Deliverable title	**Sustainability and Exploitation Report**
Author(s)	**An-Najah Nnational University**
Organisation name(s)	**An-Najah Nnational University**
Deliverable No.	**5.2.2**
Deliverable Type	**Report**
WP Number	**5**
Date	**Jan 2016**

I

Contents

Abstract

Sustainability, dissemination and exploitation are, however, not something that only needs to be considered at the end of a project. All partners in the project are responsible of the sustainability and exploitation and they must prepare strategy and plan for sustainability and exploitation of the project after the end of the project. This document discusses and describes strategy for sustainability and exploitation for the project. The document describes sustainability and exploitation tools for all project participants and delivers special forms for improving the reporting on corresponding activities.

Introduction

The aim of this short document is to define and evaluate sustainability and exploitation activities in the light of the valorization strategy. The document is to be used by the project partners and serves to enhance the quality of the project implementation. Project's strategy is to continuously enhance the quality of the main outcomes by presenting them to main users and collecting data for enabling enhancing the overall quality in the project. High quality is obtained by developing a peer review process whereby all sustainability, exploitation and dissemination materials are peer reviewed by all partners.

The sustainability and exploitation plan will outline the future of the IP-MED project and the use of the valuable knowledge gained from it. This deliverable reports on work carried out in the project, WP5: Sustainability. The sustainability and exploitation plan contains details about the market and research trends and opportunities for new areas for development and application of the ideas behind IP-MED.

Successful exploitation or sustainability of the IP-MED results is one of the key objectives of the project. To enable sustainability and exploitation, this plan includes the most important aspects: the results to be exploited, the target groups and stakeholders, the possible models of sustainability and exploitations and a first analysis of the fit between these results, the needs

and requirements of our stakeholders, and the sustainability and exploitation models. Regarding the exploitation of the results, each partner provided input on the exploitation plan to take advantage of both the knowledge acquired throughout the project and its tangible results. How to further disseminate the IP-MED project outcomes is the subject of ongoing discussion.

The responsibility of each partner in the project about sustainability and exploitation has been to prepare specific and local dissemination plans in accordance to the policies described in the dissemination strategy, and the correct development of these actions. There is a relation between external communication and dissemination, sustainability and exploitation.

The main IP-MED project products are:

IP-MED aims at building up ENPI South HEIs' competences in the field of Intellectual Property (IP) Law and practice, in order to enhance innovation capacities and technology transfer in the region for development and growth. More specifically, at:

- Introducing a Master Degree programme on International and Comparative Intellectual Property Law in ENPI South universities;
- Establishing an IP Law Web Portal in the ENPI South partner HEIs as a point of reference in the matter for Universities in the region.

External communication and dissemination

The essential part of the project. It is crucial in helping the project to become sustainable after the funding has finished. Information-giving and awareness-raising are key activities to ensure that even non-participating universities benefit from project partners experiences. External communication can also help to achieve a wider and more long-term impact both during and after the funding period. So, external communication and dissemination are about making project results available.

Sustainability

The capacity of the project to continue to exist and function beyond the end of the contract. The project results are usage and exploited continuously. Sustainability of results means use and exploitation of results in a long term scale. Sustainability is a very broad subject which in one of its senses may include topics like maintaining a website, updating content, seeking funding, building lasting partnerships, retaining staff, continuously training for staff and students for the master programme, continuously update training materials and E-Course and E-portal ,Network etc.

Exploitation

Associated with the use of the project's results at different levels, during and after the implementation of the project. It is related with the necessary action that will bring visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results/products into their professional scope. Exploitation is mostly related to the idea of convincing the key actors to use the main products and services of a project. Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other Universities, other countries; other pedagogical areas, other sectors).

Sustainability in IP-MED is addressed by WP5, and it is of most importance for the partners and the EC. It is envisaged as a decisive project goal that the introduction of the Master in IP Law and practice, the implementation of the IP Law Web Portal and the creation of the Regional Network of IP Law Practitioners will become model initiatives for other Arab countries and HEIs, even outside the reach of the TEMPUS programme.

The sustainability in IP-MED will be assured by:

- Establishment of a joint Master degree EU- PCs. Upon recognition and approval by the relevant University bodies of the Master programme in IP Law, the partners will explore options for joint accreditation of the Master EU-PCs; ([Master Programme](#))

- Development & adoption of long-term strategies for the maintenance of the IP Law Web Portal. The first mechanism towards the sustainability of the Portal is already foreseen in the project: transfer of the administration (incl. purchase of the server) to the ENPI South partner HEIs (concretely to the Coordinator of the project, ANNU, guaranteeing access by all PCUs); ([Portal](#))

- Creation of a Regional Network of IP Law Practitioners, which will represent a platform for exchange of experiences, information and good practices with a view to fostering a regular dialogue & coaching among IP practitioners and actors at the regional level. It will also attract interest from foreign IP and innovation stakeholders willing to act in the region ([Network](#)).
- The Network was launched by PM36, after careful planning of its mission and objectives, and taking dissemination measures for its adequate impact.

Most outputs of the project (publications, Master programme, training materials, website resources, and incl. The E-Portal, Regional Network, which is born at the very end of the project) will be maintained after the project end, as the very purpose of this action is initiating high quality education in Intellectual Property in the PC HEIs which should endure. Sustainability has been considered in the following dimensions:

Financially

Most outputs will be maintained without needing much funding. Those project web-based resources will easily be posted/migrated to the partners' websites. The outputs and actions which may need additional financial support t (e.g. Master programme as such, ePortal, Regional Network), will be integrated in the mission activities of the PC HEIs, given their willingness to do so and the alignment of the project

objectives with their priorities and functions. Reasonable fees and sponsorships will be considered. The contacts, synergies, and links created amongst stakeholders during the project will also play a role in any necessary additional funding. It is considered that any reasonable cost of maintaining the activities after the action finishes will be greatly outweighed by the benefits of doing so.

Institutionally

The alignment of the project goals with those of the participating PC HEIs, and their lively interest in undertaking this action ensures the necessary impetus for sustainability at the institutional level. The involvement of high-level staff in the project activities, the creation of useful resources and mechanisms for focused decision-making provides the means to make the [Master Programme](#) and related resources an integral part of the institutional strategies. Importantly, the capacity building measures that will directly benefit managerial and teaching staff combined with the means that will be made available has the potential to create spill-over effects.

Policy - related

Dissemination and networking actions and, in particular, the dialogue activity with stakeholders (companies, IP actors, local development agencies, firms, governmental organizations, research institutions and NGOs) will bring IP debate and discussion across sectors and country borders.

Aims of the Sustainability Strategy

- To ensure the sustainable institutional cooperation in the project.

- To continue information exchange between master students and staff, lectures and IP actors.
- To build a sustainable academic networks between partners.
- To find other ways to sustain project findings and outputs.

Target Audience

- Internal: Teaching staff, Master students, Administrative staff, Technical staff, companies, IP actors, local development agencies, firms, governmental organizations, research institutions and NGOs.
- External: Other national, regional and international HE, Decision maker groups, Stakeholders from Local Authorities, NGOs, Companies and Enterprises in the partner countries , representatives of other universities,

Channels Used for Exploitation and Sustainability

- **Indirect channels**: project's site, flyers/leaflets, posters, newsletters, social networking sites like Facebook, Twitter ,stakeholders, mailing lists, common working space using website www…., Networking and external cooperation.
- **Direct channels**: Trainings, conferences, workshops, exhibitions, seminars, dialogue activity with stakeholders.

Activities

Activity	Description	Partner
Project Information	Activities to inform other Universities, students, and IP actors about project activities and results, sharing the experience, disseminating examples of good practice to other staff in the universities, to university's leaders in all countries.	Each Partner
Project's website and newsletters	The project's website is maintained and fully operated for three years after the end of the funding period ensuring that project deliverables remain available in the foreseeable future. Through the website potential users can access the project results and intellectual outputs and ask for support from the project partnership when using them (1 person from coordinator University will still be available on the project site after the end of project). Posting on the project website of periodic newsletters designed to inform target audiences about impact of the project in education system and about the results.	ANNU
Cooperation between Partners	Created a stable relationship between partner universities so that there is the prospect of cooperation after the project ends.	Each Partner
Teaching Material and E-Course	Developed a curriculum and E-Courses in IP with a regional dimension and in line with the requirements of the Bologna process, its adaptation to the 6 PCUs' needs and its implementation in the form of a Master Programme (1 year, 60 credit hours = 36 ECTS which will	Each partner in Partner country

	be implemented within the duration of this project, starting from October 2015),	
Cooperation with HEIs	Cooperation established between HEIs in both countries in sharing the educational resources and teaching materials or in sharing the learning object developed by master lecturers in related universities.	Each partner in Partner country
Project Distribution and exchange of experiences	Distribution of the project idea among the other universities of the region and establishment of a joint Master degree on IP at the regional level. This action required recognition and approval by the relevant University bodies, which have shown preliminary interest during the proposal phase of the project.	Each Partner
Master programme	Implementation of Master Programme in Intellectual Property and Innovation Management. Key activity of the project was the establishment of the Master Programme in PHM the 6 Enpi partner universities and any related e-learning facilities.	Each partner in Partner country
E-Portal	Developed and adopted long-term strategies for the maintenance of the Enpi south E-Portal on IP. The first mechanism towards the sustainability of the E-Portal was already foreseen in the project: Administration (incl. purchase of	ANNU

	The server) given to the Coordinator of the project, ANNU, guaranteeing access to all PCUs.	
Cooperation with EU partners	Cooperation established with EU partners through mutual study visits with the idea of introducing into different aspects of curricula development, incl. ECTS allocation and implementation; learning objectives; modularization; students' mobility and recognition of degrees & qualifications; procedures for establishment of joint degree programmes. And developed scalable sustainable solutions. Continuously exchange the experiences with EU partners	Each Partner
Funding	Search other Funding after the end of the project for example Joint Projects, Search after investments, EU Funding, Funding through the ministry of high education and local government.	Each Partner
Networks	The Regional IP Network is an essential element for the sustainability of the project outcomes and the continuation of efforts towards sharing of advanced IP practices, exchange of experiences, serving as a point of reference for students and professionals. 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. The dissemination and networking activities at a wider level (e.g., International Conference) allowed all stakeholders, from PCUs to civil society organizations, the private sector and policy makers, be aware of the project and its outputs	Each Partner

	and stimulate national and regional debate for improving policy actions and interventions in this field.	
Results and outputs	Results and outputs have been used and integrated into education system in the universities	Each partner in Partner country

Sustainability and Exploitation evaluation

External communication, sustainability and exploitation of the project and their results has been achieved not only during the duration of the partnership, but before starting the project and after its completion.

In order to assess the quality of the sustainability and exploitation activities the partners have established the following criteria:

- Leadership regarding Sustainability and Exploitation activities
- Number of events (training, workshops) to sustain and to exploit the project and its results and intellectual outputs and number of teachers and students attending this event (at least two events per partner)
- The number of teaching materials on the E-Courses
- Achievement of the planned Sustainability and Exploitation activities
- Visibility of the project in the community
- Quality and impact of the Sustainability and Exploitation activities
- Adequacy of exploitation methods and techniques
- The panel of the project in each partner
- The Network between partners and IP practitioners in the PCs , collaboration between partners in exploiting the project outputs
- Final results distributed in the university

Methodology

Questionnaires and interviews have been used to assess the sustainability and exploitation activities conducted by each partner. Each partner produced short reports on each of the sustainability and exploitation activity conducted.

Report for evaluation the sustainability and exploitation	
Sustainability and exploitation activity: Type	
Date and place:	
Name and title of the person who participated	
Short description of the sustainability and exploitation event:	
Feedback from participants:	

Sustainability and Exploitation evaluation					
	Completely Negative/ Unsatisfied	Partially Positive/ Satisfied	Fully Positive/ Satisfied	Exceeded Expectations	Not Applicable
Is/Was the coordinating partner active and supportive?					
Is/Was the foreseen timetable respected?					
Is/Was the partnership cooperative in achieving the WP objectives and outputs?					
IS/Was the tasks sharing well distributed between partners?					
Are/Were the deliverables duly accomplished?					
Are/Were working methods and techniques adopted appropriate?					
Is/was the Number of events (training, workshops) respected?					
The number of teaching materials developed on the E-Learning courses.					
Material and documents of reference uploaded on E-portal.					
The number of students enrolled in the master programme in each PCs					

The panel of the project in each partner					
The Network between partners and IP practitioners					
Overall satisfaction:					

Informal conversations with participants were also used to evaluate the impact of the sustainability and exploitation activities.

Sustainability and Exploitation Tools

The objective of the exploitation strategy is to ensure the sustainability of the project and its results beyond its lifetime. The exploitation strategy contains recommendations and guidelines for the continuous usage of the project's results also after the end of the project. The exploitation strategy is designed to reach broader publically than the target group, namely to ensure that relevant stakeholders at all levels (Jordanian, Palestinian and Egyptian) are informed about the project results and ready to recommend and use the results.

Accordingly to the project proposal, sustainability and exploitation strategy is based, on three essential tools, joint Master degree on IP , regional IP management Network, E-Portal on IP, splatted into further parts, listed in the table:

Tool	Partners
Website	ANNU
Development of a Facebook Twitter page for the Project	ANNU
Regional Workshops	Each partner
Network database	Each partner
Joint Master , regional and EU- PCs	Alicante , Each partner
the Enpi E-Portal on IP	Each partner

The project DVD (all information about the Project and project results, Newsletter…)	ANNU
International conference	iPARK , ANNU ,Each partner
Online Strategy	Each partner
Intellectual Property Rights	ANNU
Joint projects and private investments	Each partner