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Erasmus+ Programme
of the European Union



WP5-DISSEMINATION & EXPLOITATION

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Kick-off meeting
Feb 24-26, 2019

Promoting youth employment in remote areas in Jordan -(Job Jo)
598428-EPP-1-2018-1-JO-EPPKA2-CBHE-JP

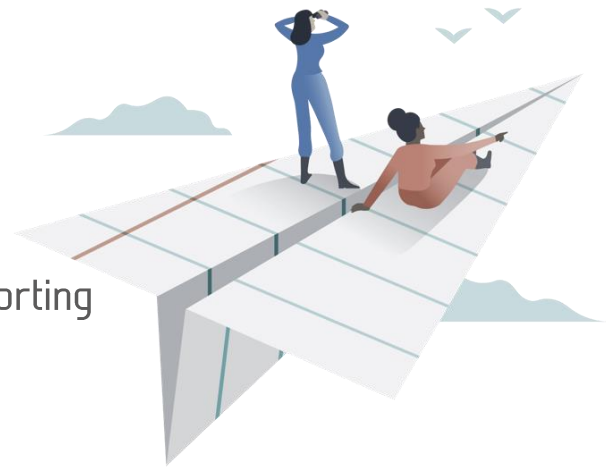
The Project Kickoff Meeting

*Your Most Important
Tool for Success*



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Dissemination Plan

- The dissemination plan will be adopted by the Erasmus+ Project **JOB-JO** as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP5.
- The Dissemination plan is elaborated in conformity with **JOB-JO** project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.
- First draft was prepared and will be circulated this week to partners for feedback.

Dissemination Committee and Meetings



- Dissemination committee will be formed during Kick-off meeting
- The committee will meet regularly to discuss the WP progress and ensure the quality.



Dissemination Objectives



To ensure that actual and potential target groups are informed about the existence, progress and achievements of JOB-JO



To raise the awareness about the outcomes of the project and the developments that have been achieved within project



To support the project sustainability



Gaining acceptance and interest from the direct users/ target groups for the delivered outcomes after the project end and/or to potentially support the project's sustainability.



Dissemination Objectives



To Multiply the project outcomes, by spreading the information about the project to groups of people or institutions directly and not directly involved in the project



To gain support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;



Target groups and Stakeholders



- JOB-JO shall be disseminated to the following strategic target groups:
- Teaching, technical & administrative staff
- Students community, as the main users of the of project outcomes. It is essential to get their input and feedback, raise their awareness about project aims, and train them on the needed skills.
- University Management involvement is crucial for sustainable development of the project and financial support.
- Multipliers such as the public bodies, local authorities and non-academic entities, and companies will enhance chances to reach direct & indirect beneficiaries
- International 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.

Dissemination Strategy

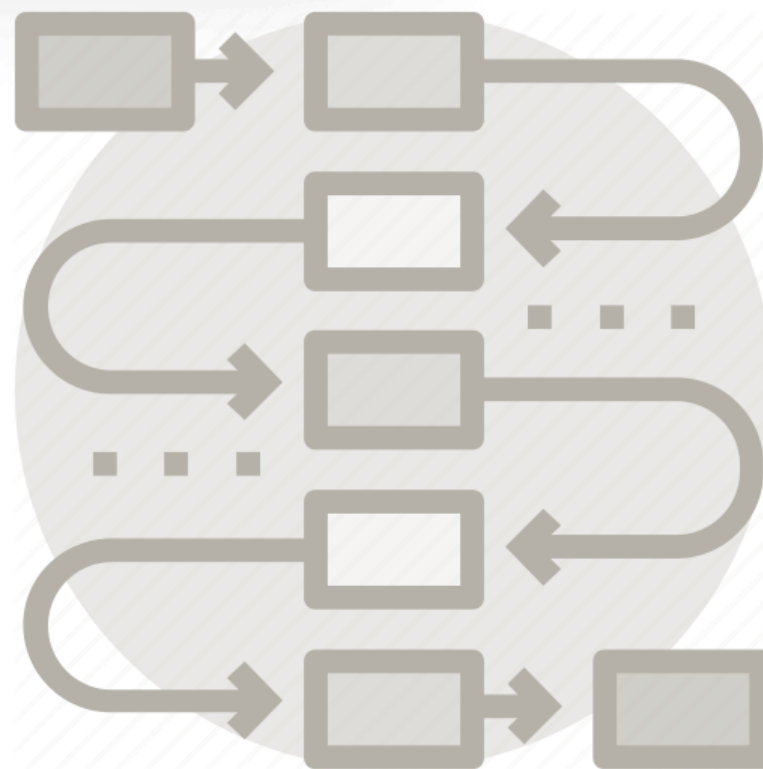


The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include:

- ❑ Design of JOB-JO Project theme (logo, style sheet, etc.);
- ❑ Production and distribution of promotion materials (rollups, posters, brochures, e-newsletter, etc.);
- ❑ Organization and participation in relevant events (employment fairs, workshops, exhibitions, labs inauguration, final conference, meetings, etc.);
- ❑ Exploitation of media resources (newspapers, TV, radio, social networks, web portals etc.);
- ❑ Ensure communication and involvement of all project partners in dissemination activities;
- ❑ Establish synergies with other relevant projects to extent the scope of dissemination results;
- ❑ Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.

Dissemination Action Plan

- Activities need to be timely;
- Information used must be accurate;
- Activities should be coordinated closely with all project partners;
- The right audience(s) should be targeted;
- Messages should be designed as to answer the interests of the target audience(s);
- Activities should be appropriate in terms of resources spent and expected impact.



DISSEMINATION TOOLS AND CHANNELS



- Project Logo

To present a uniform image of the project. Project logo will appear on all communications.

- Templates and dissemination reporting form complying with the EU publicity provisions

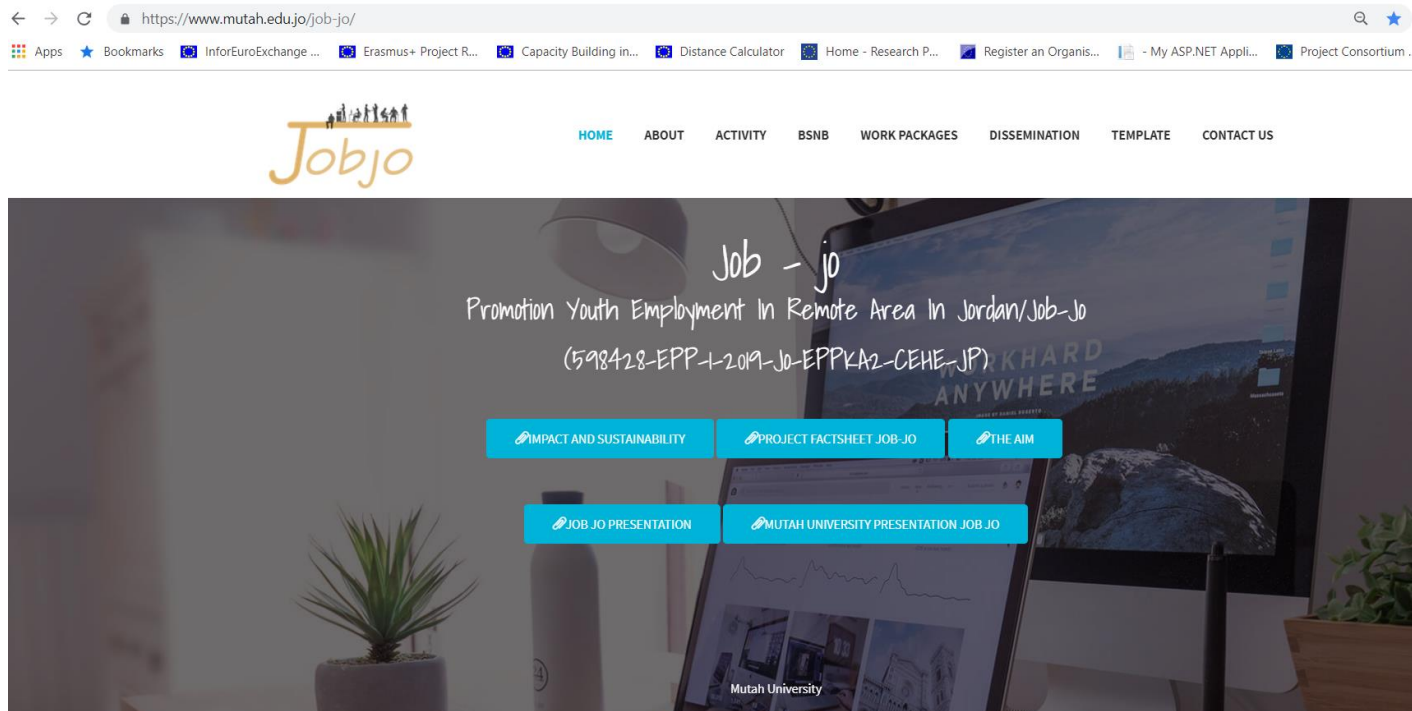
To be used for reporting project activities, will be prepared by UJ and circulated to all partners

Dissemination tools and channels



Project website: The website will be the key means for communicating project results. JOB-JO website link: <https://www.mutah.edu.jo/job-jo/>

Official email: job.jo.team@gmail.com



Dissemination tools and channels

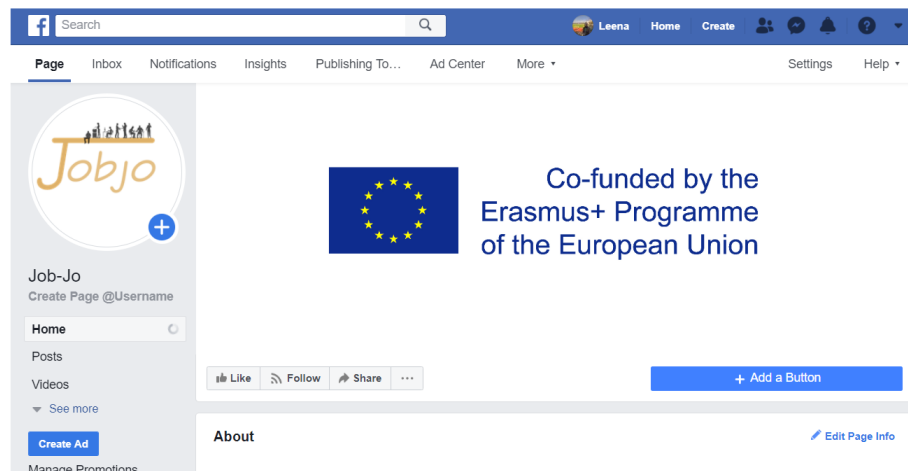


- **Dissemination through Partners' websites:**

All partners will introduce the project description on their own official websites. Project partners will refer to the website when disseminating JOB-JO Project contents.

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- INFO days, Workshops, Presentations on JOB-JO training material:
- **At least one workshop/presentation/info day in each partner university should be done each year of the project.**
- **Workshops will be in the area of the project:**
 - ✓ Personal and Communication Skills Development,
 - ✓ Job hunting skills and career development,
 - ✓ Interview skills,
 - ✓ Global citizenship education and civil behavior,
 - ✓ Critical Thinking in Solving Problems and New Ideas
 - ✓ Entrepreneurship
- **Involve public institutions and local administrations, universities, professional associations, enterprises, and media.**

- Official inauguration of Business Network Bureau (BSNB)

One of the main outcomes of JOB-JO project is establishing Five (BSNB) will be set up in partner universities. Academic partners of Partner Country will provide rooms for (BSNB) and trainings. Those rooms will be equipped with modern information technology.

The inaugurations are expected by Month 14 (Dec, 2019) and at least one European Partner will participate in each inauguration. This will be a major event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.

Dissemination tools and channels



- Events:

Presentation of the project products at events and conferences related to the topic. Minimum one event per project year.

- E-Newsletters:

Every six months a newsletter about the project activities will be prepared.

Proposed work:

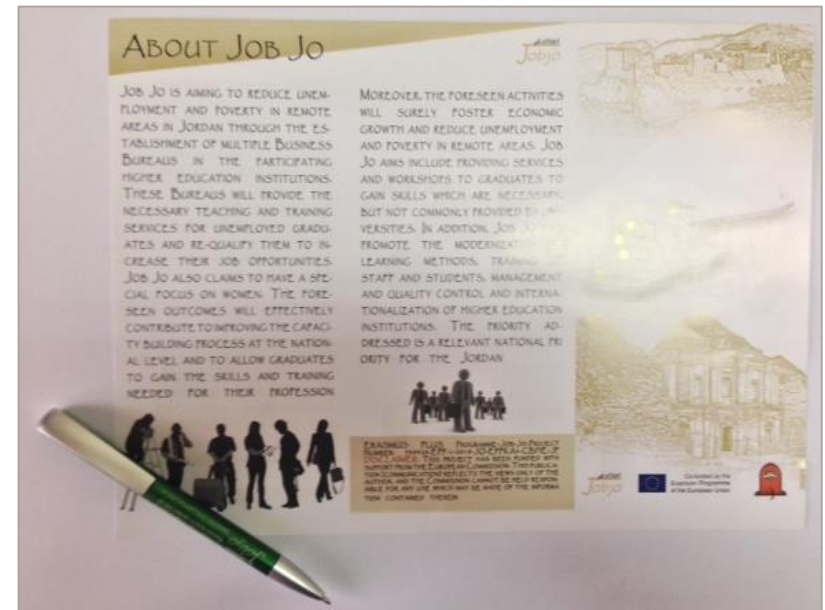
Issue 1	UJ
Issue 2	JUST
Issue 3	MUTAH
Issue 4	AHU
Issue 5	TTU
Issue 6	Karak Municipality

Dissemination tools and channels



- Promotional material

Posters, postcards, brochures, branded calendars, branded pens, rollups, etc.
All partners will distribute them through their national/local events.



- Press dissemination:

Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.

- Publications in scientific journals:

At least two publications during the project life.

- Final conference:

At the end of the project aims to present the results achieved by the project and to sustain its network and benefits. The conference will be organized at MUTAH and involves all the stakeholders (especially ministry of Labor).

DISSEMINATION ACTIVITY EVALUATION AND REPORTING



Dissemination Activity Evaluation and Reporting



The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP5 Leader (UJ) for further processing.

The dissemination related information is analyzed by the WP5 Leader in order to document project dissemination progress.

The findings of the assessment exercise shall be used for further improvement of the dissemination materials and activities.

A template for reporting the dissemination actions will be provided to partners.

The first reporting will cover the first year of the project, after that each project partner shall submit the report every six months, using the reporting form.

JOB-JO will have a sustainable impact on society at large and it will address issues of unemployment, the project will produce the following outcomes:

- Establishment of Business Network Bureau (BSNB), that ensure the sustainability of the project outcomes and the ability of partner institutions to continue with prepared teaching and training materials after the expiry of the project,
- Well-prepared training and teaching courses,
- Improved skills and knowledge for universities staff,
- Improved skills and knowledge for students in remote areas,
- Improvement of the teaching process.

BSNB will conduct activities that ensure sustainability, such as:

- Promote the image of BSNB at various levels, through Carrying out both field trainings for various businesses, and at the BSNB;
- BSNB will improve the provided services/training based on the reviews of participants;
- Establishment of effective cooperation with non-academic partners and private sector through signing partnership agreements
- Continuous development of new courses based on the analysis of the labour market and on the basis of employers requests.
- Get the official support from Public authorities for the established BSNB's
- Attract external sponsors for BSNB activities

THANK YOU

