



Consolidated Plan for Dissemination and Raising Awareness

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Objective: Guidelines for project dissemination

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Introduction

The project “**Promoting Intellectual Property Law Studies in the Mediterranean Region**” is co-financed by the European Commission through Tempus programme.

The present document introduces the Plan for Dissemination and Raising Awareness as a result of Work Package 4 “DISSEMINATION & NETWORKING” Activity 4.1 Dissemination strategyPlan and Activity 4.2 Dissemination package. The target groups to be addressed, different dissemination tools, events and dissemination calendar are some subjects that will be detailed by the current plan. All project partners will be actively involved in the fulfillment of the agreed objectives in this document.

Dissemination represents a key horizontal activity in the implementation of projects co-funded by the European Commission and it takes place regularly throughout the project lifespan. According to the European Commission website, is the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. It is key to achieve the project objectives, provide for multiplier effects & create sustainability and it helps to:

- **Raise awareness** – let others know what you are doing
- **Inform** – educate the community
- **Engage** – get input/feedback from the community
- **Promote** – ‘sell’ your outputs and results

The Plan introduces how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the project.

The first version of the Plan for Dissemination and Raising Awareness was written in August 2014. The document is being updated during project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, updating this document throughout the project’s implementation will be an important project activity.

Project presentation

Project Title: Promoting Intellectual Property Law Studies in the Mediterranean Region

Reference:(544429-TEMPUS-1-2013-1-PS-TEMPUS-JPCR)

Description: The IP-MED project is focused on Intellectual Property (IP) Law and Innovation; improving HEIs' curricula with IP Law studies and building capacities in this domain by means of an IP Law Web Portal and the creation of a Regional Network of Practitioners.

More specifically, the IP-MED project will lead to:

- ✓ The introduction of a Master Degree programme in International and Comparative Intellectual Property Law in ENPI South Universities;
- ✓ The establishment of an IP Law Web Portal in the ENPI South partner HEIs as a point of reference in the matter.

Project logo:



Involved partner countries' institutions:

- An-Najah National University, PS
- Al-Quds University, PS
- Mutah University, JO
- Zarqa University, JO
- Helwan University, EG
- Arab Academy of Science and Technology, EG
- Information Technology Industry Development Agency, EG
- Business Park for Project Development, JO
- Ministry of National Economy, PS
- University of Alicante, ES
- Maastricht University, NL
- Tallinn University of Technology, EE

Coordinator details:

An-Najah National University(ANNU)
Nablus - P.O.Box 7-West Bank - Palestine
Phone: 00972-9-2345113
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Contact name: Dr Imad Ibrik

Dissemination Strategy

Definition

IP-MED dissemination strategy is incorporated and inherent in all WPs and activities (many core activities are dissemination oriented). It will ensure that the appropriate and most effective methods of dissemination and communication are used for each target group, considering their special characteristics and needs.

Dissemination takes various forms, via varying media:

For information: Intend to inform stakeholders

For action: Intend to provoke change, debate or movement

For understanding: Intend to “convince” or avoid resistance to change

Media: Used for dissemination through traditional print vehicles (to a limited extent for cost-efficiency), events, website, e-mailing, face-to-face meetings; radio & TV for major events if possible.

The **objectives of IP-MED dissemination strategy** at internal and external level are the following:

To inform about the implemented Master programme and its benefits for the community in the medium-long term.

To promote the IP Law Web Portal and the Regional Network of IP Law Practitioners.

To encourage and inspire the academic and research community in the Mediterranean region for similar initiatives.

IP-MED Audiences & Final Beneficiaries

A series of activities will be held during the 3 years of implementation of IP-MED project. Each activity is aimed at different target groups. In detail:

- ✓ HEI academic, research & management staff of 12 partner country HEIs
- ✓ HEI students 9 Partner Country HEIs
- ✓ IP organisations and practitioners, innovation & development agencies
- ✓ Ministries, research institutions, NGOs and other Civil Society organisations
- ✓ Society at large

The dissemination strategy for IP-MED project needs to be adapted by partners to their regional specific context. In order to adapt the strategy it is important to follow these next steps:

- 1) Identify target groups within your institution/region/country.
- 2) Categorize target groups (internal, external, etc.).
- 3) Get a list of contacts' information from these groups.
- 4) Identify important characteristics from these actors (interests, possible level of interest on the topic and level of influence).
- 5) Check your analysis and evaluate availability and commitment of selected actors.
- 6) Design strategies in order to increase participation of selected actors and maintain it throughout the whole process.

After performing these steps it will be easier for each partner to reach the targeted audience and final beneficiaries of the project.

Responsibility of Partners

IP-MED project has certain roles and tasks specified in WP4 for each partner institution of the project. In order to fully understand those roles and responsibilities the following table can serve as guideline:

ROLE AND TASKS IN WP4	Partners										
Elaborate detailed Dissemination Plan for whole project duration.	ANNU		MU							UA	
Elaborate texts for templates: standard presentation, leaflets, posters, pamphlets - for project + for events, output templates.	ANNU		MU								
Elaborate contents for website, updating.	ANNU		MU								
Monitor implementation & expenditures.	ANNU		MU								
Dissemination through its networks	ANNU		MU								
Feedback on detailed Dissemination Plan for whole project duration.	ANNU	AQU		ZU	HU	AAS	ITIDA	I-PARK	MNE		UM TUT
Identification of local multipliers and stakeholders.	ANNU	AQU		ZU	HU	AAS	ITIDA	I-PARK	MNE		TUT
Provide feedback and required input for the website content							ITIDA	I-PARK			UM TUT
Website content.	ANNU	AQU		ZU	HU	AAS					
Conference Participation	ANNU	AQU		ZU	HU	AAS	ITIDA	I-PARK	MNE	UA	UM TUT
Printing of some Dissemination materials + dissemination.	ANNU	AQU		ZU	HU	AAS					

Promote the project and disseminate information on outputs & events through its network.	ANNU	AQU		ZU	HU	AAS	ITIDA	I-PARK	MNE	UA	UM	TUT
Contribute to the Dissemination Strategy Plan as co-leader of the WP										UA		

Specific Dissemination Actions

As previously stated both internal (within the consortium & partner institutions) and external dissemination will be pursued within core project activities, such as:

- Publication of a Comparative IP Law and Practice Guide (WP1)
- 2 Regional Workshops (WP1)
- IP Law Web Portal at the ENPI South partner HEIs (WP3)
- 3 Roundtables with IP stakeholder groups (WP4)
- International Conference on IP Law and Practice – Strategies for the Mediterranean Region (WP4)
- Final Conference (WP4)
- Regional Network of IP Law Practitioners (WP5)

As part of IP-MED dissemination strategy and in compliance with activity 4.1 Dissemination strategy the following activities need to be fulfilled by each project partner:

Action #	Dissemination action	Purpose / description	Result
1	Provide information, news and events to be published on IP-MED Project website.	A minimum of 2 contributions per year by each Partner Country member.	At least 18 contributions in total.
2	Promotion of the project in external& internal websites (partners' websites and external media / networks / channels).	The objective is that each partner publishes news and relevant articles in the media about project (including social networks like Facebook, Twitter, etc.).	Articles, links or screen captures as proof of publications.
3	Promotion of the project using the dissemination package and other sources.	In order to promote the project printed or virtual material can be used.	-Distribution of outcomes to targeted audiences. -Invoices and pictures of printed material.

4	Continuous dissemination of project events and outputs.	Dissemination via all previously mentioned media about the realization of activities and their results/outputs in order to reach the needed audiences.	Articles, pictures, PowerPoint presentations (if an event was attended), links or publications as proof of dissemination.
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Note: It is crucial to always document all dissemination actions.

Each dissemination action has to be reported by each partner country HEI every six months by using Annex 1: Dissemination report format, this format can be found at the end of the present document.

Budget

In order to execute these activities each university has a printing budget to spend which falls under the category of “**Printing and Publishing**” within the project. To expend the budget each university partner needs to **inform** the coordinator An-Najah National University (ANNU)(CONTACT: Dr Imad Ibrik-iibrik@najah.edu) in order to check availability of budget and resolve concerns about supporting documents.

In all cases, each partner will be paid up to a maximum which is broken down in the table below, after submitting justification documents that meet the requirements set by the coordinators.

OTHER DIRECT COSTS JUSTIFICATION DOCUMENTS:

- Original bills/receipts
- A cover page, clearly linking expenditure to an identified project activity, should be submitted, dated and signed by the interested party.

Please note that ANNU reserves the right to make any changes to the budget according to the requirements of the project.

Deliverable Ref. N°	Type of expenditure	Purpose	Beneficiary Institution	Country Code	Printing and Publishing Total (€)
4.2.	Printing	Dissemination Package	ANNU	PS	2000
4.2.	Printing	Dissemination Package	AQU	PS	1000
4.2.	Printing	Dissemination Package	MU	JO	1000
4.2.	Printing	Dissemination Package	ZU	JO	1000
4.2.	Printing	Dissemination Package	HU	EG	1000
4.2.	Printing	Dissemination Package	AAST	EG	1000
4.3.	Printing	Printing materials for Round tables	ANNU	PS	450

4.3.	Printing	Printing materials for Round tables	AQU	PS	450
4.3.	Printing	Printing materials for Round tables	MU	JO	450
4.3.	Printing	Printing materials for Round tables	ZU	JO	450
4.3.	Printing	Printing materials for Round tables	HU	EG	450
4.3.	Printing	Printing materials for Round tables	AAST	EG	450
4.4.	Printing	Printing materials for the Final Conference	I-PARK	JO	1500

Dissemination Package

Different dissemination materials have been professionally designed and crafted and will be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

This package is intended to establish broadcast format and resources for use and support events and activities of the network in each partner country and abroad.

The main stream media to be used in IP-MED is the following:

Website

<http://www.ip-med.net/>

Project identification

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the IP-MED logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.

It is **mandatory** that all communications related to the project bears the **2 logos in total**. Project logo, the image of TEMPUS program along with the European Union flag:



IP-MED project logo



TEMPUS programme logo

Also it is important to note that the Tempus Programme states the following as mandatory:

- Any event or activity should clearly specify that it is funded by Tempus programme.
- Any publication should mention the following sentence: **"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."**
- Material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must bear the Tempus logo.
- The use of the Tempus logo is compulsory. No changes in color or content are authorized. The logo should neither be distorted nor rotated. The official Tempus logo (please select Tempus IV 2007-2013) can be downloaded from the following web-page:
http://eacea.ec.europa.eu/about/eacea_logos_en.php

Printing and publishing brochures, leaflets and other material

For the really efficient promotion of IP-MED project, appropriate printed and electronic promotional material will be made and distributed to wider target groups and public at large. The partners are free to use and adapt these materials for their events and activities. The budget for printing the following material is detailed earlier in this document.

All documents are available at the Main menu of the project under the folder Project Documents:

1. IP-MED project leaflet
2. IP-MED project poster

IP-MED project leaflet (front side)



IP-MED project leaflet (back side)



IP-MED project poster



Annex 1: Dissemination report format

Date: 31/08/2014

University/ Institution: ANNU

Person in charge:

Dissemination Action #1 & 2

Contributions to IP-MED web page, external/internal websites and external/internal digital networks.

Name of the news/ event /information provided to the website	Link
Promoting Intellectual Property Law Studies in the Mediterranean Region- IP-MED	http://www.ip-med.net/node/7 http://www.najah.edu/node/30984
http://www.ip-med.net/node/49	http://www.ip-med.net/node/49

*If no link is available, please include a screen shot of the action

Dissemination Activity #3

Use of dissemination package

<http://www.ip-med.net/node/26>

*If applies, please include pictures of printed dissemination material.

Dissemination Activity #4

Contribution to IP-MED's Newsletters

Title of contribution (news or article)	Newsletter release date

Dissemination Action #5

Dissemination of the project via press releases, articles, publications and others.

Name of the news/ article / publication	An-Najah National University won the Tempus project : Promoting Intellectual Property Law Studies in the Mediterranean Region-IP-MED
News text	
Web link if available	http://www.alquds.co.uk/

Publication media (Name of newspaper, website direction)

Al-Qudus News

*If the news were printed, please insert scanned supports

فلسطين تشارك في المؤتمر العالمي التاسع للتعليم الهندسي المنعقد ببيروت

فلسطين تشارك في المؤتمر العالمي التاسع للتعليم الهندسي المنعقد ببيروت. شارك وفد فلسطيني في المؤتمر العالمي التاسع للتعليم الهندسي المنعقد ببيروت. الوفد ضم ممثلين من وزارة التعليم العالي والبحث العلمي، ومن الجامعات الفلسطينية. المؤتمر يهدف إلى تعزيز التعاون بين المهندسين والعلماء في مجال التعليم الهندسي.

جولة لأربعة طهاة من فلسطين في البيت الأبيض الأمريكي

جولة لأربعة طهاة من فلسطين في البيت الأبيض الأمريكي. وفد فلسطيني من الطهاة شارك في جولة في البيت الأبيض الأمريكي. الوفد ضم أربعة طهاة فلسطينيين، وهم: محمد أبو عبيدة، وحمزة أبو عبيدة، وحمزة أبو عبيدة، وحمزة أبو عبيدة. الوفد شارك في جولة في البيت الأبيض الأمريكي، حيث التقوا مع الرئيس الأمريكي دونالد ترامب، وناقشوا معاهداً للتعاون بين البلدين في مجال الطهاة.

الوفد الألماني يزور نقابة الصحفيين ومدينة الدوحة

الوفد الألماني يزور نقابة الصحفيين ومدينة الدوحة. وفد ألماني يزور نقابة الصحفيين ومدينة الدوحة. الوفد ضم ممثلين من نقابة الصحفيين الألمانية، ومن الحكومة الألمانية. الوفد شارك في جولة في مدينة الدوحة، حيث التقوا مع المسؤولين المحليين، وناقشوا معاهداً للتعاون بين البلدين في مجال الصحافة.

وفد ألماني يزور مدرسة بنات الجازون الثانوية

وفد ألماني يزور مدرسة بنات الجازون الثانوية. وفد ألماني يزور مدرسة بنات الجازون الثانوية. الوفد ضم ممثلين من الحكومة الألمانية، ومن نقابة الصحفيين الألمانية. الوفد شارك في جولة في مدرسة بنات الجازون الثانوية، حيث التقوا مع المدرسات، وناقشوا معاهداً للتعاون بين البلدين في مجال التعليم.

زراعة جنين توقع مذكرة تفاهم مع جمعيات تعاونية للاستفادة من المياه المعالجة

زراعة جنين توقع مذكرة تفاهم مع جمعيات تعاونية للاستفادة من المياه المعالجة. زراعة جنين توقع مذكرة تفاهم مع جمعيات تعاونية للاستفادة من المياه المعالجة. المذكرة تهدف إلى تعزيز التعاون بين الزراعة وجمعيات التعاونية في مجال الاستفادة من المياه المعالجة.

اجتماع مركزي في اتحاد النقابات يناقش أوضاع العاملين

اجتماع مركزي في اتحاد النقابات يناقش أوضاع العاملين. اجتماع مركزي في اتحاد النقابات يناقش أوضاع العاملين. الاجتماع يهدف إلى مناقشة أوضاع العاملين في مختلف القطاعات، وبحث سبل تحسينها.

بلديتا الزبادة وشيسترنيو الايطالية توقعان اتفاقية توأمة

بلديتا الزبادة وشيسترنيو الايطالية توقعان اتفاقية توأمة. بلديتا الزبادة وشيسترنيو الايطالية توقعان اتفاقية توأمة. الاتفاقية تهدف إلى تعزيز التعاون بين البلديتين في مختلف المجالات.

جامعة النجاح تفوز بمشروع تشجيع دراسات قانون الملكية الفكرية

جامعة النجاح تفوز بمشروع تشجيع دراسات قانون الملكية الفكرية. جامعة النجاح تفوز بمشروع تشجيع دراسات قانون الملكية الفكرية. المشروع يهدف إلى تعزيز الدراسات في مجال قانون الملكية الفكرية.

اتفاقية لإقامة حديثتين في بيتونيا

اتفاقية لإقامة حديثتين في بيتونيا. اتفاقية لإقامة حديثتين في بيتونيا. الاتفاقية تهدف إلى إقامة حديثتين في بيتونيا.

غازات مصانع "بركان" تتسبب بمشاكل صحية خطيرة لأمسن من سلفيت

غازات مصانع "بركان" تتسبب بمشاكل صحية خطيرة لأمسن من سلفيت. غازات مصانع "بركان" تتسبب بمشاكل صحية خطيرة لأمسن من سلفيت. الغازات تتسبب بمشاكل صحية خطيرة لأمسن من سلفيت.

المركز العلمي

المركز العلمي. المركز العلمي. المركز يهدف إلى تعزيز الدراسات في مختلف المجالات.

هالة حملة لإنصاف المستهلكين «زيتك لهد بيتك»

هالة حملة لإنصاف المستهلكين «زيتك لهد بيتك». هالة حملة لإنصاف المستهلكين «زيتك لهد بيتك». الحملة تهدف إلى إنصاف المستهلكين.

مجلس بلديات فلسطين

مجلس بلديات فلسطين. المجلس يهدف إلى تعزيز التعاون بين البلديات.

المركز العلمي

المركز العلمي. المركز يهدف إلى تعزيز الدراسات في مختلف المجالات.

هالة حملة لإنصاف المستهلكين «زيتك لهد بيتك»

هالة حملة لإنصاف المستهلكين «زيتك لهد بيتك». الحملة تهدف إلى إنصاف المستهلكين.