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MediTec WP5: Dissemination, Exploitation and Sustainability

ediTec



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Dissemination Plan

- The dissemination plan will be adopted by the Erasmus+ Project MediTec as a guideline for organising and implementing the dissemination activities as provided in the description of the project workpackage WP6.
- The Dissemination plan is elaborated in conformity with MediTec project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission.
- First draft was prepared and will be circulated to partners for feedback.

Dissemination Objectives

- To raise the awareness about the outcomes of the project and the developments that have been achieved within project
- To support the project sustainability
- Gaining acceptance and interest from the direct users/ target groups for the delivered outcomes after the project end and/or to potentially support the project's sustainability.
- To Multiply the project outcomes, by spreading the information about the project to groups of people or institutions directly and not directly involved in the project
- To gain support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;

Target groups and Stakeholders

MediTec shall be disseminated to the following strategic target groups:

- **Teaching, technical & administrative staff**
- **Students community**, as the main users of the of MediTec 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 .
- **University Management** involvement is crucial for sustainable development of the project and financial support.
- **Multipliers** such as the Medical authorities and companies will enhance chances to reach direct & indirect beneficiaries and to get their input and feedback on the new proposals.
- **International community**. 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.

Dissemination Strategy

The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include:

- Design of MediTec Project theme (logo, style sheet, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletter, etc.);
- Organization and participation in relevant events (workshops, exhibitions, labs inauguration, final conference, meetings, etc.);
- Exploitation of media resources (newspapers, TV, web portals 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.

Dissemination Action Plan

- Activities need to be timely;
- Information used must be accurate;
- Activities should be co-ordinated 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.



Dissemination Tools and Channels

Dissemination tools and channels

- **Project Logo**

To present a uniform image of the project. Project logo will appear on all project communications and reports.

- **Templates and dissemination reporting form** complying with the EU publicity provisions

To be used for reporting project activities, will be prepared by UJ and circulated to all partners

Dissemination tools and channels

Project website: <http://meditec.just.edu.jo>

- The website will be the key means for communicating project results.
- It will contain information about the project's aims, partners, plans, Project results and progresses of the project.
- It will contain the prepared training material for the established center for innovative training in medical
- Local coordinators and other partner in JO,IR and IQ provided for the maintenance of the website and webmaster after the end of the Erasmus funding.



Dissemination tools and channels

- **Dissemination through Partners' websites:**

All partners will introduce the project description on their institution official websites. Project partners will refer to the website when disseminating MediTec Project contents.

- **INFO days, Workshops, Presentations on MediTec Modules:**

It aims to present the project and information in the area of the project.

Public institutions and local administrations, universities, professional associations, and media should be involved.

At least one workshop/presentation/info day in each partner university should be done each year of the project.

Dissemination tools and channels

Distribution of project documentation material:

- All project materials will be collected and stored in a the official platform.
- Workshops material, training courses, flayers and DVDs in using innovative medical technology in study program, will be distributed in the universities and in the non participants universities and institutions.
- Results and outputs will be used and integrated into education system in the universities

Dissemination tools and channels

Inauguration of the center for innovative training in medical technology

The major outcome of MediTec project is establishing training centres in medical technology.

This will be a very important event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.

Dissemination tools and channels

- **Events:**

Presentation of the project products at events and conferences related to the topic (Medical Technology). Minimum one event per project year.

- **E-Newsletters:**

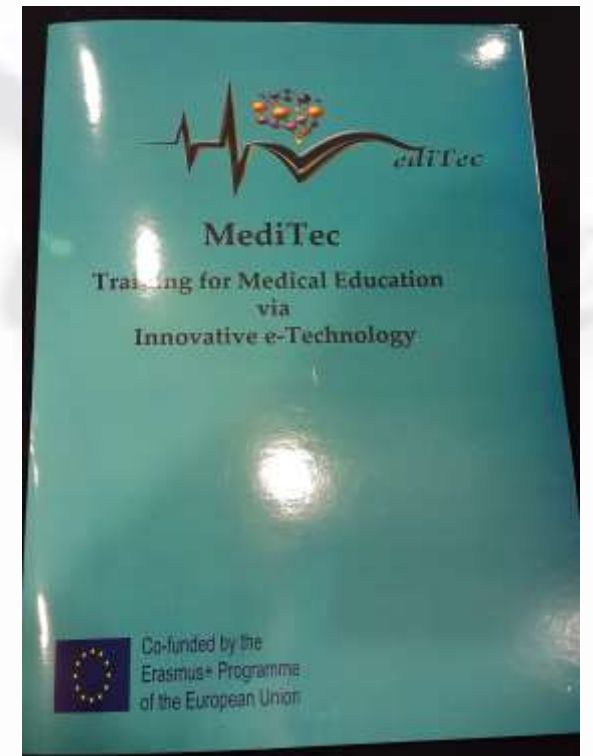
Every six months a newsletter about the project activities will be prepared. Proposed work distribution:

Issue 1	JUST & UJ
Issue 2	UoD & UB
Issue 3	IUMS
Issue 4	HU&YU
Issue 5	UOB
Issue 6	MTUS

Dissemination tools and channels

- **Promotional material** such as posters, postcards, brochures, branded calendars, branded pens, rollups, etc.

All partners will distribute them through their regional/national events.



Dissemination tools and channels

Social networks:

All partners will post on the mutual page of MediTec project on Facebook interesting and relevant information in the project area.

<https://www.facebook.com/MediTec-212151436003130/>

Dissemination tools and channels

- **Press dissemination:**

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

- **Publications in scientific journals:**

At least one publications during the project life.

- **Final conference:**

At the end of the project aims to present the results achieved by the project and to sustain its network and benefits.



Dissemination Activity Evaluation and Reporting

Dissemination Activity Evaluation and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP5 Leader (UJ & JUST) for further processing.

The dissemination related information is analysed by the WP5 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.

Sustainability Actions

Training sustainability in long-term perspective, update of equipment and staff development

- The trainers who already enrolled in the project training workshops will be added to the pool of trainers whom already exist in the university and responsible for training new staffs and students in the training center for innovative medical technology.
- Visits to EU partner will be continued to get the new in innovative medical technology.
- The equipment should maintained and updated if needed.
- Training for staff should be continued after the project life.

Sustainability Actions

Cooperation networks and funding

- Development of the networks, attracting investments and Joint projects: work together with media, research centers and HE to attract private companies to the region within the framework of joint projects
- Cooperation with HEIs and EU partners through mutual visits.
- Search other Funding after the end of the project for example Joint Projects, Search for investments, EU Funding, Funding through the ministry of higher education and local government.

Sustainability plan

- Each partner university is responsible to send a sustainability plan at their university for the project.
- The full sustainability plan will be ready at the end of the first year.



Thank you