

COOPERA

Integrating Dual Higher Education In Moldova and Ukraine

ANNUAL DISSEMINATION REPORT

14.01.2021-14.01.2022

Deliverable 6.4

DUAL
HIGHER
EDUCATION



Co-funded by the
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of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

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ABBREVIATIONS

ASEM – Academy of Economic Studies of Moldova

TUM – Technical University of Moldova

ULIM – Free International University of Moldova

UzhNU – Uzhhorod National University/Ukraine

KROK – KROK University/Ukraine

KhNU – V.N. Karazin Kharkiv National University/Ukraine

ONEU – Odessa National University of Economics/Ukraine

HEI – Higher Education Institutions

DHE – Dual Higher Education

MD – Republic of Moldova

UA – Ukraine

C&D – Communication & Dissemination



1. INTRODUCTION

1.1. Executive Summary

This deliverable “Annual Dissemination Report” provides a high-level overview of the Communication and Dissemination activities executed by the COOPERA consortium during the first project year from January 2021 to January 2022.

The objectives, strategies and tactics proposed in the Dissemination and Communication Strategy (D6.4) are condensed and summarised to help provide additional context and references for this dissemination report. Additionally, analytical data and information gathered across the range of communication mediums provide a baseline for progress and comparison in subsequent dissemination reports, to be produced in years two and three of the project.

In the first year of the project, COOPERA activities were focused on raising awareness about the objectives, expected results and benefits the project will bring to various target groups in subsequent years and after its completion.

The dissemination activities realised by the project partners from Moldova and Ukraine have led to identification of partnerships with representative of the business sector interested in cooperation during the active phase of the project. The business representatives will be involved in elaboration of Dual Higher Education models and continue cooperation with HEIs during the implementation and piloting of the DHE study programmes.

The dissemination activities carried out by each partner are described in the present report, divided by institutional, national and international levels.

The annual dissemination report is part of the WP6 Dissemination, Exploitation & Sustainability.

1.2. COOPERA Overview

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.

Project’s strategic objectives are:

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.

Main project results include:

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;

1.3. Overview of the WP6 Dissemination, Exploitation & Sustainability

The aim of Work-package 6 of the COOPERA project is:

1. To plan, develop and coordinate all COOPERA activities related to communication, dissemination and sustainability.
2. To reach wide audience and relevant stakeholders.
3. To create strong awareness about the COOPERA results at institutional, national and international levels.
4. To disseminate COOPERA results during the dissemination events.
5. To interact with all COOPERA Work Packages (WP) to ensure communication, dissemination and exploitation of results of each WP.

1.4. COOPERA Consortium

The partners collaborating closely to deliver this project consist of a variety of specialists - experts in their specific fields. The Academy of Economic Studies of Moldova coordinates the carefully chosen consortium. The Project partners come from two associated countries (Moldova and Ukraine) and five EU countries (Germany, Spain, Poland, Bulgaria, Slovenia).



Number	Country	Partner institution	Acronym
P1	MD	Academy of Economic Studies of Moldova	ASEM
P2	MD	Technical University of Moldova	UTM
P3	MD	Free International University of Moldova	ULIM
P4	MD	Ministry of Education and Research of the Republic Of Moldova	MECRM
P5	UA	State Univeraity "Uzhhorod National University"	UzhNU
P6	UA	KROK University	KROK
P7	UA	V.N. Karazin Kharkiv National University	KKNU
P8	UA	Odessa National University of Economics	ONEU
P9	UA	Ministry of Education and Science	MESU
P10	DE	Duale Hochschule Baden-Wurttemberg	DHBW
P11	ES	University of Lleida	UdL
P12	BG	Visshe Uchilishte po Menidzhmant	VUM
P13	PL	Akademia WSB	AWSB

Table 1. COOPERA project consortium

Source. Project Grant Agreement

1.5. Structure of the report

The document consists of the following main sections:

- **SECTION 1** presents the executive summary of this deliverable, an overview of the COOPERA project, along with the main objective of WP6 and information about the consortium.
- **SECTION 2** contains the communication and dissemination plan overview as the main guide for the COOPERA communication and dissemination activities.
- **SECTION 3** presents communication and dissemination channels, materials elaborated during the first year as well as its results
- **SECTION 4 and 5** presents communication and dissemination activities done by MD and UA partners.
- **SECTION 6** ends the deliverable with conclusions and future work for the next 2 years of the project's life.

2. COMMUNICATION & DISSEMINATION STRATEGY OVERVIEW

The initial COOPERA communication and dissemination strategy was delivered, in month six of the project (July 2021), as a confidential project report. The plan engaged partners of the project, notifying them of the aims, ambitions and ideas of the Communication & Dissemination (C&D) team. The strategy also laid out the priorities

and focus-areas, describing in detail the purpose of Key Performance Indicators of C&D activities with the respective target audiences.

The plan emphasised how clear, concise and deliberate communication and dissemination strategies must be implemented by all partners of the consortium to make the project a success. Thus, ensuring effective project promotion and visibility, enabling all relevant information and COOPERA results to be seen by the key stakeholders; maximising the impact with citizens who share an interest in the Dual Higher Education.

2.1. Communication and Dissemination goals

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.

The main objective to achieve within the first year was raising awareness about the project through different diverse channels to the interested parties and target audiences.



Figure 1. Communication and Dissemination phases

Source. Elaborated by the COOPERA coordinating team

2.2. COOPERA Project's Audience

University 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

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.

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

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

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.

2.3. Key Performance Indicators

A series of Key Performance Indicators, used as measures during the project will help maintain momentum and review progress. In the table below, numerous KPIs have been indicated.

Dissemination Activity	Metric	Measurement	Target Values	Actual	On Target
COOPERA Website	Number of visits	Website Analytics	300	-	Yes
	Number of downloads of project reports		20	-	Yes
	Number of external links directing to COOPERA		20	-	Yes
INSTITUTIONAL LEVEL					
Institutional dissemination event	Number of events	Count	7	3-MD 2-UA	Yes
Institutional publication	Number of Articles	Count	30	30-MD 27-UA	Yes
NATIONAL LEVEL					
Information days and public appearances	Number of events	Count	7	1-MD	Yes



National Conferences/ Workshops/ Seminars	Number of attendees	Count	3	-	Yes
Mass-media appearance (TV, radio, articles in mass-media)	Number of mass-media articles	Count	7	7_MD 2-UA	Yes
National scientific publications	Number of Articles	Count	7	1-MD 1-UA	Yes
INTERNATIONAL LEVEL					
International Conference/ Workshops/ Seminars	Number of events	Count	1	2-MD	Yes
International Articles	Number of Articles	Count	3	2-UA	Yes

Table 2. COOPERA Key Performance Indicators (MD partners) 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

3. COMMUNICATION AND DISSEMINATION TOOLS

Different dissemination materials have been designed to be used throughout the entire course of the project.

3.1. COOPERA web page

The project website was conceived as a space to have the project's corporate information and hold the public deliverables that are produced, containing static information. However, it has also become the aim of crosslinking for the field trials, in order to be able to precisely find the project's general information, as well as that about the project partners and the facts.

The website is accessible via <https://coopera-project.ase.md/> and is a one of the key channels to support the communication, dissemination and exploitation of information and results of the COOPERA project. The detailed content is available in the dissemination and communication strategy.

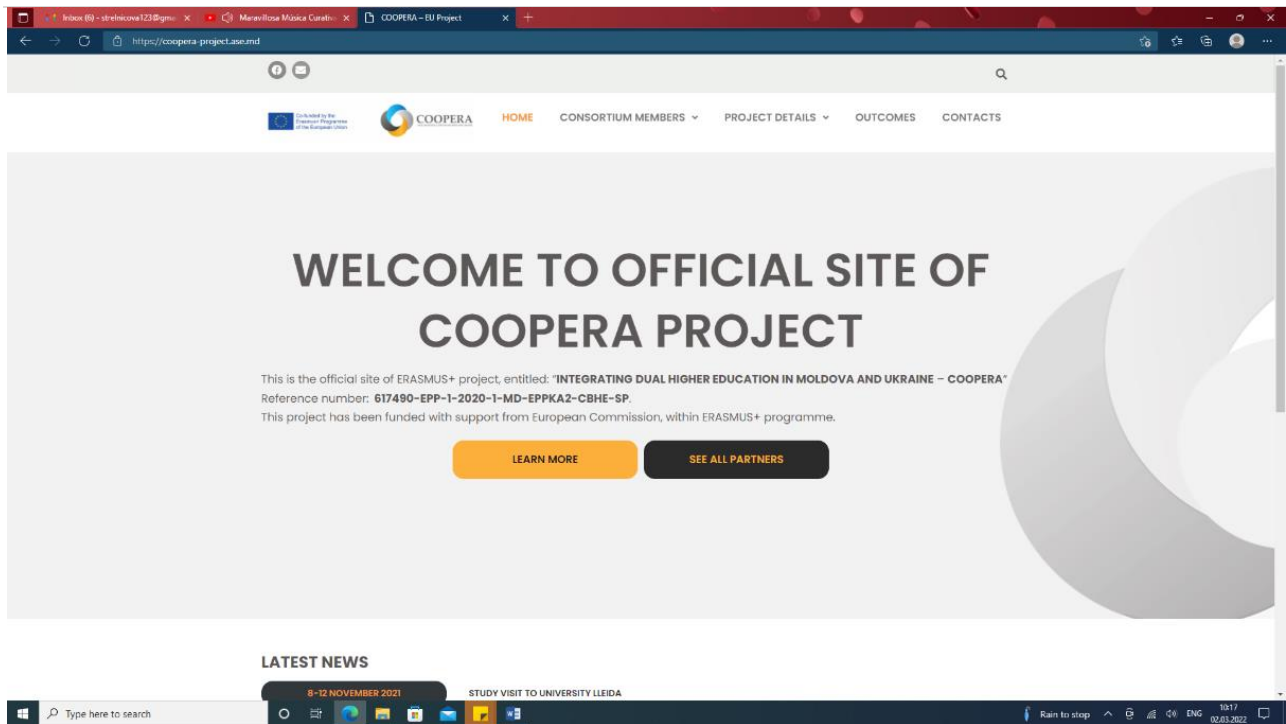


Figure 2. COOPERA web page

Source: <https://coopera-project.ase.md/>

The news and events are updated on a regular basis. Here, visitors can gather details of the events that took place that COOPERA has either taken part in or organised. The project outputs are published upon their elaboration according to the project timeline.

The summary of the numbers and activities on the website during the first year of project implementation includes:

- 7 Press-releases published;
- 1 Report on companies' needs published (WP1-D1.2-A1.2)
- 1 project Handbook published (WP1-D1.1-A1.1.2);
- 3 reports on Study visits (WP2-D2.1-A2.1.2);
- 1 Monitoring and Evaluation Manual published (WP5-D5.1-A5.1.1);
- 1 Dissemination & Communication strategy published (WP6-D6.1_A6.1.1);
- 4 reports on Consortium meetings (WP7-D7.2-A7.2);

3.2. Social Media

Social media is a powerful strategy for all modern marketing, communication and dissemination plans. The free open access means that coverage of a brand can grow exponentially as interest and credibility matures. The ease of implementation makes this a must have requirement for most initiatives.

COOPERA Facebook pages were created in Moldova and Ukraine in order to raise awareness of public on the project related issues.

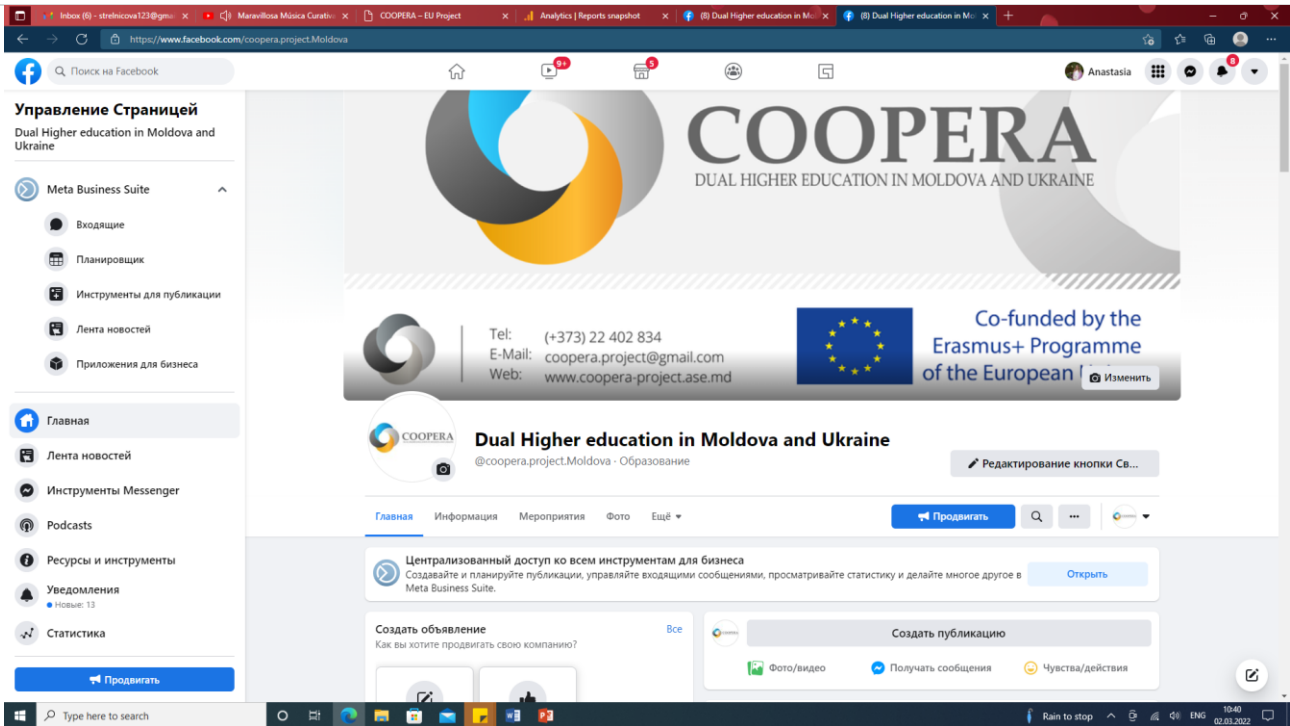


Figure 3. COOPERA. MOLDOVA Facebook page
Source. <https://www.facebook.com/coopera.project.Moldova>

Through nine (9) publication on COOPERA. Moldova Facebook page, the information has been distributed in national level with the total number of 1723 interactions and the total coverage of 270.

Detailed descriptions of the posts can be seen in the table below:

No.	Description of the activities	Type and number of participants/ beneficiaries
1.	<p>Press release on COOPERA.MODLOVA facebook page “1st Consortium Meeting”</p>	<p>Facebook visitors; coverage-18, interactions - 2</p>
2.	<p>Press release on COOPERA.MODLOVA facebook page “COOPERA project presentation”</p>	<p>Facebook visitors; coverage-21, interactions - 14</p>



<p>3.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “2nd Consortium Meeting”</u></p>	<p>Facebook visitors; coverage-26, interactions - 2</p>
<p>4.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “COOPERA project web page presentation”</u></p>	<p>Facebook visitors; coverage-27, interactions - 3</p>
<p>5.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “3rd Consortium Meeting”</u></p>	<p>Facebook visitors; coverage-19, interactions - 7</p>
<p>6.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “COOPERA EXPERT WORKSHOP, edition 1”</u></p>	<p>Facebook visitors; coverage-21, interactions - 14</p>



		
<p>7.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “COOPERA 1st STEERING COMMITTEE MEETING”</u></p> 	<p>Facebook visitors; coverage-29, interactions - 16</p>
<p>8.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “Study Visit to WSB Academy, Poland”</u></p> 	<p>Facebook visitors; coverage-23, interactions - 12</p>
<p>9.</p>	<p><u>Press release on COOPERA.MODLOVA facebook page “Study Visit to University of Lleida, Spain”</u></p> 	<p>Facebook visitors; coverage-1539, interactions - 200</p>

Table 3. COOPERA. MOLDOVA Facebook publication, 14.01.2021-14.01.2022
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

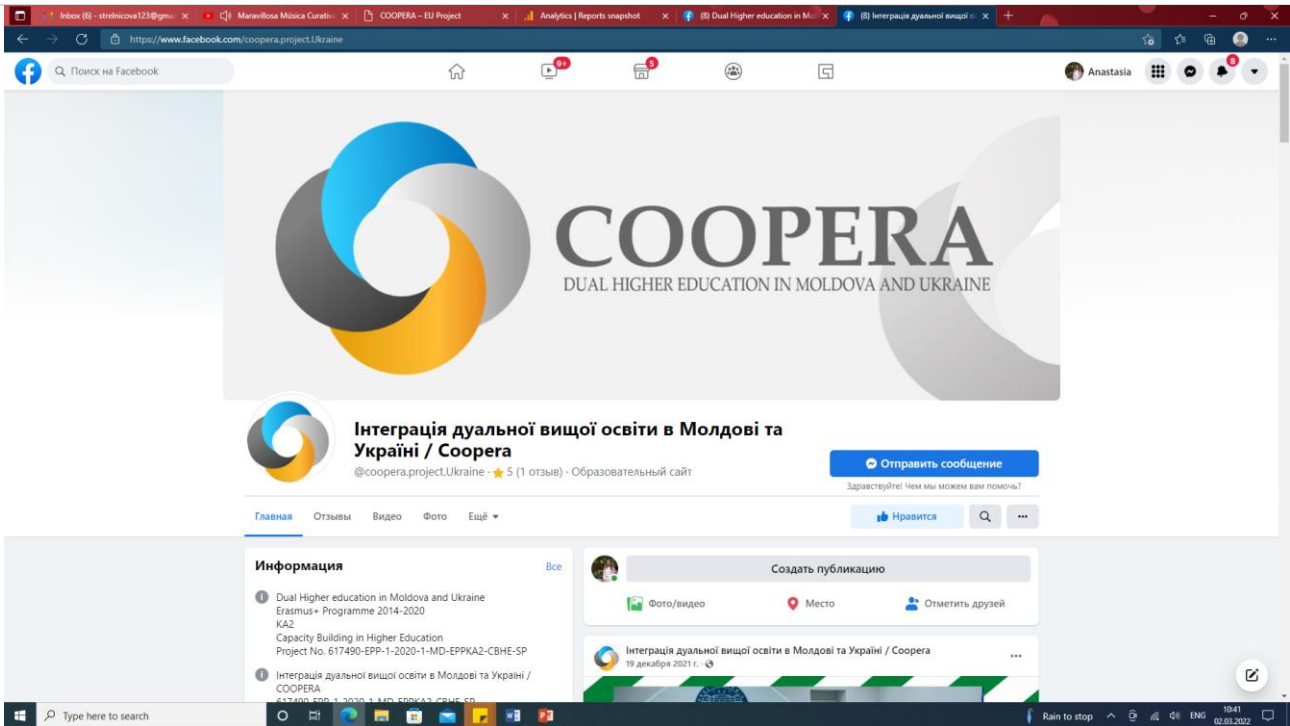
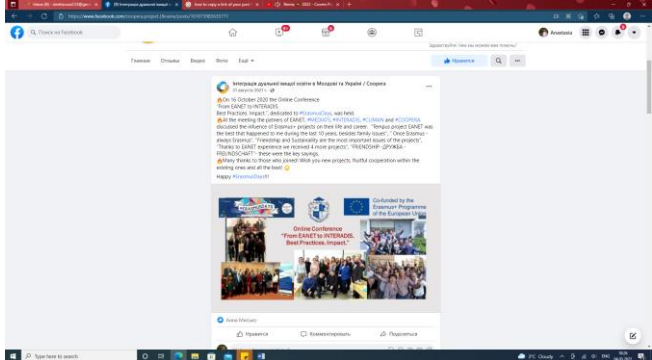


Figure 4. COOPERA. UKRAINE Facebook page

Source. <https://www.facebook.com/coopera.project.Ukraine>

Through nine (14) publication on COOPERA. Ukraine Facebook page, the information has been distributed in national level.

Detailed descriptions of the posts can be seen in the table below:

No.	Description of the activities	Type and number of participants/ beneficiaries
1.	<p><u>Press release on COOPERA.Ukraine Facebook page “Presentation of COOPERA project during Erasmus Days”</u></p> 	Facebook visitors;
2.	<p><u>Press release on COOPERA.Ukraine Facebook page “Presentation of COOPERA project national conference”</u></p>	Facebook visitors;



<p>3.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Presentation of COOPERA project during online training seminar”</u></p>	<p>Facebook visitors;</p>
<p>4.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Online Grant Holders Meeting”</u></p>	<p>Facebook visitors;</p>
<p>5.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “1st Consortium Meeting”</u></p>	<p>Facebook visitors;</p>
<p>6.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “2nd Consortium Meeting”</u></p>	<p>Facebook visitors;</p>



<p>7.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Presentation of COOPERA web page”</u></p>	<p>Facebook visitors;</p>
<p>8.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Monitoring of the COOPERA project”</u></p>	<p>Facebook visitors;</p>
<p>9.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “COOPERA Expert Workshop, edition 1, Moldova”</u></p>	<p>Facebook visitors;</p>
<p>10.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Study Visit to WSB Academy”</u></p>	<p>Facebook visitors;</p>



		
<p>11.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “COOPERA National seminar organised by ONEU, Odessa, Ukraine”</u></p> 	<p>Facebook visitors;</p>
<p>12.</p>	<p><u>Press release on COOPERA.Ukraine Facebook page “Study Visit to Lleida University, Spain”</u></p> 	<p>Facebook visitors;</p>

Table 4. COOPERA. UKRAINE Facebook publication, 14.01.02021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

3.3. Institutional web pages

Each Partner University from Moldova and Ukraine have created the institutional web page dedicated to the COOPERA project based on the model provided by the coordinator. The institutional web pages serve as informational portal for academic and student communities, where all information about the project objectives, funding, partners and activities is stores. **Seven (7) institutional web page are created and maintained.**

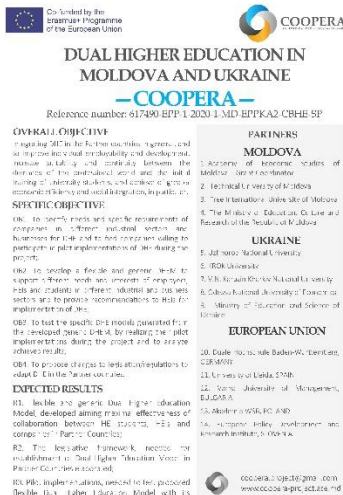

- ❶ [P1-ASEM](#)
- ❷ [P2-TUM](#)
- ❸ [P3-ULIM](#)



- 🕒 [P5-UzhNU](#)
- 🕒 [P6-KROK](#)
- 🕒 [P7-KhNU](#)
- 🕒 [P8-ONEU](#)

3.4. Newsletter & Leaflets

The following materials have been elaborated by project partners in order to inform academic community on COOPERA project and its activities:

No	Type of promotional material	Evidence
1	COOPERA Info Sheet elaborated by P1-ASEM	 <p>The screenshot shows the 'COOPERA Info Sheet' document. It features the logos of the European Union and COOPERA at the top. The title is 'DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE - COOPERA'. Below the title, it lists the reference number: 'ERASMUS+ Action 2 - Consolidarea Capacitatilor in Domeniul Invaldizitatii Superioare'. The document is divided into sections: 'OVERALL OBJECTIVE', 'SPECIFIC OBJECTIVE', 'EXPECTED RESULTS', and 'PARTNERS'. The partners listed include institutions from Moldova (Technical University of Moldova, National University of Science and Technology, etc.) and Ukraine (National University of Science and Technology, etc.).</p>
2	COOPERA Leaflet elaborated by P2- TUM	 <p>The screenshot shows a 'COOPERA Leaflet' document. It features the logos of COOPERA and the European Union at the top. The title is 'COOPERA - Integrarea Invalizitatii Superioare Dual in Moldova si Ucraina'. Below the title, it lists the reference number: 'ERASMUS+ Action 2 - Consolidarea Capacitatilor in Domeniul Invaldizitatii Superioare'. The document is divided into sections: 'CUPRINS', 'PARTENERI UCRAINIENI', 'PARTENERI MOLDOVENI', 'PARTENERI ROMANI', 'PARTENERI UKRAINIENI', 'PARTENERI ALTE', 'OBIECTIVE GENERALE', 'REZULTATE SCOPURILE SI PROIECT', and 'MAY BE USEFUL INFORMATION'. The partners listed include institutions from Ukraine (National University of Science and Technology, etc.) and Moldova (Technical University of Moldova, etc.).</p>


3	COOPERA Newsletter elaborated by P3-ULIM	
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Table 5. Promotional materials elaborated by MD partner universities, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4. DISSEMINATION ACTIVITIES AND RESULTS BY MOLDOVAN PARTNER UNIVERSITIES


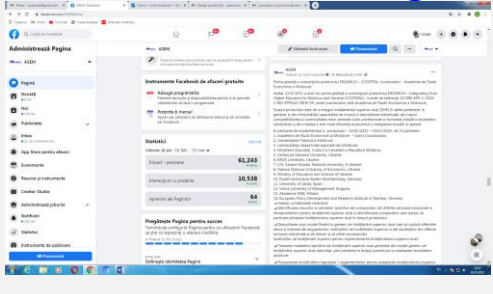

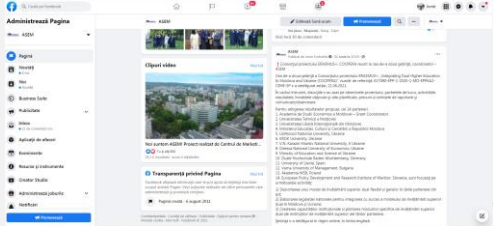
Although the majority of dissemination activities start at later stages of the COOPERA project, there were several basic tasks required to facilitate work. These included:

- Establishing relevant branding materials for the project.
- Creating Facebook pages in Moldova and Ukraine to foster dissemination on national and regional levels.
- Developing items to be used at events and presentations.

Realisation of dissemination activities within COOPERA project is mandatory for Partner University from Moldova and Ukraine and is realised on intuitional, national and international levels by each MD and UA partner. The section below will describe dissemination activities realised by each partner separately.

4.1. ASEM

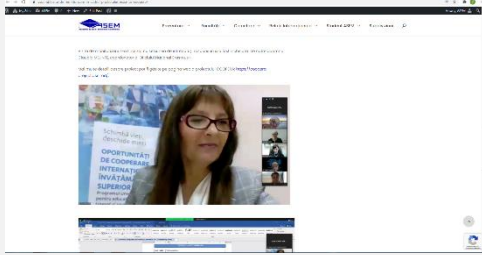
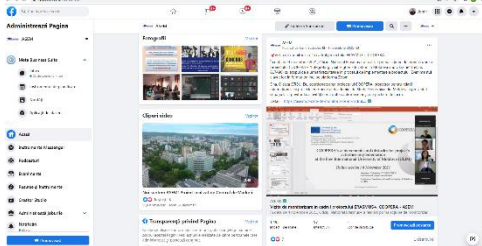
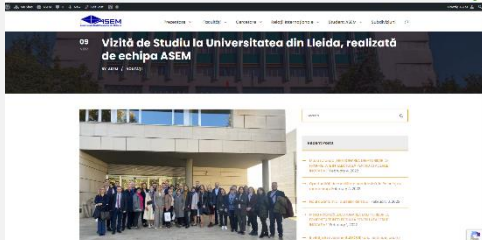
4.1.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press Release on institutional web page “First Consortium Meeting”</u></p> 	Online visitors
2.	<p><u>Press Release on institutional Facebook page “First Consortium Meeting”</u></p> 	Facebook page visitors Impact: 1668 Interactions: 119
3.	<p><u>Press Release on institutional web page “2nd Consortium Meeting”</u></p> 	Online visitors
4.	<p><u>Press Release institutional Facebook page “2nd Consortium Meeting”</u></p> 	Facebook page visitors Impact: 1791 Interactions: 82
5.	<p><u>Press-release on institutional web page “Realisation of COOPERA project”</u></p>	Online visitors



		
<p>6.</p>	<p><u>Press release on institutional web page “COOPERA First Expert Workshop”</u></p>  <p><u>Press release on institutional web page “COOPERA First Expert Workshop”</u></p> 	<p>Online visitors</p>
<p>7.</p>	<p><u>Press release on institutional Facebook page “COOPERA First Expert Workshop”</u></p> 	<p>Facebook page visitors Impact: 1746 Interactions: 46</p>
<p>8.</p>	<p><u>Press release on institutional web page “Study Visit at WSB University from Poland”</u></p> 	<p>Online visitors</p>



<p>9.</p>	<p><u>Press release on institutional Facebook page “Study Visit at WSB University from Poland”</u></p> 	<p>Facebook page visitors Impact: 2484 Interactions: 130</p>
<p>10.</p>	<p><u>Press release on institutional web page “Monitoring Visit on COOPERA Project”</u></p> 	<p>Online visitors</p>
<p>11.</p>	<p><u>Press release on institutional Facebook page “Monitoring Visit on COOPERA Project”</u></p> 	<p>Facebook page visitors Impact: 1495 Interactions: 57</p>
<p>12.</p>	<p><u>Press release on institutional web page “Study Visit at Lleida University, on COOPERA Project”</u></p> 	<p>Online visitors</p>
<p>13.</p>	<p><u>Press release on institutional Facebook page “Study Visit at Lleida University, on COOPERA Project”</u></p> 	<p>Facebook page visitors Impact: 2769 Interactions: 197</p>

<p>14.</p>	<p><u>Press release on institutional web page “Case study realized within Erasmus+ COOPERA Project.</u></p> 	<p>Online visitors</p>
<p>15</p>	<p><u>Press release on institutional Facebook page “Case study realized within Erasmus + COOPERA Project, COOPERA”</u></p>  <p><u>Press release on institutional Facebook page</u></p> 	<p>Facebook page visitors Impact: 1348 Interactions: 40</p>

Table 6. Institutional dissemination activities and events realised by P1-ASEM, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners’ dissemination reports

4.1.2. National dissemination

No.	Description of the activities	Type and number of participants/ beneficiaries
1.	<u>Press Release on National Mass Media Channel “First Consortium Meeting”</u>	Online visitors



		
<p>2.</p>	<p><u>Press Release on National Mass Media Channel “2nd Consortium Meeting”</u></p> 	<p>Online visitors</p>
<p>3.</p>	<p><u>Press-release on National Mass Media Channel</u></p> 	<p>Online visitors</p>
<p>4.</p>	<p><u>Press-release on National Mass Media Channel “COOPERA First Expert Workshop”</u></p> 	<p>Online visitors</p>
<p>5.</p>	<p><u>National research Paper „Increasing the quality of higher education through dual education”</u> <u>Covaș, Lilia; Stih, Liudmila</u></p> <p>IREK – AESM: Institutional Repository of Economic Knowledge</p>	<p>Online visitors</p>

6.	<p><u>Press Release on National Mass Media Channel “Study realized within Erasmus + Project, COOPERA”.</u></p>	Online visitors
7.	<p><u>Press Release on National Mass Media Channel “Study realized within Erasmus + Project, COOPERA”</u></p>	Online visitors
8.	<p><u>Press Release on National level „Launch of the COOPERA project”</u></p>	Online visitors

Table 7. National dissemination activities and events realised by P1-ASEM, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners’ dissemination reports

4.1.3. International level

No.	Description of the activities	Type and number of participants/beneficiaries
1.	Inter-project coaching „Kick of meeting of the Erasmus+ project DUABELL”	36 online participants



2.	<p>Inter-project coaching „Cluster meeting of the Erasmus+ project WBL4JOBS”</p>	8 online participants

Table 8. International dissemination activities and events realised by P1-ASEM, 14.01.02021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.2. TUM

4.2.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/ beneficiaries
1.	Institutional dissemination seminar realised ONLINE	Students, Teaching and Administrative staff/ no. beneficiaries - 161



	 <p>Integrarea Educației Superioare Duale în Moldova și Ucraina/COOPERA Termen executare: 15.01.2021 – 14.01.2024 Coordonator UTM: Prof. univ. dr. hab. Larisa Bugaian</p> <p>SCOPUL PROIECTULUI este de a integra învățământul dual prin îmbunătățirea capacității de muncă și dezvoltare individuală, de a crește adecvarea și continuitatea între cerințele lumii profesionale și formarea inițială și de a realiza o mai mare eficiență economică și integrare socială a studenților.</p> <p>OBIECTIVE:</p> <ul style="list-style-type: none"> Identificarea nevoilor și cerințelor specifice ale companiilor din diferite sectoare industriale pentru învățământul superior dual și identificarea companiilor care doresc să participe la pilotarea învățământului superior dual; Dezvoltarea unui model flexibil și generic de învățământ superior dual care să susțină diferite nevoi și interese ale angajatorilor, ÎRS și ale studenților din diferite sectoare industriale și oferirea recomandărilor ÎRS pentru implementarea învățământului superior dual; Testarea modelelor specifice de învățământ superior dual generate din modelele generice de învățământ superior dual realizate prin pilotarea în timpul proiectului și analiza rezultatelor obținute; Propunerea modificărilor legislative pentru adaptarea învățământului superior dual în țările partener ale proiectului. 	
2.	<p><u>Press Release on institutional web page “1st Consortium meeting of COOPERA project”</u></p> 	Online visitors - accessed 16 times
3.	<p><u>Press release on institutional web page “COOPERA institutional information session”</u></p> 	Online visitors - accessed 161 times
4.	<p><u>Press Release on institutional web page “2nd Consortium meeting of COOPERA project”</u></p> 	Online visitors - accessed 26 times
5.	<p>Institutional dissemination seminar realised ONLINE</p>	Students, Teaching and Administrative staff/ no. beneficiaries - 125



6.	<p><u>Press release on institutional web page “3rd Consortium Meeting”</u></p>	Online visitors - accessed 14 times
7.	<p><u>Press release on institutional web page “National expert workshop”</u></p>	Online visitors - accessed 28 times
8.	<p><u>Press release on institutional web page “2st Steering committee meeting”</u></p>	Online visitors - accessed 22 times
9.	<p><u>Press release on institutional web page “Online cluster meeting “Promotion and dissemination of Erasmus + projects in the Republic of Moldova”</u></p>	Online visitors - accessed 52 times



10.	<p><u>Press release on institutional web page “Study visit to Poland within the COOPERA project”</u></p>	Online visitors - accessed 110 times
11.	<p><u>Press release on institutional web page “Study visit to Spain within the COOPERA project”</u></p>	Online visitors - accessed 96 times
12.	<p><u>Press release on institutional web page “online institutional dissemination seminar”</u></p>	Online visitors - accessed 122 times

Table 9. Institutional dissemination activities and events realised by P2-TUM, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports



4.2.2. National dissemination


No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>National dissemination event “Erasmus+ Info Days ”Promotion and dissemination of Erasmus+ projects in Republic of Moldova”</u></p> 	Online visitors

Table 10. National dissemination activities and events realised by P2-TUM, 14.01.2021-14.01.2022

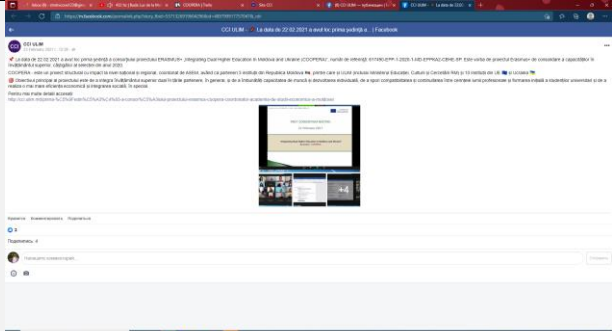

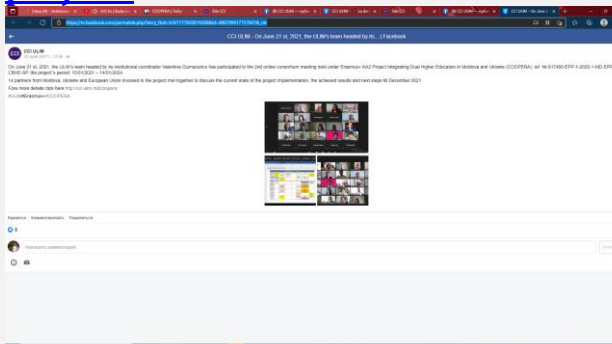

Source. Elaborated by the COOPERA coordinating team based on partners’ dissemination reports

4.3. ULIM

4.3.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on institutional web page “First Consortium Meeting of COOPERA project”</u></p> 	ULIM academic community;
2.	<p><u>Press release on institutional Facebook page “First Consortium Meeting of COOPERA project”</u></p>	ULIM academic community; 596 people reached



		
<p>3.</p>	<p><u>Press release on institutional web page “Second Consortium Meeting of COOPERA project”</u></p> 	<p>ULIM academic community;</p>
<p>4.</p>	<p><u>Press release on institutional Facebook page “Second Consortium Meeting of COOPERA project”</u></p> 	<p>ULIM academic community; 132 people reached</p>
<p>5.</p>	<p><u>Press release on institutional web page “Third Consortium Meeting of COOPERA project”</u></p> 	<p>ULIM academic community;</p>
<p>6.</p>	<p><u>Press release on institutional web page “COOPERA Expert Workshop”</u></p>	<p>ULIM academic community;</p>



COOPERA Expert Workshop organizat la ULIM

Vineri, 24 septembrie 2021, la Universitatea Liberă Internațională din Moldova s-a desfășurat primul atelier de lucru în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

La eveniment au participat profesorii din Republica Moldova, Ucraina, Germania, Bulgaria, Polonia, Slovenia și Spania.

Președintele Comitetului proiectului COOPERA a avut ca scop următoarele activități:

- Discuționarea unui model de învățământ superior dual flexibil și generic în țările partenere din vest;
- Elaborarea legislației naționale pentru integrarea cu succes a modelului de învățământ superior dual în Moldova și Ucraina;
- Creșterea capacităților instituționale și a performanțelor specifice de învățământ superior dual de instituții de învățământ superior din țările partenere.

Notăm în același timp că evenimentul a fost realizat în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

[Press release on institutional web page](#)

COOPERA Expert Workshop organizat la ULIM

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- Creșterea capacităților instituționale și a performanțelor specifice de învățământ superior dual de instituții de învățământ superior din țările partenere.

Notăm în același timp că evenimentul a fost realizat în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

7. **[Press release on institutional Facebook page “COOPERA Expert Workshop”](#)**

COOPERA Expert Workshop organizat la ULIM

Vineri, 24 septembrie 2021, la Universitatea Liberă Internațională din Moldova s-a desfășurat primul atelier de lucru în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

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Notăm în același timp că evenimentul a fost realizat în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

[Press release on institutional Facebook page](#)

COOPERA Expert Workshop organizat la ULIM

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- Creșterea capacităților instituționale și a performanțelor specifice de învățământ superior dual de instituții de învățământ superior din țările partenere.

Notăm în același timp că evenimentul a fost realizat în cadrul proiectului ERASMO+ „Integrating Dual Higher Education in Moldova and Ukraine (COOPERA)”, organizat în format fizic.

8. **[Press release on institutional web page “1st Steering Committee Meeting”](#)**

ULIM academic community; 819 people reached

ULIM academic community;

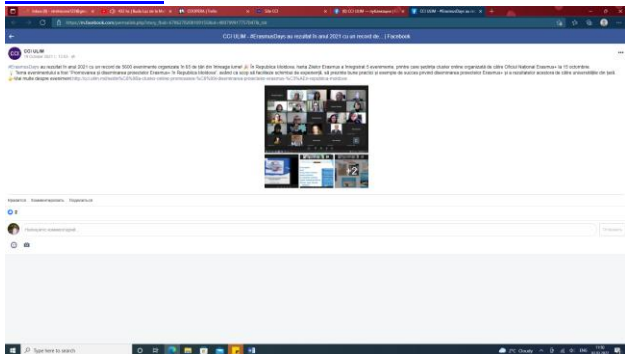



		
<p>9.</p>	<p><u>Press release on institutional Facebook page “Senate of Free International University of Moldova”</u></p> 	<p>ULIM academic community;</p>
<p>10.</p>	<p><u>Press release on institutional web page “Seminar on the topic: "Taking into account the experience of implementing dual education in Romania in the implementation of the COOPERA project in Ukraine and Moldova."</u></p> 	<p>ULIM academic community;</p>
<p>11.</p>	<p><u>Press release on institutional Facebook page “Seminar on the topic: "Taking into account the experience of implementing dual education in Romania in the implementation of the COOPERA project in Ukraine and Moldova."</u></p>	<p>ULIM academic community; 124 people reached</p>


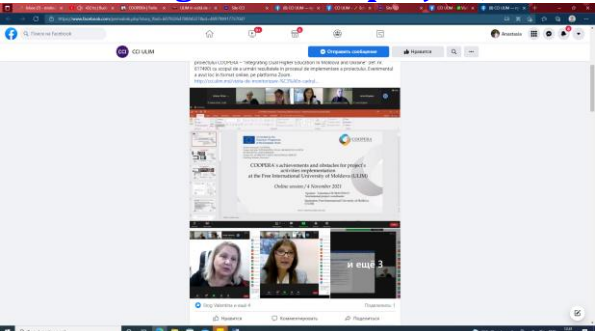
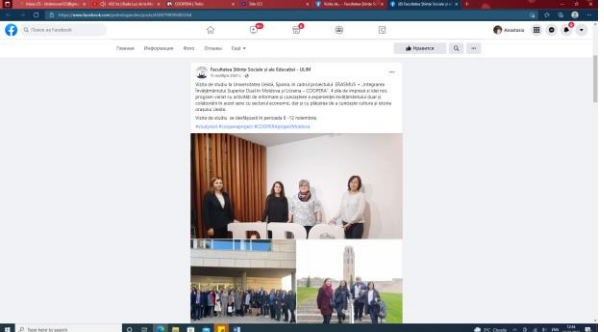


<p>12.</p>	<p><u>Press release on institutional web page “Scientific conference: History, politics and society in post-soviet Eurasia and in the world.”</u></p>	<p>ULIM academic community;</p>
<p>13.</p>	<p><u>Press release on institutional Facebook page “Scientific conference: History, politics and society in post-soviet Eurasia and in the world.”</u></p>	<p>ULIM academic community; 117 people reached</p>
<p>14.</p>	<p><u>Press release on institutional web page “Cluster meeting. Promotion and dissemination of Erasmus + projects in the Republic of Moldova”</u></p>	<p>ULIM academic community;</p>



<p>15</p>	<p><u>Press release on institutional Facebook page “Cluster meeting. Promotion and dissemination of Erasmus + projects in the Republic of Moldova”</u></p> 	<p>ULIM academic community; 119 people Reached</p>
<p>16</p>	<p><u>Press release on institutional web page “Study Visit to Akademia WSB, POLAND”</u></p>  <p><u>Press release on institutional web page</u></p> 	<p>ULIM academic community;</p>
<p>17</p>	<p><u>Press release on institutional Facebook page “Study Visit to Akademia WSB, POLAND”</u></p> 	<p>ULIM academic community; 948 people reached</p>
<p>18</p>	<p><u>Press release on institutional web page “Monitoring Erasmus+ project, COOPERA”</u></p>	<p>ULIM academic community;</p>



		
19	<p><u>Press release on institutional Facebook page “Monitoring Erasmus+ project, COOPERA”</u></p> 	ULIM academic community; 254 people reached
20	<p><u>Press release on institutional web page “Study Visit to University of Lleida, Spain”</u></p> 	ULIM academic community;
21	<p><u>Press release on institutional Facebook page “Study Visit to University of Lleida, Spain”</u></p> 	ULIM academic community; 1300 people reached
22	<p>Institutional Staff Workshop</p>	20 people

<p>23</p>	<p><u>Press-release on institutional web page “Staff Workshop”</u></p>	<p>ULIM academic community;</p>

Table 11. Institutional dissemination activities and events realised by P3-ULIM, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.4. UzhNU

4.4.1. Institutional dissemination

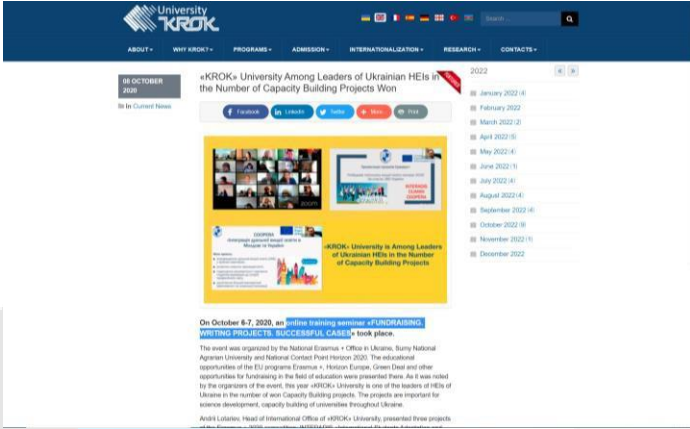
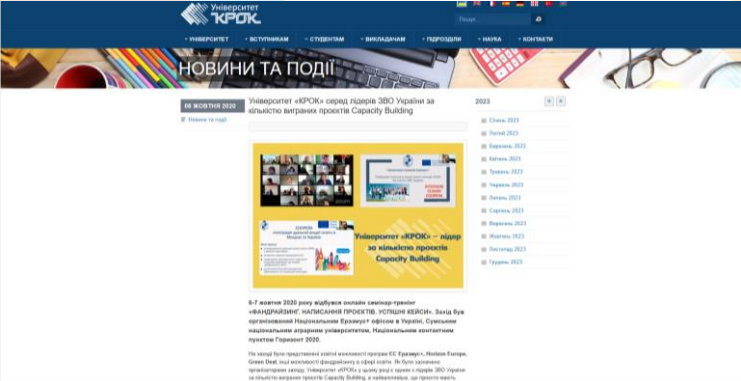
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release about start of the COOPERA project and organisation of the WG meeting within UzhNU</u></p>	<p>Online visitors</p>

<p>2.</p>	<p><u>Press release on COOPERA Institutional Internal Workshop on the main points and tasks of the project on the DHE system and programs:</u></p>	<p>online views</p>
<p>3.</p>	<p>Institutional Internal Workshop on the main points and tasks of the project on the DHE system and programs:</p>	<p>TG1 – Administrative staff (representatives of rector’s office, educational methodical department); TG3 – Academics/ Researchers (Faculty of Economics, Association of Students and Graduates of University and Economical Faculty) (15 persons)</p>

Table 12. Institutional dissemination activities and events realised by P5-UzhNU, 14.01.02021-14.01.2022

4.5. KROK

4.5.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release about online training seminar „FUNDRAISING. WRITING PROJECTS. SUCCESSFUL CASES”</u></p>  <p><u>Press release about online training seminar „FUNDRAISING. WRITING PROJECTS. SUCCESSFUL CASES” in national language:</u></p> 	Online visitors



2. [Press release on Presentation of COOPERA at V All-Ukrainian scientific-methodical conference «Modern aspects of organizational and methodological support of the environmental component of professional training»:](#)

Online visitors

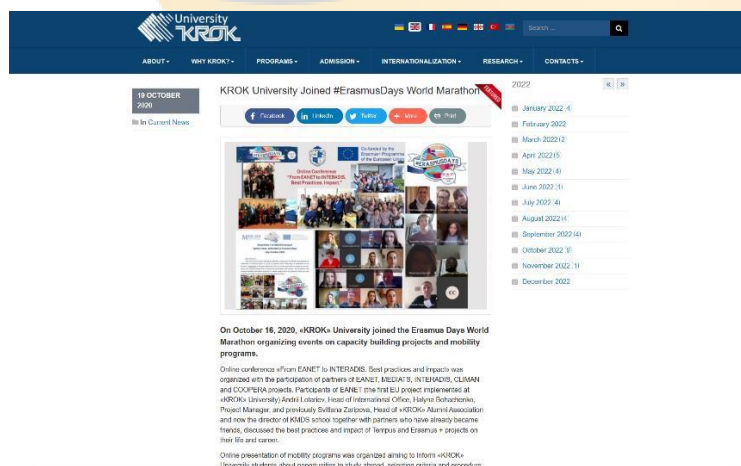


[Press release on Presentation of COOPERA at V All-Ukrainian scientific-methodical conference «Modern aspects of organizational and methodological support of the environmental component of professional training»:](#)



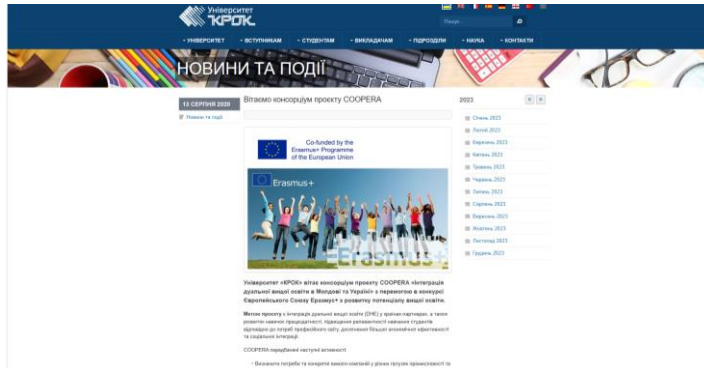
3. [Press release about Erasmus Days 2020 “From EANET to INTERADIS. Best Practices. Impact.”](#)

Online visitors



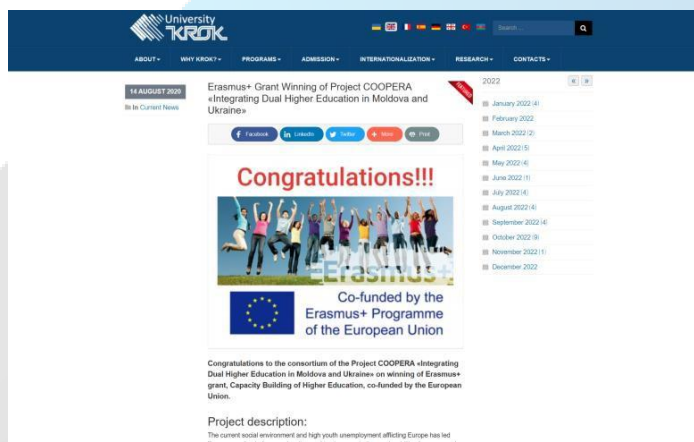


Press release about Erasmus Days 2020 “From EANET to INTERADIS. Best Practices. Impact.”

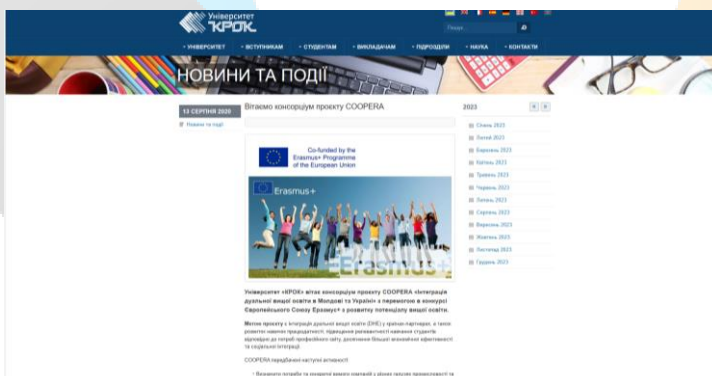


4. Press release about the start of the project:

Online visitors



Press release about the start of the project:



5. Press release about Kick-off Meeting:

Online visitors

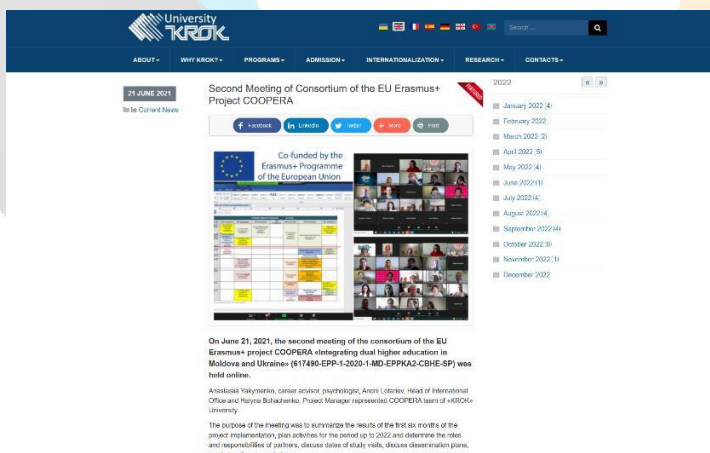


Press release about Kick-off Meeting:



6. Press release about Second meeting of consortium:

Online visitors



Press release about Second meeting of consortium:



<p>7.</p>	<p><u>Press release about 1st Expert Meeting and Management Meeting, Chisinau Moldova:</u></p>	<p>Online visitors</p>
<p>8.</p>	<p><u>Press release about Study Visit to Poland:</u></p>	<p>Online visitors</p>

Table 13. Institutional dissemination activities and events realised by P6-KROK, 14.01.02021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.6. KKNU

4.6.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/
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		beneficiaries
1.	<p><u>Press release on institutional web page about the project:</u></p>  <p>Co-funded by the Erasmus+ Programme of the European Union</p> <p>Каразінська школа бізнесу надзвичайно щаслива, що отримала фінансування для реалізації 2 проєктів Erasmus «Інтеграція та адаптація іноземних студентів» (INTERADIS) та «Інтеграції дуальної вищої освіти в Молдові та Україні» (COOPERA) і щиро вітає з перемогою всіх партнерів!</p> <p>У межах проєкту INTERADIS «Інтеграція та адаптація іноземних студентів» передбачено:</p> <ul style="list-style-type: none"> • Інтеграцію іноземних студентів до культурного, етнічного, соціального середовища України та Європейського союзу. • Підвищення кваліфікації академічних працівників щодо особливостей роботи з іноземними студентами. • Розбудову потенціалу міжнародних офісів, підвищення якості надання адміністративних послуг. <p>Тривалість проєкту: 15 листопада 2020 року – 14 листопада 2023 року.</p>	Online visitors
2.	<p><u>Press release on institutional web page:</u></p>  <p>Сайт університету Абтуріент Каразінського</p> <p>КBS KARANZIN BUSINESS SCHOOL</p> <p>Головна сторінка Про KBS Навчання Life Long Learning Співпраця Новини Студенту</p> <p>22/12 2020 COOPERA</p>	Online visitors
3.	<p><u>Press release on institutional web page about 1st Consortium Meeting:</u></p>  <p>Co-funded by the Erasmus+ Programme of the European Union</p> <p>Participants: Desea Sirbu, Yulia Kvitka, Tatyana Buturlakina, Wendy Fehner, Dominika Czerniak, Andrii Lotariy, Ferran Badia, Anatoliy Kovalyov, Eudochia Jomir, Weislamie Valentin, Clumacenco Valen..., Sergiu Tutunaru, Ludmila Coadă, Olexandr Karlov, Ricarda Braun.</p>	Online visitors
4.	<p><u>Press release on institutional Facebook page about the piloting of DHE programs:</u></p>	Online visitors



<p>5.</p>	<p><u>Press release on institutional web page about the monitoring of COOPERA:</u></p>	<p>Online visitors</p>
<p>6.</p>	<p><u>Press release on institutional Facebook page about the monitoring of COOPERA:</u></p>	<p>Online visitors</p>
<p>7.</p>	<p><u>Press release on institutional web page on 1st expert workshop:</u></p>	<p>Online visitors</p>



<p>8.</p>	<p><u>Press release on institutional Facebook page about 1st expert workshop:</u></p>	<p>Online visitors</p>
<p>9.</p>	<p><u>Press release on institutional web page about SV to WSB university:</u></p>	<p>Online visitors</p>
<p>10.</p>	<p><u>Press release on institutional Facebook page about SV to WSB university:</u></p>	<p>Online visitors</p>



<p>11.</p>	<p><u>Press release on institutional web page about SV to University Lleida:</u></p>	<p>Online visitors</p>
<p>12.</p>	<p><u>Press release on institutional Facebook page about SV to University Lleida:</u></p>	<p>Online visitors</p>
<p>13.</p>	<p><u>Press release on institutional web page about National Seminar dedicated tot he Dula Higher Education Development, organised by ONEU:</u></p>	<p>Online visitors</p>

<p>14.</p>	<p>Press release on institutional Facebook page about National Seminar dedicated tot the Dula Higher Education Development, organised by ONEU:</p>	<p>Online visitors</p>

Table 14. Institutional dissemination activities and events realised by P7-KKNU, 14.01.2021-14.01.2022


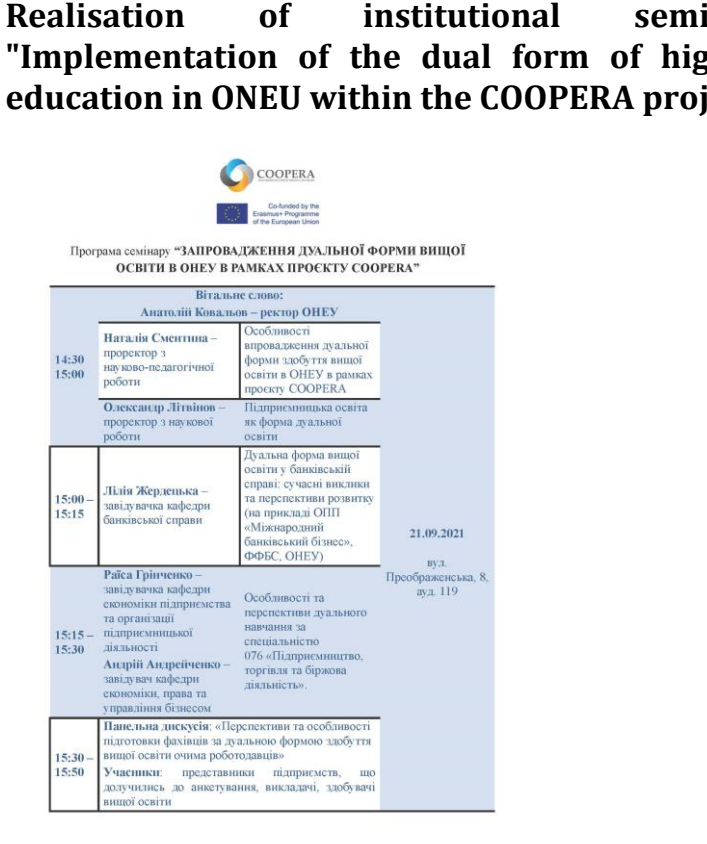
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.7. ONEU

4.7.1. Institutional dissemination

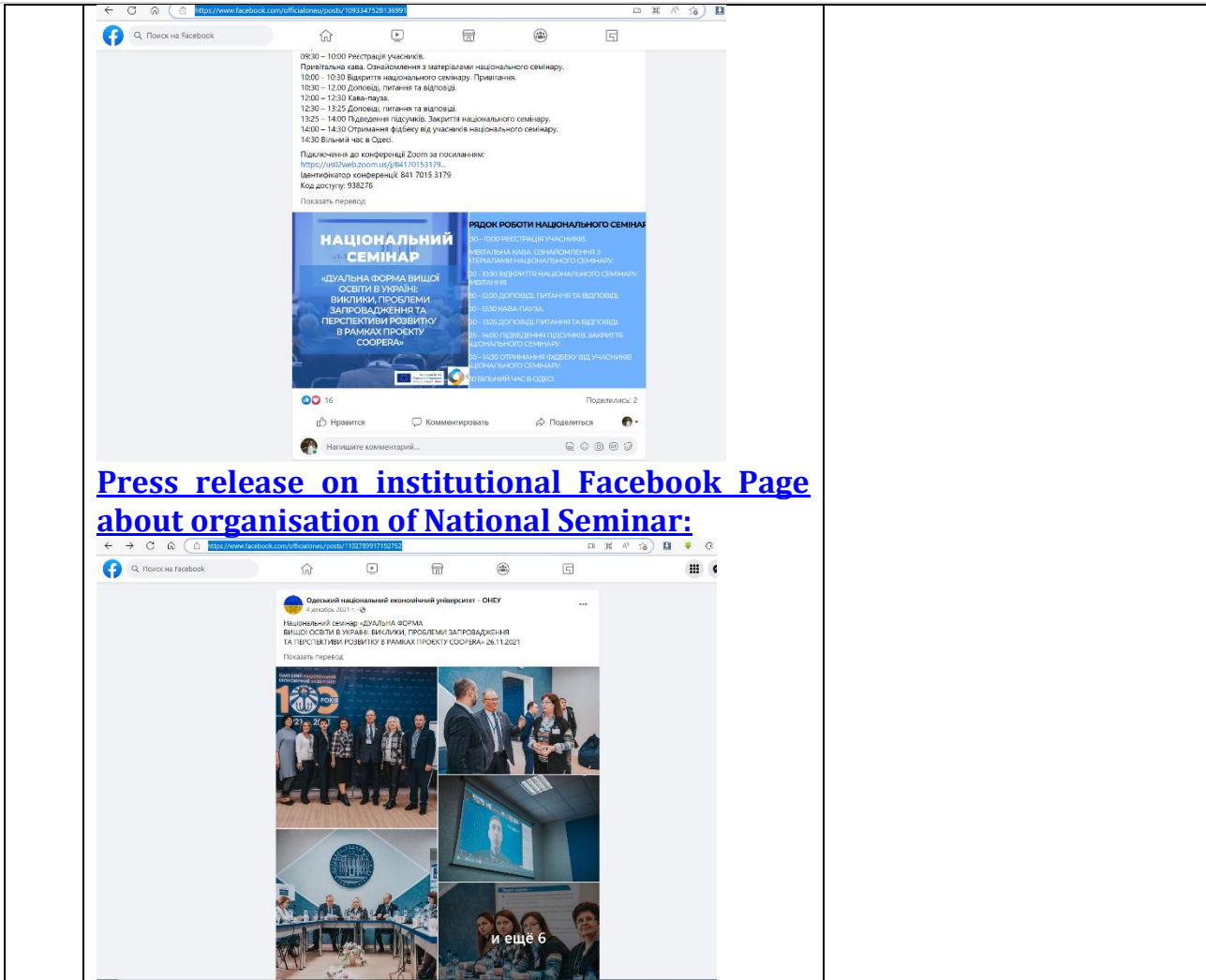
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>Press release on institutional web page about multiple project activities:</p> <ul style="list-style-type: none"> - National Seminar on DHE in hybrid mode; - 1st Steering Committee Meeting; - 1st COOPERA expert Workshop; - 3rd COOPERA management meeting; - Institutional implementation of the project; - 4th Management meeting; 	Online visitors



<p>2.</p>	<p>Press release on institutional web page on selection of the DHE programs:</p> 	<p>39 views</p>
<p>3.</p>	<p>Realisation of institutional seminar "Implementation of the dual form of higher education in ONEU within the COOPERA project:</p> 	<p>75 Participants</p>
<p>4.</p>	<p>Realisation of institutional seminar "Accounting the experience of implementing dual education in Romania in the implementation of the COOPERA project in Ukraine and Moldova."</p>	<p>22 participants</p>



<p>5.</p>	<p><u>Press release on institutional Facebook page about the selection of DHE programs:</u></p>	<p>2074 coverage, 249 interactions</p>
<p>6.</p>	<p><u>Press release on institutional Facebook page about organisation of institutional seminar:</u></p>	<p>coverage 420, 31 interaction</p>
<p>7.</p>	<p><u>Press release on institutional Facebook Page about organisation of National Seminar:</u></p>	<p>823 coverage, 120 interactions</p>



[Press release on institutional Facebook Page about organisation of National Seminar:](#)

Table 15. Institutional dissemination activities and events realised by P8-ONEU, 14.01.02021-14.07.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.7.2. National dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	Conducting a national seminar "DUAL FORM OF HIGHER EDUCATION IN UKRAINE: CHALLENGES, IMPLEMENTATION PROBLEMS AND DEVELOPMENT PROSPECTS WITHIN THE COOPERA PROJECT".	40 participants



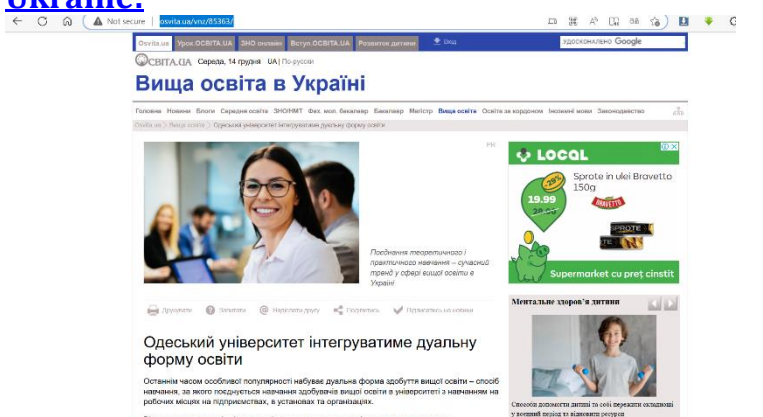
		
<p>2.</p>	<p><u>Press release on national mass-media channel about integration of Dual higher Education in Ukraine:</u></p> 	<p>Online viewers</p>
<p>3.</p>	<p><u>National publication: Dissemination of the results of the COOPERA Erasmus+ project "Integration of dual higher education in Moldova and Ukraine" at Odessa National University of Economics // Dual form of education: successes and problems of the second year of the pilot project in vocational and higher education institutions of Ukraine: coll. mater. International, scientific-practical Conf. (Kyiv, November 18, 2021). - Kyiv: Scientific and Methodological Center of VFPO, 2021. - P. 107-109.</u></p>	<p>Online viewers</p>

Table 16. National dissemination activities and events realised by P8-ONEU, 14.01.02021-14.07.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.7.3. International level

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<u>Publication of International Article: Introduction of the dual form of higher</u>	Online readers



	<u>education in Odessa National Economic University // EUROPEAN JOURNAL OF ECONOMICS AND MANAGEMENT - Vol. 7 Issue 6 2021. pp. 44 - 46</u>	
2.	<u>Participation in International Conference: Prerequisites for the introduction of dual education at Odessa National Economic University. Proceedings of the III International Scientific and Practical Conference "Education Reform in Ukraine. Information and analytical support "(scientific electronic publication) Kyiv: DNU" Institute of Educational Analytics ", October 28. 2021). Pp. 250-252.</u>	Online readers

Table 17. International dissemination activities and events realised by P8-ONEU, 14.01.02021-14.07.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.8. OVERVIEW

No	TYPE OF ACTIVITY	PARTNER						
		P1-ASEM	P2-TUM	P3-ULIM	P5-UzhNU	P6-KROK	P7-KKNU	P8-ONEU
Institutional level								
1.	Institutional dissemination events	-	2	1	1	-	-	2
2.	Institutional web page publications	8	10	12	2	8	8	2
3.	Institutional mass-media publications	7	-	10	-	-	6	3
4.	Institutional Articles / Newspaper publication	-	-	-	-	-	-	-
National level								
1.	Information days and public appearances	-	1	-	-	-	-	-
2.	National Conferences/ Workshops/ Seminars/ Articles	-	-	-	-	-	-	1

3.	National scientific publications and articles	1	-	-	-	-	-	1
4.	Mass-media appearance (TV, radio, articles in mass-media)	7	-	-	-	-	-	1
International level								
1.	International Conference/ Workshops/ Seminars	-	-	-	-	-	-	-
2.	International Articles	-	-	-	-	-	-	2
3.	Inter-project coaching	2	-	-	-	-	-	-

Table 18. Overview of the dissemination activities realised by MD partners.

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

Based on the data presented in the Table 18, during the first year of implementation of the COOPERA project the information related to project events and outputs has been disseminated on three levels: Institutional level with the total number of 82 dissemination actions realized by all partners; National level – with the total of 12 dissemination actions; International level with 4 dissemination actions realized.

Based on the data analysed, the majority efforts were imposed by MD partner institutions on institutional level dissemination activities using institutional web page and social media channels (altogether 49 institutional publications).

The highest number of institutional dissemination activities were realised by P3-ULIM, followed by P1-ASEM and P2-TUM. Major effort has been imposed by P1-ASEM in dissemination of information on national level (8 activities) (see Figure 5)

The Partner universities from Ukraine has drawn their special attention to dissemination of the project activities on all level. The distribution can be seen in the Figure 6, where the most active partners are P6-KROK, national coordinating institution and P8-ONEU.

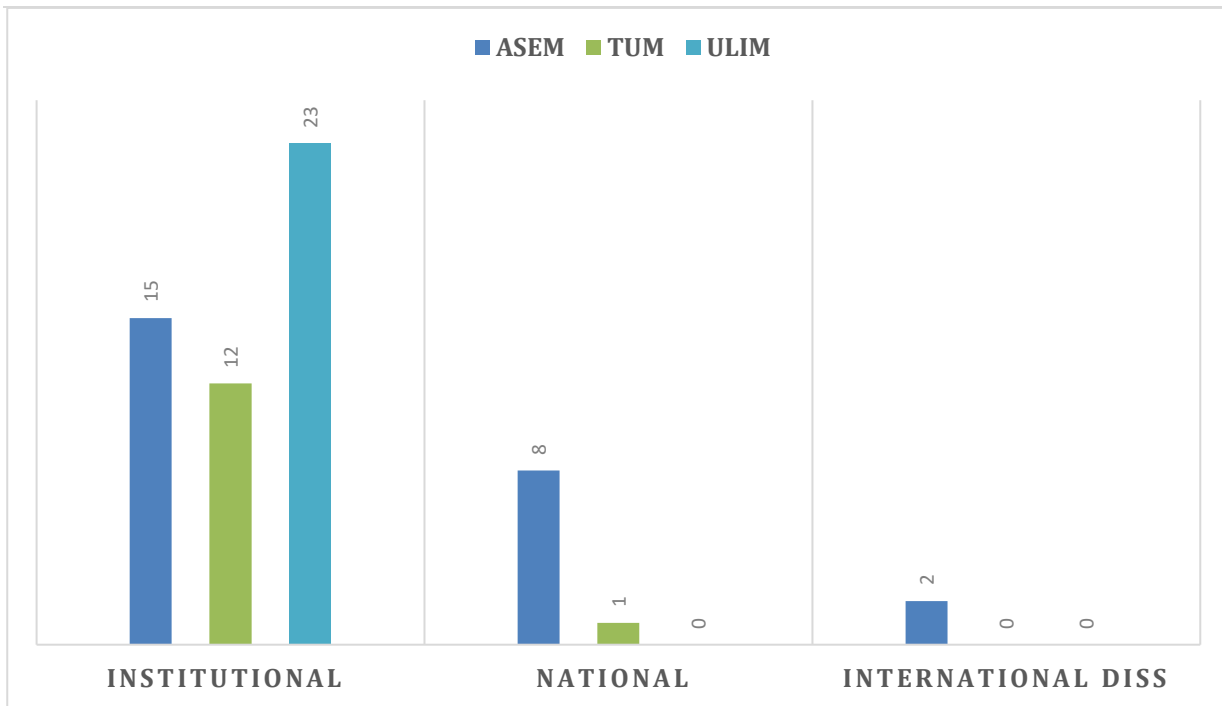


Figure 5. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

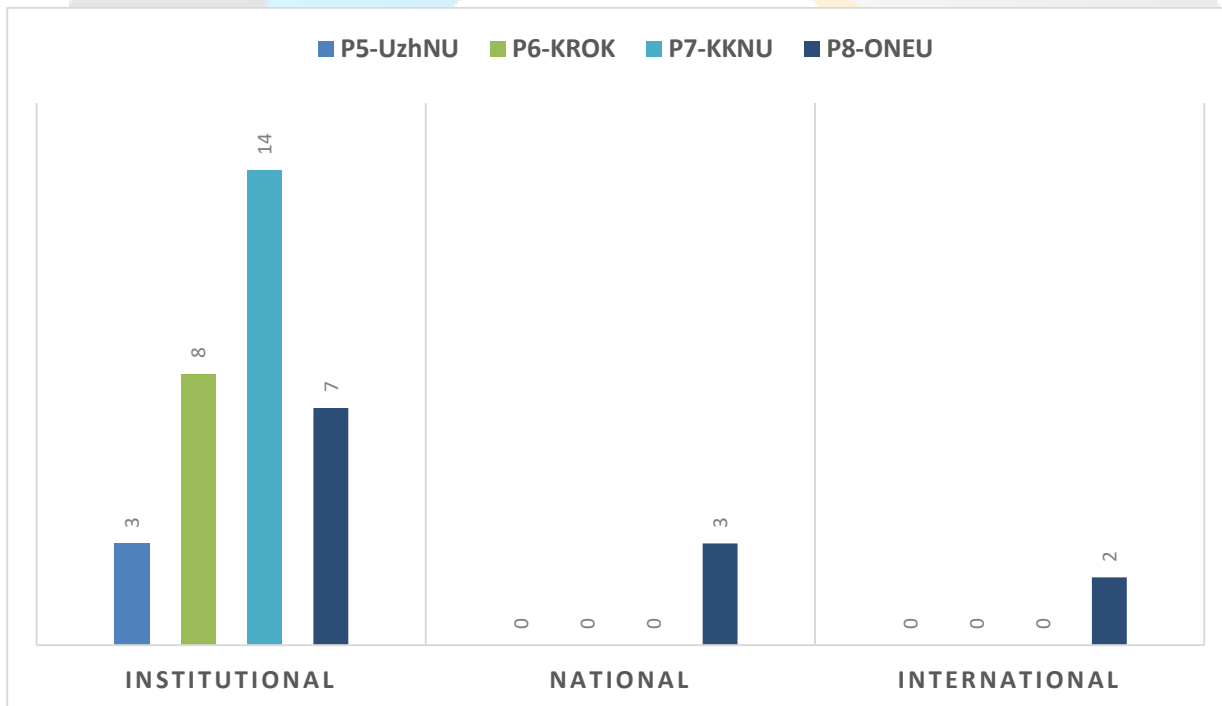


Figure 6. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 14.01.2021-14.01.2022

Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports



CONCLUSION

Based on the results of the dissemination report of the 1st year of the COOPERA project, we can conclude, that all the target groups described in the Dissemination and communication strategy have been reached, using different dissemination channels, used by project partners.

Partner institutions from the Republic of Moldova and Ukraine paid special attention to informing the academic community about the objectives and outcomes of the COOPERA project, the expected outcomes, share experience and knowledge gained during the Study Visits to EU partners. Major efforts are expected to be made during the second year of COOPERA project, when a promotional campaign of DHE programmes will be realised.

In order to keep the high quality of the dissemination activities constantly realised by partner, dissemination workshop will be realised by the coordinating team each year of the project.

