



Dissemination Plan

Dissemination strategy for

KA2 ERASMUS+ CAPACITY BUILDING IN THE FIELD OF HIGHER EDUCATION PROGRAMME



Document Information

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<p>Abstract (for dissemination)</p>	<p>This document is the Dissemination Plan (D.6.1) of the RESCUE project. The aim of dissemination and exploitation is to ensure the visibility and communication of its actions and results vis-à-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the exploitation of the same results. It also aims to spread the expertise acquired through the project lifetime as broadly and as comprehensively as possible; and to disseminate the projects' results to potential multipliers.</p>

Introduction

The present dissemination report has to be intended as a Guide for the E+ KA2 RESCUE project.

“Dissemination”: is derived from the Latin words "abroad" (dis) and "seed" (semin) and ely”. Dissemination is a planned process of providing



information on the quality, relevance and effectiveness of the results of projects – and the programme – to key actors. Dissemination occurs as and when the results of projects/programme become available;

All the provided dissemination activities must be reported in the herewith attached Annex I entitled “Dissemination Report RESCUE”. Each partner must send the information concerning its dissemination activities according to the framework showed in Annex I.

This report has been written by May Wahbeh, Director of Administration at The Association of Arab Universities, which coordinates the dissemination and exploitation activities.

The Refugees Education Support in mena CoUntriEs – RESCUE ERASMUS+ Capacity Building for Higher Education project aims at helping the Partner Country Universities in structuring an effective response to the final beneficiary problem, by creating ad hoc units (Student Operational Support Unit – R-SOS), small offices whose mission is to structure specific services supporting the final beneficiaries in resuming their academic training path. Once the R-SOS units will become operational, the services they will deliver will help the indirect final beneficiaries in resuming their academic training path, in some cases by accessing the standard curricula on the same basis as all the other students, in some other cases by following ad hoc training courses providing them with basic skills and competencies useful for employment purposes.



Therefore it is expected that the setting up of the R-SOS units will help in improving the situation of the Final Beneficiaries either by supporting them in getting a job in the hosting countries either in preparing them for returning to their origin country once the crisis is over.

The RESCUE's indirect final beneficiary is a student who wants to start or continue its higher education studies at the university and comes from a conflict zone, fleeing indiscriminate or generalized violence in situations of armed conflict.

Target Groups and beneficiaries:

The RESCUE project intends to reach as wide an audience as possible, both among partners and within their institutions and outside the consortium.

The project identified the main beneficiaries and target groups as follows

Universities and Higher Education Institutions:

First beneficiary of the project is the staff (academic and administrative) of the involved Universities.

The University staff will benefit from having new training which will allow the partner Universities to improve their response to the Final Beneficiaries' crisis in improving or initiating assistance activities for refugee students developing the following tasks:

- Welcome and orientation of Final Beneficiaries;



- Organization of languages courses (English, French, and German) in order to improve students' profiles;
- Training (of HEI Staff) on Recognition of Prior (Experiential) Learning (RPL) for both former students or potential students (range of ages 18-30 years old);
- Elaboration of dedicated mechanism for having access to University courses (either standard university Curricula or ad hoc designed crash courses);
- Training of local staff on Bologna Process + Study Visiting in Europe;
- Monitoring of mobility opportunities for the Final Beneficiaries (scholarships, etc...);

Each partner University will decide which of the above activities they want to carry out, and possibly other ones more compliant with their needs and constraints.

Final Beneficiaries

On a secondary level, the indirect beneficiaries of the project will be the Final Beneficiaries (**students who want to start or continue their higher education studies at the university and come from a conflict zone, fleeing indiscriminate or generalized violence in situations of armed conflict.**)

They will benefit from the measures provided by taking advantage of the training provided by those new UNITS. Dissemination and exploitation activities will be aimed at informing a crescent number of Final



Beneficiaries reaching them both inside the camps (in cooperation with UNHCR) and outside the camps with local Universities, NGOs and medias.

Local and regional public authorities & policy makers:

On a third level, local stakeholders will benefit from the activities of the UNITs mainly because the training provided by local staff to Final Beneficiaries will allow the latter to be better integrated in local societies giving a positive contribution to their presence.

A detailed dissemination Campaign will be designed and activated in order to spread out the awareness and possibly the access to the results of the project.

Dissemination and exploitation activities will be aimed exactly at involving not only Partner Universities but also a crescent number of local stakeholders and other universities both in Europe and in the MENA region. The project partners will have the opportunity to strengthen the links among beneficiaries, spreading and possibly transferring results also to subjects not directly involved at the beginning of the project.

Local and regional public authorities & policy makers, such as Ministries are fundamental for the project sustainability due to their influence on their local/regional/national policies. Policy makers who make decisions about defining relevant strategies and policies for financing innovative initiatives



as well as organisations are targeted. The RESCUE project partners shall contact all local and regional public authorities involved or interested in the specific project's issues in their area and also all local and regional policy makers during and also after the end of the project.

NGOs and civil society associations.

On a fourth level, it is important to interact with and benefit from national and international NGOs whenever there is a common goal. The engagement of NGOs will be helpful to the project considering the NGOs role in helping society in different manners, from providing information to social services taking into account reinforcing and extending the vision of synergies.

General Public:

Results of the project have to reach the public in a broad sense on a local, national and regional level. All possible tools will be used to support dissemination activities within the budgetary constraints of the project (e.g. the traditional media such as Radio and TV are not deemed to be affordable).

Project Information Materials

Visual Identity:

The development of a visual identity and a project logo ensure that the project outputs are visible and easily recognisable and consistent.

UNIMED, the coordinator of the project presented to the consortium a number of suggestions for the Logo during the kick off Meeting. Partners selected the following one:



Therefore every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. is making use of this visual identity and be consistent with its style together with the EU logo and disclaimer.

Leaflets and Brochures

A leaflet was produced in line with the visual identity established and with the aim of promoting the RESCUE project and giving a brief overview of its objectives (see screenshot below). The electronic version (PDF for web publishing and electronic files suitable for printing) provides the main form of distribution and can be sent as an attachment whenever communication regarding the RESCUE project occurs.



Leaflets will be distributed in specific dissemination events through AARU and all Partners to the different target groups. The leaflets will promote the website as the main source of information.

AARU and UNIMED have coordinated the design of the leaflet, which has been performed internally.

Indicators:

Numbers of printed and distributed leaflets, numbers of participated conferences where leaflets have been distributed.

Media

Press releases and media coverage will be ensured throughout the project activities. There will be a dedicated page on the project's website to include information from Newspapers, TV, radio, specialized magazines and Press releases.

Website

A website for the project has been released <https://www.rescuerefugees.eu/>. It will be used as one of the main channels to promote the project for all target groups. The website is constantly being updated mainly in English, while some specific contents will be updated also in Arabic in order to maximize the impact of news, articles, information. Each partner will incorporate a link on his/her organization's website to the RESCUE project so that all possible visitors



can have access to it. This tool is important as the website can and should be reached by all target groups.

The overall coordination and management of the RESCUE website is ensured by UNIMED and AARU in collaboration of all the project partners. Google Analytics will be used as a tool to monitor website access and usage in order to better understand the profile of users coming to the website. This information will be accessed by the Webmaster and will be shared with project partners to assess and improve the effectiveness of the project website.

The website includes information on the project such as: project description, partnership description, deliverables and dissemination materials. This is one of the main channels for information dissemination. In order to have access to these documents, users will be asked to register. The registration process will enable the project to gather useful information about users e.g. gender, age, country. In order to share official documents internally between partners, an intranet will be set up. Partners will be able to upload documents and edit documents on this private secure site in order to collaborate on project outputs.

Indicators:

Quality and number of visitors, numbers of updated news, number of partners uploaded documents.



Social Media

Social media is a key way to engage with a range of audiences and will form a core part of RESCUE engagement with its audiences. Twitter, Facebook and YouTube are the most relevant social media channels for communication of RESCUE activities and outputs.

Indicators:

Number of articles posted on Facebook, numbers of Tweet tweeted and re-tweeted by external users, numbers of likes on Facebook page, and numbers of Followers on Twitter.

Newsletters

Contact details such as phone numbers/faxes/e-mails/etc. of local, national and regional policy makers, Universities and research centres, local and national media, networks, associations, business associations, think-tanks, etc. are expected to be recorded in a Contact Database that will be created during the project.

This Database will allow every member of the target groups to be approached by e-mail, phone or any other available mean of communication.

Regular newsletters will be sent every six months to all the contacts list and stakeholders identified at local, national, EU and Mediterranean levels. The



newsletter will contain information on achievements in the project, reports from meetings or conferences and announcements of upcoming events related to the project ongoing activities.

Indicators: number of delivered newsletters, numbers of contacts updated in the database, numbers of people reached with the newsletter.

National and International Conferences

Further dissemination activities will be scheduled to coincide with major events and thematic conferences organized by the partner institutions, other university networks and related associations in Europe and beyond. A list of events will be circulated among partners in order to be filled in. The event list will be available on the website.

Indicators:

Number of events listed, number of events in which project partners participate.

Conferences

It is foreseen that at least one conference per year will be organized for dissemination purposes in each one of the partner countries. Therefore, five dissemination conferences will take place in: Beirut, Duhok , Amman , Brussels and Rome. The list of these events is shown below.



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Indicators:

Number of people, organizations, private companies, and relevant stakeholders reached through dissemination activities



Dissemination Plan Overview and Deadlines (To be updated during the project life)

EVENT/ Activity	Project date	Forecast date	Effective date	Place	number	Target group size	Notes
Logo	14/2/2017	1/4/2017	16/4/2017	-	1	All partners & beneficiaries	
Website	1/3/2017	30/7/2017	30/7/2017	-	1	All partners, beneficiaries, stakeholders	The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents
Dissemination Plan	1/4/2017	30/6/2017	30/7/2017		1	All partners	will be updated throughout the project lifetime
Dissemination materials Leaflets	1/6/2017	*	*		1000- 1500	All partners, beneficiaries, stakeholders	*Through the project phases A three-page leaflet (A4, color, folded and printed both sides), providing quick overview in



Posters					10-20		<p>English and Arabic, will be published.</p> <p>In order to promote the project in public events, such as conferences and exhibitions, a poster in English will be designed and printed.</p>
Roll-ups					10-20		<p>In order to promote the project in public events</p>
Brochures					1000- 1500		
General presentation					1		



Semi-annual newsletter					Online to all target audience	<p>It will include information on the project, its main objectives and expected results.</p> <p>The content of the newsletter will be provided by the partners and its aim is to disseminate the project activities. It will be available online on the project website and distributed through the project database.</p> <p>Before and after every important event throughout the project and whenever relevant developments or activities take place.</p>
Press release + media						
Dissemination reports	1/10/2017 1/10/2018 1/10/2019	1/10/2017 1/10/2018 1/10/2019			3	



Awareness campaign	13-14/11/2018 20-22/11/2018 13-14/1/2019			Beirut Amman Duhok			
Management meetings	Every six months	14-15/2/2017 27-28/9/2017 16-17/1/2018 2/7/2018 17-17/1/2019 2-3/7/2019 8-10/10/2019	14-15/2/2017 27-28/9/2017 16-17/1/2018 2/7/2018 17-17/1/2019 2-3/7/2019 8-10/10/2019	Rome Beirut Barcelona Berlin Duhok Istanbul Amman		7	
Dissemination conferences							
1st DC	5/11/2018			BEIRUT			
2nd DC	18-20/11/2018			AMMAN			
3rd DC	15-16/1/2019			DUHOK			
4th DC	12/3/2019			BRUSSELS			
5th DC	24-25/9/2019			ROME			



Management reports							
1st report	1/4/2017						
2nd report	1/10/2017					6	
3rd report	1/4/2018						
4th report	1/10/2018						
5th report	1/4/2019						
6th report	1/10/2019						
Project Management Handbook	1/1/2017						
WPs Reports							
D1.1 Updated needs analysis	1/1/2007						
D1.2 Best Practices selection	1/4/2017						
D2.1 Definition of action plans	1/9/2017						
D2.2 Validated action plans	1/10/2017						
D3.2 Local training report	1/3/2018						
D3.3 Study visits report	1/7/2018						
D3.4 Awareness Campaign report	1/7/2018 1/7/2019						
D4.1 Report on Units startup phase	1/7/2019 1/12/2016						



D4.2 Pilot courses report	1/4/2017						
D5.1 Handbook for quality control	1/10/2017						
	1/4/2018						
D5.2 Quality assurance	1/10/2018						
Monitoring reports	1/4/2019						
	1/10/2019						
	1/4/2017						
	1/3/2017						
	1/6/2017						
Exploitation and sustainability plan	1/1/2019	1/1/2019					
list of must-go events conference on " Higher education and Refugees in the Mediterranean region "	26-27/9/2017			Beirut			

Database for mailing list

In order to keep the entire target groups efficiently organized and to achieve a quicker dissemination, all partners will contribute to establish a comprehensive database, which will be used for sending all the communication documentation, including newsletter.