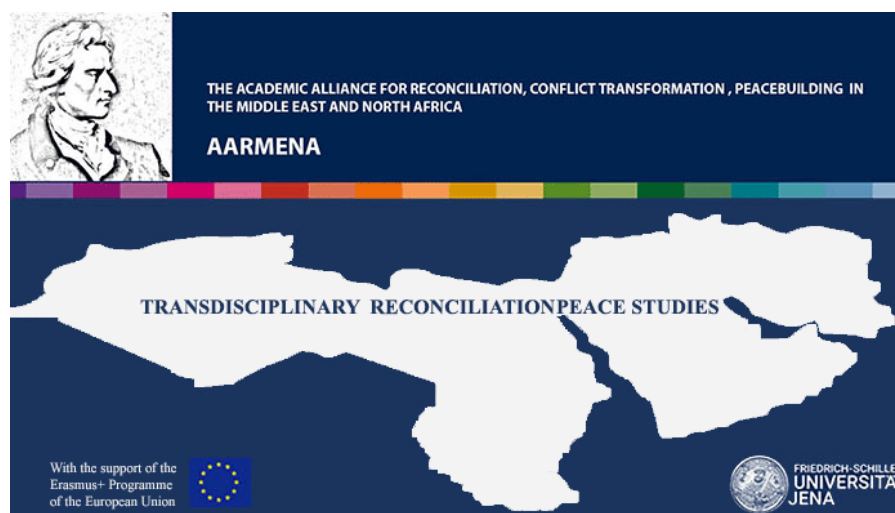


## The Academic Alliance for Reconciliation, Conflict Transformation and Peace Studies in the Higher Education Institutions in the Middle East and North Africa



### Dissemination & Evaluation Plan

**(AARMENA 2022)**

Friedrich Schiller University

Jen Tower: AARMENA office: 15No Rum 02



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In The Middle East and North Africa

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## About the Project:

The overarching goal of Project seeks to:

- Develop researchers' skills and capabilities on conflict resolution and reconciliation.
- Strengthen strategic partnerships and networking with leading conflict resolution centers, political strategists and institutions.
- Promote interdisciplinary research related to conflict resolution and reconciliation (e.g. political science, international relations, politics and law, etc.)



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### Consortium Members:

Number	Partner	Countries
P1	Friedrich Schiller University	Germany
P2	Innsbruck University	Germany
P3	University of Jordan	Jordan
P4	Petra University	Jordan
P5	Al-Istiqlal University	Palestinian Authority
P6	AlAzhar University	Palestinian Authority
P7	Eloued University	Algeria
P8	Setif2 University	Algeria



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## Document Information

Project Title	The Academic Alliance for Reconciliation, Conflict Transformation and Peace Studies in the Higher Education Institutions in the Middle East and North Africa
Project work package	Dissemination & Evaluation working package.
Deliverable	D5.1 – Dissemination and exploitation plan
Work package	WP5– Dissemination and Exploitation
Status	Version 1.0
Confidentiality Status	Restricted
Author (coordinator)	Prof.Dr. Martin Leiner – Dr.Phil. Iyad Aldajani – Friedrich Schiller University



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Responsible Author(s)	Dr. AlDajani
Contributor(s)	All other Partners
Abstract (for dissemination)	The current document is the Dissemination and Exploitation Plan (D.5.1). The aim of the Dissemination and Exploitation plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in Partners Countries and Program Countries. In addition, a strategy for exploitation of project results after termination is defined as a valorization strategy, aiming to fulfil the goal of sustainability.



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The objectives of the Dissemination and Exploitation package are to:

provide useful information about project results and raising awareness about the existence of those results; actively engage all partners in promoting project in their countries and in particular in the target countries; directly involve the target groups and stakeholders during the different phases of the project's development.

In order to guarantee effective promotion and dissemination of the project, the project has been identified different tools that will be developed and delivered within the lifetime of the project (i.e. project website, branding materials, brochures, papers, rollups, international workshop, Ph.D. program, Symposium, publication with Springer ).

Friedrich Schiller University - coordinates the dissemination and exploitation activities, and all partners are actively involved in disseminating project results and making them sustainable on the long- run. Consortium members have also actively participated in the discussion of the initial dissemination activities, such as the selection online management workshops and International face-to-face workshops and they will work within advancing the dissemination opportunities in their countries.

The dissemination plan will provide rich and thorough information of the project's outputs and outcomes.

It involves the dissemination of information at different levels:

1- Dissemination within the institutions involved in the project

Those activities will allow staff members each participating institution to have full knowledge and understanding of the project and the results through direct communication, public presentations, informative materials, demonstrative activities. At least one public presentation to the staff will be organized.

2. Dissemination in other institutions

Presentation to other staff members in Institutions taking part in the project (not part of the consortium). They will have knowledge the project and the results through direct communication, public presentations, and informative materials.

3. Dissemination to the Public (other stakeholders)



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This can be achieved through public events and presentations. For instance, at the end of the project, there will be a closing conference focused on informing the public about the project, the results and the available resources and the way it can be accessed.

### Task of WP5 (2022-2023)

Dissemination and Exploitation	Number of Days	Dead Line
T5.1 Formation of dissemination and exploitation team	6	15/04/2022
T5.2 Generation of a dissemination and exploitation plan	12	1/5/2022
T5.3 Development of project website	16	1/6/2022
T5.4 Management of project's materials and media work on the website, rollups, and brochures	12	30/7/2022
T5.5 Dissemination of project's activities and outcomes (radio, TV, presentations, in partner countries and abroad) the Program country is doing a symposium	12	30/8/2022
T.6 Preparation, dissemination, & publishing of brochures, handbooks, etc.	12	1/10/2022





## List of deliverables

Deliverable	Delivery Date
T5.1 Formation of dissemination and exploitation team	30.4.2022
T5.2 Generation of a dissemination and exploitation plan	30-04-2022
T5.3 Development of project website	30-8-2022
D5.4 Management of project's materials and media work on the website	14-10-2022
T.5.5 Dissemination of project's activities and outcomes (radio, TV, presentations, etc.)	14-10-2022
T.6 Preparation, dissemination, & publishing of brochures, book publication, articles etc.	1-4- 2022







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## Target groups and beneficiaries:

The project seeks to target the direct group who are academic staff, students, researchers and indirect groups like and stakeholders. These groups will provide input and will be involved during the development phases. They will be invited to take part in the training workshops and final conference. These parties will act as strategic partners and they will guarantee the coverage of this intervention at different levels during the implementation of the project.

## Project Visual Identity:

At the beginning of the project, Partners focused on defining the project capacity building for master program curriculum. Along with the definition of the project identity in terms of mission and goals, Partners also developed the project visual identity and the road map to continue the project. A number of suggestions for the project development for capacity building with a survey for working package 4. Curriculum building will be developed by the WP5 dissemination coordinator, and presented to the Consortium members, in the Ph.D. AARMENA, taking place every Friday from 14:00 17:00, first phase took place in 1.7.2021 ended 1.10.2021 ended, second phase 8.4.2022 until 1.7.2022, it will be Hybrid, and the Professor will present their topics of research in reconciliation for 1:30 Hours and the next 1:30, discussion about the capacity building master program curriculum for each university .

Partners are invited to use consistently the project logo, the templates proposed by the coordinator on the website [www.aarmena.uni-jena.de](http://www.aarmena.uni-jena.de) , and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the Project's Logo when publishing dissemination materials for the project.

## Project Branding Materials:

Printed materials are essential for promotional purposes. Dissemination materials will be produced according to the perceived needs of the Consortium, mainly to support the activities foreseen in all work plans.



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### Rollups, Leaflets and Brochures:

It may consist of a single sheet of paper that is printed on both sides and folded in half, called a leaflet; it may consist of a single page with an immediate statement, called flyer; or it may consist of a few pages that are folded in half to make a brochure. For the purpose of describing the project, or promoting specific events and happenings, leaflets of kinds will be produced and distributed by project partners. Leaflets and brochures may be produced different in English or in multi-language versions according to needs. It will be distributed in specific dissemination events. The produced leaflets units will be distributed to the partners for dissemination through their various channels.

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.

On the occasion of key events or achievements, press releases will be created and disseminated within project partner's networks. Press releases may occur to:

- Introduce the project and the upcoming
- Launch the Training in a PH. D. AARMENA, a session once a week every Friday, (14:00 – 17:00 )
- Promote the Final Event of the project- Conference – Symposium 2022 in August -
- Promote the exchange knowledge between program countries, and partner countries.
- Disseminate the Recommendations developed by Project's work plans and conferences 2022 in August from (1.8.2022-5.8.2022).

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

### Publications:



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In terms of corporate design, publications will be created that includes the logo and the Project colors/branding and publishing. This template will be used for every presentation made in order to create a uniform appearance and high brand recognition factor for the project. AARMENA signed a contract with Springer for Publication.

### Project Website:

A webpage will be released at the beginning of the project, and a continuous website to be launched at the coordinator and the Partners country in the second year 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 in English. Each partner will incorporate a link on his/her organization's AARMENA website to the 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 Project's website is ensured by Friedrich Schiller University the project coordinator in collaboration of all the project partners. 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, its obligatory that partner countries do a (website) and not keep the (webpage) that was at the beginning of the project.

The website of the project: [www.aarmena.uni-jena.de](http://www.aarmena.uni-jena.de)

Project website dissemination is: <https://www.aarmena.uni-jena.de/erasmus>

The website will include information on the project such as: project description, partnership description, and dissemination and evaluation materials project outcome materials. 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, the dissemination of the work done in the partner countries.



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### Curating a web presence (social media):

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

Social Media will also be to disseminate events and achievements, as well as to promote discussions and engage research, stakeholders and university staff.

Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of the project's activity
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy

Indicators: number of articles posted on Facebook, LinkedIn external users, numbers of like on Facebook page.

### AARMENA Hybrid Campus and national workshop and international Conferences

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

An effective dissemination plan must include organization of, and participation to, key events and thematic conferences. Presenting the project to an audience will be essential to:



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- present the project as a living creature, involving the audience in its development
- measure the impact of project outcomes
- receive feedback and inputs for future implementation.

### Meetings with stakeholders

Consultation with stakeholders will be performed by Partners for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination and is intended not only as **formal meetings** but also as **informal meetings**. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations, as to let partners get direct feedback and inputs.



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