

# Reframing Heritage Education in Egypt / Re-HeED

610234-EPP-1-2019-1-EG-EPPKA2-CBHE-JP

## DISSEMINATION PLAN

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## I. Dissemination Plan for Re-HeED

A detailed and comprehensive dissemination plan targeting the different stakeholders and target groups has been designed. Several dissemination activities will be carried out targeting the aforementioned parties. The corresponding activities to realize an effective dissemination plan are categorized as follows:

1. Launching Event
2. Project Website and Heritage Education Forum
3. Flyers, Brochures and Newsletters
4. Workshops and Public Lectures
5. Mobile Applications
6. International Conference

### 1) Launching Event

- A launching event was planned to be held at HU during which the inauguration of the project was to be announced in presence of the consortium members and cultural heritage organizations and the media. As the event was planned for March 2020 at the start of the Covid-19 pandemic, it had to be cancelled due to national lockdown.
- With the extension of the project and according to the situation of the pandemic, a substitution event is planned for the start of the academic year 2021-2022. This should be in time with the accomplishment of the bylaws of the diploma and master degree and its submission for accreditation. The event will be used to present the program and the project as a whole.

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### 2) Project Website and Heritage Education Forum

- A professional website for the project has been developed and launched (<https://re-heed.edu.eg>) and is linked to all participating entities websites. The website is used for disseminating all project activities, outcomes and events. It will also be linked to the Heritage Education Forum that is currently being developed.
- A Heritage Education Forum is currently being designed by ASU to serve as platform for all stakeholders and interested parties to share knowledge and experience on all heritage related aspects. The Forum will also be linked to the project website and the websites of all partners.

### 3) Flyers, Brochures and Newsletters

- It is planned to issue a biannual newsletter by ASU about the project and its activities. It will include contribution from the consortium members on their respective activities and inputs. Flyers, roll-ups and brochures will be printed and used at all project events.

### 4) Workshops and Public Lectures

- A series of workshops and public lectures targeting different categories of audience will be organized by the consortium in collaboration with different heritage organizations.
- Five specialized workshops will be held in EG during the lifetime of the project to which EU partners will be invited. The workshops will be targeting heritage professionals, NGOs and university students and will cover a variety of topics such as Site Management and

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Maintenance, Urban Conservation, Heritage Recording and Information Management, Maritime Aspects of Cultural Heritage and Advanced IT Applications in Cultural Heritage.

### 5) Mobile Applications

- It is planned to develop mobile application for a selection of cultural heritage sites. These will be used as an information and teaching tool.

### 6) International Conference

- By the end of the project, a major international closing event and a conference on "Heritage Education in the 21st Century" shall be organized during which the results of the project will be presented and promoted. Top management from the Ministry of Higher Education, the Ministry of Tourism and Antiquities, the Ministry of Culture as well as diplomats representing the EU consortium countries shall be invited to the event.

### 7) Accomplishments until 31/5/2021

- The launching event (planned for March 2020) had to be cancelled due to the outbreak of the Covid 19 pandemic and the subsequent national lockdown. A substitution event is planned for the start of the academic year 2021-2022.
- The project website has been designed, launched and is regularly updated.
- Poster and roll-up has been designed. A brochure and the first newsletter is currently being designed.

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- The first workshop has been organized on. This workshop was used to discuss and disseminate the results of WP1.

### II. Requirements from the European Commission

#### 1) Publicity

- The beneficiaries are obliged to display in full the name of the European Union with the following mention “Co-funded by the Erasmus+ programme of the European Union”.
- Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including all conferences, seminars or any information or promotional material (brochures, leaflets, posters, presentations, etc.) must indicate that the project has received European Union funding.
- The following logo will be used throughout:



- The following disclaimer must also be added to any publications and results:  
“This publication/communication 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”.

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### 2) Dissemination and Exploitation of Results

Beneficiaries must become familiar with the principles and tools and consult the Dissemination and exploitation of results – a practical guide for beneficiaries available at [https://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space/capacity-building-in-field-higher-education-2020\\_en](https://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space/capacity-building-in-field-higher-education-2020_en)

### III. Annex

- Project Logo
- Project Website
- Design of Print Materials



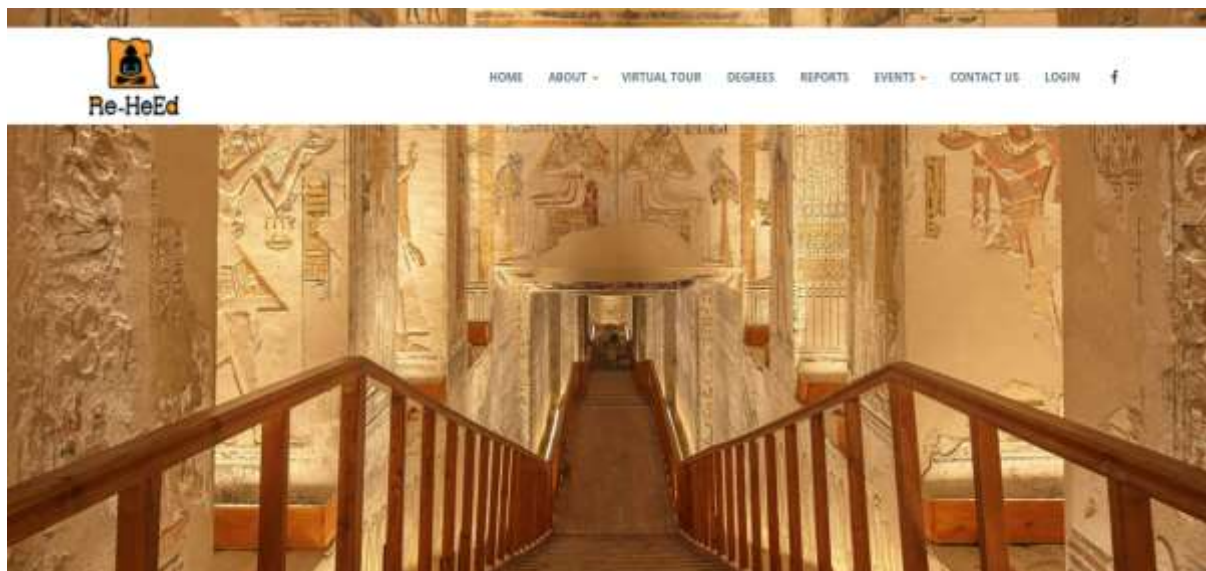
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Project Logo:



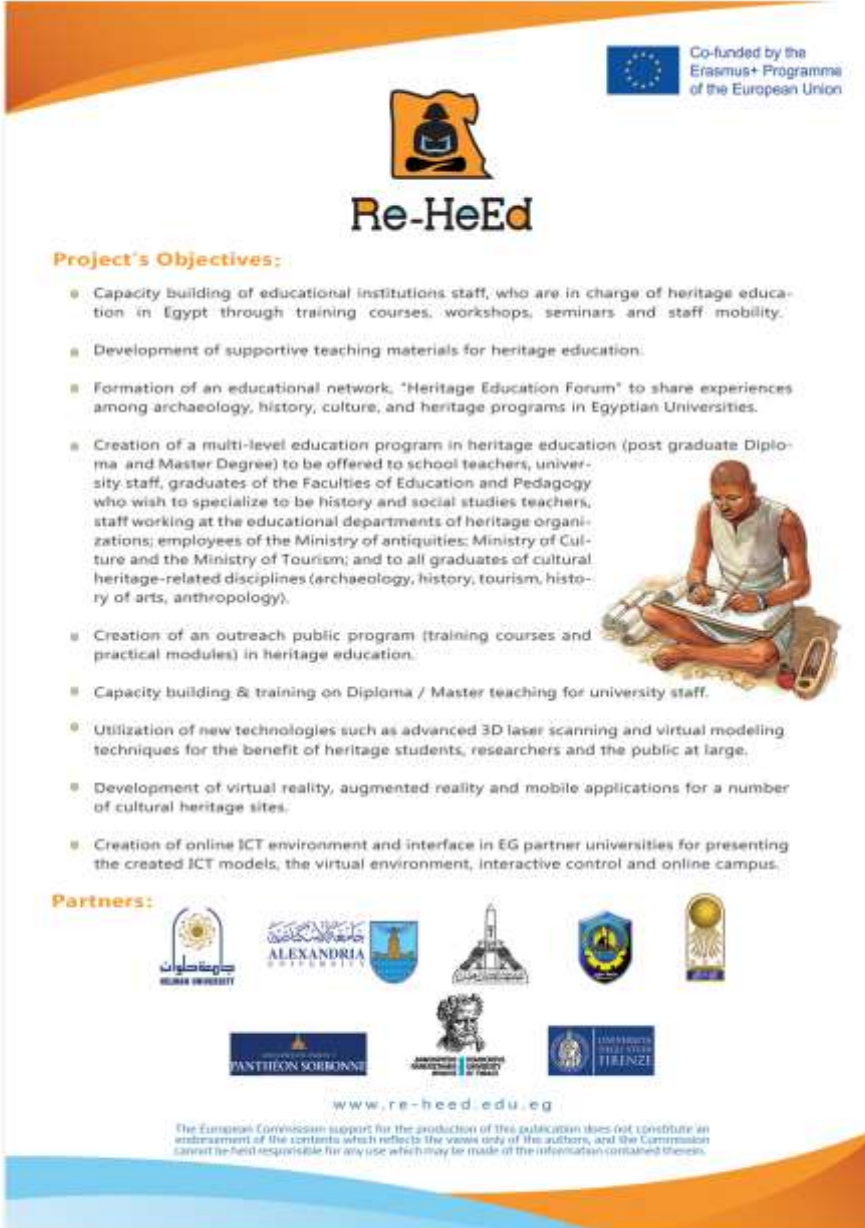
Project Website: (<https://re-heed.edu.eg>)




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## Project Print Material:






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## Re-HeEd




**Project's Objectives:**

- Capacity building of educational institutions staff, who are in charge of heritage education in Egypt through training courses, workshops, seminars and staff mobility.
- Development of supportive teaching materials for heritage education.
- Formation of an educational network, "Heritage Education Forum" to share experiences among archaeology, history, culture, and heritage programs in Egyptian Universities.
- Creation of a multi-level education program in heritage education (post graduate Diploma and Master Degree) to be offered to school teachers, university staff, graduates of the Faculties of Education and Pedagogy who wish to specialize to be history and social studies teachers, staff working at the educational departments of heritage organizations; employees of the Ministry of antiquities; Ministry of Culture and the Ministry of Tourism; and to all graduates of cultural heritage-related disciplines (archaeology, history, tourism, history of arts, anthropology).
- Creation of an outreach public program (training courses and practical modules) in heritage education.
- Capacity building & training on Diploma / Master teaching for university staff.
- Utilization of new technologies such as advanced 3D laser scanning and virtual modeling techniques for the benefit of heritage students, researchers and the public at large.
- Development of virtual reality, augmented reality and mobile applications for a number of cultural heritage sites.
- Creation of online ICT environment and interface in EG partner universities for presenting the created ICT models, the virtual environment, interactive control and online campus.



**Partners:**

[www.re-heed.edu.eg](http://www.re-heed.edu.eg)

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