

LEB'IN Project Deliverable

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294983	LEB'IN	Lebanon-Europe "on boarding" to innovate and enhance research links in health

Instrument:	Thematic Priority
SUPPORT ACTION	INTERNATIONAL COLLABORATION

Title
D4.1. Strategic Visibility Raising and Dissemination Plan

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PP	Restricted to other programme participants (including the Commission	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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Abstract:

This document describes the **LEB'IN** project visibility raising and dissemination strategy. Its objective is to help the promotion of the LEB'IN project and USJ's activities and results in the HEALTH research field. The plan covers visibility raising and dissemination actions in Lebanon, on a Mediterranean and a European level.

The document is divided in 5 sections covering the overall and specific **LEB'IN** project visibility raising and dissemination strategy's objectives, focus audiences, the dissemination tools that will be developed by the project partners and the expected outputs and the indicators for evaluation of the visibility raising and dissemination plan.

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Introduction

The aim of the Leb'IN project (FP7) is to improve the research capacities of Lebanon research community in the FP7 thematic priority HEALTH, through twinning activities implementation between USJ and AMU, capacity building and networking. These actions will support joint Lebanon-European research activities relevant to the priorities identified in the FP7 Work Programme 2010 and will help the integration of Lebanon HEALTH research to ERA.

In this context, the reinforcement of the international cooperation capacities of USJ constitutes one of the project pillars and plays a crucial role in terms of tangible outcomes. Indeed, the project's success is mainly based on information flows for detecting EU-Lebanon collaboration opportunities in the HEALTH field, for promoting the HEALTH research competences of USJ and for strengthening the research and cooperation capacities of USJ.

The present document is divided into 5 sections covering the overall and specific LEB'IN project visibility raising and dissemination strategy's objectives, focus audiences, the dissemination tools that will be developed by the project partners and the expected outcomes and the indicators for evaluation of the visibility raising and dissemination plan.

The visibility raising and dissemination activities focus on two major items: (i) raising visibility about USJ's competences and results in the field of HEALTH research and (ii) disseminating information about collaboration opportunities between EU scientists and industrials and USJ's researchers in the HEALTH domain.

The LEB'IN project is seeking for a large diffusion of information on the EU-Lebanon collaboration opportunities in the field of HEALTH. The dissemination campaign helps to spread information on the collaboration opportunities between EU and Lebanon, about the LEB'IN project's objectives, work scope, outcomes and impacts among a huge number of HEALTH actors, including those beyond the HEALTH research community.

The visibility raising strategy represents an important tool for gathering information, ideas, opinions, feedback from the EU-Lebanon HEALTH community. By this, the visibility raising campaign helps to explore the wider HEALTH actors' implications in the project activities.

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1. Visibility Raising and Dissemination Strategy Objectives

The overall objectives of the Visibility raising and dissemination plan are to define for the LEB'IN project partners the main structure of the promotional activities and to develop a strategy, able to create a cooperative network within Europe and Lebanon. The strategy will help to spread information about existing and potential collaboration opportunities among both sides and about LEB'IN actions among the various stakeholders involved in the field of Health in Europe and Lebanon.

The focus of the dissemination activities is put on the following subjects:

- Strategic research capacities of USJ in the HEALTH field
- Scientific results, achieved by the twinning partners USJ and AMU
- Collaboration opportunities between USJ and potential EU partners, in the HEALTH field (e.g. FP7 calls for proposals);
- Cooperation models for the development of new HEALTH foundings leading to the acquisition of new common markets, possible for USJ and potential EU partners;
- HEALTH networks;

The dissemination process is declined into two distinctive parts which are closely interlinked at the same time:

- ▶ The dissemination campaign aims at disseminating of information on project progress regarding to the project's activities, results and lessons learned during implementation and on the HEALTH Work Programme of FP7 in the HEALTH sphere. An important aspect is to build a positive image for the project in order to federate a significant synergy and mobilization among the EU-LEBANON HEALTH community. Development of the project web page, with regular updates, regarding the project achievements and results will work to achieve this objective. An example of dissemination for this year is to participate in scientific conferences (e.g. Journée de la recherche) and the special brokerage events at USJ-Lebanon.
- ▶ The visibility raising campaign is focused on the mobilization of the HEALTH R&D units in Europe and Lebanon as well as the governmental organisations responsible for international cooperation in the HEALTH domain. This campaign will target specific audience such as researchers in the scientific and health field.

In order to achieve the main objective and outcomes (e.g. Conferences on HEALTH EU-Lebanon partnerships for FP7 HEALTH proposals, and integration of all the Lebanese organizations in the field of HEALTH), the project will organize Information, visibility Raising and Networking events and other **large-scale** events (summer school in Lebanon, a Conference in Lebanon), as well as project presentations at different HEALTH events, newsletters diffusion, s, regular web-site updates (the website address is: <http://www.usj.edu.lb/recherche/fp7.html>), etc .

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2. Target Audience

LEB'IN's target audience is divided into three groups and includes:

1. PhD students
2. Researchers including young researches from Lebanon, Europe and other Mediterranean countries
3. Stakeholders and facilitators operating in the field of Health

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Dissemination Tools

This chapter presents the dissemination tools to be designed and developed by the projects partners during the project course.

It is important to note that to keep visual identity of the project, the special project visual style should be developed. It will cover the visual identity of LEB'IN in order to be used on its website, in newsletters, during seminars/conferences, in presentations during brokerage events, in invitations, etc. All other items will follow the LEB'IN design, in order to highlight LEB'IN's participation (see Annex 1).

2.1. Project Website

The project website will serve both as a proper communication tool, and as a disseminating channel for all project materials. It allows access to key messages on the project and its implementation results, tailored to different audiences.

The project website will be designed and structured to promote the project. It will also be used for collecting, cross-mapping and diffusion of information during the complete project duration on the collaboration opportunities among HEALTH specialists, industrials, stakeholders involved in the HEALTH cooperation. The content of the LEB'IN website will advance thanks to the feedback from the visibility raising campaign.

The key elements for the LEB'IN website will include the project description, LEB'IN partners and experts group presentation, regular news on project progress and activities, FP7 information, a web version of project newsletters – providing links to further information – and downloadable versions of the public papers generated by the project.

The update of the LEB'IN website will be done regularly. Regular updating of website information is a necessary condition of its effective functioning. Basic **follow up rules of a website** are developed for management of the site contents. The template with a regular reminder will be sent to partners by the coordinator and responsible for the task, USJ, on a monthly basis. The template should be sent to expert group members once on 3 months. Once the feedback received, USJ team will integrate the information collected in the website.

2.2. EU-Lebanon Expert Reference Group

A high level Expert Scientific Reference Group in the HEALTH domain will be set up, in order to provide a strategic input for LEB'IN activities and an external expert opinion on major project materials (peer reviews).

The main purpose of setting up this independent high level expert group is to enlarge the communication scope of LEB'IN and consequently USJ with the aim to enhance collaboration between Lebanon and Europe through the use of their current networks. Effective collaboration is greatly facilitated by the close interaction of individuals involved in R&D activities. The Expert Scientific Reference Group will be constituted of 3 experts, chosen according to a transparent selection process.

The experts shall come from different countries, they should have come from high quality institutions or laboratories working mainly in the area of the LEB'IN research topics and shall be experienced networking specialists and experienced FP7 participants, with ideally Lebanon experience. The final list of three experts will be validated by the Consortium. The experts will have their travel and subsistence costs reimbursed by the project, in addition to an

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honorarium in line with the EC standard rules.

The experts contribute in a large way for project dissemination activities carrying up the following tasks:

- enlarge the Visibility of the LEB'IN project with the aim to enhance collaboration between Lebanon and Europe through the use of their current networks;
- be the project ambassadors by keeping informed their various networks of the project outcomes;
- be the project active observers by notifying any new proposals seeking partners in Europe and/or Lebanon;
- support to establishment of EU-Lebanon HEALTH partnerships;
- be the project inner reviewers by providing feedback, advice and ideas notably for the Twinning plan, Strategic Research Plan etc;
- participate in the workshops and networking events, organized during project life time if necessary
- help to organize LEB'IN events...

The expert group members actively diffuse LEB'IN information messages - such as newsletter or website announcements - to their networks.

2.3. Information and Networking Events, Training Sessions and Presentations

The LEB'IN twinning partners will organize a number of scientific workshops, including FP7 training. These workshops will include researchers and representatives of the HEALTH community, with relevant interest to collaboration with USJ and other Lebanese teams. The LEB'IN project team will also organize networking events (e.g. Summer School in Lebanon, large-scale conference in Lebanon, specific networking events/panel sessions). The events will offer attendants valuable insights into the trends and visions of the evolving HEALTH technologies in Europe and in Lebanon. The researchers and business representatives will be invited ante-or post-event to submit the project fact sheets that will be matched by LEB'IN in order to identify potential partners. To match the requirement of the large scale events (e.g. Scientific Conference in Lebanon, Summer School in Lebanon etc ...), LEB'IN might organize, as an entry point, panel discussions on the specific topics, but the networking dimension will be enlarged during the social events. Also, debates might be held on how to overcome the barriers for the cooperation between Europe and Lebanon. LEB'IN questionnaire will be distributed to attendants in order to help them identify HEALTH topics for cooperation with USJ.

In resume, the objectives of the workshops will be:

- to create a positive Visibility effect and mutual understanding among HEALTH actors on the Lebanese and European side.
- To put in relation EU and Lebanese potential partners.

Feedback obtained during the events will be included in the project's final recommendations.

Ideally, the workshops shall take place during the relevant events, bringing European and Lebanese representatives together.

Bellow is the proposed tentative timing table.

Event	Place	Date	Resp	Objective	Status
Interviews with USJ staff	Lebanon	June 2012	INNO	Preparing the SWOT Analysis	To be done

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and partners					
Training of the USJ Staff	France	July 2012	INNO	Project Management	To be done
Conference	Lebanon	April 2013	USJ	Visibility of USJ in the Health Field	To be done
Interviews with researchers	Lebanon	April 2013	INNO	Development plan of USJ in the thematic of Health	To be done
Summer School	Lebanon	Month 3 to Month 30	USJ and AMU	Enable all participants to link the various individual research areas to the overall research topics	
Conference	Lebanon	May 2012	USJ	Information about rare diseases	Done
Newsletter	Lebanon and France	6 to 30 months	All partners	Informing the audience about the LEB'IN project	Open
Website	Lebanon and France	1 to 30 months	All partners	Informing the audience about the LEB'IN Project	Open
Large-scale conference	Lebanon	August 2014	Berytech	Attract 60+ researchers and scientists from Lebanon, MEDA region and Europe. The conference will cover awareness raising, networking and brokerage for the participants.	To be done

In addition to these events LEB'IN will actively seek to be presented at the most important relevant events for the HEALTH community in EU and Lebanon. A carefully planned event programme will ensure that the investment made in promoting project achieves the highest impact.

The types of participation in events may include:

- using speakers opportunities
- organizing special LEB'IN sessions in the framework of larger scale events
- participation with project stands and literature
- linking project web site to event web site

The preliminary version of the list of Visibility raising events involving LEB'IN participation is presented in Annex 2.

2.4. Publications

2.4.1. Project Leaflet

The project leaflet will be prepared. It will serve as an executive summary of the project for presentation to influential readers - other projects' coordinators, potential partners and interested parties.

Project leaflet will include:

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- overview of the project: project logo, website, partners, contact names, e-mail details;
- main objectives and the mission of the initiative;
- approach for the project work;
- expected results for the HEALTH community;
- key issues and main results of the project.

2.4.2. Initial Mailing and Newsletter

Initial mailing will be sent to the Lebanese and European specialists. Email address will be collected through the partners and through the lists of attendance of HEALTH conferences. The goal of the mailing will be to inform HEALTH specialists about the LEB'IN project and its activities, and to invite to visit the LEB'IN website.

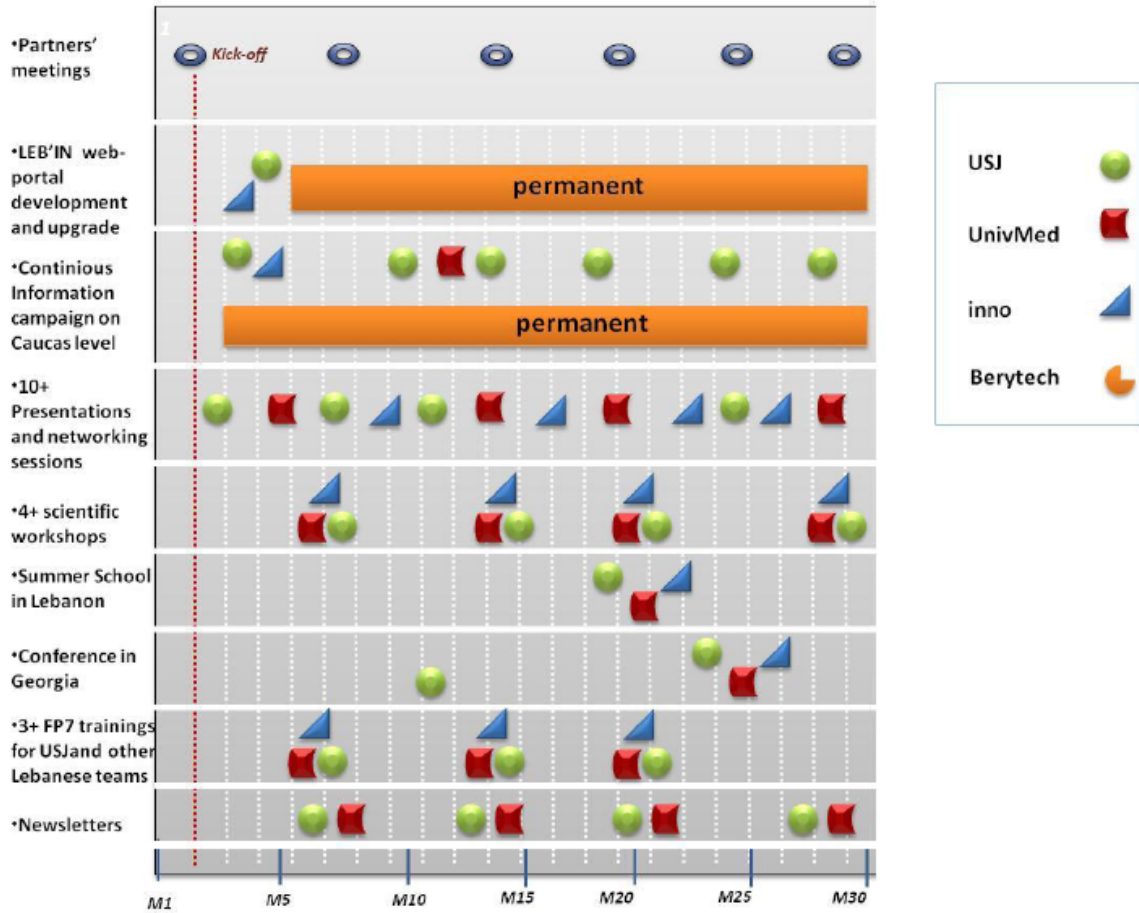
A newsletter is a key tool to inform relevant target audiences about the evolution of a project. A periodic newsletter offers the means to report unfolding developments during the course of a project. LEB'IN will issue **four newsletters** over the duration of the project – the first newsletter at the beginning of the project (with the introductory content similar to the website main page's content) to introduce the project; the second and third newsletters in the middle of the project and the last one will be published two months before the end of the project, to raise Visibility about proposed recommendations and obtain feedback. The newsletters will be diffused on the project website as downloadable PDF files.

To increase the efficiency of the diffusion process, the newsletters will be mailed in electronic form to about 500 addresses from the consortium members' database (both in Lebanon and Europe) and to people subscribed to newsletters, thus promoting project results and the project competence platform.

2.4.3. Publications including specialized journals and mass-media relation

Both consortium partners and members of the EU-Lebanon expert group are encouraged to prepare and publish articles in specialized HEALTH, R&D and innovation journals. At least 4 EU / Lebanese publications on the project progress, new opportunities for EU-Lebanon HEALTH collaboration (e.g. calls under FP7) will be prepared by project partners and expert group members and published in the relevant journals (might be internet-journals).

2.4.4. Overview presentation of the dissemination plan



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3. Expected Outcomes and quantitative indicators

- A Visibility raising and dissemination plan prepared;
- Project visual identity set prepared (logo, template for PowerPoint presentations, template for formal letters, website design etc.)
- A project website established, regularly updated and popular among EU-Lebanon HEALTH research community;
- Set of communication materials
- Visibility raising events, networking and brokerage events, FP7 training events, HEALTH Summer School and International HEALTH Conference in Lebanon to deepen collaborations between EU and Lebanon in HEALTH, to strengthen the scientific cooperation capacities of USJ and to create basis for the long term strategic cooperation on this sphere;
- One report about results of Visibility raising and dissemination activities of the project.

As a result:

⇒ Increase of international cooperation capacities of USJ

- 4 Newsletters
- 6+ Other publications
- 3+ Number of ETP/NoEs or other EU networks joined by USJ (matching USJ profiles)
- 3+ Number of FP7 consortia (or other international research consortia) joined by USJ
- 10+ presentations

⇒ Organisation of events

- 60+ Number of participants in the large-scale conference on HEALTH (focused on Genetics) in Lebanon
- 35 + Number of participants in the summer school in Lebanon
- 8+ Number of USJ's participation in the international events

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Annex 1 Abbreviations

Abbreviation	Meaning
EC	European Commission
FP7	Seventh Framework Programme
USJ	Université Saint Joseph
AMU	Aix-Marseille University
EU	European Union
SVRDP	Strategic Visibility Raising and Dissemination Plan
BERYTECH	Berytech

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Annex 2 List of Planned Events

Event Title	Date	Place
Summer school	May 2012	Lebanon
Conference on rare diseases	May 2012	Lebanon
Scientific interview with high level experts in the field of Health withing the framework of the SWOT analysis	June 2012	Lebanon
Bilateral meeting between USJ and Berytech	June 2012	Lebanon
Training session for the USJ representative at inno office on management aspects	July 2012	France
Twinning plan agreement	October 2012	Lebanon
Journée de la recherché	April 2013	Lebanon