



Capacity building for curricula modernization of Syrian and Lebanese HEIs and lifelong learning provision: towards sustainable NGOs management and operation with special focus



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## WP6 Dissemination and Networking

### Dissemination plan

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<b>Project title</b>	Capacity Building for Curricula Modernization of Syrian and Lebanese HEIs and Lifelong Learning Provision: Towards Sustainable NGOs Management and Operation with Special Focus on Refugees
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## 1. Introduction

According to European Commission, dissemination can be defined as the planned process of providing information on the quality, relevance and effectiveness of the project activities to relevant actors. It is an on-going transversal activity of transmitting project activities and outputs beyond the project consortium, which requires strategically planned approach. Through dissemination, one achieves also higher objective of facilitating exploitation of project results in development of new and improvement of existing adjunct initiatives.

The above suggests that the dissemination serves threefold purpose of raising awareness about existence and nature of project, disseminating its results as they are achieved and exploiting results in further initiatives through involvement of stakeholders. Together, these three outcomes of dissemination form pillars of sustainability of activity and pave the way for its maximum reach.

The dissemination plan is an integral part of the overall management strategy of the Morale project. It is applicable to all communication, dissemination, promotion and sustainability activities foreseen in the project application and implemented by the Morale consortium. The aim of the dissemination plan is to provide guidelines for the highest possible visibility of project activities and their reach to representatives of all target groups. The plan is coherent with the aims and objectives of the project as set in the application form, follows closely projects timescale and adheres to activities and measures set in Project management plan and in Quality assurance plan.

The specific objectives of this plan are to:

- Provide guidelines for project partners and those involved in project activities regarding dissemination and visibility rules of Erasmus+ CBHE programme
- Raise awareness and interest of stakeholders and other target groups about project results
- Provide efficient, coherent and far-reaching guidelines for all partners to promote project in their countries
- Ensure involvement of relevant stakeholders and other target groups in activities within different project development phases.

To achieve these objectives, the dissemination plan foresees activities along three dimensions defined as written dissemination, multimedia and online presence and events. Tools for maximum reach of target groups along each dimension are developed and delivered in next sections of the document. The plan also touches upon issues relevant for sustainability of project outputs such as recommendations for multiplication and mainstreaming activities and transferability of results.

All activities and measures contained within the dissemination plan are based on assumption of team effort and involvement of all project team members in dissemination and visibility activities. Activities will take place at the level of consortium and at the levels of individual partners in order to ensure European

visibility of the project and its reach within each of involved countries, particularly partner countries.

Given the special nature of MORALE and its rich social dimension, the dissemination plan will consider this speciality through increase MORALE visibility in the society as a whole and among NGOs in particular. This will require extra efforts to network and connect with NGOs and national authorities responsible for this sector.

## **2. Dissemination and visibility management**

### **2.1. Dissemination governing bodies**

All dissemination efforts will be coordinated by Damascus University and Beirut Arab University as they are the institutions responsible for WP6 Dissemination and Networking. The dissemination leader and co-leader, in cooperation with representatives from each consortium member, are responsible for offline and online dissemination of project activities and ensuring of its reach to the widest possible number of target group members. The dissemination activities include:

- To coordinate offline and online dissemination activities as defined in Dissemination plan
- To prepare reports on dissemination activities of partners and consortium as a whole.
- To monitor and validate the undertaken dissemination and visibility activities of consortium and individual partner institutions.
- To investigate new venues and tools that assure the best outreach of project activities to beneficiaries especially NGOs dealing with refugees and IDPs.

### **2.2. Target groups and beneficiaries**

Essential prerequisite of efficient dissemination and visibility strategy is understanding and the identification of audience categories, i.e. those that project wishes to communicate with. During the preparation of project application, several groups of stakeholders were identified as target groups of project. These are as follows:

- Higher education institutions (HEIs) in partner countries
- HEIs in programme countries of consortium members
- NGOs sector representatives
- Academic and technical staff of partner institutions
- Students of the consortium HEIs in partner countries
- National authorities: Social affairs and Higher education Authorities
- National Erasmus Offices (NEOs) and other relevant national authorities

The involvement of representatives of each of these groups in different phases of project activities is crucial not only for successful achievement of the Morale project objectives but also more importantly for its contribution in capacity building of not only those HEIs involved in consortium but also an entire higher education system of



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partner countries involved. The successful dissemination plan of MORALE will also ensure the sustainability of project activities beyond its funding period and ensure lasting impact on partner HEIs and NGOs' activities.

### 2.3. Morale visual identity

The first milestone in raising awareness of the project's existence and nature is development of MORALE's visual identity. The initial draft of MORALE's visual identity was developed by the Damascus University (the workpackage leader). Further refinements to initial idea were made by members of Morale steering Committee and revised version of project visual identity was finally endorsed. The final version of project logo selected by Project Coordinator and Consortium members is:

Figure 1: Morale logo



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Partners are required to use consistently project logo on documents, online materials and in events originating from project. This enables stronger presence of project image among target group representatives.

### 2.4. Use of Erasmus+ logo

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material. The European Union emblem (flag) must be used and the name of the European Union is displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union". All project offline and online materials should thus clearly specify funding by Erasmus+ programme. In particular, EACEA guidelines suggest that the following logo should be used:

Figure 2: Erasmus+ logo

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The following disclaimer must be added to the inner pages of the publications and studies written within Morale project:

*“The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”*

### 3. Dissemination materials and tools

As outlined in the introduction, there are three main dimensions of dissemination activities within Morale project defined as: written (paper) dissemination, multimedia and online presence and events. Written dissemination materials and tools encompass: e-brochures, press releases, outputs of surveys and needs analyses, leaflets etc. The multimedia strategy is focused on materials and tools relevant for the online presence of the project such as website, social media accounts, video production etc. Finally, events refer to project conferences and events, dissemination workshops, open days, presentation of project on national and international thematic events, etc.

#### 3.1. Written dissemination materials and tools

Written materials (brochures, newsletters, files etc.) containing Morale graphical identity were produced. Throughout the project duration, partners will use these materials in line with needs of consortium. In general, written promotional materials, such as brochures and leaflets, will be co-developed and delivered to participants of project events as well as in HEIs, NGO entities etc. In advanced stages of project reports will be produced containing project findings and information about project outputs. These will be distributed to relevant stakeholders in order to raise their interest in project and will be made available online. On occasions of reaching relevant milestones, project will produce press releases that will contain relevant information about promoted activity. In all project events, partners will use project posters, roll-ups and other related promotional means. All written materials will be produced bilingually in English and in Arabic.

#### 3.2. Multimedia dissemination tools and materials

In digitally transforming society widest reach of MORALE's activities can be achieved through online means of dissemination. Tools and materials within this dimension of dissemination activities will encompass MORALE website, social media presence, online news about project activities, video materials about project activities and any other online tools that may enable quick, wide and powerful reach of project to its target groups. In continuation, we outline guidelines for main multimedia dissemination tools and materials.

##### 3.2.1. Morale website



The website is the main promotional tool for the publication of project activities and outputs. It serves additional purpose as a database of project press releases, media work and, through its back office functionality, storage of relevant project documents for project partners. The website facilitates sharing options with major social networks (Facebook, Twitter etc.). Moreover, it is mobile friendly in order to maximise users' experience and satisfaction of visitors. The website information architecture will be optimised in first project months for search engines in order for it to appear to all those browsing the Internet on the basis of project name or related keywords. The website content is uploaded in English language.

The website is located at the domain <http://www.moraleproject.org/>. It incorporates project visual identity as well as Erasmus+ visual identity rules. The objectives of the website are:

- To diffuse information about Morale project
- To reach local, national and international audience interested in NGO management, NGO capacity building, NGO-Higher Education Institution cooperation and other project objectives.
- It provides integrated statistical tool to track the geographic location of visitors, number of visits per month and other relevant website statistics integrated with Google Analytics.

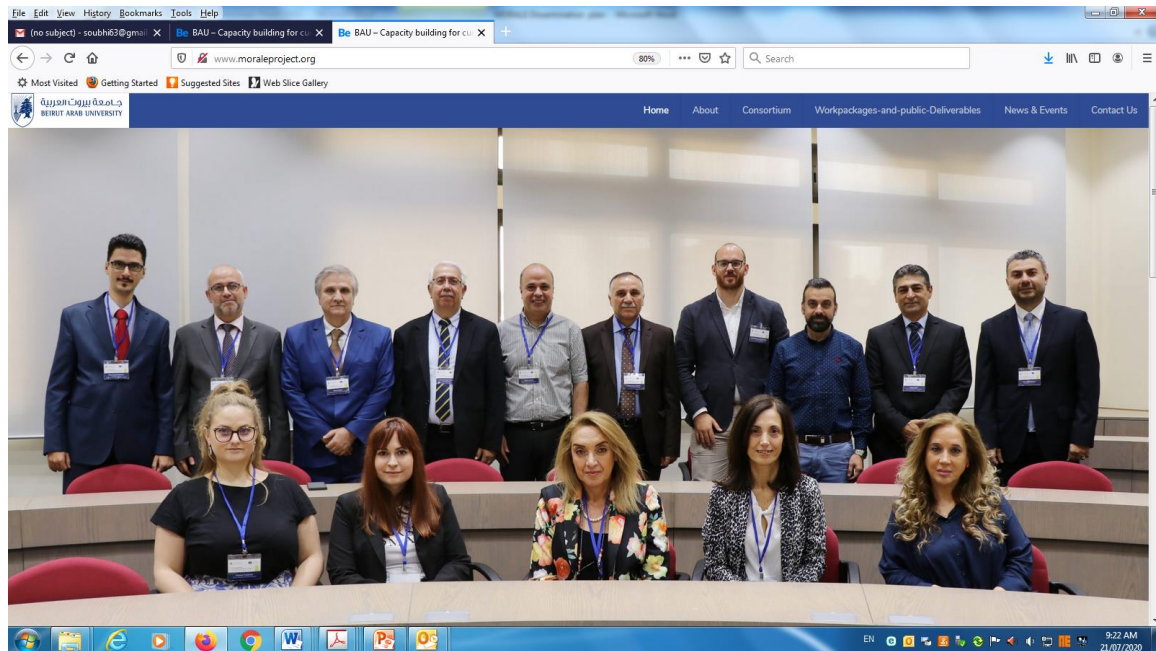
The architecture and navigation of website involves the following sections:

- Home page
- [About](#) : it includes Project description, objectives, innovative character, activities, expected results and brochure
- [Consortium](#): logo of each partner and links to their institutional website
- [Work packages-and-public-Deliverables](#)
- [News & Events](#): part of website containing information on past and forthcoming events
- Secure area: Document repository – restricted part of website with project documents, outputs etc. that can be accessed only through username and password assigned to each partner.
- [Contact Us](#): contact details for enquiries regarding project results or activities

The structure of the project website is presented below:

Figure 3: Website screenshot





There will be a link to the project website from the websites of all partner institutions. This will ensure that MORALE activities are easily seen by the followers of each partner institution.

### 3.2.2. Morale social media

Social media will be one of the main tools for dissemination of Morale's materials and promotion of discussion about issues at its focus. All partner institutions are actively engaged in social media activities and they will exploit synergies between their networks to maximise reach of Morale to target groups. This is expected to engage interaction within network of scholars, stakeholders, NGOs, academics and students. Moreover, it will enable more convenient way of informing target groups about the daily activities of the project, its events and achievements. To this end, social media is expected to:

- Share project information, activities and results.
- Broaden the outreach of Morale
- Facilitate interactive dissemination
- Collect feedbacks and interests in activities.

One team member from Project coordinator's team will be appointed as social media administrator. All team members will be required to submit relevant materials for release via social media to this person. Project will participate in main social media platforms such as Facebook, LinkedIn or Twitter. Can we have two facebook pages one for Syria and one for Lebanon? I am happy to be responsible for the Syrian page.

### 3.2.3. Morale mail dissemination and newsletters

Partners will bring together their existing networks to establish project mailing database. Information will be sent about relevant project events to target groups in regular intervals (preferably once a month). All emails will contain visual identity of the project. Emails will be used as tool to promote Morale newsletters as well. Newsletters will be produced on a regular basis sharing project news. In addition to mail, newsletters will be promoted through networks of partner institutions and on their websites. This will add another layer to efforts on keeping interested parties informed about the progress of project, its results and past and forthcoming events. Each newsletter shall include basic information about the project, key information about the activity that is being promoted and contacts and useful resources. These documents will be published in both Arabic and English language.

### 3.3. Morale events

Dissemination activities will also involve series of events and thematic conferences, both face-to-face and virtual. This way of presentation will provide opportunity to:

- Involvement of stakeholders through discussion
- Presentation of project and involvement of target groups in its development
- Understanding the response of target groups to the project proposal
- Receiving feedback and inputs for future implementation
- Measuring the reach of project activities

#### 3.3.1. National exploitation seminars

Project application form foresees organization of two exploitation seminars in partner countries. These seminars will bring together actual and potential stakeholders. Both events will take place towards the end of the project when majority of outputs have been produced or are in final stages. For this reason, it will be possible to present these to relevant audience.

#### 3.3.2. Regional round tables with national and regional authorities

The objective is to celebrate 3 Round Tables (in M6-18-30 at LU, MUBS, BAU) to raise the awareness on the importance of HE provision of training on sustainable NGOs management & operation with special focus on refugees-related sector and interact with high level and key stakeholder to allow them to contribute to the project towards project results endorsement and sustainability.

Special focus will be posed on the participation of HE management and HE and Social Affairs authorities, because of the need for an-in-depth change towards the provision of training in sustainable NGOs management and operation from the Universities. By their participation and contribution, that will be taken into account for project development, high level endorsement will be achieved and this will set solid basis for sustainability.

### 3.3.3 National seminars

The objectives of the foreseen national seminars are to bring together HEIs academics, researchers, students, NGOs staff to discuss about:

- the main competences needed by the NGOs labour market sector
- the challenges NGOs face in terms of their staff and the effect on their bad performance as organisations
- the study programs being improved and the LLL courses being created
- to foster the creation of solid networking context between students and their future employers (NGOs and associations), but also between NGOs professionals and HEIs for mutual benefit and enrichment

### 3.3.4. Supra-regional conference

The objective is to promote a supra-regional dialogue and establish networking on the importance of HE provision of high quality and innovative education for both the future graduates and current NGOs professionals, for better job opportunities and to increase the impact of sustainability of NGOs in the refugees sector.

The “*National policy paper on NGOs in Syria and Lebanon*” report (D6.3.1) will be presented and will contemplate input from the Regional Round Tables too. Main project results, good practices and lessons learnt will be also presented by the students enrolled in the modernised bachelor and from NGOs professional who attended the LLL courses.

The activities include:

- Regional Conference implementation (implementation methodology, organizational issues, logistics, visibility strategy, etc.) and visibility strategy.
- The Invitation of relevant keynote speakers (external experts and HE Ministry and NGOs associations).
- Invitation and arrangements for media participation (radio, TV, press).
- Live video-streaming of the conference to enhance visibility and impact.

## 4. Reporting of dissemination and visibility activities

All partners are required to keep an accurate record of the dissemination activities undertaken within the project. Key information regarding dissemination activities will have to be delivered to the WP leader and co-leader (DU and BAU). This will enable monitoring and record keeping of the outcomes and reach of the dissemination activities. For this purpose, partners will use a dissemination log that can be found in the Annex to this document. Partners will also be required to fill out reports on any conference, event, meeting attended. For this purpose, an Individual partner meeting report found in Annex will also be used.

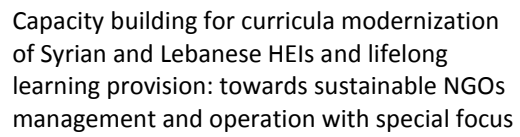


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## Annex I: Dissemination log

[illegible]



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## Annex II: Event report



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<b>Title of the event:</b>	
<b>Type of the event: (Workshop, Conference, etc.)</b>	
<b>Date:</b>	
<b>Venue:</b>	
<b>Number of participants:</b>	
<b>Type of participants: (Policy makers, HEI management etc.)</b>	
<b>Link to the event website:</b>	
<b>Partner attending event:</b>	
<b>List of attachments:</b>	
<b>Brief overview of the event:</b>	
<b>Dissemination contribution of partner attending event (e.g. presentation of WP3 output)</b>	