WP6: Dissemination, exploitation of results, and sustainability

Dissemination and exploitation Plan

WP Leader: ARCA

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Table of contents

I. Introduction

INVENT – Promotion of Innovation Culture in the Higher Education in Jordan, is the ERASMUS+ project, which aims at institutionalizing innovation, technology transfer, and capacity building within the Jordanian universities so that they become a pillar in the development of the national economy. The project concentrates on strengthening and enhancing the role of higher education institutes and universities in innovation capacity building, technology transfer and commercialization of applied scientific research outcome in Jordan.

The project will help to utilize the abundant scientific research production in two ways: first by giving the chance to the researchers to apply their research results, and second by providing a clear view of the technological need of the local industries so that the research and researchers priorities can be well identified. Another important objective of this project is to enhance the sector of innovation and technology transfer through **capacity building of staff** and **raising the awareness** of the innovation importance among the university's researchers and the local businesses.

The project aims and objectives will be achieved via establishing Centers for Transfer of Innovation (CTI) at selected Jordanian universities. The centers will help in the implanting and further development of the National Policy and Strategy for Science, Technology and Innovation which is the base for all currently ongoing and planned innovation support activities. INVENT project will enable the CTI to support reality-related introduction of research results into the educational processes and industrial application.

The basic results of the project activities are the establishment of four Centers for transfer of innovation (CTI) at the Jordanian universities and other two at departments at non-academic organizations and institutions. Their activity is the provision of entrepreneurs with innovations for introduction in the process of production.

This long-term capacity building plan and vision, aim at developing human resources and upgrading skills, capacities of university professors in the field of innovation and entrepreneurship.

I.1 General objectives

- Foundation of research and application centres in PC universities
- Enabling teachers to provide their research results enterprises, improvement of organization of scientific-research activities
- Creation of accessible information database of innovations and research results at universities of PC countries
- Transfer of innovation projects and new technologies into enterprises and education

- Delivering a base for the improvement of the link between universities and industrial partners
- Development of partnerships with enterprises

I.2 Specific objectives

- Establishment of the Centres for Transfer of Innovations (CTI) at JUST, UJ, MU, PSUT, AULE, and ASRF in Jordan
- Training of specialists in EU countries for CTI
- Creation of an effective common model of CTI for Jordan
- Creation of accessible information database of innovations and research results Jordan
- Enabling the CTI for supporting reality related introduction of research results into the educational processes and industrial application
- Transfer of cooperation experience of university and enterprises into High education system of Jordan and to enterprises
- Cooperation between representatives of enterprises, researchers and students
- Development of economic thinking and interest to use innovations and research results from entrepreneurs and businessmen

I.3 Expected results

- ✓ Identification of skills needed for capacity building
- ✓ Establishment and equipment of CTIs
- ✓ Adapting the experience of European Center for transfers of innovations by the staff of the PC CTI
- ✓ Activity of the Centers and departments
- ✓ Quality control and monitoring
- ✓ Exploitation and sustainability
- ✓ Dissemination
- ✓ Coordination and management

I.4 Main activities

WP1 Analysis of training needs
Preparation WP include analysis and identification of the training needs of future workers in innovation and entrepreneurship promotion centers in collaboration with enterprises and industrial bodies (Jordanian and European). Project stakeholders will be identified. A common questionnaire will be distributed to all stakeholders. The survey will be analysed to identify the needed skills and the methodology to follow in running the CTIs. Then integration of analysis of training needs with European experiences and methodologies will take place.

Final report on skills and the methodology, and the needs identified will be prepared. The document will become the common manual in the WP relating training of the staff in EU partners' institutions.
Tasks
1.1 Review local market needs for qualified people in the field of innovation and entrepreneurship
1.2 Identify training needs for officers of CTIs
1.3 Prepare a report that serves as the road map for the implementation of the project

WP2 Training of trainers for participation at CTIs
The aim of this activity is to learn from European experience by staff of CTIs and authorities. Nowadays, the government of Jordan realized the relevance of economic education of entrepreneurs for development of economy and makes arrangements for education of entrepreneurs and producers. The objective is to develop a capacity building and staff development in the field of innovation and entrepreneurship. After the analysis of WP1, a training program will be prepared by ARCA to enhance the skills of Jordanian staff in running CTIs. One of the most efficient ways for achievement of this objective is the organization of innovation Centers similar to the Centers, which exist in Europe, but Jordan does not have enough experience in establishment of such Centers. For an effective functioning of CTIs it is important to have a precise representation of strategy, methodology, mechanism, form and means of innovation and training activities of such Centers. Therefore, learning of experience of European partners is included as an important activity to project. This activity is carried out in two forms: distance consultations and face-to-face consultations.
Tasks
2.1 Development of Long-Term Capacity Building Plan
2.2 Selection of Training Staff
2.3 Consultations with the Jordanian co-beneficiaries
2.4 Training of trainers for participation at CTIs

WP3 Establishment and equipment of the CTIs
The basic result of project activity is the establishment and equipment of the centers for transfer of innovations (CTI) at Jordanian universities and departments at non-academic organizations. Their activity will be to maintain businessmen with the innovations for introduction into the process of production. The centers will be created at 5 universities (JUST, UJ, MU, PSUT). The establishment of departments of these centers are planned at one non-profit Applied Research Fund (ASRF). These offices will be equipped for functioning of the centers and their departments. Work on equipment of the offices will be carried out within the first 4 months. 2 staff members competent in IT will be responsible for equipment of the offices of CTI.
Tasks
3.1 Establishment of center offices and departments
3.2 Hardware equipment at the Centers
3.3 Installation and adjustment of software

WP4 Activity of the Centers and departments
 The main activity of the project is the functioning of the Centers. The Centers collects information on innovations, which are provided by CTIs of EU partners, and scientist and researchers of PC universities.

All collected information is kept in the data-base, which is placed in a created web-site of CTI of partner countries. The Center is the data-base for information on needs of enterprises in innovations. Furthermore, this information turn into topics of scientific researches. Students of universities and other youth from ASRF will be involved in research activities. The database of the partner country CTIs will be regularly updated. Producers with a developed economical thinking are interested in using innovation in their business. Therefore, a training activity will be organized at CTIs at PC universities. Almutaheda and VRE.THI.DEV. have excellent experience in organization of economic trainings. One of their mission within the project is gathering and inviting participants for these trainings and assistance to trainers of CTI in conducting of trainings. The training courses are: using IT in search of information on innovations, the usage of innovations in the process of storage, proceeding of agricultural products and provision of their transportation, accounting and audit of enterprises, effective methods of management and marketing in enterprises, preparation of business projects.

Tasks
4.1 Creation of web-site and support its functioning
4.2 Creation of database of CTIs and support function
4.3 Training activity
4.4 Consulting activity

WP5 Project assurance and efficiency
A specific monitoring and evaluation system will be set up by the Quality Committee (QC) to provide constant and clear information about the effectiveness of carrying out the action to the management, allowing the optimization of resources and redirection of activities which can be affected by problems.
A set of qualitative and quantitative indicators will be applied through monitoring instruments such as questionnaires, interview grids and check-lists. High attention will be paid to the involvement of all actors concerned, underlining the importance of the contribution of each body involved. Six-months monitoring reports will be elaborated and addressed to the Project Coordinator. As for internal evaluation, an intermediate and a final report will be elaborated, showing the first impact on organizations, territories and beneficiaries involved. A comparison among impact and objective of the action will be made explicit.
Special quality criteria will deal with training activities, defining performances and standards.
An external Evaluator (Monitor) will be hired to verify the quality of the project, the achievement of milestones and objectives, and evaluates the results of each WP based on the mid-term and final report as well as on audits with the project partners at one project meeting in beginning of 2017.

Tasks
5.1 Establish the Quality committee
5.2 Develop a monitoring, evaluation, and quality plan
5.3 Write progress reports that elaborate the progress of the project and address it to the project coordinator
5.4 Hire External Monitor

WP6 Dissemination, exploitation of results, and sustainability
A dissemination plan will be drawn up by the WP leader (ARCA) and discussed within the Scientific and Supervising Committee for the final approval by the Steering Committee. It will focus on two main

threads: promoting the reformed curricula, and raising the awareness of the importance of nanotechnology in the educational institutions and the industry.

This project is expected to become autonomous after the implementation phase and bring on multiplier effects on education, economic and environment. The sustainability of the Action can be figured out at different levels: a) the preliminary needs analysis; b) the structure of the courses; c) training activities; d) access to labour market. Moreover, sustainability is strictly linked to financial, institutional, social and environmental issues. A sustainability plan will be elaborated at month 7 by ARCA and JU, under the supervision of project's steering committee.

Tasks

6.1. Developing a dissemination and exploitation plan

6.2. Elaboration of project image and dissemination materials

6.3. Organizing workshops and info-days

6.4. Organizing an Electronic Town Meeting

6.5. Organizing Local Final Conference

6.6. Developing a sustainability plan

WP7 Management and Operational Structures

Coordinator of INVENT is JUST which is responsible for the overall management of the project and the partnership. JUST will be responsible for its implementation according to ERASMUS+ rules, managing the budget, formulating methodology and tools for project implementation, allocating tasks, issuing working plans and guidelines, monitoring progress according to schedule, issuing of reports, organization of meetings and contacts with the Commission.

The structure of the project management will consists of: Project Coordinator (PC), Management Team (MT), Project Steering Committee (StC), Scientific Team (SC), and Quality Committee (QC), in addition to Training and Technical Group (TTG). An external auditor will be assigned by each partner to guarantee the compliance with EU regulations and project budget line. The MT will be composed of the PC and the administrative service, a Monitoring Expert, and Finance Expert. PC will supervise and coordinate all activities, ensuring that all partners are working towards the same objectives; contractually, technically and administratively and strictly collaborating with the Management Team. The PC will ensure that all partners' contributions meet the Work Plan expectations.

The PC will be responsible for: representing the consortium towards the EC, ensuring effective flow of information between partners, ensuring the implementation of the agreed action plan to the agreed standards and deadlines, ongoing evaluation of project activities and reporting on project progress to the EU, and defining and identifying the project deliverables for the Commission from the inputs received by participants.

Responsible for strategic decisions, as well as for the authorization of purchases will be the Steering Committee (StC). Members of the StC will be the project coordinator and representatives from the rest of the partners. The StC will meet twice a year in order to discuss the project progress ensuring its completion according to the schedule and its objectives.

The supervision of scientific and technical activities so that they meet the project's objectives and a high level of quality will be assigned to the Scientific and Supervising Committee (SC) where experts from all partners will participate. The SC will report its progress to the coordinator.

The QC will be responsible for developing a system for quality, monitoring, and evaluation. The QC will be chaired by an EU partner, and 2 members from JO and two members from EU partners.

The preparation and carrying out of the training activities will be assigned to the Training & Technical Group (TTG) in which representatives of all partners will participate. TTG will report its progress also to the coordinator.

Permanent and effective communication with all partners will be ensured with the use of a restricted access area of the project website where all project documents will be uploaded. Communication will take place also through face to face meetings, skype meetings, e-mails and telephone contacts.

In case of conflicts, the coordinator will make decisions after discussing the matter with all partners. If the conflict is of strategic importance for the successful completion of the project it will be brought to the StC which will take the final decision after voting, with the vote of the coordinator counting double if necessary for achieving majority.

Tasks

7.1. Organizing the Kick-off Meeting and other consortium meeting

7.2. Establishment of management and operational structures

7.3. Establishment of Training and Technical Group (TTG)

7.4. Hiring External Auditors

7.5. Reports

II. Dissemination strategy as foreseen in the project proposal

The dissemination strategy will be developed through the dissemination plan focusing on three main threads:

a) promoting innovation culture in the Jordan universities,
b) linking universities with the business sector,
c) fostering the entrepreneurial attitude of young people.

a) In the first case, informative workshops will be held at University departments and informative materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage an ice-breaking climate among participants to share knowledge. A coordinated layout for the information campaign will increase visibility for the project and the partnership who promotes it. Students and researchers will be involved for an active role during the events and also for the choice of most appropriate channels and tools for communication. In process of dissemination results of the activity of Centres and departments, achieved during project activity will be represented and distributed to a public. Results will be presented as publications, advertising of activity of the Centres in mass media, carrying out of seminars and conferences, distribution of results through a web site, and by participation in exhibitions and fairs. Presentation of results will serve as means of distribution of the information on activity of the project and will provide a continuous communication with visitors of a web-site.

b) In the second case, e-participation events will be organized to get the scientific community in touch with the business world through joint discussion and decision-making on some proposed themes. The town meeting methodology for e-participation events, successfully tested within previous EU funded projects (i.e. PARTERRE, NET KITE), is a participative methodology generated in the USA at the beginning of year 2000 to allow democratic interaction and discussion among a huge number of participants on issues of public interest, such as reform laws or local policies. The aim of these e-participation events, to be organized in Jordan under the direction of ARCA, will be to explore existing barriers to entrepreneurial growth in innovative sectors, to research-based business incubation, to interactions between public and private organizations in the technology transfer process, and will let emerge how the local communities may help to boost the process. The staff from the Jordan partners will be trained on site by ARCA to act as facilitators during the town meetings.
Through the web tools, matchmaking between business challenges and innovative solutions will be enhanced and supported professionally. Good practices referred to the CTI model and activities will be publicized in order to attract clients from the business system for the science and research offer and the technology transfer facilities and expertise that the Jordan universities can make accessible.

c) In the third case, the web site will host a repository of information on innovation models and toolkits for assisting the process from the generation and development of business idea to the

start-up of a new company, whereas the social media will favour the circulation of ideas, the knowledge of key events or support programmes and mutual learning

Exploitation of results foreseen as dissemination and transfer of main project results and development of new related products, ensuring sustainability – establishment of efficient CTIs, national and international recognition and term basis. It will be ensured by participation in the project of main stakeholders and decision-makers – Deans of Faculties, accreditation agencies, and employers.

III.   Strategy of the communication plan

General objectives
- to ensure that the project is addressing the needs of its target groups and is creating awareness and understanding of the project themes
- to communicate the project outputs and the benefits gained for the communities involved
  to promote innovation and entrepreneurial culture

Specific objectives	Activities
a) Promoting innovation culture in the Jordan universities	a.1- Information campaign a.2 - Informative workshops, seminars and conferences a.3 - Direct involvement of students and researchers a.4 - Advertising of the activities of the Centres in mass media a.5 - Participation in exhibitions and fairs a.6 - Publications a.7 - Web site (platform including news and ideas on innovation)
b) Linking universities with the business sector	b.1 - Electronic Town Meeting b.2 - Web site (tools matchmaking business challenges and innovative solutions)
c) Fostering the entrepreneurial attitude of young people	c.1 - Web site (information on innovation models) c.2 - Social media

Additional objectives	Activities
d) Ensure the project's visibility	d.1 – Logo and visual identity of the project d.2 - Web site (design and contents on the development of the project's activities) d.3 – Capitalization tools
e) Communicate the project's objectives and results	e.1 - Logo and visual identity of the project e.2 - Information material e.3 - Project newsletter e.4 - Advertising on social media, on the press and through web communities e.5 - Local final conference in Jordan
f) Sensitization of stakeholders and decision makers	f.1 - Information circulated and direct contacts with stakeholders f.2 – Electronic Town Meeting f.3 - Local final conference in Jordan
g) Ensure continuous information on the project between partners	g.1 - Intranet tool to implement internal communication

IV. INVENT communication toolkit

Communication plan proposes, in previous pages, a range of communication channels and tools in relation to the target audiences to be reached. Here we are presenting the tools with which to vehicle that communication, with a toolkit consisting of different elements that can be used in different combinations for each channel.

Tool	a.1 - Information campaign
Objective	To increase public awareness of the project and disseminate project activities and results
Description	The information campaign will be the strategy governing the use of all the other tools foreseen in the communication plan. It will develop strategies to affect target audiences widening communication skill sets and shaping public understanding. A coordinated layout for the information campaign will increase visibility for the project and the partnership who promotes it. Students and researchers will be involved for an active role during the events and also for the choice of most appropriate channels and tools for communication.
Partner responsible	ARCA
Partners involved	All
Target groups	General public
Outputs	Nr.1 Information campaign
Indicators	Nr. of tools used for disseminating information on the project

Tool	a.2 – Informative workshops, seminars and conferences
Objective	To disseminate project's contents and increase the involvement of local actors
Description	Informative workshops and info-days will be held at the Jordanian Universities and informative materials will be distributed using an interactive approach to elicit ideas during the info sessions and to encourage an ice-breaking climate among participants to share knowledge.

Partner responsible	JUST
Partners involved	All Jordanian partners
Target groups	General public and stakeholders
Outputs	Nr. of realized workshops / info days
Indicators	Nr. of participants in the workshops / seminars / conferences

Tool	**a.3 - Direct involvement of students and researchers**
Objective	To increase local participation to project's activities
Description	Students and researchers will be involved through targeted meetings for an active role during the events and also for the choice of most appropriate channels and tools for communication.
Partner responsible	JUST
Partners involved	All Jordanian partners
Target groups	Students Researchers
Outputs	Involment of young audience
Indicators	Nr. of students involved Nr. of researchers involved

Tool	**a.4 – Advertising of the activities of the Centres in mass media**
Objective	To disseminate activities fostering technology transfer and innovative entrepreneurship
Description	Some of the communication tools described in this plan will be used with a specific attention to the dissemination of the activities developed by the innovation centres.

Partner responsible	JUST
Partners involved	All partners
Target groups	- junior researchers and post graduate students who will benefit from the enhancement of innovation promotion programmes - technicians from industry who will benefit from technology agreement with R&D centers for joint projects, testing and prototyping activities - SMEs and SMEs clusters
Outputs	Communication tools (articles, posts, publications, etc.)
Indicators	Nr. of tools produced including the above described information

Tool	a.5 – Participation in exhibitions and fairs
Objective	To increase knowledge exchange and promote innovation culture to general public
Description	Innovation centres will be helped in increasing their exchange of knowledge with other similar organizations and to disseminate innovation through participation to national and international fairs and exhibitions.
Partner responsible	JUST
Partners involved	All partners
Target groups	General public
Outputs	Nr. of exhibitions Nr. of fairs
Indicators	Nr. of exhibitions visited Nr.of carried out fairs

Tool	a.6 - Publications
Objective	To bridge the scientific production with the business sector, convey information on events, conferences, publications and technical reports.

Description	Publication of information about activities of CTIs and upload of a set of technology solutions on the web tools.
Partner responsible	JUST
Partners involved	Jordanian Partners
Target groups	• researchers and post graduate students • young researchers and students • scientists • policy makers
Outputs	Nr. publications on scientific magazines and journals
Indicators	Nr. of publications about the CTI common model Nr. of publications in applied research

Tool	a.7 – Web site (platform including news and ideas on innovation)
Objective	To increase public awareness of the project and to facilitate the exchange and information on innovative ideas among interested users.
Description	A part of the website (see d.2) will be specifically addressed to the dissemination of innovative ideas and potential exchange of information among innovators. The contents of the web-site will work as a database of innovations. Database will store information which will be provided by European co-beneficiaries, university researchers and scientists. In addition, information on innovations from HCST, information from scientific journals and magazines and results of student researches will be stored in the database. Links to other websites providing information on innovations will be also placed. Thus, the website will assist in distribution of innovation ideas of researchers and this will promote finding customers to these innovations.
Partner responsible	HTWK
Partners involved	All partners
Target groups	University researchers Scientists

Outputs	Nr.1 specific section of the website
Indicators	Nr. of contacts to the section Nr. of ideas uploaded

Tool	b.1 – Electronic Town Meeting
Objective	To allow wide interaction and discussion among project's stakeholders regarding innovation in Jordan.
Description	An e-participation event will be organized in Jordan to get the scientific community in touch with the business world through joint discussion and decision-making on some proposed strategies to promote innovation and bridge the gap between academia, business community, and society.
Partner responsible	JUST
Partners involved	Jordanian partners
Target groups	Local Stakeholders: - Teaching staff - Students - Trainees - Administrative and technical staff Other target groups are represented by authorities from PC - directors and top managers of enterprises, who were involved in the project as branch departments.
Outputs	Nr.1 Electronic Town Meeting
Indicators	Nr. of participants

Tool	b.2 - Web site (tools matchmaking business challenges and innovative solutions)
Objective	To matchmake business challenges and innovative solutions and to disseminate innovation to target groups
Description	Entrepreneurs who apply to the website (see d.2) will be able to leave information on needs of their enterprises for innovations in a special section of the website. Furthermore, this information turns into topic of scientific

	researches. Students of universities will be involved in research activity. The objective of linking science with entrepreneurial world will be achieved through the platform. Producers with a developed economical thinking will be interested in the use of innovation in their business. Good practices referred to the CTI model and activities will be publicized in order to attract clients from the business system for the science and research offer and the technology transfer facilities and expertise that the Jordan universities can make accessible.
Partner responsible	HTWK
Partners involved	All partners
Target groups	Entrepreneurs Scientific researchers University students
Outputs	Nr.1 specific section of the website
Indicators	Nr. of contacts to the section Nr. of registered users

Tool	c.1 – Web site (information on innovation models)
Objective	To disseminate innovation culture to the target groups
Description	A part of the website (see d.2) will be specifically addressed to disseminate information on innovation collected by CTIs. Information will be kept in the database, which is placed in created one website of CTI of Jordan countries. The website will host a repository of information on innovation models and toolkits for assisting the process from the generation and development of business idea to the start-up of a new company.
Partner responsible	HTWK
Partners involved	All partners
Target groups	CTI staff Researchers Start-uppers
Outputs	Nr.1 specific section of the website
Indicators	Nr. of contacts to the section

Tool	c.2 – Social media
Objective	To let ideas circulate among interested subjects and to raise public awareness on the issues of the project.
Description	The project will be advertised by the Applicant on social media websites, referenced sites/web professional communities, relevant regional and national media. The Applicant will animate the social media tools (such as Twitter and Facebook) to enhance a broad interest in the project and to enrich the community of the project.
Partner responsible	ARCA
Partners involved	Jordanian partners
Target groups	- researchers and post graduate students; - technicians from industry; - SMEs and SMEs clusters; - general public.
Outputs	Nr.1 Facebook page Nr.1 Twitter account Nr. Press releases
Indicators	Nr. "likes" on Facebook (> = 500 in the total duration of the project) Nr. Twitter followers (> = 100 in the total duration of the project)

Tool	d.1 – Logo and visual identity of the project
Objective	To disseminate project information and increase its impact to the public
Description	To diffuse the project information a logo and coordinated image to make the project easily recognizable and to mark each document, deliverable and product and different multilingual (English and Arabic). For example brochures and other information material (see e.2) will be elaborated for informing stakeholders on events and for awareness rising on innovation and entrepreneurship will be elaborated.
Partner responsible	ARCA

Partners involved	JUST
Target groups	General public
Outputs	Nr.1 project's logo Nr.1 handbook on visual ideantity
Indicators	Nr. of communication tools respecting the project's identity

Tool	d.2 – Web site (design and contents development of the project's activities)
Objective	To increase public awareness of the project and disseminate project activities and results and to ensure continuous information on the project for all.
Description	Website will be a multifunctional facility presenting the activities of the CTIs, helping to keep contacts with all beneficiaries, being effective in studying needs of entrepreneurs in innovations, practices distance consultation activities for entrepreneurs, storing information about innovations in form of database, making possible to search and find customers for services which are provided by CTIs. The work will also be to design, manage and update the project's website and ensure its visibility as main source of information concerning the project's development. The project website will be designed by experts recruited by HTWK and will have a twofold purpose: to provide an overview on project objectives, work programme and expected results, tracking main steps of project development for management purposes and to spread out ongoing information on project activities (see WP4). It will include static (i.e. objectives, WPs, partners, etc..) and dynamic sections (news, results, events, project material, links, etc..), where text will be uploaded and relevant documents can be added by partners through the website administration facility. The project web site and the IT management tools will be constantly updated during the whole project, ensuring full access to project deliverables, feeding the news and events section and the repository with relevant documents for the partnership and for all the users interested in the project theme.
Partner responsible	HTWK
Partners involved	All partners are involved
Target groups	General public

Outputs	n.1 project public web site
Indicators	Nr. accesses to project web site (target >=500 per month the 2rd year). Statistical data of the site will be tracked with the Google Analitics tool (unique visitors, number of absolute unique visitors, page views, number of returning visitors and country or origin of visitors).

Tool	d.3 - Capitalization tools
Objective	To support innovation policies within the network and the capitalization of methodology and tools developed during the project
Description	Participation to dissemination seminars of other projects and planning new networks in order to project the devopment of CTIs activities in the future.
Partner responsible	JUST
Partners involved	All partners
Target groups	Stakeholders Universities Potential partners for future projects
Outputs	Nr. participations to events
Indicators	Nr. of events where INVENT project has been presented

Tool	e.1 – Logo and visual identity of the project
Objective	To disseminate project information and increase its impact to the public
Description	To diffuse the project information a logo and coordinated image to make the project easily recognizable and to mark each document, deliverable and product and different multilingual (English and Arabic). For example brochures and other information material (see e.2) will be elaborated for informing stakeholders on events and for awareness rising on innovation and entrepreneurship will be elaborated.
Partner responsible	ARCA

Partners involved	JUST
Target groups	General public
Outputs	Nr.1 project's logo Nr.1 handbook on visual ideantity
Indicators	Nr. of communication tools respecting the project's identity

Tool	e.2 - Information material
Objective	To achieve an effective communication plan, both as regards the graphic identity and the textual communication.
Description	Starting from the logo and the visual identity, the WP leader and the Communication Manager will work out and edit the other info materials. Project BROCHURES present a general description of the project, with a text that reinforces those of the website and primarily aim to engage the audience to seek further and more updated information there. Brochures will be edited and printed in Arabic (nr. 500 copies) and English (nr. 100 copies). BANNERS to be used during seminars and exhibitions and held at partners' premises will be also printed. They are intended as a backdrop for public events, stands, etc. POCKET FOLDER: the A4 Pocket Folder is intended to contain the project brochure, info sheets specific to the occasion, and any other partner or event-specific material. INFO SHEETS are provided as empty Word templates. They are intended to be printed on demand and generally inserted into the A4 Pocket Folder with the brochure, as needed on specific occasions. Examples of use of the info sheets include: Local language translation of the brochure, Event agendas, Questionnaires and similar, Profiles of local Labs, pilot scenarios, etc., Newsletters of local activity. JUST will be responsible for translation of info materials (brochures, web site sections, documents and posters) in English.
Partner responsible	JUST
Partners involved	All partners
Target groups	- Researchers and graduates - Technicians from industry - SME and SMEs clusters - Business communities.

Outputs	Nr. Bruchures Nr. Banners
Indicators	Nr. of info materials circulated /Nr. info materials printed

Tool	e.3 – Project newsletter
Objective	To increase public awareness of the project and report periodically on the project's progresses to the beneficiaries.
Description	A quarterly project newsletter in English, edited by the WP leader, will be circulated by email within the stakeholders' network, starting from April 2016, to project direct beneficiaries and to project partners. The newsletter will include updating on project activities, outputs and events, news from the partners and news from the world concerning the themes of the project (open innovation, technology transfer, entrepreneurship, start-up creation, among the others).
Partner responsible	ARCA
Partners involved	All partners
Target groups	- Researchers and graduates - Technicians from industry - SME and SMEs clusters - Business communities.
Outputs	Nr.6 quarterly project newsletters
Indicators	Nr. of newsletter recipients

Tool	e.4 - Advertising on social media, on the press and through web communities
Objective	To increase public awareness about the project and to raise public awareness on the issues of the project.
Description	The project will be advertised by the Applicant on social media websites, referenced sites/web professional communities, relevant regional and national media.

	The Communication Manager will keep contacts with referenced media, producing and diffusing press releases about the main advancements and results of the project. Press releases are envisaged on occasion of main events or project milestones, such as the town meeting, the project meeting, the final conference. The Applicant will create and animate the social media tools (such as Twitter and Facebook) to enhance a broad interest in the project.
Partner responsible	JUST
Partners involved	Jordanian partners
Target groups	- researchers and post graduate students; - technicians from industry; - SMEs and SMEs clusters; - research centers; - business communities; - local and regional authorities and local stakeholders of the chosen project sector; - general public.
Outputs	Nr.1 Facebook page Nr.1 Twitter account Nr. Press releases
Indicators	Nr. "likes" on Facebook (> = 500 in the total duration of the project) Nr. Twitter followers (> = 100 in the total duration of the project) Nr. Press releases

Tool	e.5 – Local final conference in Jordan
Objective	To present the project to a large audience, communicate the project outputs and the benefits gained for the communities involved and to give visibility to the project's results
Description	A final conference will be organized in Jordan, under the coordination of WP leader, hosted by the Applicant, with the participation of all project partner delegations. In this event the expected target would be from 50 to 100 participants. As an alternative communication method, smaller events for door-to-door presentation of project objectives and strategies can be organized, provided that the expected target is reached, in this case the audience will be between 10 and 25 people.

Partner responsible	JUST
Partners involved	Jordanian partners
Target groups	- researchers and post graduate students; - technicians from industry; - SMEs and SMEs clusters; - research centers; - business communities; - local and regional authorities and local stakeholders of the chosen project sector; - general public.
Outputs	Nr.1 Final conference
Indicators	Nr. of participants in the public event (>= 100)

Tool	**f.1 Information circulated and direct contacts with stakeholders**
Objective	To ensure an ongoing flow of information on project activities with stakeholders
Description	Individual meetings will be the most appropriate channel to get stakeholders and decision makers soon involved in the project development. Each partner, in order to best achieve its stakeholders, will organize meetings in different ways, eg by using «barcamp» approach, which consists in getting feedback from final users and professionals gathered in an informal setting
Partner responsible	JUST
Partners involved	All Jordanian partners
Target groups	Local and regional authorities and local stakeholders of the chosen project sector
Outputs	Nr. Meetings with local stakeholders
Indicators	Nr. of stakeholders involved in the network

Tool	f.2 – Electronic Town Meeting
Objective	To allow wide interaction and discussion among project's stakeholders regarding innovation in Jordan.
Description	An e-participation event will be organized in Jordan to get the scientific community in touch with the business world through joint discussion and decision-making on some proposed strategies to promote innovation and bridge the gap between academia, business community, and society.
Partner responsible	JUST
Partners involved	All Jordanian partners
Target groups	Local Stakeholders: • Teaching staff • Students • Trainees • Administrative and technical staff Other target groups are represented by authorities from PC - directors and top managers of enterprises, who were involved in the project as branch departments.
Outputs	Nr.1 Electronic Town Meeting
Indicators	Nr. of participants

Tool	f.3 – Local final conference in Jordan
Objective	To present the project to a large audience, communicate the project outputs and the benefits gained for the communities involved and to give visibility to the project's results
Description	A final conference will be organized in Jordan, under the coordination of WP leader, hosted by the Applicant, with the participation of all project partner delegations. In this event the expected target would be from 50 to 100 participants. As an alternative communication method, smaller events for door-to-door presentation of project objectives and strategies can be organized, provided that the expected target is reached, in this case the audience will be between 10 and 25 people.

Partner responsible	JUST
Partners involved	All Jordanian partners
Target groups	- researchers and post graduate students; - technicians from industry; - SMEs and SMEs clusters; - research centers; - business communities; - local and regional authorities and local stakeholders of the chosen project sector; - general public.
Outputs	Nr.1 Final conference
Indicators	Nr. of participants in the public event (>= 100)

Tool	g.1 - Intranet tool to implement internal communication
Objective	To ensure continuous information on the project between partners.
Description	The aim of this tool will be to design, manage and update the project's intranet and ensure the communication among the partners as main source of information concerning the project's development. The intranet will be useful for sharing project's objectives, and sharing the task planning document, where each partner can easily locate the assigned tasks and deadlines. Also a tool to share all project documents and implementation guides. A possible software to be used for this purpose is 'Smartsheet', a spreadsheet-easy online project management tool with an unlimited number of collaborators to power the team with automated reminders, attachments, Gantt charts, and a mobile app. Other possible solutions will in any case be decided by the Applicant.
Partner responsible	HTWK
Partners involved	All partners
Target groups	Project partners
Outputs	Nr. 1 intranet tool

Indicators	nr. accesses to Smartsheet (>= 20 per month)
	nr. of shared members
	nr. of discussions (> 100)
	nr. of documents uploaded

Note: All communication tools will have to carry the EU logo and the acknowledgement foreseen in the Grant Agreement: "This project was funded by the European Union's ERASMUS+ programme under grant agreement No …..".

All project partners should be aware that this acknowledgement is a requirement to accompany all communication and dissemination actions, including local Facebook pages and websites, locally printed material, and so forth.