



Sustainability and Dissemination Strategic Plan

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Project Full Title: **Developing an Interdisciplinary Minor in Climate Change and Sustainability Policy**

Project Acronym: **CLIMASP**

Project number: **543879 TEMPUS-1-2013-1-GR-TEMPUS-JPCR**

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Executive Summary

This deliverable addresses the dissemination and long-term sustainability of the CLIMASP tangible outputs and services and will seek to establish sustainability measures, both in terms of continuous feedback and quality control for future operation. This deliverable also aims at setting out CLIMASP strategy and objectives related to awareness raising and dissemination. It also identifies target audience, potential dissemination tools and channels to which address effective promotion and exploitation of the project. CLIMASP strongly encourages its partners to exploit the vehicle of scientific production through the publication of project-related results and achievements in peer-reviewed journals, and through presentations at major national and international conferences. Activities in this regard range from the simple provision of links from institutional web sites to the project's portal, to postings featuring CLIMASP on partner's institutional web sites, to seminars/workshops to articles in institutional newsletters and publications.

The CLIMASP strategy for dissemination

A widespread dissemination of the CLIMASP project's activities and results is considered as crucial for the success of the project, and will facilitate the exploitation (market introduction) and deployment of the project's outcomes. The CLIMASP dissemination strategy has been developed to foster project results and impacts – at local/national/international level - even after project lifetime. Dissemination activities are fundamental for the project. For this reason CLIMASP dissemination actions and strategies have been planned and shared at an early project stage.

The Dissemination Strategic Plan is the direct result of a thoroughly collaborative effort by all the participants. This plan is primarily addressed to the project partners thought it could prove useful at a later date to other stakeholders drawn to the needs and eventual benefits of the research. The recommendations of the present plan are merely introductory– which means that updates to policies and strategies may occur. The dissemination mission is to communicate and promote the methodology and findings of the project and develop a response mechanism between the consortium and the various stakeholders. The communication objectives are the following:

- Introduce the project, its activities and results to a wider audience;
- Make partners aware of basic information regarding the CLIMASP project and activities, as well as how to get involved;
- Initiate active interaction with partners and receive feedback and reactions about the project tasks and activities;
- Undertake widespread promotion and dissemination of current tasks undertaken by the CLIMASP project;
- Promote participation of key staff involved in conferences and other events.

Dissemination methods to be used and related activities concern:

- Preparation of a website of the project
- A project presentation brochure
- Leaflets
- Publications
- Congresses and conferences
- Organisation of national workshops
- Organisation of an international conference
- Social/printed media
- Press releases
- Flyers
- Articles in popular press
- Videos
- Media briefings
- Presentations
- Exhibitions

A dissemination template has been developed to help partner institutions plan, catalogue and present their dissemination activities.

CLIMASP DISSEMINATION ACTIVITIES					
Name of CLIMASP Partner					
No	Event*	Date	Place	Target**	Outcomes***

* Any type of event such as training workshop, meetings, website, media/press releases, briefings, mailing lists, newsletters, etc.

** To whom the event was addressed?

*** Describe shortly what has been achieved, giving quantitative and qualitative information.

LIST OF SCIENTIFIC PUBLICATIONS				
No	Title of publication	Author(s)	Title of periodical/proceedings/book	Vol., No., Pages, Year, Publisher/Editors

The CLIMASP strategy to long-term sustainability

Sustainability is the capacity of an organization to achieve long-term success and stability and to serve its stakeholders. Sustainability is about maintaining and continuing program services after a funding period is over and ensuring that the organization continues to exploit the outcomes of the project. “Sustainability” in other words refers to the continuation of a project’s goals, principles, and efforts to achieve desired outcomes. To this end, the following actions seem to be of strategic importance:

- Evaluation and continual quality improvement;
- Building and strengthening organizational capacity;
- Expanding partnerships;

- Identifying new funding streams and diversifying sources of funding; and
- Building a case for systems or policy change.

All the above lead to the following strategies needed to be adopted in the process for maintaining the CLIMASP project in the long-term.

The Euro-Arab Centres for Interdisciplinary Studies

These centres are considered very important for the long-term sustainability of the CLIMASP project in partners' university. This is due to the fact that such centres will have the administrative and academic responsibility for the CLIMASP Minor programme.

Contextualisation

By embedding CLIMASP competences, knowledge and skills into the local context students and university staff will gain valuable insight into the environmental, social and economic impacts of their work, their workplace and their community. This in turn will help enhance the relevancy of curriculum reform in the local context with consequent implications for the long-term sustainability of the project.

Open communication

Information flow within a program, among partners, and with the community as a whole is essential. Programs that are flexible and communicate regularly with their stakeholders are in a better position to strengthen their capacity for sustainability.

Institutionalisation of the CLIMASP Minor

The CLIMASP Minor will become part of an interfaculty programme targeting undergraduate students in each partner university. This guarantees the long-term sustainability of the CLIMASP programme. Interdisciplinarity and a whole-of-institution approach will be adopted. Thus, the CLIMASP project focuses upon to help improving the quality of teaching and learning in each partner institution presently and in the future.

The project adopts a capacity development approach that provides materials to support university staff in developing the institutionalisation approaches in their own universities. The regional training workshops will explore an approach to embedding CLIMASP into the culture of a University utilising multiple 'entry points' to make sustainability part of every aspect of an institution's operations.

The CLIMASP Online Community of Practice and the ICT Labs

The CLIMASP Online Community of Practice (OCoP) considers university instructors as part of a "critical community" of practitioners committed not only to improve the quality of teaching and learning in their institutions, but also to transform those structures, practices and behaviours that provide constraints to turning their universities into sustainable ones. The CLIMASP OCoP provides a virtual space in which university staff and other practitioners across its consortium members can

come together, share stories and experiences, and solve problems pertaining to the CLIMASP tasks and activities. This service will not only be used within the CLIMASP members but also extended to other university staff in the region and beyond that.

Distributive leadership

The CLIMASP project has adopted institutional and professional development strategies designed to engage academics in change, not only through capacity building, but also through distributive leadership. Distributive leadership in this context is defined as- the distribution of power through a collegial sharing of knowledge, of practice, and reflection within the socio-cultural context of the university...through a —faculty scholar model. Distributive leadership is characterised by the building of trust, creation of a learning culture and the sharing and dissemination through joint publications. In this way, it assumes situated leaders are able to generate change, not only in relationship to their immediate locus of control, but also through impacts generated through professional networks, collegiality and communities of practice.