



wheel

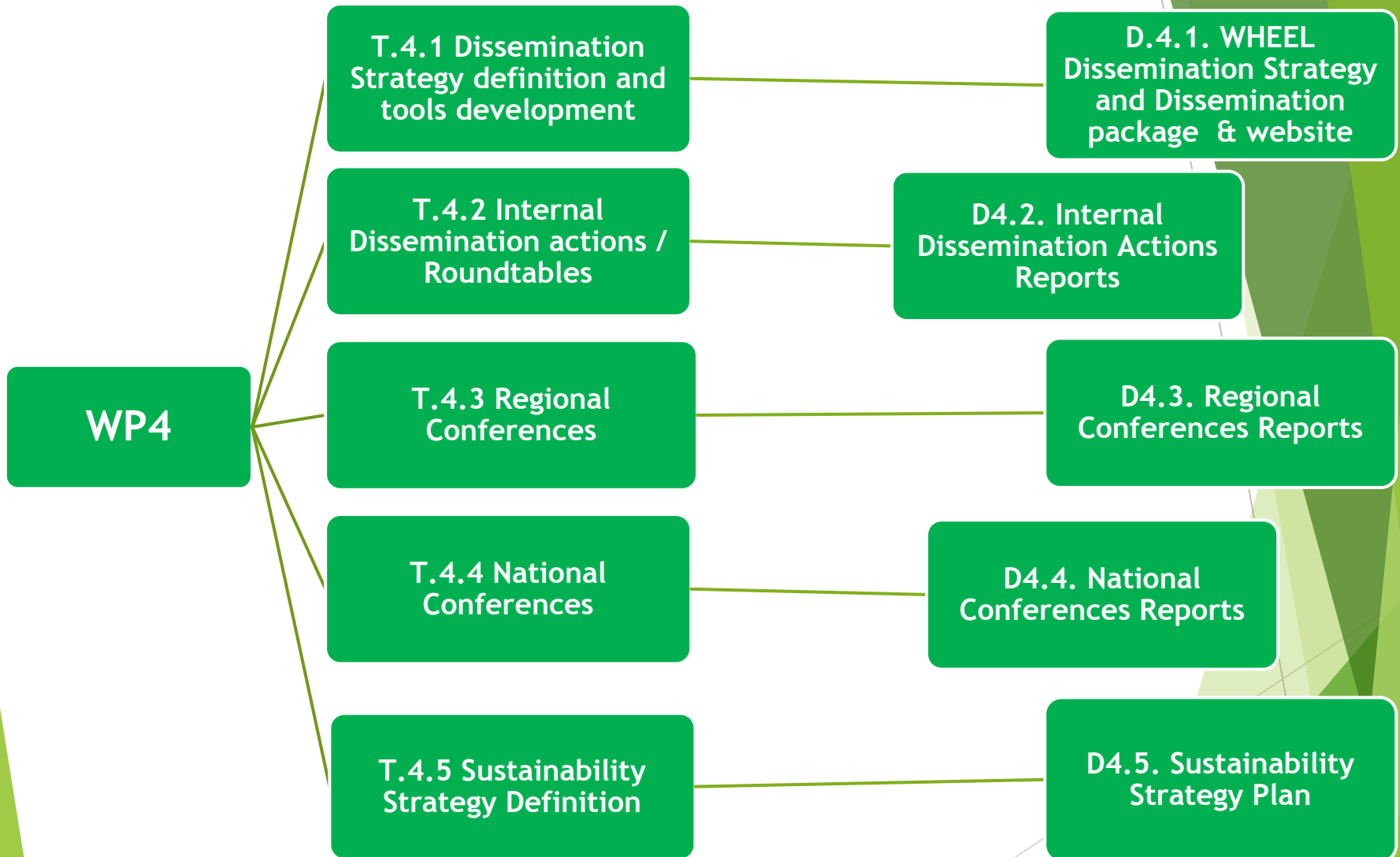
NETWORK FOR THE MODERNISATION OF
THE HIGHER EDUCATION SECTOR IN LIBYA



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

WP4. DISSEMINATION AND SUSTAINABILITY

WP4-SCHEME



WP GOALS

1. Informing and **shaping public opinion about WHEEL project** activities.
2. **Promoting project results** and informing stakeholders.
3. Encouraging other HEIs and target groups in the region to **participate in WHEEL project activities** (and join the Network)

TASK 4.1 Dissemination Strategy definition and tools development

ELEMENTS

- ▶ Dissemination Strategy: It will outline the most important dissemination events and activities throughout the project lifetime, identify key stakeholders and multipliers, and propose concrete action plans and communication strategy. Such actions could involve press releases, official announcements, participation in seminars or conferences, as well as the promotion of all the project activities.
- ▶ Dissemination package: Unified project visual identity → Logo, leaflets, posters, templates for documents and presentations
- ▶ WHEEL website: Bilingual (Arabic and English)/ It will include also a:
 - ▶ Newsletter &
 - ▶ Social media.

WHEEL Logo



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TASK 4.2 Internal Dissemination actions

- ▶ Organisations of of 4 Roundtables per year and institution = **12 ROUNDTABLES per institution throughout project life**
- ▶ **ROUNDTABLE:** Information action about WHEEL project and/or HE development in Libya:
 - ▶ **With at least 21 participants at each Roundtable** (including students).
- ▶ It will tracked by **Internal Dissemination Actions Reports every 6 months** which will provide a detailed account of these actions → NEWSLETTER / SOCIAL MEDIA.

DEADLINE

- ▶ **Every 6 months**



Key input from
Libyan partners

TASK 4.3 Regional Conferences

- ▶ Each WHEEL partner will organise **2 Regional Conferences** in their area/region during the life of the project.
- ▶ **PARTICIPATION:** At least 50 attendants per event
- ▶ Structure/content will be decided during the Project, but they must include dissemination of Project activities.
- ▶ They should receive media coverage.

DELIVERABLE

- ▶ Report per Conference which includes:
 - Participants profile,
 - Main fields of interest
 - Main comments
 - Suggestions.
 - Minutes, presentations...

TASK 4.4 National Conferences

- ▶ To promote dialogue on higher education management at a national level, discuss the results of the project and plan joint activities of the WHEEL Network.
- ▶ FOSTER ENGAGEMENT WITH EUROPEAN PARTNERS
- ▶ Participants: 3 person per partner.

SCHEDULE

- ▶ **1st national Conference at UNIGE + KOM → April 2019**
- ▶ 2nd national Conference at UA + WS → Feb 2020
- ▶ 3rd National Conference at UNIGE + WS → Aug 2020
- ▶ Final Event at Sebha University → Oct 2021

DELIVERABLE

- ▶ 1 Report per event:
 - Minutes
 - Main agreements
 - Participants

TASK 4.5 Sustainability Strategy

Definition

OBJECTIVE

- ▶ To prepare a sustainability strategy for the Network. WHEEL aims at long-term impact, with trained staff influencing institutional policy, and the network extending project results to other Libyan HEIs, which proposes **mechanisms** for:
 - Identification of risks
 - Development of mitigation measures
 - Financial sustainability: institutional, governmental, non-governmental, external donors, ...
 - Dissemination of project deliverables
 - Awareness-raising → Influence policy change
 - Time frames for action

DELIVERABLE

- ▶ 1 Report per event:
 - Minutes.
 - Main agreements
 - Participants

DEADLINE



First version should be available in Jan 2020