



Project Title: Modernising Undergraduate Renewable Energy Education: EU Experience for Jordan

Acronym: MUREE

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Deliverable Title	<i>Development of Dissemination Plan</i>		
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WP7 will run for the duration of the project lifetime and will continue once the project has officially closed. It aimed to ensure that the overall concept, actions carried out within each WP and the results achieved through the project are widely disseminated to the target groups at both the European level and a local and regional level.

Description: Actions undertaken to ensure that the results and deliverables of the project will be made available to target groups

Deliverables: Dissemination and communication plan, Website for European network of clusters, Database of actors and roles, Final Conference and Journals, Dissemination materials, Workshops, Newsletters, Flyers, Posters, Brochures, Final Report with results, reflections, Preparing teaching materials and recommendations

A correct definition of dissemination objectives is crucial to get the expected impact of the project and its outcomes. The main focus of the MUREE dissemination framework is defined in the following dissemination and sustainability objectives:

1. Ensure that the project outcomes are widely disseminated (spread and understood) to the appropriate target communities or users, at appropriate times and via appropriate methods or channels.
2. Involve all those who can contribute to the network outcomes and objectives

Note that the objective 1 is directly involved with the dissemination and the objective 2 is involve with both, the dissemination and sustainability of the project.

Dissemination is coordinated by UoJ. Promotional material at the beginning and layman version of final report has been and will be supplemented by information on project website. Dissemination plan has been proposed by UoJ at kick-off meeting and consensus based agreed with other partners. Plan envisages communication of project messages, deliverables and outcomes tailored for each particular target group. Each project activity and output is planned for different target group at different project stage. The plan envisages awareness raising and capacity building of public renewable energy professionals as first circle in dissemination. This will be reached during the first project year with website, booklet and brochures, project activities and publications. Majority of project actions are till M18, but continuous till the end of the project. The target group of MUREE enables sustainability of dissemination of project messages after the end of the project. Methods used are mainly training, website and project publications. Public renewable energy professionals will disseminate information in their broad environment to next target group (NGO's, stakeholders, decision makers, organisations etc.), using available and appropriate tools and channels from M10 and beyond M24. Booklets, brochures and web-site will be functional till M9 providing information about project to partners, target groups and general public. Meeting of MUREE dissemination committee has been held in M9, equipping project partners with skills and knowledge, which they use for preparation of action plans, raising awareness, informing and making partnership in environment. Events and Networking will be held in (M20) and final conference (M33). Target group of end beneficiaries will vary from country to country, depending on chosen objective from action plan. They will be reached from M10-M33 and after the end of the project, using culturally adjusted and Renewable Energy promoting approach. Activities, connected with preparation of action plans, are planned from M9-M14. General public will be reached by booklets, brochures, website, press conference and layman version of final report (M24), communicating project messages and raising awareness about renewable energy inequalities.

Subject	Description
Dissemination Committee	Meetings will be held yearly; 3 times (twice in Jordan and 1 in Europe) in M11 and M22 (3 PC-EU) and (2 EU-PC). Dissemination committee meeting has been held 20-26/7/2013 in Jordan. Next Meeting will be held at TU-Berlin at June 2013. Coordinate and oversee all dissemination activities. Establish procedure for effective dissemination of project achievements to potential stakeholders
Development of Dissemination plan	Generate dissemination & sustainability plan. Important communication channels are: (international) networks of the involved consortium partners, website of project MUREE, and relevant websites of stakeholders, workshops, events and (traditional) media. Communication methods: reports, notes, presentations, interviews and existing (individual) contacts. Launch dissemination & sustainability plan and its related

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	<p>dissemination & sustainability actions (excluding the tasks defined below) in order to reach a variety of relevant factors that could <i>support</i> the project MUREE, its regions or its consortium partners or could <i>learn</i> from the project experiences and the consortium partners or could <i>collaborate</i> with project MUREE, its regions and/or its consortium partners.</p> <p>Participate in the European Club of clusters managers. Provide project descriptions and relevant data to be collected in the framework of the European cluster observatory.</p> <p>The consortium disseminates results to various European/national/regional (e.g. with backgrounds in policy making, regional economic development, waste/waste management, sustainability, innovation, entrepreneurship, incubation/innovation labs, venture capital). The consortium will look for appropriate conferences to present results during/at the end of the project.</p> <p>UoJ will prepare the plan and will be assisted by JUST, MUTAH, TUB and UCY.</p> <p>Oversee the products necessary to diffuse the project information and its results.</p> <p>Preparing the plan of dissemination; using Skype for video conferences.</p> <p>Printing materials and distribute it to other partners.</p> <p>Logos have been designed and distributed.</p> <p>Brochures; waiting for courses and modules selection.</p> <p>Meeting will be held with local partners to set a dissemination plan and contacting the partners from TUB and UCY.</p>
<p>Communication Plan & Promotion Material</p>	<p>Designing promotion materials to diffuse information, Logos, brochures, booklets, e-newsletters, banners and multilingual videos.</p> <p>Designing promotion materials to diffuse information.</p> <p>Preparing the dissemination and promotion materials.</p> <p>Holding events for awareness rising on RE</p> <p>Printing and distributing of publicity brochures, newsletters, reports, logos, etc.</p> <p>Distribution of project (e) newsletters.</p> <p>Logos have been designed and distributed.</p> <p>Brochures, newsletters, banners and posters are under publication.</p> <p>UoJ will prepare the materials and will be assisted by JUST, MUTAH, TUB and UCY.</p>
<p>Project Website</p>	<p>Define, develop, launch and maintain the website to support European network of waste management clusters objectives.</p> <p>Involvement of partners and supporters in Dissemination Community</p> <p>The method of measurement of each indicator gives a quantitative</p> <p>Specialised blogs forums and websites measurement of how well the indicator has been achieved.</p> <p>Define, develop, launch and maintain a database containing relevant</p>

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	<p>actors and their roles when it comes to waste management-related activities (e.g. including governmental actors, intermediary organisations, funding and investment actors). This will be an important who-is-who signposting platform.</p> <p>Designing, Creating and operating a website to disseminate information on the project.</p> <p>Uploading teaching materials.</p> <p>Announcements on seminars, workshops.</p> <p>Translating of the website contents; to make the content available for external users.</p> <p>Activating MUREE website (muree.psut.edu.jo)</p>
Events and Networking	<p>Organise in each region workshops and a mini-conference for all partners. The workshops focus on elaborating the approaches of project MUREE with a broader set of relevant regional actors. The mini-conference (approx. 30 attendees) shares the first findings of project MUREE among a subset (defined by project MUREE) of relevant regional/national actors. Project MUREE will search for sponsors for the workshops and mini-conferences held in the other partner countries.</p> <p>Evaluate workshops and mini-conferences held in the partner countries, specifically looking at lessons-learned and best practises. Generate a document with findings.</p> <p>Encouraging of a network creation nationally and internationally,</p> <p>Holding networking events at the UoJ; all European partners will attend both events. (12 EU-PC) travels, 6 each time in the M20.</p> <p>Printing materials for networking events.</p>
Dissemination workshop on RE Promotion	<p>Organising dissemination workshop by each Jordanian University</p> <p>Holding workshops for students to present their thesis and final year project.</p> <p>Workshops to local authorities and enterprises.</p> <p>Presenting the project's objectives and activities, market opportunities, territorial energy potential, policies and measures sets to diffuse RE.</p> <p>Printing materials for the dissemination workshop which will be held at each university in Jordan.</p> <p>Broadcast the dissemination activities through (T.V, newspapers, and Radio) to make the project easy recognisable.</p>
Final Dissemination Conference	<p>Organise a final conference in Jordan by the end of the project, to reflect on the Regions of Knowledge agenda and the (first) results of this project. Suggested public of the conference consists of European Commission representatives and a variety of stakeholders from the MENA partner countries (e.g. with backgrounds in policy making, regional economic development, waste/waste management, sustainability, innovation, entrepreneurship, incubation/innovation labs, venture capital).</p> <p>It could be an option to link this conference to e.g. a European</p>

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	<p>Enterprise Network conference.</p> <p>Subtasks:</p> <ul style="list-style-type: none"> • Setup conference plan • Organize conference programme (quest list, content, speakers, location, facilities) • Organize specific conference content (posters, flyers, papers, proceedings) • Invite guests and PR regarding conference • Conference incl. dinner for special guests • Generate conclusions • Disseminate conference conclusions <p>Generate the final report. This final report reflects on the concepts of this project, its activities, its targets groups, experiences, results, conclusions and recommendations regarding continuation and expansion of the project's infrastructure.</p> <p>Organising the conference patronised by ministries and local authorities.</p> <p>Holding final international dissemination conference which will be organised by the UoJ.</p> <p>Printing materials for the final conference.</p> <p>Broadcast the final conference through (T.V, newspapers and Radio)</p> <p>Travelling to Jordan (12 EU-PC) one time to attend the final conference (2 from each EU partner).</p> <p>Discussing the state of the art research in RE at the international level.</p>