ROMOR

Research Output Management through
Open Access Institutional Repositories in
Palestinian Higher Education Institutions

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ROMOR PROJECT
Exploitation Strategy and Dissemination Plan

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Abstract:	The Palestinian State (PS) partner HEIs will work on establishing and supporting an expandable and self-sustaining network of relevant stakeholders. Communications will be centered on the project website with a shared Google Drive and a Freedcamp providing a shared infrastructure for the stakeholders' network. The Freedcamp will provide a coherent platform for proactive co-operation, collaboration, exchange and dissemination of research results and experiences in the managing and preserving research outputs. Target stakeholders include libraries, archives, ICT and software developers, research institutions and universities, as well as private and commercial sectors. The website will provide access to a comprehensive bibliography of information, and best practice recommendations as well as tools and training materials. Partner PS HEIs will organize workshops to train stakeholders on establishing reliable institutional repositories. Key deliverables for this work package include: 7.1 Exploitation strategy; 7.2 Dissemination plan; 7.3 Populated ROMOR platform; 7.4 Mechanism for collaboration with stakeholders.

CONTENTS

EXECUTIVE SUMMARY

The exploitation and dissemination plan will cover both internal and external communication. Partners are expected to disseminate project outputs by carrying out a broad range of external communication activities such as organizing information days, delivering training events, publications, progress and final reports. Partners are expected to communicate the relevant internal regulations and policies of their respective institutions to inform project activities focusing on developing polices and the technical implementation, management and operations of the institutional repositories.

The plan will precisely define all of the dissemination activities, including the promotional material that will be developed during the period of the project and consisting of:

- project logo
- Flyers, brochures, and leaflets explaining the objectives and the expected outcomes of the project.
- Media materials like both traditional (TV, newspapers, etc.) and interactive ones (forums, blogs, web, social networks, bulletins). These materials will be used to inform about the project objectives and the activities will be carried out.

A website for ROMOR project (http://romor.iugaza.edu.ps/romor/) has been designed and established to stimulate the public interest and to enable communications with the wider community. The project will create a networking group on different social networks like Twitter. The main element of this website is to highlight important activities and news and to make project outcomes publicly accessible during the life of the project. In parallel, project outputs will be deposited with Zenodo to ensure longer-term accessibility both via the ROMOR website and more generally. The ROMOR project website is hosted by IUG and the domain name has been built into the general IUG site to ensure long-term sustainability of the site. Other activities will be implemented to present the project results at conferences, workshops and other events.

A project is 'sustainable' when it continues to deliver benefits to the project beneficiaries and/or other target groups for an extended period after the EU's financial assistance has ended.

Since the success of any project depends mainly on that the projects delivers its objectives during the duration of the project and more importantly after completing the project. Long-term goals are an essential part of any success. Therefore, planning for sustainability is a crucial part in order to ensure successful outcomes.

Planning for sustainability must take into consideration:

- Planning for sustainability during the duration of the project is regarded as Short-Term Sustainability Plan.
- Planning for sustainability after the project completion is regarded as Long-Term Sustainability Plan.

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Factors affecting sustainability of any project:

- Creating appropriate teams is central for short-term and long-term sustainability.
- The existence of clear attainable goals based on real needs assessment research.
- Appropriate training for the teams involved in the project
- Involving all stakeholders both internal and external stakeholders.
- Ensuring the real existence of auditing and monitoring at specific intervals during and after the project completion.
- Continuous assessing and reporting.
- Networking between different stakeholders.

Proper and effective dissemination will lead to better sustainability of the project. To this end, the plan will indicate the envisaged impact on the Community as well as the responsibility and the cooperation among project partners for each of our key activities.

1   INTRODUCTION

The Research Output Management through Open Access Institutional Repositories in Palestinian Higher Education Institutions (ROMOR) project aims to improve the management, visibility, and accessibility of scientific research outputs in Palestinian HEIs by establishing new or enhancing existing Open Access Institutional Repositories (OAIRs), improving institutional capacity for the management and sharing of research outputs held within the repositories, and developing and/or refining curricula to ensure that emerging researchers are better able to manage their work across the entire research lifecycle.

1.1   PROJECT OBJECTIVES

- reviewing the current status of research outputs management in 4 PS HEIs
- assessing the drivers and barriers influencing PS staff and students with regards to sharing their research outputs
- developing tailored training to increase capacity among PS research support staff for designing, implementing, operating, populating, and sustaining OAIRs
- equipping PS research support staff to deliver training on research output management to researchers at their own institutions
- implementing 4 OAIRs in partner PS HEIs that can facilitate storage, visibility, and access to a range of research outputs including publications and research data
- providing a national focus into research output management and scale-up the IUG OAIR to deliver services at a national level
- raising the awareness and promote the benefits of research output management and sharing to researchers - especially students and early career researchers
- Illustrating how better visibility and access to PS research outputs can benefit non-HEI stakeholders – specifically policy makers and industry

1.2   PARTNERS

The project brings together partners from 4 Palestinian HEIs and four European HEIs to share examples of good practice emerging in Europe – where funding body mandates relating to Open Access have been in existence for more than a decade.

-Islamic University of Gaza (IUG)   -Technische Universitaet Wien (TUWIEN)

-Birzeit University (BZU)   -Universita Degli Studi Di Parma (PARMA)

-Al-Quds Open University (QOU)   -University of Brighton (BU)

-Palestine Technical University - Kadoorie (KAD)   -University of Glasgow (GLA)

1.3   PROJECT MANAGEMENT AND ACTIVITY

The ROMOR project began in October 2016 and will run for 36 months. A formal management structure has been implemented to govern the project.

1.4   PROJECT MANAGEMENT COMMITTEE

The Project Management Committee is comprised by representatives of each of the partner organizations.

Islamic University of Gaza (IUG)   Rawia Awadallah

Birzeit University (BZU)   Adnan Yahya

Al-Quds Open University (QOU)   Yousef Abuzir

Technische Universitaet Wien (TUWIEN)   Andreas Rauber

Universita Degli Studi Di Parma (PARMA)   Anna Maria Tammaro

University of Brighton (BU)   Janet Delve

University of Glasgow (GLA**)**   Joy Davidson

Palestine Technical University - Kadoorie (KAD)   Nael Salman

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1.5   WORKPLAN

The work plan has been divided into eight distinct work packages. The project also includes two special mobility strands – one for staff and the other for students.
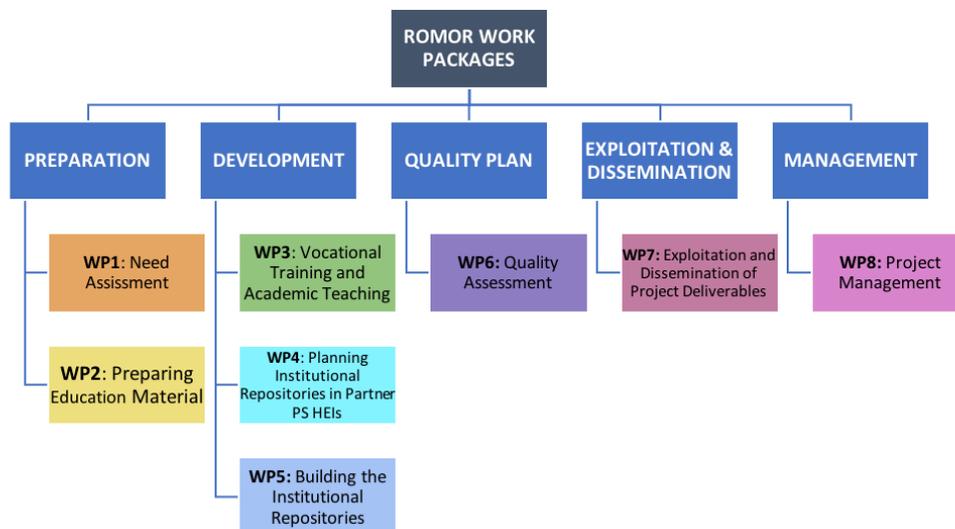
1.6   WORKPACKAGES

Each work package is led by one of the partner organizations. A list of work package leaders is provided below.

WP1 – Needs Assessment	Janet Delve, BU
WP2 – Training and Educational Material	Anna Maria Tammaro, PARMA
WP3 – Training and Teaching	Andreas Rauber, TUWIEN
WP4 – Developing IR Models	Adnan Yahya, BZU
WP5 – Building IRs	Iyad Alagha, IUG
WP6 – Quality Assurance	Joy Davidson, GLA
WP7 – Dissemination and Exploitation of Results	Yousef Abuzir, QOU
WP8 – Project Management	Rawia Awadallah, IUG

1.7 ANTICIPATED OUTPUTS AND OUTCOMES

The activities, and the anticipated outputs and outcomes of the Project are listed in Table 1.

Table 1: Anticipated outputs and outcomes of the Project

WP Ref	Activity	Outputs / Outcomes	Description
WP1	1.1 Identifying the size of research output in PS-HEIs	A report on estimation of research output size and the current practice of research output management and open access in PS-HEIs	A detailed report of the gathered data from the PS HEIs about the size of visible and accessible research output, the Open Access and publication activities, and habits for researchers, the gap between the size of visible and accessible research output and its actual size, and the current practice of research output management.
	1.2 Identifying best practices and standards in research output management	A Report on best practices and standards in research output management	A detailed report or the best practices and standards of EU partners in the field of institutional repositories.
	1.3 Identifying needs of partner PS-HEIs	needs assessment workshop	A workshop that should identify the gap between partner PS HEIs and the partner EU HEIs with respect to current practice in research output management.
	1.3 Identifying needs of partner PS-HEIs	Needs assessment report	A detailed needs assessment report with respect to research output management in PS HEIs
WP2	2.1 Education material preparation workshop	Education material preparation workshop	A workshop that should guide the education and training initiatives in OAIR in PS partner HEIs at two settings: the vocational training and academic education at ICT-related programs.
	2.2 Preparing education material	Training and teaching material	Vocational training materials for technical and operational capacity building , and material for academic courses in digital curation and preservation/digital library/information science
	2.3 Preparing training delivery plan	Training delivery plan	A plan will be prepared including time, location, trainers, trainees, etc. for conducting "training of trainers" sessions using the developed vocational training materials.
	2.4 Preparing vocational training material in Arabic	Vocational training material in Arabic	Vocational training materials in Arabic language based on the training materials prepared in English language

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		language	language	
WP3	3.1 Delivering basic training school	Basic Training for training the trainers	Three-day basic training workshop will be organized in PARMA for training the trainers.	
	3.2 Delivering two training workshops (Jan. 2018, May 2018)	Intermediate and Advance training workshop for training the trainers	two-day intermediate training workshop will be conducted for training the trainers in Gaze/West Bank. It will be conducted after evaluating the developed IR models. The advanced training workshop will be conducted as a two-day training session at TUWIEN.	
	3.3 Delivering academic teaching	Academic teaching	Two academic courses at both undergraduate and graduate levels in ICT- related programs will be conducted in each partner PS HEIs first semester 2018/2019, and second semester 2018/2019.	
WP4	4.1 Developing institutional repository model	Institutional repository model	Local workshops will be conducted in partner PS HEIs to define the institutional repositories models.	
	4.2 Research Data Pilot Study	Research Data Pilot Study on Environmental Data	Local workshops will be conducted in partner PS HEIs to identify the requirements for the proposed institutional repositories to handle research data in addition to publications.	
	4.3 Develop institutional repository policies	Institutional repository policies	Local workshops will be conducted by partner PS HEIs to consult with their scientific research units and to draft institutional repositories policies. A report of the approved and formulated policies will be prepared and published.	
	4.4 Develop production repository implementation plan for long term support and management	Institutional repository implementation plan	Workshops will be conducted in partner PS HEIs to draft repository preservation plans. A report about production repository implementation plan and a cost model based on this plan will be prepared.	
	4.5 Evaluation workshop	Evaluation Workshop	Partner PS HEIs will present their experience with planning IRs in a 1-day workshop to be conducted in PS. EU partners will evaluate their works, and will identify weakness points and problems.	
WP5	5.1 Implement four institutional repositories in partner PS HEIs.	Four production institutional repositories in partner PS HEIs	Building the IT infrastructure, installing IR software, and creating persistent URLs for four production repositories in partner PS HEIs.	
	5.2 Evaluation workshop.	Evaluation workshop	A 1-day workshop will be conducted in PS by partner PS HEIs to present their experience with implementing IRs. EU partners will evaluate their works, and will identify	

			weakness points and problems.
	5.3 Develop promotion and advocacy plan for institutional repository to enlist participation	Promotion and advocacy plan	A workshop will be organized at PS to prepare a plan describing the activities to be conducted at each partner PS HEI to approach the problem of enlisting academic participation.
	5.4 Develop a scaling up plan for IUG institutional repository	Scaling Up plan	IUG will offer to host the research output of other non-partner PS HEIs to become a national IR, IUG will also provide partner PS HEIs with a service to manage their open access research output. Different activities and workshops need to be planned in this context.
	5.5 Populating and scaling up activities	Populating and Scaling Up activities, populated IRs, recommendation for Open Access National Policy	Different activities will be resulted in this context, like offering training courses, guidelines, assistance, and workshops.
WP6	6.1 Develop quality assessment plan	Quality Assessment Plan	A quality control and assurance plan will be developed by the QA team. The plan will precisely define activities and methods of QA and all other aspects quality control and monitoring.
	6.2 Project quality assessment	Project Quality Assessment reports	QA activities will include: half-yearly evaluation of the quality of the project activities through questionnaires; public feedback from the information on project activities published on the project website, various promotional activities and annual progress reports.
	6.3 Annual quality assessment meetings	Annual Quality Assessment meetings	Annual QA meetings will be held via video-conference January each year, with the participation of all consortium. At these meetings the project activities and outputs/outcomes will be thoroughly analyzed by the QA team and the Project Committee.
WP7	7.1 Develop exploitation strategy 7.2 Develop dissemination plan 7.3 Populate ROMOR platform 7.4 Collaboration with stakeholders (workshops)	Exploitation strategy	Participants will form the exploitation team who will be in charge of development of exploitation strategy applicable during the project and after its lifetime. The strategy will define organizational and practical aspects of communication with potential stakeholders.

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	7.1 Develop exploitation strategy 7.2 Develop dissemination plan	Dissemination and exploitation plan	Participants will form the dissemination team who will be in charge of development of dissemination plan applicable during the project and after its lifetime. The plan will precisely define all of the dissemination activities, including the population of ROMOR platform	
	7.3 Populate ROMOR platform	Populated ROMOR platform	The ROMOR website and wiki will be extended to serve as a shared platform for communication and cooperation among potential stakeholders, sharing information and project outputs, lobbying for national policies for protecting digital heritage, and communicating the project's activities in addition to the members' individual activities.	
	7.4 Collaboration with stakeholders (workshops)	Collaboration with stakeholders	Six 3-day workshops will be conducted (3 in Gaza and 3 in West Bank) with local institutions in order to identify scope and themes on digital curation and preservation which are of interest to these institutions needs and draft an action plan accordingly. ROMOR platform and its benefits will be introduced. Workshops will also be conducted to provide stakeholders in PS with the training they need in establishing reliable digital repositories.	
WP8	8.1 Develop a plan for project management	Project Management Plan	Participation in the kick-off meeting, and regular representative meetings. ROMOR website and wiki will be established by IUG and will enable all project partners to communicate with each other.	
	8.2 Project representatives meetings	Project Representatives Meetings	1. A three-day kick-off meeting held in TUWIEN (3rd month) 2. Online regular monthly meetings 3. Final consortium meeting held at West bank and Gaza (month 36)	
	8.3 Deliver project progress reports	Project Management Reports	Four internal progress reports EACEA first report EACEA final report	
	8.4 Project management activities	Project Management Activities	The planned management activities will be conducted to ensure that the project meets its objectives within budget and scheduled timescales. Tasks will include monitoring project progress, tracking deliverables and reporting back to the consortium.	

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2   DISSMINATION OBJECTIVES

The general objective of the dissemination plan is governed by the need to support the project sustainability and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from the Palestinian Ministry of Higher Education (MoHE) as to facilitate the necessary political support and generate potential positive decision concerning project's sustainability;
- Gaining acceptance and interest from the direct users/ target groups for the delivered services after the project end and/or to potentially support the project's sustainability.

3   THE EXPLOITATION STRATEGY

The exploitation strategy for ROMOR is a key activity for the ROMOR project and plays a major role in ensuring that the project realizes its overall objectives. The exploitation strategy explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. In other words, it ensures that the project's objectives, activities and outcomes are disseminated to the right target group, at the right time, through using the right methods, and that those who can contribute to these dissemination activities are identified and encouraged to participate. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

The exploitation strategy addresses the following elements:

1. **The identity and the awareness of the project:**
   - Identity – creating the project's identity to be used on all marketing material (logo, brochure, web presence, etc.).
   - Stakeholder Mapping – to determine who needs to be contacted, with what information and at what point in time.
   - Key Messages – to ensure all material maintains the right focus for ROMOR
   - Website and social media presence – the primary mechanism for communicating with all stakeholders.
   - Materials – create range of dissemination materials (brochure, posters, project presentation, etc.).
   - Events / Conferences – identify key events to help reach audiences targeted by ROMOR
   - Planning – pulling all the above elements together to keep an up-to-date dissemination plan.
2. **Disseminating and sustaining the project activities and results:**

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- Regular presence and push of information in social media and via the ROMOR web site
- Attendance and awareness raising at key events to reach stakeholders
- Hosting of dissemination workshops and
- Generation of positive media coverage
- Depositing outputs into PS HEIs OAIRs as examples of good practice
- In parallel, depositing outputs into a dedicated ROMOR Collection in Zenodo for longer-term archiving and accessibility.

3. **Long-Term Sustainability:**

The long-term sustainability of ROMOR Outcomes will be guaranteed through the absolute commitment of all concerned partners and stakeholder ensured by the following activities:

- The commitment of PS HEIs to develop and sustain their respective OAIRs.
- Each PS HEI has an ICT unit/administration that is responsible for managing the institution's servers and network devices. They have expressed willingness to cooperate with ROMOR as we progress to take responsibility for the OAIRs.
- Policies will be implemented at each PS HEI so that the IR will be integrated with the ICT infrastructure, and will be fully embedded in the institution's strategy for scientific research.
- Where appropriate, policies will be implemented within PS HEIs to mandate that researchers upload their work regularly.
- Workshops will be regularly organized to explain to the institution's staff why this is important for them and for the institution and to get feedback from them about their own views.

4. **Assessing the impact of research outputs during the project and beyond:**
   - Measurement of success via questionnaires, interviews and surveys

The exploitation strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan in order to guarantee that the most relevant project outputs and outcomes are communicated to the widest audience possible, in the most effective way leading to sustainability. These actions can be grouped into three main categories:

- **Internal and External Communication** to ensure maximizing the ROMOR project visibility and public awareness of its nature, objectives and outcomes and increasing interest by additional stakeholders in the ROMOR project.

- **Cooperation** Identify and engage stakeholders throughout the course of the project in order to ensure the involvement of stakeholders and that the results of the project are applicable and appropriate to stakeholders.

- **Networking** to gain sustainability over the lifetime of the ROMOR project and enlarge the community and cooperate with HEIs, organizations and, communities in a long term perspective

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In particular, the main action lines to be followed for designing and implementing an efficient dissemination plan are as follows:

- Design of ROMOR Project brand (logo, color scheme, style sheet, etc.);
- Production and distribution of promotion materials (flyers, posters, brochures, Newsletter, etc.);
- Organization and participation in relevant events (workshops, exhibitions, meetings, etc.);
- Exploitation of media resources (newspapers, TV, website, social media etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to extent the scope of dissemination results;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.

In addition to this exploitation strategy outlines, the dissemination plan shall consider the sustainability strategy outlining what dissemination activities could contribute to the sustainability, exploitation and spreading of project results. The dissemination plan shall be based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. A stakeholder analysis is an exercise in which stakeholders are identified, listed, and assessed in term of their interest in the project and importance for the its success, dissemination and sustainability.

3.1 DISSEMINATION TEAM

All PS project partners will play their roles and use their personal and institutional networks to disseminate ROMOR project activities and outputs. Table 2 shows the members of the dissemination team who is in charge of the development of the dissemination plan applicable during the project during and after its lifetime.

Table 2: The dissemination team

University	Dissemination AND Sustainability Team Name
A-Quds Open University	Yousef Abuzir
Birzeit University	Adnan Yahya
Islamic University	Iyad Alagha
Palestine Technical University _ Kadoorie	Nael Salman

3.2 SPECIFYING THE TARGET AUDIENCE

It is that the ROMOR team identifies and engages stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to

stakeholders. In this section, we describe the profiles of the target groups identified for our dissemination activities.

In ROMOR project, two main target groups are identified:

- Senior management, research support staff and academics in PS HEIs
- Government and national level bodies.

These target groups include the project stakeholders and beneficiaries:

- Non partner PS institutions: research Institutes and Centers, archives, libraries and organizations from private and public sectors
- PS students and researchers
- Palestinian HEIs in the (West Bank & Gaza Strip)
- Policy makers, industries and international organizations
- PS Ministry of Higher Education and the AQAC
- National Scientific Research Council (NSRC)
- Palestinian Higher Education Council (PHEC)

4   THE DISSEMINATION ACTION PLAN

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

- Activities need to be timely;
- Information used must be accurate;
- Activities should be coordinated closely with all project partners;
- The right audience(s) should be targeted;
- Messages should be designed as to answer the interests of the target audience(s);
- Activities should be appropriate in terms of resources spent and expected impact.

The timeframe for dissemination activity plan is reflected in Table 3. The table also shows the partners' responsibilities and highlights the nature of the deliverables and success indicators. The dissemination activities are considered in the QA Plan. The dissemination plan for any particular dissemination action should seek to maximize synergies with the project exploitation strategy, and supportive to the fulfilment of the overall objective of the project.

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Table 3: Timeframe of the dissemination activity plan and partners' responsibilities

Dissemination Activity	Type or nature of the deliverable	Responsibilities of the WP7 leader	Responsibilities of the involved partners	Responsible partners	Success Indicators	When
Exploitation strategy and dissemination plan	Report	WP leader will have coordinating role in the realization of this activity.	Contribution to the creation of dissemination and sustainability plan.	PS partners	Number of activities in dissemination plan Number of activities in sustainability plan	First Year
Public dissemination through design of the Project LOGO	Report Service/ product	Project coordinator with the WP7 leader will provide the designs of the LOGO	Other partners will send their feedback	All partners	Project LOGO	First Year
Public dissemination through design and maintenance of the project website	Report Service/ product	Project coordinator with the WP7 leader will provide development, production, maintenance and update of the project web site through subcontracting.	Contribution to the regular update of the project web site as well as the project web sites of their institution.	All partners	Number of web site visits Number of posted documents	Over project life time
Dissemination through newsletter	Report Service/ product	Project coordinator with WP7 leader will be responsible for development, constant maintenance, publication of the newsletter	Other partners will send their articles for publishing in the newsletter.	All partners	Number of published newsletters	Regular over project life time
Dissemination through design and distribution of promotional	Report Service/ product	Project coordinator with WP7 leader will be responsible for the	PS partners will be receivers of the promotional material.	PS partners	Number of copies of different type of promotional material	Over project life time

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materials (posters, brochures, flyers, folders, notes, promotional videos)		appointment of the organization for subcontract.				
Dissemination through media activities and publication in social media, TV, local newspapers, etc.	Report Service/ product	Project coordinator with WP7 leader will be responsible for organizing and coordinating publishing news about the project in newspapers and TV.	All partners will have role of informing academic and wider community about activities of this project.	All project partners	Number of media where the project information will be published	Over project life time
Setting up network between EU and PS partners	Report Service/ product	Project coordinator with WP7 leader will initiate establishing of the network between all partners with the aim of future dissemination and sustainability.	Participation in initiation.	All project partners	Number of partners in the network	Second-third year
Setting up network between PS partners and MoHE, AQAC	Report Service/ product	Project coordinator with WP7 leader will initiate establishing of the network between all partners with the aim of future dissemination and sustainability.	Participation in initiation.	PS partners	Number of meetings with the MoHE, their cooperation with Project team, their contribution to the national plan	Second and third years
Internal university dissemination workshops	Training material Report Service/	WP7 leader will have coordinating role.	All PS partner universities will have to organize internal seminars for internal staff	PS partners	Number of trained students Number of	Over project life time, mainly

			and for students about OAIRs		trained staff	in the third year
product						
Dissemination conference	Event Report	Project coordinator and WP7 leader will be organizing this conference.	Participation and presentations of realized activities of the project.	All project partners	Number of participants at conference	Third Year

4.1 DISSEMINATION TOOLS AND CHANELS

Publications

Publications presenting the project and describing its objectives and results are the most common channel to disseminate project results. Leaflets and other publications with project signs should be used to increase the visibility of the project. The language of the publication should be appropriate for the targeted audience.

Conferences and workshops

Conferences, workshops, or round tables on project related issues can ensure that the project has a high profile, that the community learns from its achievements, and that the outputs are embedded and taken up. They also offer the advantage that communication can go in both directions: members of the target community can be invited to contribute ideas and brainstorm about ways to make use of the project results. Thinking early in the project about the use of results will maximize the impact of dissemination and the sustainability of its outputs.

Collaborative events and partner networks

Activities to disseminate the project results within events organized by other partners or projects shall be taken into consideration. The social Networks and partners Web Pages are recommended to be used to disseminate the project results and to increase the number of the targeted audience.

Website

A website to explain the project aims and objectives and to disseminate information about project activities and results shall be designed. As a dissemination channel, the website can include publicity the project has created, journal articles, publications, and presentations at conferences. The project website should also be the main platform for the networking between universities and business and other interested stakeholders. It is important to think of what would interest and engage the people from different backgrounds and find the way to attract visitors, e.g. reports, designs, models, evaluation criteria, guidelines, demos, questionnaires, etc.

Media

Promotion of the project in local media, media directly controlled by the project partners, and in social networks, will be used to reach different audiences.

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All dissemination materials and proposed activities will be reviewed at project meetings to ensure they are up to date and used effectively.

Table 4 outlines the dissemination tools and channels to be set up at the beginning of the project and also outlines the key activities that will be performed by the partners. Table 5 is a guide when making decisions about which groups should be informed of events taking place within the project. Table 6 shows the dissemination and exploitation plan per Project year.

Table 4: The key tools and channels of the dissemination activity plan

Tools and channels	Comments
Project logo	The logo is representative of ROMOR concept and vision. The project logo determines the project visual identity and enables others to recognize the project, therefore specific logo was designed for the project to be included in all project publications and document.
Project Website	Used as ROMOR's central point of communication the website will provide access to all project's outputs, activities, objectives and goals. Project website to be regularly updated. http://romor.iugaza.edu.ps/romor/
Link to project's website at PS Partners	Reciprocal links to the project's website from the PS HEIs to disseminate project outputs including progress and final reports, recommended policies and regulations for managing and operating institutional repositories, and any other project related documents.
Newsletters	Emailed to a specially created mailing list consisting of all project beneficiaries and any other subscribers. It will outline the project implemented activities and outputs achieved.
Press Releases	Informing stakeholders about project key events. Distributed to national, European and specialist press. These will be accessible via a news archive on the website.
Media (external)	Promotion of the project in media, interactive ones (forums, blogs, web, social networks, bulletins).
Media (internal)	Media directly controlled by the project partners (promotion of the project on web, social networks, bulletins and newsletters published by project partners).
Other Social Media	The use of additional social media techniques will be subject to an ongoing review by the Project Partners and to update stakeholders about project news; Twitter, Facebook and/or ResearchGate will be used to reach different audiences.
Project Leaflet (Flyer)	Promotional flyer in English/Arabic language will contain basic information about the ROMOR project. The leaflet will be downloadable from the project website and should be widely distributed at various events, conferences and workshops. Text in the flyer gives overview on the project, partners involved, main objectives as well as funder recognition.
Presentations	A template will be used for all presentations about the project at events to ensure consistent visual identity.
Articles & Publications with Open Access or the copy right owned by partner institution.	Created by project partners and experts associated with the project.
Reports	Several reports will be written during the project to mark the critical milestones and learning points of the project.

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Workshops & Seminars	Organize relevant seminars and workshops. Also organize a final a conference event to inform the stakeholders about the project results (GAZA).
Workshops	Workshops will be organized at partner HEIs to raise awareness among the project stakeholders whom were identified according to the stakeholders' analysis. (Institutional level , local level)
Six 3-day workshops will be conducted (3 in Gaza and 3 in West Bank) or International Conference	Workshops will be organized with local institutions in Gaza and West Bank in order to identify scope and themes on digital curation and preservation which are of interest to these institutions needs and draft an action plan accordingly.
	An international conference will be held at IUG (project coordinator) with participation of other members.
Training workshops	The training events during the project lifetime will be used to build capacity among staff and students and PS HEIs and to develop a network of Champions to further disseminate key messages.
Training material	Training materials will be developed and made accessible via the website and our Zenodo Collection. Materials will be made available under CC license to enable trained trainers to easily reuse and adapt as needed beyond the life of the project. Multiplier workshops will also be delivered by trained trainers to provide stakeholders in PS with the training they need in establishing reliable digital repositories, incorporating the adapted Open Source packages.
Vocational training	Services will be offered by the PS HEIs to train the staff at different Palestinian institutions on the skills needed to develop institutional repositories to maintain and manage their digital holdings.
Commercial training	Commercial training and hands-on consultancy services will be offered to help institutions identify their needs and implements efficient data curation and preservation techniques.
Students and researchers	Awareness-raising events will be conducted, during and after the end of the project, to target groups.
Curriculum developers	Curriculum developers and vocational trainers: who are wishing to integrate topics of digital archiving and preservation into their courses (WP2 & WP3)
Annual progress and Final reports	Will be made available via the website and Zenodo Collections.
Equipment (lab opening ceremonies)	Each partner university will establish a lab, an opening ceremony will be organized at each partner university.
Repository opening ceremonies	Each partner university will establish an OA repository, an opening ceremony will be organized at each partner university.
Erasmus+ Info day	Present project's brochures, poster.
ROMOR Poster	Poster about project and team.
SMS (student and staff mobilities between PS and EU partners)	Realization of student and staff mobilities between PS and EU partners. Each PS porter institution will be responsible for SMS calls dissemination at their institutions, organizing info sessions, applying the selection procedure, and reporting their student and staff mobilities experience abroad.

Table 5: Methods of dissemination for each target group

Category	Tool	Target Groups Category	memory institutions (museums, libraries and archives)	ICT and Software Developer	PS Partners and researchers	Palestinian HEIs in (WB & Gaza), AQAQ	government institutions and NSRC	commercial and private sectors	ROMOR Team
Tools									
Internet	Website		X	X	X	X	X	X	X
Internet	e-Mails		X	X	X	X	X	X	X
Internet	Social Networks		X	X	X	X	X	X	X
Internet	Users' Forum					X			X
Publications	Scientific Papers				X		X		
Publications	Training material				X				X
Publications	Project presentations		X	X	X	X	X	X	X
Events	Meetings				X	X			X
Events	Training Workshops			X	X				X
Events	Dissemination Events		X	X	X	X	X	X	X
Events	Lectures/ Seminars		X	X	X	X	X	X	X
Media	Press Releases		X	X	X	X	X	X	X
Media	Newsletters				X	X			X

Table 6: Dissemination and exploitation plan per Project year

1st year				
	Activities	Dissemination and Exploitation Tools	Responsible	Channels
1.1	Identifying the size of research output and the current practice of research output management in PS-HEIs	• Surveys, • Questionnaire, • Interviews with Administrative staff, e-surveys • reports	BU	ROMOR Website, Google Drive, FREEDCAMP Zenodo
1.2	Identifying best practices and standards in research output	• Report	PS and EU Partners	ROMOR Website, Google Drive,

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				FREEDCAMP Zenodo
1.3	Identifying needs of partner PS-HEIs	• A needs assessment workshop • Brochure • Needs assessment report • Info-graphics	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Media Social network Workshop Presentations Web pages of the partners Project newsletter Zenodo
2.1	Education material preparation workshop	• Workshop • Teaching, Training and learning Materials. • Report • Media	PARMA	ROMOR Website, Google Drive, FREEDCAMP Social network Media Workshop Presentations Web pages of the partners Project newsletter
2.2	Preparing education material	• Teaching, training and learning materials • Booklet • Report • Info-graphics	EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Courses Presentations Web pages of the partners Project newsletter Moodle, Foster, Zenodo
2.3	Developing training delivery plan	• Plan • Brochure • Posters	EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network
3.1	Basic Training	• 1 week workshop • Flyer • Posters • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshop Presentations Web pages of the partners Project newsletter
6.1	Development of quality assessment plan	• Report	GLA	ROMOR Website, Google Drive,

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				FREEDCAMP
6.2	Quality assessment activities	• Reports	GLA	Google Drive, FREEDCAMP
6.3	Annual assessment meetings (Skype)	• Virtual meeting • Report	PS and EU Partners	Google Drive FREEDCAMP
7.1	Develop exploitation strategy	• Exploitation team • Report • Meeting	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
7.2	Develop dissemination plan	• Dissemination team • Report • Meeting	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
7.3	Populating ROMOR platform, and dissemination activities	See Table 2	PS and EU Partners	See Table 2
8.1	Development of project management plan and Establishment of ROMOR Platform at IUG	• ROMOR Website • Freedcamp • Report • ROMOR DRIVE		ROMOR Website, Google Drive, FREEDCAMP Social network, FREEDCAMP
8.2	Representative meetings	• Kick-off Meeting • Representative meeting • Reports	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
8.3	Internal progress report and regular progress reports	• reports	PS and EU Partners	Google Drive FREEDCAMP
8.4	Project Management	• Reports	PS and EU Partners	Google Drive FREEDCAMP
SMS	Staff & Students Mobility	• Reports • Calls	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP

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2nd year

	Activities	Dissemination and Exploitation Tools	Responsible	Channels
2.2	Preparing education material	• Teaching, training and learning materials • Booklet • Report • Info-graphics	EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Courses Presentations Web pages of the partners Project newsletter Moodle, Foster, Zenodo
2.3	Developing training delivery plan	• Plan • Brochure • Posters	EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network
2.4	Preparing vocational training materials in Arabic language	• Training materials in Arabic language, • Posters • Flyer • Info-graphics	PS Partners	ROMOR Website Social network Workshops Presentations Web pages of the partners Project newsletter Moodle, Foster, EDRAK, Zenodo
3.2.1	Delivering Intermediate Training workshop	• One week workshop • Flyer • Posters • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshop Presentations Web pages of the partners Project newsletter
3.2.2	Delivering Advanced Training workshop	• One week workshop • Flyer • Posters • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshop Presentations Web pages of the partners Project newsletter
4.1	Developing institutional repository models	• Workshops • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
4.3	Develop institutional repository	• Workshops	PS and EU	ROMOR Website

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	policies	• Report	Partners	Social network Workshops Presentations Web pages of the partners Project newsletter
4.4	Develop production repository implementation plans for long term support and management	• Workshops • Plan • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
4.5	Evaluation workshop	• Workshop • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Media Social network Workshop Presentations Web pages of the partners Project newsletter
5.1	Implement/Improve four institutional repositories (in parallel in 4 PS HEIs)	• Report • Products • Media • Brochure • User Manuals	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Media Social network Workshop Presentations Web pages of the partners Project newsletter
5.2	Evaluation workshop	• Workshop • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Media Social network Workshop Presentations Web pages of the partners Project newsletter
5.3	Develop promotion and advocacy plan	• Workshop • Report	PS Partners	ROMOR Website, Google Drive, FREEDCAMP
6.2	Quality assessment	• Report	GLA	Google Drive, FREEDCAMP
6.3	Annual assessment meetings (Skype)	• Virtual meeting • Report	PS and EU Partners	Google Drive, FREEDCAMP
7.3	Populating ROMOR platform and dissemination activities	See Table 2	PS and EU Partners	See Table 2

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8.2	Representative meetings	• Representative meetings • reports	PS and EU Partners	Google Drive, FREEDCAMP
8.3	Internal progress report and regular progress reports	• Reports	PS and EU Partners	Google Drive, FREEDCAMP
8.4	Project Management	• Reports	PS and EU Partners	Google Drive, FREEDCAMP
SMS	Staff and Students Mobility	• Reports • Calls	PS and EU Partners	ROMOR Website, Partners pages, Google Drive, FREEDCAMP Social network

3rd year

	Activities	Dissemination and Exploitation Tools	Responsible	Channels
2.4	Preparing vocational training materials in Arabic language	• Training materials in Arabic language, • Posters • Flyer • Info-graphics	PS Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshops Presentations Web pages of the partners Project newsletter Moodle, Foster, EDRAK, Zenodo
3.3	Academic teaching	• Courses • Flyer • Poster • Labs Opening Ceremonies • Brochure • Info-graphics	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshops Presentations Web pages of the partners Project newsletter Moodle, Foster, EDRAK, Zenodo
4.2	Research Data Pilot Study	• Workshop • Product • Report • Info-graphics	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Social network Workshops Presentations Web pages of the partners Project newsletter
4.3	Develop institutional repository policies	• Workshops • Report	PS and EU Partners	ROMOR Website, Google Drive,

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				FREEDCAMP Social network Workshops Presentations Web pages of the partners Project newsletter
4.4	Develop production repository implementation plans for long term support and management	• Workshops • Plan • Report	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP
5.1	Improvement of OAIRs	Report Products Media Brochure	PS and EU Partners	ROMOR Website, Google Drive, FREEDCAMP Media Social network Workshop Presentations Web pages of the partners Project newsletter
5.4	Develop a scaling up plan	Report workshop Promotion Videos	PS Partners	ROMOR Website, Google Drive, FREEDCAMP Social network
5.5	Populating and scaling up activities	Report Workshops Training User manuals Leaflet Promotion Videos	PS Partners	ROMOR Website, Google Drive, FREEDCAMP Social network
6.2	Quality assessment	Report	GLA	Google Drive, FREEDCAMP
6.3	Annual assessment meetings (Skype)	Virtual meeting Report	PS and EU Partners	Google Drive, FREEDCAMP
7.3	Populating ROMOR platform and dissemination activities	See Table 2	PS and EU Partners	See Table 2
8.2	Representative meetings	Representative meetings reports	PS and EU Partners	Google Drive, FREEDCAMP
8.3	Internal progress report and regular progress reports	Reports	PS and EU Partners	Google Drive, FREEDCAMP
8.4	Project Management	Reports	PS and EU Partners	Google Drive, FREEDCAMP

5 SUSTAINABILITY PLAN

Table 7: Sustainability plan at the project start

Work Package	Sustainability actions (steps)
WP1. Needs Assessment	Created questionnaire has to be basis for future surveys on this and similar topic.
	Gained information and presentations published at the project web page. Inform responsible body at PS institution.
	Analysis has to be presented to all PS academic bodies, state/ entity managements, rectors Survey studies has to be recognizable around PS. Survey studies have to serve as measure for improvement of the current state.
	Needs assessment report have to be basis for all PS partners in the creation of appropriate OAIRs
WP2. Training and Education Material	All information, presentations, tutorials, lectures slides has to be published at the project website (Moodle)
	All tutorial and training material should be translated into Arabic and published at the project website (Moodle) .This way it will be made available for academic and institutional use via the project's website. These material are expected to receive a growing interest due to the need for similar solutions at both local and regional levels
WP3. Training	Equipment will be registered in the inventory of each university, and it will serve for teaching, administrative staff as well as for students.
	Training skilled staff and staff will insure having good trainers who in turn will transfer the knowledge they gained during the training to other internal and external stakeholder
	Gained knowledge will be sustainable because knowledge will be exploited during internal workshop at each PS university later on. The gained knowledge will be also be made available on Project website.
WP4. OAIR Models	Creation of OAIRs models for implementation in partner PS universities will be proposed for other non-partners local and regional universities.
	Pilot activity on research data will serve for the future better work of research data management

	Creation of OAIRs policies and research output management strategies partner PS universities will serve as templates for other non-partners local and regional universities.
	Gained knowledge will be sustainable because knowledge will be exploited during internal workshop at each PS university later on. The gained knowledge will be also be made available on Project website.
WP5. Building OAIRs	Commitment of PS HEIs to develop and sustain their respective IRs. Each PS HEI has an ICT unit/administration that is responsible for managing the institution's servers and network devices. Policies will be implemented at each PS HEI so that the IR will be integrated with the ICT infrastructure, and will be fully embedded in the institution's strategy for scientific research.
	The sustainability of an IR depends on how much effort is needed to fill it. Therefore, mandate policies will be implemented within PS HEIs to ensure that researchers deposit their work regularly. Workshops will be regularly organized to explain to the institution's staff why this is important for them and for the institution.
	As the IR will be part of each institution's ICT unit, it will be managed by its technical staff who will receive pertinent professional training through WP3. Therefore, there will be no need to recruit additional technical staff to operate the IRs. In addition, IRs should be filled by self-archiving, that is, by researchers depositing their own work. This will be much less costly to an institution than one where the library does all the depositing work. Moreover, policies may be also implemented to reform the job description of existing staff so that they work for operating the IRs.
	The development of IRs will mainly rely on Open Source software packages that cost less and generate more diverse scope of design and customization options than commercial ones. In addition, long term preservation solutions will be implemented to ensure that the deposited research will survive long term changes in storage media, devices and data formats.
WP6. Quality Assessment	Internal quality control and monitoring will push all partners on realization of project activities because its role is in evaluation of current achievement.
	External quality control and monitoring insure sustainability of all project activities during the project lifetime.
	Evaluation forms aims at improving all events and activities with comments and suggestions of all project partners.
WP7. Dissemination of Project Results	Web site will sustain all project activities during the project lifetime, and after the project lifetime.

	Newsletter will sustain all deliverables on the way that this marketing tool will have all deliverables in one place – newsletter will be available to all interested parties.
	Distribution of promotional materials, Publication in media, will raise awareness about existence of this project among wider community and community within all project partners.
	Internal stakeholder workshops and a conference will show the importance of OAIRs and how to set them up. Networking with stakeholders will sustain the project after its lifetime on the way that all project partners will continue with their cooperation on different topics.
	Partner will create sustainability plans for the period after the project lifetime that would contribute to sustainability of the project after its end.
	Internal university stakeholders workshops will help in dissemination of the project activities as well as in sustainability knowledge that have to be transfered to participants: teaching, administrative staff, students.
	Commercial training opportunities and consultancy will be offered by the trained staff at PS HEIs to train staff at ministries, public institutions and industries as part of lifelong learning initiatives. This will provide income to sustain the updating of training materials over time.
	Making the IRs accessible to industries, business and other funding bodies will enable the PS HEIs to attract funding and establish corporate sponsorships to cover the operational cost of IRs.
WP8. Project Management	Kickoff meeting will establish basis for the functioning of the project during the project lifetime.
	Representatives meetings will be crucial meetings for decision making, solving very important issues for the project and managing of the project in general.
	Financial and administrative management has to be in accordance with grant agreement and guidelines for the grant management.

6   CONCLUSION

The exploitation strategy and the dissemination plan describes the scheduling of the activities that will be carried out by ROMOR partners for the period of 15th October 2016- 14th October 2019 including, tools, events and calendar. The plan precisely defined all of the dissemination activities, including the promotional material that will be developed during the period of the project and after time line.