



## **South Mediterranean Tunisian Maintenance Centre of Excellence**

**Projet N° 618718-EPP-1-2020-1- TN-EPPKA2-CBHE-JP**

**DISSEMINATION EXPLOITATION**

**PLAN OF THE RESULTS**



**Document Objective :**

This document aims to present the main actions to be carried out by the coordinator and the members of the consortium to implement the dissemination and exploitation of the activities, during and after the SMTMC project.

The objective of dissemination and exploitation of the results is to maximize the impact of the project for transfer in different contexts, for sustainable integration and active use in systems and practices at a local and international level.

This document complements and clarifies the information contained in two documents adopted by the CMHTS Project Steering Committee at the beginning of the project:

The communication plan of the SMTMC project, presented in the form of a Powerpoint presentation at the 1st COPIL held remotely, in March 2021.

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## 1. Dissemination and Communication

The dissemination and communication strategy supports the SMTMC project by promoting the work carried out during the project, using appropriate and useful tools, methods and communication channels, ensuring the uptake and exploitation of the project results. The ultimate goal is to engage different target groups with information carefully tailored to their needs, raising awareness of those who could benefit from the project results, and encouraging dialogue between the various stakeholders. Dissemination and communication activities started at the beginning of the project and are actively pursued during the course of the project with a continuous engagement of internal and external audiences.

SMTMC carry out communication activities aimed at reaching the different actors of interest in the project results, industry, universities, social communities, policy makers, research and innovation stakeholders within Tunisia and other European countries. Therefore, the SMTMC communication strategy target the whole community of interest around maintenance and engineering activities.

The main objectives of the communication activities are:

- To position SMTMC among the essential and structuring devices of maintenance in Tunisia.
- Publicize and promote the expertise of the partners and their contribution to the project.
- Communicate the SMTMC project to target audiences.
- Establishment of other Tunisian Centers of Excellence in Maintenance (TMC) beyond the pilot period.
- Create role models for success among students and industry
- Valorize the results and achievements of SMTMC

Positioning of SMTMC :

- Communication on the SMTMC project has a local, national and regional (Mediterranean country) dimension.
- The direct beneficiaries of the SMTMC project are students and industrialists.
- Communication about the SMTMC project should emphasize the complementarity of the partners, the recognition of the expertise of each contributor, capacity building through the sharing of good practices, advisory support and the sharing of resources and know-how.
- Communication tools must promote role models of success among students.

As stated in Articles I.10.8 and I.10.9 of the grant agreement, Erasmus+ program beneficiaries are required to ensure that obligations regarding visibility, exploitation and dissemination of results are met.



The objective of SMTMC' dissemination plan is to ensure that the most relevant results and knowledge generated from the projects are effectively disseminated to appropriate audiences to maximise the ongoing impact of SMTMC' results.

### 1.1. Responsibilities of the coordinator University of Sfax :

University of Sfax have Create and maintain a project website (<https://smtmc.org/>) to be set up as soon as possible after the start of the project, including at least a description of the project, the coordinator's contact details, the list of beneficiaries, the mention of the EU co- financing with the logo, as well as a list of the results obtained;

- Answer all questions from the EU and EACEA on the SMTMC project in order to promote the Erasmus+ program and disseminate the project results;
- Follow the visual identity instructions available at [https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en) ;
- Ensure that beneficiaries indicate on their communication materials that the SMTMC project is "Co-funded by the European Union's Erasmus+ program", using the appropriate logo for any communication, publication or production originating from the project, as well as any material produced for project activities, training materials, project websites, special events, posters, flyers, press kits, CD-ROMs, etc. (see SMTMC Project Graphic and Editorial Charter, in annex)
- Ensure that the EU logo and the legal notice "This project has been co-financed by the European Union's Erasmus+ programme. 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" appear on the first page(s) of publications produced within the framework of the SMTMC project.
- Update the project summary and project results on the Erasmus+ Project Results Platform and upload the final project report and its approval on this platform.

### 1.2. Responsibilities shared by the entire consortium of partners

- Provide a page or section dedicated to the SMTMC project on the institutional website of each partner and, if possible, of each associated partner.
- To ensure traceability, origin and link with the French scheme at the origin of the SMTMC project, notably in press releases.
- Invite the press to official events organized by the partners (inauguration, launch and closing meeting, etc.) and prepare press reviews.
- Ensure that all communication tools in the CMHTS budget are developed on time. Submit any change requests to the coordinator with justification.

- Send all requests for validation of tools to communication-communication@smtmc.org, to ensure compliance with EU rules and the SMTMC graphic charter.

### 1.3. Target Groups

The results and outcomes of the project cannot be kept solely for the consortium. All the project information and results will be shared with targeted audiences.

The communication with these targeted audiences is expected to:

- i. Announce important initiatives and send out invitations to events.
- ii. Use the engagement history in each community to gauge relationship levels to inform the communications strategy for new projects and initiatives.
- iii. Enhance SMTMC reputation with stakeholders by sending them accurate, relevant, and timely information.
- iv. Achieve excellent attendance at community and stakeholder events.
- v. Reach the right audiences for communication campaigns through targeted marketing.

There are two main issues that are the aim of the SM-TMC project:

- i. Higher education: High rate of unemployment among HE graduates. In Tunisia, the education and training system is a meritocratic system, dominated by the concept of acquiring academic knowledge. Tunisian universities produce graduates with degrees but no skills.  
Some observers believe that this is due to the deteriorating economic situation in the country, which has reduced the number of public sector jobs, while others blame the standard of Tunisian higher education for not preparing graduates for the private sector job market. With growing unemployment rates, many Tunisian graduates are taking jobs in trades unrelated to their degrees.
- ii. Industry: Low productivity and low growth in Tunisian enterprises, there 95% are SMEs. The cause for this is low innovation, lack of qualified maintenance personnel, bad maintenance of equipment and therefore low quality outputs.

Based on this, the target audiences are :

- Project partner universities,
- Non-project partner universities,
- Students,
- University graduates,
- Socio-economic sector actors,
- Policy makers to take into account the results and recommendations in policy strategies/orientations.

#### Level 1: Higher education, USFAX, UNIVGB, UCAR and UJEN

Target groups: Master students, teachers, project supervisors in universities and enterprises.

Higher Education (HE) - Educational curricula and teaching material. Maintenance engineering specialization will be developed in a modular form and course will be integrated in existing master programmes. The evaluation of the engineering programme shows that several didactical improvements are necessary. The modular maintenance specialization will be implemented in academic partners in consortium.

The curricula will be focused on development of skills and professional experience.

A problem-based learning and TMC-Project Scenarios are the main features of the new curricula. For this, theoretical studies will be combined, with team working, practical projects in enterprises, laboratories, tutorials and seminars and self-studying.

Maintenance Engineering cannot be taught by classroom teaching and/or by laboratory session alone. Projects in industrial companies are necessary for students to be involved in practical maintenance engineering. An outcome is development of meaningful scenarios that enable project partners to develop the curricula and courses in modular form. Project scenarios are developed stepwise as a result of collaboration between universities and industries. Well-equipped laboratories are critical for solid education in maintenance engineering.

Students will join an internship scheme organized with industrial companies.

An important part at this level is the training of teachers. This is critical for fully reaching the objectives of the education. Teachers have to move from a passive form of instruction to an active teaching by engaging in a continuous dialog with students.

#### Level 2: VET programmes, industrial companies and associations, UPMI; Socomenin, APII, Mecadev

Target groups: enterprises personnel, instructors, trainers, unemployed persons, socio-economic disadvantaged participants. Also, the VET programmes will address the learners outside Tunisian borders.

The challenges for maintenance personnel:

- Unable to meet the increasing need for skilled workers
- Lack of cross-training and job transferability
- Low employee morale and buy-in into the company's success
- Low productivity and on-time delivery rates
- High levels of equipment defects

The challenge for companies: Attracting and recruiting higher skilled workers.

The objective is to improve the skills of personnel in maintenance field. The programmes will deliver versatile learning and development solutions to the target groups. Companies that

choose to educate their workforce, increase productivity and product quality. Education institutions will participate to augment their learning plans, providing their instructors with more time for hands-on instruction. And individuals will gain new skills and advance their careers.

Especially for the unemployed persons, courses in entrepreneurship will be dedicated to start firms in maintenance engineering and consulting activities. Certification programmes will also be organized. The courses have the purpose to boost the competence and skills of the maintenance personnel at all levels.

Industrial organizations will have an active role in the specification of the training programme and training of the staff. Development of curricula for training for certification will be performed in the TMC- Org. There are three routes which could be implemented, standard route, self-going route and distance learning programs. The Standard Route requires attendance at approved Training Courses designed to meet the requirements specified in curricula. The Self-going Route allows those who have gained the knowledge and who can demonstrate it, to proceed to examination without compulsory attendance at an approved Training Course. In this deliverable will be decide the levels of maintenance qualification. There are considered three job titles:

- (1) Production managers
- (2) Maintenance engineers
- (3) Maintenance technicians

The VET-programme is flexible:

- Combined online training, on-the-job training, professional development planning, and instructor-led training
- Allowed employees to pace themselves on a variety of topics

Weak points in the VET system in Tunisia is the programme fragmentation and poor performance of the trainers. Their knowledge base has to be significantly improved from both pedagogic and technical point of view.

During the project duration, the training activities will be organized at industrial partners and stakeholders in PCs. After the end of the project, the Maintenance Centre, TMC-Org, will organize training session at their facilities or at beneficiaries.

Level 3: TMC-Knowledge Platform, USDAF, UNIVGB, UCAR, UJED; Socomenin,

Target groups: enterprises personnel, unemployed persons, socio-economic disadvantaged participants.

One major instrument for training is E-learning. This will be more affordable for people living in remote location. Also, E-learning programmes will target internationalization of the education and training system by attracting foreign learners. The Platform is compatible with LMS and contained all the component necessary for communication with learners,





teachers and developers. In addition, the TMC- Knowledge Platform is used as an instrument for communication and information with stakeholders.

Level 4: TMC-ORG, USDAF, UNIVGB, UCAR, UJED; Socomenin

Target groups: Universities, Industrial companies, industrial associations, organizations working in

maintenance, research institutes, stakeholders.

Connects all resources in maintenance in Tunisia. The three working groups will coordinate and organize maintenance for education and training. In addition, TMC-Org will be responsible for quality assessment of maintenance education and training. This will yield to a harmonization of the maintenance instruction at all levels, no matter the place of education or training. The TMC-Org will commission the update of curricula and development of new courses.

This TMC-Org will set the guidelines for the education, training, examination and qualification of maintenance personnel, and will prepare the training material.

### Activity (Tunisian SEA)

Use of social media to reach students: Facebook page, LinkedIn page, Twitter

Design and distribution of promotional materials on the SMTMC project

Organization of student interviews in the local media (newspapers, radio, websites, TV)

Presentation of the SMTMC project at student club events at academic institutions

Presentation of the SMTMC project and their activities at various events

Production of video capsules

**Commenté [PC1]:** I have copied this part from the old version but I am not sure if it fits in this section. Probable can be included in the chapter of the activities

### Activity (Université de Sfax)

**The SMTMC project website** disseminate all information about the project: its description, news, partners, activities and resources available online. It is one of the most important channels for the dissemination of information and results. This site will be administered by the University of Sfax. However, each partner will be able to suggest content to be published on the website, using the form dedicated to this purpose

Design, production and integration of **training modules on an e-learning platform.**

### The economic actors

Activity . (Chamber of Commerce and Industry of Tunis)

Development of communication tools targeted at economic actors

### The consortium partners

#### Activity .... (Université de Sfax)

Design and printing of communication materials, shared with all partners (logos, posters, flyers, kakemonos, etc.)

#### Associated partners and civil society

Adding the logos of associated partners in the "Partners" tab of the SMTMC website

#### Activities .. (Tunisian HEIs, Chambre de Commerce et d'Industrie de Tunis)



Mobilization of associated partners and new socio-economic partners in the 4 cities

Participation of the Tunisian universities' teams in events related to industrial maintenance in institutions and companies in order to establish cooperative relationships with potential partners

**Activities .. and .. (Université de Sfax)**

Invitation of Tunisian socio-economic actors to international meetings.

Design and distribution of communication tools by the Ministries to inform the general public about the system.

## 2. Exploitation

Commenté [PC2]: Include more information

The sustainability of the SMTMC project has been a concern from the design phase of the project. The goals are focused in :

- (1) Stablishment of TMC-Org
- (2) Implementation of Business plan
- (3) Partners agreement on the TMC organization
- (4) Companies are interested in being member of the TMC-Org
- (5) Qualification process is attracted personnel and companies
- (6) Companies are willing to pay certification fees

Several activities have been included in the work plan and are to be carried out throughout the project to ensure the sustainability of the results beyond December 2023.

### 1.4. Exploitation activities

#### Tunisian member universities

The involvement of private and institutional partners will result in: the signing of partnership agreements; the involvement of associated partners and the integration of socio-economic partners in the governance bodies of the clusters; the organization of targeted meetings between member universities, representatives of the Ministry and local public and private actors in order to communicate about the program and develop sustainable partnerships, including technical and financial support.

#### Digital tools

At the end of the SMTMC project, the maintenance of the web portal and the TMC

knowledge platform for education and training will be provided by the University of Sfax. The result will be the creation of a unified system of open educational resources and ensure communication and synergy between the various stakeholders involved in the value chain of the field of industrial maintenance (students, teachers, companies)

#### Capitalization of learning

The guide of good practices to improve and facilitate the professional integration of

graduates of higher education and to accompany startups for the creation of innovative companies in the field of maintenance.

The reports of the review and capitalization meetings will also facilitate the sharing of lessons learned during the SMTMC project with other European Union partner countries (particularly in the Sub-Saharan Africa and Middle East regions).

## 2. Dissemination, Communication and Exploitation plan

**Commenté [PC3]:** It is important to verify here which milestones are completed.

The DEC plan has different phases, aligned with the following phases of the project:

### Phase 1 – Analysis

The Analysis phase is the “Goal-Setting Stage.” The activities in this phase consisted in several steps:

- (i) Analysis of the Current Environment – completed through a combination of interviewing universities staff, employees, circulating questionnaires, observations and existing documentation, we come to full understanding of the current situation as it is at the start of the project.
- (ii) Understanding the current situation in the higher education in engineering programmes and the level of competence of technical staff in the private sector, employability issues and conditions for innovation process.
- (iii) Identification of the target groups, stakeholders and how they can actively contribute in the project.
- (iv) Drafting the project framework and review of target objectives of the project.
- (v) Defining the boundaries of the project, in terms of the topics, resources committed, partner involved.

Milestone 1.1: The workplan and work packages with the tasks are revised. Milestone 1.2: LFM (Logical Frame Matrix) reviewed. Both milestones are completed.

**Commenté [PC4]:** It is correct? Any evidence?

### Phase 2 – Design

- (i) Education level: This stage determines ways for selection of disciplines, fields of research and industrial areas, selection of tools to be used to measure performance, various pilot tests, subject matter analysis, planning and resources. The focus is on learning objectives, content, subject matter analysis, exercise, lesson planning, laboratory equipment. Teaching method selected – TMC – Project Scenarios, TMC-VET training system. Measurable indicators: Number of students registered, number



of student graduated, number of students/teacher, number of projects with companies.

Milestone 2.1: Maintenance specialization framework is defined.

Milestone 2.2: Maintenance specialization curricula and syllabuses are finalized.

- (ii) VET level – the roadmap of the VET with training design plan and knowledge and skill developed; design of structure of VET courses, i.e. short courses from 1 day to 1 week, and certification courses. Selection of disciplines and training methods and resources.

Milestone 2.3: VET roadmap developed

Milestone 2.4: VET curricula and syllabuses completed

- (iii) Tunisian Maintenance Centre of Excellence level – design of the business model and the organizational structure.

Milestone 2.5: TMC-ORG structure completed

- (iv) TMC –Knowledge Platform design level: Learning Management System selection and analysis.

Milestone 2.6: LMS framework defined.

#### **Phase 4 –Implementation**

The activities are reviewed and based on the feedback gained both from participants much can be learned and addressed. The most part of implementation is focused on the TMC-ORG and TMC-Knowledge Platform.

Milestone 4.1: Specialization programmes start in all PC universities Milestone 4.2: TMC-ORG is implemented

Milestone 4.3: TMC-Knowledge Platform in operation

#### **Phase 5: Evaluation**

This is the stage in which the project is being subjected to meticulous testing regarding the what, how, why, when of the things that were accomplished (or not accomplished) of the project activities and outcomes. This phase can be broken down into two parts: Formative and Summative. The evaluation is performed after each phase and for each milestone. In this phase the categories that will be established to evaluate the effectiveness of the project will be selected. Also, on what factors or criteria will the effectiveness of project be determined?

Milestone 5.1: Evaluation of specialization programmes completed

Milestone 5.2: Evaluation of VET programme completed



Milestone 5.3: Evaluation of TMC-ORG completed

**GRAPHIC CHARTER AND EDITORIAL**





## PROJECT COMMUNICATION MANAGEMENT DEVICE

## 1. General Principles

This policy aims to create and maintain a strong image and notoriety for the SMTMC project, initiated by the University of Sfax as a network head serving its members.

The Communication Department of the University of Sfax, in conjunction with the SMTMC coordination team, develops and conveys messages and promotes the activities, missions and achievements carried out around the project, in order to sustainably install the desired positioning and image among all target audiences.

**To this end, it plays a role in structuring and professionalizing the communication line:**

- It implements the institutional communication policy based on the SMTMC strategy by and with the partners.
- She works in collaboration with the SMTMC teams to accompany and support them in promoting their actions.
- It coordinates the collection of information in preparation for the updating and harmonization of the various communication media.
- It ensures that the graphic and editorial charters are respected, as well as their follow-up and possible adaptations.
- It ensures that the project's communications comply with the European Union's visibility rules.
- It ensures the coherence of the image and information elements to the project.

This communication policy applies to all material and virtual media.

In order to communicate in an optimal way on the activities of SMTMC while ensuring the respect of the charters and the harmonization of the messages, the SMTMC project team of the University of Sfax, in partnership with the direction of the communication, set up operating methods allowing to optimize the investment and to ensure the coherence of the messages and harmonization of the documents.

## 2. EDITORIAL AND GRAPHIC CHARTERS

An editorial charter and a graphic charter have been developed around SMTMC according to the imperatives of the European Union.

They set out the rules for delivering the messages and how to disseminate them.

The University of Sfax project team is responsible for the respect of these charters by the content administrators of all communication documents (brochures, posters, flyers, kakemonos), websites and social networks:

- She must be aware of the documents created, validate and proofread them before distribution.
- To this end, SMTMC partners must integrate the University of Sfax project team in the validation circuit of communication documents and messages.

TYPE OF SUPPORT/ACTION	TO BE VALIDATED BY USFAX UPSTREAM	TO BE TRANSMITTED TO USFAX UPSTREAM
Written, audio or video materials related to the project (flyers, posters), reports, institutional documents, etc...)	Yes	Yes
Article on partner's website	No	Yes
Event/activity related to the project	Yes	Yes
Media interviews (radio, print, TV)	No	Yes
Testimonials, photos etc.	No	Yes

For any validation request, transmission of documents and photos, questions or information, only one email address: [communication@smtmc.org](mailto:communication@smtmc.org)

### 3. REGULAR EXCHANGE OF INFORMATION FOR OPTIMAL COMMUNICATION ON SMTMC ACTIVITIES

#### **Communicating well on the project and enhancing its value requires optimal communication between the partners**

The more the University of Sfax project team will be regularly informed of all the projects and actions of the partners on the project, the better it will be able to valorize it through all the tools and actions it puts in place.

- The University of Sfax project team must be supplied by the operational interlocutors with all the relevant material necessary to promote the project's actions and illustrate the communication proposals (testimonies and partners in particular).
- The University of Sfax project team adjusts if necessary, the contents of the documents transmitted by the partners, for a setting in conformity with the general policy of communication, the messages and the editorial and graphic charters.

### 4. SERVICE TO PARTNERS FOR GOOD COMMUNICATION

The reverse is also true: the University of Sfax project team must inform the partners of any ongoing action.

The University of Sfax project team is at the service of its partners for the design of specific communication tools, press relations, feeding a dedicated website. Partners are invited to regularly consult the SMTMC website and relay communications on their own websites and social networks.

## ELEMENTS OF VISUAL LANGUAGE



## 5. Dissemination and Communication activities

### 5.1. Logotype

This part covers the use of the main logo, its construction, and the variety of layouts at your disposal. The logo is the unifying graphic element of this charter.

The graphic system, designed around this emblem, asserts the identity of the SMTMC project and harmonizes all communication media.

It is forbidden to distort the logo or to change its color.

It consists of:

**Maintenance symbol**

**Name style**



**Project title**



- **Logo Color**



- **B&W Logo**



- **Logo protection area**

The SMTMC logo is surrounded by a protective zone that ensures its visibility and recognition.

This protection zone is an invisible technical rectangle, with a minimum height and width of 10 pixels. No graphic, textual or visual element must penetrate this rectangle.



- **Minimum size**

The logo should never be reduced below 150 pixels wide for baseline legibility at 72 dpi.







- **On a black and colored background**



- **Prohibited uses**

Put the logo on a background color close to the color of the logo (tone on tone)    Adding effects to the logo



## 5.2. Typography

- **Printer support**

### **Poppins Letterpress – Letterpress for contractors / printers**

Modern and generous, it creates a close relationship. It is used on all printed institutional documents (stationery, publishing media such as brochures).

Thin  
*Thin Italic*  
Extra-Light  
*Extra-Light Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
**Semi-Bold**  
***Semi-Bold Italic***  
**Bold**  
***Bold Italic***  
**Extra-Bold**  
***Extra-Bold Italic***  
**Black**  
***Black Italic***

- **Office support**

The typography used for the titles is Times New Roman

The typography used for the current texts is the Ariel font

### 5.3. The colors

Two main colors



#1460AA

CMYK: 91%, 60%, 1%, 0%

RGB: 20, 96, 170



#ED9300

CMYK: 5%, 49%, 99%, 0%

RGB: 237, 147, 0

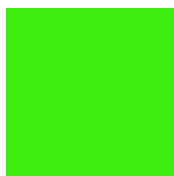
Three secondary colors



#1886ed

CMYK: 78%, 44%, 0%, 0%

RGB: 24, 134, 237



#3DED0C

CMYK: 64%, 0%, 100%, 0%

RGB: 61, 237, 12



#ED2FCA

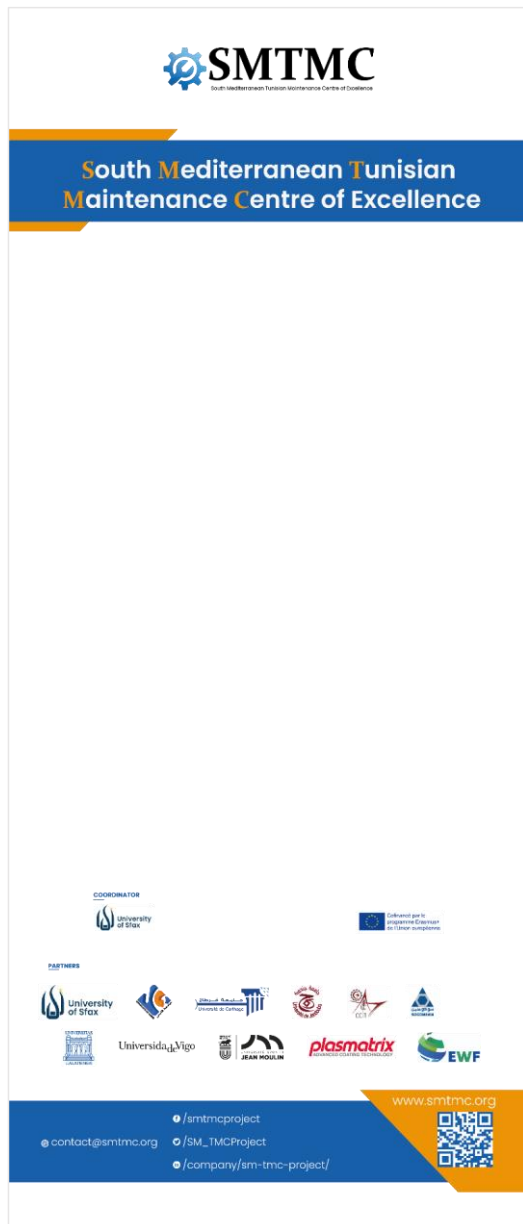
CMYK: 20%, 84%, 0%, 0%

RGB: 237, 47, 202

The colors can be used in transparency on photos in blocks to insert text, the density is to be adjusted according to the photo below so that the text remains readable.

#### 5.4. THE LAYOUT SYSTEM

- **Signs and posters**



##### *Upper level*

The systematic presence of the logo with a blue and orange band bearing the entire name of the project will identify very easily SMTMC.

•

##### *Lower level*

The logo of the university of sfax is always at left and Erasmus + on the right. Partners' logos  
At the bottom the coordinates of the

- **Double Face leaflet**

J'ajoute après le photo

Commenté [PC5]: To add somethin here?

## 5.5. Website

The SMTMC project website disseminate all information about the project: its description, news, partners, activities and resources available online. It is one of the most important channels for the dissemination of information and results. This site will be administered by the University of Sfax. However, each partner will be able to suggest content to be published on the website, using the form dedicated to this purpose

Design, production and integration of training modules on an e-learning platform.

contact@smtmc.org



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



HOME

OBJECTIVES

NEWS&EVENTS

WP

PUBLIC DOCUMENTS

PARTNERS

E-learning

CONTACT

## ABOUT US

Click here to open the video



### South Mediterranean Tunisian Maintenance Centre of Excellence

SM-TMC proposes a novel educational and training framework to enhance the employability of academic and technical staff and ultimately contribute to the improvement of living standards and actively interact with the socio-economic sector.

The SM-TMC proposes specific solutions to achieve the objectives and provides step-by-step guidelines for their implementation. Parallel to the modernisation of curricula, the improvement of the commitment level of academic staff and the knowledge and skills of graduates, special attention is given to increasing

Figure 1 – SMTMC website – Home

The website is constantly updated with new information and it is available in: <https://smtmc.org/>

## 5.6. Social Media

SMTMC currently has an official page in Facebook, LinkedIn, and Twitter, the more effective social media to reach different target audiences.

Partners share the SMTMC publication through their own social medias to reach out more stakeholder.



- [Facebook page](#)

Currently has 462 followers and has different communication about SMTMC events.

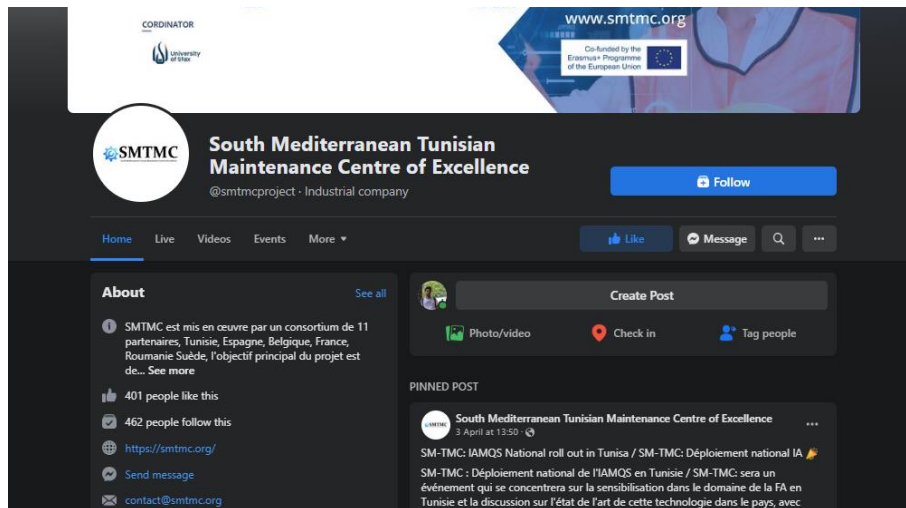
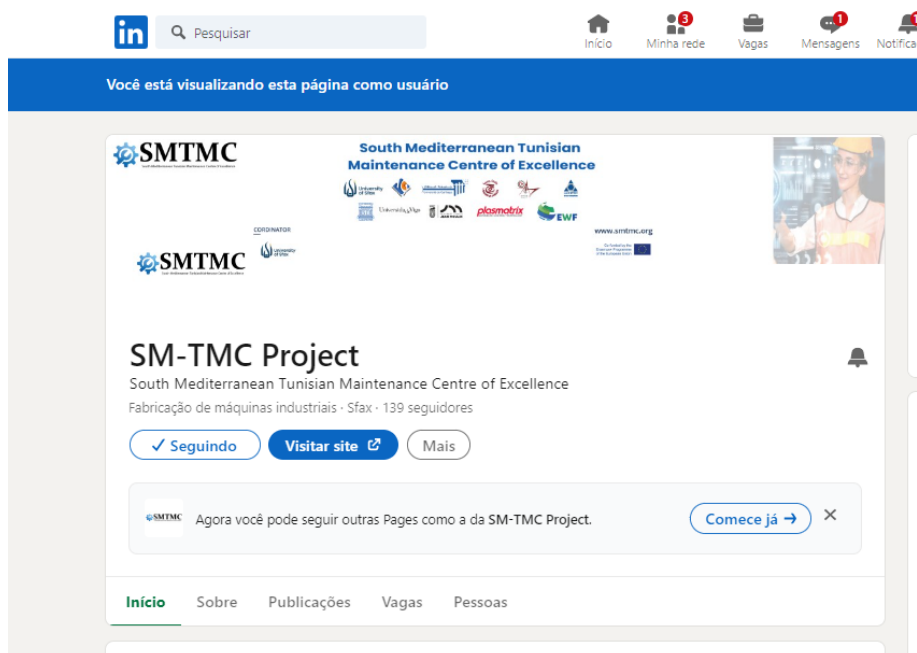


Figure 2 - SMTMC Facebook page

- [LinkedIn page](#)

Currently has 139 followers and has different communication about SMTMC events.



- [Twitter page](#)

**Commenté [PC6]:** Do we have Twitter account?

## 5.7. Events and Fairs

**Organization of student interviews in the local media (newspapers, radio, websites, TV)**

**Commenté [PC7]:** Any evidence or picture about this?

**Presentation of the SMTMC project at student club events at academic institutions**

**Commenté [PC8]:** Any evidence or picture about this?

**Presentation of the SMTMC project and their activities at various events**

- SMTMC presentation for EWF staff on 4<sup>th</sup> of April 2023

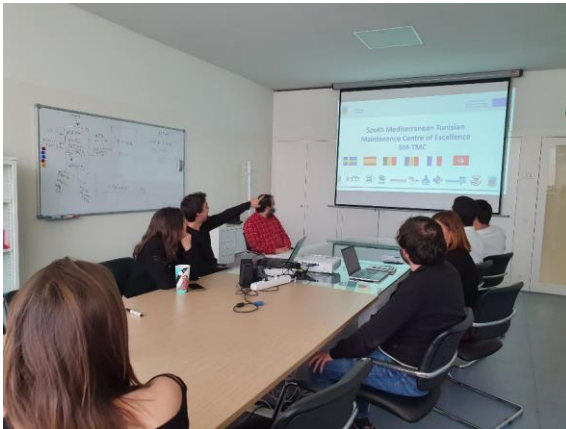


Figure 3 – SMTMC presentation for EWF staff

**Mobilization of associated partners and new socio-economic partners in the 4 cities**

**Commenté [PC9]:** Any evidence or picture about this?

On 30<sup>th</sup> and 31<sup>st</sup> of May is scheduled an event in Tunes focused in networking, training, implementation of qualification system and analysis of the current Tunisian market in manufacturing areas.



Figure 4 – Banner of the event in Tunis

The event is being organized by EWF and University of Sfax with support from other EU funded project, SAM that is focusing in the implementation of an additive manufacturing qualification system (IAMQS) in different countries.

In this event it will be discussed the possibility of the implementation of IAMQS in Tunisia and its relation with SM-TMC Center of Excellence, the status of the art of this manufacturing area and finally a training session of the IAMQS Competence Unit 00, focusing in Additive Manufacturing Processes Overview.

**Participation of the Tunisian universities' teams in events related to industrial maintenance in institutions and companies in order to establish cooperative relationships with potential partners**

Commenté [PC10]: Any evidence or picture about this?

**Invitation of Tunisian socio-economic actors to international meetings.**

**Design and distribution of communication tools by the Ministries to inform the general public about the system.**

Commenté [PC11]: Any evidence or picture about this?

## 5.8. Videos

SMTMC created a video to present and disseminate the project. It was recorded in English language and is available in the SMTMC website: <https://smtmc.org/>

The consortium will now record the video in French to reach more people in Tunisia.





Near to the end of the project the consortium will also develop other video, with more information and latest activities and results.

### 5.9. Newsletters and Press releases

SMTMC has currently a Press Release done in September 2022 and shared with different channels of communication – social media, website and other contacts from the press.



#### A new project to promote Excellence Training in Maintenance in South Mediterranean Countries (SM-TMC)

South Mediterranean Tunisian Maintenance Centre of Excellence (SM-TMC) is a project that addresses the employability of academic and technical staff and aims to improve their living conditions through a new education and training framework by interacting with the socio-economic sector. To achieve these objectives, the SM-TMC will focus on establishing a maintenance engineering training Centre in Tunisian Higher Educations by adapting the program to the needs and structure of Tunisian industrial companies. To improve education & training and enhance collaboration between industry and university, a national organization South Tunisian Maintenance Centre of Excellence, TMC, and a TMC-Expert Group will be established with member universities and companies. The strong relationship between industrial companies and the development of the curricula will strengthen the quality of the maintenance engineering programme. A unified system for Open Educational Resources (OERs) and E-learning resources will be developed for STMC-Knowledge Platform for education and training. This platform will enable communication between students, teachers, company staff and stakeholders. Finally, all this curricula, training materials and e-learning platform is expected to have impact in improving the company climate, performance, training quality and maintenance engineering education. Furthermore, the access to female students and unemployed individuals will be promoted, thus providing the opportunity to take part as an employee in the maintenance field.

According to the statistical results of the World Bank, the unemployment rate in Tunisia in 2021 is 16.8, and Tunisia is currently facing a high level of unemployment. In particular, the youth unemployment rate is three times higher than the adult unemployment rate. Despite the high level of unemployment, access to higher education opportunities is getting better in Tunisia. This means that young people are well educated, but insufficient job creation increases the unemployment rate among young people with a high level of education<sup>1</sup>. On the other hand, many firms report that they cannot find employees to meet their needs<sup>2</sup>. As a solution, training centres and higher educations should focus on market needs and equip people with the right qualifications. Also, to solve the problems, Vocational Education and Training (VET) and Higher Educations (HEs) curricula need to be better linked to workplace training by encouraging more active involvement of firms, so that VET and HEs can respond to the needs of the sectors. In this way, firms can improve productivity and product quality.

For example, the Mechanical, Electrical and Electronic Industries (MEEI) account for 18% of the Tunisian market. However, industrial organisations suffer from a shortage of skilled workers, especially qualified technicians to maintain electrical and mechanical equipment, resulting in lower productivity and quality of products. To overcome the problem, qualified maintenance engineers with production management skills can be trained.<sup>3</sup>

Under these circumstances in Tunisia, the SM-TMC project is expected to have a significant impact on the participating organisations, target groups, applicants, and other stakeholders. The expected impact on the participants can be demonstrated at three levels; - developing a specialised curricula in the field of maintenance engineering and management at bachelor and master level (Higher Education level) - establishing a joint training and certification programme to compile the skills of maintenance operators, technicians and engineers (VET level) - establishing a Tunisian Maintenance Centre of

<sup>1</sup>[The World Bank, 2022]  
<sup>2</sup>[ECOSCOPE, 2022]  
<sup>3</sup>[Smith, D.J., 2016]



Excellence which will be responsible for all education, training and certification activities as well as Higher Education and industry cooperation and knowledge transfer.

The project will be held in Tunisia, France, Portugal, Romania, and Spain.

You can find more information about the project partners in here;

University of Sfax (project coordinator) <https://univ-sfax.tn/> , Université de Gabes [http://www.univgb.rnu.tn/fr/accueil\\_46\\_3](http://www.univgb.rnu.tn/fr/accueil_46_3), Université de Carthage <http://www.ucar.rnu.tn/>, Université de Jendouba [http://www.uj.rnu.tn/fr/accueil\\_46\\_4](http://www.uj.rnu.tn/fr/accueil_46_4), CCIT <https://ccitunis.org.tn/fr/home/>, Socomenin SA <https://www.socomenin.com.tn/>, Universitas Galatiensis <https://www.ugal.ro/>, Universidade de Vigo <https://www.uvigo.gal/>, Université Jean Moulin Lyon 3 <https://www.univ-lyon3.fr/accueil-en>, Plasmatrix <https://plasmatrix-materials.com/>, EWF <https://www.ewf.be/>.

You can visit the project web site for further information on <https://smtmc.org/smtmc2021/>

<sup>1</sup>[The World Bank, 2022]  
<sup>2</sup>[ECOSCOPE, 2022]  
<sup>3</sup>[Smith, D.J, 2018]

It is planned to develop newsletters more frequently during 2023 and 2024.

## EDITORIAL REQUIREMENTS



Each communication, publication or production about the project must include:

- the SMTMC logo and the full name of the project (South Mediterranean Tunisian Maintenance Centre of Excellence)
- SMTMC project contact information ( website <https://smtmc.org/>, Email, Facebook page)
- the Erasmus logo

## «ERASMUS +» VISIBILITY RULES

**In accordance with article 1.7 of the Erasmus + guidelines, any publication or communication made in the framework of the SMTMC project must follow specific visibility rules.**

If these rules are not respected, a penalty of 20% of the project budget may be applied.

- Logo rule

Any communication, publication or production resulting from the project, carried out jointly or individually by the beneficiaries, including at conferences, seminars or any information or promotional material (such as brochures, leaflets, posters, presentations, etc.) must indicate that the project has received funding from the European Union.

This means that all materials produced for project activities, training materials, project websites, videos and social media accounts created to promote the project, special events, posters, flyers, press kits, CD-ROMs, etc. must bear the Erasmus+ logo and the words "Co-funded by the European Union's Erasmus+ programme".

Also, if public events are organized as part of the project, posters and/or banners should be displayed.

- Erasmus+ logo

The image files can be downloaded from

[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

**If displayed with another logo, the emblem of the European Union must have an appropriate prominent place.**



- Rule of the legal mention

In addition to the logo, any study report, publication or video must include the following on the inside page:

"This project has been funded with support from the European Commission. 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."