

**Dissemination**

and

**Sustainability**

of

**Tempus Projects**

*Dr. Fouad Khalaf, CUFE*

**Egypt-German Tempus Seminar**

**6-7 June 2007, Helwan University, Cairo**

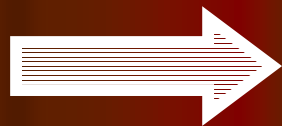
# Outline

- **The System of a Tempus Project**
- **The Terminology**
- **Review of Criteria**

# Risk of Poor D & S

**Without Dissemination, there will maybe no Sustainability**

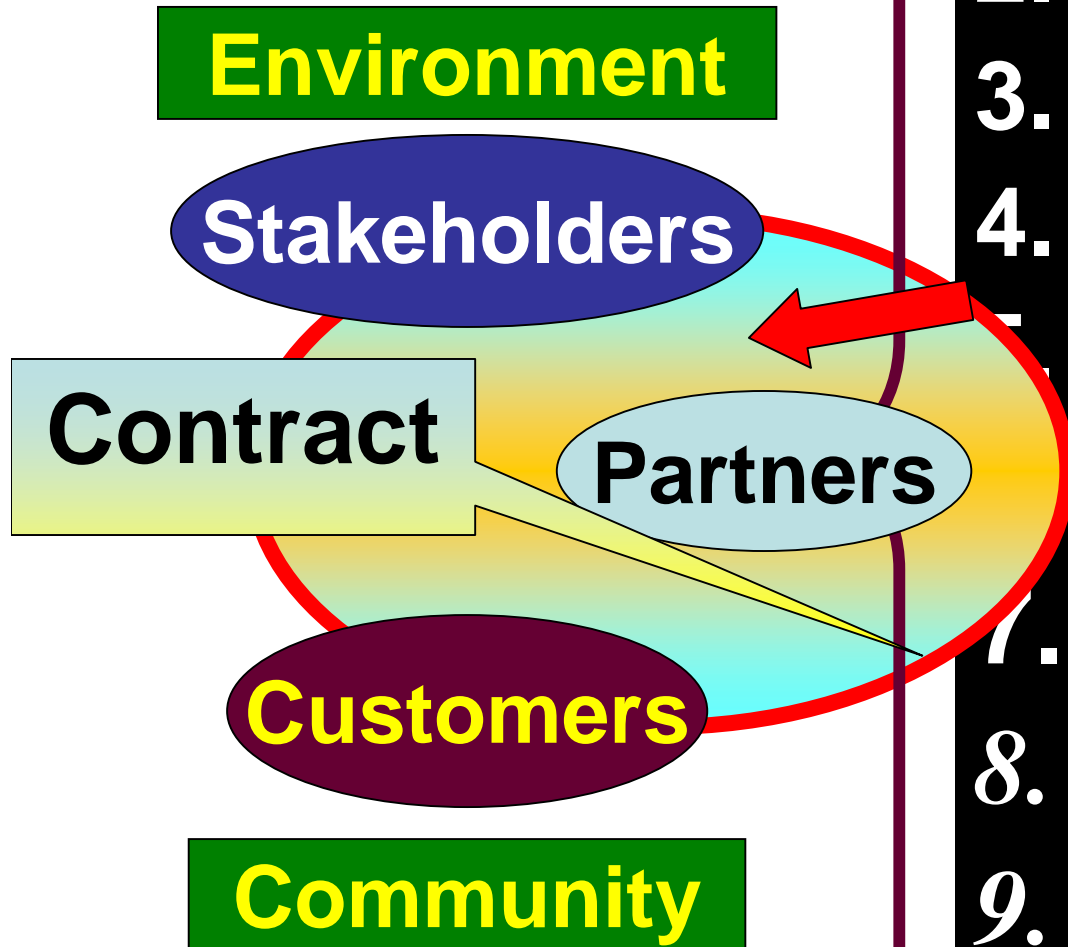
**Without Sustainability**



**loss of**

1. Assets
2. Equipment
3. Time
4. Money
5. Image
6. Rapports

# *Project System*



1. Background
2. Needs ...
3. Mission, ...
4. Activities
5. LFWM

**Dissemination**

7. **Sustainability**

8. *Management*

9. *Quality Control*

10. *Budget ...*

# *Synergize Project Activities*



- 1. Dissemination**
- 2. Sustainability**
- 3. Management**

# Evolution of a Project

- Idea

- Proposal

- Project

Entity:

- Organization, Institution, ...

- Or part of.

• Dissemination

• Sustainability

# *Nature of a Tempus Project*

- *Curriculum Development*
- *University Management*
- *Institution Building*



♣ *Has products*

♣ *Changes a situation*



- *Inform of the change*
- *Maintain the change*
  - *Improve*

# Definitions of Dissemination

- Timely systematic distribution, or sharing of **Knowledge, information, procedures, lessons learned, Know-how, ... etc.**  
**Through activities:**
- exhibitions, promotions, seminars, meetings, distribution of products, forums, ... and other outreach activities.

# Definition of Sustainability

An architectural property of a program which

- ✓ defines long-term viability
- ✓ takes full account of consequences of activity
- ✓ interacts to form a dynamic work processes
- ✓ uses and renews resources.

# Dissemination

# Objectives of Dissemination

## Dissemination

- Building awareness
  - Forming alliances
  - Attracting customers
  - Improving integration
  - Easing formalities
- and beyond

Knowledge

Attitude

Sustainability



# What is used or going well

- ✓ **Website**: forums, newsletters, downloads, publications
- ✓ **Brochures**, posters, flyers instructions
- ✓ **Presentations**, talks
- ✓ Personalized **mailing lists**
- ✓ **Meetings**: workshops, seminars
- ✓ **Others**

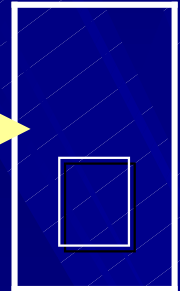
*Attendance, Cost, Planning*



# What is used or going well

## Dissemination Objectives

- **Short term.** for Awareness



## Targeted Humans: Stakeholders

(i) **Customers:** students, trainees

(ii) **Actors and Actors-to-be:**

- Partner institutions and agencies
- Other funding agencies



# What needs to Improve

1. Linking to websites of partner



2. Reaching Stakeholders

## Community

- Institutions and programs
- Organizations & Individual

## Policy makers

- Governance: Government, NGOs, Politicians, Organizations, Public,



# What needs to Improve

## 4. Dissemination Objectives

- **Long-term.** Encouraging individuals or institutions to participate, buy products, fund, and help maintain.

**Sustainability**

# Sustainability

# Ways to Enhance Sustainability (1)

1. Give roles to all members.
2. Involve industry people.
3. Improve.
4. Upgrade skills about D & S.
5. Define products/outcomes.

**Use all**

**Shape humans**

**Success**

# Ways to Enhance Sustainability (2)

6. Plan for contingency.
7. Choose reliable staff.
8. Anticipate turnover.
9. Prepare second-line staff.
10. Delegate judiciously.
11. Promote ownership.

**Use all**

**Shape humans**

**Success**

# Ways to Enhance Sustainability (3)

## 12. Capitalize on other funding:

- Improve marketing
- Gain recognition
- Look for opportunities
- Anticipate future trends

**Use all**

**Shape humans**

**Success**

# A program being on the road to sustainability has

1. a long-term vision.

1. ?

2. commitment to financial/  
intellectual contributions.

2. □ ?

3. contingency plans for  
changes.

3. ?

4. time plan to review  
progress of the project.

4. □ ?

# A program being on the road to sustainability has

5. a plan for incorporating the project within the institution.
6. strategies for funding beyond the time of the original grant.
7. a plan for promotion and marketing.
8. outputs that respond to stakeholders' needs.

5.

6. ?

7. ?

8. ?

# *About web sites*

- **Throwing everything on the net is not the solution.**
- **Web material should**
  - **show quality**
  - **be user friendly**
  - **be continuously upgraded**
  - **not replace human contact.**

# Last Remarks

- If vision & mission are not aligned  
→ D & S will not be effective.
- Dissemination is a marketing process → helps reduce resistance
- Courses alone do not make a venture sustainable.
- Sustainability should include “partnership.”

# **Any project is sustainable if**

- ♣ The idea is sustainable**
- ♣ There is a demand for the output/change**
- ♣ Plans have built-in auto finance**
- ♣ Products are marketable**
- ♣ Program is tied to an existing system.**

# Any venture can be sustained if ....

## *Project System*



1. Background
2. Needs Assessment
3. Mission, Vision, ...
4. Activities
5. Dissemination
6. Sustainability
7. Management
8. Decisions
9. Resources
10. Quality Control
11. Feedback
12. Improvement
13. Outputs/outcomes
14. ...

**When someone tells  
you that you can't do  
something...**



**Look around...  
Consider all options...**

Use all what God gave  
you! Be creative!

*Thanks for  
listening*

شُكْرًا لِحَسَنِ اسْتِمَاعِكُمْ

wrong!

If there is a will, there always a way.

*Thanks for  
listening*

شُكْرًا لِحَسَنِ اسْتِمَاعِكُمْ

- [www.eu.daad.de](http://www.eu.daad.de)
- [www.tempus-egypt.com](http://www.tempus-egypt.com)