

LEBPASS 



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

The Lebanese Diploma Supplement  
LEBPASS Project

Erasmus + Project 598932-EPP-1-2018-1-LB-EPPKA2-CBHE-SP

<b>Project Acronym</b>	LEBPASS
<b>Project Title</b>	The Lebanese Diploma Supplement - LEBPASS Project
<b>Project Call</b>	Erasmus+ Capacity Building in Higher Education
<b>Project Reference No</b>	598932-EPP-1-2018-1-LB-EPPKA2-CBHE-SP
<b>Project Duration</b>	15/01/2019 – 14/01/2022
<b>Coordinating Institution</b>	Holy Spirit University of Kaslik (USEK)
<b>WP7 Leader</b>	AUFDRUE & USEK
<b>Project Coordinator</b>	Dr. Rima Mattar, Holy Spirit University of Kaslik (USEK), Lebanon

## Table of Contents

About	1
Members of the Consortium	1
Introduction	2
Role of Partners	3
Target groups and beneficiaries	4
European Commission's Visibility Requirements	4
Visual Identity	5
Dissemination Tools and Channels	5
Presentation Branding	5
Project Website	6
Social Media	7
Brochures and Flyers	7
Newsletters & Press Releases	8
Tutorials Videos and Manuals	8
Intellectual contributions	8
Exploitation	9
Annex I - Glossary	10
Annex II – Dissemination Log	11
Annex III – Event Report	12
Annex IV - News Template	13
Annex IV – Individual Partner meeting with Stakeholders Report	14

## About

The implementation of the LEBPASS project will result in various outputs and products that will promote the Higher Education System in Lebanon. The project could eventually unite universities, graduates, employers, and other stakeholders for the sake of delivering a Diploma Supplement (DS) that could translate the qualifications and skills of students and refugees who graduate from Lebanese Higher Education institutions.

The DS will help make the skills and qualifications of students and graduates of Lebanese institutions of higher education clearly and easily understood in Lebanon, as well as across the Middle East and Europe, thus facilitating the mobility of both learners and workers

## Members of the Consortium

1. [Holy Spirit University of Kaslik \(USEK\), Lebanon](#) (Coordinator)
2. [Directorate General of Higher Education, Lebanon](#)
3. [Agence universitaire de la Francophonie, Délégation chargée des relations avec l'Union européenne \(AUFDRUE\), Belgium](#)
4. [Lebanese American University \(LAU\), Lebanon](#)
5. [Lebanese University \(UL\), Lebanon](#)
6. [Beirut Arab University \(BAU\), Lebanon](#)
7. [Lebanese Canadian University \(LCU\), Lebanon](#)
8. [Université Bretagne Sud \(UBS\), France](#)
9. [Espace Mendès France \(EMF\), France](#)
10. [University of Cyprus \(UCY\), Cyprus](#)
11. [evalag – Evaluation Agency Baden-Wuerttemberg, Germany](#)
12. [Friedrich-Alexander University Erlangen-Nuernberg \(FAU\), Germany](#)



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

**The LEBPASS Project has been funded with support from the European Union. This report reflects the view only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.**

## **Introduction**

As defined by the European Commission, dissemination is “a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.”

The Dissemination and Exploitation Plan of the LEBPASS project sets out a dissemination strategy for the project outlining the dissemination activities which will be carried out by the project partners to establish and run the visibility and communication infrastructure of the project. All activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in Lebanon and the EU.

The plan will define an effective dissemination and exploitation strategy of the project results. Detailed information on dissemination products and target groups will also be included in the plan. Part of the strategy is to sustain the project after the lifetime of the project, in addition to WP4 fully dedicated to the development of the sustainable centre to administer the Diploma Supplement.

The goals of WP7 goals are to:

- Raise general public awareness on the LEBPASS project objectives;
- Provide useful information about project results and raise awareness about the existence of those results;
- Actively engage all partners in promoting the project in Lebanon;
- Directly involve the target groups and stakeholders during the different phases of the project’s development;
- Maximize the impact of the project on stakeholders;
- Influence in Institutional policies, strategies, and practices in student support service;
- Develop new partnerships by launching cooperation among Higher Education Institutions, local industry, and national authorities.

The dissemination and exploitation objectives of the LEBPASS project are the following:

- Definition of partners’ responsibilities and roles in dissemination activities;
- Identification of target groups and stakeholders;
- Identification and development of dissemination methods, tools and channels,

- Spreading the project's results among relevant stakeholders

The dissemination and exploitation objectives of the LEBPASS project are the following:

- Definition of partners' responsibilities and roles in dissemination activities;
- Identification of target groups and stakeholders;
- Identification and development of dissemination methods, tools and channels,
- Spreading the project's results among relevant stakeholders on a timely basis and in the most effective way;
- Achieving the visibility of LEBPASS project, its results, and dissemination activities to the general public,
- Establishing and maintaining mechanisms for effective exploitation of the project results.

## **Role of Partners**

LEBPASS partners should be actively involved in WP7 - Dissemination and Exploitation, which is led by USEK and AUFDRUE. Project team members are expected to actively contribute to it by:

- identifying key stakeholders at their local and national level;
- maintaining communication with stakeholders;
- identifying and informing about exploitation opportunities (e.g. events, publications, etc.);
- disseminating project results at relevant conferences, workshops; and other events;
- contributing content to the project website, its social media channels, newsletters, press releases, etc.,
- posting the project results, as well as promoting project events on the websites and online platforms of their institutions;
- informing the WP5 leaders of upcoming events, relevant news, significant project results and participation in external events to publish the data on the project website and social media platforms.

AUFDRUE will contribute to the achievement of the WP7 by disseminating the results and outcomes of LEBPASS using its national, regional, and even worldwide network consisting

of more than 850 universities spread over the five continents in more than one hundred and ten countries, which will multiply the impact and the visibility of LEBPASS.

## **Target groups and beneficiaries**

The dissemination plan and strategy will be based on stakeholders analysis. This exercise will allow rethinking the way how stakeholders are identified, listed, and assessed in term of their interest in the project and importance for the its success and further dissemination.

The target groups that will be reached after the project are:

- Lebanese universities outside the consortium, regional universities who will be interested in implementing the diploma supplement framework, and European universities who already adopt the Europass. The consortium institutions will share their expertise as well as the best practices.
- Students of Lebanese universities who will gain from the introduction of Diploma Supplements that will serve as a passport for recognition, education, and employment.
- Ministries of Education and Higher Education in neighboring countries who will be asking the national Directorate General of Higher Education to support them to put in place the diploma supplement framework in their countries.
- Funding agencies who will be interested in contributing to the further development of the project and practices enhancement in the field.
- Employers who will be contributing to the assessment of change in the level of the graduates' employability in the labor market after the induction the LEBPASS project

Key stakeholders are important for the success and sustainability of the project by acting as ‘champions’ who will have a multiplying effect on the dissemination of the project.

## **European Commission’s Visibility Requirements**

Use of the Erasmus+ logo is compulsory to identify and specify the activities and events funded by the Commission.



## Visual Identity

Because clear and homogenous documents and materials (logo, leaflets, posters, roll-ups, templates, etc.) are required, the development of a unique and recognisable visual identity is of vital importance for the communication and dissemination strategy.

The LEBPASS logo, shown in Figure 1, should be used in all project communication and dissemination outputs.



## Dissemination Tools and Channels

The dissemination strategy will be carried out following 3 main strategies:

- The Printed Strategy (project postcard, leaflets, press releases, scientific papers)
- The Multimedia and Online Strategy (project website, social media, news, video production, etc.)
- The Event Strategy (workshops and training sessions, conferences, events, final event, etc.)

## Presentation Branding

A template will be developed for use by project partners in project-related projects.

Title Slide



## Closing Slide



## Project Website

The project website, which is the main promotional tool, will be hosted by USEK and developed with the collaboration of all the partner universities. The design of the website has to be user-friendly and facilitate sharing, as well as mobile compatible. The content of the website is in English and is divided into two levels: public and restricted (for project partners).

The proposed domain name is [lebpas.org](http://lebpas.org) and incorporates the project logo and EU emblem, as well as the following architecture and navigation:

- About LEBPASS
- Consortium members: Logos and Names of all the project partners
- Work Packages and Results
- News
- Gallery – Page dedicated to photos taken during the project lifetime
- Useful links
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address

The image below represents the structure of the website:



Google Analytics is used to continually measure the performance and activity of visitors on the LEBPASS website, so that impact can be easily assessed and statistics available.

## **Social Media**

The social media platforms will be used to disseminate announcements of events and accomplished achievements, as well as strengthen the networks and interaction amongst partners and stakeholders. The project social media accounts will be frequently used and updated to reach and engage with communities of interest and for interactions with potential stakeholders.

The LEBPASS social media accounts have already been created and may be reached through the following URL addresses:

- Facebook: <https://www.facebook.com/LEBPASS12/>
- Twitter: <https://twitter.com/lebpas>
- LinkedIn: <http://www.linkedin.com/in/lebpas-project>
- YouTube: <https://www.youtube.com/channel/UC5phS3WJOjrSJa4g9QA59vw>
- Flickr: <https://www.flickr.com/photos/lebpas/albums>

## **Brochures and Flyers**

For dissemination purposes by all project partners, a range of brochures and flyers will be designed for the different groups of stakeholders.

The leaflets should present the LEBPASS project to potential stakeholders and target groups in a brief and concise manner including relevant project information, objectives, work plan, expected outcomes, relevant links to the project site, its social media channels and the European Union co-funding information.

The leaflets will be available in English and Arabic and distributed during various promotional and other dissemination events.

## **Newsletters & Press Releases**

The dissemination of news and updates of the project will be carried out through a newsletter and press releases.

A quarterly newsletter will contain information about the project activities and outputs, announcements, edited versions of press releases, conferences and meetings reports, information about upcoming events, etc. Project partners will contribute various project-related content before being reviewed by the Project Coordinator.

Press releases will be produced as relevant pieces of news to introduce, launch and promote key events and achievements

## **Tutorials Videos and Manuals**

Recorded videos collected during the project activities will be prepared, noting that catchy/short videos ensure better visibility, especially for students. Likewise, tutorials videos will be produced for students to ensure easier access and understanding for the platform use. Videos will be uploaded on YouTube while respecting YouTube's formatting characteristics.

## **Intellectual contributions**

LEBPASS Partners will participate in dissemination activities such as conferences, case studies, journal articles, etc.:

- International and local conferences/meetings/workshops outside the LEBPASS to promote the project, to learn about new developments in higher education, to connect with other universities

- Participating in networking, informal personal meetings, and whenever possible official presentations will be used to present the project results and activities at different stages of project development
- Scientific and technical publications in an innovation project as an important means for the dissemination of project results

## Exploitation

Exploitation activities have the key objective of maximising the impact of project results and integrating them in a sustainable way. For the LEBPASS project, integrating a larger number of institutions of higher education in Lebanon and pilot partners is the main goal of exploitation to share the success, experiences, and lessons learned during the project life. Exploitation will reach out to regional HE systems, ministries, universities and stakeholders.

The participation of pilot partners ensures the maximization of the dissemination's results through their active participation in LEBPASS activities and workshops. In addition, their participation is very important for the subsequent exploitation of the project, as they are potential partners of LEBPASS after the end of the project.

### Free use by others

The results, reports, and project-related data will be freely shared with stakeholders and the public. Project results and outputs are posted and accessible through the project website. They will be published and licensed under the framework of the Creative Commons Licenses.



CC BY: This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.

This means that:

- users are free to share – copy and redistribute the material in any medium or format – and adapt – remix, transform, and build upon the material
- users may do so for any purpose
- all users must give appropriate credit, provide a link to the license, indicate if changes are made
- users may do so in any reasonable manner, but not in any way that suggests licensor endorsement.

## Annex I - Glossary

This glossary is adapted from the European Commission's glossary of terms for the Lifelong Learning Programme 2007-2013 and provides information about commonly used terms in this document and by the European Commission in general in the field of dissemination.

- Awareness Raising:** Publicizing, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicizing of results. As such, promotion and awareness raising is an activity with a broader focus that introduces the project to the target group.
- Communication:** For the purpose of this document "communication" will refer to both awareness-raising and dissemination activities. Communication in this context refers mostly to external communication and not to internal communication among the consortium and within the partner organisations.
- Dissemination:** Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.
- Exploitation:** Exploitation consists of 'mainstreaming' and 'multiplication' which both aim at creating maximum impact and sustainability of the project's results. Dissemination and exploitation are distinct but closely related. Keys for successful exploitation of results are: to produce relevant results that satisfy the demands of providers, policy-makers and ultimately society more generally; to ensure, through the use of effective dissemination and exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit from them
- Impact:** Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies.
- Mainstreaming:** Mainstreaming is the planned process of transferring the successful results of the project to appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. More specifically, mainstreaming also defines the phase of transfer and the way in which other actors take account of the elaborated results, approaches and key elements
- Multiplication:** Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
- Sustainability:** Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.

## Annex II – Dissemination Log

Partner nr.	Partner Short Name	Date of the event (dd/mm/yyyy)	Place of the event	Type of Activity	Description	Organizer / Sponsor	Main Type of Audience	Other Type of Audience	Dissemination Level		Countries addressed	Status
									No of copies/ participants	Level		

## **Annex III – Event Report**

**Name of the event:**

**Type of event:** *(Workshop, Conference, etc)*

**Date: Venue**

**Number of participants:**

**Type of participants:** *(policy-makers, HEIs managers, students, employers, etc)*

**Programme of the event:** *(insert the link to the webpage of the event)*

**Attachments:** *(List of Participants, Presentations, Background Documents)*

**Brief overview of the event and of the issues addressed in the event**

**Contribution of the Partner attending the Event**

**Key messages, outcomes, recommendations**

## Annex IV - News Template

Partner institution	
News title	
News description - text for the project website	
News description - text for the project Facebook page	
Twitter announcement	
Additional material	

## **Annex IV – Individual Partner meeting with Stakeholders Report**

**Date: Venue Meeting with:**

**Evidence of the meeting (if any):** *(a picture, a signed document, video/audio recording, etc)*

**Brief overview of the meeting**

**Main issues discussed during the meeting**

**Recommendation from the Stakeholder**