



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

**Project Title:** traditional craft Heritage trAining, design and marketing in jorDan and Syria

**Project acronym:** HANDS

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

**Funding scheme:** Erasmus+ Programme (Capacity-Building projects in the field of Higher Education (E+CBHE))

**Start date of the project:** 15/11/2019

**Duration:** 36 months

<b>Deliverable title</b>	Prepare and conduct internal/external information events, mid-term/final conferences (information events and conferences)		
<b>Author(s)</b>	Prof. Mohammad Hamdan and Prof. Ahmad Al-Salaymeh		
<b>Organisation name(s)</b>	The University of Jordan		
<b>Deliverable No.</b>	8.2		
<b>Deliverable Type</b>	Dissemination & Exploitation		
<b>WP Number</b>	8		
<b>WP Leader</b>	The University of Jordan		
<b>Due date of delivery</b>		<b>Project month</b>	
<b>Submission date</b>		<b>Project month</b>	
<b>Total number of pages</b>	10		



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



## Table of Contents

ABOUT HANDS	1
SPECIFIC OBJECTIVES	1
MEMBERS OF THE CONSORTIUM	2
SUMMARY	3
21. METHODOLOGY	4
1.1 Methodology Used	4
1.2 Partner Contributions	4
2 DISSEMINATION STRATEGY	5
2.1 Objectives	5
2.2 Strategic Approach	5
2.3 Target Groups and Stakeholders	6
2.4 Tasks of The Project Team Members	7
2.5 Dissemination Tools	7
3 CONCLUSIONS	9



## ABOUT HANDS

HANDS is a three-year project started on November 15, 2019, and funded by the European Union through Erasmus+ program that concentrates on providing Jordanian and Syrian students with competences and skills needed by the market.

The project aims to create a potential Levantine vocational craft project in middle east based on high expertise of Syrian and Jordanian craftsmen and to serve the community in the field of vocational skills training projects. Providing a university vocational career-relevant training of high-quality through special designed courses based on innovative heritage training and state of the art craft facilities.

The EU experience is the major component in the success of HANDS project. The EU countries in this project including Germany, Italy and Spain have an excellent experience in the field vocational skills training.

## SPECIFIC OBJECTIVES

- 1- Transfer the vast craft experience and knowledge into academic courses in higher education.
- 2- Develop the managerial and marketing skills of master craftsmen through courses that addresses the market needs.
- 3- Assist the transfer of experience and skills via training courses to Jordan and Syria in which it will help in creation of common adapted model of craft skills training courses.
- 4- Enriching craft skills and training experience with EU teaching handicraft skills training experience.
- 5- Establishing connections between the academic education and craft society.
- 6- Establishing heritage craft centres during the project lifetime and sustain it via links to the craft market in Jordan, Syria and the region.
- 7- EU partners will help in training, design and marketing of craft heritage projects which is essential to transfer this knowledge and experience to ME.
- 8- Encouraging an appreciation of the universal values that are fundamental to the world's great artistic traditions.
- 9- Contributing towards transforming the vast craft knowledge into e-learning courses / media to help spread the traditional craft culture within societies.

## MEMBERS OF THE CONSORTIUM

- Al-Zaytoonah University of Jordan, **ZUJ**
- University of Jordan, **UJ**
- Jordan University of Science and Technology, **JUST**
- Hashemite University, **HU**
- Karmeh Design Studio, **KDS**
- Tishreen University, **TU**
- Manara University, **MU**
- Al-Baath University, **ABU**
- World University Service of the Mediterranean, **WUSMED**
- Blue Room Innovation S.L, **BLUEROOM**
- CESIE
- Università degli Studi di Firenze, **UNIFI**
- Università degli Studi Guglielmo Marconi, **USGM**
- Technische Hochschule Ostwestfalen-Lippe, **TH OWL**

## SUMMARY

The current document is the Dissemination Plan of the HANDS project. The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in all the partners countries. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan. This document outlines the dissemination activities carried out by project partners. It sets out what has already been achieved, and provides an outline of what is planned. Main activities will focus to exploit the results of the project activities to ensure that the Subnetwork on the partners countries could be extensively disseminated and promoted within the entrepreneurial community and related external communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders. For the dissemination aspect, the project is embedded in a strong partnership of universities that adopts a leadership role in the current “circuits of influence”. Additionally Al-Zaytoonah University of Jordan, Hashemite University, Manara University and Karmeh Design Studio can guarantee a wide network of contacts for a successful dissemination of project news, events and results. An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. LinkedIn, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of HANDS objectives and training activities.

## 1. METHODOLOGY

### 1.1 Methodology Used

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon shared Google documents and Dropbox facilities to enable collaborative input and the collection of information about HANDS activities, including but not limited to the following:

- Conference of Training
- The Job Career
- The Entrepreneurship Incubator competition
- Project publicity
- Other activities

### 1.2 Partner Contributions

The dissemination plan was prepared under management of WP8 leader the University of Jordan.

All project members have contributed to the diary of dissemination activities by recording information about individual contributions to training conferences, to any other related conferences and workshops where the objectives of HANDS have been (or will be) publicized and presented. Consortium members have also actively participated in discussion of the initial dissemination activities (M1 – M4) such as the selection of the project logo and dissemination opportunities in their countries through newsletter, institutional websites.

Representatives of all consortium partners have been given the opportunity to review this document.

## 2 DISSEMINATION STRATEGY

### 2.1 Objectives

The overall aim of HANDS dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders: academic staff; entrepreneurial centers, career centers and incubators, institutions from local, regional and international perspective.

It must therefore be ensured that training activities of the conferences and all materials related to the University Course on handcrafts skills are extensively disseminated and promoted within the network of universities and enterprises and related knowledge communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Program funding. Scientific publications will mention that: “The research leading to these results has received co-funding from the European Community’s Erasmus Plus Program under grant agreement from project HANDS (610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP).

### 2.2 Strategic Approach

The HANDS project pursues a two-stage approach. During the first year the main concern will be to identify and collect appropriate existent training content on employability through the identification of best practices as well as reaching out to the envisioned stakeholder groups inviting and supporting initial training activities, which will in turn provide new materials that can be shared and applied. The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into even more tailored and mature offerings for each of the key stakeholder groups. Careful examination of the initial steps will demonstrate the road forward. The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project’s aims and activities in general.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project’s aims and its initial steps to gain maximum support from university community in

identifying relevant content and motivating multipliers to organize and host training events. Project partners are well-embedded within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed.

### 2.3 Target Groups and Stakeholders

HANDS project shall be disseminated to strategic target groups:

1. **Undergraduate students**, as main users of the final products of HANDS it is essential to get their input and feedback on the new proposals.
2. **Educational institutes**, responsible for institutions development, by involving this target audience in the project activities (i.e. participation in workshops and job fairs will be a crucial factor for success).
3. **Local communities and municipalities**, such as community members active in the field of sustainability.
4. **Decision-makers**, responsible for curriculum design, support for implementation, employment such as Ministry of Higher Education and Scientific Research, ministry of industry and commerce and ministry of labour. The results will be directly targeted to the ministries involved.
5. **Teaching, technical & administrative staff** within each partner by involving this target audience in the project activities (i.e. participation in the train-of-the-trainers sessions at the very beginning will be a crucial factor for success).
6. **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.
7. **International educational 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.



## 2.4 Tasks of The Project Team Members

All partners listed in work package 8 are main contributors to the dissemination activities under management of work package leader the University of Jordan.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) by updating the document in the project Dropbox on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote HANDS training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

## 2.5 Dissemination Tools

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the HANDS information to the different identified target groups through different channels, looking for the best match. This matching is something to be done at the moment of planning each action in the context of the dissemination plan.

The dissemination tools to be used are the following:

- Project logo to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding will be clear and explicit in every visual published document produced during the project life cycle.
- Templates for all kinds of project documents.
- Project website: The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. The proposed website name is <https://www.zuj.edu.jo/HANDS/>

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). The website will be in English Language.

- Project website: All partners will introduce the project description on their own websites. Project partners will refer to the website when disseminating HANDS Project contents. The website should be kept up-to-date with at least: a description of the action, the contact details of the coordinating organization, the list of the partner organizations, mention of Erasmus+ co-financial support with relevant logo and access to the principal results, as and when they become available
- Establish an online career information system: Designed to allow stakeholders to post job vacancies. Also; it will offer employer reviews, career and job-search advice, and describe different job descriptions or employers. Through a job website a prospective employee can locate and fill out a job application or submit resumes over the Internet for the advertised positions.
- Internal specific workshops and presentations in each partners' institution will be organised in order to involve as many members as possible. At least one action should be in 2020, 2021 as well as 2022. The workshop types include:
  - Workshops and trainings in career planning and career start up
  - Workshop on broader strategic options as follow-up project activities
  - Workshop with career centres at leading colleges
- Events: Presentation of the project products at events and conferences. Minimum one event per project year:
  - Participation in annual Erasmus project representatives meeting and job fairs.
  - Prepare and conduct internal/external information events, mid-term/final conferences
- Performing an annual conference under the umbrella of handcraft vocational training for students during their university studies and rehabilitation of those who support it; periodically between participating universities.
- Organize an annual job fair: for all possible kinds of industries and specialties.
- Promotional material such as folders, posters, flyers, rollups, etc. All partners will distribute them through their regional/national communication channels. Production of a project flyer which provides a definition for the HANDS Project: In these texts clear

information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.

- Newsletters: two issues yearly
- Social networks: Establishing close links to projects active in the area of e-teaching/elearning in neighbour countries.
  1. Each partner will use his/her own channels, Facebook and LinkedIn in order to promote Project outcomes and share them with targeted and general public.
  2. All partners will upload facebook project website with interesting and relevant information  
<https://www.facebook.com/HANDS-Project-103580551245671>
  3. All partners will upload LnkedIn project page with interesting and relevant information  
<https://www.linkedin.com/in/hands-project-4a764b1a3/>
  4. All partners will upload youtube project channel with online workshops and dissemination videos.  
[www.youtube.com/@handsproject2019](http://www.youtube.com/@handsproject2019)
- Press dissemination: Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end).
- Final event

### 3 CONCLUSIONS

This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of training initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its