Support Action for Strengthening PAlestine capabilities for seismic Risk Mitigation SASPARM 2.0

Deliverable H.1:
Dissemintation and Results Exploitation Plan

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4 EXECUTIVE SUMMARY

Dissemination and stakeholder engagement is central to the success of the project. This document provides a description of the SASPARM 2.0 project dissemination strategy. The project consortium recognizes that dissemination activities are an essential and pervasive activity throughout the project's life, and integrated within all its work packages.

This dissemination strategy describes the project's dissemination objectives and measures for achieving them throughout the course of the project. It defines and prioritizes 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 prioritizes dissemination tools.

The overall **objective** is to identify and reach stakeholders, including end users and the public, in order to raise their awareness regarding the findings of the project and to encourage them to support and adopt the recommendations and the resources that will result from the project. More specifically, the sub-objectives include the following:

1) **Internally**: Task H will support:
   a. Task E: in the continuous process of interaction between scientific activity and pilot communities (by increasing awareness, the implementation of the policy for risk management will become feasible);
   b. Task G: in the promotion of the project web portal as a gateway to the WBP to access, analyze, interact with and within project data and results to the target audience. This task also contributes to the reinforcement of the linkage between citizens, practitioners and GO and NGO institutions guaranteeing the effective transfer of information within the platforms.

2) **Externally**:

    a. To ensure an effective dissemination of project results both within the Consortium and towards EU and external Risk Community;

    b. To stimulate the scientific community, through the participation in international conferences and workshops and the submission of joint contributions to selected peer reviewed journals in the field of seismic hazard, risk assessment and risk management. Special attention will be given to the involvement of young scientists (graduate and PhD students) in order to create a fertile substrate for future managers in resilient societies;

    c. Finding new stakeholders interested in the methodologies implemented in SASPARM 2.0 and to organize themselves in order to establish a solid civil protection structure;

    d. To encourage the European Commission; the GO and NGO institutions with the aim of both citizens and practitioners to feed the platform with data, to be aware of seismic risk, to be ready to implement the policy for risk management and risk mitigation.

The project consortium has identified the categories that cover most of the stakeholders. These stakeholders are either data producers and/or active when it comes to mandating, dealing with, lobbying for, or discussing open access to research data.

Primary stakeholders for SASPARM 2.0 project include the following groups:

- **Academic Community:** including An-Najah National University research community (students & staff), as well as other Palestinian universities and their graduates and researchers.
- **Citizens**: including public figures, investors and business persons.
- **Practitioners:** including Engineers and specialists as well as professional associations, locally and regionally. Those are strong lobbying groups, they have great insights into the needs and motivations and ethical problems of different areas.
- **Decision & Policy Makers:** such as government authorities who produce important policy documents and have a strong political and economic incentive.
- **NGOs:** including donating organizations and international bodies which provide funding

or capacity building projects in Palestine.

In relation to project dissemination and exploitation tools and means, the project partners have decided to utilize the SASPARM 1.0 and SASPARM 2.0 project websites, e-mail, internal conferences, journal publications, policy papers, media communication and press releases, workshops, external conference presentations, social networks, blogs and the telephone to contact individual stakeholders and ask them to be involved in the project. These specific tools have been selected based on their appropriateness, their effectiveness, and on whether they are targetable, economical and measurable.

The dissemination plan and timelines have been closely aligned with the SASPARM 2.0 project deliverables and milestones. Dissemination activities are likely to be more intense pre- and post-key project deliverables and milestones.

5   PROJECT OVERVIEW

Earthquakes are one of the most catastrophic natural events, both in terms of casualties and economic losses. Nevertheless, the mitigation of seismic risk, which comes from the convolution of hazard (i.e. measure of the shaking severity), exposure (as scale of the impact of the damage) and vulnerability (measure of how prone a structure is to be damaged by the ground shaking) is possible. It is not possible to act on hazard and it is nearly impossible to act on exposure (cities cannot be moved), but it is possible and dutiful to reduce vulnerability. To achieve this, one of the major issues is the lack of proper risk perception by citizens, making difficult to implement plans for seismic risk mitigation. This project refers to the population living in Palestine that, thanks to the exploitation and dissemination of the results of the SASPARM 1.0 FP7-Project (www.sasparm.ps), has been made aware of the concept of seismic risk. Furthermore, Palestinian stakeholders, governmental (GO) and non-governmental (NGO) Institutions, students and practitioners have shown a huge interest in the SASPARM activities and their outcomes. In addition, a new Seismic Building Code has been recently introduced in Palestine. Therefore, the awareness of the local community is of fundamental importance since the citizens have to monitor their buildings and be able to understand, with and, when feasible, without the advice of an expert,

if their house can withstand an earthquake or if retrofit is required applying Seismic Standards. The practitioners as well as the GO and NGO stakeholders have to be made aware of the importance of the right application and implementation of the new Seismic Building Code with the final aim of improving the seismic risk mitigation in their Country with the support and collaboration of EU partners. Within this context, the need for prevention in the field of seismic risk is strongly required and this encouraged the proposal of the new project, named SASPARM 2.0. It represents a strategic avenue and a comprehensive advance of the post-SASPARM environment and involves the same Consortium. Its core is the development of a web portal where different users (students/citizens/practitioners/GO and NGO stakeholders) will be able to input and manage data regarding buildings, with increasing level of detail, obtaining information about the related seismic risk. Protocols to acquire data through guided procedures will be also available on the web portal to support a better understanding of each case study. Increasing levels of knowledge will correspond to increasing reliability of the results in terms of seismic risk. This project falls in the framework of Prevention and meets the objectives of 2 out of 3 priorities of the Call (1 and 2) by increasing awareness in seismic risk and leading private and public sectors to invest in risk mitigation. However, the main project priority refers to Action 2. To note, since February 2013, Nablus became the first Palestinian city to join the UNISDR's Making Cities Resilient Campaign. Hence, undertaking the activities identified in SASPARM 2.0 will represent a natural evolution for the Palestinian Partner within a collaborative European framework for mitigating seismic risk.

6 OBJECTIVES OF THE DISSEMINATION STRATEGY

The SASPARM 2.0 dissemination strategy covers both internal and external communication and dissemination, each of which are discussed in turn below.

For **internal** purposes, this dissemination strategy provides members of the SASPARM 2.0 consortium with an effective and efficient blueprint to follow in disseminating the work and results of the project. Internal communication will be conducted via email, teleconferences and periodic face-to-face meetings (around other workshops). Shared documents (including administrative project documents, case study data and reports and publications) are stored in Google Drive, giving all partners access at all times. The project website has both internal and external

audiences in mind.

The **external** objectives of the SASPARM 2.0 dissemination strategy are (from the Description of Work):

- To reach a wide audience of stakeholders, decision makers and special interest groups for the propagation of the conduct, implementation and outcomes of this project.
- To participate in presentations/workshops/conferences at national, European and international level to share project process/outcomes and examples of best practices.
- To publish articles/reports in journals, newsletters, newspapers, at national, European and international level to share project process/outcomes and examples of best practice in SASPARM 2.0.

The SASPARM 2.0 dissemination strategy provides the basis for engaging with stakeholders through a stakeholder identification, analysis and interaction process. The intent here is to create an impact that will last beyond the end of the project by making the results of the project known to those who could benefit from them This will enable the project to strengthen the research and knowledge base of stakeholders by facilitating the presentation of the work and results of SASPARM 2.0 precisely and effectively to a stakeholder audience as wider as possible.

This objective implies identification of a wide stakeholder audience, compilation of a contact list to whom we can send information about SASPARM 2.0 and its findings, and development of differentiated and targeted communication approaches for different categories of stakeholders.

As part of Task H we have developed a stakeholder taxonomy. Parallel to, and based on this, we have started to compile a contact list. Here we have identified individual stakeholders representing all the stakeholder groups in the taxonomy. The list contains individuals and groups important for the project goals. It has started out as a list of people from the networks of each of the project partners and will be expanded throughout the project and will be used for maintaining contact with stakeholders.

7 OVERVIEW OF THE DISSEMINATION PROCESS

The SASPARM 2.0 dissemination process has two parts: 1. strategy and assessment; and 2. implementation. Strategy and assessment itself has two elements: the dissemination strategy and plan, and the efficacy of dissemination. Implementation also covers two aspects: execution plus the measurement and tracking the progress of the dissemination strategy. The process is illustrated in Figure 1.
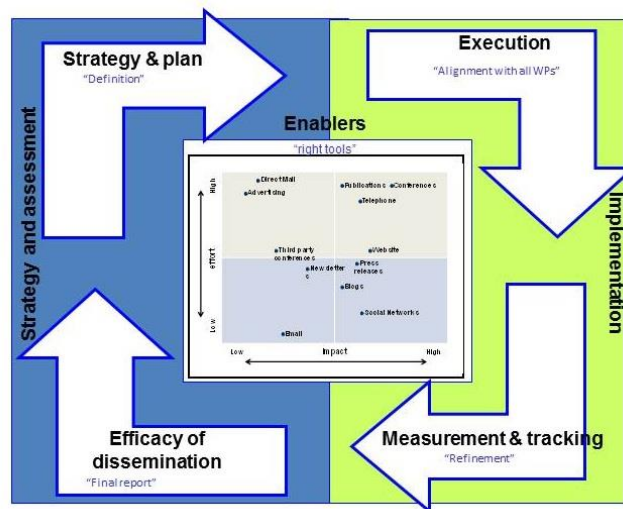
Figure 1: Dissemination strategy process overview

This document presents the initial agreed dissemination strategy and plan. This strategy and plan will be continually monitored, updated and reported upon during the course of the project. This monitoring will be based on key performance indicators (see Section 9 for a detailed explanation of the key performance indicators identified by the consortium). In this sense, it will be a living document that evolves with and over the course of the project duration, learning from the project dissemination experiences and adapting to its changing needs. The final dissemination deliverable will be a final dissemination impact report produced at the end of the project (month 24).

8 STAKEHOLDER ENGAGEMENT

Stakeholder engagement is fundamental to the success of any initiative. One of the principal tasks of SASPARM 2.0 is to define and agree upon stakeholder categories that will provide an initial point of reference for the dissemination strategy. However, these categories may be updated and redefined as the project progresses.

The project's workplan includes various dissemination activities. A key task is identifying individual stakeholders, creating a taxonomy of stakeholders and analyzing their stakeholder motivations (i.e., their interests, needs and drivers). This task will form the basis of engaging stakeholders through interviews, focus groups, workshops and other means throughout the project and will ensure that the consortium's analysis, findings and recommendations are based on realistic stakeholder contexts, interests and drivers.

8.1 Identification of stakeholders and users:

Stakeholder identification is the first and foremost important task in effective stakeholder engagement. Stakeholders come in different shapes and sizes. SASPARM 2.0 defines stakeholders as those who are interested in or affected by the seismic hazard and will help to be addressed towards policy for risk management aimed to mitigate the socio-economic losses such as insurance coverage.

Functionally, we can broadly classify stakeholders into the following categories:

Table 1: Stakeholder types and relevance to SASPARM 2.0

Stakeholder affiliation & group	Why we want to reach stakeholders
Academic Community: • University Community (Students & Staff) • Researchers • Other Palestinian Universities • Graduates	• Enable Staff, Students and Researchers to participate in training and workshops of the project • To benefit of their role in the society and their potential to promote awareness of the project objectives • Execute research and field studies that will form an input for the WBP
Citizens: • Public figures • Investors • Business figures • Individuals	• To convince them to consider recommendations made by the consortium, notably with regard raising the awareness on the related seismic hazards.
Practitioners: • Engineers Association • Arab Engineering Federation • Contractors Union • Individual Engineers	• To inform them about policy issues addressed by the consortium • To engage them in the dialogue about seismic hazards, and the WBP and how to use it for their future benefits. • To invite them to consider recommendations made by the consortium • To support discussion on enhancing standards and code of building.
Decision & Policy Makers: • Relative Ministries • Municipalities • Politicians	• To inform them about policy issues addressed by the consortium • To engage them in a dialogue about related seismic hazards • To support discussion on infrastructure issues related to seismic hazards
Civil society organizations: • NGOs • Professional groups	• To encourage civil society to lobby policy-makers to consider the recommendations made by the consortium. • To raise awareness of the possibilities for using research data in campaigns & citizen science • To encourage NGOs to raise the awareness of related seismic hazards
Mass media • Journals/newspapers • Social media/blogs • TV/video media	• To encourage the media to raise public awareness and understanding of open access to research data. • Prompt policy-makers to support the consortium's recommendations.

The SASPARM 2.0 consortium has jointly worked towards identifying relevant stakeholders in each of the identified key categories. Partners are compiling a list of contacts and networks and this will be maintained on an on-going basis.

8.2 Stakeholders Analysis

An understanding of stakeholder interest, motivations and drivers is essential for effective dissemination and prioritization. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Indeed, the combination of the stakeholders' relevance to SASPARM 2.0 and motivations will help the consortium define targeted communication strategies for different groups of stakeholders. Stakeholders are often varied and heterogeneous, with different levels of interest or power. As such, Wright and Cairns[1] present the following graphical representation of stakeholder interest and power:
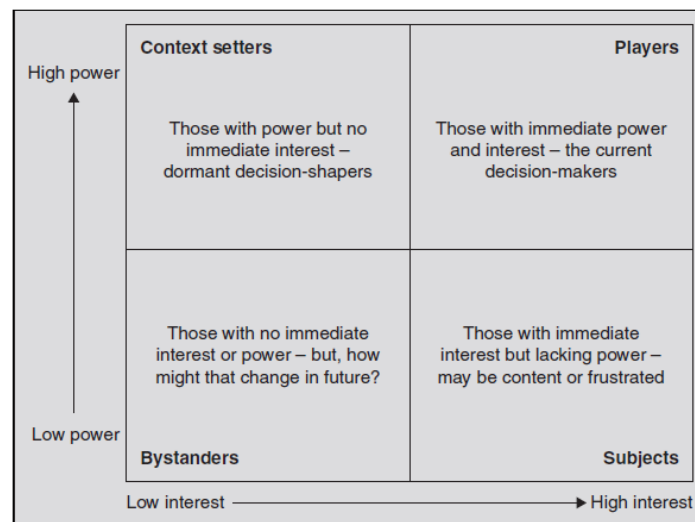

Figure 2: Wright and Cairns' stakeholder framework

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[1] Wright, George, and George Cairns, Scenario Thinking: Practical Approaches to the Future, Palgrave MacMillan, Houndmills, Basingstoke, Hampshire, 2011, p. 92.

This framework is useful not only for understanding where stakeholders might be located in terms of interest and power, but it also provides a way to understand how SASPARM 2.0 may wish to impact upon particular groups of stakeholders, or even particular individual stakeholders. For example, SASPARM 2.0 may wish to encourage specific organizations or individuals to become more interested in seismic hazards by demonstrating how these issues may affect them. Alternatively, SASPARM 2.0 may seek to give an interested but relatively powerless stakeholder, such as a citizen group, the knowledge basis to better interact with policy makers and formal research actors regarding seismic hazards.

Despite the clear differences between stakeholder categories, some stakeholder interests and barriers overlap. This is not surprising since stakeholders exist in relationship with one another and often share ecosystems. An effective stakeholder engagement strategy should seek to address their interests whilst attempting to overcome some of the barriers they experience. Furthermore, stakeholder engagement strategies can seek to integrate stakeholder views in a way which enables stakeholders to view issues from one another's standpoint, which can also reduce barriers and undermine inhibitors.

9   DISSEMINATION TOOLS

9.1   Applicability of dissemination tools to SASPARM 2.0

The dissemination of the results of SASPARM 2.0 will take several forms and use a variety of media. Some activities are expected to have a greater impact than others thus their value in relation to the aims of the project may differ. Here we evaluate the use of different media, analyzing their effectiveness from additional perspectives by looking at the richness of the medium used versus the cost of that medium.

Media richness: impacts the ability to have a significant emotional and rational impact on the person you are aiming to reach out to. In some cases, media richness is not terribly important, where simple factual details are required. Where complex ideas need to be communicated, and a call to action issued, the richness of the media becomes more critical.

<u>Media cost:</u> impacts the practical ability to deliver the messages, and this cost might be financial or time-based but ultimately, this measure speaks to the practicality of a medium for the identified purpose.

The dissemination tools are analyzed as below:

9.1.1   Project website

The project website is one of the main sources of information about the project available to most stakeholders. A website was established at the start of the SASPARM 1.0 project and was maintained for the last period of the project, and will be maintained for the period of SASPARM 2.0 at least one year after the project ends.

The SASPARM 2.0 website can be accessed via the World Wide Web at the following address: www.sasparm2.com. A link to the website of the previous project SASPAPM (www.sasparm.ps) is available. The website also included the list of the Project Partners (with information about individual partners), Research (work plan and deliverables), Events, Resources (awareness content), Outreach, Deliverables and Contacts. It was designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience. On the website, at due time, a link to the Web Based Platform (WBP), which is the core deliverable of SASPARM 2.0, will be given.

The website will contain deliverables produced as part of the SASPARM 2.0 project as well as other dissemination and communication items aimed at stakeholders, such as press releases, a project brochure, conference presentations and links to news articles in which the SASPARM 2.0 project has been mentioned.

In order to assess how well the website is reaching stakeholders and acting as a source of information, the website will use standard web traffic analysis tools to track the number of visitors and similar metrics over the life of the project. The website will be continually updated throughout the course of the project and thus will act as a dynamic and up-to-date source of information for stakeholders interested in open access to research data.

Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received.

9.1.2 Personal communication – e-mail & telephone

One of the primary means of stakeholder outreach in SASPARM 2.0 will be via e-mail to inform interested parties about events and activities. While e-mail is a cheap and easy form of communication, its effectiveness is not always clear. We will also use emails to distribute a newsletter to all stakeholders that draws attention to SASPARM 2.0 highlights.

The telephone remains a quick and easy means of contacting stakeholders. In the context of SASPARM 2.0, telephone contact is envisaged to target the media and stakeholders from other projects.

Outcome measure: e-mail responses, expansion of network of contacts, numbers of outgoing and incoming calls.

9.1.3 Flyers, Posters and other materials

Flyers and posters will be produced, containing a brief description of SASPARM 2.0 and its objectives and partners. It will be distributed at events attended by SASPARM 2.0 partners in order to increase visibility of SASPARM 2.0, and expand our network of contacts.

Outcome measure: number of flyers & posters printed and distributed, number of events where they are displayed and/or distributed.

9.1.4 Newsletter

The SASPARM 2.0 consortium has decided to produce 8 newsletters. This will highlight key results and activities. It can be easily distributed to our mailing list of stakeholder contacts, to be forwarded to others, who can then contact us for further information. All the newsletters will be archived in the "news & media" section of the website.

Outcome measure: number of contacts to whom the newsletter is sent, number of requests to join mailing list after receiving it from third parties, number of web-based newsletter readers.

9.1.5 Publications: Journal articles

Journal articles are a resilient and broad-based dissemination tool (deliverable D.H.5). The consortium partners will cement the impact of their dissemination activities by preparing and publishing formal reports and scientific articles in open access, peer-reviewed journals. These will ensure that SASPARM 2.0 has a long-lasting impact beyond the project duration, particularly in relation to academic discourse in the area.

Outcome measure: number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

9.1.6 Publications: Policy papers

Key results and policy recommendations will also be targeted at the scholarly and professional associations related to particular case study domains, such as the Engineers Association of Palestine, municipalities and other official bodies such as the Higher Planning Council, and other international funding agencies such as EU, USAID, World Bank, UN. etc. The policy papers will be distributed in hardcopy at various events and published in electronic format on the project website.

Outcome measure: number of policy papers issued, feedback received.

9.1.7 Media communications and press releases

As part of its dissemination strategy, the consortium will prepare a list of selected media tools such as radios, local TV stations and the national TV of Palestine, newspapers, news websites, as well as the local news correspondents and agencies. These aim to elicit participation and generate interest in SASPARM 2.0 and related events, draw attention to published reports or drive interested parties to sources such as the project website and make them a useful tool in support of other engagement and dissemination strategies.

An-Najah University has its radio station and is currently at the final preperations to launch a TV satlite channel, which will both act as dissemenation tool for increasing public awareness and to promote the project WBP for individual citizens who are required to submit the vulnerability data.

In addition to Arabic, press releases will be prepared in English for distribution to the media and other stakeholders on completion of specific project milestones and publication of deliverables.

Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used, size of distribution list.

9.1.8 Workshops

Workshops are an essential knowledge dissemination means. Consortium partners will use workshops to discuss, present and deliberate project related matters and findings.

Outcome measure: number of workshops conducted, number of participants, range of stakeholders represented, participant feedback.

9.1.9 Presentations at external events & conferences and public meetings

Conferences are a means of developing national and international connections with governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse. The consortium partners will prepare and deliver papers, slide show presentations and lectures at seminars, relevant events and selected international conferences. A list of conferences to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread.

The SASPARM 2.0 consortium will organize a final conference (Deliverable: D.H.8) for up to 100 stakeholder representatives at which it will present a draft of the final report.

Outcome measure: number of conference papers and presentations, number of conference workshops, type and size of conference, conference attendance.

9.1.10 Social media, including Facebook & LinkedIn

Online social networks are another potentially useful dissemination tool and channel. It was employed successfully during the SASPARM 1.0 and will also be employed in SASPARM 2.0. The SASPARM 2.0 consortium believes this is a good means of outreach to the public.

SASPARM 2.0 results may be disseminated through popular social networks such as Facebook, Youtube or LinkedIn which are the most popular in Palestine. The project will take advantage of the well-established social media channels of partners, e.g. An-Najah National University already has a Facebook Page with about 130,000 fans. The majority of those fans are the university students, staff and graduates, but the group also reaches other interested sectors. The University has also a YouTube page, on which videos can be posted and shared on other networks. LinkedIn is popularly used in Palestine for professional people, including engineers. Those networks will be a useful way of engaging participants at event s and increasing the impact and visibility of such events. SASPARM 2.0 workshops and events will be posted on the social networks and fans, members and followers will be invited to join.

We have decided not to establish a dedicated Facebook page, given the long lead time to establish an effective Facebook group. Note also that twitter is not popular in Palestine.

Outcome measure: number of members/followers, network page views, page comments, mentions, shares, feedback received.

9.2 Assessment and mapping of tools to project activities

Accordingly, the various dissemination tools outlined above were assessed in relation to the stated objectives of the SASPARM 2.0 dissemination strategy. For this, we employ the following criteria:

Table 2: Dissemination activity selection criteria

Dissemination activity selection criteria	
Appropriate	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Economical	Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.
Measurable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy.

An analysis using these criteria of the dissemination tools to be used in SASPARM 2.0 are

presented in Table 3.

Table 3: Criteria based analysis of dissemination tools

dissemination tools	Appropriate	Effective	Targetable	Economical	Measurable	Selected
Project website	√	√	√		√	√
Personal communication	√	√	√	√		√
Flyer & poster	√	√	√			√
Newsletter	√	√	√	√	√	√
Academic Publications	√	√		√	√	√
Policy papers	√	√	√			√
Media & press releases	√	√		√		√
Workshops	√	√			√	√
Presentations at external events & conferences	√	√	√		√	√
Social media	√		√	√	√	√

Content creation: Relevant content, to be disseminated through the selected tools, will be developed within each WP as core deliverables by the partners responsible for the WP.

Localization of content: To ensure a broad reach, the content developed will be disseminated in Arabic and English to cover the whole networks of contacts and stakeholders.

9.3 Mapping of tools to stakeholder groups

The selected tools are then mapped to SASPARM 2.0 stakeholder groups. Table 4 outlines the main means that the consortium will use to target **specific** stakeholder categories.

This table demonstrates that different communication strategies are best suited to different stakeholder groups. Therefore, as project deliverables become available or as events or research exercises are undertaken, the consortium will consider which stakeholder groups the deliverable (or event or research exercise) is most applicable to and will publicize the activity using those means. Towards the end of the project, particular attention will be paid to preparing guidelines for different stakeholder groups, and disseminating them accordingly.

In the final report on dissemination, due at the end of the project, we will reflect on the success of our dissemination activities by looking at the outcome measures for each of the tools. For events organized by SASPARM 2.0 we will conduct evaluations after or at the end of the event by sending questionnaires to participants.

Table 4: Mapping of tools to stakeholder groups

Stakeholder affiliation & group	Primary means of reaching them
Academic Community: • University Community (Students & Staff) • Researchers • Other Palestinian Universities • Graduates	• Journal articles • Conferences • Website • Lectures & Workshops • Social Media • University Intranet • Flyers & Posters and other materials
Citizens: • Public figures • Investors • Business figures	• Website • Social Media • E-Newsletters • Media & Press Releases
Practitioners: • Engineers Association (Engineers) • Arab Engineering Federation • Contractors Union	• Project website • Publications: Journal articles • Workshops • Presentations at external events & conferences • Social media, including Twitter & Facebook
Decision & Policy Makers: • Relative Ministries • Municipalities • Politicians	• E-mail Newsletter website • Personal Contact • Workshops, the final conference
Civil society organizations: • NGOs • Professional groups	• E-mail • Newsletter • Project website • Workshops, conferences • Policy Papers
Mass media • Journals/newspapers • Social media/blogs • TV/video media	• Press releases Project website final conference Blogs • Telephone

10 DISSEMINATION TIMETABLE

Table 5 illustrates the dissemination activities of the project based upon a month-by-month delivery schedule. The scheduling of these activities is closely aligned with key project deliverables. Some activities (e.g. e-mail and press releases) intensify pre- and post-key deliverables. These time

frames should be seen as indicative.

Table 5: Timetable of dissemination activities

Dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Dissemination strategy/reporting	X	X	X	X	X					X							X							X
Preparation of a Layman's report																								X
Project website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Flyers & posters *	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Project conference																						X	X	X
Journal publications																						X	X	X
Policy papers																						X	X	X
Press releases	X	X		X	X		X	X			X	X		X	X		X	X		X		X	X	X
Newsletter						X						X						X						X
Workshops **				X		X		X				X				X				X				X
Presentations at external events and public meetings						X						X						X						X
Working group meeting																						X		
Social networks	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Meetings and Personal communication	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

* the consortium will use the flyers and posters which were produced within the SASPARM 1.0 as well as any new new printings relivant to the project

** Training workshops and short training courses as explained in 5.1.7

11 EXECUTION OF THE DISSEMINATION STRATEGY

An-Najah University will lead the execution of the dissemination strategy however all consortium partners will make significant contributions to its full and effective implementation.

There are six deliverables associated with the dissemination strategy (lead partner indicated in brackets):

- H.1: Generation of a dissemination and results exploitation plan (AB2)
- H.2: Dissemination workshops and reports (CO)
- H.3: Managing project documents, media work and training material on WBP (CO)

- H.4: Monitoring progress of dissemination and exploitation of joint scientific production results (AB2)
- H.5: Support synergy with related projects (AB2)
- H.6: Exploitation study (CO)

All partners will contribute to publicizing the project's findings and to the production of dissemination material such as journal articles, press releases, policy briefs, etc.

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12 CONCLUSION

This dissemination strategy provides the SASPARM 2.0 project with a solid framework with which to begin disseminating project results and activities. The SASPARM 2.0 consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers. This document, and more importantly the dissemination strategy, will be revised periodically in light of experience. SASPARM 2.0 poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, we have already made good progress in identifying stakeholders, and their own challenges. Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified.