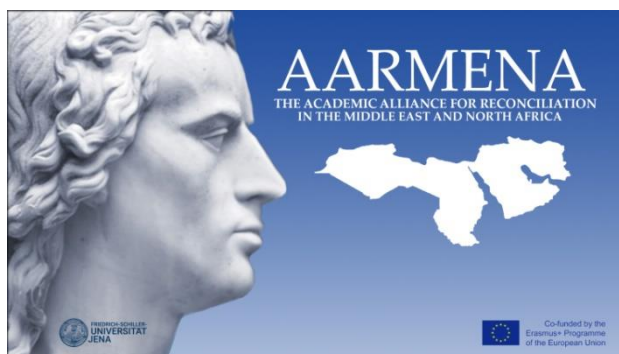
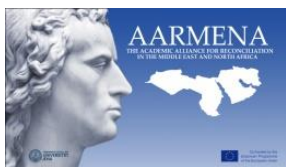


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Dissemination & Exploitation Plan

Project Acronym:	AARMENA
Project full title:	Strengthening the Academic Alliance for Reconciliation in the Field of Higher Education in Peace, Conflict Transformation, Reconciliation studies in the Middle East and North Africa
Project No:	619258-EPP-1-2020-1-DE-EPPKA2-CBHE-JP
Funding Scheme:	Erasmus Plus CBHE
Partner:	Al-Azhar University – Gaza (AUG)
Project start date:	15 Jan 2021
Project duration:	36 months



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1. About AARMENA

The **Academic Alliance for Reconciliation in the Middle East and Northern Africa (AARMENA)** works with Reconciliation, conflict transformation, and peacebuilding as a promising approach to transform violent conflicts and trigger social and cultural change in the MENA region. The area is the most affected by wars, civil wars, and gross human rights violations nowadays. Since the 1990s, reconciliation and peacebuilding studies have strongly developed in some centers worldwide. However, the discipline is still relatively absent from the academic curricula of universities that triggers the stakeholders, academics, youth, and women in the MENA region. After the AARMENA inauguration in 2018, the Jena Center for Reconciliation Studies (JCRS) was astonished and delighted to see colleagues and universities' widespread and intensive interest in the MENA region develop Reconciliation, conflict transformation, peace building studies within a cooperative framework. These developments suggest that one of the main goals of the AARMENA, that being the establishment and the spreading of reconciliation studies in the MENA region, is on a good course. The study of the reconciliation process, conflict transformation, and peace building is ongoing progress vital for the MENA region that would help societies, plead, and help assist in reconciling with enemies to make a better future for their children. For that reason, the AARMENA is a way for prosperity among nations, communities.

The development of Peace, Reconciliation, and Conflict Transformation Studies is a pressing need in the Middle East and North Africa. This need was acknowledged after the inauguration of the AARMENA conference on Aug 14, 2018, when all members of 45 Professors from 30 different Arab universities in the MENA became members of the AARMENA. Today we are working together to Building Capacity in the Field of Higher Education in Peace, Reconciliation, and Conflict Transformation Studies in the MENA Region. The Program countries are "Austria and Germany" in collaboration with the University of Innsbruck and Freidrich Schiller University as program countries. The Partner countries are Jordan (University of Jordan, Petra University), Palestine Authority (Al-Istiklal University, Al-Azhar University - Gaza). The reinforcement of the existing network of cooperating partners through further regional, as well as international, cooperation to develop a program in Peace, conflict transformation, and reconciliation studies in HEI Cooperation of University of Innsbruck - Peace Unit with Jena Center for Reconciliation Studies JCRS in developing interactive reconciliation peace studies workshops in developing sessions for a teaching program in the hosting HEIs. The advanced curriculum in Peace, conflict transformation, and reconciliation studies in the MENA region hosting HEIs. The purpose of the activities will serve to integrate a reconciliation studies manual developed by FSU and the Peace and conflict transformation studies manual develop by IBUK.

2. Purpose of Dissemination & Exploitation Plan

The dissemination plan will provide rich and thorough information about the project's outputs and outcomes. It involves the dissemination of information at different levels:

- Dissemination within AUG: Those activities will allow staff members at AUG to have full knowledge and understanding of the project and the results through direct communication, public presentations, informative materials, demonstrative activities.
- Dissemination in other institutions: Presentations to other staff members in institutions not taking part in the project (not part of the consortium).
- Dissemination to the Public (other stakeholders): This can be achieved through public events and presentations.
- Dissemination online: The website of the project will present updated information about the project, partners, activities, and results, allowing everyone to have access to information related to the project.

3. Project Dissemination Plan

The Main Dissemination Activities of the Project:

- T5.1: Formation of Dissemination and Exploitation team
- T5.2: Generation of dissemination and exploitation plan
- T5.3: Development of project website
- T5.4: Management of project's materials and media work on the website
- T5.5: Dissemination of project activities and outcomes (radio, TV, presentations, etc.) *
- T5.6: Preparation, dissemination, and publishing of brochures, handbooks, etc. *

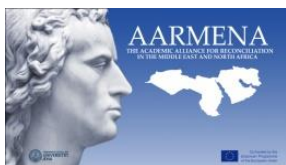
The project involves the dissemination of information at different levels:

- Dissemination within the institutions involved in the project.
- Dissemination in other institutions.
- Dissemination to the Public (other stakeholders). The plan will utilize different materials and approaches to reach the audiences, such as:
 - Dissemination through mass media
 - Publications of the teaching peace and conflict transformation and reconciliation studies in the Middle East and North Africa.
 - Dissemination through graphic materials:
 - Dissemination through online environment:
- T5.7: Preparation of final conference to stakeholders
- T5.8: Preparation of final dissemination, exploitation, and results report
- T5.9: Preparation of Report

3.1 AUG Dissemination Plan

AUG will conduct many activities as part of the main project plan, it can be concluded in the following table

Activity	Responsible Team Member	Expected Date	Venue	Information about campaigns	Target Groups	Type of Campaign
Preparing printed dissemination materials	Dr. AbedRabou Alanzy & Dr. Kholoud Elbatsh	Sept-Dec 2022	AUG	Print flyers, brochures, roll-ups t-shirts, Pens, Mugs...etc.	AUG staff, students, public community	Printed materials
Research study about international reconciliation experiences	Dr. AbedRabou Alanzy	Oct 2022	AUG	Research study	Public	Paper
Project webpage	Dr. Kholoud Elbatsh	Oct 2022	Online	Page under AUG website to publish information about the project	public	Webpage
Organizing public lecture	Dr. AbedRabou Alanzy	Nov 2022	AARMENA Video conference & workshops room	Project Presentation in lecture at AUG	AUG students	Lecture
Organizing public lecture	Dr. AbedRabou Alanzy & Dr. Mkhaimer abusada	Dec 2022	AARMENA Video conference & workshops room	Project Presentation in lecture at AUG	Civil Society Activists	Lecture
Preparing and Publish news	Dr. AbedRabou Alanzy & Dr. Mkhaimer abusada & Mr. Wael Dokhan	Along Project duration	Online and printed	Online and printed news	Local community	Publications
Organizing short training course	Dr. AbedRabou Alanzy & Dr. Mkhaimer abusada & Mr. Wael Dokhan	Feb 2022	AARMENA Video conference & workshops room	3 days course about the topic of the project at AUG	Local community youth	Training course
Organizing workshop	Dr. AbedRabou Alanzy	March 2022	AARMENA Video conference & workshops room	Organizing workshop at AUG	AUG students	workshop
e-publication	Dr. AbedRabou Alanzy & Ms. Shireen Wadi	March 2022	Online	Online	Public	Publications
Organizing Training course	Ms. Shireen Wadi	April 2022	AARMENA Video conference & workshops room	3 days course about the topic of the project at AUG	Local community youth	Training course



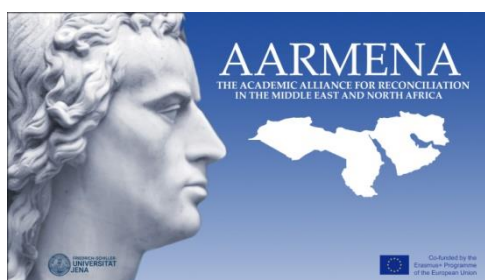
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3.2 Dissemination Tools

The most effective way to disseminate AARMENA project will be a good combination of visual identity of the project. Different documents and materials have been designed and will be printed for the purpose of dissemination of the AARMENA project (logo, PPT template, News and Updates templates, and publications, AARMENA logo is presented below).

3.2.1 AARMENA Project Logo

The identity of the project is defined by unique graphical representation. The official logo of the AARMENA project is the following:



3.2.2 AARMENA Project Website

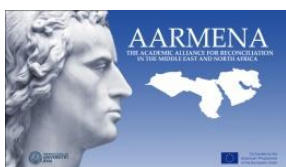
The AARMENA website:

<http://www.alazhar.edu.ps/eng/UnderGr/Arts/AARMENA/home.asp>

Is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published.



Among the information related to the project description, objectives and outcomes of the project, the website contains the list of the partners.



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3.2.3 AARMENA Promotional Materials (Brochure, Photos, Press releases)

The following guideline for using AARMENA Promotional Materials is mandatory to be adopted:

- AUG will assure the translation of the publication to Arabic language, whilst the graphical design is not to be changed. It uses text and plenty of images, e.g. photographs that represent the participating actors and graphic illustrations.
- The brochure should contain all partners' logos together with Program, EU and AARMENA Project logo.
- AUG will assure the dissemination of the brochure to external public and private stakeholders, local and regional self-authorities and general public audience.
- The using of the AARMENA promotional materials will last during the whole lifetime of the AARMENA project.

3.2.4 Social media

In accordance to the modern trends, which are utilized in day-to-day business networking operations, communication and dissemination can be assured also through these types of communication tool including (Facebook, LinkedIn).

The following guideline for using AARMENA social media will be considered:

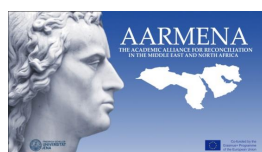
- Project should have direct link on AUG websites that refers to the AARMENA project website.
- AUG will follow up and participate in publishing articles and news about the project activities in collaboration with the applicant.
- The using of the AARMENA social media tools will last during the whole lifetime of the AARMENA project.

AUG will print the following text on any official document of the project. Any communication, publication or outcome of the project, to be performed jointly or individually by the beneficiaries, including in conferences or seminars or in any material or promotional materials (e.g. brochures, leaflets, posters, presentations, etc.) should be financed by European Union. This means that all materials produced for project activities, training materials, project websites, special events, posters, leaflets, press releases, must bear the Erasmus logo and mention: "co-funded by EU through Erasmus+ program", or use the following disclaimer:

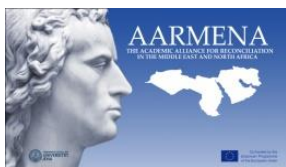
Project ref. 619258-EPP-1-2020-1-DE-EPPKA2-CBHE-JP

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In addition, the following are standard AARMENA logo and Erasmus+ logo, which will appear on every publication's Header related to the project.



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In addition, the following are standard AARMENA logo and Erasmus+ logo, which are required to appear on every publication's Footer related to the project.

