

**ERASMUS+ PROGRAMME**  
**Project Number: 598428-EPP-1-2018-1-JO-EPPKA2-CBHE-JP**



**Promotion Youth Employment in Remote Areas in Jordan**  
**Job-Jo**

<b>Deliverable</b>	<b>Sustainability Plan</b>
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<b>Work Package (WP)</b>	Dissemination and Exploitation
<b>WP Leader</b>	Mutah University and The University of Jordan
<b>Task members</b>	Int@E UG
<b>Issue date</b>	27 July 2021
<b>Version/Status</b>	V2.0

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### Document Data

<b>Work Package</b>	Dissemination and Exploitation
<b>Task</b>	5. Dissemination of project activity and its results: presentations, workshops, events
<b>Deliverable Title</b>	<b>Sustainability Plan</b>
<b>Work Package Leader</b>	Mutah University and The University of Jordan
<b>Task Members</b>	Int@E UG
<b>Date of issue</b>	27/07/2021
<b>Total number of pages</b>	21

### Version History

<b>Version</b>	<b>Date</b>	<b>Author/Organization</b>
V1.0	27/07/2021	Int@E UG
V2.0	15/11/2021	Int@E UG

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

## 1. **DISCLAIMER**

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## 2. Abstract

Mutah University, The University of Jordan (UJ) and Int@E UG, carrying responsibility for the Work Package “Dissemination and Exploitation,” are certain that the sustainability plan will play a very important role in sustaining the functions and impact of the project outcomes.

The following Exploitation and Sustainability plan is an official document, which reflects the vision of project partners about the project results, Job-Jo BSNB Bureau functions, further direction, and potential impact.

It will complement the dissemination materials produced in dissemination plan and set the targets, indicators and milestones for ensuring the BSNB Bureau continue to function after the completion of project. It will also specify the parameters, targets beneficiaries, and actions for the exploitation and transfer of project results outside the original project network and duration.

The main objective is to give value to the results achieved by the project for their sustainability & exploitation. For this, a standard document for the Sustainability & Exploitation concept of project results has been created and was presented for a joint discussion with all partners at the 1<sup>st</sup> Steering Committee meeting in Jordan in Feb. 2019. The presentation and the discussion that followed have brought a numerous ideas and proposals for the detailed sustainability plan. This document reflects some of them after the process of revision and research. However, the following plan is to be considered not as a final document regarding all the sustainability issues, but as recommendations for the joint work for the middle and final stages of the project “Job-Jo”.

It is difficult to overestimate the importance of all the joint meetings and workshops of the partners that take place during the project lifetime. They are seen as bricks that make the future existence of the developed BSNB Bureau efficient and sustainable. The sustainability committee has set indicators for sustainability of the project outcomes.

We begin by recalling the sustainability and exploitation concepts and definitions. Then we provide an overview of best practices and guidelines in elaboration of such kind of plans and show how we followed the recommendations into the “Job-Jo” strategy.

Second part of the sustainability plan is the core of the deliverable document. It contains the identification of the main project results and their interrelation to the sustainability strategy. Such results are identified so far as:

- efficient work with target audience (Training for professors, training for trainers, training of students);
- channels to be used for Exploitation and Sustainability (indirect and direct);
- activities to ensure the future motivation of all the partners of the project “Job-Jo” to continue the productive work after the end of the project lifetime (website, development of the training courses, technical workshops, national seminars, international conferences, online strategies and possibilities for the future joint projects and private investments)
- Training materials: The developed training for faculty training on modern education methods were collected as resources to be used in the BSNB Bureau for future training.
- evaluation of provided project activities in terms of sustainability including the methodology (questionnaires and interviews)

We provide for each element a synthetic description, with reminder to the extensive description into related deliverable(s), together with sustainability and exploitation hypothesis.

Third part of the document drafts early ideas about the establishment of after-EU funding project life to maintain and build upon the project results and summarizes our plans.

### 3. Introduction

The work package leader UJ and Int@E propose the sustainability and exploitation plan. The responsibility of each partner in the project about sustainability and exploitation will be to prepare specific and local dissemination concepts in accordance to the policies described in the dissemination strategy, and the correct development of these actions. There is a relation between external communication and dissemination, sustainability and exploitation.

- **External communication and dissemination** are an essential part of the project. It is crucial in helping the project to become sustainable after the funding has finished. Information-giving and awareness-raising are key activities to ensure that even non-participating universities benefit from project partners experiences. External communication can also help to achieve a wider and more long-term impact both during and after the funding period. So, external communication and dissemination are about making project results available.
- **Sustainability** is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are usage and exploited continuously. Sustainability of results means use and exploitation of results in a long term scale. Sustainability is a very broad subject which in one of its senses may include topics like maintaining a website, updating content, seeking funding, building lasting partnerships, retaining staff, continuously training for staff, continuously update training materials and E-portal, etc.
- **Exploitation** means ensuring that the results currently be used by the target groups: institutions, professionals and learners within and beyond the project partnership. External communication, dissemination and exploitation are therefore distinct but closely related to one another.

Factors supporting the exploitation and sustainability of project results include



availability in several languages: English and Arabic; use of generic terminology; clear descriptions and indexing of content; good dissemination activities; benchmarks etc.; modular formatting; free access.

#### **4. Sustainability strategy's objectives**

This sustainability & exploitation plan is constructed around three axes, all of which are linked together by our three central sustainability objectives. These axes are:

- a) a set of sustainability mechanisms, accompanied by a division of labour between partners;
- b) the identification of institutions and groups, which the sustainability strategy is primarily aiming to reach;
- c) a timeline for progressive implementation of the mechanisms.

#### **4.1 Training sustainability in long-term perspective, update of equipment and staff development**

One of the key tasks of the whole project is to establish the Job-Jo labs BSNB Bureau at the partner's universities. The Job-Jo BSNB Bureau will continue provide training in best practices utilizing innovative technologies innovative technologies for soft and practice skills for new staff as well as senior staff even after the end of the project. In order to organize this we the following activities should be taking into consideration:

- To ensure the sustainable institutional cooperation in the project it is crucial to provide surveys for all trainers, professors and teachers who will be active at the Job-Jo BSNB labs about the concept of signing agreements for the future participation in the life of the Job-Jo BSNB labs after the end of the project
- To provide training for trainers so the experience that was gathered through the workshops during the project time (for instance during the workshops at Int@E UG, UCY, HTWK and ISLA) will be transferred in order to rise the qualifications of the staff that is/will be actively working at the Job-Jo BSNB labs.

- To strengthen the communication between teachers and students through usage of the modern communication channels of the Job-Jo BSNB Labs, such as sharing their experience about Vocational Educational Training (VET) at training, organize training workshops focus on issues Personal and Communication Skills job hunting skills, interview skills, career development, interview skills, behaviour-Critical Thinking in Solving Problems and the opportunity to participate in Industry Awareness Experiences.
- To find other ways to sustain project findings and outputs using existing connections and cooperation of the project partners and of the professors, who are going to be involved in the work of the Job-Jo BSNB labs in the future and Update of equipment.
- Continuous visits to EU partners to get the new in innovative channels, teaching methods and training materials in the field of Vocational Educational Training (VET) to provide the labour market with equipped and skilled people.
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#### **4.2 Cooperation networks and exchanges the knowledge between students and staff**

The goal is to be the very most sure that the knowledge with diverse learning objects is continually updated and customize to fit the needs of instructors and students at the Job-Jo BSNB Bureau and at the partner universities even after at the end of the project. The main instruments to continue information exchange between students and staff, teachers and trainers are surveys that are called to find out and control the following:

- Are the developed training courses helpful and useful for the teachers and students?
- Are the developed courses always under the process of updating?
- Do the developed materials correspond with actual needs of the Labour market?
- Are they easy to access by all the partners and by the target audience?
- Are they to be find in most suitable digital formats?

We can foresee and recommend organizing this kind of surveys and interviews:

- For professors and teachers every 3 month starting from July 2022;

- For students every 6 month starting from August 2022. See the examples of surveys on the last pages of this document.

All the partners of the “Job-Jo” project are well aware of the idea, that to build a sustainable academic networks between partners, means to make the transfer and the development of knowledge and new training courses at the Job-Jo BSNB Bureau successful for a long period of time in the future.

### **4.3 Sharing activities and results**

This sustainability plan, taking into account the statements that were settled in the project proposal, aims to ensure that objective in different disciplines will be continued in collaboration and sharing learning objects to utilize best practices in Job-Jo BSNB Bureau in education and serve as seeds toward knowledge base.

#### **4.3.1 Target Groups**

The target groups of the project can be categorized into:

- Internal (direct): Teaching staff, Students, Trainees, Administrative staff, Technical staff universities and associated partners.
- External (indirect): Other national, regional and international HE, Decision maker groups, Stakeholders from Local Authorities, NGOs, Companies and Enterprises in the partner countries, representatives of other universities and other users of the project outcomes

Students, staff and associated partners will enjoy project outputs as well as procedure. This group includes EU and JO partners. EU partners are responsible for a number of project tasks related to their expertise in the field. The project will assist EU universities in establishing new contacts and territory for implementing their academic, vocational education and research ideas within different environments.

Jordanian partners as a target group involve university academic staff, students, researchers and industry-partners. During the project these groups will be involved in project activities.

Students, as the target group and students with HE Degree or undergraduate, they will learn new IT skills, Personal and Communication Skills job hunting skills, interview skills,

career development, interview skills, behaviour-Critical Thinking in Solving Problems and the opportunity to participate in Industry Awareness Experiences.

Associated partners of the project as another group of stakeholders will enjoy the outcomes of the project via sharing best practices at conferences and workshops.

#### 4.3.2 Channels for Sustainability

Channels to be used for sharing learning objects of diverse clusters to ensure exploitation and sustainability:

- **Indirect channels:** project's site, flyers/leaflets, posters, newsletters, social networking sites like Facebook, discussion groups, mailing lists, common working space using website [www. dropbox.com](http://www.dropbox.com) and e-Twinning platform, Networking and external cooperation
- **Direct channels:** Trainings, conferences, workshops, exhibitions, seminars, information sessions

The surveys are called to control the use of the channels and sustainability tools in order to indicate, do they serve the project in the most productive way.

## 5. Activities

Activity	Description	Partner
Project Information	Activities to inform other teachers and students about project activities and results, sharing the experience of staff and learners, disseminating examples of good practice to other teachers in the universities, to university's leaders in Jordan.	Each Partner
Project's website and newsletters	The project's website is maintained and fully operated for three years after the end of the funding period ensuring that project deliverables remain available in the foreseeable future. Through the website potential users can access the project results and intellectual outputs and ask for support from the project partnership when using them (2 persons from MU university will still be available on the project site after the end of project). Posting on the project website of periodic newsletters designed to inform target audiences about avails of the project in education system and about the results.	MU, UJ Each partner
Cooperation between Partners	Creating a stable relationship between partner universities so that there is the prospect of cooperation after the project ends.	Each Partner

<p>Training Materialand Training courses</p>	<p>Create training courses on an ongoing basis and distribution of leaflets/flyers and posters. Training program for teachers and students in best practices utilizing Imodern communication channels of the Job-Jo BSNB Labs, such as sharing their experience about Vocational Educational Training (VET) at training, organize training workshops focus on issues Personal and Communication Skills job hunting skills, interview skills, career development, interview skills, behaviour-Critical Thinking in Solving Problems and the opportunity to participate in Industry Awareness Experiences.</p>	<p>Each partnerin Partner country</p>
<p>Cooperation withHELs Business and Industry</p>	<p>Cooperation between HEIs , business and industry in Jordan in sharing experiences, training resources or in sharing the learning object developed by instructor in related stakeholders.</p>	<p>Each partnerin Partner country</p>
<p>Project Distribution and exchange of experiences</p>	<p>Distribution of the project idea among the other universities of the region and conclude an agreement between the BSNB Bureau management and the universities to train trainer at universities.  The exchange of experiences and views among the participating universities to achieve qualitative development and real regard to the</p>	<p>Each Partner</p>

	training and rehabilitation of teachers.	
Cooperation with EU partners	Cooperation with EU partners through mutual visits to develop strategies about how to move from Theoretical Education to Vocational Education and develop scalable sustainable solutions. Continuously exchange the experiences with EU partners in the field of VET	Each Partner
Funding	Search other Funding after the end of the project for example Joint Projects, Search after investments, EU Funding, Funding through the ministry of high education and local government.	Each Partner
Networks	Development of the networks, attracting investments and Joint projects: work together with media, business, industry, research centers and HE to attract private companies to the region within the framework of joint projects..	Each Partner
Results and outputs	Results and outputs will be used and integrated into education system in the universities	Each partner in partner countries

## 6. Evaluation of sustainability and exploitation

In order to assess the quality of the sustainability and exploitation activities the partners have established the following criteria:

- Leadership regarding Sustainability and Exploitation activities
- Number of events (training, workshops) to sustain and to exploit the project and its results and intellectual outputs and number of teachers and students attending this event (at least two events per partner)
- The number of training courses on the website
- Achievement of the planned Sustainability and Exploitation activities
- Visibility of the project in the community
- Quality and impact of the Sustainability and Exploitation activities
- Adequacy of exploitation methods and techniques
- The panel of the project in each partner
- The Network between partners, collaboration between partners in exploiting the project outputs,
- Number of signed agreement with business, industry and private sectors.
- Final results distributed in the partners



## 7. Methodology

Questionnaires and interviews will be used to assess the sustainability and exploitation activities conducted by each partner. Each partner has to produce a short report on each of the sustainability and exploitation activity conducted.

Report for evaluation the sustainability and exploitation	
Sustainability and exploitation activity: Type	
Date and place:	
Name and title of the person who participated	
Short description of the sustainability and exploitation event:	
Feedback from participants:	

<b>Sustainability and Exploitation evaluation</b>					
	Completely Negative/Unsatisfied	Partially Positive/Satisfied	Fully Positive/Satisfied	Exceeded Expectations	Not Applicable
Is/Was the coordinating Partner active and supportive?					
Is/Was the foreseen timetable respected?					
Is/Was the partnership cooperative in achieving the WP objectives and outputs?					
IS/Was the tasks sharing well distributed between partners?					
Are/Were the deliverables duly accomplished?					
Are/Were working methods and techniques adopted appropriate?					
Is/was the Number of events (training,					

workshops) expected?					
The number of teaching And training materials on the Website					
The number of staff and students attending the training					
The panel of the project in each partner					
The Network between partners and Job-Jo BSNB Bureau					
<b>Overall satisfaction:</b>					

Informal conversations with participants must be used to evaluate the impact of the sustainability and exploitation activities.

## 8. Sustainability and Exploitation Tools

The objective of the exploitation strategy is to ensure the sustainability of the project and its results beyond its lifetime. The exploitation strategy contains recommendations and guidelines for the continuous usage of the project's results also after the end of the project. The exploitation strategy is designed to reach broader publically than the target group, namely to ensure that relevant stakeholders at all levels are informed about the project results and ready to recommend and use the results.

Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. Outcomes of the project will support stability of the project

Accordingly to the project proposal, sustainability and exploitation strategy is based, on many tools, these tools are listed in the table:

Tool	Partners
Website	Mutah University
BSNB Bureau	Jordanian Partners
Development of a facebook page for the Project	Mutah University
Trained academic staff	Jordanian Partners
Technical Workshops	Each partner
National Seminars	Each partner
Network database	Mutah University
The project information (about the Project and project results, Newsletter,...)	University of Jordan, all Partners
International conference	Each partner
Online Strategy	Each partner
Joint projects and private investments (Cooperation networks and funding)	Each partner



Development training and teaching materials (video, audio, presentations)	Each partner
Distribution of project documentation material, results and outputs	Each partner

## 9. Contact List Job-Jo

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