



Co-funded by the
Erasmus+ Programme
of the European Union

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
World University Service of the Mediterranean
(WUSMED) and Blue Room Innovation SL / Spain.
Training of Trainers Workshop

Event Type	HANDS – Staff Training Workshop World University Service of the Mediterranean Training of Trainers Workshop
WP Number	WP 5
WP Leader	UNIFI
Event Date	24-26/5/2023
Number of Participants	33
Total number of pages	10

Project Coordinator

Dr. Loai Dabbour,
Al-Zaytoonah University of Jordan (ZUJ)
Airport Street
Tel: + 962 6 4291511 Ext. 112 | Fax: + 962 6 4291432
Email: HANDS@zuj.edu.jo
Project website: <https://www.zuj.edu.jo/HANDS/>



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



Co-funded by the
Erasmus+ Programme
of the European Union

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

EVENT DESCRIPTION

Event: HANDS Staff Training Workshop / **World University Service of the Mediterranean Workshop (WUSMED)**

Date: Wednesday to Friday, 24-26/5/2023

Organizer: World University Service of the Mediterranean (WUSMED) and Blue Room Innovation SL / Spain

Location: Mercadal Girona city Council

World University Service of the Mediterranean (WUSMED) and Blue Room Innovation SL (Spain), organized the fourth staff training of trainers. In these 3 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 WUSMED 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 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 training was successful in fostering collaboration, building a shared knowledge base, and promoting skill development within the framework of the HANDS Project.



Co-funded by the
Erasmus+ Programme
of the European Union

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



Co-funded by the
Erasmus+ Programme
of the European Union

HANDS
**traditional craft Heritage trAining, design and marketing in jorDan and
Syria**

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

Agenda
4th Staff Training Agenda

24th - 26th May, 2023

World University Service of the Mediterranean
Blue Room Innovation SL
Girona, Spain

This Project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

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



Co-funded by the
Erasmus+ Programme
of the European Union

4th Staff Training

HANDS – 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

May 24th- 26th, 2023

Mercadal Girona city Council

Centre Cívic Sala actes

C/ de la Cort Reial num. 7, 17001 Girona.

TUESDAY, MAY 23rd, 2023		Arrival of participants to Girona/Barcelona
SATURDAY 27th, 2023		Departure of the participants
FIRST DAY: WEDNESDAY - May 24th, 2023		
09:00	Meeting at Hotel Hall Ultonia Hotel by WUSMED Team	
09:30	Arrival and Registration to Mercadal	
09:30 – 9:45	Welcome Presentation <ul style="list-style-type: none"> ➢ WUSMED by Dr. Josep Juando (Wusmed president) ➢ Blue Room Innovation by Denisa Gibovic (CEO) ➢ Welcome from project coordinator Dr. Loai Dabbour, (Al-Zaytoonah University) 	
9:45 – 10:00	Introducing Participants and logistics support	
10:00 - 10:40	Project status by the project coordinator Dr. Loai Dabbour, (ZUJ)	
10:40 – 11:00	Coffee break & Networking	
11:00 – 12:00	Training session 1: Introduction to Innovation Principles Prof. Anne Gharaibeh (JUST) Dr. Nidal satouf (ABU)	
12:00 – 13:00	Training session 2: Handcraft in modern contexts Understanding the Market for Handcrafts Dr. Laith Obeidat (JUST)	
13:00 – 14:00	Lunch Break	
14:00 – 15:00	Training session 3: Smart Marketing Strategies for Handmade Businesses BLUEROOM	
15:00 – 16:00	Training session 4: Traditional Hand Crafts in Architectural Industry Identifying Opportunities for Innovation Dr. Nabeel AlKurdi (UJ) Dr. Ahmad AlHusban (HU)	
16:00 – 16:30	Discussion Final recap by: Blue Room Innovation by Denisa Gibovic (BRI)	

This Project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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

SECOND DAY: THURSDAY - May 25 th , 2023	
HANDS FIELD Visits	
08:00	Bus pick up in front of Ultonia Hotel
9:00 – 10:30	Escola de Ceramica de la Bisbal. -Ceramic school-
10:30 – 11:00	Coffee break & Networking
11:00 - 13:00	Terracota Museu Fashion Artesian
13:00 – 14:00	Lunch and Networking in Restaurant Mas Pastor
14:00 – 15:30	Visit to Busoga Sant Jordi Desvalls. -Ceramic handcraft atelier-. Wood Craft Artesian
15:30 – 17:00	Departure to Hotel Ultonia bus stop

THIRD DAY: FRIDAY - May 26 th , 2023	
HANDS FIELD Visits	
08:00	Bus pick up in front of Ultonia Hotel
9:00 – 11:45	Can Pinyolaire stained glass windows. Stained glass workshop. Restoration of the Romanesque stained glass windows of the Cathedral of Girona Leather Artesian Pottery Artesian
11:45 – 12:00	Coffee break & Networking
12:00 – 13:00	Training session 1: Digital Marketing Strategies Developing a Marketing Plan BLUEROOM
13:00 – 14:00	Lunch and Networking at Architects Chamber Restaurant
14:00 – 15:00	Training session 2: Social Media Marketing BLUEROOM
15:00 – 16:00	Training session 3: Traditional craft marketing process BLUEROOM
16:00 – 16:30	Discussion Final recap by: Blue Room Innovation by Denisa Gibovic (BRI)

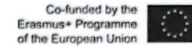
This Project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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



Attendance Sheet

Steering Committee Meeting and Training Workshop
 World University Service of the Mediterranean
 May 24-26, 2023



No.	Participants Name	Organization	24.5.2023	25.5.2023	26.5.2023
1.	Bogdana Marchis	Blue Room Innovation			
2.	FLAMINIA MAMMETTI	UNI MARCONI			
3.	Mohammed Alia	AL Zaytoonah Uni			
4.	Moussa Alsamarra	T. U.			
5.	Prof. Adnan Scharif	ABU			
6.	Dr. Nadeed Al-Sherkani	Z U J			
7.	Mohammed Hamdan	TU			
8.	Shahed Ahmad Alkhatib	KDS			

1

ERASMUS+ Programme – HANDS Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP



Attendance Sheet

Steering Committee Meeting and Training Workshop
 World University Service of the Mediterranean
 May 24-26, 2023



No.	Participants Name	Organization	24.5.2023	25.5.2023	26.5.2023
9.	ANTONECCA TROBADOLO A. Trobado	UNIVERSITY OF FLORENCE DIDA DEPARTMENT			
10.	GISELLA CALCASNO	UNIVERSITY OF FLORENCE DEP. OF ARCHITECTURE (DIDA)			
11.	Ahmed Charabeh	Jordan Univ. of Science & Technology			
12.	GIULIA TARANTINO	CESIE			
13.	Langshu Wolfjung	TH OWL			
14.	Salman Ajib	TH OWL			
15.	Ahmed Freeran	JUST			
16.	MAMOUR ABISAT	H U			

2


ERASMUS+ Programme – HANDS Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

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

No.	Participants Name	Organization	24.5.2023	25.5.2023	26.5.2023
17.	Saleem Ayesn	HU			
18.	Halid Sahmeh	External Expert			
19.	Fuad El-Direh	ZUJ			
20.	Laith Obaidat	JUST			
21.	Jaser Mahasneh	JUST			
22.	Dima Babuch	Almanara-University			
23.	Mirna Nassrah	Almanara-University			
24.	Samah Wannous	TU			

No.	Participants Name	Organization	24.5.2023	25.5.2023	26.5.2023
25.	Rana Badr Badr	Tishreen University			
26.	Kholoud Nassourah	University of Jordan			
27.	Ahmad Alhusban	The Hashemite University			
28.	Eman Abdelhatez	ZUJ			
29.	NABEEL ALKURDI	University of Jordan			
30.	Ahmed Al-Salayneh	University of Jordan (UoJ)			
31.	Magui Peter Gaber	WUSMED			
32.	Josip Grand	WUSMED			


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



Attendance Sheet

Steering Committee Meeting and Training Workshop
World University Service of the Mediterranean
May 24-26, 2023

Co-funded by the
Erasmus+ Programme
of the European Union



No.	Participants Name	Organization	24.5.2023	25.5.2023	26.5.2023
33.	Loai Dabbour	zuji	hr	ju	ju
34.					
35.					
36.					
37.					
38.					
39.					
40.					

5

ERASMUS+ Programme – HANDS Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

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



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



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

