



Co-funded by the  
Tempus Programme  
of the European Union



## Consolidated Plan for Dissemination and Raising Awareness

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**Objective:** Guidelines for project dissemination

**Version:** 1.1

**Date:** August 2014



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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 strategy Plan 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 projects 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  
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## 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 organizations and practitioners, innovation & development agencies
- ✓ Ministries, research institutions, NGOs and other Civil Society organizations
- ✓ 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	AAST	ITIDA	I-PARK	MNE		UM	TUT
Identification of local multipliers and stakeholders.	ANNU	AQU		ZU	HU	AAST	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	AAST						
Conference Participation	ANNU	AQU		ZU	HU	AAST	ITIDA	I-PARK	MNE	UA	UM	TUT
Printing of some Dissemination materials + dissemination.	ANNU	AQU		ZU	HU	AAST						
Promote the project and disseminate information on outputs & events through its network.	ANNU	AQU		ZU	HU	AAST	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.

**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](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



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## 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.**

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

\*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**

<b>Title of contribution (news or article)</b>	<b>Newsletter release date</b>

Dissemination Action #5

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

<b>Name of the news/ article / publication</b>	An-Najah National University won the Tempus project : Promoting Intellectual Property Law Studies in the Mediterranean Region-IP-MED
<b>News text</b>	
<b>Web link if available</b>	<a href="http://www.alquds.co.uk/">http://www.alquds.co.uk/</a>
<b>Publication media (Name of newspaper, website direction)</b>	Al-Qudus News

\*If the news were printed, please include scanned supports



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