



Designing new pathways for employability and entrepreneurship of Iraqi students in Archaeology and Cultural Heritage

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Project Summary

BANUU - Designing new pathways for employability and entrepreneurship of Iraqi students in Archaeology and Cultural Heritage is a three-year (2020-2023) international project funded by the European Union in the frame of the Erasmus+ Capacity Building Key Action 2 in the Field of Higher Education¹.

BANUU aims at contributing to the improvement of the students' employability in the field of Humanities in Iraq by creating new pathways of cooperation between Universities and the public and enterprise sectors. This will be the result of six specific practical objectives connected with the different Working Packages of the project:

1. Creation of a national framework for designing and implementing internships in Archaeology and Cultural Heritage in Iraq;
2. Creation of new pathways to enhance Iraqi students' transversal skills (focus on entrepreneurial skills);
3. Piloting of the new frameworks and pathways in 3 specific sectors: Preventive Archeology, Cultural Tourism, Cultural Heritage Management;
4. Re-drafting of the learning outcomes of Iraqi BA and MA degree programs involving external partners as co-producers of knowledge;
5. Strengthening of the relations between HEIs (Universities, Ministry) and the wider national economic and social environment;
6. Creating a favourable legal, administrative, and financial environment in which HEIs can draft comprehensive agreements and contracts with external partners.

The success of the project will be ensured by a series of integrated and multidimensional activities contained in three dedicated WPs:

WP8 - Quality control in action: This work package is aimed at establishing criteria, tools and procedures for monitoring and evaluating the project in terms of both processes and outputs. It is also aimed at the actual implementation of the stated quality control in line with the fixed strategies, the scheduled deliverables, and the budget. Please see the *Quality Plan* for further information.

WP9 - Dissemination of project results: The overarching goal of WP9 is to maximise the spread and dissemination of the project's results, with particular focus on WP2 (Internships framing), WP3 (Pilot internships), WP4 (Entrepreneurship activities framing), WP5 (Pilot entrepreneurship activities) and WP6 (Accreditations) outcomes.

WP10 - Ensuring project exploitation and sustainability: The overarching goal of this WP is to make project's results sustainable after the project lifetime. Please see the *Exploitation and Sustainability Plan* for further information.

¹ For further information, please visit https://www.eacea.ec.europa.eu/grants/2014-2020/erasmus_en.

1. Introduction

The overarching goal of WP9 is to maximise the spread and dissemination of the project's results, with particular focus on WP2 (Internships framing), WP3 (Pilot internships), WP4 (Entrepreneurship activities framing), WP5 (Pilot entrepreneurship activities) and WP6 (Accreditations) outcomes.

As a consequence, a series of multidimensional activities will be undertaken throughout the whole project's timeline in cooperation with Iraqi partners and national institutions, which will be fully involved in the efforts to propagate and promote the most relevant achievements and milestones descending from BANUU's mission and objectives.

The aim of this document is to illustrate the project's dissemination activities foreseen by the project proposal and the dissemination strategy, including the activities carried out for the first half of the project and those which will be developed until its end.

1.1 Involved partners

As WP9 is transversal to all project activities, the tasks foreseen will concern the whole consortium, with the following allocation of roles:

	Name	Acronym	Country	Role
P1	University of Bologna	UNIBO	Italy	Project Coordinator
P2	Koç University of Istanbul	KU	Turkey	Partner
P3	Centro Ricerche Archeologiche e Scavi Torino	CRAST	Italy	Partner
P4	University of Baghdad	UOB	Iraq	Partner
P5	University of Kufa	UOK	Iraq	WP9 co-leader
P6	University of Qadisiyah	QU	Iraq	Partner
P7	University of Mosul	UOM	Iraq	WP9 co-leader
P8	Ministry of Higher Education and Scientific Research	MHESR	Iraq	Partner

2.2 Use of the Erasmus+ Logo

The Consortium partners are required to ensure adequate promotion of the project and to play an active role in any actions organised to capitalise on, exploit and disseminate the results of the project. In doing so, the use of the Erasmus+ logo is compulsory.



Any communication, publication or output resulting from the project, made by the partners jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, must carry the Erasmus+ logo and mention "Co-funded by the Erasmus+ Programme of the European Union":



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of the European Union

When displayed in association with another logo, the European Union emblem must have appropriate prominence. Any publication should include the disclaimer: *"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"*.

More information about the visual identity requirements are available at the Funding Institution (EACEA) website: https://www.eacea.ec.europa.eu/about-eacea/visual-identity_en.

2. Dissemination strategy

One key aim of the project is to construct a lasting legacy around the experience gained through BANUU and the previous projects WALADU and EDUU not only inside Iraqi HEIs, but also within the various strata of the society, represented by local economic stakeholders, cultural institutions, and potential international partners. Dissemination efforts are thus expected to embody an integral and pivotal part of the project, throughout its whole timeline. Accordingly, WP9 has been structured around a series of multidimensional activities, ranging from the creation of the BANUU website and social networks profiles, to the restructuring and improvement of the Iraqi universities webpages, whose fruition is currently arduous and often unfruitful.

In addition, correlated activities will also encompass a local and more traditional dimension, through the realisation and diffusion of updated promotional brochures and videos that will constitute the backbone of the revised marketing strategies of Iraqi partners. The contents of all promotional materials will be subject to an attentive preliminary assessment and evaluation by the project team along with other Iraqi stakeholders, before being promoted in situ.

The resulting tools will prove extremely beneficial in showcasing the events pertaining to the project, such as the Internships Open Days. Where permitted by the evolution of the Covid-19 pandemic, the Open Days will be held to introduce to students and local stakeholders the growing employment opportunities in the field of Humanities in Iraq and the benefits deriving from a stronger cooperation between Universities, the public, and the enterprise sectors.

Finally, in order to maximise the impact of BANUU well beyond its timespan, a handbook and some specific guide books will be published. They will be aimed at transferring to a wider audience all the results



achieved, the methodologies and strategies employed, as well as a set of policy recommendations. The volumes will be available for download on BANUU website, and will also be disseminated by the MHESR.

2.1 BANUU Logo

The BANUU logo represents a cuneiform sign meaning “to build” in ancient Akkadian, a language common in early historical times in Iraq. In fact, the BANUU project originates from the experience of WALADU, a CBHE project financed in 2016 including part of the BANUU consortium, which has allowed to improve the teaching quality and structure of BA courses in Archaeology in Iraq. Thus, effectively building on the three years of experience of WALADU, the BANUU consortium aims at developing its activities to improve occupation opportunities for the Iraqi youth in the field of cultural heritage and the memory of the country’s past.

2.2 Target groups

BANUU activities will be disseminated to Iraqi universities, students, cultural institutions and local economic stakeholders, both to promote the project’s results and methods, and to stimulate discussion about the project’s core themes. This will help the Iraqi HEIs to share the new acquired knowledge, and thus to build a knowledge economy in the country, as well as in the whole region.

More precisely, the dissemination activities are directed to the following the target groups:

Target group	Objective
Teaching or training organisations, such as universities and colleges	Creation of new pathways to enhance Iraqi students’ transversal and entrepreneurial skills; re-drafting of the learning outcomes of degree programs involving external partners as co-producers of knowledge
Students	Making students more aware of the possibilities offered by BA and MA degree programs that offer internships in the fields of preventive archaeology, cultural tourism and cultural heritage management
Iraqi Government and Institutions, thanks to the involvement of MHESR	Strengthening of the relations between HEIs (Universities, Ministry) and the wider national economic and social environment; creating a favourable legal, administrative, and financial environment in which HEIs can draft comprehensive agreements and contracts with external partners
Businesses and other local stakeholders	Strengthening of the relations between HEIs (Universities, Ministry) and the wider national economic and social environment; fostering a greater social awareness about the cultural heritage

2.3 Preliminary list of Iraqi cultural institutions

During the first reporting period, UOB and CRAFT drafted a selected list of museums, private and public cultural institutions, associations and foundations as well as several artistic, archaeological and architectural



sites and monuments in Iraq. The relevance of these cultural institutions and associations lies in the fact that they may support the development of private entrepreneurship in the field of humanities in Iraq, which represents the wider aim of the BANUU project.

It is necessary to highlight that the emergency conditions resulting from the diffusion of the COVID-19 virus partially prevented research in the field by both the Italian members of the project team and by the Iraqi ones. This contingency partially conditioned the final results of the data collection.

While used mostly for the implementation of the project activities, this list will be useful also for the dissemination of the project results and the BANUU project as a whole. The list is available here: <https://site.unibo.it/banuu/en/results/wp-9-dissemination-of-project-results>.

3. Online dissemination

In order to spread and promote all the activities of BANUU, task 9.1 of the project proposal foresees the design and realisation of BANUU’s website, as well as the project’s social network profiles (Facebook, Instagram, Twitter).

The website and the social media accounts will act throughout the project cycle as the principal channel for keeping target groups informed about all relevant project matters. As a consequence, BANUU’s social media strategy will revolve around a constant updating of the project’s profiles and news feeds, by means of surveys, interviews, videos, and other similar contents.

Preparatory dissemination activities and some initial dissemination actions have been implemented during the first reporting period.

3.1 BANUU Website

The BANUU website was created during the first months of the project (early 2020) by a webmaster company subcontracted by UNIBO. Currently, the website is fully accessible at the following link:

- <https://site.unibo.it/banuu/en> or <https://banuu.unibo.it>

The website is structured in a user-friendly way and it can be accessed easily also by smartphone (smartphones are commonly used also for work/study purposes in Iraq). The structure of the website presents different sections:

Website section	Content
Project	Information about the project's key aims and objectives and the activities foreseen by the project plan.
Partners	Information about the Consortium and the associated partners of BANUU; for each partner, a dedicated page illustrates the institution and the team

Website section	Content
Agenda	List of the concluded and foreseen events related to the project (meetings, conferences, general assemblies, etc.)
Results	For each WP, all the foreseen tasks, results achieved and deliverables are constantly described and updated
Contacts	List of the coordinator's contacts
Gallery	Pictures of the meetings and conferences
Call for tenders	Invitation for tenders for the procurement of goods and services within the BANUU project
Start-up projects	List and posters of all start-up project developed within the activities of WP4

The website will be updated throughout the whole project lifetime and also beyond, in order to maximise the impact of BANUU on the national policies, and to inspire projects aiming at replicating or scaling up the BANUU experience.

The BANUU website received around 2400 visits (and around 4500 page views) during the period between January 2020 and April 2022. The visibility increased substantially over time. This positive change is mainly due to the support and active participation of the four Iraqi HEIs, which advertised the BANUU project on the homepage of their institutional website and on social media.

3.2 Social Media

Social networks feeds are also expected to play an important role for the dissemination of project results and deliverables, given their current importance and diffusion among local students as precious tools to share the information and materials often missing from universities' websites. Moreover, social networks represent a powerful tool to reach a greater number of local stakeholders, and to promote social awareness about archaeology, cultural tourism, and cultural heritage management.

A Facebook page and and Instagram account have been created:

- <https://www.facebook.com/Banuu-105623514322964>
- https://www.instagram.com/banuu_project/

The pages are constantly updated with new contents related to the project activities, and a translation of the posts in Arabic will be provided, in order to reach the widest audience possible.

During the first reporting period, the Facebook page has been visited around 2600 times, while the Instagram profile could count around 1500 total visits.

4. Promotional materials and events

4.1 Printed materials and promotional videos

In order to promote BANUU also through more traditional channels, some dissemination materials have been printed and widely distributed by the Consortium members during the first reporting period:

- Leaflets: 250 units;
- Banners: 10 units;
- Bookmarks: 250 units.

All materials are available also on the website (page “Results - WP9”).

In addition to the promotional materials, also the WP1 Report has been printed in 100 units and distributed.

Should it be necessary, more prints of these materials will be taken into consideration by the Consortium, as well as the possibility to develop other materials.

Finally, the project plan foresees the production of 6 promotional videos, where possible according to the evolution of the Covid-19 pandemic. The video will be uploaded on the BANUU project website, the websites of each HEI, as well as the social network in order to maximise the project outreach.



4.2 Presentation of BANUU to international conferences

In order to disseminate the project’s results, the Consortium believes that it is important to create synergies between BANUU and similar projects. In addition to the collaboration with other projects directly involving members of the Consortium (such as INSPIRE, KALAM, and Ninive - as detailed in the Sustainability and Exploitation Plan), the partners are required to present BANUU during national and international events.

So far, this has been the case for the *12th International Congress on the Archaeology of the Ancient Near East (ICAANE)*, held online by the University of Bologna between 6th and 9th April 2021 (more information here: <https://eventi.unibo.it/12icaane/sponsors-partners>). During the conference, the start-up projects drafted as part of the WP4 were presented as open-access posters, and received feedback and suggestions from different scholars working in the three fields of the project (Preventive Archaeology, Cultural Tourism and Cultural Heritage Management).



4.3 Internship Open Days

According to the project proposal, each Iraqi partner HEI is expected to organise the so-called “Internships Open Days”. The main objective of these events is to present the newly designed internships to the most concerned target groups. The dissemination and advertisement of the events will be supported by a set of promotional materials and brochures. Moreover, the university websites of the Iraqi HEIs partners will be fully restructured and updated, paying particular attention to the improvement of transparency and accessibility of their digital contents related to internships and international relations.

Due to the Covid-19 pandemic, the WP3 activities could not be realised as foreseen and have been postponed. Therefore, also the Internship Open Days could not be organised, although the Consortium agrees on the necessity to realise them as soon as possible.

5. BANUU handbook and guide books

The main aim of the dissemination activities is to ensure a vast spread of BANUU project methodology within Iraq and in the regional context. The project, indeed, should be considered as an example, a starting point for future development of the modernization of Higher Education Institutions in transition countries.

The project is expected to have a long lasting effect by supporting the development of local HEIs governance involving all levels of universities and community from the academic leaders to prospective students and private stakeholders. The majority of dissemination activities have the overarching goal to promote a general growth in the knowledge acquired, the management of the HEIs and the possibility to disclose further venues of the EU-Iraq cooperation.

In order to do so, at the end of the project a handbook on BANUU methodology will be drafted, as well as two guidebooks regarding more specifically the set-up of the new internships and of the start-ups. The Handbook and the two Guidebooks will be realised with the support of all the partners, and then revised again by each WP leader.

The three volumes will be disseminated to at least 500 HEIs in the EU and in the Middle East, aiming at ensuring the project exploitation and boosting its replicability, also on a larger scale. In line with BANUU's open-access methodology, the three volumes will also be available for free download.