



Co-Funded by the
Erasmus+ Programme
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HANDS

Newsletter

Issue 4



HANDS NEWSLETTER

Traditional craft Heritage training, design and marketing
in Jordan and Syria (HANDS)

Welcome to HANDS project

Welcome to the forth issue of our Project Newsletter, providing you with the latest updates on HANDS Project progress between the period of 15.05.2021-14.11.2021!

The newsletter contains information of what we have accomplished on the project, what we are working on now, and what we are planning to do next and how the project is progressing in general. We also want to provide insight into the different aspects of the cooperation between the different partner universities.



How to design the innovative learning path theory- methodology-best practices

May 18, 2021

The first day of the training online workshop for trainers entitled "How to design the innovative learning path theory- methodology -best practices" in HANDS project.

The screenshot displays a Zoom meeting interface. The main window shows a presentation slide titled "HANDS WUSmed" with the following content:

COMPETENCE: THE CONCEPT

The 'Delors report' helps us in this point.

- To know
- To do
- To live together
- To be

If someone is able to do, he/she knows about it. While he/she is doing, he/she lives with others, and he/she is through the "to do", we can evaluate/self-evaluate the knowledge, the capacity to live together and the way of being.

The right side of the screenshot shows a list of participants (35) including Eman Abdelhafez (Co-host), Loai Dabbour (Host), Josep Juandó (Guest), Antonella Trombadore (Guest), Ayman Abjoub, azin (Guest), Bain Emad (Guest), Burhan Al Shmalat (Guest), Debora Giorgi (Guest), Dr. Abbas (Guest), Dr. Ralf Alzu'bi (Guest), Duaa Alali (Guest), Ebtesam Khassawneh (Guest), Ernest Saca (Guest), and Farah Barghouti (Guest).

How to design the innovative learning path theory- methodology-best practices

May 19, 2021

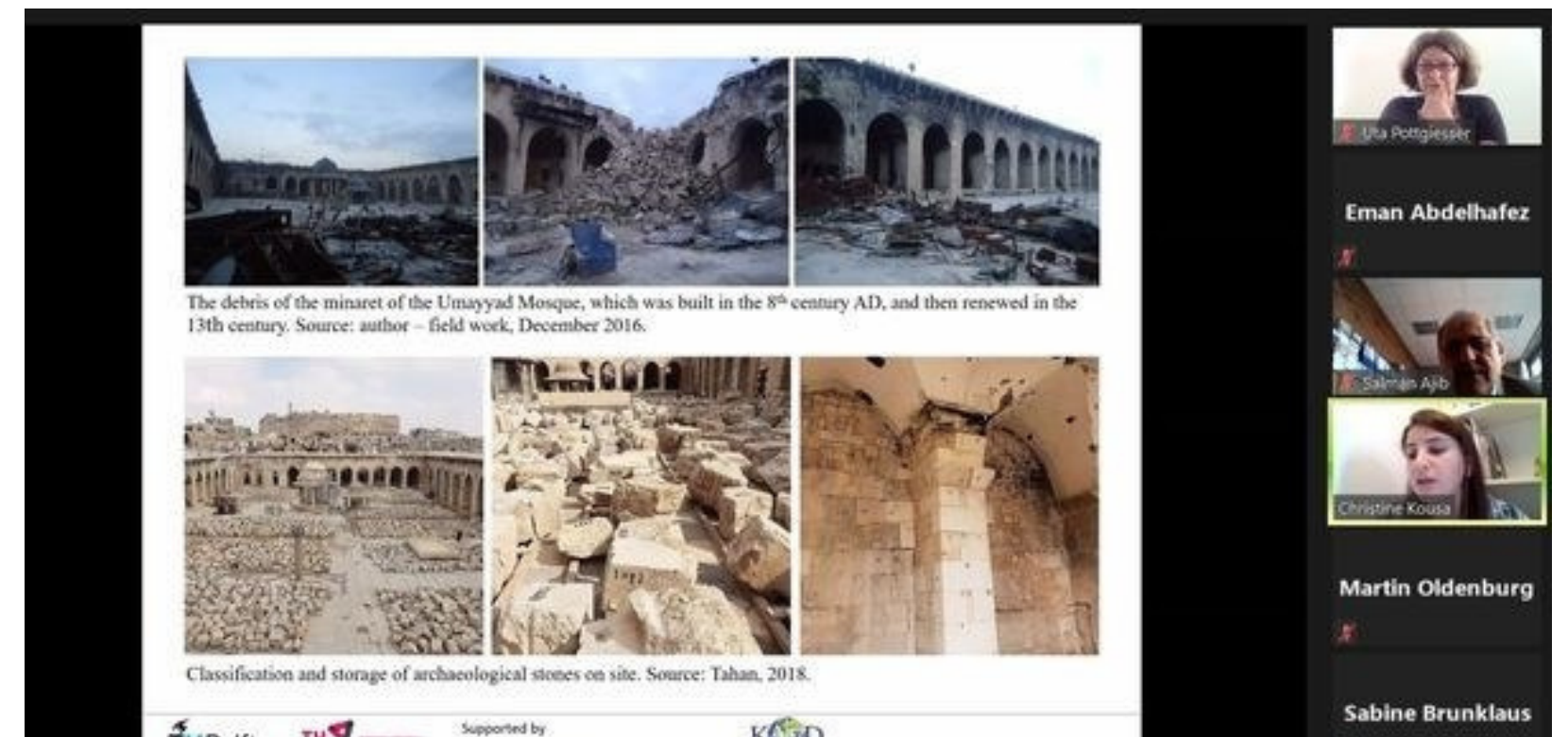
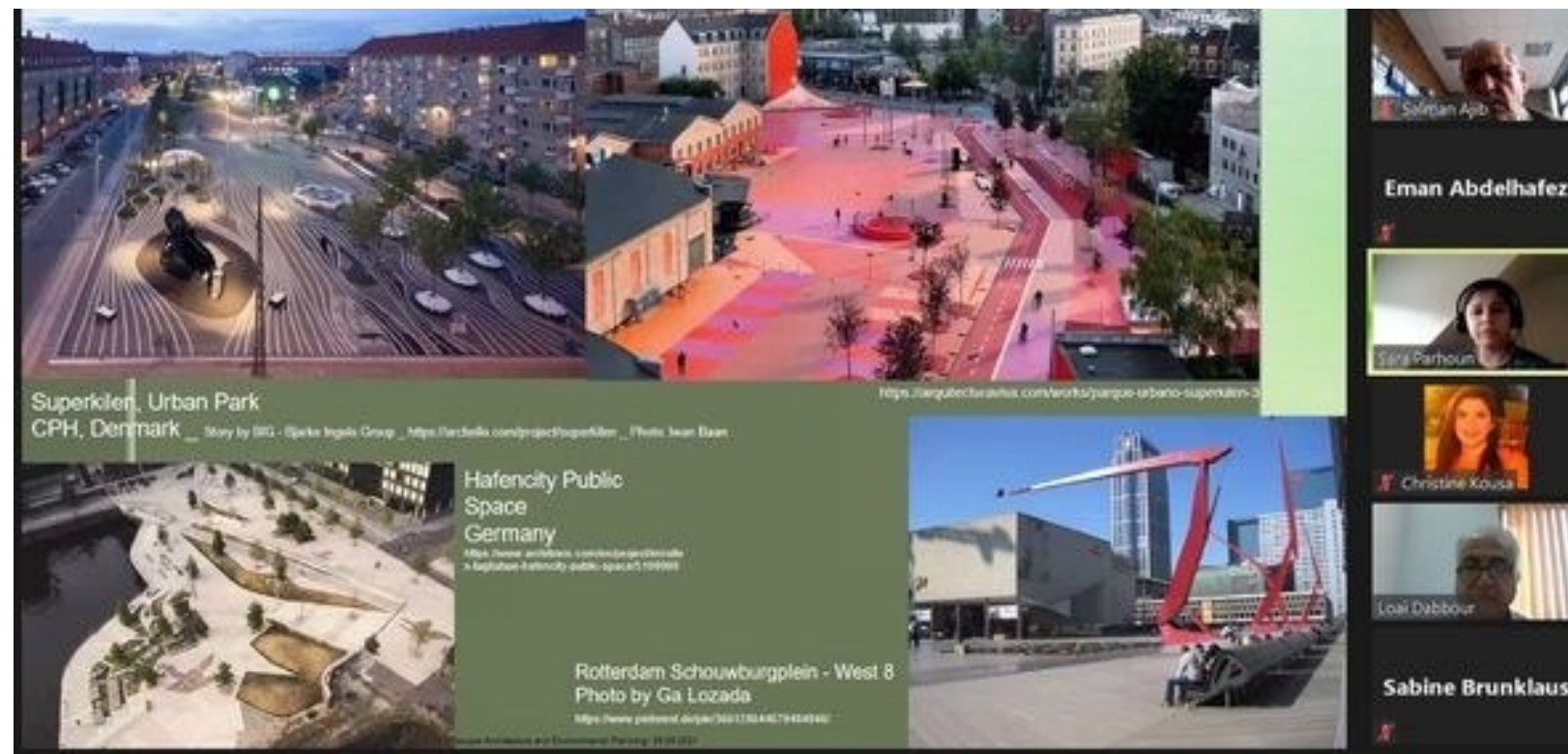
The second day of the training workshop for trainers entitled "How to design the innovative learning path theory- methodology-best practices"

The screenshot displays a Zoom meeting interface. The main content is a presentation slide titled "Il tema progettuale" (The design theme) with the subtitle "What is a CHALLENGE". The slide includes a vertical timeline on the left with stages: APPROACH, TIME LINE, EXAMPLES, METHODOLOGY, COMMUNICATION & GRAPHIC, and STEPS - DEADLINES DELIVERABLES. A red circle labeled "CHALLENGE" is positioned on the "TIME LINE" stage. The main text on the slide asks "how to set up a challenge?" and states "the main theme is... the quality of living". Below this, it reads: "DESIGN a new building in a specific climate context (see side - mountain), with appropriate technological solutions to allow Comfort / well being / health".

Below the slide, another slide titled "Units and contents - FASE 1 4 units" is visible. It lists two units: "1.a Technology for Architecture" (by Matteo Zambelli) and "1.b Environmental Approach and Sustainability" (by Antonella Trombadore). The slide also features a diagram with stages F0 and F1, and a numbered list of steps (1-5).

On the right side of the Zoom window, a vertical list of participants is shown, including: Loai Dabbou, eman Abdelhafez, Antonella Tromb..., Aasi Khalegh..., Saleem Ayesh, Khaldon Yosouf, Mousa alam..., Zainab Mulla..., Khaldon Yosouf, Mosub Nammora, mustfa alsallaj, and Usman Tyabo S... Each name is accompanied by a small video thumbnail.

Traditional Crafts in Interior Design & Architecture



May 26, 2021

As part of HANDS activities, an online workshop entitled "Traditional Crafts in Interior Design & Architecture" was conducted by Technische Hochschule Ostwestfalen-Lippe (University of Applied Sciences and Arts) / Germany.

Visit from one of HANDS stakeholders

June 23, 2021

A Meeting With The Country Director Of Turquoise Mountain Foundation, Mr. Richard Dwerryhouse, Was Conducted On 23-6-2021 At Al-Zaytoonah University Of Jordan. This Meeting Was Attended By The HANDS Team In The Al-Zaytoonah University Of Jordan And Karmah Design Studio. The Cooperation Between The Turquoise Mountain Foundation And The HANDS Project Was Discussed.



HANDS Dissemination

June 24, 2021

HANDS project Dissemination
in Eco-Car Diploma Workshop.



Project Management Workshop

July 7, 2021

As part of HANDS activities, an online workshop entitled "Project management" was presented by Dr. Mohannad Aljarrah, Dott. Arturo Lavalle, Prof. Donatello Aspromonte and Prof. Tommaso Saso

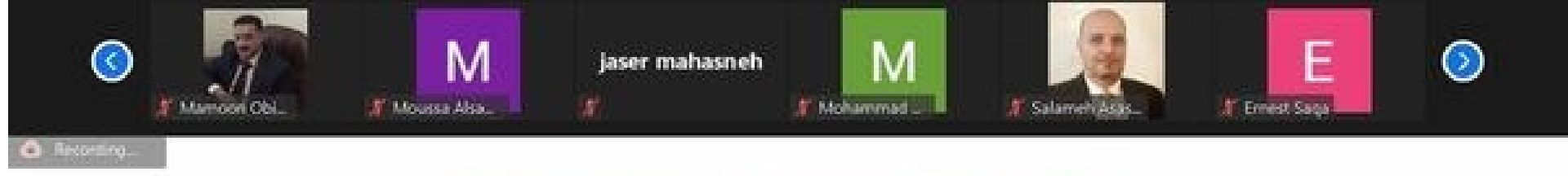
Traditional Craft Heritage Training,
Design and Marketing in Jordan and Syria

Project Management Workshop

14:00 - 17:00

- Incubators in Jordan
JUST incubator as a case study
- The Business Plan: purpose, structure and operational breakdown

Online
July 7th, 2020



Functions of Business Plan

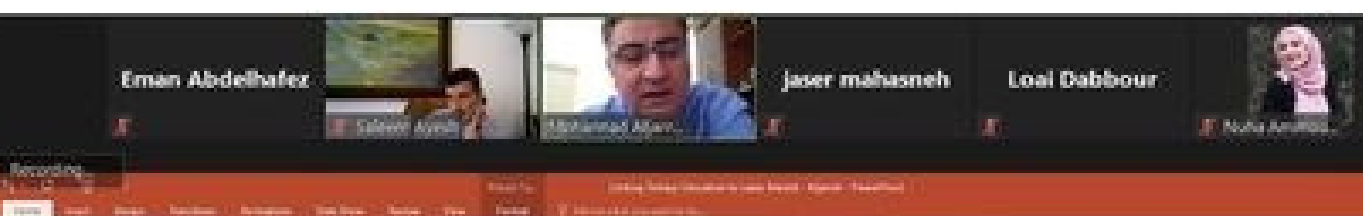
Internal functions of Business Plan

- Analysis tool to evaluate the feasibility of a new initiative
- Planning tool for evaluating new investment programs
- Activity monitoring and control tool
- Internal communication tool

External functions of Business Plan

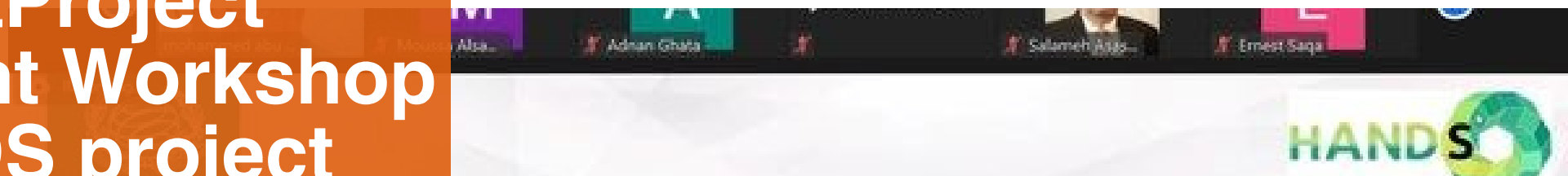
- Demonstrate the value of the project to investors who have to finance the implementation of the business idea
- Demonstrate the overall feasibility to business partners and suppliers who will choose in the initial phase whether to collaborate or not
- Demonstrate to public bodies that the project generates social wealth and therefore deserves public funding

The First staff training workshop within tProject Management Workshop the HANDS project



Center of Excellence for Innovative Projects at JUST

Model Innovation Center for Jordanian Universities



Evidence of the role of social media in sales

- 77% of B2C purchases are made through Facebook
- 61% of B2B marketing managers use social media to generate leads and attention (Linkedin)
- 56% of the buying process is complete before speaking to a seller
- Customers are happier (71% more) to make purchases based on references on social networks
- Only 31% of sellers declare they use social media in their sales processes



MediTec Project Closing Conference

Under the patronage of the Minister of Higher Education and Scientific Research, the closing conference of the MediTec project took place at the University of Jordan (UJ) on **Wednesday 11th of August, 2021**. The project, supported by the European Union within the Erasmus Plus program, is concerned with the development and integration of technology in medical education at the undergraduate level. Among the activities of the event, Prof. Ahmed Al-Salaymeh introduced the HANDS project and gave a brief description of the project's partners and objectives.



5th Online STC meeting

WP10: Management and Operational Structures

Lead University: Al-Zaytoonah University of Jordan (ZUJ)

Co-Lead University: All

Date: 29/9/2021

The Al-Zaytoonah University of Jordan (ZUJ) organized the Fifth Online Management Meeting (STC) for “HANDS” project.

During the meeting, partners presented the progress in the work packages of HANDS Project. Courses, vocational courses and planned activities were presented and a proposed plan for future activities was discussed.

The meeting was attended by representatives from the all partner universities in Jordan, Syria, Spain, Italy, and Germany.

5th Online STC meeting_

WP10: Management and Operational Structures

Activities:

- Review and Network between partners, **ZUJ**
- Assessment studies for the needs of master craftsmen and students, **JUST**
- Employment sector database (traditional craft associations), **CESIE**
- Purchase of equipment and workshop materials, **USGM**
- Make traditional crafts skills competency development an integrated part in
- Traditional Craft contemporary design guidance and counseling programs for **SGM**
- Quality control and project monitoring, **WUSMED**
- Dissemination & Exploitation:** Project Dissemination, **JU**
- Dissemination & Exploitation:** Exploitation of Results and Sustainability, **UNIFI**
- Dissemination & Exploitation:** Management and Operational Structures, **ZUJ**

will take place on 14th, 15th, and 16th October.

and Syrian Partners:
 U, ABU, MU, KD

FI (November 2021)

2

HANDS Project Number: 610238-EPP-1-2019-1-JOEPKKA2-CBHE-JP

Zoom participants: Loai Dabbour, Antonella Trombadore, ajib, Moussa Al Samara, Adnan Ghata

HANDS: Module / Vocational workshops

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Selected courses (2020-2021)	CH	ECTS	vocational workshops
gn 2	3	5	
gn 2	3	5	- Geometry
gn 2	3	5	- Biomorphic design
gn 2	3	5	- Calligraphy
ral Design Studio 1	5	8	- Wood inlay
re Design 1	3	5	- Wood engraving
Implementation of Traditional re Elements	3	5	
re design 5	5	8	- Art & craft decoration
ral Design (4)	5	8	- Parametric Design
niture Design	3	5	- Model making for furniture design
sign	3	5	- woodworking
hitecture	3	5	
story			
chitecture	3	5	
Furniture Design	3	5	
d jewellery Design	3	5	- 3D Printing
fashion design	3	5	
rawings 1	3	5	- Hand crafts Startups
	3	5	- Wood inlay
onstruction 1	3	5	- Wood engraving
on of architectural heritage	3	5	- 3D scanning
hitecture	3	5	- Digital documentation
on of Architectural Heritage	3	5	
hitecture And Heritage Conservation	3	5	
ion of historic buildings	3	5	
on of Archaeological &	2	3	

Zoom participants: [Participant 1], [Participant 2], [Participant 3], [Participant 4], [Participant 5]

CONTACT INFORMATION

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<https://www.zuj.edu.jo/HANDS/>



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 www.zuj.edu.jo/HANDS  www.linkedin.com/in/HANDS-Project-4a764b1a3
 www.fb.com/HANDS-Project  www.twitter.com/handsproject1?s=08