

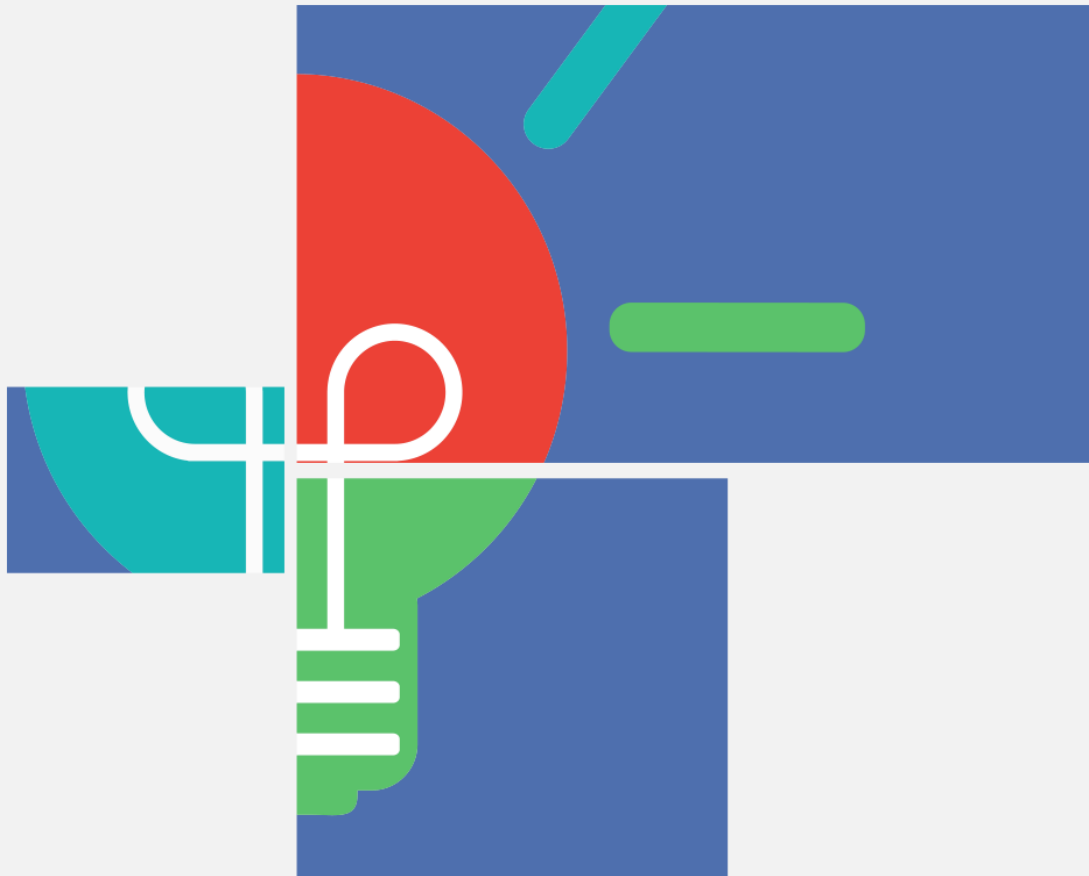


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Dissemination Report Website & Social networks

December 2022



Document Information

Project Title	PROMOTING RESEARCH AND INNOVATION ENVIRONMENT IN THE LIBYAN HIGHER EDUCATION SYSTEM
Project n.	618491-EPP-1-2020-1-IT-EPPKA2-CBHE-JP
Workpackage	7 – Dissemination
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Author (Partner Institution)	University of Zawia and UNIMED
Contributors (Partner Institutions)	All Partners
Abstract (for dissemination)	This report presents the dissemination activities carried out during the different stages of the IBTIKAR project. This report highlights articles, videos or social media posts published during the project by UNIMED and all project partners.
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Institutional visibility

The presence of the IBTIKAR project on the institutional sites of the partners and on social networks. Project partners and reference to the project on institutional websites:

- [UNIMED](#)
- [UNIVERSITY OF TRIPOLI](#)
- [UNIVERSITY OF ZAWIA](#)
- [MISURATA UNIVERSITY](#)
- UNIVERSITY OF BENGHAZI
- UNIVERSITY OF AJDABIYA
- [SEBHA UNIVERSITY](#)
- [SIRTE UNIVERSITY](#)
- [UNIVERSIDADE DE TRAS-OS-MONTES E ALTO DOURO](#)
- [UNIVERSITY OF ELMERGIB](#)
- AL-ASMARYA ISLAMIC UNIVERSITY
- [BANI WALEED UNIVERSITY](#)
- [UNIVERSITA DEL SALENTO](#)
- [BOGAZICI UNIVERSITESI](#)
- [LIBYAN MEDICAL UNIVERSITY](#) (Associated Partner)

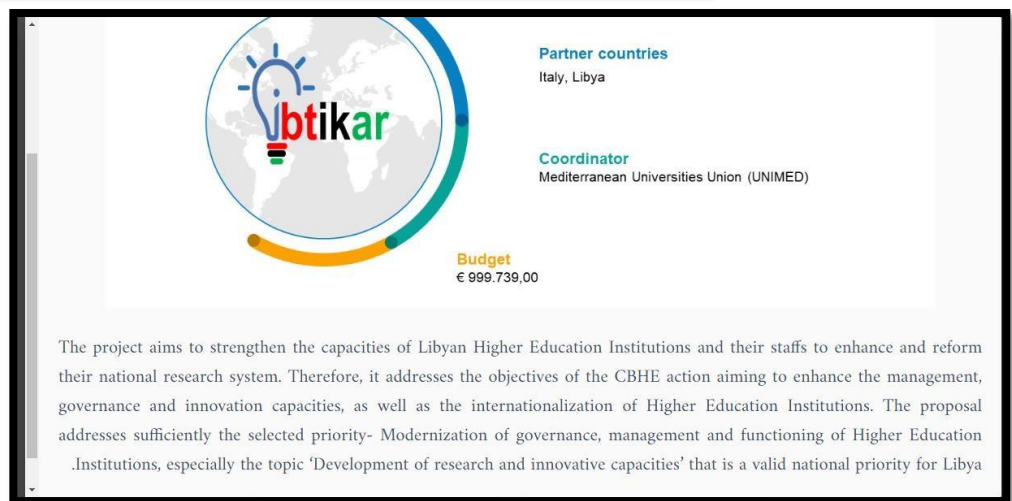
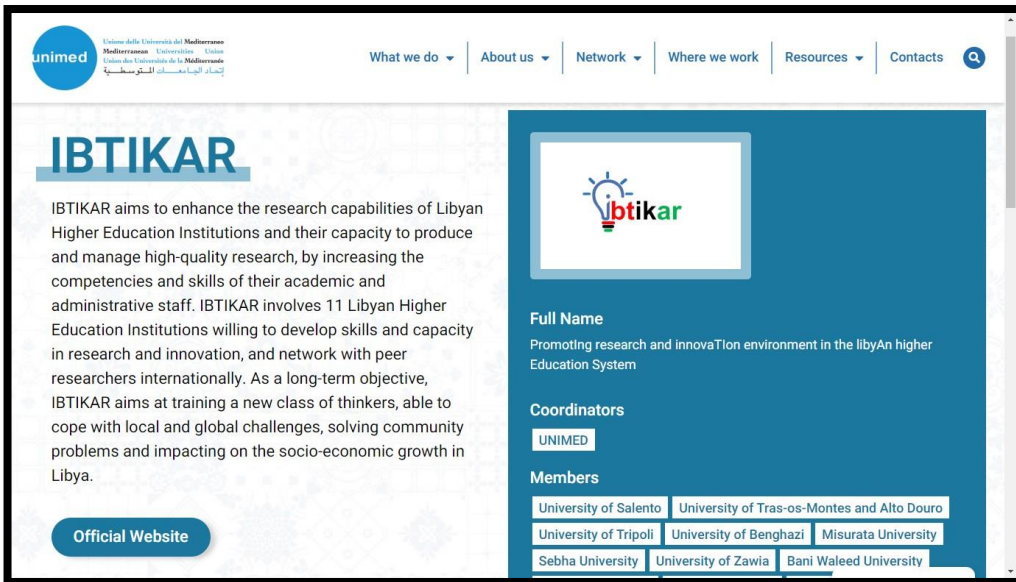
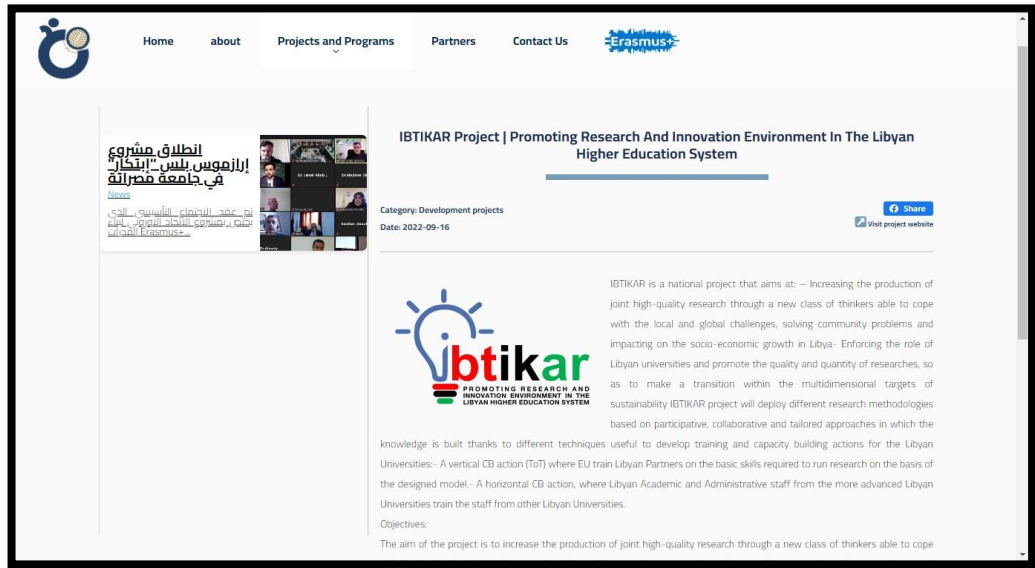




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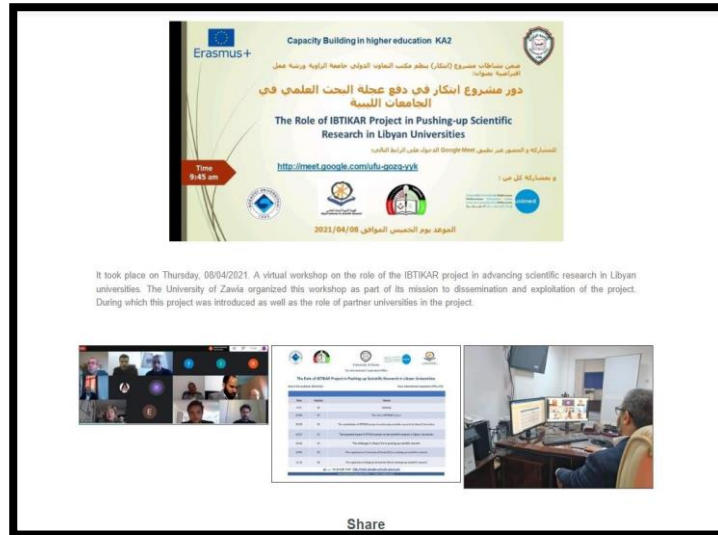
Some picture



Virtual Parallel Meetings

April 2021

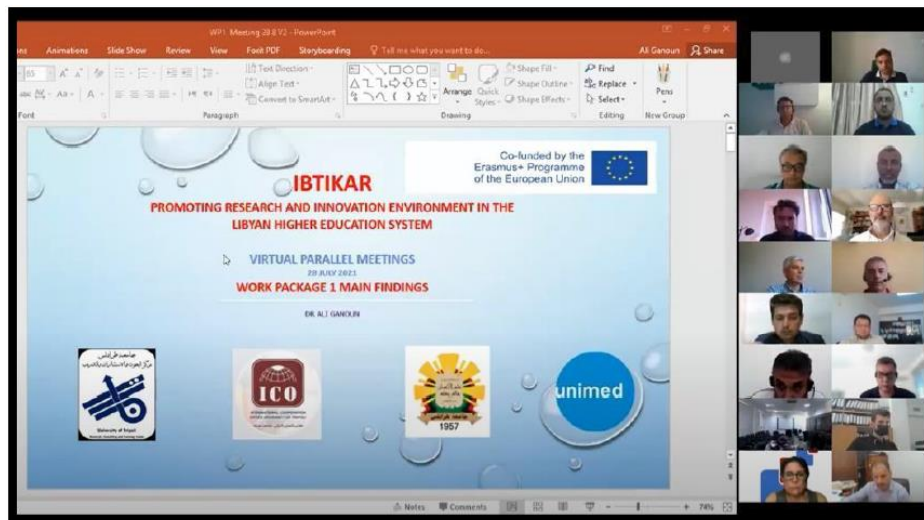
UNIMED organized Virtual Parallel Meetings from 29th March to April 1st, 2021 aiming at addressed a detailed presentation of each WP together with WP leaders. Moreover, a virtual workshop on the role of dissemination activities within IBTIKAR was organized by the University of Zawia on April 8th, 2021.



WP1 Preliminary Validation Meeting

July 2021

On July 28th 2021, it was held the online partner meeting with objective to discuss and validate the first results of the need analysis carried out by the University of Tripoli and UNIMED. An article was published on UNIMED website [here](#) and a post was published [here](#) on Facebook.



UNIMED General Assembly

June 2022

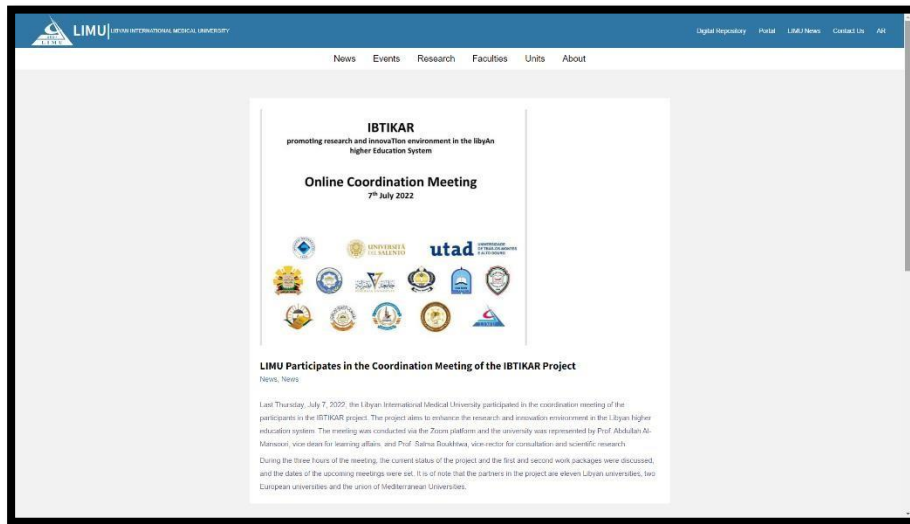
During the UNIMED General Assembly which took place in Amman on 22nd and 23rd of June, 2022, the project IBTIKAR was presented to all the participants. Indeed more than 100 people participated to this event and it was an excellent opportunity for dissemination and sharing of the project. An article was published [here](#) and [here](#) on Facebook.



Online Coordination Meeting

July 2022

On July 7th 2022, an online coordination meeting was organized with all the partners. The main goal of this meeting was to define the situation of WP1 and to define the next steps of WP2. An article was published [here](#) by LIMU.



IBTIKAR on Al-Fanar Media

On July 12th, 2022 an article about UNIMED project, including IBTIKAR, was published on Al-Fanar Media [here](#) and disseminated through Facebook [here](#).



Enhancing Research Capabilities in Libya

In an effort to promote research and innovation in Libya, UniMed launched the **IBTIKAR project**. It aims to increase the production of joint high-quality research in Libya through a new class of thinkers able to cope with local and global challenges, and have a positive impact on socio-economic growth.

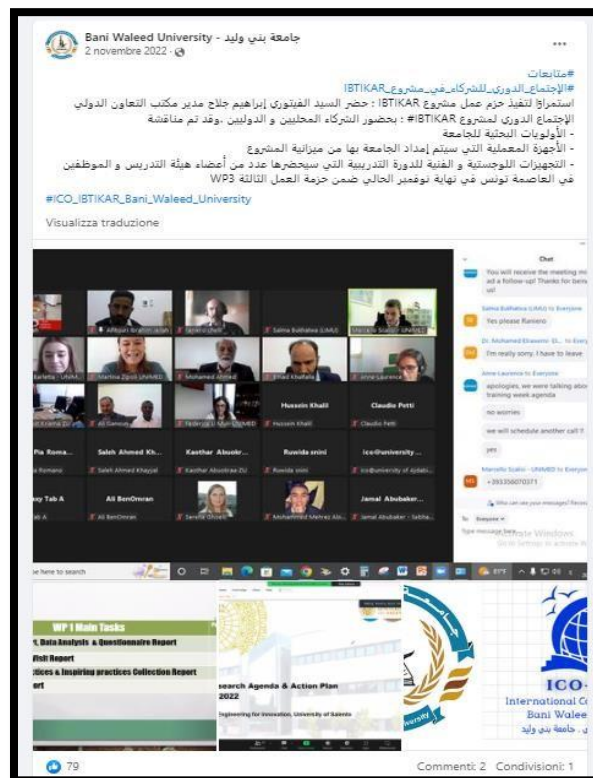
Under this project, Libyan administrative and academic staff will be able to share with their counterparts not only the knowledge acquired but also their experience in managing and implementing research activities in the Libyan context. Libyan research centres will be equipped and properly refurbished from both technological and human resources points of view.

The project also seeks to develop networking among Libyan and European higher-education institutions and research centres, to maximise synergies between them and share knowledge and experiences regarding scientific research with a stronger connection to the labour market.

Online Partner Meeting

October 2022

An online partners coordination meeting was organized on October 25th, 2022 with the aim of making a state of the art for each WP and planning the next steps. It was documented on Facebook [here](#).



Horizontal skills Training week in Tunis

November-December 2022

From November 28th to December 2nd, 2022, about 85 people between European and Libyan partners finally met in Tunis for the Horizontal Training Week of the IBTIKAR project. An article was published on UNIMED website [here](#), on ElMergib University website [here](#) and on Tripoli University [here](#). Partners also documented the event on socialmedia pages like [here](#), [here](#) and [here](#) through a post on Facebook and [here](#) on Twitter.



الجامعة الليبية الدولية للعلوم الطبية (LIMU)
29 novembre 2022

تونس : " الدولية " تشارك في لقاء تدريبي عالمي IBTIKAR وتحضر الأسبقية في أحد مستهدفاته تأكيداً للشراكات العالمية التي تعرض الجامعة الليبية الدولية للعلوم الطبية على تعزيزها والإسهام الفعال في برامجها واستثمارها في تطوير وتحسين برامجها العلمية والتنظيمية الطموحة . يشارك هذه الأيام فريق علمي من الجامعة الدولية في لقاء تدريبي لمشروع IBTIKAR الذي يتعقد تحت مظلة اتحاد الجامعات المتوسطية، في الفترة من الثامن والعشرين من شهر نوفمبر حتى الثالث من شهر ديسمبر 2022 بالعا...
...Altro

Visualizza traduzione

Tu e altri 138 Commenti: 33 Condivisioni: 2

Mi piace Commenta Condividi

Dipartimento di Ingegneria dell'Innovazione - UniSalento 😊 motivato/a presso Carthage Thalasso Resort.
28 novembre 2022 · La Marsa, governatorato di Tunisi, Tunisia

IBTIKAR The big event in Tunis! 🇹🇵
#ibtikar #trainingweek #innovation #unisaento #unimed

The IBTIKAR Project partners in Tunis: 90 people between European and Libyan partners!
Ibtikar Projec... Altro...

Visualizza traduzione

11

ICO-Sebha University/مكتب التعاون الثقافي و الدولي-جامعة سيها/ 28 novembre 2022

The #Horizon_Training_week of IBTIKAR Project

On Monday November 28th 2022, the activities of the #IBTIKAR innovation project were launched in #Tunis which aims to develop research centers in Libyan universities by focusing on developing research tools, as the Scientific Research and Consultation Center of Sebha University was among the research centers participating in this project.

#SebhaUniversity #ErasmusPlus #Ibtikar

Visualizza traduzione



Tu e altri 10 Condivisioni: 2

Mi piace Commenta Condividi

Ibtikar project @IbtikarProject · 7 Dec 2022

#Libyan partners worked in different groups with - @unimed_network @unisalento & @UniBogazici teams on:

- ✓ Project management/tools
- ✓ Communication & elements of SM management
- ✓ Practical Lab on communication
- ✓ Financial & administrative management.

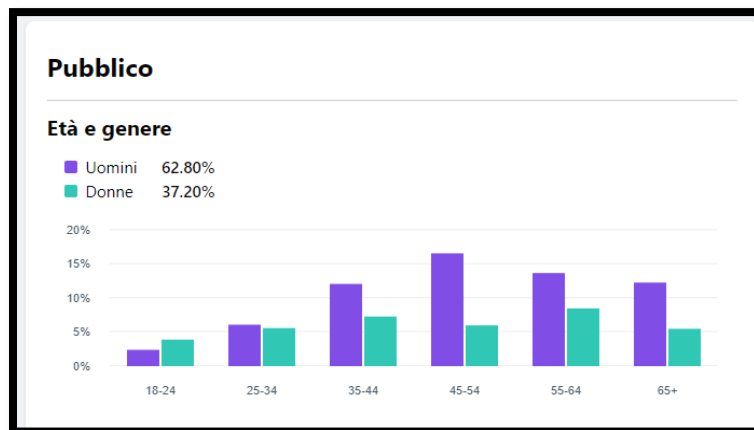


Social network presence

This part of the document reports on the impact of social networks analyzed for the promotion of events that took place from the beginning of the project until February 2023.

Facebook page of the IBTIKAR project

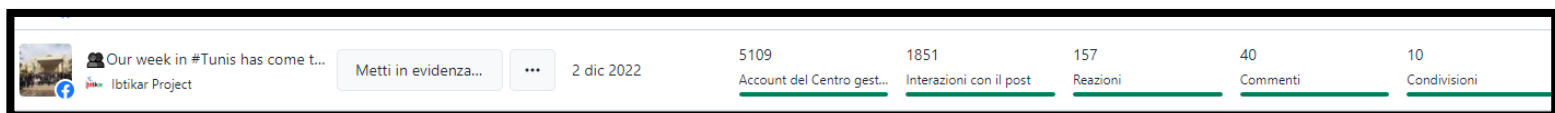
This page is followed by about 592 people (and 495 *likes*) with a majority of men (in the age group from 45 to 54 years old).



The number of posts that have been published from the date of the launch of the page January 2022 until February 2023 is approximately 20.

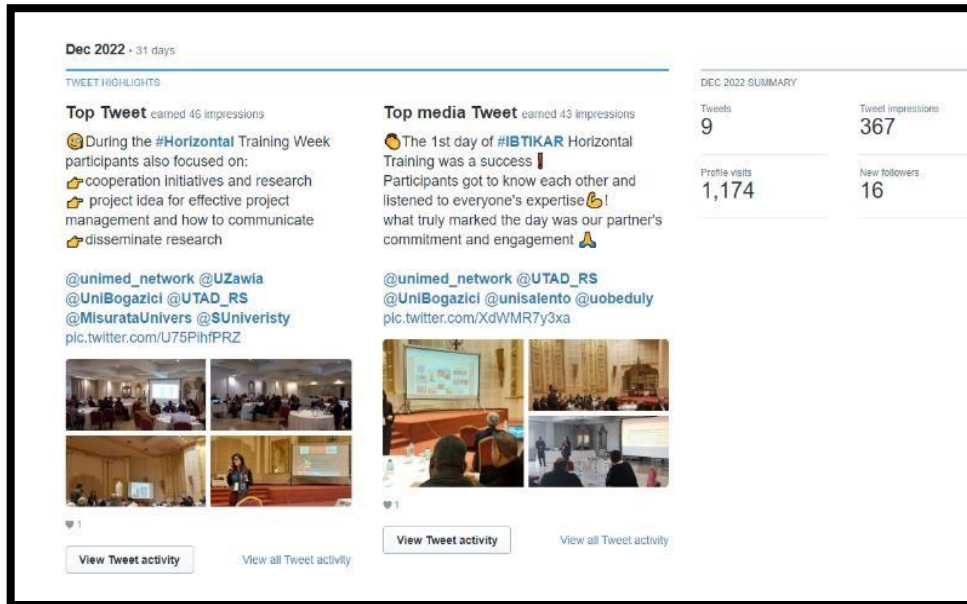
Regarding the coverage of the posts, the number of people who have seen one of the posts at least once on the IBTIKAR project Facebook page is around 900. In addition, the total number of reactions, comments, shares and clicks on posts is around 600.

The post that had the best results was the one of those concerning the “Horizontal Training Week in Tunis” which reached about 5K people and which had an organic interaction coverage of 1851 people.



Twitter page of the IBTIKAR project

After a technical problem, the Twitter page was reactivated in December 2022 reaching profile visits of about 1K people.





Co-funded by the Erasmus+ Programme of the European Union



Dissemination Log

Partner		Event Type	Description of the event	Date	Where (if applicable)	Tool used for dissemination	Target Group	Number of people impacted	Other details (if applicable)	References/Link
UNIMED	Meeting	KoM		16/3/2021	Online	Website	General public			https://www.uni-med.net/news/ibtikar-project-kick-o
UNIMED	Meeting	Virtual Parallel Meetings		March- April 2021	Online	Presentation	Scientific community			
UNIMED	Meeting	WP1 Preliminary Validation Meeting		28/7/21	Online	Website	General public			https://www.uni-med.net/news/ibtikar-project-wp1-
UNIMED	Conference	UNIMED General Assembly		22-23/06/2022	In presence (Amman)	Website	General public			https://www.uni-med.net/event-news/unimed-gener
UNIMED	Conference	UNIMED General Assembly		22-23/06/2022	In presence (Amman)	Social networks	General public			https://www.facebook.com/UNIMEDnetwork/photos
UNIMED	Meeting	Re-launching of the project		July 2022	Online	Website	General public			https://www.uni-med.net/news/re-launching-cooper
UNIMED	Meeting	Horizontal Skills Training Week in Tunis		November 2022	In presence and Online	Website	General public			https://www.uni-med.net/news/ibtikar-project-horiz
University of Zawia	Workshop	The Role of IBTIKAR Project in		8/4/2021	Online	Website	Scientific community	25		
Alasmarya Islamic University	Workshop	Information Session about IBTIKAR		23/1/2023	Research and Scientific Studies Centre	Website	Scientific community	18		
University of Salento	To post	Information about IBTIKAR project		11/2023	Online	Website	General public			https://greenengine.unisalento.it/-/progetto-1?redirect=%2Fproje
University of Salento	To post	Information about IBTIKAR project		7/2/2023	Online	Website	General public			https://international.unisalento.it/en/mobility/projects/ibtikar
University of Salento	To post	Information about IBTIKAR project		10/11/22	Online	Social networks	General public	456		https://www.facebook.com/ingegneriainnovazioneun
University of Salento	To post	Information about IBTIKAR project		10/11/2022	Online	Social networks	General public	164		https://www.instagram.com/p/CkxLCdwo1n6/
University of Salento	To post	Information about IBTIKAR project		16/11/2022	Online	Social networks	General public	132		https://www.facebook.com/ingegneriainnovazioneunisalento/post
University of Salento	To post	Information about IBTIKAR project		28/11/2022	Online	Social networks	General public	3428		https://www.facebook.com/ingegneriainnovazioneunisalento/post
University of Salento	To post	Information about IBTIKAR project		28/11/2022	Online	Social networks	General public	271		https://www.instagram.com/p/C1f4sA0DS0f/
University of Salento	To post	Information about IBTIKAR project		28/11/2022	Online	Social networks	General public	611		https://www.facebook.com/ingegneriainnovazioneun
University of Salento	To post	Information about IBTIKAR project		28/11/2022	Online	Social networks	General public	348		https://www.instagram.com/p/C1ggtLB6oFOI/
Alasmarya Islamic University	Meeting	Information meeting about IBTIKAR		17/6/2021	Faculty- In presence	Website	General public			https://asmarya.edu.lv/ico/?p=13272
Alasmarya Islamic University	Article	Information about IBTIKAR project			Online	Website	General public			https://asmarya.edu.lv/ico/?p=2523
Alasmarya Islamic University	Article	Information about IBTIKAR project			Online	Website	General public			https://asmarya.edu.lv/ico/?cat=14
Alasmarya Islamic University	Meeting	Visit University of Tripoli		June 2022	In presence	Website	General public			https://asmarya.edu.lv/ico/?p=2534
Alasmarya Islamic University	Meeting	Horizontal Skills Training Week in Tunis		November 2022	In presence and Online	Website	General public			https://asmarya.edu.lv/ico/?p=2650
Alasmarya Islamic University	Meeting	Horizontal Skills Training Week in Tunis		November 2022	In presence and Online	Website	General public			https://asmarya.edu.lv/ico/?page_id=1698&page=2
Alasmarya Islamic University	Meeting	Information Session about IBTIKAR		3/1/2023	Faculty of Science	Website	Scientific community	13		https://asmarya.edu.lv/ico/?p=2672
Elmergib University	Meeting	Completion of WP1		7/7/2022	Online		Scientific community			
University of Tripoli										
Bani Waleed University	Meeting	Information Session about IBTIKAR		12/04/2021	Main Meeting Room	Website	Other	24		
Bani Waleed University	Workshop	Information Session about IBTIKAR		02/05/2021	Faculty of Engineering Theatre	Presentation	Scientific community	50		
Bani Waleed University	Other	Information Session about IBTIKAR		3/12/2021	Bani Waleed Local Radio	Other	Scientific community	-		
Misurata University	To post	Information Session about IBTIKAR			Online	Website	Internal organization			
University of Tripoli	Meeting	Information Session about IBTIKAR		03/12/2022	The university's official website	Website	General public			https://uot.edu.lv/ico/articles/ibtikar.php
University of Tripoli	Meeting	Information Session about IBTIKAR		18/11/2021	ICO and University Web	Social networks	Scientific community	10		https://www.facebook.com/story.php?story_fbid=fbid02swr1
University of Tripoli	Other	Project information and call to participate		28/07/2021	ICO and University Web	Social networks	General public			https://www.facebook.com/story.php?story_fbid=fbid0UvE47
University of Tripoli	Meeting	Information Session about IBTIKAR		28/07/2021	ICO and University Web	Social networks	Scientific community			https://www.facebook.com/story.php?story_fbid=fbid0U65Tz
University of Tripoli	Meeting	Monitoring and meeting for evaluation		02/12/2021	ICO and University Web	Social networks	Scientific community	6		https://www.facebook.com/story.php?story_fbid=fbid089f



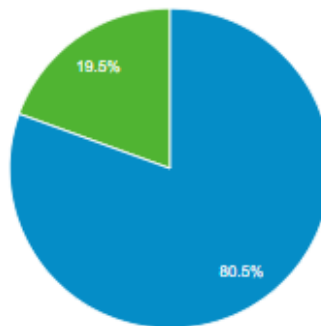
Visits Monitoring and Analytics Reports

ibtikarproject.eu

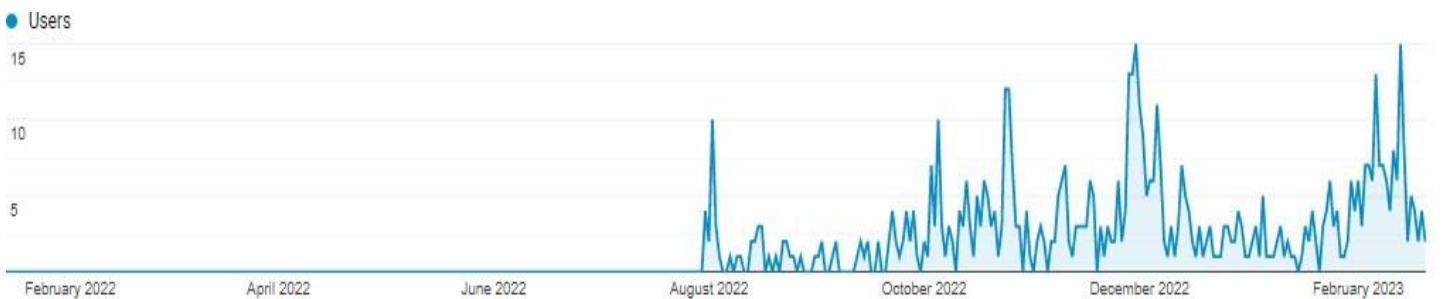
01 Jan 2022 – 21 Feb 2023

Users 381	Sessions 768	Bounce Rate 54.30%	Goal Completions No data	Avg. Time on Page 00:01:51
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■ New Visitor ■ Returning Visitor



Trend of visits to the website



Browser countries and device used

Country	Users	% Users
1.  Libya	141	35.70%
2.  Italy	56	14.18%
3.  United States	39	9.87%
4.  Tunisia	34	8.61%
5.  China	16	4.05%
6.  Algeria	13	3.29%
7.  Palestine	11	2.78%
8.  Germany	10	2.53%
9.  United Arab Emirates	9	2.28%
10.  Portugal	9	2.28%



Desktop

72.4%

↓ 68.2%



Mobile

27.6%

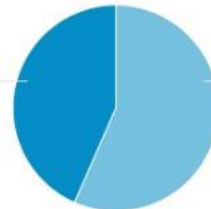
↓ 52.9%

Gender

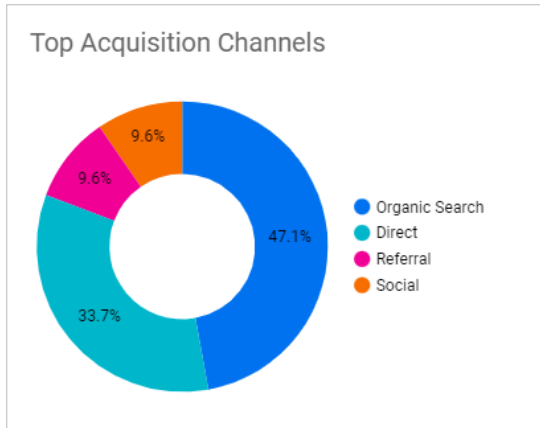
100% of total sessions

45.85%
Female

54.15%
Male

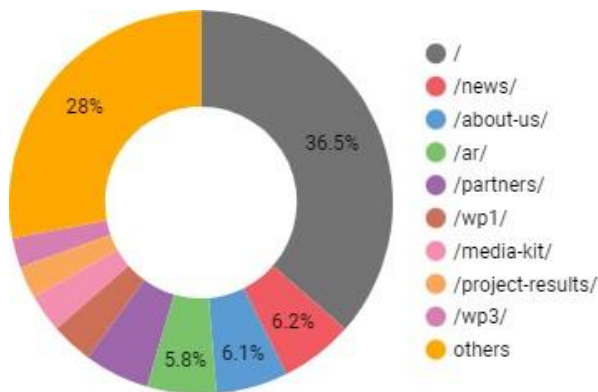


Traffic origin by channel



Source / Medium	Sessions	Users	New Users
google / organic	344	178	169
(direct) / (none)	196	140	140
uni-med.net / ref...	81	22	13
l.facebook.com / ...	52	19	13
bing / organic	20	6	6
ico.zu.edu.ly / re...	14	6	2
lm.facebook.co...	14	14	12
baidu / organic	12	12	10
t.co / referral	10	3	0

Which page is the most popular?



Page	Pageviews
1. /	735
2. /news/	124
3. /about-us/	122
4. /ar/	117
5. /partners/	111
6. /wp1/	71
7. /media-kit/	65
8. /project-results/	55
9. /wp3/	50
10. /ar/about/	45

