

Dissemination for Future Sustainability Plan

Author(s)	Prof. Ahmed Al-Salaymeh, Eng. Rasha Al-Baik		
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Project Coordinator

Prof. Omer Al- Maaitah

MUTAH University

Al-Karak – Jordan

Tel: +962-79-6629922

Email: maaitah_noor@hotmail.com

Project website: JOBJO website

Review Table

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1 Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project JOBJO as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP5. Its objective is to raise the awareness about the outcomes of the project and the developments that have been achieved within project. The document covers the written and visual identity of the project, offers an overview of the tools designed to develop sound dissemination activities and outlines the dissemination assessment. The Dissemination plan is elaborated in conformity with the JOBJO project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.

“Dissemination for Future Sustainability” Work package aims to establish an effective communication strategy and dissemination of project results. All partners will be involved at three different levels: promotion of 1) project’s activities, objectives and results; 2) promoting the establishment of the BSNB centres at the beneficiary partners in Jordan 3) cooperating for the exploitation of project results.

2 Project Consortium

JOBJO project consortium is composed of 10 partners, consisting 4 EU member states (Germany, Portugal and Cyprus), 6 members from Jordan as shown in Table (1). Mutah University is the project coordinator that has relevant skills in internationalization of higher education and great experience in implementing similar projects.

Table 1 The list of the JOBJO Project consortium partners

Number	Partner	Countries
P1	Mutah University (MU), (Applicant)	Jordan
P2	Tafila Technical University (TTU)	Jordan
P3	Al Hussein Bin Talal University (AHU)	Jordan
P4	The Ministry of Public Works and Housing (MPWH)	Jordan
P5	Grator Alkarak Manicipality(GKM)	Jordan
P6	Leipzig University of Applied Sciences (HTWK)	Germany
P7	University of Cyprus – UCY	Cyprus
P8	Instituto Superior de Leiria, Sociedade Unipessoal, Lda. (ISLA)	Portugal
P9	Int@E UG	Germany
P10	Jordan University of Science and Technology (JUST)	Jordan
P11	University of Jordan (UJ)	Jordan

3 Work packages

JOBJO project consists of seven main work packages as shown below in Table 2.

Table 2 JOBJO Work packages

Number	Title
WP1	Startup activities
WP2	Establishing Business Network Bureau (BSNB)
WP3	Organization the Activity of the (BSNB)
WP4	Quality Assurance
WP5	Dissemination & exploitation
WP6	Management

4 Dissemination objectives

The general objective of the dissemination plan is to raise the awareness about the outcomes of the project and the developments that have been achieved within project, and to support the project sustainability and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions directly and not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;
- 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.

5 Target groups and stakeholders

JOBJO shall be disseminated to the following strategic target groups:

1.- **Teaching, technical & administrative staff** within each participant by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainers workshops, seminars)

2.- **Students community**, as the main users of the of JOBJO outcomes it is essential to get their input and feedback on the new proposals, raise their awareness about project aims, and train them on the needed skills.

3.- **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.

4.- **Multipliers** such as the Jobs agencies and companies will enhance chances to reach direct & indirect beneficiaries and to get their input and feedback on the new proposals.

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5.- **International communities.** 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.

6 Dissemination strategy

The dissemination strategy explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

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

- Design of JOBJO Project theme (logo, style sheet, presentation template, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletter, etc.);
- Organization and participation in relevant events (workshops, exhibitions, meetings, etc.);
- Exploitation of media resources (newspapers, TV, web portals, Social media, 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.

The dissemination plan shall consider the sustainability strategy outlining what dissemination activities could contribute to the sustainability, exploitation and spreading of project results. The dissemination plan shall be based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. Stakeholders need to know what has been achieved and why it is important.

7 Dissemination Action Plan

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

- 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.

8 Dissemination tools and channels

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the JOBJO information to the different identified target groups through different channels, looking for the best match. The dissemination tools throughout the project are as follow:

1. **Project logo** to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding logo will be clear and explicit in every visual published document produced during the project life cycle.
2. **Templates and dissemination reporting form**: for project documents and reports, complying with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries. A designed template will be elaborated dealing with the cover page, desirable contents (i.e. Table of content, executive summary, methodology, results, list of tables, etc.), style (i.e. font type, font size, etc.), the template will include the necessary logos and disclaimers of the project (JOBJO logo, EU logo, and EU disclaimer).

3. **Project website:** The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. 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).
 - JOBJO website link: <https://xwww.mutah.edu.jo/job-jo/index.html>
4. **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 JOBJO Project contents.
5. **Internal specific workshops and presentations** in each partners' institution will be organised in order to involve as many members as possible.
6. **Info days, Workshops, Presentations on JOBJO:** Info-days will be held in each university, in order to present the project's objectives and main activities and information in the area of recruitment in the remote areas in Jordan; market and economy need analysis, creating employment opportunities. Info-days will involve public institutions and local administrations, universities, professional associations and enterprises, media. During the Info-Day, enterprises will be invited to support project activities (to take part in lectures and seminars) and the promotion of results.

At least one workshop/presentation/info day in each partner university should be done each year of the project. In total there will be six Info-days organized at MENA Universities with at least 20 participants each in (M18) of the project.

7. **Inauguration of the BSNB Centres**: One of the main outcomes of JOBJO project is Establishment Regional Business Service Network Bureau(BSNB) to promote employment in the provinces of Karak, Tafila, Maan, Aqaba and Irbid.
8. **Events**: Presentation of the project products at events and conferences related to the topic (jobless, woman's job, finding jobs in remote areas, Employment opportunities for graduates) Minimum one event per project year.
9. **Promotional material** such as posters, postcards, brochures, branded calendars, branded pens, rollups, etc. All partners will distribute them through their regional/national events. Production of a project flyer which provides a definition for the JOBJO Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.
10. **Social networks**: Establishing close links to projects stakeholders (Staff, Students, and Industrial Sector) who are interested and affected by project outcomes/outputs. Each partner will use his/her own channels, Facebook, Twitter and LinkedIn in order to promote Project outcomes and share them with targeted and general public. All partners will post on the mutual page of JOBJO project on Facebook interesting and relevant information <https://www.facebook.com/Job-Jo-678959875866429/>
11. **Press dissemination**: Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.
12. **Publications in scientific journals**: At least two publications during the project life.
13. **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 in Mutah University, Jordan. All partners will participate, and stakeholders will be invited. The conference will be organized with at least n.90 participants in (M35) of the project.

9 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 analysed 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. The WP6 Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP6 Leader will participate, whenever possible, in the dissemination events organised by the project partners.

10 Responsibilities

Actions	Responsible Partners
Project logo	MUTAH University
Templates and dissemination reporting form	University of Jordan
Project website: JOBJO website link: https://xwww.mutah.edu.jo/job-jo/index.html	MUTAH University
Dissemination through Partners' websites:	All partners
Internal specific workshops and presentations	MENA Partners
Info days, Workshops, Presentations: At least one workshop/presentation/info day in each partner university should be done each year of the project. In total there will be six Info-days organized at MENA Universities with at least 20 participants each in (M18) of the project.	MENA Partners
Inauguration of the BSNB Centers: The inaugurations are expected by Month 24 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.	MENA Partners
Events: Presentation of the project products at events and conferences related to JOBJO Project. Minimum one event per project year.	All Partners
Promotional material:	All Partners

<p>E-Newsletters:</p>	<p>Specified partners under the coordination of University of Jordan and UIBK.</p> <table border="1" data-bbox="1065 520 1414 856"> <tr> <td>Issue 1</td> <td>UJ</td> </tr> <tr> <td>Issue 2</td> <td>JUST</td> </tr> <tr> <td>Issue 3</td> <td>MUTAH</td> </tr> <tr> <td>Issue 4</td> <td>AHU</td> </tr> <tr> <td>Issue 5</td> <td>TTU</td> </tr> <tr> <td>Issue 6</td> <td>Karak Municipality</td> </tr> </table>	Issue 1	UJ	Issue 2	JUST	Issue 3	MUTAH	Issue 4	AHU	Issue 5	TTU	Issue 6	Karak Municipality
Issue 1	UJ												
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<p>Social networks: Each partner will post on Facebook website: https://www.facebook.com/Job-Jo-678959875866429/</p>	<p>All partners</p>												
<p>Press dissemination:</p>	<p>All partners</p>												
<p>Publications in scientific journals:</p>	<p>All partners</p>												
<p>Final conference: The conference will be organized in Mutah, Jordan. All partners will participate in the conference. Conference organized with at least n.90 participants (M35).</p>	<p>All partners</p>												

Sustainability

Sustainability activities are designed to ensure that Jordanian institutions are committed, and have the ability to continue implementation of the outcomes of the project. JOB-JO will have a sustainable impact on social reforms and addressing issues of unemployment to ensure the sustainability of results, the project will produce the following outcomes:

- Activities planned to be in a place (BSNB) including the training workshops and newly prepared teaching material,
- Staffs with training abroad returning to their universities with improved knowledge and pedagogic experience are active in spreading their gained knowledge amongst colleagues.
- The sustainability plan will have activities that enable the partners to continue with the implementation and possibly the improvement of the teaching process.
- In order to 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.
- The teaching materials will be offered for other universities together with a training package that support their implementation at that specific university.
- GKM &MPWH will support all BSNB's

Sustainability, at the financial level, can be achieved due to:

1. Image of BSNB at various levels, conducted seminars and meetings, reviews of listeners will attract a big number of people willing to undergo training and be employed later;
2. Effective cooperation and participation of non-academic partners and associated partners will also attract listeners.
3. Development of new courses based on the analysis of the labour market and on the basis of employers requests. Carrying out both field trainings for various businesses, and at the BSNB

At the institutional level:

- 1-Structural changes of the economy, causing unemployment guarantee necessity and demand for BSNB
- 2-Opportunity to obtain professional training of people who could not get it for various reasons at the political level:
- 3- Recognition of the need for cooperation of employment with universities.
- 4-Reduced level of migration of unemployed population by educating them at BSNB

Elements of the Program

Having sustainable training elements and processes will lead to a sustainable program. Thus, we need to ensure main training programme components and processes. To do so, we need first to identify the key elements and process of the training program. The following are the main elements of the training programs.

1. Location, logistics and labs
2. Academic Staff
3. Students
4. Curriculum

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5. End users

Location, logistics

To secure sustainability of the above elements, the courses and training workshops should run at each partner university simultaneously. The Commitment of each university toward the program will guarantee and secure a location to establish BSNB. At the same time, performing the training programmes process of the bachelor program at all partner universities; will grant the approval and the commitment of all administrative levels in the universities toward the program. Thus, the logistics will be provided by each partner university to the BSNB in the same manner as it is given to other running training workshops at the university. This will add minimum cost on each university toward the new training workshops.

Furthermore, new lab equipment for the project should take into consideration the real need for the program. Labs equipment will be selected in such a way to strengthen the training program, allow offering increased training opportunities for the students, and it should enable students to continue producing visionary work. Thus BSNB equipment should be carefully selected to satisfy the academic need and proper demonstration. It also should take into consideration the type of research activities and job activities that students can use to carry out before graduation.

Finally, this equipment should be used as training benches to improve capacities of students on state-of-the-art technologies and systems related to the program.

In the short and long term:

- BSNB can improve the competence of trainers, improve the material and technical base, improving teaching materials, improve their image;
- Unemployed youth will get employment opportunities by enhancing their skills;
- Improving network will allow to solve problems in cooperation;

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To attract target groups: Unemployed registered in Employment Authority will guide to the BSNB to participate in trainings and Authority will finance their participation;

The above tasks can be achieved by attaching JOBJO program to the already “sustainable” programs in the universities.

Students

To achieve sustainability for the student element, we need to insure the enrolment of the maximum number of students at all times. The program student-capacity is usually defined by the accreditation committee according to the faculty members involved in the program. To ensure that, we need to attract all students from all specializations to the training programs which will be held in BSNBs by:

- Creating a more welcoming and diverse community through Info days, seminars and advertisement. This part is in process now and will be continue.
- Promote increased interaction between undergraduate students and different labour market to be primary contributors in research and workshops.

End users

- To ensure the sustainable program and maintain high quality staff and hire professional technical and administrative specialist on this bachelor program, we should:
- Build a life communications plan between the academy and stakeholders.
- Develop marketing tools in collaboration with undergraduate Admission for JOBJO project and industry
- Prepare and market short courses and training programmes related to program’s topics in collaboration with private sector.