HEALING
Art Therapy Diploma

Co-funded by the
Erasmus+ Programme
of the European Union

Dissemination, Sustainability and Networking plan

Project Title: HEALING: Developing a Multidisciplinary Diploma on Art Therapy in Health Education

Project acronym: HEALING

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Review Table

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1 Executive summary

The European Union has awarded EUR 868.526 grant to the University of Jordan for the implementation of the project "HEALING: Developing a Multidisciplinary Diploma on Art Therapy in Health Education". The project started on 15th January 2020. and it will be implemented in cooperation with thirteen partners from Jordan (4), Tunisia (3) and Europe (6).

The dissemination activities will be conducted in cooperation between all partners, focusing on high visibility and raising the awareness about the outcomes of the project and the developments that have been achieved within project. The project will use different ways to disseminate and publicize project activities and results to different target groups and stakeholders, especially to target group of early education experts and policy makers.

This document presents the dissemination, sustainability and networking plan to be adopted by the Erasmus+ Project HEALING as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP6: Dissemination & Exploitation.

The document covers the written and visual identity of the project, offers an overview of the tools designed to develop dissemination activities and outlines the dissemination assessment. The Dissemination plan is elaborated according to provisions of the HEALING project and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission and it provides transparency of the use of EU funds.

Work package 6 Dissemination & Exploitation aims to define strategy and activities for the successful promotion of the project, specifically its results and bellow is the structure of WP 6.

Figure 1: Structure of WP6
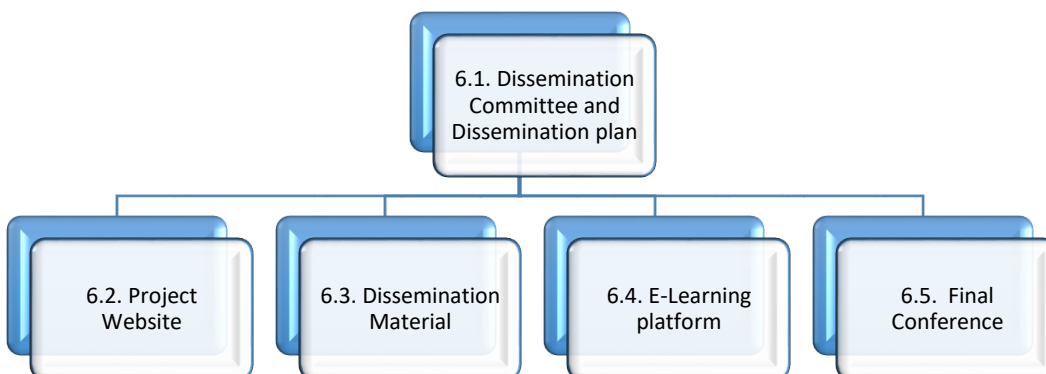
2 Project Consortium

HEALING project consortium is composed of 14 partners, as shown in Table (1). UNIVERSITY OF JORDAN is the project coordinator that has relevant skills in internationalization of higher education and great experience in implementing similar projects.

Table 1 The list of the HEALING Project consortium partners

Number	Partner	Countries
P1	The University of Jordan	Jordan
P2	Hashemite University	Jordan
P3	Irbid National University	Jordan
P4	Jordan University of Science and Technology	Jordan
P5	Al- Israa' University	Jordan
P6	Universite de Ggabes	Tunisia
P7	Sfax University University of Sfax	Tunisia
P8	University of Sousse	Tunisia
P9	University of Brescia	Italy
P10	Technological Institutes of Porto	Portugal
P11	National and Kapodistrian University of Athens	Greece
P12	Universidade Católica Portuguesa	Portugal
P13	Josip Juraj Strossmayer University of Osijek	Croatia
P14	University College Limburg vzw	Belgium

3 Work packages

HEALING project consists of seven main work packages as shown below in Table 2.

Table 2 HEALING Work packages

No.	Title
WP1	In-depth analyseis of the overall situation on the on Art Therapy in Education
WP2	Curriculuma Development
WP3	Capacity Building and Training Workshops (Teacher/Technician Staff & Students)
WP4	Development of the Art Therapy Centerre to support the new curriculum
WP5	Quality Control and Monitoring
WP6	Dissemination & Exploitation
WP7	Project Coordination

4 DISSEMINATION

4.1 Dissemination objectives

The dissemination objectives will be reached through raising the awareness about the outcomes and developments achieved within project among all relevant stakeholders and beneficiaries. This will be done by:

- Increasing the visibility of the project by disseminating project information to groups of people or institutions not directly involved in the project in order to share results and lessons learned and contribute to addressing similar issues in a broader institutional, regional and national context
- Using different ways to disseminate and publicize project activities and results to different target groups and stakeholders, especially to target group of early education experts and policy makers (to facilitate the necessary political support and generate potential positive decision concerning project's outcomes)
- Ensuring transparency of activities and outcomes

4.2 Target groups and stakeholders

HEALING shall be disseminated to the following strategic target groups:

1. Academic staff/Teachers at the department of early childhood education in (8) partner universities
2. HEI in Jordan and Tunisia (Academic, students, top management)
3. Students at different levels of education
4. Researchers, Educational policy experts and advisers in ECE &ART THERAPY EDUCATION.
5. International educational community & Stakeholders

4.3 Dissemination strategy

The dissemination strategy explains how the project will communicate its outputs and outcomes, and how the consortium will ensure visibility and promotion of the project and dissemination of its results throughout the project with stakeholders, relevant institutions, organizations, and individuals. The Mmain activities that will take place during the period covered by dissemination plan are:

- Design of HEALING Project theme (logo, style sheet, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures..);
- Organization and participation in relevant events (workshops, meetings, etc.);
- Exploitation of media resources (newspapers, TV, web portals etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to extent the scope of dissemination results;

- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.

4.4   Dissemination Action Plan

The main objective of Dissemination Action Plan is to define and optimisze dissemination strategy, and in particular the objectives, activities, target audience and existing communication tools of the consortium partners (e.g. websites, social media channels). In order to maximize the impact of communication efforts:

- Activities need to be timely;

- Information used must be accurate;

- Activities should be coordinated closely with all project partners;

- The right audience(s) should be targeted;

- Messages should be designed as to answer the interests of the target audience(s);

- Activities should be appropriate in terms of resources spent and expected impact.

4.5   Dissemination tools and channels

The most effective way to disseminate project will be a good combination of different communication channels.

As an initial dissemination source an **interactive project website** (allowing to subscribe and receive notifications and news, download and upload information) will be created and maintained to provide thorough information to general public on all aspects of the project. It will be periodically updated as new events and results become available. Next, **the e-learning platform** will be crated informing academic community on its mission and vision, offered services, OER repository as well as functionalities and utilization. Staff and students of all HEIs will have free access to the platform services and make use of its OERs. State of the art web technologies will secure interactivity of the portal by providing sophisticated online tools for building personal OER websites, creating e-portfolios for teaching and learning and online courses, it will also provide social networking services to encourage collaboration and dialogue among its community members (**discussion forum, Facebook, Twitter, YouTube channel).**

Virtual presence of the project will be complemented by published materials to ensure easy and targeted spread of the information. Copies of the **HEALING leaflet** will be published and disseminated amongst PC HEIs academic communities and main stakeholders. **Biannual electronic newsletters** on the project news, events, achievements and success stories will be produced and made available on the website for wider academic communities in and outside of the consortium.

Booklets on innovative Diploma in Art therapy will be elaborated.

E-versions of the leaflet, booklets, as well as developed training materials will be translated in English language and made available in the websites of all institutions for free downloading. To ensure directed coverage each consortium partner will provide e-mails of the staff concerned to whom all the above mentioned e-materials will be sent automatically. To reach certain academic communities outside the consortium hard copies of all the published materials will be provided to National Erasmus+ Office. **A link of the project website** will be inserted in all consortium partners main institution website.

(2) workshops and 1 information seminar for All HEIs teachers and students will be organized in Jordan in order to transfer information and know-how, share lessons on innovative instructional technologies learned during the project.

UJ and other Jo- partners will organize interim and **final dissemination conference** to bring around 800 PC HEIs staff and students into a common discussion platform, present the results, lessons learned and raise awareness & interest towards the project idea. The proceedings and other information materials of the conferences will be published and made available in the websites to disseminate among main target groups

Media coverage is another pillar for dissemination. 6 press releases and 3 interviews in mass media, articles in specialized press will be arranged to raise awareness of general public on the project and its results. Visibility of HEALING in the social media (Facebook, Twitter) will be insured. (2) publication/partner shall be produced during the project lifetime and after.

4.6   Dissemination Activity Evaluation and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP6 Leader (UJ) for further processing. The dissemination of related information is analysed by the WP6 Leader in order to document project dissemination progress. The findings of the assessment exercise shall be used for further improvement of the dissemination materials and activities.

A template for reporting the dissemination actions will be provided to partners. The first reporting will cover the first year of the project, after that each project partner shall submit the report every six months, using the reporting form The WP6 Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP6 Leader will participate, whenever possible, in the dissemination events organised by the project partners.

4.7   Responsibilities

Actions	Responsible Partners
Project logo	University of Jordan
Website	University of Jordan
Promotional materials	University of Jordan
Internal info days, TW s, events and seminars	All partners
Presentations	All partners
Project unified templates	National and Kapodistrian University of Athens
E-learning platform	All partners
News letters	All Partners
Social networks: Each partner will post on Facebook website: https://www.facebook.com/Healing-Project-101788921457020/?epa=SEARCH_BOX	All Partners
Press dissemination	All Partners
Final conference: A three-day Final dissemination conference will be held at University of Jordan by M36	All Partners

4.8 Timeframe

	Activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
6.1.	Dissemination Committee and Dissemination plan	▉	▉	▉	▉	▉	▉																														
6.2.	Project Website		▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉		▉		▉		▉		▉		▉		
6.3.	Dissemination Material		▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉		▉		▉		▉		▉		▉		▉
6.4.	E-Learning platform		▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉	▉
6.5.	Final conference																																				▉

5 SUSTAINABILITY

5.1 Sustainability Strategy

Sustainability Strategy highlights the main actions to be undertaken by the HEALING project's consortium in order to ensure the sustainability of the project and its findings after the end of the project. The general idea is to sustain the outcomes of HEALING over the funding period and beyond. Therefore, each HEALING partner will continue to spread knowledge on Art Therapies. Furthermore, developed courses in Art Therapy will become integral parts of existing study program and established Art therapy will be integrated in the infrastructure of the Universities.

Different aspects of impact have been selected as significant by the project. The figure below shows four aspects of the sustainability approach

Figure 2: Different aspects of the sustainability approach in HEALING project:

5.2 Strategic Plan for institutional sustainability

The HEALING partners are going to improve the capacities of 14 universities by developing new courses on Art Therapy and 6 universities with Art therapy Centers.

To achieve this, partners will:

- Develop and propagate effectively the new courses in partner countries;
- Involve the management level and teaching staff from all partner universities in the dissemination of the course offer;
- Building capacity of Academic Staff and Students;
- Establish Art Therapy Centers;
- Create E-learning platform

Courses will be developed within WP2 based on WP1 survey results. The diploma will be interdisciplinary and offered courses will be developed as e-courses. To ensure the sustainability beyond the project's lifetime, it is important to maintain access to the E-learning platform after the project's end.

5.3 Strategic Plan for financial sustainability

During the project's lifetime from 15th of January 2020 until 14th of January 2023 the European Union is funding the activities by the Erasmus+ Program. In order to maintain and continue the project's activities also after the end of its lifetime, it is crucial to ensure the funding of future activities.

During the projects lifetime, it has to be ensured that all activities are carried out in a cost effective way. Therefore, the following measures will be (have been) established:

- Staff costs are estimated in line with partner's role and to best reflect the actual workload of partners.
- On line meetings are organized whenever it is possible to minimize travel costs.
- Innovative tools for distance learning, use of communication systems and the e-learning method will be used to further reduce the travel costs.
- Equipment costs have been reasonably budgeted. If possible, free software will be used whenever this is possible.
- University of Jordan is in charge of overall financial administration, bookkeeping and reporting.

After the project's lifetime, outcomes like developed courses will be minimal, with only further costs for the lecturers and a frequent exchange of information between the partners can be realized via electronic meetings. However, the operational costs of the Art Therapy centers have to be covered by Universities.

Dissemination activities are very important to achieve this goal (work of Art therapy center) since public authorities will get attracted to the project by those activities.

Therefore, the following activities will be implemented: provide project log and , official web site to diffuse the project information, organization of Info-days to present the project's objectives and main activities as well as market and economy opportunities and organized Final conference which will bring around 800 PC HEIs staff and students into a common discussion platform, present the results, lessons learned and raise awareness and interest towards the project idea.

5.4 Strategic Plan for organizational sustainability

Organizational sustainability can be divided into 3 different parts: "strategic sustainability", "product and program sustainability" and "personnel sustainability". The following sub-chapters define the meaning of each one and list the planned activities to achieve organizational sustainability within the project.

Strategic sustainability	Product and program sustainability	Personnel sustainability
Goals		
• to ensure a realistic vision and realistic goals	• to ensure high quality products, services and programs	• to ensure that personnel can effectively perform their tasks
Action to achieve goals		
✓ All partner universities will list~~ed~~ their specific area of work as well as skills and expertise of key staff preliminary to the project's starting ✓ Through regular performance of Steering Committee Meetings it will be ensured that all partners are aware of the achieved goals and the tasks to perform in the future ✓ If one partner has problems with a task in his responsibility, it will be managed that another partner supports him in achieving the goals	✓ Elaboration and evaluation of In-depth surveys on State of Art Therapy in Education ✓ Elaboration and evaluation of In-depth surveys on Teachers and Students Art Therapy Education Competences ✓ Elaboration and evaluation of survey on available facilities and resources ✓ Creation of a new courses and restructuring of existing courses ✓ Set up of a Quality Assurance Manual (QAM) to assist all partners in developing high standard outputs ✓ Set up of a Monitoring Evaluation system to monitor the involvement of all actors in the activities' implementation ✓ Project Monitoring through 6-month reports to the coordinator	✓ Elaboration of didactic materials for Train-the-Trainers seminars and e-courses after identifying the lacks of knowledge which can be bridged thanks to the contribution of European partners ✓ Execution of Train-of-Trainers Workshops in ~~Innsbruck, Rome, Chania and Hamburg~~ + execution of a one-day webinar to improve the knowledge of academic staff at the beneficiary universities

5.5 Strategic Plan for social sustainability

Social sustainability ensures equal opportunities for HEALING participants and aims to provide a fair share of resources. The goal is set to achieve a social, sustainable and positive relationship with students and general public. Following activities and their impacts on social sustainability have been identified:

- Training workshops in 5 EU countries for teaching staff and technicians build up intercultural competences
- Controlling quality of education and students achievements assures a high scientific level of the projects tasks and a sustainable implementation of all project measures.
- Dissemination of information by designing information materials such as a logo and brochures aim to gain stakeholders interests and rising awareness for renewable energy

6 NETWORKING

The objective of this chapter is to define the structure of the networking of the HEALING project and the internal mechanisms to enable the good development of concrete networking actions.

The responsibility of each partner about networking will be to identify, invite and collect information from potential members of HEALING network.

6.1 Aims

1. To encourage the submission of common proposals and development of projects between the members of the network.
2. To assist in the establishment of HEALING best practices.

6.2 Benefits for its network members

HEALING offers many benefits:

3. To access a transnational forum of discussion in Art therapy in Higher Education.
4. To participate in common actions between the members of the HEALING Network, such as: seminars, submission of proposals and development of projects
5. To participate in training workshops to be held under the theme of Art Therapy Education.

6.3 Target groups and stakeholders

HEALING project Network shall include the following strategic target groups:

- Educational public administration.
- Ministries
- Universities
- Researchers, Educational policy experts and advisers in ECE &ART THERAPY EDUCATION.
- International educational community & Stakeholders

6.4 Networking actions

An effective way to start a networking strategy will be to provide the Methods information to the different identified target groups in order to invite them to participate. For this objective we propose the following steps:

1. Each partner should identify some potential participants to be invited to the HEALING network (at least 10 participants).
2. Each partner should send to these potential participants 3 documents:
- Invitation to participate (See Annex 1)
- Form to be completed with some relevant information (See Annex 2)
- Brochure METHODS (elaborated by Dissemination WP), (Attached)

3. Each partner should collect these forms (Annex 2) in order to organize a consolidate database of networking partners.
4. Each partner should communicate to the Networking Team the institutions which have shown interested and completed the form to be part of HEALING Network.
5. The Networking team will compile the information of the potential participants and forward to the WEB administrator for uploading them.

6.5   Responsibilities

Actions	Partners
Elaboration of e-mail templates and form to collect information	Workpackage 1 members?
Invitation to institutions to participate in HEALING Network	Each partner
Collect information from institutions which shown interest	Each partner
Report of institutions to be included as HEALING network members	Workpackage 1 members?
Uploading the networking participants to the web site	Web administrator

- I miss Invitation to participate (Annex 1) and Form to be completed with some relevant information (Annex 2)