**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

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| **Deliverable title** | Exploitation of results and sustainability |
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| **Organisation name(s)** | University of Florence |
| **Deliverable No.** | 9.1,9.2 and 9.3 |
| **Deliverable Type** | Dissemination & Exploitation |
| **WP Number** | 9 |
| **WP Leader** | University of Florence |
| **Total number of pages** | 10 |

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# ABOUT HANDS

HANDS is a three-year project stated 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
* Universtità degli Studi di Firenze, **UNIFI**
* Università degli Studi Guglielmo Marconi, **USGM**
* Technische Hochschule Ostwestfalen-Lippe, **TH OWL**

# SUMMARY

The aim of this short document is to define and evaluate sustainability and exploitation activities in the light of the valorization strategy. The document is to be used by the project partners and serves to enhance the quality of the project implementation. Project’s strategy is to continuously enhance the quality of the main outcomes by presenting them to main users and collecting data for enabling enhancing the overall quality in the project. High quality is obtained by developing a peer review process whereby all sustainability, exploitation and dissemination materials are peer reviewed by all partners.

The sustainability and exploitation strategy is proposed by the work package leader UNIFI.

The responsibility of each partner in the project about sustainability and exploitation will be to prepare specific and local dissemination plans in accordance to the policies described in the dissemination strategy, and the correct development of these actions. There is a relation between external communication and dissemination, sustainability and exploitation.

* **External communication and dissemination** are an essential part of the project. It is crucial in helping the project to become sustainable after the funding has finished. Information-giving and awareness-raising are key activities to ensure that even non-participating universities benefit from project partner’s experiences. External communication can also help to achieve a wider and more long-term impact both during and after the funding period. So, external communication and disseminationare about making the project results available and disseminated for a larger audience.
* **Sustainability** is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are usage and exploited continuously. Sustainability of results means use and exploitation of results in a long term scale. Sustainability is a very broad subject which in one of its senses may include topics like maintaining a website, updating content, seeking funding, building lasting partnerships, maintaining the involvement of the advisory board, the stake holders and the craft society, retaining staff, continuously training for staff, continuously update training materials and E-portal, etc.
* **Exploitation** means ensuring that the results currently be used by the target groups: institutions, professionals, craft society, and learners within and beyond the project partnership. External communication, dissemination and exploitation are therefore distinct but closely related to one another.

Factors supporting the exploitation and sustainability of project results include availability in several languages; use of generic terminology; clear descriptions and indexing of content; good dissemination activities; benchmarks etc.; modular formatting; free access.

# AIMS

* To ensure the sustainable institutional cooperation in the project
* To continue information exchange between students and staff, teachers and trainers
* To build a sustainable academic networks between partners
* To ensure a continuous relationship between the academia and the advisory board and the craft society.
* To strengthen the communication between teachers and students
* To find other ways to sustain project findings and outputs

# TARGET AUDIENCES

* Internal: Teaching staff, Students, Trainees, Administrative staff, Technical staff.
* External: Other national, regional and international HE, craft society, Decision maker groups, Stakeholders from Local Authorities, NGOs, Companies and Enterprises in the partner countries, representatives of other universities (academics) from outside the consortium.

# CHANNELS TO BE USED FOR EXPLOITATION AND SUSTAINABILITY

* **Indirect channels**: project’s site, flyers/leaflets, posters, newsletters, social networking sites like Facebook, discussion groups, mailing lists, common working space using website, dropbox and e-Twinning platform, Networking and external cooperation.
* **Direct channels**: Trainings, conferences, workshops, exhibitions, seminars, information sessions

# ACTIVITIES

|  |  |  |
| --- | --- | --- |
| Activity | Description | Partner |
| Project Information | Activities to inform other teachers and students about project activities and results, sharing the experience of staff and learners, disseminating examples of good practice to other teachers in the universities, and to university's leaders in both countries. | Each Partner |
| Project’s website and newsletters | The project’s website is maintained and fully operated for three years after the end of the funding period ensuring that project deliverables remain available in the foreseeable future. Through the website potential users can access the project results and intellectual outputs and ask for support from the project partnership when using them (2 persons from each partner university will still be available on the project site after the end of project).  Posting on the project website of periodic newsletters designed to inform target audiences about avails of the project in education system and about the results. | ZUJ |
| Cooperation between Partners | Creating a stable relationship between partner universities so that there is the prospect of cooperation after the project ends. And also maintaining a close relation with the project advisory board and the craft society for continuing of updating the market needs. | Each Partner |
| Training Material and Training courses | Create training courses on an ongoing basis and distribution of leaflets/flyers and posters.  Training program for teachers and students in best practices in handcrafts to develop their skills. Develop a high quality training program. Nonstop update and development of the educational portal. | Each partner in Partner country |
| Cooperation with HELs | Cooperation between HEIs in both countries in sharing the educational resources or in sharing the learning object developed by instructor in related universities. | Each partner in Partner country |
| Project Distribution and exchange of experiences | Distribution of the project idea among the other universities of the region and conclude an agreement between the crafts centers management and the universities to train trainer at universities.  The exchange of experiences and views among the participating universities to achieve qualitative development and real regard to the training and rehabilitation of teachers. | Each Partner |
| Clusters | Creating clusters (specialized and expert craftsmen ) at each partner university to continue to cooperate and collaborate in sharing experiences related to best practices in training, teaching and learning. | Each partner in Partner country |
| Cooperation with EU partners | Cooperation with EU partners through mutual visits to develop strategies about how to move from teaching to learning and develop scalable sustainable solutions. Continuously exchange the experiences with EU partners | Each Partner |
| Funding | Search other Funding after the end of the project for example Joint Projects, Search for investments, EU Funding, Funding through the ministry of higher education and local government, exploiting the established centers for external users with fees. | Each Partner |
| Networks | Development of the networks, attracting investments and Joint projects: work together with media, research centers and HE to attract private companies to the region within the framework of joint projects. | Each Partner |
| Results and outputs | Results and outputs will be used and integrated into education system in the universities, and also via special designed vocational courses. | Each partner in Partner country |

# SUSTAINABILITY AND EXPLOITATION EVALUATION

External communication, sustainability and exploitation of the project and their results will be achieved not only during the duration of the partnership, but also after its completion.

In order to assess the quality of the sustainability and exploitation activities the partners have established the following criteria:

* Leadership regarding Sustainability and Exploitation activities
* Number of events (training, workshops) to sustain and to exploit the project and its results and intellectual outputs and number of teachers and students attending this event (at least two events per partner)
* The number of teaching materials on the E-Portal, and the continuous updating of the project materials.
* Achievement of the planned Sustainability and Exploitation activities
* Visibility of the project in the community
* Quality and impact of the Sustainability and Exploitation activities
* Adequacy of exploitation methods and techniques
* The panel of the project in each partner
* The Network between partners and specialized expert (the advisory board) and the craftsmen (crafts society), collaboration between partners in exploiting the project outputs
* Final results distributed in all partner universities.

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| --- | --- | --- | --- | --- | --- |
| The number of staff and students attending the training |  |  |  |  |  |
| The panel of the project in each partner |  |  |  |  |  |
| The Network between partners and specialized and expert craftsmen |  |  |  |  |  |
| **Overall satisfaction:** |  |  |  |  |  |

Informal conversations with participants can be used to evaluate the impact of the sustainability and exploitation activities.

# Sustainability and Exploitation Tools

The objective of the exploitation strategy is to ensure the sustainability of the project and its results beyond its lifetime. The exploitation strategy contains recommendations and guidelines for the continuous usage of the project’s results also after the end of the project. The exploitation strategy is designed to reach broader publically than the target group, namely to ensure that relevant stakeholders at all levels (Jordanian and Syrian) are informed about the project results and ready to recommend and use the results.

Accordingly, to the project proposal, sustainability and exploitation strategy is based, on two essential tools, HANDS centers and networking, splatted into further parts, listed in the table:

|  |  |
| --- | --- |
| Tool | Partners |
| Website | ZUJ |
| Development of a Facebook page for the Project | ZUJ |
| Technical Workshops | Each partner |
| National Seminars | Each partner |
| Network database | UNIFI, Each partner |
| The project DVD (all information about the Project and project results, Newsletter,…) | ZUJ and TU |
| International conference | Each partner |
| Online Strategy | Each partner |
| Intellectual Property Rights | ZUJ and TU |
| Joint projects and private investments | Each partner |