



Deliverable D5.1

Dissemination and exploitation strategy and plan (D5.1)

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Deliverable factsheet

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Abstract:	This deliverable covers the design, planning and exploitation and dissemination report on FORC activities. A detailed strategy and planning will be developed to cover the dissemination of project activities and tasks with expected results and a timetable. The exploitation and dissemination strategy plan will give information of specific actions and activities and the purpose of activities (e.g, awareness, engagement, etc.) classified by stakeholder and target groups that the project consortium should reach. By developing the exploitation plan, the consortium partners will approved that plan in consensus. Updating the plan will be done regularly according to the identified needs and requirements, the pilot testing evaluation results, internship pilot implementation and the quality control and evaluation results
Keyword List:	Dissemination strategy, Dissemination Plan

Consortium

	<i>Role</i>	<i>Name</i>	<i>Short Name</i>	<i>Country</i>
1.	Coordinator, academic partner	The University of Cagliari	UniCA	Italy
2.	Forensic Computing Education expert, academic partner	Middlesex University	MU	United Kingdom
3.	Health Informatics Education expert, academic partner	Dublin City University	DCU	Ireland
4.	Academic partner to establish a pathway program in forensic computing	Al-Quds university	AQU	Palestine
5.	Academic partner to establish a pathway program in forensic computing	Palestine Technical University Kadoorie	PTUK	Palestine
6.	IT and forensic software developer partner	Al-Andalus Software Development	ASD	Palestine
7.	Academic partner to establish a pathway program in forensic computing	Princess Sumaya University for Technology,	PSUT	Jordan
8.	Academic partner to establish a pathway program in forensic computing	The University of Jordan	JU	Jordan

Revision History

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V1.1			
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List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

<i>Abbreviation</i>	<i>Description</i>
WP	Work Package
WPL	Work Package Leader
FORC	Pathway in Forensic Computing
IT	Information Technology
PS	Palestine
JO	Jordan

Executive Summary

This document sets out the dissemination and exploitation strategy and plan of the FORC project. The objective of FORC is to establish a Pathway in Forensic to the existing undergraduate academic programs across the partner countries.

Dissemination and stakeholder engagement is central to the success of this project. In this document we provide a description of our dissemination strategy.

We describes the project's dissemination objectives and measures for achieving them throughout the course of the project. It defines and prioritises the key objectives of the project's dissemination; identifies main stakeholder types/categories and why we want to reach them; elaborates means for reaching out to stakeholders, defines timelines for the planned dissemination activities and stakeholder contact and, finally, identifies and prioritises dissemination tools.

The dissemination strategy main objective is to identify and reach different stakeholders, (users and the public). This to raise their awareness regarding the findings of the project. The following are the specific objectives:

- Elaborate the consortium's strategy for dissemination activities and engaging stakeholders.
- Identify and engage stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders.
- Establish and maintain the project's communication tools such as the establishment of project web site and accounts at different social media.

It should be noted that this dissemination plan and timelines have designed so that is aligned with the FORC project deliverables and milestones.

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1 Introduction

According to the EU Erasmus+ guide ¹, the aim of the dissemination and exploitation strategy is making sure the project results are communicated and reached all possible stakeholders during and after the project lifetime; the definition of dissemination and exploitation according is given below.

1.1 Objective

The deliverable aims to:

- Raise awareness of the FORC activities and results.
- Feedback collection from different Audience

1.2 Audience

In order to maximise the outcome and to ensure the success of the project activities and outcome the dissemination strategy aims to reach each as many as possible of the targeted groups in the various project activities and events. We identify three types of audiences, internal, other related projects and external audiences.

1.2.1 Internal audience

Those are the members of the project consortium. We need to make sure that the dissemination process informs the partner institutions on the progress of the project. This audience is important as it assures that once the program is offered in the institution it will be perceived with high profile.

1.2.2 Other projects in the EC Programs and Partner Countries

Sharing the results of the FORC project with related projects in order to share experiences and collaborate to solve common challenges and problems.

1.2.3 External Stakeholders

Those include teachers, researchers, software companies, ministries and media and others whom can benefit from the project.

¹ https://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus2/files/2017-erasmus-plus-programme-guide-v2_en.pdf

2 Dissemination Tactics

In order to reach all possible targets groups to make them aware of the project and encouraging them to participate in its activities can be done by using effective communication tools.

The stakeholders of this project are identified as students and staff of partner country universities; companies in the field, employers of these students; administrative staff of the universities and Ministry of Interior, Ministry of Education and local security units.

Activities should be well organized, and dissemination materials are will prepared as these will be used to disseminate all relevant information and make stakeholders aware of the project activities and results.

We will use various communication tactics ranging from the more traditional techniques such as publications, conference presentations and workshops to the more innovative including social media, online viral and new media.

The table below outlines the Dissemination methods that will be deployed by the project partners, the table also shows how these tactics help increase the impact of the project:

Table 1: Dissemination Methods

<i>Methods</i>	<i>Description</i>	<i>Benefit of the Tactic</i>
<i>Project Website and Social Media</i>	<p>Establish online presence –website where general public can read about the project progress and findings</p> <p>Create a LinkedIn Group fostering interaction with and participation of groups of people that have a special interest in the project as end-users and groups of people that are interested in the specific research outcomes of the project</p> <p>Create an online repository on the website for public deliverables</p> <p>Create a Twitter, linkden, and facebook accounts, for sharing project news and reach a wide range of communities</p>	<p>Project website is a key instrument for enhancing visibility of the project</p> <p>Project website clearly refers visitors to the Consensus rational and educates them about the project concept</p> <p>All project findings are published on the website to allow anyone interested in the subject to follow the progress of the project</p> <p>Active website optimizes Consensus on search engines</p> <p>Social media are fast, low cost channels of reaching interest groups and communities that are normally not present at any events, conferences</p>

Project Collateral	Design collateral includes designing a common branding strategy including project logo, ppt templates etc. Create brochures, posters to be given away at events	Project collateral distributed at various events, conferences, workshops, etc gain the project visibility with the general public and the national and European media
Newsletter	Design online Newsletters about project events, progress , activities, findings,....	Project newsletter attracts target groups to get their interest in the project and keep them updated.
Press Releases	Send Press releases to mainstream and specialist media as well as relevant civil society newsletters, magazines and journals	Whilst a Dissemination for Awareness tactic, press releases can also target specific stakeholders depending on the journal/paper/website where press release is published
Attend Relevant Conferences, Events	Attend events related to policy modelling, governance and ICT Distribute collateral and engage in direct communication Set project stands to disseminate project results and try to collect feedback and stimulate debate	Attending conferences (as participants or speakers) is essential for dissemination and interim validation of project results Conferences serve as a dissemination tool and a method to engage new users Create a dialogue between the project partners, policy makers and practitioners attending the conferences
Connect to Existing EU initiatives	Connect the project with existing EU initiatives targeting ICT policy modelling and governance	Liaising with ongoing initiatives can ensure and maximize the project impact improving the use, experiencing and understanding of ICT in a policy modelling context
Workshops	Run two workshops with invited participants and stakeholders such as local administrations and decision makers interested in policy making	Workshops will be instrumental for dissemination of Consensus results Workshops will provide a first class opportunity to have a hands on experience with the system and collect valuable feedback

The rest of this section describes in more detail each general engagement tactic.

2.1 Project Website

Objective	To spread information about the project's objectives, activities and results a fully functional and user-friendly web site has been developed (https://www.forc-project.eu) with links to the social networking sites that the project is utilising. The project website is also a repository to store the project produced content as well as public deliverables of the project. It also provides access to the Partners' private
Content and Messages	Project's rational, objectives, approach, use cases, results, impact, partner information and links to communities, news, public deliverables, publications and dissemination material
Target Audience	All Stakeholders

<i>Information Required</i>	Main project documentation and material; medium level detail
<i>Information Provider</i>	All Partners
<i>Communication Methods</i>	Internet
<i>Activities</i>	Gathering documentation, editing and regularly publishing content and news on the website
<i>Schedule</i>	Key revisions every six months updating throughout the project's duration (news updated on an ad-hoc basis)
<i>Monitoring</i>	ASD is responsible for monitoring volume of traffic on the site and providing statistics via Google Analytics
<i>Responsible Partner</i>	ASD and all partners are responsible for updating content. ASD is responsible for building and maintaining the project website.

2.2 Social Media

2.2.1 Twitter Page

<i>Objective</i>	This will be used to promote the project news and related activities as well as reach a wide range of communities such as establish connection and communication with the following: other related projects, IT companies and associations, academia and civil society, industry, media.
<i>Content and Messages</i>	Project news, related news, discussion topics
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	Project updates, current news, low level detail
<i>Information Provider</i>	AQU, and all Partners and users
<i>Communication Methods</i>	Internet
<i>Activities</i>	Encouraging new users to join, regularly adding new tweets and responding to others comments
<i>Schedule</i>	Updated on an ad-hoc basis throughout the project

<i>Monitoring</i>	AQU is monitoring the group as a minimum twice a week;
<i>Responsible Partner</i>	AQU

2.2.2 LinkedIn Group

<i>Objective</i>	Used to announce project achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also announce events and gather interest from other people that join our community.
<i>Content and Messages</i>	Keep in contact and inform practitioners, researchers and users of advanced ICT tools for policy-making
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	Project updates, current news, discussions for receiving further feedback and suggestions on cases and contents
<i>Information Provider</i>	AQU, and all Partners and users
<i>Communication Methods</i>	Internet
<i>Activities</i>	Encouraging new members to join, regularly adding new posts and responding to others comments
<i>Schedule</i>	On a daily or weekly basis, or as we have content to add
<i>Monitoring</i>	AQU is monitoring the group as a minimum twice a week;
<i>Responsible Partner</i>	ATQU

2.3 PowerPoint Presentation

<i>Objective</i>	To present the project during conferences, events and workshops
<i>Content and Messages</i>	Project background, vision, objectives, approach, use cases and expected results
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	
<i>Information Provider</i>	The master PPT presentation made by BZU with the help of all partners
<i>Communication Methods</i>	Face to face for presentations, Internet
<i>Activities</i>	<ul style="list-style-type: none"> • Writing content, editing and updating the ppt. The partner must comply with the following: <ul style="list-style-type: none"> ○ The presentation should indicate the project logo. ○ The presentation should indicate the Erasmus+ logo ○ The presentation should identify the funding disclaimer of the project. ○ The presentation has to be produced following the FORC presentation template. ○ the presentation should describe the general objectives of the project
<i>Schedule</i>	Revision throughout the project' duration when key achievements occur
<i>Monitoring</i>	AQU
<i>Responsible Partner</i>	AQU is responsible for the master version; each partner in the Consortium will be responsible to adapt the presentation as per events' objectives

2.4 Project Brochure

<i>Objective</i>	To outline the project key objectives and expected outcomes. The brochure should be distributed at all dissemination events, conferences, workshops.
<i>Content and Messages</i>	Project's background; invitation for the stakeholders to visit the website and join FORC on Twitter, LinkedIn
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	The master document will be drafted in English
<i>Information Provider</i>	The master document will be made by AQU based on partners' contribution
<i>Communication Methods</i>	Written communication, face to face distribution, internet
<i>Activities</i>	Writing content, designing, editing and printing the document
<i>Schedule</i>	Revision throughout the project duration
<i>Monitoring</i>	AQU in collaboration with the other Partners will monitor the relative progress
<i>Responsible Partner</i>	AQU is responsible for the master version

2.5 Project Poster

<i>Objective</i>	The main purpose of the poster is to explain the project and its objectives in a simple and attractive way. An attractive poster will be designed. The poster will be used in all dissemination events, conferences, project workshops.
<i>Content and Messages</i>	Project's background; invitation for the stakeholders to visit the website and join FORC on Twitter, LinkedIn
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	The master document will be drafted in English
<i>Information Provider</i>	The master document will be made by AQU
<i>Communication Methods</i>	Internet, Face to face for presentations, events
<i>Activities</i>	Writing content, designing, editing and printing the poster
<i>Schedule</i>	Revision throughout the project duration
<i>Monitoring</i>	AQU in collaboration with the other Partners will monitor the relative progress
<i>Responsible Partner</i>	AQU is responsible for the master version

2.6 Newsletters

<i>Objective</i>	To raise and maintain the Stakeholders interest in the project, to inform them on progress and results
<i>Content and Messages</i>	Project's main results, dissemination activities, events
<i>Target Audience</i>	All Stakeholders
<i>Information Required</i>	Project' main outcomes, dissemination events and conferences attended or organized by FORC, highlighted news/events/conferences on Enterprise Systems Engineering
<i>Information Provider</i>	All Partners
<i>Communication Methods</i>	Internet, FORC website, list of recipients with contacts provided by each partner
<i>Activities</i>	Writing content, designing, editing and publishing the newsletters on FORC website, promoting newsletters on social media, emailing newsletters on partners' networks
<i>Schedule</i>	3 times during the project period
<i>Monitoring</i>	All Partners gather feedback from readers and report to AQU for tuning if necessary
<i>Responsible Partner</i>	AQU

2.7 Conferences, Events, Workshops

<i>Objective</i>	To increase the project's visibility by organizing/participating in relevant conferences, workshops and events, to attract stakeholders to FORC.
<i>Content and Messages</i>	FORC challenges, solution, results and outcomes
<i>Target Audience</i>	Policy makers, Practitioners, Academia, Citizens
<i>Information Required</i>	Function of the specific event
<i>Information Provider</i>	Partner/s organizing/attending the event
<i>Communication Methods</i>	Speech presentation, distribution of dissemination material
<i>Activities</i>	Preparation of the dissemination material according to the specific event
<i>Schedule</i>	TBD
<i>Monitoring</i>	All Partners participating to the conferences/events will report to AQU the main results of the related activities
<i>Responsible Partner</i>	All partners

2.8 Connecting with Existing EU Projects/Initiatives

<i>Objective</i>	In order to ensure complementarities and in the interest of maximizing benefits, synergies will be established between the projects on Enterprise System Engineering. This will also ensure that will be exchanged between the projects on workshops and consultations and other networking events that will be organized by them.
<i>Content and Messages</i>	Projects' background, progress and news, value of networks for capacity building
<i>Target Audience</i>	University and Ministry of Higher Education officials, Practitioners, Academia, Ministry of Interia
<i>Information Required</i>	Main project documentation and material, deliverables, results updates
<i>Information Provider</i>	All partners
<i>Communication Methods</i>	Internet, email, phone
<i>Activities</i>	Contacting other projects, discuss results, look for and attend shared dissemination activities
<i>Schedule</i>	TBD
<i>Monitoring</i>	AQU
<i>Responsible Partner</i>	All partners

2.9 Workshops

<i>Objective</i>	The FORC project will organise and run many workshops to bring specific audiences face-to-face to disseminate the results of the project, to discuss challenges and solutions to have a hands on experience and collect valuable feedback
<i>Content and Messages</i>	Project updates, challenges and developments in Enterprise System Engineering education.
<i>Target Audience</i>	Practitioners, Academia, Citizens
<i>Information Required</i>	Main project documentation and material; medium to high level detail
<i>Information Provider</i>	All partner
<i>Communication Methods</i>	Internet, face-to-face at other events
<i>Activities</i>	Organising logistics, inviting speakers and participants, managing the workshops
<i>Schedule</i>	TBD
<i>Monitoring</i>	AQU and ASD
<i>Responsible Partner</i>	AQU and ASD

- **Project LOGO** The project logo has been designed and approved by all partners, shown in Figure 1. The project logo will be used in all future dissemination material in order to ensure that members of the target groups will get familiar with this logo and will directly link it FORC project. This logo can as well serve as product logo later in the post-project phase.



Figure 1: FORC Logo

- **Erasmus+ LOGO** (shown in Figure 2): Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects websites, videos and social media accounts created to promote the project, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo. Also it must comply with the visibility rules laid down in Articles I.10.8 and I.10.9 of the Grant Agreement, as well as in section 1.6 of the Guidelines for the Use of the Grant.



Figure 2: Erasmus+ Logo

- **Reports:** This method is used to report on particular topics. These reported should be posted on project websites, so they are available to the audiences of the project. Report on all project outcomes that may be useful to the wide audiences, for examples, templates, methods, guidelines, questionnaires, evaluation criteria and toolkits.

3 Dissemination Targets and Dissemination Methods Matrix

For each audience group, the communication and engagement methods have been defined. The table below (**Table 2**) shows the FORC dissemination matrix, listing the dissemination methods based on the target audience, phase of project and purpose.

Table 2: FORC Dissemination Matrix

Target Audience	Sub group Audience	Purpose	Method	Evaluation Criteria
Internal Audience	-Students -Staff -Researchers	Inform	Newsletter, Project website, online discussion lists, social web, reports	Usage logs
		Engage	Project website, workshops, project meetings	Number of downloads of material/reports, satisfaction questioners
		Awareness	Project website, brochures	
Other projects	All relevant projects in the domain	Inform	Newsletter, Project website, Social media	Qualitative feedback, discussion on social media groups
		Engage	Social media, workshops	
		Awareness	Newsletter, Project website	Members joined
External Audience	-Software Industry, Local Enterprises, Ministries	Inform	Press release, project website, workshops	Attendance lists
		Engage	Workshops	Attendance
		Awareness	Newsletter, Project website, presentations	Group discussion feedback,
The community		Inform	Project website, social media	
		Awareness	Project website, social media	

The project consortium will put high emphasis on using the online professional networks and

Social Media to disseminate and exploit project results and activities. The communication channels and social networking groups used to disseminate FORC project results.

Keeping the website up-to-date: Consortium members are the main source of information and the ones responsible for adding content. The structure and configuration of the website is modified upon recommendation by partners, or as needed by the Website Administrator for facilitating navigation and access to information. So all the activities conducted by partners shall be reported using the project website.

4 Exploitation

The consortium will ensure a successful exploitation and development of FORC curriculum in the partner universities, throughout the project life cycle and afterwards.

The exploitation activities will ensure optimal use of the project results through their strategic planning, including:

- 1) Universities will design the structure of the pathway program and the curricula. The stakeholders of the project, including teachers and students in partner countries will have access to all public activities of the project, to share knowledge and learn of best practices. Engaging faculty and students of partner universities will be assured by organising workshops at the three partner countries involving also as to stakeholders from outside the universities of project consortium.
- 2) The universities will implement the Pathway designed by FORC consortium in conjunction with the existent undergraduate computing programs, which can be done by obtaining the required approvals and running the first round of the programme.
- 3) All project material will be published on the project site, to allow other universities in the region make good progress and development to model similar programmes or to join the consortium for joint deployment and implementation.

5 Plan

5.1 Timeline

All partners in Jordan and Palestine should use the methods above to disseminate project results and engage the stakeholders in the project activities.

The consortium discussed the following time line to carry out the dissemination activity.

5.2 Measures of progress

To describe the progress of the work and the quality achieved we use the indicators, listed in **Table 3** below.

Table 3: Indicators of success for the dissemination and exploitation activities

No	Indicator	Target Number
1	Website of project has accepted number of hits	> 1000

2	All project public deliverables are available on the site	100%
3	Each partner organised local workshop/per partner (partner countries)	5
4	All local and the global workshop is shared via the social web channels, twitter, facebook and linkedin and discussion is opened on them	100%