

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

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

Agenda
13th Steering Committee Meeting Agenda
And
Quality Meeting

24th - 26th May, 2023

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

13th Consortium meeting

HANDS – 610238-EPP-1-2019-1-JOEPKA2-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 / to go to WASMED building	
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	Working session 1: Study programs evaluation, feedback and analysis. By each university UNIFI (WP Leader)	
12:00 – 12:30	Working session 2: Quality plan control by WUSMED (WP leader)	
12:30 – 13:15	Presentation: External Evaluator (Prof. Walid Salameh)	
13:15 – 14:15	Lunch Break	
14:15 -16:00	Each WP leader presents its WP (5 min status and 5 min. discussion) Results update since the last steering committee: Please prepare small ppt about → What you will explain during the final event? All results dated in drive? Partners revisions. <ul style="list-style-type: none"> • WP1: Results update since the last steering committee by ZUJ • WP2: Assessment studies for the needs of master craftsmen and students by JUST • WP3: Employment sector database by CESIE • WP4: Purchase and equipment and workshop materials by USGM • WP5: make traditional handcraft skills competency development an integrated part in teaching by UNIFI • WP6: Traditional Craft contemporary design guidance and counseling programs for the career sector → report received. Partners give Feedback from results presented by USGM • WP7: Quality control and project monitoring → report received. Partners give Feedback from results presented by WUSMED 	
16:00 – 16:30	Discussion and conclusions	

SECOND DAY: THURSDAY - May 25 th , 2023																																											
09:00	Registration																																										
09:30 – 9:45	<ul style="list-style-type: none"> ➤ Workshop Introduction Speech Dr. Loai Dabbour, (Al-Zaytoonah University) 																																										
9:45 – 13:00	Courses and Vocational Workshops Implementations Presentation by each partner: <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="width: 20%;">Time</th> <th>Partner Name</th> </tr> </thead> <tbody> <tr><td>9:45 – 10:00</td><td>Al-Zaytoonah University of Jordan</td></tr> <tr><td>10:00 – 10:15</td><td>Jordan University of Science and Technology</td></tr> <tr><td>10:15 – 10:30</td><td>The University of Jordan</td></tr> <tr><td>10:30 – 11:00</td><td>Hashemite University</td></tr> <tr><td>11:00 – 11:30</td><td>Tishreen University</td></tr> <tr><td>11:30 – 12:00</td><td>Al-Baath University</td></tr> <tr><td>12:00 – 12:30</td><td>Manara University</td></tr> <tr><td>12:30 – 13:00</td><td>Warping up</td></tr> </tbody> </table>	Time	Partner Name	9:45 – 10:00	Al-Zaytoonah University of Jordan	10:00 – 10:15	Jordan University of Science and Technology	10:15 – 10:30	The University of Jordan	10:30 – 11:00	Hashemite University	11:00 – 11:30	Tishreen University	11:30 – 12:00	Al-Baath University	12:00 – 12:30	Manara University	12:30 – 13:00	Warping up																								
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09:30 – 10:00	<p>Working session 5:</p> <ul style="list-style-type: none"> - Courses outlines - Courses content - Upcoming tasks <p>Focus group 5 / Model 5 - Materials and Manufacturing Process</p> <table border="1"> <thead> <tr> <th>Updated selected courses (2020-2021)</th> <th>Course level</th> <th>CH</th> <th>ECTS</th> </tr> </thead> <tbody> <tr> <td>Casting technology</td> <td>5th year</td> <td>3</td> <td>6</td> </tr> <tr> <td>Manufacturing Processes</td> <td>3rd year</td> <td>3</td> <td>6</td> </tr> <tr> <td>Material properties and tests and metal forming</td> <td>3rd year</td> <td>3</td> <td>6</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>University</th> <th>Role</th> <th>Name of Responsible Members</th> </tr> </thead> <tbody> <tr> <td>TU</td> <td>Leader</td> <td>Dr. Moussa Al Samara</td> </tr> <tr> <td>ABU</td> <td>Co-Leader</td> <td>Dr. Adnan Ghata</td> </tr> <tr> <td>ZUJ</td> <td>Partner</td> <td>Dr. Nabeel Abu Shaban</td> </tr> <tr> <td>THOWL</td> <td>Partner</td> <td>Dr. Salman Ajib</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Advisory Board Member</td> <td>Coordinator</td> <td>Arch. Zaid Wahbeh</td> </tr> </tbody> </table>			Updated selected courses (2020-2021)	Course level	CH	ECTS	Casting technology	5 th year	3	6	Manufacturing Processes	3 rd year	3	6	Material properties and tests and metal forming	3 rd year	3	6	University	Role	Name of Responsible Members	TU	Leader	Dr. Moussa Al Samara	ABU	Co-Leader	Dr. Adnan Ghata	ZUJ	Partner	Dr. Nabeel Abu Shaban	THOWL	Partner	Dr. Salman Ajib				Advisory Board Member	Coordinator	Arch. Zaid Wahbeh
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Advisory Board Member	Coordinator	Gihad Brrow Head of Craftsmen in Latakia																																
12:00 – 12:30	<p>Working session 9:</p> <ul style="list-style-type: none"> - Workshop outlines - Workshop content - Upcoming tasks <p>Focus group 9 / Vocational Workshop Model 3 – Marketing</p> <table border="1"> <thead> <tr> <th>Selected vocational courses (2021-2022)</th> <th>Course time</th> </tr> </thead> <tbody> <tr> <td>Hand crafts Startups</td> <td>2-4 weeks</td> </tr> <tr> <td>E-Marketing / Digital Marketing</td> <td>2-4 weeks</td> </tr> <tr> <td>Career Planning and Career Management</td> <td>2-4 weeks</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>University</th> <th>Role</th> <th>Name of Responsible Members</th> </tr> </thead> <tbody> <tr> <td>TU</td> <td>Leader</td> <td>Dr. Wesam Kaddar</td> </tr> <tr> <td>CESIE</td> <td>Co-Leader</td> <td>Dr. Jelena Mazaj</td> </tr> <tr> <td>Blueroom</td> <td>Partner</td> <td>Estel Guillaumes</td> </tr> <tr> <td>USGM</td> <td>Partner</td> <td>Dr. Sara Cella</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Advisory Board Member</td> <td>Coordinator</td> <td>Ibrahim Batchalder</td> </tr> </tbody> </table>	Selected vocational courses (2021-2022)	Course time	Hand crafts Startups	2-4 weeks	E-Marketing / Digital Marketing	2-4 weeks	Career Planning and Career Management	2-4 weeks	University	Role	Name of Responsible Members	TU	Leader	Dr. Wesam Kaddar	CESIE	Co-Leader	Dr. Jelena Mazaj	Blueroom	Partner	Estel Guillaumes	USGM	Partner	Dr. Sara Cella				Advisory Board Member	Coordinator	Ibrahim Batchalder				
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13:00 – 14:00	Lunch and Networking at Architects Chamber Restaurant																																	
14:00 - 14:30	Monitoring and Evaluation by WUSMED (Quality WP leader)																																	
14:30 – 15:00	Monitoring and Evaluation by External Evaluator																																	
15:00 – 15:30	Final courses outlines / Final courses material by Dr. Loai Dabbour (ZUJ)																																	
15:30 – 16:00	Discussion and conclusions																																	
18:00	Social Dinner																																	

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**

4th Staff Training

HANDS – 610238-EPP-1-2019-1-JOEPKA2-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)	

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)