



# Dissemination Plan

## WP 4.1. Dissemination Work Package: Dissemination Plan

**May 2019**



<b>Author(s)</b>	Prof. Fahmi Abu Al-Rub Prof. Mutawakel Obeidat Eng. Ruba Hasan		
<b>Organization Name(s)</b>	Jordan University of Science and Technology (JUST)		
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## 1. EXECUTIVE SUMMARY

This document identifies the activities to be carried out within the framework of the project to expand the successful dissemination of the project by outlining planning, tools and strategies for communication and dissemination. The Dissemination Plan is aimed at ensuring the wide dissemination of the knowledge and results developed in the WaSec project in the broadest and most comprehensive way possible. This document is an integral part of the WaSec project communication strategy and will facilitate the work of the consortium by providing an easy to use tool, containing the tasks, timeframes, deadlines and roles in terms of dissemination. Dissemination Management concerns the planning, organizing, leading and controlling of the communication flow, with the objective of ensuring an effective leadership, a good relation among partners and with project stakeholders and adequate information flow.

The Dissemination plan of the WaSec project is elaborated in conformity with the WaSec project provisions and taking into consideration the communication and visibility manual for European Union External Actions elaborated by the European Commission. This plan ensures the project deliverables and outcomes will be widely disseminated, used and adopted.

All partners should follow up during the project period to achieve the objectives and outputs; the deliveries, outlines, and all activates related and mentioned in this dissemination plan (and to be approved by the Erasmus+ Project; WaSec) are considered as a guideline for organizing and implementing the dissemination activities confirmed in the project 4th work package WP4.1.



## 2. INTRODUCTION

WaSec - Innovations in Water Education Programs: Enhancing Water Security and Socio-economic Development in the Eastern Mediterranean under Climate Change, is an Erasmus+ project that aims at strengthening the cooperation between enterprises and Higher Education Institutes (HEIs) through the development of courses in Water Resources Management, while taking into consideration potential climate change impacts, with adaptive learning and teaching methods. WaSec will also strengthen the collaboration among the countries of the region by providing courses that could be adopted and implemented by all the countries of the region. Students from different countries of the region will have the chance to interact with each other through the virtual courses. The courses will utilize new learning methods and pedagogical approaches that would intrigue the interest of younger generations. Finally, the ability to practice distance-learning will assist students, particularly from rural areas of the region.

The target groups that WaSec will emphasize on are: students and staff working in Water Management, Environmental Sciences, Environmental Engineering, Forestry, Natural Ecosystem Management, and Urban Planning.

The objectives of the 4.1<sup>th</sup> WP; the dissemination, are to provide a coherent, tailored and effective communication strategy and to create the tools for a wide and extended project dissemination of its results. Initially this dissemination plan has been developed to guide the activities. Specifically, dissemination materials are created, information material through professional networks, to local Authorities, companies etc. are/will be distributed, dissemination workshops will be organized, a conference will be hosted and a sustainable internet presence through a website and social media will be created.





### 3. WaSec PROJECT

#### 3.1 GENERAL OBJECTIVES

WaSec project wider objective is to establish university-enterprise cooperation to promote innovation in water management education and to enhance water security and socio-economic development while improving relations between HEIs and the wider economic and social environment. Thus, the general objectives of WaSec are:

- Enabling researchers to provide their research results to enterprises by improving the organization of scientific-research activities
- Creating accessible information database on research and innovation in water management, environmental sciences and engineering, natural ecosystem management, and urban planning and research results at universities of Partner Countries
- Transferring innovative projects in water management, environmental sciences and engineering, natural ecosystem management, and urban planning to students at different graduation levels, through training courses and academic programs
- Delivering a base for the improvement of the link between universities and enterprises

#### 3.2 SPECIFIC OBJECTIVES

- Establishment of the WaSec Network that brings enterprises, universities, and public authorities in one active and effective network
- Establishment of an externally advisory board
- Training of specialists in water management in EU countries
- Creation of accessible information platform on innovation in teaching and research in water security and socio-economic development in the eastern Mediterranean under climate change
- Transfer of cooperation experience of university and enterprises into the High education system of Palestine and Jordan and to enterprises



- Cooperation between representatives of enterprises, researchers and students
- Courses development and running with enterprises actively participating (e.g. seminars with business, student solving real life case studies provided by enterprises)
- Development and implementation of new or updated water management courses
- Courses utilizing learning outcomes, flexible learning paths, blended courses, virtual and real mobility, distance learning, practical placement etc.
- Development of virtual learning platform
- Piloting of the courses and development of new material on water management specific to the region
- Completion of dissemination activities (project website, social media, seminars, electronic and printed material, conference etc.)
- Completion of the exploitation activities
- Universities and enterprises from the partner countries working together to accomplish the objectives of the project

### 3.3 EXPECTED RESULTS

- Understanding of the gaps in water management to enhance water security and socio-economic development
- Modern and innovative water management courses that will meet the needs and culture of the region
- New pedagogical approaches
- Awareness on sustainable water management and how it can to enhance water security and socio-economic development
- Identification of skills needed for capacity building
- Establishment of well-equipped, smart rooms, that are suitable for distance learning Strong and sustainable cooperation between universities and enterprises in the field of water management
- Better placement of Higher Education Institutions (HEIs) in society at large





- Increased knowledge, and involvement of innovation on Water Management.

### 3.4 PROJECT PARTNERS

**Table 1. Partners of WaSec Project**

Partner Number	Name	Acronym	Country	Contact Person
P1	Palestine Technical University - KADOORIE	PTUK	Palestine	<b>Saed Khayat</b> <a href="mailto:saed.khayat@gmail.com">saed.khayat@gmail.com</a>
P2	Jordan University of Science and Technology	JUST	Jordan	<b>Fahmi Abu Al-Rub</b> <a href="mailto:abualrub@just.edu.jo">abualrub@just.edu.jo</a>
P3	Technological Educational Institute of Eastern Macedonia and Thrace	EMaTTech	Greece	<b>George N. Zaimes</b> <a href="mailto:zaimesg@teiemt.gr">zaimesg@teiemt.gr</a>
P4	Stichting VU	VU	Netherlands	<b>Ben Sonneveld</b> <a href="mailto:b.g.j.s.sonneveld@vu.nl">b.g.j.s.sonneveld@vu.nl</a>
P5	AL-QUDS University	AQU	Palestine	
P6	University of Jordan	UJ	Jordan	<b>Ahmed Al-Salymeh</b> <a href="mailto:salaymeh@ju.edu.jo">salaymeh@ju.edu.jo</a>





P7	Open University of Cyprus	OUC	Cyprus	<a href="mailto:ioannis.vogiatzakis@ouc.ac.cy">Ioannis N. Vogiatzakis</a> <a href="mailto:ioannis.vogiatzakis@ouc.ac.cy">ioannis.vogiatzakis@ouc.ac.cy</a>
P8	Universidad Politecnica de Madrid	UPM	Spain	
P9	Princess Sumaya University for Technology	PSUT	Jordan	<a href="mailto:wahid@psut.edu.jo">Walid Abu Salameh</a> <a href="mailto:wahid@psut.edu.jo">wahid@psut.edu.jo</a>
P10	Palestinian Water Authority	PWA	Palestine	
P11	International Company to Support Scientific Research	ASRF	Jordan	<a href="mailto:alahmad@asrf.jo">Mohammad AL-Ahmad</a> <a href="mailto:alahmad@asrf.jo">alahmad@asrf.jo</a>
P12	CREATIVE THINKING DEVELOPMENT	CRE.TH.I.DEV	Greece	<a href="mailto:maya.dimitriadou@crethidev.gr">Maya Dimitriadou</a> <a href="mailto:maya.dimitriadou@crethidev.gr">maya.dimitriadou@crethidev.gr</a>
P13	Hydro-Engineering Consultancy	HEC	Palestine	<a href="mailto:muath@hydro-pal.com">Muath Abu Sadah</a> <a href="mailto:muath@hydro-pal.com">muath@hydro-pal.com</a>



### 3.5 MAIN ACTIVITIES

#### WP1.1: CURRICULUM REVIEW & ASSESSMENT OF UNIVERSITY-ENTERPRISE COOPERATION

The first goal of this WP is to review the current university curricula in the Eastern Mediterranean in regard to water education. Emphasis will also be given on what the current pedagogical techniques that are used. The second goal of this WP is explore current university and enterprise cooperation in the Eastern Mediterranean. Specifically, Eastern Mediterranean Universities will be asked through a questionnaire developed by the project about their current cooperation. This questionnaire will also be used with EU Universities. The EU Universities answers will provide successful examples of such cooperation and these could be models that could be transferred to Eastern Mediterranean Universities.

##### Tasks:

- 1.1.1. Review Water Education Curricula of Universities in Eastern Mediterranean
- 1.1.2. Review Water Education Curricula of major Universities in EU Countries
- 1.1.3. Analyze current university and enterprise cooperation through a questionnaire in Eastern Mediterranean
- 1.1.4. Successful examples of university and enterprise cooperation from the EU

#### WP2.1: ESTABLISHING UNIVERSITY-ENTERPRISE COOPERATION

The objectives are to establish strong and long lasting cooperation between universities and enterprises. This type of cooperation will help universities better understand the expertise and qualifications in water resources management should their students have to succeed and get hired once graduating. Another goal is to understand what steps and tools need to be implemented in order to further advance the adoption of sustainable water management in the Eastern Mediterranean. Finally, emphasis will be given on climate change implication on water management.

##### Tasks:

- 2.1.1. List of Potential Collaborating Enterprises



### 2.1.2. Water Network

### 2.1.3. Establish Cooperation and Agreements

### 2.1.4. Water Management Priorities

## WP2.2: INNOVATIVE AND MODERN COURSES

The objectives are to develop a pedagogical model for the delivery of the new or updated courses that will have four characteristics a) Focus on how sustainable water management while considering climate change impacts, b) incorporate enterprises in the courses and c) teach innovative technologies and methods in regard to water management and d) adopt new educational approaches based on EU experience.

### Tasks:

#### 2.2.1. Innovative Education Approaches Tools and Methods

#### 2.2.2. Key Competencies and New or Updated Courses

#### 2.2.3. Translation of Competencies and Courses

## WP2.3: PILOTING NEW COURSES

The objective is the implementation of these courses at the partner universities. For this to be feasible supporting guidelines for their implementation is necessary. These guidelines will also be useful for new institutions that decide to adopt the courses. The Jordanian and Palestinian partner universities with the help of the other Jordanian and Palestinian partners and associates will develop a list of the potential students that could attend the courses and universities of the region that could adopt them.

Finally, the courses will be piloted in all Jordanian and Palestinian partner universities to test their effectiveness and adoption the culture of the region. The users participating in the piloting Water management courses will include both professionals and students interested in this scientific field.

Based on these pilot runs an assessment report will be developed on the results and the best delivery of these courses in Eastern Mediterranean and how to sustain the university enterprise cooperation.

### Tasks:

#### 2.3.1 Virtual Learning Portal



### 2.3.2. Course Guidelines

### 2.3.3. Pilot Courses

### 2.3.4. Assessment Report

## WP3.1: QUALITY MONITORING AND EVALUATION

This WP will be to monitor and evaluate the quality of the methodologies and tools developed in WPs 2.1, 2.2, 2.3, the effectiveness of the activities of WPs 4.1 and 4.2 and prepare the formal accreditation of the courses.

The monitoring and quality will be ensured by firstly all the generated project materials being peer reviewed by partners. Secondly the stakeholders (involvement of the Network) will be from the outset involved in developing the project features to ensure the usefulness and real life applications. Thirdly, the potential users (enterprises, practitioners, students, national and regional authorities, etc.) will provide feedback to ensure attractiveness suitability and effectiveness. Finally, experts from the national accreditation bodies will be involved, in order to assure the quality of the learning courses and give the option to be implemented it at the national/international level.

#### Tasks:

##### 3.1.1. Courses and Competences Monitoring and Evaluation

##### 3.1.2. Virtual Learning Platform Monitoring and Evaluation

##### 3.1.3. Dissemination Activities Monitoring and Evaluation

##### 3.1.3. Exploitation Activities Monitoring and Evaluation

##### 3.1.5. Accreditation of the New Courses

## WP4.1: DISSEMINATION & EXPLOITATION

The objectives of the WP are to provide a coherent, tailored and effective communication strategy and to create the tools for a wide and extended dissemination of the project's results. The dissemination material will include printed and electronic and the development of a video. Presentations in relevant conference will also take place.



## Tasks:

- 4.1.1. Dissemination Plan
- 4.1.2. Project Website and Social Networks
- 4.1.3. Printed material
- 4.1.4. Electronic material
- 4.1.5. Dissemination Seminars
- 4.1.6. Innovations in Water Management Conference
- 4.1.7. Conference Presentations

## WP4.2: EXPLOITATION

The main aims of this WP is to identify potential universities, and enterprises that would have an interest in adopting or contributing to the development of the courses and convinced them of the benefits of the courses approaches and objectives. In addition, the goal is to transfer the project outcomes (course learning material and teaching approaches) to other universities and stakeholders of other Mediterranean areas. Finally, the feasibility and interest of the new courses will be tested by other university personnel, enterprise employees in order to evaluate how suitable and attractive the course are to be adopted by other potential users of the Eastern Mediterranean.

## Tasks:

- 4.2.1. Exploitation Plan
- 4.2.2. Potential Beneficiary University and Enterprises List
- 4.2.3. Tuning workshop
- 4.2.4. Tester course workshops

## WP5.1: PROJECT MANAGEMENT

The purpose of the WP is to organize the effective collaboration among partners by establishing proper communication procedures and guidelines; collect data and produce reports; administer financial resources in accordance with the program agreement; and coordinate the production of the project deliverables.



## Tasks:

### 5.1.1. Kick-off Meeting

### 5.1.2. Establishment and running of Steering, Financial and Scientific Committees

### 5.1.3. Project Yearly and Final Meetings

### 5.1.4. Bi-Monthly online meetings - Through Skype

### 5.1.5. Project Progress Reports

### 5.1.6. Project Final Report



### 3.6 THE COMMUNICATION AND DISSEMINATION OBJECTIVES

The dissemination and communication strategy will be developed through the dissemination plan focusing on four main threads:

#### **a) Establishment of the Network for the Innovation of Water Resources Management in Palestine, Jordan, and EU**

An extremely important activity for dissemination and exploitation purposes will be the database for contacts & mailing, which will consist in a database of contacts interested in project results and activities. Contacts will be recipients of the newsletters and will be informed about each project step. This list will be extremely important during the lifetime of the project so that interested people can contribute to the different project activities.

The collection of contacts will be implemented using an ad hoc excel table that will be developed and provided by JUST to partners.

Partners are responsible for filling in their own list of contacts and send the newsletters; following the GDPR rules

Informative workshops and info days will be organized at the universities (partner countries) departments and informative printed and soft materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage the participants to share knowledge. Students and researchers will be involved during the project activates, and for the choice of most appropriate tools for communication.

The dissemination results and projects activities, which will be achieved during the project, will be announced in the departments and facilities. The project results and outputs will be presented as publications in international Journals. The activities of the project will be advertised through academic and social media, in addition to seminars and conferences, project website, universities websites, and participation in exhibitions and fairs.

#### **b) Transferring the EU Experience to the Existing Curricula of the Partner Countries and the impact of the Water Management Focused on the Middle East**



Many workshops will be organized to extensively review the curricula and identify the existing courses impacts, which will be considered in the new courses and will be published on the website.

The modern innovative techniques on integrated water resources management will be adopted by the PA and JO universities, through publishing the techniques on the virtual portal and the website. The students and teachers in JO and PA universities will receive different electronic invitations to share the results about the reviewed courses.

**c) Fostering the Stakeholders Interest Especially the Enterprises Toward the Water and Waste Water Management through the Virtual Reality Courses and the Online Workshops (The Open Courses Portal)**

The Virtual Learning Portal (VLP) will contain all of the information regarding the new courses and will be the main repository of the learning materials. This VLP will be used simultaneously by many users and is capable of allocating roles to different type of users (lecturers, students, visitors). It also includes e-mailing abilities, discussion groups, and offers the possibility of being tailored to each courses needs and particularities. The VLP will be tested and its deliverables assessed during a project meeting.

The website and social media will host rich information on innovation toolkits that may hit the interest of different enterprises; whereas the social media will help the dissemination of the ideas, virtual courses, and the network.

**d) Linking the Academia to the Business Sector (Networking Following Up)**

Events will be organized to enhance the linkage of business and academia; and support the process of decision-making on some proposed practices, objectives and aims. These activities will be organized in Jordan and Palestine with cooperation of the EU partners.

These activities should explore the existing barriers to academic-business growth in water innovative sectors, to the business incubation, that can interact between the different organizations and will let emerge how the local communities may help to boost the process.





## 4. STRATEGY OF THE COMMUNICATION PLAN

The communication and dissemination plan aims to ensure that WaSec is addressing the needs of the project target groups and to create awareness and understanding of the project themes to communicate the project outputs and the benefits gained for the communities involved to promote innovation and entrepreneurial culture.

### 4.1 THE PLAN ACTIVITIES

The dissemination activities will be properly scheduled and focused on the accomplishments and impact of each activity. All activities are already time-scheduled, but the dissemination activities should be well-checked (used information, targeting the correct spectators, clear vision and mission for each activity, referenced for authors of partners, etc.)

#### **a) Establishment of the Network for the Innovation of Water Resources Management in the Jordanian and Palestinian Universities**

- a.1 Information campaign
- a.2 Informative workshops, seminars and conferences
- a.3 Direct involvement of students and researchers
- a.4 Participation in exhibitions and fairs
- a.5 Publications
- a.6 Website (platform including news and ideas on innovation)

#### **b) Transferring EU Experience to the Existing Curricula of the Partner Countries and the impact of the Water Management Focused on the Middle East**

- b.1 Online and virtual workshops (round table)
- b.2 Website published materials



**c) Fostering the Stakeholders Interest Especially the Enterprises toward the Water and Waste Water Management through the Virtual Reality Courses and the Online Workshops (The Open Courses Portal)**

- c.1 Website (information on innovation models)
- c.2 Social media
- c.3 Virtual Platform
- c.4 online courses and workshops

**d) Linking Academia to the Business Sector (Networking Following Up)**

- d.1 Round Table workshops
- d.2 Website and Social Media

**e) The Project Visibility**

- e.1 Logo and visual identity of the project
- e.2 Website (design and contents on the development of the project's activities)
- e.3 Capitalization tools

**f) Communicate the Project's Objectives and Results**

- f.1 Logo and visual identity of the project
- f.2 Information material
- f.3 Project newsletter
- f.4 Advertising on social media, on the press and through web communities
- f.5 Final conference in Jordan

**g) Sensitization of Stakeholders and Decision Makers**

- g.1 Information circulation and direct contacts with stakeholders
- g.2 Final conference in Jordan



## 5. WaSec COMMUNICATION TOOLKIT

In this section, the tools are explained; consisting of different elements that can be used in different combinations for each channel.

### 5.1. TARGET GROUPS

WaSec target groups are of different backgrounds and perspectives involving HEIs, governmental and non-governmental institutions, and enterprises.

The table below shows each target group and the way to reach them.

Table 1: Target Group of WaSec Project and how will be reached.

Target Group	How the project will reach and involve them
<b>Water Management, Environmental Specialists, Urban planning Students (Persons or institutions in this field)</b>	<ul style="list-style-type: none"><li>• University: existing networks by the international and national projects.</li><li>• Existing industrial-academic agreements with the research and business sectors in both Palestine and Jordan.</li></ul> <p>The Project will reach them through WaSec surveys, workshops and brochures.</p>
<b>Students, Researchers and Professors working in the fields of water and waste water management, environmental engineer</b>	<ul style="list-style-type: none"><li>• The JO and PA staff and students. WaSec will reach them</li></ul> <p>Through WaSec info days, the E-learning systems, Training and workshops, and the virtual courses.</p>

<b>Business Sectors (consulting, enterprises)</b>	<p>The network such as:</p> <ul style="list-style-type: none"> <li>Enterprises in Jordan and Palestine.</li> <li>Water related business in both JO and PA.</li> </ul> <p>WaSec will reach and involve them through the surveys, websites, and workshops.</p>
<b>4. Environmental NGOs Environmental networks, Foresters, GO such as: ((Ministries of Environment, Jordan Valley River Association, etc.)), Natural Ecosystem Managers</b>	<p>WaSec will involve them through the workshops, online conferences, virtual conferences and meeting.</p>

## 5.2 THE COMMUNICATION TOOLKIT

The toolkit of the communication plan is to ensure the consistency of the different channels; in this part of plan, the tools are presented to maintain and organize the communication:

<b>Tool</b>	<b>Information dissemination campaign</b>
<b>Objective</b>	To increase public awareness of the project, and to disseminate project activities, objectives, benefits and results
<b>Description</b>	<p>The information campaign will be the strategy governing the use of all the other tools foreseen in the communication plan. It will develop strategies to affect target audiences to widen communication skill set, and to shape public understanding.</p> <p>A coordinated layout for the information campaign will increase visibility for the project and the partnership who promotes it. Students and researchers will be involved for an active role during the events and</p>



	for the choice of most appropriate channels and tools for communication.
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All
<b>Target groups</b>	General public
<b>Outputs</b>	Nr.4 Information campaigns; 2 in each PC
<b>Indicators</b>	Nr. of tools used for disseminating information on the project

<b>Tool</b>	<b>Informative workshops, seminars and conferences</b>
<b>Objective</b>	To disseminate project's contents and increase the involvement of local actors
<b>Description</b>	Informative workshops and info-days will be organized at the Jordanian and Palestinian Universities and informative materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage an ice-breaking climate among participants to share knowledge.
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All Jordanian and Palestinian Partners
<b>Target groups</b>	General public and stakeholders
<b>Outputs</b>	Nr. of realized workshops / info days/seminars



<b>Indicators</b>	Nr. of participants in the workshops / seminars / conferences
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<b>Tool</b>	<b>Direct involvement of students and researchers</b>
<b>Objective</b>	To increase local participation in project's activities
<b>Description</b>	Students from PC and researchers from all partners will be involved through targeted meetings for an active role during the events and for the choice of most appropriate channels and tools for communication.
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All Jordanian and Palestinian partners
<b>Target groups</b>	Students Researchers
<b>Outputs</b>	Involvement of young audience
<b>Indicators</b>	Nr. of students involved Nr. of researchers involved

<b>Tool</b>	<b>Advertising the activities of the project in mass media</b>
<b>Objective</b>	To disseminate activities on innovation in teaching water management and on fostering technology transfer and entrepreneurial culture
<b>Description</b>	Some of the communication tools described in this plan will be used with a specific attention to the dissemination of the activities developed by the WaSec Network.
<b>Partner responsible</b>	JUST, PTUK



<b>Partners involved</b>	All partners
<b>Target groups</b>	<ul style="list-style-type: none"> <li>• junior researchers and post graduate students who will benefit from the developed courses and VLP</li> <li>• technicians from industry who will benefit from technology agreement with R&amp;D centers for joint projects, testing and prototyping activities</li> <li>• SMEs and SMEs clusters</li> </ul>
<b>Outputs</b>	Communication tools (articles, posts, publications, etc.)
<b>Indicators</b>	Nr. of tools produced including the above described information

<b>Tool</b>	<b>Participation in exhibitions and fairs</b>
<b>Objective</b>	To increase knowledge exchange and promote innovation in water management education programs to general public
<b>Description</b>	Participation in national and international exhibitions and fairs will help PC universities increase their exchange of knowledge with other similar organizations, and disseminate innovation in water management education
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All partners
<b>Target groups</b>	General public
<b>Outputs</b>	Nr. of exhibitions
	Nr. of fairs
<b>Indicators</b>	Nr. of exhibitions visited Nr. of carried out fairs



Tool	Publications
<b>Objective</b>	To bridge the scientific production with the enterprises and business sector, convey information on events, conferences, publications and technical reports.
<b>Description</b>	Publication of information about activities of the WaSec Network and upload of a set of innovative solutions on the web tools.
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	Jordanian and Palestinian Partners
<b>Target groups</b>	<ul style="list-style-type: none"> <li>• researchers and post graduate students</li> <li>• young researchers and students</li> <li>• enterprises</li> <li>• policy makers</li> </ul>
<b>Outputs</b>	Nr. publications in scientific magazines and journals
<b>Indicators</b>	Nr. of publications in applied research

Tool	WaSec Website
<b>Objective</b>	To increase public awareness of the project and to facilitate the exchange and information on innovation in water education programs among interested users.





<b>Description</b>	<p>A part of the website will be specifically addressed to the dissemination of innovative ideas and potential exchange of information among entrepreneurs on ideas for water management.</p> <p>The contents of the website will work as a database of innovations on water management.</p> <p>In addition, information from scientific journals and magazines and results of student researches will be stored in the database. Links to other websites providing information on innovations in water management and education will be also placed.</p>
<b>Partner responsible</b>	JUST, PTUK, EMaTTech
<b>Partners involved</b>	All partners
<b>Target groups</b>	University Researchers, enterprises
<b>Outputs</b>	Nr.1 specific section of the website
<b>Indicators</b>	<p>Nr. of contacts to the section</p> <p>Nr. of ideas uploaded</p>

<b>Tool</b>	<b>Social Media</b>
<b>Objective</b>	To let ideas circulate among interested subjects and to raise public awareness on the issues of the project.
<b>Description</b>	The project will be advertised on social media websites, referenced sites/web professional communities, relevant regional and national media.

	The Applicant will animate the social media tools (such as Twitter and Facebook) to enhance a broad interest in the project and to enrich the community of the project.
<b>Partner responsible</b>	PTUK, JUST
<b>Partners involved</b>	Jordanian and Palestinian partners
<b>Target groups</b>	<ul style="list-style-type: none"> <li>- researchers and post graduate students;</li> <li>- technicians from industry;</li> <li>- SMEs and SMEs clusters;</li> <li>- General public;</li> <li>- NGOs</li> </ul>
<b>Outputs</b>	Nr.1 Facebook page Nr.1 Twitter account
	Nr. Press releases
<b>Indicators</b>	Nr. “likes” on Facebook ( $\geq 2000$ in the total duration of the project)
	Nr. Twitter followers ( $\geq 100$ in the total duration of the project)

<b>Tool</b>	<b>Logo and visual identity of the project</b>
<b>Objective</b>	To disseminate project information and increase its impact to the public
<b>Description</b>	To diffuse the project information a logo and coordinated image to make the project easily recognizable and to mark each document, deliverable and product and different multilingual (English and Arabic). For example, brochures and other information material will be elaborated for informing stakeholders on events and for awareness rising on innovation and entrepreneurship will be elaborated.



<b>Partner responsible</b>	PTUK, JUST
<b>Partners involved</b>	JUST
<b>Target groups</b>	General public
<b>Outputs</b>	Nr.1 project's logo Nr.1 handbook on visual identity
<b>Indicators</b>	Nr. of communication tools respecting the project's identity

<b>Tool</b>	<b>Website (design and contents development of the project's activities)</b>
<b>Objective</b>	To increase public awareness of the project and disseminate project activities and results and to ensure continuous information on the project for all.
<b>Description</b>	<p>Website will be a multifunctional facility presenting the activities of the WaSec Network, helping to keep contacts with all beneficiaries, being effective in studying needs of enterprises and students for innovative courses in water management.</p> <p>The work will also be to design, manage and update the project's website and ensure its visibility as main source of information concerning the project's development. The project website will have a twofold purpose: to provide an overview on project objectives, work programme and expected results, tracking main steps of project development for management purposes and to spread out ongoing information on project activities. It will include static (i.e. objectives, WPs, partners, etc..) and dynamic sections (news, results, events, project material, links, etc..), where text will be uploaded and relevant documents can be added by partners through the website administration facility. The project web site and the IT management tools will be constantly updated during the</p>



	whole project, ensuring full access to project deliverables, feeding the news and events section and the repository with relevant documents for the partnership and for all the users interested in the project theme.
<b>Partner responsible</b>	JUST
<b>Partners involved</b>	All partners are involved
<b>Target groups</b>	General public
<b>Outputs</b>	n.1 project public web site
<b>Indicators</b>	Nr. accesses to project web site (target $\geq 10,000$ by the end of the project). Statistical data of the site will be tracked with the Google Analytics tool (unique visitors, number of absolute unique visitors, page views, number of returning visitors and country or origin of visitors).

<b>Tool</b>	<b>Capitalization tools</b>
<b>Objective</b>	To support innovation in water education within the network and the capitalization of methodology and tools developed during the project
<b>Description</b>	Participation to dissemination seminars of other projects and planning new networks.



<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All partners
<b>Target groups</b>	Stakeholders Universities Potential partners for future projects
<b>Outputs</b>	Nr. participations to events
<b>Indicators</b>	Nr. of events where WaSec project has been presented

<b>Tool</b>	<b>Project newsletter</b>
<b>Objective</b>	To increase public awareness of the project and report periodically on the project's progresses to the beneficiaries.
<b>Description</b>	A quarterly project newsletter in English, edited by the WP leader, will be circulated by email within the stakeholders' network, starting from <b>May, 2019</b> , to project direct beneficiaries and to project partners. The newsletter will include updating on project activities, outputs and events, news from the partners and news from the world concerning the themes of the project.
<b>Partner responsible</b>	JUST, PTUK
<b>Partners involved</b>	All partners
<b>Target groups</b>	<ul style="list-style-type: none"> <li>- Researchers and graduates</li> <li>- Technicians from industry</li> <li>- SME and SMEs clusters</li> <li>- Business communities</li> </ul>



	- NGOs
<b>Outputs</b>	Nr.6 quarterly project newsletters
<b>Indicators</b>	Nr. of newsletter recipients

<b>Tool</b>	<b>Information circulated and direct contacts with stakeholders</b>
<b>Objective</b>	To ensure an ongoing flow of information on project activities with stakeholders
<b>Description</b>	Individual meetings will be the most appropriate channel to get stakeholders and decision makers soon involved in the project development. Each partner, in order to best achieve its stakeholders, will organize meetings in different ways, e.g., by using «barcamp» approach, which relies on the feedback from final users and professionals gathered in an informal setting
<b>Partner responsible</b>	JUST
<b>Partners involved</b>	All Jordanian and Palestinian partners
<b>Target groups</b>	Local and regional authorities and local stakeholders of the chosen project sector
<b>Outputs</b>	Nr. Meetings with local stakeholders
<b>Indicators</b>	Nr. of stakeholders involved in the network



<b>Tool</b>	<b>Final conference in Jordan</b>
<b>Objective</b>	To present the project to a large audience, communicate the project outputs and the benefits gained for the communities involved and to give visibility to the project's results
<b>Description</b>	<p>A final conference will be organized in Jordan, under the coordination of WP leader, hosted by JUST, with the participation of all project partner delegations.</p> <p>In this event the expected target would be from 50 to 100 participants. As an alternative communication method, smaller events for door-to-door presentation of project objectives and strategies can be organized, provided that the expected target is reached, in this case the audience will be between 10 and 25 people.</p>
<b>Partner responsible</b>	JUST
<b>Partners involved</b>	All Jordanian and Palestinian partners
<b>Target groups</b>	<ul style="list-style-type: none"><li>- researchers and post graduate students;</li><li>- technicians from industry;</li><li>- SMEs and SMEs clusters;</li><li>- research centers;</li><li>- business communities;</li><li>- local and regional authorities and local stakeholders of the chosen project sector;</li><li>- general public.</li></ul>
<b>Outputs</b>	Nr.1 Final conference
<b>Indicators</b>	Nr. of participants in the public event ( $\geq 100$ )



## 6. DISSEMINATION EVALUATION AND REPORTING

The dissemination and outcomes will be reported by the project partners and will be submitted every six months to the work package leader; JUST.

The findings of the evaluation will be used for developing the dissemination materials and activities. The first reporting will cover the first 6<sup>th</sup> months of the project, after that each project partner shall submit the report every six months, using the WaSec templates.

### 6.1 LIST OF ACTIVITIES

**Table 2. List of Activities**

Activity and Quantity	Month	Targets	Description/Responsibility
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4.1.1. Dissemination Plan (1)	May 2019	Project partners	A general strategy dissemination plan will be developed to coordinate and manage dissemination activities. The strategy will also provide guidelines to all project partners on the correct and coherent use of the project graphics, including the EC and Erasmus+ logos JUST
4.1.2. Project Website and Social Networks	From March 2019 to the end of the project Newsletters: May 2019- November 2019- June 2020- November 2020 – June 2021- November 2021	Relevant stakeholders	JUSTI will design, develop and manage the website. JUST in collaboration with PTUK will coordinate the presence on social networks for WaSec; these include Facebook, Twitter, and LinkedIn.
D4.4 Dissemination materials (500 each)	From February t 2019	Relevant stakeholders	JUST will be responsible for providing the project look & feel and the leaflet graphic proposal, and press-pack that should be approved by partners.
4.1.4. Electronic material (6 issues	Newsletters: May 2019, Nov. 2019, May	Relevant stakeholders	This material will include: press release in electronic



of WaSec newsletters, 3 videos)	2020, Nov. 2020, May 2021, Nov. 2021 Video presentations of courses: Nov. 2020		media, electronic newsletters, video presentation of courses etc. The video will be 10 minutes and will present the courses to potential users and to public and private sector organizations. Bi-annual newsletters will be issued by the partnership according to the schedule: May 2019: JUST Nov. 2019: EMaTTech May 2020: AQU Nov. 2020: PSUT May 2021: PTUK Nov. 2021: UJ OUC, UPM, VW will develop and produce video presentations of the courses
4.1.5. Dissemination Seminars (4)	March 2020, Aug. 2020, January 2021, July 2021	Relevant stakeholders	Four (4) workshops total with two in each partner country with at least 50 participants will be conducted (PTUK, AQU, UJ, PSUT).



4.1.6. Innovations in Water Management Conference (1)	October 2021	Relevant stakeholders	An International Conference that will present the new courses while also promoting the importance of sustainable water management and how it can enhance water security and promote socio-economic development in the Eastern Mediterranean will be organized in Jordan JUST with support from UJ and PSUT
4.1.7. Conference Presentations (1)	October 2021	Relevant stakeholders	The project will be presented at two relevant Conferences while a proceedings paper will be also be prepared. The presentations and papers will showcase the major results of the project and how they can be adopted in other Eastern Mediterranean countries All partners
D4.1.8 Data base for contacts & mailing (1)	June 2019	Project partners	Database of contacts interested in WaSec results and activities. Contacts will be recipients of the



			newsletters and will be informed about each project step UJ, PWA
D4.1.9 Info days (15)	Nov 2019, Nov. 2020, Nov. 2021	Relevant stakeholders	Info days at each PC HEI is to be organized every year All JO and PA HEIs