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COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE



COOPERA

INTEGRATING DUAL HIGHER EDUCATION
IN MOLDOVA AND UKRAINE

**COMMUNICATION AND
DISSEMINATION STRATEGY**



COOPERA

DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

Communication and Dissemination Strategy

Project acronym:	COOPERA
Project full title:	INTEGRATING DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE
Project no:	617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP
Funding scheme:	ERASMUS+
Coordinator:	ASEM-Academy of Economic Studies of Moldova
Project start date:	January 15, 2021
Project duration:	36 months

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DOCUMENT CONTROL SHEET

Title of document:	DISSEMINATION STRATEGY
Work package:	WP6 Dissemination, Exploitation & Sustainability
Last version date:	15/04/2021
Status :	Draft
Document version:	v.01
File name:	COOPERA_Communication -Dissemination strategy_v.01.doc
Number of pages	23
Dissemination level	International (project`s consortium)

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision Description	Responsible Partner
v.01	20/06/2021	The first version of the document structure, done by the WP6 team	P1-ASEM
v.02			



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1. CONSORTIUM MEMBERS

Lead Partner



Academy of Economic Studies of Moldova
(ASEM) (www.ase.md)

EU partners



Duale Hochschule Baden-Württemberg (DHBW)
(<http://www.dhbw.de>)



University of Lleida (UdL)
(<http://www.udl.cat/ca/>)



Varna University of Management (VUM)
(<https://vum.bg/>)

Akademia WSB

Dąbrowa Górnicza, Cieszyn, Olkusz, Żywiec, Kraków



Akademia WSB (AWSB)
(<https://wsb.edu.pl/>)

European Policy Development and Research
Institute (EPDRI) (www.epdri.com/)

Moldovan partners



Technical University of Moldova (UTM)
(<https://utm.md/>)



Free International University of Moldova (ULIM)
(<http://ulim.md/>)



Ministerul Educației
al Republicii Moldova

The Ministry of Education, Culture and Research
of the Republic of Moldova (MECRRM)
(www.gov.edu.md)

Ukrainian partners



Uzhhorod National University (UzhNU)
(<https://www.uzhnu.edu.ua/>)



KROK University (KROK)
(<https://www.krok.edu.ua/ua/>)



V.N. KARAZIN KHARKIV
NATIONAL UNIVERSITY

V.N. Karazin Kharkiv National University
(KKNU) (<https://www.univer.kharkov.ua/en>)



Odessa National University of Economics
(ONEU) (<http://oneu.edu.ua/>)



MINISTRY OF
EDUCATION AND
SCIENCE OF UKRAINE

Ministry of Education and Science of Ukraine
(MESU) (<https://mon.gov.ua/eng>)

2. INTRODUCTION

Dissemination of information and communicating about project's activities are key elements of its success. A proper strategy in this regard offers the possibility of project's partners to share results and deliverables to wider audience including stakeholders and public. Therefore, it is ensured an efficient project take-up providing increased sustainability of its long term outputs and outcomes.

The first version of the present dissemination and communication strategy was written in April, 2021. The document is supposed to be updated during the project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, update of this document in the course of project implementation will be an important project activity.

Following the guidelines from Erasmus+ Programme and documents regarding to Dissemination and Sustainability of the project, the COOPERA Dissemination Strategy presents how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the project.

It presents the dissemination strategy, the target groups, different dissemination tools, events, dissemination calendar, methods of monitoring and assessment. All project partners will be actively involved in the fulfilment of the agreed objectives in this document and its updated versions.

The aim of Work-package 6 of the COOPERA project is to disseminate project results, both among partners and within their institutions and outside the consortium. The main project dissemination goals are:

- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project;
- to raise awareness of external audience about the project through a number of dissemination activities;
- to make project outputs available to a wide range of stakeholders;
- to communicate the project results to the target audience;
- to increase awareness of both project partners and general public regarding project issues and promote best practices that lead towards this direction.

3. PROJECT DETAILS

3.1. Strategic objective

COOPERA is following the overarching aim to integrate DHE in the Partner countries in general, and to improve individual employability and development, increase suitability and continuity between the demands of the professional world and the initial training of

university students, and achieve of greater economic efficiency and social integration, in particular.

3.2. Specific objectives

OB1: To identify needs and specific requirements of companies in different industrial sectors and businesses for DHE and to find companies willing to participate in pilot implementations of DHE during the project;.

OB2: To develop a flexible and generic DHE to support different needs and interests of employers, HEIs and students in different industrial and business sectors and to provide recommendations to HEIs for implementation of DHE;

OB3: To test the specific DHE models generated from the developed generic DHEM, by realizing their pilot implementations during the project and to analyse achieved results;

OB4: To propose changes to legislation/regulations to adapt DHE in the Partner countries.

3.3. Total cost of the project

EC Grant: 967.200,00 EUR

3.4. Results

1. Report on companies needs for DHE;
2. Flexible and generic Dual Higher Education Models for Moldova and Ukraine developed;
3. White Paper on DHE elaborated;
4. Recommendations for amendments to the Law on Higher Education secured;
5. Guidelines on DHE implementation elaborated;
6. Dual Study Programs identified;
7. Training materials for specific Dual Study Programs developed;
8. Analysis of the results of pilot testing of each of specific DHEM realised, report published;

3.5. Coordinator contact details

<i>Name and surname</i>	Dr. Olesea SIRBU
<i>Institution</i>	Academy of Economic Studies of Moldova
<i>Address</i>	61 G.Banulescu Bodoni str., Chisinau, Moldova
<i>E-mail</i>	oleseasarbu@gmail.com
<i>Phone</i>	+ 373 60 608804

4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION

This document serves as a starting point for organization of internal communication flow. Responsible persons and contact information will be constantly updated throughout the project's lifetime and displayed on project's website.



Communication flow follows management structure, which was set at the beginning of the project. Four main groups of project management are Steering Committee, project coordinators, financial managers, communication and monitoring managers. Their tasks and contact information are listed on the project's webpage.

Main communication tools for day-to-day coordination remain e-mail and telephone. Internal documents are shared through the project's webpage and email.

4.1. Rules of internal communication

Language of all internal communication is English. All contacts on the COOPERA project are gathered in the Excel file, shared on project's Dropbox and updated regularly. Communication of general interest and on key issues will always be written (via email). As a general rule, all email subjects regarding the project should start with the name of project "COOPERA_issue_issue", to make the communication via e-mail more transparent.

5. DISSEMINATION STRATEGY

To define the dissemination strategy of the project activities, it is necessary to consider the following very important challenges ascertained in the project application: lack of modern and innovative national legislation in the field of Dual Higher Education and poor university performance in this field.

Bearing in mind the above challenges, properly set strategy for the dissemination in this project should, in addition to support the project, be an efficient tool for the realization of the project's objectives rather than only be means to disseminate information on the activities and achievements. In this regard dissemination should not go beyond the limits of this project just across the targeted audience, but also constantly improve the methods and procedures for dissemination and communicating to reach the project's expected outputs.

COOPERA project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfil its purpose. Project team will utilize several methods of dissemination, both formal and informal, in order to engage the target audience. In addition to the dissemination activities, and described in this section, it is important to keep day-to-day collaborative work within project team. The COOPERA` communication managers of each partner will take significant steps for the dissemination of all project activities, along with the promotion of knowledge transfer and research. Feedback in these activities will be used to perform other forms of dissemination, whenever the opportunity exists. In this context, of particular importance will be the exchange of information with related Erasmus+ projects, with the aim to, achieve additional quality through synergy.

This Dissemination Strategy will be continuously reviewed based on the recommendations of regular meetings of the Strategic Steering Committee (Executive and Consortium Boards), Project Support Team and Quality Assurance Project Team, as well as by external stakeholders through relevant procedures and forms, such as questionnaires. Modifications will be made whenever needed to ensure that the dissemination actions are in line with the system of dissemination at universities and remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The project will aim at three levels of dissemination:

a) **AWARENESS RISING** - will mainly involve delivering the main message of the project in relation to its aim and objectives (information days, open door days, printed and electronic promotional material - logos, leaflets, posters, roll up, notebooks, folders, pencils, bags etc), web portal;

b) **UNDERSTANDING** - will require providing of more detailed information on the project purposes and methods: electronic and printed brochures, electronic material on web portal, EU good practice reports, thematic workshops, final conference, etc;

c) **ACTION/PARTICIPATION** - involvement in each of these three stages will provide the basis for dissemination for action, where the project outputs will be presented.

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used

for each target group, considering the special characteristics and needs. In accordance with best European Union practice and direct experiences in the dissemination of project activities, a sustainable model of dissemination will be consisted of following deliverable for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
2. Information days, open door days, and thematic workshops;
3. Project website;
4. Articles and news published over COOPERA platform (available at the address: www.coopera-project.ase.md) as well as e-newsletters distributed through their email list;
5. Articles about the project results published in Erasmus+ newsletters;
6. Printed material (brochures, leaflets, reports, publications, etc);
7. Meetings with policy-makers and key actors;
8. One-to-one interviews (telephone or personal);
9. Customized trainings offered to the university staff, students, and other specialized staff.

The deliverables will be structured according to main focus: University and National campaign Dual Higher Education in Moldova.

For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Dissemination strategy will be evaluated in accordance with principles and procedures defined by the Monitoring and Evaluation Manual. Both internal (within project partners) and external (mainly through the external experts and involved stakeholders') evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

6. COOPERA PROJECT'S AUDIENCE

COOPERA primary scope is to consolidate the interest of MD HE society at the national level and of all stakeholders in the DHE area playing the role of a comprehensive development Action Plan and calling on for move. During the life of the project, it is expected to develop all necessary national and institutional DHE framework, create DHE infrastructure, transfer competences and knowledge to train administrative staff, based on best EU practice and expertise.

The main target groups (TGs):

TG1 – Administrative staff: top managerial staff (Rectors, vice-rectors, deans, heads of departments/chairs, heads of the Quality management units, ECTS officers from faculties): management support is and will be needed for sustainable development of DHEM, in general (incl. financial support) and action plan, in particular. Therefore strategic

benefits of DHEM development for strengthening competitiveness of universities will be demonstrated towards university management

TG2 - Others: Public administrators: policy makers, civil servants employed in local, regional or national public administrations and primarily work on education matters and therefore require both theoretical and practical trainings on project issues.

TG3 – Academics/ researchers who are involving in flexible curriculum development, designing and teaching of training courses: their commitment for successful organization, preparation and implementation of the DHEM at universities as well as willingness to actively to be involved in the elevating of this process during and after the project life will be needed

TG4 - Students: university students (BMD levels) who are involved in the study programmes, students with disabilities involved in the expert workshop: their feedback could be an important input towards improving the DHE in the teaching-learning-evaluation process. Therefore, they will continuously involve in all events and activities realized within the project

TG5 – Industrial Sector Representatives who will be involved in DHEM: will connect students that have strong propensity and potential and offer an opportunity to acquire much needed work experience before graduation which in turn enables them to be more competitive on the labour market.

7. DISSEMINATION TOOLS

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

7.1. The COOPERA - website

The COOPERA website (www.coopera-project.ase.md): has an important role in the overall project because it functions as the principle public dissemination tool for project results and news. The website will be the main source of information on the project activities and achievements: conferences, workshops, trainings, project contests, state of the art in the area of DHE, from the aspect of integrate DHE in the Moldova and Ukraine. Contact information about all members of the consortium is available on the project website, in order to have easier communication with those potentially interested for the project.

Main categories and sub-categories in structure of COOPERA website are as follows:

- 1. HOME**
- 2. CONSORTIUM MEMBERS**

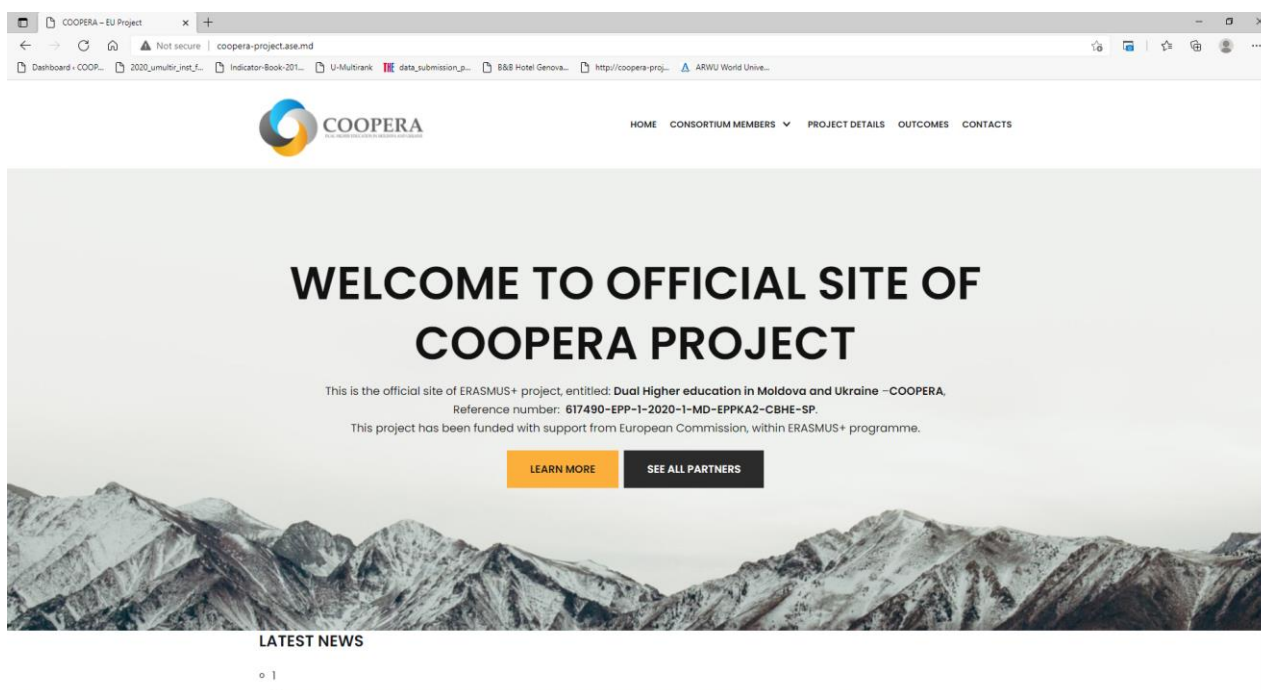
- Lead Partner
- EU Partners
- Moldovan Partners
- Ukrainian Partners

3. PROJECT DETAILS

- Objectives and Main Outputs
- Management structure
- Bodies
- Work Packages Structure
- Timeline

4. OUTCOMES

5. CONTACTS



7.3. Facebook page

COOPERA is also available on – Facebook, an influential social media network. It has grown beyond “chatting-network” and has become a powerful business networking medium. The benefits provided by Facebook include: help the project grow; reach new contacts and opportunities; increase awareness of the general public in Moldova and Ukraine. In order to increase the COOPERA project dissemination on national and international levels, the Facebook pages in Moldova and Ukraine are created and maintained by the Grant coordinator (P1-ASEM in Moldova) and National coordinator in Ukraine (P6-KROK/UA). The COOPERA project Facebook pages are used in order to increase the dissemination of the project related activities, institutional, national and international events, ideas, comments, milestones, etc.

COOPERA FACEBOOK PAGE



7.3. Project identification: the COOPERA logo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the COOPERA logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.

All the deliverables elaborated within the COOPERA project has to be accompanied with the project logo and logo of the European Commission. Compliance with the visual identity rules is a responsibility of each COOPERA Partner Institution.

COOPERA PROJECT LOGO



7.4. Printing and publishing booklets

For the really efficient promotion of COOPERA project, appropriate printed and other promotional material, will be made and distributed to wider target groups and public at large. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as workshops, info days and other.

An info sheet has been designed in order to summarize the project methods, objectives and benefits available both on paper and on-line on the COOPERA website.

COOPERA INFO SHEET

DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

— COOPERA —

Reference number: 617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP

OVERALL OBJECTIVE

Integrating DHE in the Partner countries in general, and to improve individual employability and development, increase suitability and continuity between the demands of the professional world and the initial training of university students, and achieve of greater economic efficiency and social integration, in particular.

SPECIFIC OBJECTIVE

OB1: To identify needs and specific requirements of companies in different industrial sectors and businesses for DHE and to find companies willing to participate in pilot implementations of DHE during the project;

OB2: To develop a flexible and generic DHEM to support different needs and interests of employers, HEIs and students in different industrial and business sectors and to provide recommendations to HEIs for implementation of DHE;

OB3: To test the specific DHE models generated from the developed generic DHEM, by realizing their pilot implementations during the project and to analyze achieved results;

OB4: To propose changes to legislation/regulations to adapt DHE in the Partner countries.

EXPECTED RESULTS

R1. Flexible and generic Dual Higher Education Model, developed aiming maximal effectiveness of collaboration between HE students, HEIs and companies in Partner Countries;

R2. The legislative framework, needed for establishment of Dual Higher Education Model in Partner Countries elaborated;

R3. Pilot implementations, needed to test proposed flexible Dual Higher Education Model with its variants

PARTNERS

MOLDOVA

1. Academy of Economic Studies of Moldova - Grant Coordinator
2. Technical University of Moldova
3. Free International University of Moldova
4. The Ministry of Education, Culture and Research of the Republic of Moldova

UKRAINE

5. Uzhhorod National University
6. KROK University
7. V.N. Karazin Kharkiv National University
8. Odessa National University of Economics
9. Ministry of Education and Science of Ukraine

EUROPEAN UNION

10. Duale Hochschule Baden-Wuerttemberg, GERMANY
11. University of Lleida, SPAIN
12. Varna University of Management, BULGARIA
13. Akademia WSB, POLAND
14. European Policy Development and Research Institute, SLOVENIA



coopera.project@gmail.com
www.coopera-project.ase.md



8. ACTIVITIES & EVENTS

Several events will be organized to disseminate COOPERA project's issues and achieved results. These events will be researched and update constantly, and are posted on the COOPERA project's website, Facebook page and institutional webpage of the Partner institutions from MD and UA in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

1. Consortium Meeting;
2. Workshops;
3. Study visits/Trainings;
4. Conferences.

9. MONITORING AND ASSESSMENT

Communication and dissemination action must be understood as a process and in this perspective is its monitoring and assessment aimed at measuring changes produced by these actions.

Close monitoring of the execution of different communication activities will assist us in assessment of our dissemination strategy, which will help us to understand which actions and channels of communication have been more effective than the other.

The monitoring and assessment process will give us the opportunity to adjust the future project communication activities with the aim to optimise the desired results of communication and dissemination action.

9.1. The scope of monitoring and assessment

With the monitoring and assessment of the communication activities we would like to test the following four issues:

- **Target audience reached:** It is necessary to check whether the desired target audiences have been reached by the communication actions, what kind of message they received and if such message was the one we intended to convey to them. We want to know, what was their perception and feedback.
- **Actor's performances in the communication process:** we are interested that all people who were directly involved in the execution of the communication activities are enough motivated to perform their role effectively.
- **Direct outcome of communication measures:** We will assess the impact produced by the communication measures, which will give us the opportunity to compare the results achieved against those expected or foreseen when designing the communication

strategy.

- **Impact on sustainability factors:** Effective communication action is a corner stone for achieving the sustainability effects of the project. We will monitor and assess which communication measures produced real impact to certain indicators which show to enhancement of particular sustainability potential, i.e. to the embodiment of the project results into the desired social, entrepreneurial, administrative and academic environment of the partner countries involved in the project.

9.2. Monitoring and assessment tools

Communication indicators

The communication indicators, which are easily identifiable and put into numbers, will be regularly monitored and assessed.

In this respect the following data will be collected:

1. How many participants there were at the events?
2. How many promotional material was delivered and to which target audience(s)?
3. How many media (all types of media) advertisements / communications have been performed?
4. How many measures for interaction with expert public (articles, scientific conferences etc.) have been performed?
5. How many journalists participated at the events?
6. How many articles have been published?

For COOPERA dissemination events a questionnaire is prepared for participants to fulfil, to give a qualitative assessment of this part of promotion activities (see Monitoring and Evaluation manual).

10. DISSEMINATION RULES AND REPORTING

10.1. Periodical dissemination reporting

COOPERA project Partners from Moldova and Ukraine have a responsibility to disseminate a project related information on international, national and institutional levels by realization of dissemination events and publication of articles. The Dissemination plan can be used as a reference. The dissemination of the project related activities is not obligatory for Programme Country Partners.

The European Union visibility rules states in the points 10.3 and 10.4 have to be respected by each project partner separately and will be their own responsibility in case of any amendment received from the European Commission.

The Dissemination report has to be submitted by the Project Partners each six month, according to the following reporting calendar:

Reporting

Deadline

Reporting	Deadline
1st reporting	July 2021
2nd reporting	January 2022
3rd reporting (Interim Report)	July 2022
4th reporting	January 2023
5th reporting	July 2023
6th Reporting (Final Report)	January 2024

The dissemination events realized on institutional national and international levels, reported by the COOPERA Partner Institutions must be supported by evidence, such as pictures, recordings, attendance list, etc., otherwise will not be taken in to account. The visibility rules has to be respected by each Partner during the organization of the event or publication of article.

10.2. COOPERA Institutional web page

Effective dissemination of the project related events, activities and main outputs is vital for achieving the project's objective and keeping the whole academic community informed. COOPERA project Partner Institutions from Moldova and Ukraine has to create the COOPERA institutional webpage in their national language, where all the information on the project matters will be published. It is a responsibility of the each COOPERA Partner Institution to maintain the institutional web page, share the information about the project, upcoming and realised events and workshops, disseminate the deliverables achieved within the project to the whole institutional community.

The structure of the COOPERA institutional web page:

1. **COOPERA project Details:**
 - *Title,*
 - *Acronym,*
 - *Reference Number,*
 - *Funding Scheme,*
 - *Implementation Period,*
 - *Budget.*
2. **Reference to the COOPERA web & Facebook pages**
3. **COOPERA project Summary**
4. **General and Specific Objectives**
5. **Project Results and outputs**
6. **Project partners**
7. **Contacts of the institutional coordinator**
8. **News and activities**

10.3. Information on Union funding and use of the European Union emblem

Any communication or publication made by any of the project partners that relates to the action, including conferences, seminars, workshops, study visits and training seminars or in any information or promotional materials (such as brochures, leaflets, poster, presentation, in electronic form, etc.) must:

1. Indicate that the action has received funding from the European Union; and
2. Display the European Union emblem.

When displayed in association with another logo, the European Union emblem must have appropriate prominence in compliance with the project and institutional logos. The European Union emblem has been shared with the Project consortium via Trello.

EUROPEAN UNION EMBLEM



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10.4. Disclaimers excluding Agency and Commission responsibility

Any communication or publication that relates to the action, made by the project partners jointly or individually in any form and using any means, must indicate:

1. That it reflects only the authors view; and
2. That Agency and the Commission are not responsible for any use that may be made of the information it contains

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



11. DISSEMINATION PLAN

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
1.1.2	Elaboration of the Project's Handbook	Handbook disseminated	P1-ASEM /MD	05/2021	Teaching staff; Students; Administrative staff;	COOPERA website
1.2.1	Completion of surveys of companies needs for DHE	Surveys disseminated	P3-ULIM/MD; P7- KhNU/UA	09/2021	Teaching staff; Students; Administrative staff; Industrial sector representatives	COOPERA website/subsites COOPERA social media PC/PrC websites

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
2.1.2	Study Visit to the Baden-Wuerttemberg Cooperative State University / GERMANY (P10-DHBW/DE)	PR on Study Visit	P1-ASEM/MD P10-DHBW/DE	Data to be provided	Teaching staff; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites
2.1.2	Study Visit to the Universitat de Lleida / SPAIN (P11-UdL/ES)	PR on Study Visit	P1-ASEM/MD P11-UdL/ES	Data to be provided	Teaching staff; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites
2.1.2	Study Visit to the Varna University of Management / BULGARIA (P12-VUM/BG)	PR on Study Visit	P1-ASEM/MD P12-VUM/BG	Data to be provided	Teaching staff; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites
2.1.2	Study Visit to the Akademia WSB / POLAND (P13-AWSB/PL)	PR on Study Visit	P1-ASEM/MD P13-AWSB/PL	Data to be provided	Teaching staff; Administrative staff;	COOPERA website COOPERA social

						media PC/PrC social media and websites
2.1.3	Organization of the 1 st COOPERA Expert Workshop	PR on Expert Workshop	P1- ASEM/MD	09.2021	Teaching staff; Students; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites
2.1.3.	Organization of the 2 nd COOPERA Expert Workshop	PR on Expert Workshop	P6-KROK/UA	Data to be provided	Teaching staff; Students; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites
2.1.3.	Organization of the 3 rd COOPERA Expert Workshop	PR on Expert Workshop	P8-ONEU/UA	Data to be provided	Teaching staff; Students; Administrative staff;	COOPERA website COOPERA social media PC/PrC social media and websites

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
3.1.2	Elaboration of White Paper on DHE	White Paper on DHE disseminated	P4- MECRRM/MD; P9-MESU/UA	03/2023	Teaching staff; Administrative staff; Ministry of Education, Culture and Research of the Republic of Moldova, Ministry of Education and Science of Ukraine	COOPERA website
3.2	Creating amendments to the Law on Dual Education and Law on Higher Education	Recommendations for amendments disseminated	P4- MECRRM/MD; P9-MESU/UA	04/2023	Teaching staff; Administrative staff; Ministry of Education, Culture and Research of the Republic of Moldova, Ministry of Education and Science of Ukraine	COOPERA website
3.3	Elaboration of guidelines on DHE implementation	Guidelines disseminated	P1-ASEM/MD; P6-KROK/UA	05/2023	Teaching staff; Administrative staff;	COOPERA website PC websites



WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
4.1.1	Identification and conceptual definition of Dual Study Programs	Dual Study Programs disseminated	P2-TUM/MD; P6-KROK/UA	02/2022	Teaching staff; Administrative staff; Industrial sector representatives	COOPERA website PC social media and websites
4.1.2	Elaboration and signature of agreements	Agreements published	P2-TUM/MD; P6-KROK/UA	08/2022	Teaching staff; Administrative staff; Industrial sector representatives	COOPERA website
4.2	Development of training materials	Training materials disseminated	P3-ULIM/MD; P8-ONEU/UA	08/2022	Teaching staff; Administrative staff; Industrial sector representatives; Students	COOPERA website PC's websites
4.4.	Piloting of Dual Study Programs	Promotional materials for DHE study programs disseminated	P3-ULIM/MD; P5-UzhNU/UA	07/2023	Teaching staff; Administrative staff; Industrial sector representatives; Students	COOPERA website COOPERA social media PC's social media and websites National social media channels
4.5	Securing stakeholders feedback on Dual Study Programs	Questionnaires disseminated	P2-TUM/MD; P7-KhNU/UA	09/2023	Teaching staff; Industrial sector representatives; Students	COOPERA website

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
6.1.1	Defining dissemination, exploitation and sustainability plan	Dissemination strategy disseminated Exploitation plan disseminated Sustainability plan disseminated	P1-ASEM/MD	All project period	Administrative staff; Teaching staff, Technical staff	COOPERA website
6.1.2	Design of project's identity materials & web page	Project Logo disseminated Project brand book disseminated Webpages disseminated	All partners	All project period	Administrative staff; Teaching staff, Students	COOPERA website COOPERA social media PC/PrC social media and websites



6.2	National mass-media dissemination	Press releases/articles nationally disseminated	All partners	Data to be provided	Administrative staff; Technical staff; Students	COOPERA website COOPERA social media PC/PrC social media and websites National dissemination channels
6.3.1	University`s level dissemination events	PR on university dissemination event	All partners	Data to be provided	Administrative staff; Technical staff; Students	COOPERA social media PC social media and websites
6.3.2	Institutional mass-media dissemination	Press releases/articles institutionally disseminated	All partners	Data to be provided	Administrative staff; Teaching staff, Students	COOPERA social media PC social media and websites
6.4	Preparation of dissemination and sustainability reports	Reports disseminated	P1-ASEM/MD; P6-KROK/UA	01/2023 01/2024	Administrative staff; Teaching staff, Students	COOPERA website
6.5	Preparation of exploitation reports	Reports disseminated	P2-TUM/MD; P5-UzhNU/UA	01/2023 01/2024	Administrative staff; Teaching staff, Students	COOPERA website
6.6	Organisation of Final Conference	PR on Final conference	P1-ASEM/MD	Data to be provided	Administrative staff; Teaching staff, Students	COOPERA website COOPERA social media PC/PrC social media and websites



WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
7.2	Steering Committee meetings	PR on meetings	P1-ASEM/MD	01/2024	Teaching staff; Administrative staff;	COOPERA website/subsites COOPERA social media PC/PrC social media and websites



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ANNEX 1: DISSEMINATION REPORTING TABLE

Dissemination Activities

Institution:

Country:

No.	Date	Short description of the activities	Responsible person	Type and number of participants/ beneficiaries	Evidence: links, pictures, agendas, participant lists, screen shots

ANNEX 2: INDIVIDUAL DISSEMINATION CALENDAR

The individual dissemination calendar

Project acronym:	COOPERA
Project full title:	INTEGRATING DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE
Project no:	617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP
Funding scheme:	ERASMUS+
Coordinator:	ASEM-Academy of Economic Studies of Moldova
Project start date:	January 15, 2021
Project duration:	36 months



Partner Name	
Period	

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
INSTITUTIONAL LEVEL						
Institutional dissemination seminar/workshop						
Institutional newspaper/bulletin (articles/news)						
NATIONAL LEVEL						
Information days and public appearances						
Open door days						
National Conferences/ Workshops/ Seminars						
Mass-media appearance (TV, radio, articles in mass-media)						
INTERNATIONAL LEVEL						
International Conference/Articles						