



**ERASMUS+ PROGRAMME**

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**MediTec:**

**Training for Medical Education via Innovative e-Technology**

## **WP5: Dissemination Plan**



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## Review Table

Version	Date of Submission	Quality check		Technical check	
		Reviewer	Date	Reviewer	Date
<b>V01</b>	Feb, 2018				
<b>V02</b>					

Table 2: Review Table



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## 1. Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project MediTec as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP5. Its objective is to raise the awareness about the outcomes of the project and the developments that have been achieved within project. The document covers the written and visual identity of the project, offers an overview of the tools designed to develop sound dissemination activities and outlines the dissemination assessment. The Dissemination plan is elaborated in conformity with the MediTec project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission. All partners should follow up continuously to reach the Objectives outputs.








## 2. Project Consortium

MediTec project consortium is composed of 15 partners, consisting of **5 HEIs from 4 EU member states** (Germany, Slovakia, Czech Republic, and Malta), **5 HEIs from Jordan**, **3 HEIs from Iraq**, **2 HEIs from Iran**, as shown in Table (1). Hochschule fur Technik, Wirtschaft und Kultur Leipzig is the project coordinator.

**Table 3: The list of the MediTec Project consortium partners**

Partner	Organization	Acronym	City	Country
P1	 Hochschule fur Technik, Wirtschaft und Kultur Leipzig	HTWK	Leipzig	Germany
P2	 Pavol Jozef Šafárik University in Košice	UPJS	Kosice	Slovakia
P3	 Masarykova univerzita	MUNI	Brno	Czech Republic
P4	 Int@E UG	int@E	Leipzig	Germany
P5	 Jordan University of Science and Technology	JUST	Irbid	Jordan
P6	 University of Jordan	UJ	Amman	Jordan
P7	 Hashemite University	HU	Zarqa	Jordan
P8	 Princess Sumaya University for Technology	PSUT	Amman	Jordan
P9	 University of Duhok	UoD	Duhok	Iraq
P10	 University of Baghdad	UoB	Baghdad	Iraq



P11		University of Basrah	UB	Ashar	Iraq
P12		Tehran University of Medical Sciences	MTUS	Tehran	Iran
P13		Iran University of Medical Sciences	IUMS	Tehran	Iran
P14		Yarmouk University	YU	Irbid	Jordan
P15		Universita ta Malta	UM	Msida	Malta



### 3. Work packages



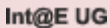


MediTec project consists of seven main work packages as shown below in Table 4.

**Table 1: MediTec Work packages**

WP Number	Title
WP1	Review, State of the art and Network between partner universities
WP2	Purchase of training equipment and training materials
WP3	Training and integration the training program in teaching system
WP4	Quality control and monitoring
WP5	Dissemination, Exploitation and Sustainability
WP6	Management of the Project



#### 4. Dissemination Committee

Partner	Organization	Acronym	Country	Contact persons
P5	 Jordan University of Science and Technology	JUST	Jordan	Co-Leader Prof. Fahmi Abu Al-Rub Email: <a href="mailto:abualrub@just.edu.jo">abualrub@just.edu.jo</a>
P6	 University of Jordan	UJ	Jordan	Co-Leader Prof. Ahmed Al- Salaymeh Email: <a href="mailto:salaymeh@ju.edu.jo">salaymeh@ju.edu.jo</a>
P4	 Int@E UG	int@E	Germany	Mrs. Juman Ebdah Email: <a href="mailto:jum.ebdah@gmail.com">jum.ebdah@gmail.com</a>
P10	 University of Baghdad	UoB	Iraq	Dr. Ayaid Zgair Email: <a href="mailto:Dr.ayaidkhadem@gmail.com">Dr.ayaidkhadem@gmail.com</a>
P12	 TEHRAN UNIVERSITY OF MEDICAL SCIENCES	MTUS	Iran	Dr. Mohammad Nekoofar Email: <a href="mailto:dira_gsia@tums.ac.ir">dira_gsia@tums.ac.ir</a>





## 5. Dissemination objectives

The general objective of the dissemination plan is to raise the awareness about the outcomes of the project and the developments that have been achieved within project, and to support the project sustainability and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions directly and not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;
- 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.

## 6. Target groups and stakeholders

MediTec shall be disseminated to the following strategic target groups:

- 1) **Teaching, technical & administrative staff** within each participant by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainers workshops, seminars)
- 2) **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.
- 3) **University management** involvement is crucial for sustainable development of the project and financial support. Regular contributions within academic scientific boards, common interuniversity meetings involving the participation of university management units will strengthen the competitiveness of universities through e-learning/e-teaching.
- 4) **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.
- 5) **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.



## 7. Dissemination strategy

The dissemination strategy explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

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, 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.

The dissemination plan shall consider the sustainability strategy outlining what dissemination activities could contribute to the sustainability, exploitation and spreading of project results. The dissemination plan shall be based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. Stakeholders need to know what has been achieved and why it is important.



## 8. Dissemination Action Plan

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

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

## 9. Dissemination tools and channels

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the MediTec information to the different identified target groups through different channels, looking for the best match. The dissemination tools throughout the project are as follow:

1. **Project logo** to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding logo will be clear and explicit in every visual published document produced during the project life cycle.
2. **Templates and dissemination reporting form**: for project documents and reports, complying with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries. A designed template will be elaborated dealing with the cover page, desirable contents (i.e. Table of content, executive summary, methodology, results, list of tables, etc.), style (i.e. font type, font size, etc.), the template will include the necessary logos and disclaimers of the project (MediTec logo, EU logo, and EU disclaimer).



3. **Project website:** The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. The project's website will be the focal point for informing on objectives and methods as well as the main channel where results will be published. The website will be adapted to different levels of communication (general information and technical documentation) and different types of content (text and presentations). MediTec website link: <http://MediTec.just.edu.io>
4. **Dissemination through Partners' websites:** All partners will introduce the project description on their own official websites. Project partners will refer to the website when disseminating MediTec Project contents.
5. **Internal specific workshops and presentations** in each partners' institution will be organised in order to involve as many members as possible.
6. **Info days, Workshops, Presentations on MediTec Modules:** Info-days will be held in each university, in order to present the project's objectives and main activities and information in the area of medical technology. Info-days will involve public institutions and local administrations, universities, professional associations and enterprises, media. During the Info-Day, enterprises will be invited to support project activities (to take part in lectures and seminars) and the promotion of results.  
At least one workshop/presentation/info day in each partner university should be done every 6 months.
7. **Inauguration of the MediTec Centers:** One of the main outcomes of MediTec project is establishing center for innovative training in medical technology in each partner university. The centres will train Staff teachers trainers and students on innovative medical technology. The inaugurations are expected by Month 22. This will be a major event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.
8. **Events:** Presentation of the project outcomes at events and conferences related to the topic (Medical Technology). Minimum one event per project year.



9. **Promotional material** such as posters, postcards, brochures, branded calendars, branded pens, rollups, etc. All partners will distribute them through their regional/national events. Production of a project flyer which provides a definition for the MediTec Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.
  
10. **Social networks:** Establishing close links to projects stakeholders (Staff, Students, and Industrial Sector) who are interested and affected by project outcomes/outputs. Each partner will use his/her own channels, Facebook, Twitter and LinkedIn in order to promote Project outcomes and share them with targeted and general public. All partners will post on the mutual page of MediTec project on Facebook interesting and relevant information,  
**Facebook Page Link:** [MediTec - Home | Facebook](#)
  
11. **Press dissemination:** Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.
  
12. **Publications in scientific journals:** At least two publications during the project life.
  
13. **Final conference:** At the end of the project aims to present the results achieved by the project and to sustain its network and benefits.



## **10. 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) 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. The WP5 Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP5 Leader will participate, whenever possible, in the dissemination events organised by the project partners.



## 11. Responsibilities

Actions	Responsible Partners												
Project logo	JUST												
Templates and dissemination reporting form	WP leader, UJ												
Project website	JUST												
Dissemination through Partners' websites:	All partners												
Internal specific workshops and presentations	JO, IR, IQ Partners												
INFO days, Workshops, Presentations on MediTec Modules	JO, IR, IQ Partners												
Inauguration of the MediTec Centers	JO, IR, IQ Partners												
Events	All Partners												
Promotional material	JUST												
E-Newsletters	<p>Specified partners under the coordination of University of Jordan and HTWK.</p> <table border="1" data-bbox="1093 1429 1465 1671"> <tr> <td>Issue 1</td> <td>UJ &amp; JUST</td> </tr> <tr> <td>Issue 2</td> <td>UOD &amp; UB</td> </tr> <tr> <td>Issue 3</td> <td>IUMS</td> </tr> <tr> <td>Issue 4</td> <td>HU &amp; YU</td> </tr> <tr> <td>Issue 5</td> <td>UOB</td> </tr> <tr> <td>Issue 6</td> <td>MTUS</td> </tr> </table>	Issue 1	UJ & JUST	Issue 2	UOD & UB	Issue 3	IUMS	Issue 4	HU & YU	Issue 5	UOB	Issue 6	MTUS
Issue 1	UJ & JUST												
Issue 2	UOD & UB												
Issue 3	IUMS												
Issue 4	HU & YU												
Issue 5	UOB												
Issue 6	MTUS												
Social networks:	All partners												
Press dissemination:	All partners												
Publications in scientific journals:	All partners												
Final conference:	All partners												



## **12.Sustainability plan**

An Online Google sheet Distributed with all Partners

Every Partner Should keep in touch with WP5 Leader by Filling the Dissemination activities, Presentation, Reports, or any output that have been done during the Project Period

Every partner has a sheet, it should be updated and the Dissemination report have to be updated and uploaded in MediTec Project File (Google Drive) by the End of the First year, after that the updated materials should be done every 6 months.