

## **Modernisation of Institutional Management of Innovation and Research in south Neighboring Countries – MIMIr**

561548-EPP-1-2015-1-ES-EPPKA2-CBHE-SP

### **Deliverable 7.2 DISSEMINATION PLAN and SUSTAINABILITY STRATEGY**

#### **Introduction:**

MIMIr is primarily designed to assist partner universities in South Neighbouring Countries to understand the status quo of their innovation and research, performance, efficacy, and practices; and to devise pathways to overcome impediments, hindrances, fiascos and pitfalls that prevent them from achieving recognised stature in the international landscape. The core tread to accomplish this goal is to measure existing innovation and research activities, to gauge regulatory framework management, administration and tools, and to scope opportunities for overcoming bureaucratic obstacles, stimulating conditions and elevate mindsets. Coupled to provision of comparative analysis of t European processes, practices and state-of-the-art, the consortium will identify areas for change, targets for improvement, and a trajectory to excel. MIMIr aims at a twofold objective: on the one hand, the set up of a Research Management & Innovation model to allow HEI in Jordan and in Morocco to improve their management capacities in an innovative way; and on the other hand, it will support the increase of research cooperation in the region and with the EU. MIMIr wishes to contribute to both the enhancement of the Management and Governance and to the regional integration.

#### **Dissemination Strategy according to the project's proposal:**

Dissemination is a major pillar of the motivation, inception and instigation of MIMIr. The project has actually been conceived as a spin-off and upshot product of the earnest and hearty efforts of the Arab-Euro Conference of Higher Education (AECHE). University of Barcelona, AArU and EUA have recently emerged in the higher education landscape across the Mediterranean as an effective partnership in the promotion of a sustainable



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process of dialogue, mutual understanding, exchange of knowledge and increased cooperation between Arab and European universities, with AECHE evolving as a felicitous and infallible interlocutor and embankment of argumentation and debate. In essence and spirit, MIMIR is thus a dissemination instrument in itself, which endeavors to complete and complement ongoing efforts as a matter of mission and expedition that extends beyond its immediate goals.

Moreover, the proposed “Research and Innovation Network” will truly represent an embodiment of dissemination and a backbone of its strategy, with purpose and intent to foster innovation processes by engaging stakeholders in innovation research, at national, regional and international scales.

### **Objectives of the dissemination plan:**

This plan aims at providing clear guidance on the steps to be undertaken to ensure the proper dissemination of the project’s results and therefore its long-term sustainability at the local, national, and regional level. This plan will cover the internal and external dissemination approach to be undertaken within and beyond the project’s lifetime as well as the necessary promotion material to be designed. The dissemination concerns all the consortium members and aim at giving the project a large outreach and visibility.

### **Dissemination and Sustainability Committee**

The Dissemination and Sustainability Committee has been appointed during the Kick-off Meeting, is led by the University of Barcelona and is formed by 1 representative from the following partners:

Name of the Institution	Acronym	Name of the representative	Country
<b>Association of Arab Universities</b>	AARU	May Whabeh	Jordan
<b>University Mohammed V</b>	UM5	Rajaâ Cherkaoui	Morocco
<b>Mediterranean Universities Union</b>	UNIMED	Marcello Scalisi	Italy
<b>European university Association</b>	EUA	Bregt Saenen	Belgium

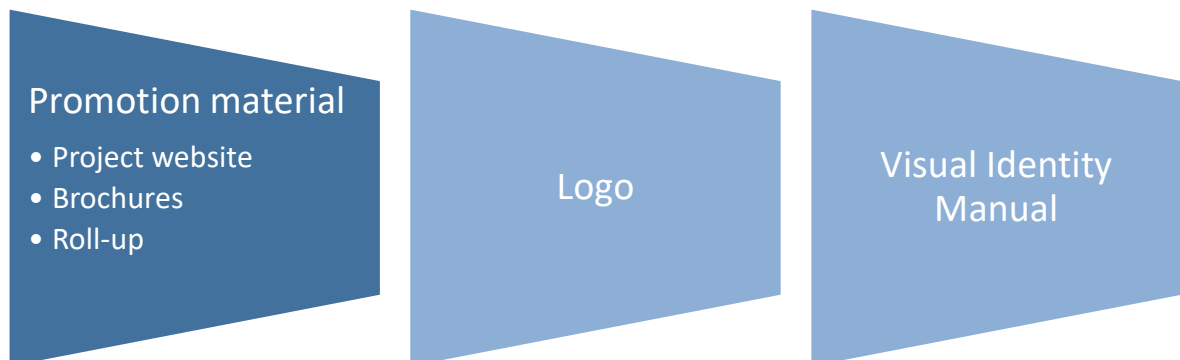
The Committee will help and support all dissemination and sustainability tasks and oversee activities of the project; it will meet at least once per year and during major meetings.



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### **Part 1: Promotion material and project Visual Identity**

Design and development of:



The Logo developed for the MMIr project is:

High resolution logo



The use of the European Commission and Erasmus+ logos will be clearly explained and the applicable regulations and related documents shared with all consortium members.



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General Information are available here:

[http://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](http://eacea.ec.europa.eu/about-eacea/visual-identity_en)

## **Part 2: Ensuring the dissemination of the project's results at the internal level**

It is of an utmost importance to ensure that the objectives of the project and its achieved results are shared and well known at the level of the concerned partner universities forming the consortium, and especially in the South Neighboring Countries taking part to the project: Morocco, Lebanon, and Jordan.

The selected representatives from partner universities will go through various training in the framework of Work Package 5 and in relation to the following topics:

- Training in ICT and Research Platform Management (Dev. 5.2)
- Training in Innovation Management (Dev. 5.3)
- e-Tools skills development (Dev. 5.5)

These trainings will be of crucial especially in the framework of the implementation of the Supporting Structures for Innovation and Research and Management (Work Package 4) in the light of implementing an Innovation and Research Management Office (Dev. 4.1), a Technology Transfer Office (Dev. 4.2) as well as for creating of the Innovation and Research Information Platform (Dev. 4.3) and the Innovation and Research Information Database (Dev. 4.4).

In this regard the project had already planned in its original proposal a dedicated deliverable for Home Training Session (Dev. 5.5). It is recommended to hold these sessions after each training in order to ensure the involvement of the proper staff. The day, time and target audience should be sent by the partner universities to the Coordinator who will be in charge of consolidating this information in one tab to be shared with the members of the Quality and Dissemination Committee, and the PMT. The universities should also provide evidence of the organisation of these events by sending pictures, signed attendance list, and the presentations made. The participation of a representative from the respective Ministries of higher Education in Morocco and Jordan, as well as of the Association of Arab Universities in Jordan, is highly recommended.



### **Internal Communication Channels**

The project coordinator will, with the support of the Project Management Team, be in charge of channeling the information to the consortium members. This will be mainly done through emails but also by conference calls or Skype. This will allow for a streamlined communication and a clear understanding of the roles and activities to be implemented for the successful implementation of the project. The mailing list of all the partners will be shared by the coordinator. In addition, group emails will be sent to the selected participants for the different planned activities which will give the possibility to the consortium representatives to directly contact each other.

Dedicated session will also be organised during the planned events/gatherings/trainings during which the project coordinator will present a state-of-the-art of the project's advancement to ensure all partners are updated and follow the progress.

The website will also be a major tool for the partnership to access the documents produced by the project and be informed on the current and incoming activities.

A Whatsapp group will also be created to allow for a more interactive and immediate exchanges when needed.

### **Part 2: Ensuring the external dissemination of the project's results**

The second part of the dissemination approach of the MIMIR project concerns the diffusion of the objectives, outcomes and achievements outside of the consortium, and give it the largest outreach possible towards the higher education communities in Europe, the partner countries and the Arab world.

- 1) **PROJECT WEBSITE:** The first and most visible step for dissemination is the development and regular update of a web portal, the MIMIR project website, on which undertaken and future activities are presented along with any related supporting documents: presentations, agenda, pictures, reports. This of course not only serves the external dissemination process but also constitute a strong communication tool within the consortium. A link to the MIMIR website will be also displayed on each member institution website, to increase project's visibility. The MIMIR website can be accessed through the following link: [www.mimirproject.org](http://www.mimirproject.org).
- 2) **NETWORKING:** The participation to the project of large associations and universities networks can ensure a significant coverage of the Euro-Med region. The below partners are expected to circulate and promote the MIMIR project through their website, conferences, general assemblies and to members:



The Association of Arab Universities (AArU)

The Mediterranean Universities Union (UNIMED)

The European University Association (EUA)

More in general, all partner institutions will draw upon an extensive network of contacts with institutions, consortia, research and funding agencies, innovation incorporation, and governmental entities that are committed to building high quality research programmes.

- 3) **RESEARCH AND INNOVATION ARAB NETWORK:** In addition, the MIMIr project intend to train and set up a Research and Innovation Arab Network. This network will be formed between partner universities and beyond, with the scope of fostering innovation processes by engaging stakeholders in research and decision-making, and by offering evidence-based recommendations for policy and practice at national and international levels. The network will represent a multidisciplinary expertise and “innovative thinking”, drawing on a comprehensive and diverse knowledge base combining research methods and their application and implementation, policy analysis and valorisation of innovative practices. The participation of the Moroccan and Jordanian Ministries of Higher Education is seen as an important added-value to the visibility of this network and the support it can bring.
- 4) **PARTICIPATION TO INTERNATIONAL EVENTS:** The MIMIr project should take advantage of events in which the consortium members take part, in order to present and promote MIMIr activities and results to stakeholders outside of the consortium. The Arab-Euro Conferences on Higher Education represent a good example of events where the MIMIr project can be advertised. This can be done through:





5) NATIONAL NETWORKING EVENTS:

Two networking events will be organised, the one in Morocco and the other in Jordan, to introduce the project to all stakeholders in innovation and research in the respective country and to amplify the benefits from joining the Research and Innovation Network. These events will play a crucial role in the dissemination of the project's results to the Higher Education community at large at the national level. It will also aim at promoting enlarging the Research and Innovation network.

6) FINAL CONFERENCE: A final dissemination conference will be organized at the University of Barcelona for a dissemination of the MIMIR's results to the international community. The DC should play an active role in ensuring a large outreach and involve stakeholders from the EU and MED higher education community.

7) SYNERGIES with other projects operating in the region.

8) SOCIAL MEDIA and PRESS

**Expected Project Impact:**

The project outputs – namely research and innovation management model - will benefit the JO and MO university partners in the immediate, but also have a wider and further impact on the researchers, students, academic and administrative staff, policy makers and HE organisations in both countries and in the region. They will also impact on European universities.

In a first instance, partner universities will directly benefit from the focus groups, workshops, capacity development study visits to Europe and the application of the research model. They will professionalise the management of research in their institutions, learn from each other and from European good practice and develop in



particular new practices that both their research offices and relevant faculties can apply. This will also be the result of the Internal Dissemination activities.

The European university partners will gain from enhanced networking with both Jordanian and Moroccan universities. This may pave the way for spin-off projects between European and Partner country universities, such as developing joint research programmes and exchanges. The European universities will also have the occasion to learn from one another and from the Moroccan and Jordanian Universities in the focus groups, workshops and study visits (transfer of knowledge will not be just one way) and subsequently be able to question and revise their own mobility practices as a result of the project. The Ministries in particular will gain insight on how research and innovation is managed within institutions and will therefore be able to design supportive funding measures to enhance this framework in the future.

#### **Project Sustainability according to the project's proposal:**

MIMIR seeks to sustain its legacy, patrimony and impact in the same manner it pursues widest spread and continual and persistent dissemination. Its overlasting sustainability will entirely depend on the success of partner institution to absorb, adopt, embrace and defend the new innovation and research management model at the institutional level through traditional scientific research deanships or similar structures. Appropriate measures taken by the consortium to engage ministries, national research funds, industrial stakeholder, philanthropy and donor foundations and regional agencies, will provide means of financial stability of the project, and will ultimately determine the degree of success of its sustainability.

In addition, partner institutions in Morocco and Jordan will bid to develop a sense of ownership of the model and its elaboration and produce further pilots, not only with sister institutions within partner countries, but at regional scale.

Nationally, MIMIR will attempt to inspire and motivate governmental organizations, such as the Scientific Research Support Fund in Jordan and CNR in Morocco, to adopt and implement national strategies based on the model. This will encourage other universities to consider the innovation and research needs of the country, and as such, MIMIR will help unveil an area of higher education that is seldom touched and can hence be further applied and utilized in the process of national reform.

AARU, EUA and UNIMED will work closely together and with other stakeholders to develop follow-up measures which will entail further piloting of the model in a greater number of institutions in the region. Examples of such measures pertain to the eResearch initiative and ICT infrastructure which may generate new ideas. Thus, interaction with other institutions in the region will be sought-after to achieve greater financial stability through transfer of best practices, income-generated training and development of capacity building programme.

