

# Dissemination Plan

## Dissemination strategy for visibility and capitalization for Sustainable Land Management Master

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

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## Document Information

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## **Introduction**

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

“Dissemination”: is derived from the Latin words "abroad" (dis) and "seed" (semin) and ely”. Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the results of projects – and the programme – to key actors. Dissemination occurs as and when the results of projects/programme become available;

All the provided dissemination activities must be reported in the herewith attached Annex I entitled “Dissemination Report\_ILHAM-EC”. Each partner must send the information concerning its dissemination activities accordingly to the framework shoed in Annex I.

This report has been written by UNIMED, Mediterranean Universities Union.

## **Project brief presentation**

Productive land resources in Egypt are under multiple natural and human pressures and factors that are leading to soil degradation and desertification. The situation of irrigated areas is getting worse for the fact that the main source of irrigation comes from the Nile water that contains high concentrations of pollutant elements and from the reuse of agricultural drainage water containing residues of fertilizers and pesticides. Rising sea level also poses a threat to agricultural land causing coastal intrusion of sea into groundwater and reducing agricultural productivity. Moreover, a very rapid population growth is causing an expansion of urban areas in particular over the fertile agricultural lands. Urbanization is considered one of the most serious land degradation processes in the Country.

Nevertheless, efforts by the government authorities of Egypt efforts are faced to a wide range of obstacles mostly related to the following constraints: improper and irrational land use policy and planning, lack of scientific knowledge and technical expertise able to cope with complex problems, weak technical capabilities of some institutions to carry out integrated and multidisciplinary studies and follow-up of land degradation issues and evaluation of their impacts on productivity and desertification, undeveloped educational and training programs relating to land management and conservation, absence of national, regional and international networking, ineffective mechanisms for technology transfer, exchange of experience and cooperation at different levels, lack of mechanisms for enhancing community participation in decision making.

In order to develop institutional and individual capacities, support modernization and internationalization of higher education and reduce the existing Egyptian constraints, the project aims to organize a training course for teaching staff to develop knowledge exchanges, update

technical skills on SLM issues and acquire new methodological and technical abilities to face the complexity of the problems.

### **About UNIMED**

UNIMED, Mediterranean Universities Union, founded in October 1991, is an association of Universities from Mediterranean basin's countries ([www.uni-med.net](http://www.uni-med.net)). It counts 93 associated Universities coming from 23 countries of both shores of Mediterranean join the UNIMED network (data updated to July 2016). UNIMED's aim is to develop university research and education in the Euro-Mediterranean area in order to contribute to scientific, cultural, social and economic cooperation. UNIMED is a network of universities, which acts in different fields, as many fields are present in the capability of our Universities. The image that better represents our association is that of a University Without Walls.

UNIMED carries out the following activities in favour of the associated Universities:

- Promotion of the international dimension of universities;
- Academic support for the establishment of new universities and faculties;
- Planning and fund raising activity: information on call for papers and opportunities offered by international and European Commission, partnership search, technical assistance, planning; dissemination;
- Promotion of mobility in the Euro-Mediterranean region, for students, researchers and academic staff;
- Technical assistance for the enhancement of quality assurance in university education;
- Creation of thematic Sub-Networks to foster the scientific cooperation within specific fields;
- Organization of meetings, discussions, seminars and round tables both at a national and international level;
- Training for academic and administrative staff of Universities, particularly for the personnel of International Relations Offices;
- Strategic analysis of Mediterranean Region.

Through the many initiatives carried out over the two decades, UNIMED has promoted the collaboration between universities of the Mediterranean, becoming a point of reference of the international university cooperation.

### **Target Groups: Who do we need to communicate with?**

As ILHAM-EC project intends to facilitate in the Mediterranean area the transfer of knowledge among Universities building new curricula and opening a new Master on SLM, the Dissemination plan will particularly target different stakeholders and institutions such as those involved in the partnership, who will potentially deal with SLM domain:

- University, research and civil society centers which includes:
  - Universities and Higher Education Institutions;
  - NGOs and civil society associations.

University, research and civil society centers and/or associations are interested parties because they aim at strengthening social, cultural and academic cooperation. They have direct access to final beneficiaries, described as University groups (Undergraduates, Postgraduates, Researchers and Professors), young unemployed people professionals and public officers coming from stakeholders' institutions as well as private companies.

- Local and regional public authorities & policy makers:
  - Ministries of Higher Education and Scientific Research from both shores of the Mediterranean basin; Ministries of Agriculture from both shores of the Mediterranean basin.

Local and regional public authorities & policy makers, such as Ministries are fundamental for the project sustainability due to their influence on their local/regional/national policies. Policy makers who make decisions about defining relevant strategies and policies for financing innovative initiatives as well as organisations are targeted. The ILHAM-EC project partners shall \contact all local and regional public authorities involved or interested in the SLM domain in their area and also all local and regional policy makers during and also after the end of the project.

- Enterprises and business world:
  - Business associations;
  - Enterprises.

**Business Sector and SMEs:** The business sector and in particular SMEs are the “end users” who needs to be reached and invited to discuss about their needs and problems concerning creativity and innovation development (organisational culture, financing and fund-raising, implementation of creativity techniques, etc.). These organisations constitute a group that influences innovation policy plans and implementation, and also act as potential beneficiaries. Consequently, they need to be involved in and reached through the project and afterwards to benefit from their views, suggestions and experience.

Other interested parties – General Public: Results of the project have to reach the public in a broad sense on a local, national and regional level. During the project and according to the budget available, partners will decide on tools to use in order to support a wide dissemination effect. In case it is not affordable to use expensive media tools (television, radio), all other possible tools will be used to support dissemination activities.

## **Project Information Materials**

### *Project Logo*

Create different versions of the Logo disseminating its among the partners. The Logo has to be unanimously approved during the Kick off Meeting and officially adopted by all the involved partners. The ILHAM-EC Logo must be used in all the related communication of the project. As well as European Commission Logo ([http://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](http://eacea.ec.europa.eu/about-eacea/visual-identity_en)) must be represented in all the related communication of the Project.

### *Leaflets and Brochures*

It will be distributed in specific dissemination events in the EHEA and mainly through the UNIMED and networks of universities. Different target group will be reached in different events such as International Relation Officers, PhD Masterclass, National Agencies meeting and student conferences. The produced leaflets units will be distributed to the partners for dissemination through their various channels. The leaflets will promote the website as the main source of information. UNIMED and the University of Sassari will coordinate the design of the leaflet, which will be performed internally.

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. To be collected in annex I.

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

### *Powerpoint Template*

In terms of corporate design, a Powerpoint template will be created that includes the logo and the STARTUP project colours/branding. This template will be used for every presentation made in order to create a uniform appearance and high brand recognition factor for STARTUP.

## **Website and E-learning platform**

### *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 ILHAM-EC 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 ILHAM-EC website is ensured by UNIMED and the University of Sassari in collaboration of all the project partners. Google Analytics will be used as a tool to monitor website access and usage in order to better understand the profile of users coming to the website. This information will be accessed by the Webmaster for STARTUP and will be shared with project partners to assess and improve the effectiveness of the project website. The website will include information on the project such as: project description, partnership description, deliverables and dissemination materials. This will be one of the main channels for information dissemination. Users will be given access to the ILHAM-EC e-platform as well via the website. In order to have access to these documents, users will be asked to register. The registration process will enable the project to gather useful information about users e.g. gender, age, country. In order to share official documents internally between partners, a local Cloud will be set up. Partners will be able to upload documents and edit documents on this private secure site in order to collaborate on project outputs.

Indicators: quality and number of visitors, numbers of updated news, number of partners uploaded documents.

### *E-Learning Platform*

The E-Learning Platform will collect all the materials produced during the training sessions. The e-learning platform will be used as an instrument to facilitate the building of a cooperation network.

Indicators: project e-learning usability, number of external links to the e-learning platform, number of updated training materials

## **Social Media**

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

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

## **Quarterly newsletters**

Contact details such as phone numbers/faxes/e-mails/etc. of local, national and regional policy makers, Universities and research centers, local and national media, networks, associations, business associations, think-tanks, etc. are expected to be recorded in a Contact Database that will be created during the project. This Database will allow every member of target groups to be approached by e-mail, phone or any other available mean of communication. Regular newsletters will be sent to all the contacts list and stakeholders identified at local, national, EU and Mediterranean levels. The newsletter will contain information on achievements in the project, reports from meetings or conferences and announcements of upcoming events related to the project ongoing activities. Each newsletter will be published on the web platform and disseminate among database contacts.

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

## **National and International Conferences**

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

## **Cooperation Agreements**

To be signed during the first dissemination conference in Sassari. The signed agreements aim to encourage scientific cooperation in SLM issue and guarantee the cooperation between the partners during but also after the end of the project. The Cooperation agreements will be published on the website in a dedicated section.

Indicators: one agreement between the local involved universities, one agreement between all the partners of the Consortium.

## **Alexandria First Dissemination Conference**

To be organized at M24 at the premises of the University of Alexandria before the beginning of the Master 1<sup>st</sup> year. The University will involve national and international stakeholders showing project results. The dissemination will be also addressed at local private companies in order to strengthen the cooperation between universities and enterprises to facilitate the access to employment.



Indicators: number of people, organizations, private companies, and relevant stakeholders reached through dissemination activities

### **Cairo Final Dissemination Conference**

A final dissemination event will be organised in Cairo at the end of the project (M36), in order to reach a wide range of stakeholders in Sustainable Land Management as well as to present project results. The event will aim at raising awareness and promoting the project outcomes among different stakeholders as well as private companies.

Participants will be directly contacted by European but mainly local partners. Special attention will be given to receiving participants from Egypt national scenario countries in order to increase the impact of the event at national level. Promotional material will also be distributed during the event.

Indicators: number of people, organizations, private companies and relevant stakeholders reached through dissemination activities

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

Dissemination Event	Project date	Forecast date	Effective date	Notes
<i>Logo</i>	-	March 2016	March 2016	Voted and unanimously approved during the project Kick off Meeting
<i>Leaflets</i>	-	March 2016	March 2016	
<i>Website</i>	-	January 2016	February 2016	
<i>E-Learning Platform</i>	-	January 2016	February 2016	
<i>Social Media</i>	-	August 2016	August 2016	Facebook and Twitter profiles created and active
<i>Quarterly newsletters</i>	M4, M8, M12, M16, M20, M24, M28, M32, M36	M6, M10, M14, M18	M6, M10, M14, M18	Some delays in newsletter delivery because of technical problems.
<i>Cooperation Agreements</i>	M12	M21		The cooperation agreement among local universities will be signed during the Second Steering Committee meeting after the finalization of the Bylaw necessary for the implementation of the Master and another agreement will be signed among all the partners of the consortium to encourage scientific cooperation in SLM issue and guarantee the cooperation between the partners after the end of the project.
<i>First Dissemination Conference</i>	M24			
<i>Second Dissemination Conference</i>	M36			

## ANNEX 1 - Dissemination activities reporting template - ILHAM-EC Project

Partners responsible for performing dissemination activities will report them to the dissemination WP leader UNIMED. The activities will be reported in the specific template (presented here below) in order to be described in a similar way and take into consideration all relevant aspects like: responsible partner, type of activity, its date, place, type and level, short description (justify the choice of institution, the relevance toward the project objectives), type of audience, as well as results and feedback (e.g. conclusions from the discussion, participants comments, how it may influence the project, etc.). For each activity material used (if applicable) shall be attached – e.g. presentation, article content, press release note, etc.

Responsible Organization:	UNIMED - Mediterranean Universities Union
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Type of Activity	Date and place	Carried out by	Description of activity	Target group	Name and type of organisation where activity has been carried out	Attached material
Press release	10/03/2016	UNIMED	Press release of ILHAM-EC Kick Off Meeting published on UNIMED website	Public	UNIMED, Mediterranean Universities Union - Private Association and Network Of Universities	<a href="http://www.uni-med.net/en/kick-off-meeting-at-cairo-university-of-ilham-ec-erasmus-coordinated-by-the-desertification-research-centre-of-the-university-of-sassari/">http://www.uni-med.net/en/kick-off-meeting-at-cairo-university-of-ilham-ec-erasmus-coordinated-by-the-desertification-research-centre-of-the-university-of-sassari/</a>
Press release	10/03/2016	UNISS	Press release of ILHAM-EC Kick Off Meeting published on UNISS website	Public	University of Sassari, Public University	<a href="https://www.uniss.it/uniss-comunica/unisspress/nuovo-progetto-di-cooperazione-tra-uniss-e-le-universita-egiziane">https://www.uniss.it/uniss-comunica/unisspress/nuovo-progetto-di-cooperazione-tra-uniss-e-le-universita-egiziane</a>
Tv report	19/03/2016	Nile Tv	Tv reporting about ILHAM-EC project KoM done by Nile TV in the framework of the "من الجامعة" (From the University) programme in Arabic and English	Public	Nile TC TV - Television Channel	<a href="https://www.youtube.com/watch?v=hacawKaLWx4">https://www.youtube.com/watch?v=hacawKaLWx4</a>

Public presentation	22/03/2016	UNISS	On the occasion of the World Water day, the ILHAM-EC project has been presented during the “WADIS-MAR International conference on good practices for sustainable water resources management in arid and semi-arid environments”.	Public	University of Sassari, Public University	<a href="http://www.wadismar.eu/images/Workshop_Program_EN.pdf">http://www.wadismar.eu/images/Workshop_Program_EN.pdf</a>
Website	June 2016	Zagazig University	Website Publication	Public	Zagazig University - Public University	<a href="http://www.ilham.zu.edu.eg">http://www.ilham.zu.edu.eg</a>
Press release	July 2016	Zagazig University	Press release about WP1 Needs Analysis update	Public	Zagazig University - Public University	<a href="http://en.fci.zu.edu.eg/NewsDetails.aspx?NewsID=38362">http://en.fci.zu.edu.eg/NewsDetails.aspx?NewsID=38362</a>
Press release	September 2016	UNIMED	Press release about Needs assessment report on Sustainable Land Management publication	Public	UNIMED, Mediterranean Universities Union - Private Association and Network Of Universities	<a href="http://www.uni-med.net/en/first-phase-of-ilham-ec-completed-needs-assessment-report-on-sustainable-land-management-available/">http://www.uni-med.net/en/first-phase-of-ilham-ec-completed-needs-assessment-report-on-sustainable-land-management-available/</a>
Public Presentation	20-22/09/2016	UNISS	Poster Presentation of the ILHAM-EC project at the International Conference XLV of the Italian Society of Agronomists, Sassari September	Public	University of Sassari, Public University	

Public Presentation	30/09/2016	UNISS	During the 2016 European Researchers' Night (a project funded by the European Commission under the Marie Skłodowska-Curie actions - Grant Agreement No. 722952), the NRD team organized a poster in order to show ILHAM-EC project.	Public	University of Sassari, Public University	
Department Presentation and Seminar	September 2016 - December 2016	Alexandria University - Prof. Mahmoud Bahnassy	Thematic Department seminar coordinated by Prof. Mohamed Bahnassy on Sustainable Land Management theme. 18 graduate students presented different issues on SLM for 9 weeks.	University Staff and Students	Alexandria University - Public University	
Public Presentation	November 2016	Zagazig University - Prof. Bassem Ashour	ILHAM-EC project presentation, by prof. Bassem Ashour, University of Zagazig at the Erasmus+ Information Day in Cairo, organized by the National Office.	University Staff	Zagazig University - Public University	<a href="http://www.erasmusplus-egypt.eu/images/pdf-fiches-tempus/07-Interuniversity-Learning-in-Higher-Education.pdf">http://www.erasmusplus-egypt.eu/images/pdf-fiches-tempus/07-Interuniversity-Learning-in-Higher-Education.pdf</a>
	April 19-22, 2017	Alexandria University	Poster about the project objectives, activities and achievements was displayed during the 8 <sup>th</sup> Annual Environmental forum of Alexandria University held in Alexandria from 19-22 April 2017. This presented a good opportunity for some ILHAM project visibility at the University level and a large number of invitees from Alexandria scientific and business community	Public	Alexandria University - Public University	<a href="http://www.alexu.edu.eg/index.php/ar/2015-12-06-10-32-10/3331-2017-04-19-12-25-09;">http://www.alexu.edu.eg/index.php/ar/2015-12-06-10-32-10/3331-2017-04-19-12-25-09;</a> <a href="http://www.alexu.edu.eg/index.php/en/2015-11-24-10-41-47/au-media/au-news/3332-opening-the-8th-environmental-forum-of-alexandria-university">http://www.alexu.edu.eg/index.php/en/2015-11-24-10-41-47/au-media/au-news/3332-opening-the-8th-environmental-forum-of-alexandria-university</a>

