THE ACADEMIC ALLAINCE FOR RECONCILIATION
PEACEBUILDING STUDIES IN
THE MIDDLE EAST AND NORTH

AARMENA

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The Academic Alliance for Reconciliation, Conflict Transformation and Peace Studies in the Higher Education Institutions the Middle East and North Africa

(AARMENA)

Dissemination and exploitation plan
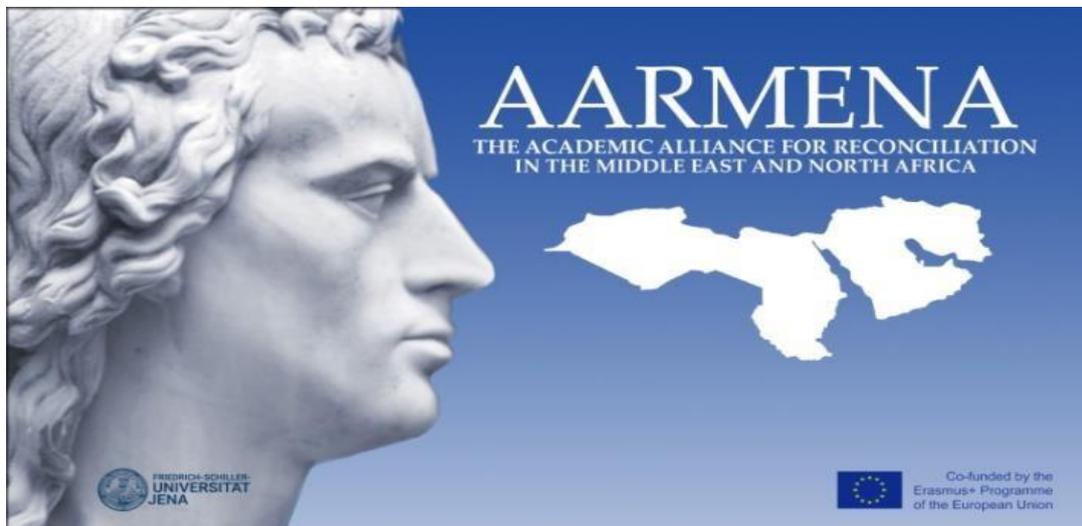
Project Coordinator:

Prof.Dr. Martin Leiner.

Dr.phil. Iyad Muhsen AlDajani.

About the Project:

The overarching goal of "Strengthening of National Research Capacity on Policy, Conflict Resolution, and Reconciliation "Project seeks to:

-- Develop researchers' skills and capabilities on conflict resolution and reconciliation.
-- Strengthen strategic partnerships and networking with leading conflict resolution centers, political strategists and institutions.
-- Promote interdisciplinary research related to conflict resolution and reconciliation (e.g. political science, international relations, politics and law, etc.).

Consortium Members:

Number	Partner	Countries
P1	Friedrich Schiller University	Germany
P2	Innsbruck University	Germany
P3	University of Jordan	Jordan
P4	Petra University	Jordan
P5	Al-Istiqlal University	Palestinian Authority
P6	AlAzhar University	Palestinian Authority
P7		
P8		

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Document Information

Project Title	Strengthening of National Research Capacity on Policy, Conflict Resolution, and Reconciliation
Project n.	
Deliverable	D5.1 – Dissemination and exploitation plan
Work package	WP5– Dissemination and Exploitation
Status	Version 1.0
Confidentiality Status	Restricted
Author (coordinator)	Prof.Dr. Martin Leiner – Dr. Aldajani – Friedrich Schiller University
Responsible Author(s)	Dr. AlDajani
Contributor(s)	All other Partners
Abstract (for dissemination)	The current document is the Dissemination and Exploitation Plan (D.5.1. The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in Partners Countries and Program Countries. In addition, a strategy for exploitation of project results after termination is defined as a valorization strategy, aiming to fulfil the goal of sustainability.

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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 a 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 triggering 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 developing Reconciliation, conflict transformation, peacebuilding 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 peacebuilding is ongoing progress vital for the MENA region. It would help societies plead and help reconcile with enemies to make a better future for their children. For that reason, the AARMENA is a way for prosperity among nations and 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), and 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 in developing a program in Peace, conflict transformation, and reconciliation studies in HEI Cooperation of the 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 activities' purpose will be to integrate a reconciliation studies manual developed by FSU and the Peace and conflict transformation studies manual developed by IBUK.

The objectives of the Dissemination and Exploitation package are to:
provide useful information about project results and raising awareness about the existence of those results;
actively engage all partners in promoting project in their countries and in particular in the target countries;
directly involve the target groups and stakeholders during the different phases of the project's development.
In order to guarantee effective promotion and dissemination of the project, the project has been identified different tools that will be developed and delivered within the lifetime of the project (i.e. project website, branding materials, brochures, papers, rollups , international workshop, Ph.D. program, Symposium, publication with Springer) .

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Friedrich Schiller University - coordinates the dissemination and exploitation activities, and all partners are actively involved in disseminating project results and making them sustainable on the long- run. Consortium members have also actively participated in the discussion of the initial dissemination activities, such as the selection online management workshops and International face-to-face workshops and they will work within advancing the dissemination opportunities in their countries.

The dissemination plan will provide rich and thorough information of the project's outputs and outcomes.

It involves the dissemination of information at different levels:

1- Dissemination within the institutions involved in the project

Those activities will allow staff members each participating institution to have full knowledge and understanding of the project and the results through direct communication, public presentations, informative materials, demonstrative activities. At least one public presentation to the staff will be organized.

2. Dissemination in other institutions

Presentation to other staff members in Institutions taking part in the project (not part of the consortium). They will have knowledge the project and the results through direct communication, public presentations, and informative materials.

3. Dissemination to the Public (other stakeholders)

This can be achieved through public events and presentations. For instance, at the end of the project, there will be a closing conference focused on informing the public about the project, the results and the available

resources and the way it can be accessed.

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

Task of WP5

Dissemination and Exploitation	Number of Days	Dead Line
T5.1 Formation of dissemination and exploitation team	6	15/04/2023
T5.2 Generation of a dissemination and exploitation plan	12	1/5/2023
T5.3Development of project website	16	1/6/2023
T5.4 Management of project's materials and media work on the website, rollups, and brochures	12	30/7/2023
T5.5 Dissemination of project's activities and outcomes (radio, TV, presentations, in partner countries and abroad) the Program country is doing a symposium	12	30/8/2023
T.6 Preparation, dissemination, &publishing of brochures, handbooks, etc.	12	1/10/2023

List of deliverables

Deliverable	Delivery Date
T5.1 Formation of dissemination and exploitation team	30.4.2023
T5.2 Generation of a dissemination and exploitation plan	30-04-2023
T5.3Development of project website	30-8-2023
D5.4 Management of project's materials and media work on the website	14-10-2023
T.5.5 Dissemination of project's activities and outcomes (radio, TV, presentations, etc.)	14-10-2023
T.6 Preparation, dissemination, &publishing of brochures, handbooks, etc.	1-4- 2023

Target groups and beneficiaries:

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The project seeks to target the direct group who are academic staff, students, researchers and indirect groups like and stakeholders. These groups will provide input and will be involved during the development phases. They will be invited to take part in the training workshops and final conference. These parties will act as strategic partners and they will guarantee the coverage of this intervention at different levels during the implementation of the project.

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Project Visual Identity:

At the beginning of the project, Partners focused on defining the project vision. Along with the definition of the project identity in terms of mission and goals, Partners also developed the project visual identity. A number of suggestions for the project development for capacity building and curriculum building will be developed by the WP5 dissemination coordinator, and presented to the Consortium members, in the Ph.D. AARMENA, taking place every Friday from 14:00 17:00, first phase took place in 1.7.2021 ended 1.10.2021 ended, second phase 8.4.2022 until 1.7.2022, it will be Hybrid, and the Professor will present their topics of research in reconciliation for 1:30 Hours and the next 1:30, discussion about the capacity building master program curriculum for each university .

 Partners are invited to use consistently the project logo, the templates proposed by the coordinator on the website www.aarmena.uni-jena.de , and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the Project's Logo when publishing dissemination materials for the project.

Project Branding Materials:

Printed materials are essential for promotional purposes. Dissemination materials will be produced according to the perceived needs of the Consortium, mainly to support the activities foreseen in all work plans.

Rollups, Leaflets and Brochures:

It may consist of a single sheet of paper that is printed on both sides and folded in half, called a leaflet; it may consist of a single page with an immediate statement, called flyer; or it may consist of a few pages that are folded in half to make a brochure. For the purpose of describing the project, or promoting specific events and happenings, leaflets of kinds will be produced and distributed by project partners. Leaflets and brochures may be produced different in English or in multi-language versions according to needs. It will be distributed in specific dissemination events. The produced leaflets units will be distributed to the partners for dissemination through their various channels.

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

Media

The press or any other means of mass media could be addressed in order to inform the wider public about the results of the project and motivate them to visit the project's website and benefit from its results.

On the occasion of key events or achievements, press releases will be created and disseminated within project partner's networks. Press releases may occur to:

- Introduce the project and the upcoming

- Launch the Training in a PH. D. AARMENA, a session once a week every Friday, (14:00 – 17:00)

- Promote the Final Event of the project- Conference – Symposium 2022 in August -

- Promote the exchange knowledge between program countries, and partner countries.

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- Disseminate the Recommendations developed by Project's work plans and conferences 2022 in August from (1.8.2022-5.8.2022).

Indicators: numbers of interview released; number of articles published in Media.

Publications:

In terms of corporate design, publications will be created that includes the logo and the Project colors/branding and publishing. This template will be used for every presentation made in order to create a uniform appearance and high brand recognition factor for the project. AARMENA signed a contract with Springer for Publication.

Project Website:

A website will be released at the beginning of the project. It will be used as one of the main channels to promote the project for all target groups. The website will be 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 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 Project's website is ensured by AAUP- the project coordinator 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.

The website will include information on the project such as: project description, partnership description, deliverables and dissemination materials. 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.

Curating a web presence (Social Media):

Use of social networks (Facebook) is highly encouraged for dissemination of project results. A dedicated page will be created on Facebook, Lined In, AARMENA Facebook and AAMRENA Linkedin.

Social Media will also be to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff.

Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results

- Broaden the outreach of the project's activity

- Exchanging experiences

- Allowing the creation of a very interactive dissemination

- Analysis of the audience feedback to adjust the communication strategy

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Indicators: number of articles posted on Facebook, numbers of Tweet tweeted and re-tweeted by external users, numbers of like on Facebook page.

National workshop and International Conferences

Further dissemination activities will be scheduled to coincide with major events 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.

An effective dissemination plan must include organization of, and participation to, key events and thematic conferences. Presenting the project to an audience will be essential to:

- present the project as a living creature, involving the audience in its development

- understand the response of target groups to the project proposals

- measure the impact of project outcomes

- receive feedback and inputs for future implementation.

-

Meetings with stakeholders

Consultation with stakeholders will be performed by Partners for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination and is intended not only as **formal meetings** but also as **informal meetings**. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations, as to let partners get direct feedback and inputs.

The dissemination plan for Al-Azhar University in Gaza.

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.

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Dissemination & Exploitation Plan For Al-Azhar University:

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

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

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).

AARMENA Project Logo

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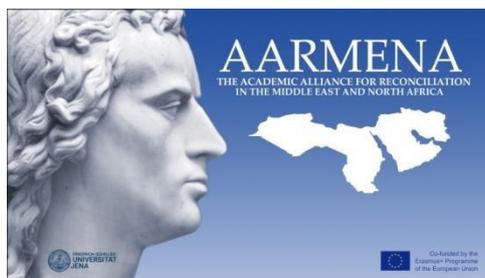
AARMENA Project Website

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.

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.

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.

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- 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
This project has been co-funded with support from the European Commission. The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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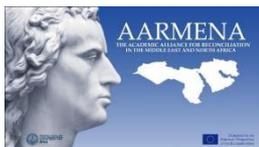
In addition, the following are standard AARMENA logo and Erasmus+ logo, which are required to appear on every publication's Footer related to the project.

Dissemination plan for the Al-Istiqlal university

Dissemination Activities for Al-Istiqlal University (period 15/01/2020 – 15/102022)
Objectives

1) **Promote for AARMENA and its mission as a AARMENA is a gateway of knowledge transfer, research development, and curriculum building in reconciliation, conflict transformation, and peace studies.**

2) **Introducing AARMENA project and its objectives specially capacity building for academic staff and integration of reconciliation in university curriculum.**

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3) Promoting for MA program in security and communal peace studies as an output of AARMENA project

Means

1) Constructing a website for AARMENA at Al-Istiqlal, that will function as a gateway to transfer knowledge and dissemination about AARMENA in Palestine

2) Using social media to disseminate for the project

3) Conducting workshops , meetings, press releases and other media activities dedicated to promote for the project and to disseminate its activities

4) Publishing brochures and necessary advertising materials about the project, its activities and objectives.

Dissemination WP (T5)

Phase	Activities according to Dissemination WP	Outputs	Date/ Period
Preparation	*T5.1: Formation of Dissemination and Exploitation team*	*Al-Istiqlal has been represented at the Dissemination and Exploitation team*	*April 2021*
	T5.2: Generation of dissemination and exploitation plan	*Al-Istiqlal contributed to the dissemination plan, and formulated an internal plan consistant with the master dissemination plan*	*April 2021*
Implementation	*T5.3: Development of project website; According to the main website of AARMENA partners shall each develop a website to promote for AARNENA and the project.*	*Al-Istiqlal has developed a website for AARMENA www.aarmena.ps*	*August 2021 – May 2022*
	T5.4: Management of project's materials and media work on the website	- *AARMENA is introduced* - *The role of Al-Istiqlal at the*	

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		project is presented	
		- *Master program at Al-Istiqlal is presented*	
		- *Activities of the project is presented*	
Dissemination - Exploitation	*T5.5: Dissemination of project activities and outcomes (radio, TV, presentations, etc.) **	*3 dissemination activities are conducted with cooperation with the university and other stakeholders including 2 internal workshops about AARMENA, and a Radio interview about the master program on security and peace studies,*	*June 2021 – October 2022*

University of Petra - AARMENA Dissemination Plan for the period 15-10-2022 -31-07-2023

Date	Activity	Team Member
Oct 2022	Disseminate the project to UOP New President & New Faculty of Law Dean	Dr. Ali Al Maqousi
Nov 2022	Disseminate the project to both departments Councils and the Faculty of Law Council	Dr. Kamal AlAwamleh Dr. Omar Emar
Nov 2022	Disseminate the project to the Director of Continuing Education Center	Dr. Ali Al Maqousi
Nov 2022	Update University website to include AARMENA Projects Activities	Dr. Ali Al Maqousi Mr. Saad Al Moughrabi
Dec 2022	Disseminate the project to staff and students at the Faculty of Law	Dr. Kamal AlAwamleh Dr. Omar Emar
Dec 2022	Organize a dissemination event to the following target groups: - The Police Academy - The Jordanian French Institutions Graduates - Jordanian Judges - Professional Lawyers	Dr. Omar Emar Dr. Kamal AlAwamleh
Jan 2023	Diploma Launching event	Dr. Ali Al Maqousi Dr. Kamal Alawamleh Dr. Omar Emar
April 2023	Contribute to preparation and organizing the Dissemination Conference at JU	Dr. Ali Al Maqousi Dr. Kamal Alawamleh Dr. Omar Emar
June 2023	Disseminate Students Training amongst university students and Diploma target groups	Dr. Ali Al Maqousi Dr. Kamal Alawamleh Dr. Omar Emar

Dissemination Plan for the University of Jordan

Author(s)	*UJ Team*
Organisation name(s)	***UJ***
WP Number	**5**
WP Leader	

Due date of delivery	**20.12.2022**	**Project month**	**M20**
Submission date		**Project month**	**M20**

Total number of pages	**14**

Version	Author	Kind of Changes (C, I, U, F)	Number of Pages
0.1	UJ Team		
0.2			
0.3			

C=creation   I=insert new information   U=update   F=Finalize

1 Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project AARMENA as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package. 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 AARMENA 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 project's activities, objectives and results;
- Promoting the establishment of the AARMENA programs at the beneficiary partners in Jordan
- Cooperating for the exploitation of project results.

2 Project Consortium

AARMENA project consortium is composed of 8 partners, consisting 2 EU member, 2 members from Jordan, 2 from Palestine and 2 from Algeria as shown in the below table (1).

Table 1:The list of the AARMENA Project consortium partners

Number	Partner	Countries
P1	Friedrich Schiller University Jena	Germany
P2	Al Azhar University - Gaza	Gaza- Palestine
P3	Al Istiqlal University	Jericho
P4	University of Petra	Jordan
P5	University of El Oued	Algeria
P6	University Mohamed Lamine Debaghine -Setif2	Algeria
P7	The University of Jordan	Jordan
P8	Innsbruck University	Austria

3 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:

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AARMENA

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- 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 user's/ target groups for the delivered outcomes after the project end and/or to potentially support the project's sustainability.

4   Dissemination Strategy

To be effective, dissemination needs a communication strategy, i.e., at least a goal of communication to point to and of which it is possible to verify the success. Project aims, plans, and (interim) results will be disseminated and communicated to all interested parties through a large set of dissemination channels from kickoff onwards. In order to be effective and efficient, the dissemination strategy and channels need to be oriented towards the needs of the different audience groups, using appropriate language and information levels delivered through different dissemination methods/collaterals. The Table shows the core components of the dissemination strategy used for the project's target audience groups.

After execution of our strategy, an impact analysis using available metrics such as likes, shares, follows, interactions, visitor count, session duration, demographic metrics (location, age, gender), and overall behaviour will be conducted on a monthly basis to allow us to respond, by making adjustments, to achieve the desired results. After changes to our strategy are made, we will return to observing the impact of our online presence. This creates a cycle of execution and response based on the awareness of our online presence.
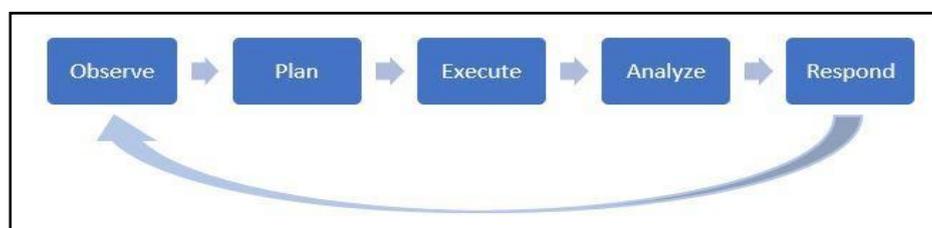

Figure 1: Dissemination Strategy

5   Target groups and stakeholders

AARMENA 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-trainer's workshops, seminars)

2. Students community, as the main users of the of AARMENA 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. .

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 AARMENA 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 (Online and face to face workshops, exhibitions, conferences, 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's 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

The objectives of the communication and dissemination plan will be the promotion of the action and its visibility, the systematic dissemination of the project results, the increased awareness of potentially interested groups and the attention of the public.

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.

7.1 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 AARMENA information to the different identified target groups through different channels, looking for the best match. The dissemination tools throughout the project are as follow:

    a. Facebook

7.1.1   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.

7.1.2 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 (AARMENA logo, EU logo, and EU disclaimer).

7.1.3 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).

AARMENA website link: https://sites.ju.edu.jo/en/AARMENA/

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7.1.4   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 AARMENA Project contents.

7.1.5   Internal specific workshops and presentations

In each partners' institution Online and face to face will be organised in order to involve as many members as possible.

7.1.6   Info days, Workshops, Presentations on AARMENA

Scientific and Info-days (Online and face to face) will be held in each university, in order to present the project's objectives and main activities and information in the area of Humanitarian Sciences; Also, focus groups meetings should be held for consultation with stakeholders, 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 12 Info-days and 6 workshops should be organized at Jordan Universities with at least 20 participants each in (M18) of the project either Online and face to face event.

7.1.7   Inauguration of the AARMENA Laboratories

One of the main outcomes of AARMENA project is Establish Programs in every JO HEI; these centres will collaborate with each other for cost effectiveness and better efficiency.

7.1.8 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 AARMENA Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.

7.1.9 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, linked in, in order to promote Project outcomes and share them with targeted and general public. All partners will post on the mutual page of AARMENA project on Facebook interesting and relevant information.

7.1.10 Press dissemination

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

7.1.11 Publications in scientific journals

At least two publications during the project life.

7.1.12 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 and 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.

8 Dissemination Activity Evaluation and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP Leader for further processing. The dissemination related information is analysed by the WP 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 WP Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP Leader will participate, whenever possible, in the dissemination events organised by the project partners.

Table 2:Responsibilities

Actions	Responsible Partners
Project logo	FSC
Templates and dissemination reporting form	FSC
Project website: AARMENA website link: An account is being created to facilitate communication between team members:	FSC
Dissemination through Partners' websites	All partners
Internal specific workshops and presentations	JO and PS Partners
Info days, Workshops, Presentations: At least one (**Online and face to face**) workshop/presentation/info day in each partner university should be done each year of the	JO and PS Partners

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project. In total there will be (**Online and face to face**) Info-days and Workshops organized at JO Universities with at least 20 participants each in (M18) of the project.

Establishment of Laboratories: 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.	JO and PS Partners
Events: Presentation of the project products at events and conferences related to AARMENA Project. Minimum one event per project year.	All Partners
Promotional material: Posters, postcards, brochures, branded calendars, branded pens, rollups, etc.	All Partners
E-Newsletters: AARMENA is going to publish a newsletter every three to four months to inform about the project's main events and achievements, 6 newsletters should be issued at the end.	Specified partners under the coordination of UJ
Social networks:	All partners
Press dissemination:	All partners
Publications in scientific journals:	All partners
Final conference: The conference will be organized in Zarqa, Jordan. All partners will participate in the conference. Conference organized with at least n.90 participants (M35).	All partners