name	Organization	26.9.2022	27.9.2022	28.9.2022	29.9.2022	30.9.2022
1.	Mamon obiedat	HU					
2.	Samia Al-Rqibat	JUST					
3.	Ahmed Fouad	JUST					
4.	Dasr K. Mahasneh	JUST					
5.	Mhammad Hamdan	JU					
6.	GIULIA TARANTINO	CESIE					
7.	Muhammad Abdallah	TU					
8.	Assaad Ali	TU					


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9.	Jorjina Roumie	Manara					
10.	Safwan AL Assaf	Manara					
11.	Nasser Nasser	Manara					
12.	Ahlan Amr Sharif	The Hashemite university					
13.	Saleem Oyesn	HU					
14.	Rana Badr	Tishreen University					
15.	Abbad Kassouha	ABU					
16.	Emran Abdelhatez	ZWJ					

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No.	Participants Name	Organization	26.9.2022	27.9.2022	28.9.2022	29.9.2022	30.9.2022
17.	SARA CELLA	UNIVERSITA' DEGLI STUDI GUGLIELMO MARCONI	<i>falle</i>	<i>falle</i>	<i>falle</i>	<i>falle</i>	<i>falle</i>
18.	Adnan Ghata	ABUJ	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
19.	Manal Bargawi	SAE Amman	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
20.	Rania Qutishat	MOE	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
21.	Loai Dabbour	ZUJ	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
22.	Kholoud Hassouneh	UJ	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
23.	Prof. Ahmed AL-Salaymeh	UoJ	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
24.							

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PHOTOS



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