

Project title	New Professional Diploma in Plant Clinic and Phytosanitary Technologies (PRO-DPCP)
Project No	609550-EPP-1-2019-1-BG-EPPKA2-CBHE-JP
Work Package	WP7 – DISSEMINATION
Task 7.2	Project operational plan of dissemination
Date of Delivery to PRODPCP	5/5/2021
Editor	Professor Dr. Waleed Shaban Professor Dr. Manal Eid
Reviewer(s):	SCU team responsible for internal Dissemination and Sustainability



I-Introduction

An effective strategy of dissemination would encourage successful Implementation, embedding and up-scaling of the concept, product or process, rather than simply distributing or storing information.

However, the main purpose of this deliverable is to provide a formal planning document for the activities that implemented and will be done by **Suez Canal University** team. So that it can guarantee an effective dissemination and keep sustainability about the project **PRO-DPCP** and its outcomes, according to the target audience and based on the original plan and the analysis on-going activities. Nevertheless, our proposal falls under the scope and activities of **Work page7 – "Dissemination and exploitation"**, that is led by **Mansoura University** and views as its first draft of this WP7 (and will evolve through the duration of the project) to reach and preserve the sustainability afterward the project closes. Our strategy takes into account the current status of the project and the last changes affecting it under the outbreak of **the Covid- 19 pandemic**.

Table 1. SCU team members for internal Dissemination and Exploitation

Name	Position
Prof. Waleed I Shaban	Project manager in Suez Canal Univ.
Prof. Manal Eid	Vice project manager in Suez Canal Univ.
Prof. Mohamed A. Baramawy	Member
Prof. Hamed M. El Sharabasy	Member
Mrs. Sarah Mahmoud	Member

The objectives of WP7 (Dissemination and Exploitation) are :

- 1) To start project dissemination with national conference
- 2) To prepare project operational plan of dissemination
- 3) To launch new website of the project
- 4) To deliver and disseminate a series of seminars, lectures in different topics of phytosanitary and plant health care
- 5) To diffuse and distribute the project and impact to wide range of stakeholder using different tools of dissemination
- 6) To held and launch field days in cooperation with project associate partners at public and private agricultural enterprises
- 7) To prepare project exploitation and sustainability plans
- 8) To create a new chances to extend and sustain cooperation among consortium beyond project
- 9) To do business and sign agreements and contracts with agriculture enterprise
- 10) To provide paid services for diagnosis and treatment of plant diseases and pest in plant clinic after the project close
- 11) To setup a consultation centres to provide feasibility, solutions and experience of staff to agriculture sector
- 12) Marketing of PRO-PDPC program to other HE organization in Egypt or Arab African countries.

13)

Table 2. Activities distributed during 3 years project work plan

YEAR 1 Activities	
Ref.nr/ Sub-ref nr	Title
7.1	Plenary and press conference
7.2	Project operational plan of dissemination
7.3	Inauguration of new DPCP Program WEBSITES
7.12	Set UP Consultation and Training Centers (CTC)
YEAR 2 Activities	
7.4	Seminars, meetings and symposia in the field of Phytosanitary
7.5	Distribution by communication media...to diffusion of DPCP program
7.11	Laboratory and field analysis paid services
YEAR 3 Activities	
7.3	WEBSITES update
7.6	Field days
7.7	Project operational plan of exploitation
7.8	Sustainability Plan
7.9	workshop to create a new chances (sustainability) among Consortium
7.10	Legal Framework Agreements and business contracts

Dissemination activities in Suez Canal University:

The dissemination activities started at the beginning of the project and will continue until the end of the project, with some even continuing beyond the project's end-date.

Activity 1:		
Main goal	level	Target audience
Awareness & Dissemination	Decision makers	Faculty(Dean-Vice-others)
	Educators	Staff Faculty
	Students	Post graduated
	Local community	Agricultural farm and companies owners

✚ Suez Canal University team held several meetings as an internal dissemination level at Suez Canal University campus. So that the staff and other interested people can get more information and raise awareness about the project.



Project team with staff member in SCU



Project team with Stakeholder

- Suez Canal University team visited many places at the surrounding community.



Project team with Extension Department in the Directorate of Agriculture in Ismailia governorate



Activity 2:		
Main goal	level	Target audience
Dissemination & Sustainability	Decision makers	Coordinator, Work Package leaders, all Egyptian project partners

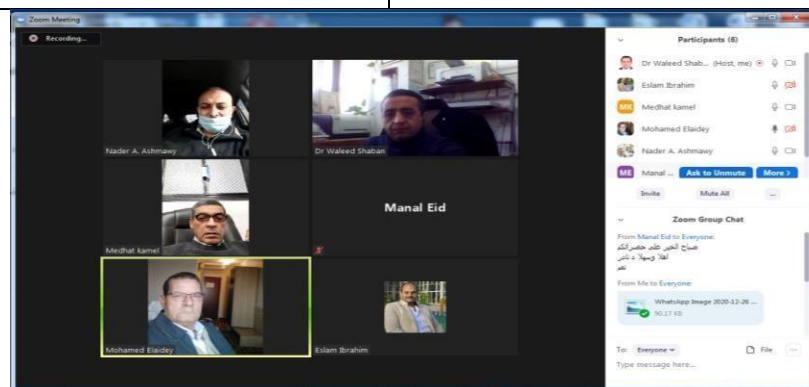
✚ Suez Canal University team maintained inviting kindly to regular or virtual meeting among the Egyptian partners from time to time. These meetings are considered as activities that building an effective network to preserve the sustainability afterward the project closes.



SCU local project meeting September 2020



SOU local project meeting November 2020





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Activity 3:		
Main goal	level	Target audience
Dissemination & Exploitation	All stakeholders	Internal and external audiences

A project logo

-It has been proposed, and approved by all partners of the project (figure1).

PRO-DPCP project logo is presented in this figure and it will appear in all project documentation.





Website

-A website <http://www.plantclinicdiploma.org/en/> is being designed and will be updated regularly by Mansoura University to provide public information on the project through its extra net.

Database for mailing list

-It will be established a comprehensive database for an official mailing list, which will be used for sending the entire announcement and other documentation, including newsletters.

e- Newsletter

Suez Canal team will display a periodical two-page digital newsletter in Arabic

English, providing information on the project, its progress and results, it will be available online on the project website and distributed through the project database.

- Reportage about establishing a plant clinic in Suez Canal University, was published in national newspapers (" **Shorouk news**" in date 16/11/2020).

الشروق - الإثنين 16 نوفمبر 2020

الأخيرة

«عيادة نباتية» بجامعة قناة السويس لتشخيص الأمراض الزراعية


|| كُتب - عمر فارس ||

تقدمت كلية الزراعة بالإسماعيلية جامعة قناة السويس بمقترح مشروع بحثي إلى مكتب الإبريسمن، الجهة الداعمة في الاتحاد الأوروبي لمشروعات بناء القدرة المؤسسية، وبالتعاون أيضا مع ست جامعات مصرية أخرى، ويتمثل المشروع في «العيادة النباتية وتقنيات صحة النبات» ويهدف هذا المشروع إلى تأسيس وحدة للعيادة النباتية وهي وحدة متخصصة لتشخيص الأمراض والأفات النباتية توجه خدماتها في المقام الأول لخدمة المجتمع الزراعي وطلاب الدراسات العليا، بالإضافة لتأسيس وحدة للتدريب على التقنيات الحديثة في مجال تشخيص وتعريف مسببات المرضية والأفات.

تأتي هذه الجهود في إطار سعي جامعة قناة السويس وكلية الزراعة بحكم موقعهما الاستراتيجي في شرق مصر إلى خدمة القطاع البيئي بشكل عام والمجتمع الزراعي بشكل خاص، وتلبية احتياجات المجتمع المحلي وسوق العمل مع الحفاظ على الموارد البيئية.

كما تم استحداث درجة دبلوم مهني جديد متخصص في مجال العيادة النباتية لتخريج متخصص يعرف في دول عديدة «دكتور النبات» وهو تخصص دقيق في المجال الزراعي يحتاجه سوق العمل وكثير من الخريجين الراغبين في ممارسة هذا التخصص المطلوب في سوق العمل.

Social media

SCU vented a new idea by gathered group of interested students that they can involve and contribute in plant clinic by doing activities related to plant clinic. The group is named Plant Health Team. The electronic site of the group is <https://www.facebook.com/awaleed219>



Promotional material

- Agendas, pens, or other items visualizing the project marketing is defined and produced.
- Currently, the log of plant clinic diploma is printed on the laboratory coats and pens that distributed on young students of plant health team.





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Poster

-A poster in Arabic and English will be designed and printed.



- Roll-up and banner designed and prepared by Suez Canal University team

Fact-sheet, Leaflet and Final brochure

-The first brochure designed and prepared by SCU team. which will be printed and allocated to public in events or conferences.



These credited points reflect the amount of effort (work) required for each unit of the course and include academic and training efforts such as attending lectures, practical and training lessons, practical workshops, research, etc., whether in the library, farms, classrooms or home. Therefore, the credited points system focuses on the total effort of the student and not limited to the hours of meeting with professors (contact hours). The credited points are distributed to all units of the course (compulsory or optional) and the credited points are awarded only when the student completes the course study and achieves all required examinations successfully.



Project target output

- 1-Establishment of a Plant Disease Clinic Unit equipped with advanced modern techniques for diagnosing and testing.
- 2-Establishment of a training center equipped with modern facilities
- 3-Training of teaching staff and program administrators on the European Credit Transfer System (ECTS) by European Union experts
- 4-Training of trainers in plant clinic techniques
- 5-Training of technicians on new equipment

Program of the European Credit Transfer System (ECTS):

The credited points system is a systematic method of characterizing study programs by identifying credited points for the parts of the study programs based on student effort that represented by the number of learning hours required to reach educational objectives.

This system is based on that a full-time student during the academic year can do about 1,500 hours of academic work, which translates every 25 hours into one credited point to his balance so that the student can collect a maximum of 60 credited points during the academic year.

Project coordinator at Suez Canal University
Professor: Waleed Ibrahim Shaban
01204352822

Agric. Botany Depart., Fac. Agric., S C U
awaleed219@yahoo.com

<http://www.plantclinicdiploma.org/en/index.php/about/project-description>



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Aim of the project

For the first time in Egypt, a professional diploma program has been established in plant clinic and plant health techniques at 6 Egyptian universities, namely Suez Canal University, University of Alexandria, Mansoura University, Ain Shams University, Sohag University and South Valley University.

This diploma targets to enhance the skills of students, graduates and workers in the agriculture sector to meet the needs of the labor market in the field of crop protection.



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Media representatives

Since the beginning of the project, the project management team has been keen on spreading the culture of the plant clinic through the media

Introduce the community to the concept of the plant clinic and project activities

Prof. Dr. Waleed Shaban, project coordinator at Suez Canal University, gave an interview to the local radio for the Suez Canal area (Radio Channel), as well as an interview on the fourth television channel.



Television interview 3/5/2021



Radio interview 26/12/2020