

COOPERA

Integrating Dual Higher Education In Moldova and Ukraine

ANNUAL DISSEMINATION REPORT

15.01.2022-14.01.2023

Deliverable 6.4

DUAL
HIGHER
EDUCATION



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of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

Annual dissemination report is a deliverable within COOPERA project "Integrating Dual Higher Education in Moldova and Ukraine", reference number 617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP, funded by the European Union through the Erasmus + Programme 2014-2020, KA2 – Cooperation for innovation and the exchange, Key action 2 - Capacity Building in Higher Education.



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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

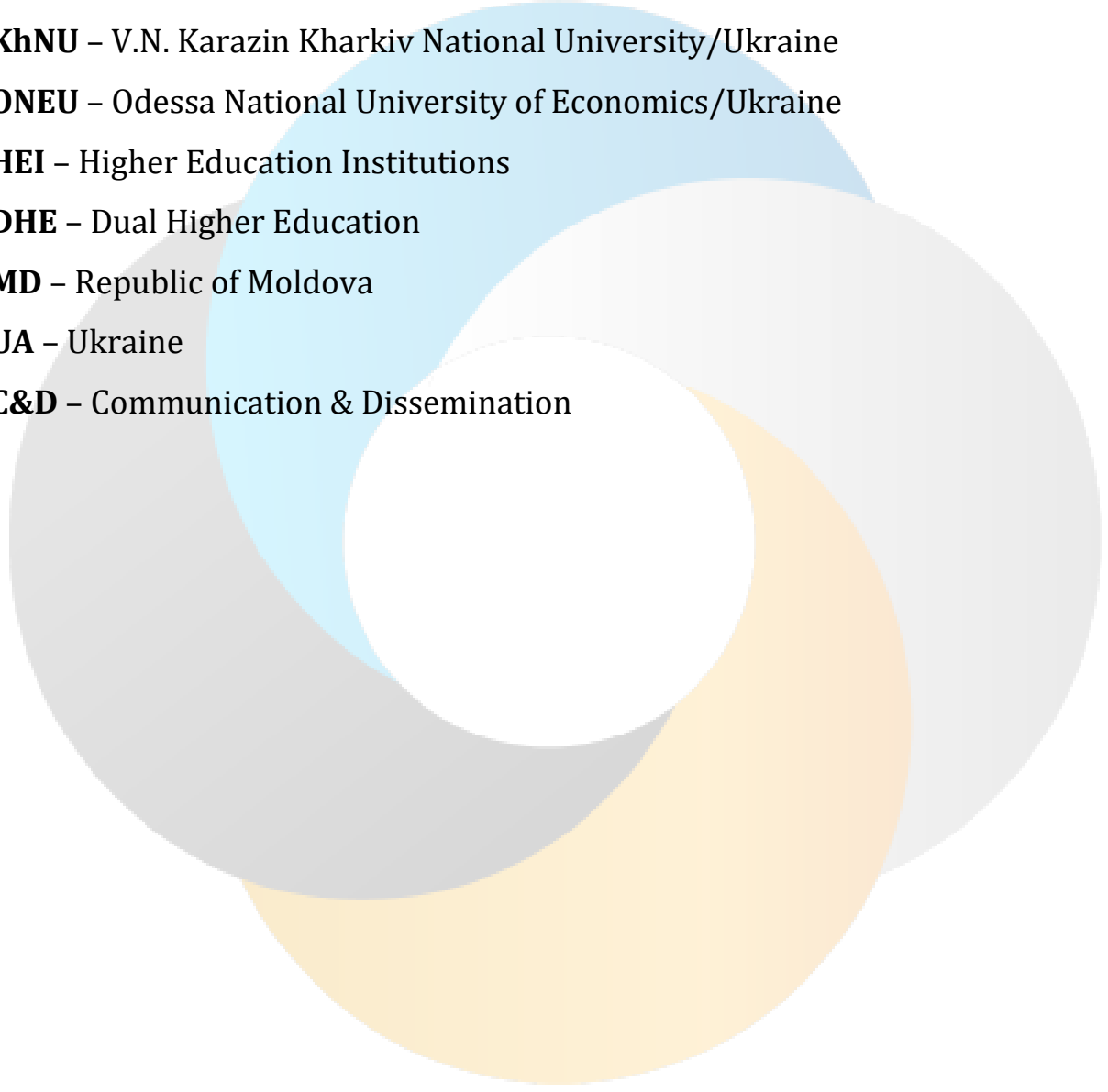
HEI – Higher Education Institutions

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 second project year from January 2022 to January 2023.

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 three of the project.

In the second year of the project, COOPERA activities were focused on raising awareness about the project activities and outputs produced 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 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.

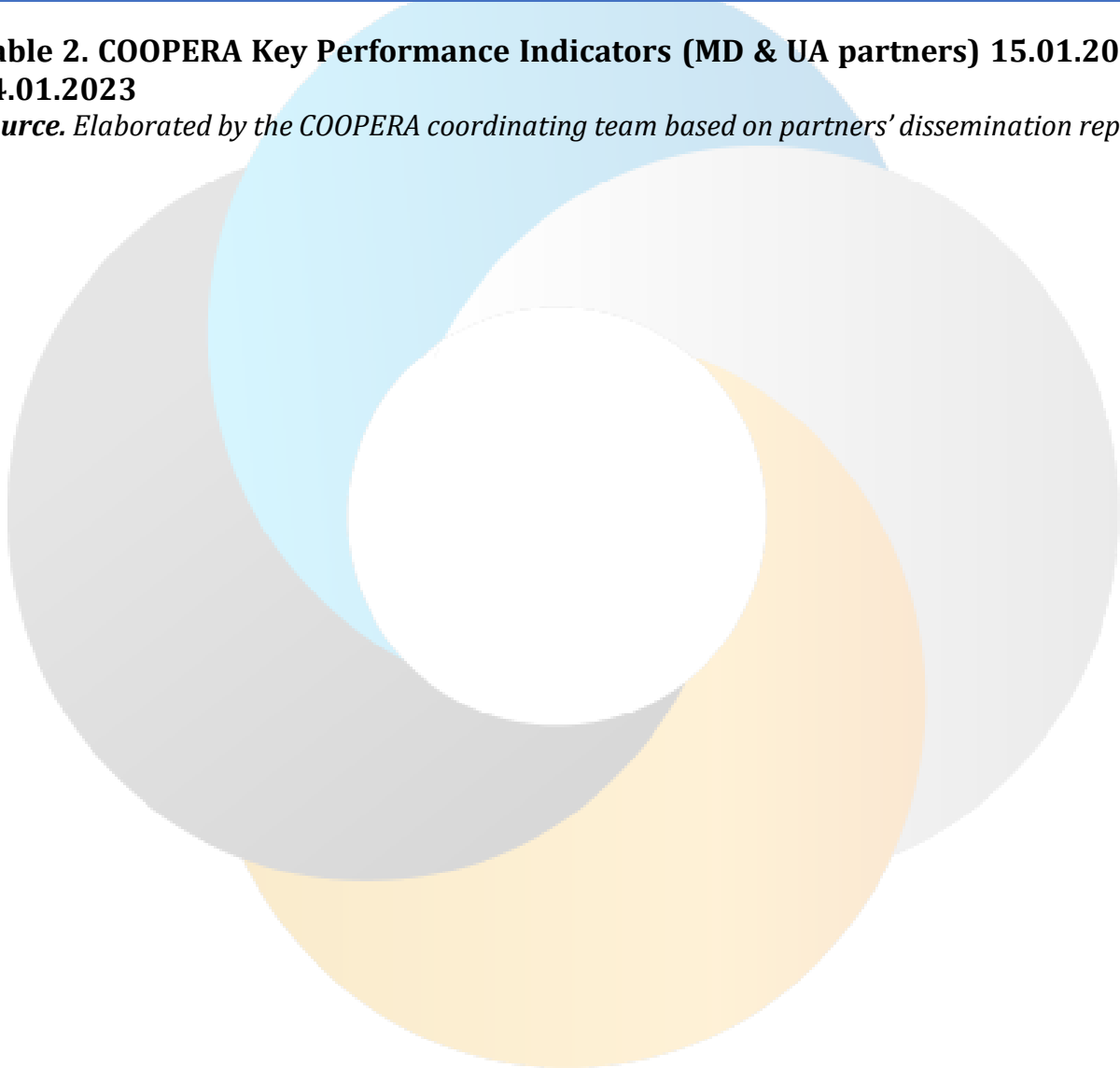
Dissemination Activity	Metric	Measurement	Target Values	Actual	On Target
COOPERA Website	Number of visits	Website Analytics	300	-	Yes
	Number of downloads of project reports		20	-	Yes
	Number of external links directing to COOPERA		20	-	Yes
INSTITUTIONAL LEVEL					
Institutional dissemination event	Number of events	Count	7	4-MD 1-UA	Yes
Institutional publication	Number of Articles	Count	30	45-MD 15-UA	Yes
NATIONAL LEVEL					
Information days and public appearances	Number of events	Count	7	3-UA	Yes



National Conferences/ Workshops/ Seminars	Number of attendees	Count	3	1-UA	Yes
Mass-media appearance (TV, radio, articles in mass-media)	Number of mass-media articles	Count	7	3-MD	Yes
National scientific publications	Number of Articles	Count	7	-	Yes
INTERNATIONAL LEVEL					
International Conference/ Workshops/ Seminars	Number of events	Count	1	1-UA	Yes
International Articles	Number of Articles	Count	3	3-MD 4-UA	Yes
Inter-project coaching	Number of events	Count	1	1-MD	Yes

Table 2. COOPERA Key Performance Indicators (MD & UA partners) 15.01.2022-14.01.2023

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.

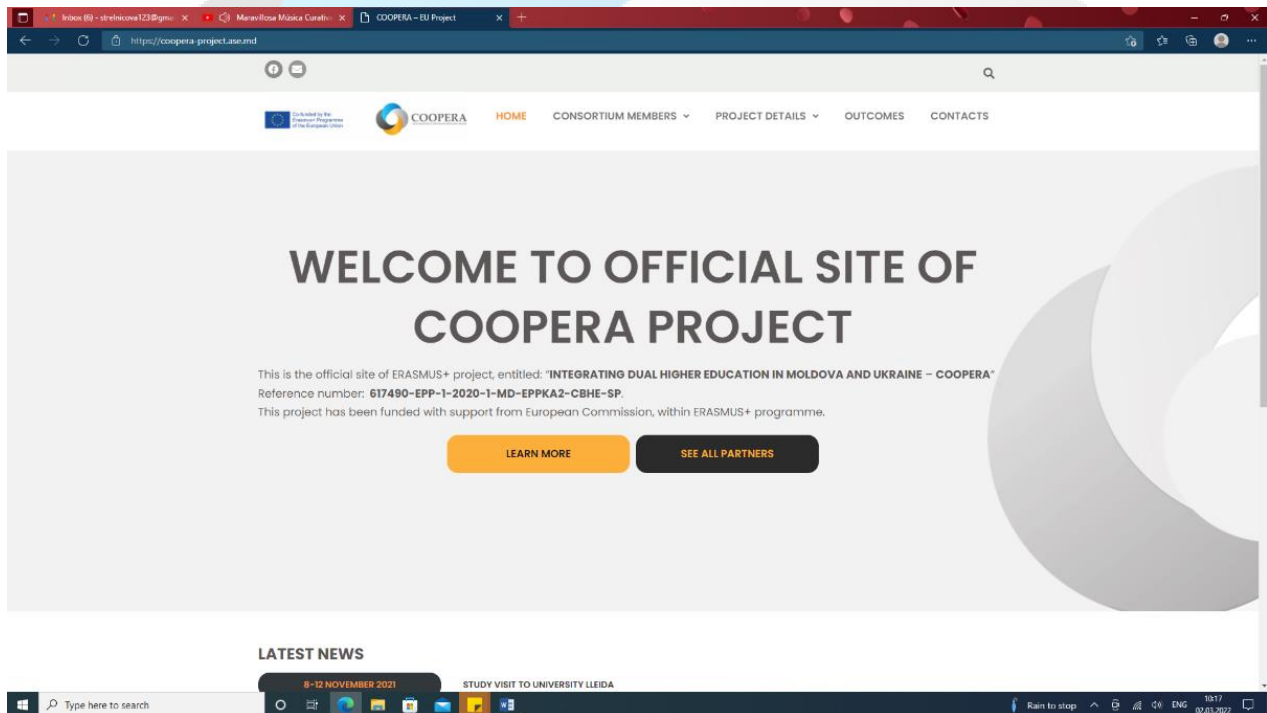


Figure 2. COOPERA web page

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 second year of project implementation includes:

- 15 Press-releases published;

- 1 Report on companies' needs published (WP1-D1.2-A1.2)
- 1 project Handbook published (WP1-D1.1-A1.1.2);
- 5 reports on Study visits (WP2-D2.1-A2.1.2);
- 2 reports on COOPERA expert workshop (WP2-D2.1-A2.1.3);
- 1 Monitoring and Evaluation Manual published (WP5-D5.1-A5.1.1);
- 1 Dissemination & Communication strategy published (WP6-D6.1_A6.1.1);
- 6 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.

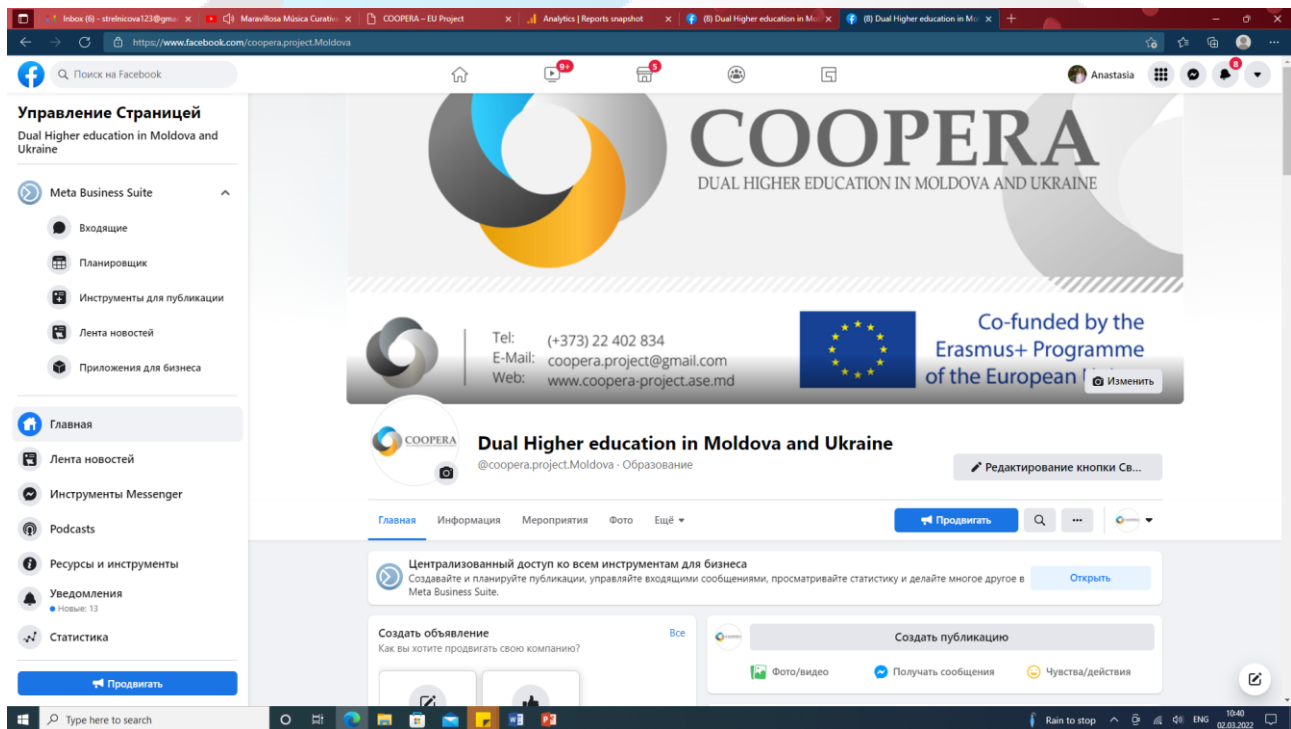



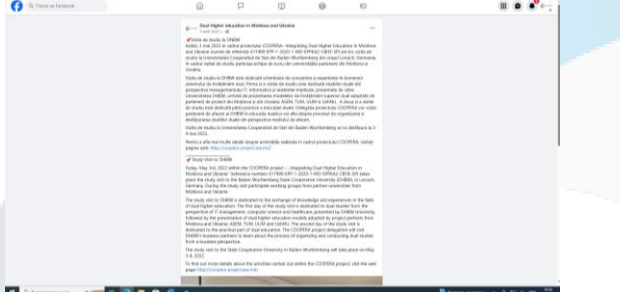
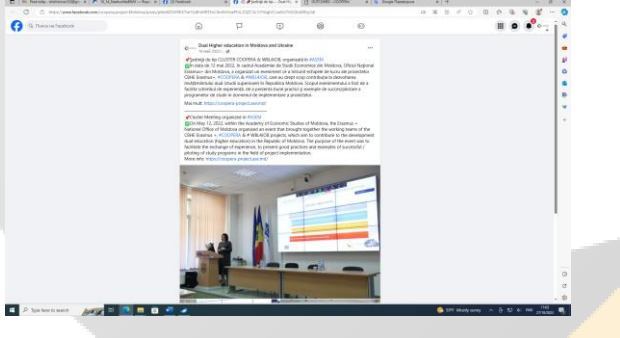
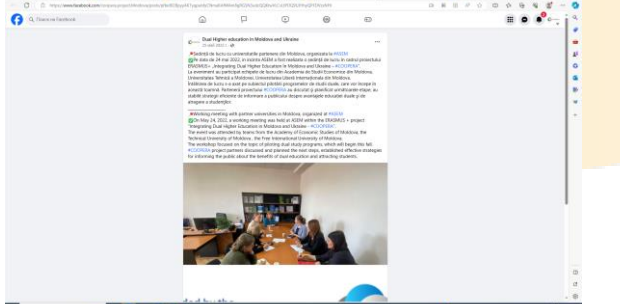
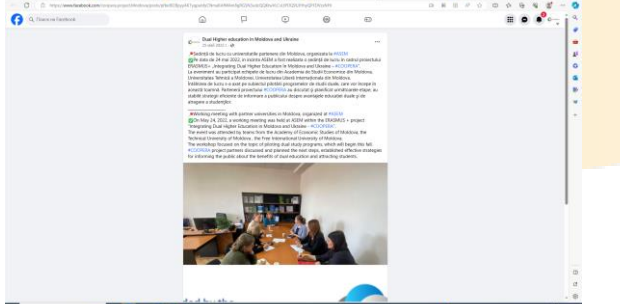
Figure 3. COOPERA. MOLDOVA Facebook page

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

During the second year of the project six (6) publication on COOPERA Facebook page in Moldova were published. Moldova Facebook page, the information has been distributed on national level with the total number of 2 135 interactions and the total coverage of 265.

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 OOPERA Working meeting in Moldova</u></p> 	<p>Post impressions – 487; Publication coverage - 408; interactions – 62;</p>
2.	<p><u>Press release on Study Visit to DHBW</u></p> 	<p>Post impressions – 97; Publication coverage -77; interactions – 22;</p>
3.	<p><u>Press release on COOPERA & WBL4JOB Cluster Meeting</u></p> 	<p>Post impressions – 61; Publication coverage -42; interactions – 1;</p>
4.	<p><u>Press release on Working meeting with partner universities in Moldova</u></p> 	<p>Post impressions – 85; Publication coverage -50; interactions – 8;</p>
5.	<p><u>Press release on COOPERA Expert Workshop, Edition 2</u></p> 	<p>Post impressions – 12; Publication coverage -11; interactions – 3;</p>



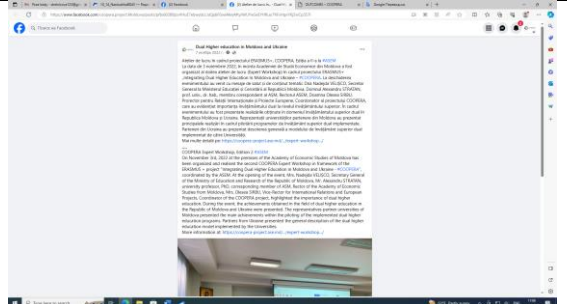
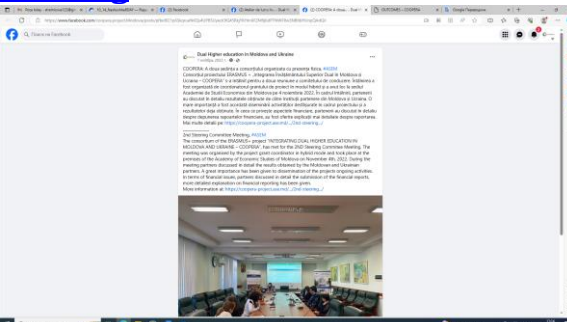
		
<p>6.</p>	<p><u>Press release on 2nd Steering Committee Meeting</u></p> 	<p>Post impressions – 11; Publication coverage -11; interactions – 3;</p>

Table 3. COOPERA. MOLDOVA Facebook publication, 15.01.02022-14.01.2023

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

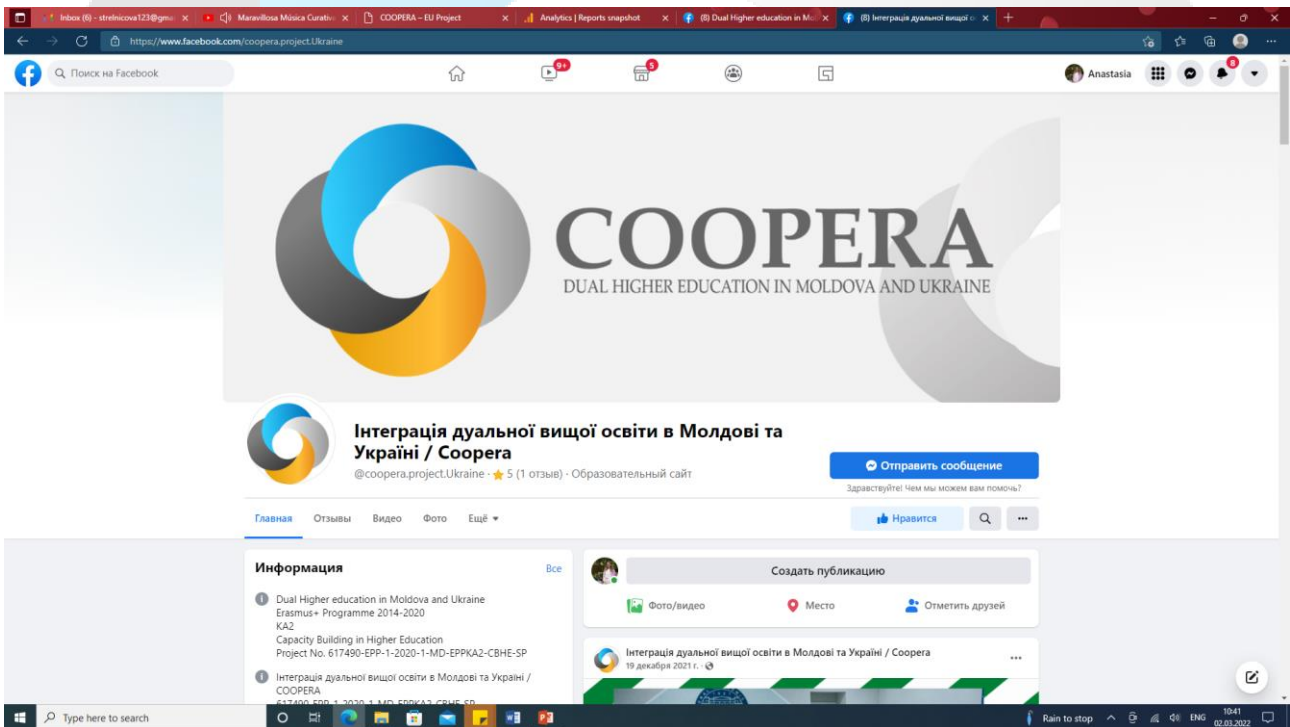


Figure 4. COOPERA. UKRAINE Facebook page

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



No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on COOPERA Expert Workshop, Edition 2</u></p> 	Online Visitors;
2.	<p><u>Press release on 2nd Steering Committee Meeting</u></p> 	Online Visitors;
3.	<p><u>Press release on “Doors Open Days 2022 – Dual Higher Education”</u></p> 	Online Visitors;
4.	<p><u>Press release on Cluster Meeting</u></p> 	Online Visitors;



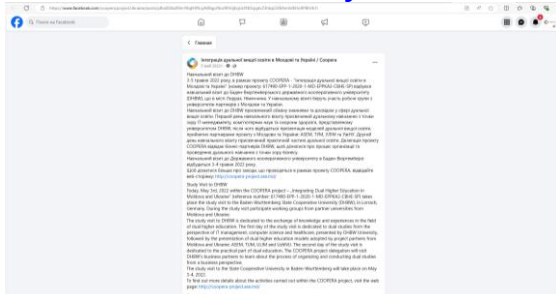
5.	<p><u>Press release on Study Visit to DHBW</u></p> 	Online Visitors;
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Table 4. COOPERA. UKRAINE Facebook publication, 15.01.2022-14.01.2023

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

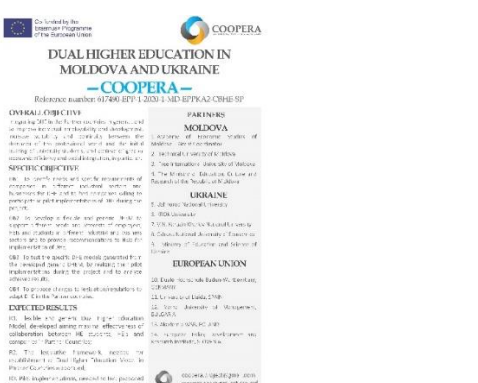
3.3. Institutional web pages

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.**

- 🕒 [P1-ASEM](#)
- 🕒 [P2-TUM](#)
- 🕒 [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	





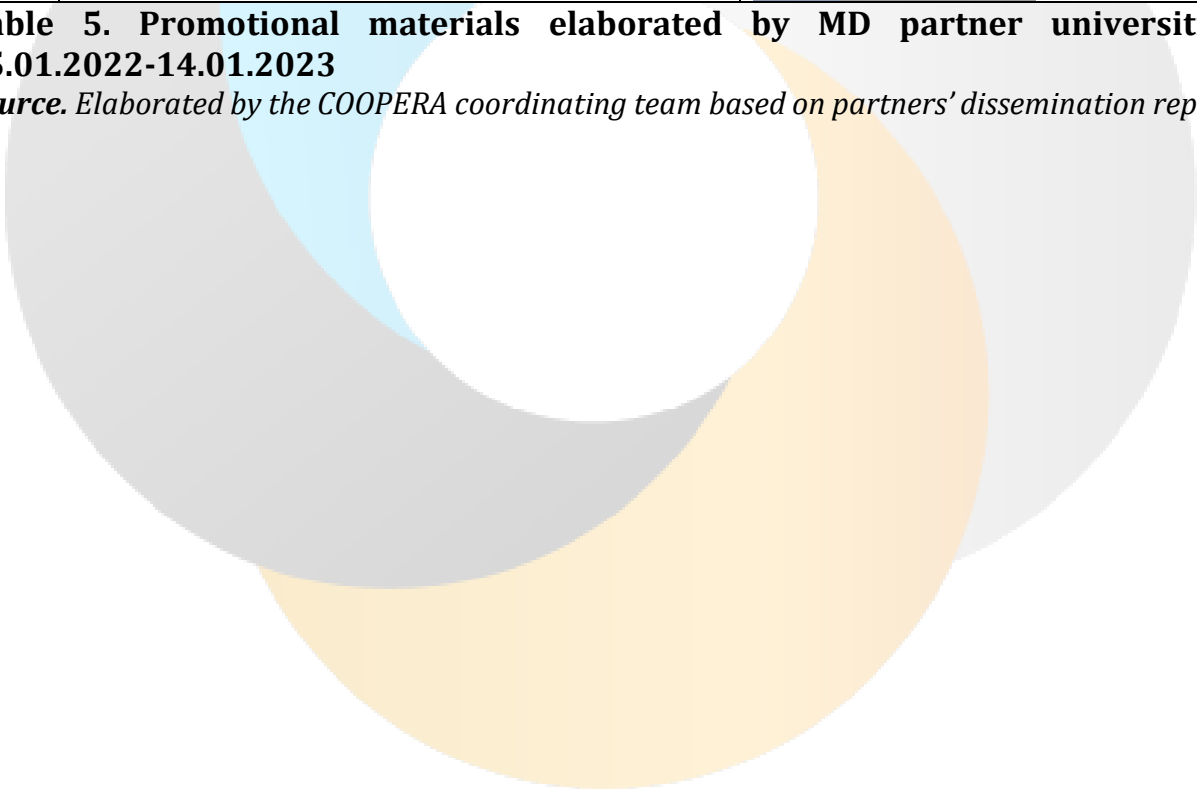
<p>2</p>	<p>COOPERA Leaflet elaborated by P2- TUM</p>	
<p>3</p>	<p>COOPERA Newsletter elaborated by P3- ULIM</p>	

Table 5. Promotional materials elaborated by MD partner universities, 15.01.2022-14.01.2023

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





4. DISSEMINATION ACTIVITIES AND RESULTS BY MOLDOVAN PARTNER UNIVERSITIES

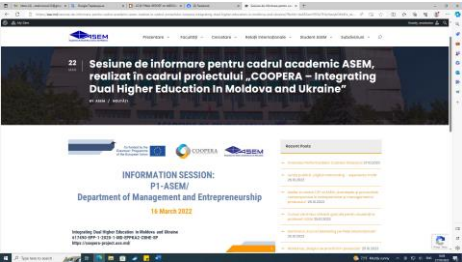
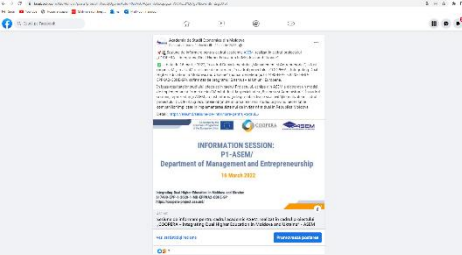
Although the majority of dissemination activities start at later stages of the COOPERA project, there were several basic tasks required to facilitate work. These included:

- 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.

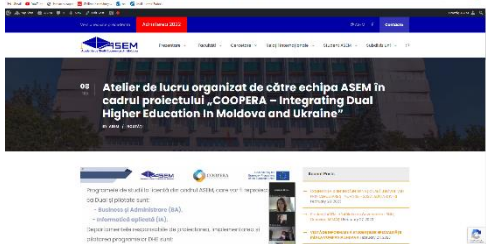
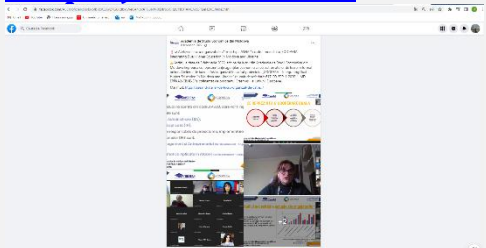

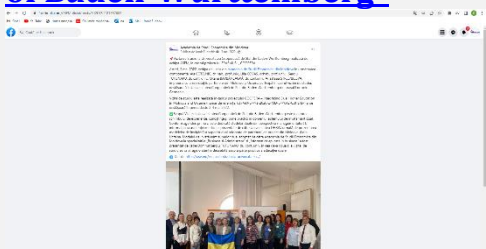

Realisation of dissemination activities within COOPERA project is mandatory for Partner University from Moldova and Ukraine and is realised on intuitional, national and international levels by each MD and UA partner. The section below will describe dissemination activities realised by each partner separately.

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 "Information session for the ASEM academic community, organized within the project "COOPERA"</u></p> 	Online visitors
2.	<p><u>Press Release on institutional Facebook page "Information session for the ASEM academic community, organized within the project "COOPERA"</u></p> 	Facebook page visitors: Impact: 355; Interactions: 24.
3.	<p><u>Press Release on institutional web page "Workshop organized by the ASEM team within the project COOPERA"</u></p>	Online visitors



		
4.	<p><u>Press Release on institutional Facebook page “Workshop organized by the ASEM team within the project COOPERA”</u></p> 	<p>Facebook page visitors: Impact: 2693; Interactions: 103.</p>
5.	<p><u>Press Release on institutional web page “Study visit to the State Cooperative University of Baden-Wurttemberg”</u></p> 	<p>Online visitors</p>
6.	<p><u>Press Release on institutional Facebook page “Study visit to the State Cooperative University of Baden-Wurttemberg”</u></p> 	<p>Facebook page visitors: Impact: 834; Interactions: 253.</p>
7.	<p><u>Press Release on institutional web page “CLUSTER COOPERA & WBL4JOB meeting”</u></p> 	<p>Online visitors</p>
8.	<p><u>Press Release on institutional Facebook page “CLUSTER COOPERA & WBL4JOB meeting”</u></p>	<p>Facebook page visitors: Impact: 2261, Interactions: 158.</p>



9.	<u>Press Release on institutional web page “Work session organized by the ASEM”</u> 	Online visitors
10.	<u>Press Release on institutional Facebook page “Work session organized by the ASEM”</u> 	Facebook page visitors: Impact: 2249, Interactions: 103
11.	<u>Press Release on institutional web page about implementation of dual higher education in ASEM</u> 	Online visitors
12.	<u>Press Release on institutional Facebook page about implementation of dual higher education in ASEM</u> 	Facebook page visitors: Impact: 6818, Interactions: 485.
13.	<u>Promotional video on Institutional Facebook page about dual higher education</u>	Facebook page visitors: Impact: 209 700, Interactions: 1100



		
14.	<p><u>Publication on Institutional Facebook page about presentation of the COOPERA project on National media channel</u></p> 	TV viewer and facebook page visitors
15	<p><u>Press Release on institutional web page “ERASMUS+ program at 35 anniversary”</u></p> 	Online visitors
16	<p><u>Press Release on institutional Facebook page “ERASMUS+ program at 35 anniversary”</u></p> 	Facebook page visitors: Impact: 412, Interactions: 129.
17	<p><u>Press Release on institutional web page “Workshop within the project ERASMUS+, COOPERA, Second Edition”</u></p> 	Online visitors




18	<p><u>Press Release on institutional Facebook page “Workshop within the project ERASMUS+, COOPERA, Second Edition”</u></p> 	Facebook page visitors: Impact: 464, Interactions: 346
19	<p><u>Press Release on institutional web page “DUAL EDUCATION successfully implemented in ASEM”</u></p> 	Online visitors
20	<p><u>Press Release on institutional Facebook page “DUAL EDUCATION successfully implemented in ASEM”</u></p> 	Facebook page visitors: Impact: 5003; Interactions: 576.

Table 6. Institutional dissemination activities and events realised by P1-ASEM, 15.01.2022-14.01.2023

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.	<p><u>Press Release on National Mass Media Channel “Implementing dual higher education in ASEM”</u></p> 	Online visitors





2.	<p><u>Press Release on National Mass Media Channel about implementation of dual higher education in ASEM</u></p> 	Online visitors
3.	<p><u>Interview on TV (TVR MOLDOVA) about COOPERA Project and dual higher education</u></p> 	TV viewers

Table 7. National dissemination activities and events realised by P1-ASEM, 15.01.2022-14.01.2023

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.	<p><u>Paper Publication by the member of COOPERA Project - BARBĂNEAGRĂ, Oxana. The impact of dual education on the labor market, International Scientific Conference ECOTREND 2022 "Sustainable Economies and Digitalization: opportunities and challenges in the pandemic era", XIXth Edition, December 09-10, 2022 Târgu-Jiu, Gorj County, Romania ISSN 2248-0889, ISSN-L 2248-0889</u></p>	Scientific community



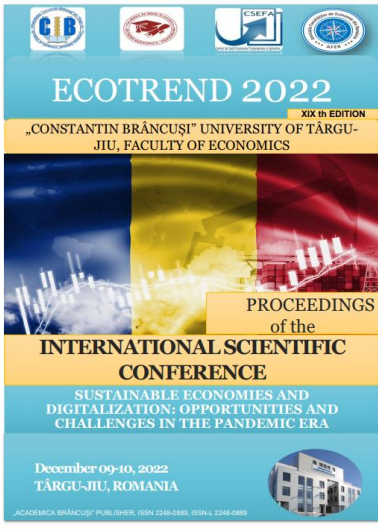

		
<p>2.</p>	<p><u>Paper publication by members of COOPERA Project: SIRBU, Olesea, COVAȘ, Lilia, STIHL, Liudmila, SOLCAN, Angela. Development of the Dual Higher Educational Model Based on Company Needs. Eastern European Journal of Regional Studies. June 2022, vol. 8, issue 1, pp. 30-49. ISSN 2537-6179, E-ISSN 1857-436X. European Journal</u></p> 	<p>Scientific community</p>


Table 8. International dissemination activities and events realised by P1-ASEM, 15.01.2022-14.01.2023

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.	<p><u>Press Release on institutional web page “Online Seminar on Dual Education Organized by the Cooperative State University Baden-Wuerttemberg In Germany”</u></p> 	Online visitors
2.	<p><u>Press Release on institutional web page “Dual Education at UTM – Implementation Models and Solutions”</u></p> 	Online visitors
3.	<p><u>Press Release on institutional web page “Management Meeting Within the Erasmus COOPERA Project At UTM”</u></p> 	Online visitors
4.	<p><u>Press Release on institutional web page “Working Meeting Within the Erasmus+ COOPERA Project at the Ministry Of Education And Research Of The Republic Of Moldova”</u></p>	Online visitors







		
<p>5.</p>	<p><u>Press Release on institutional web page “Study Visit of The UTM Team To DHBM, Germany”</u></p> 	<p>Online visitors</p>
<p>6.</p>	<p><u>Press Release on institutional web page “Working Meeting Within the Erasmus+ COOPERA Project”</u></p> 	<p>Online visitors</p>
<p>7.</p>	<p><u>Press Release on institutional web page “Study Visit to Bulgaria Within The Erasmus+ Coopera Project”</u></p> 	<p>Online visitors</p>
<p>8.</p>	<p><u>Press Release on institutional web page “Fourth Meeting of the Erasmus+ COOPERA Project Consortium”</u></p>	<p>Online visitors</p>



		
<p>9.</p>	<p><u>Press Release on institutional web page “Dual Engineering Studies in Automatic and Informatics and Robotics and Mechatronics License Programs”</u></p> 	<p>Online visitors</p>
<p>10.</p>	<p><u>Press Release on institutional web page “UTM Signed Collaboration Agreements With 6 Well-Known Companies From Moldova In The Field Of Dual Higher Education”</u></p> 	<p>Online visitors</p>
<p>11.</p>	<p><u>Press Release on institutional web page “Working meeting within the framework of the ERASMUS+ COOPERA project”</u></p> 	<p>Online visitors</p>



<p>12.</p>	<p>Institutional dissemination seminar, 01 September 2022</p> 	<p>Students, Teaching staff, Industrial sector representatives / no. beneficiaries – 11</p>
<p>13.</p>	<p>Institutional dissemination seminar, 26 September 2022</p> 	<p>Students, Teaching staff, Industrial sector representatives / no. beneficiaries – 18</p>
<p>14.</p>	<p>Institutional dissemination seminar, 29 September 2022</p> 	<p>Students, Teaching staff, Industrial sector representatives / no. beneficiaries – 17</p>
<p>15.</p>	<p>Institutional dissemination seminar, 29 September 2022</p> 	<p>Students, Teaching staff, Industrial sector representatives / no. beneficiaries – 12</p>
<p>16.</p>	<p><u>Press Release on institutional web page “One more step towards the implementation and management of dual education in the Republic of Moldova within the COOPERA project”</u></p>	<p>Online visitors</p>

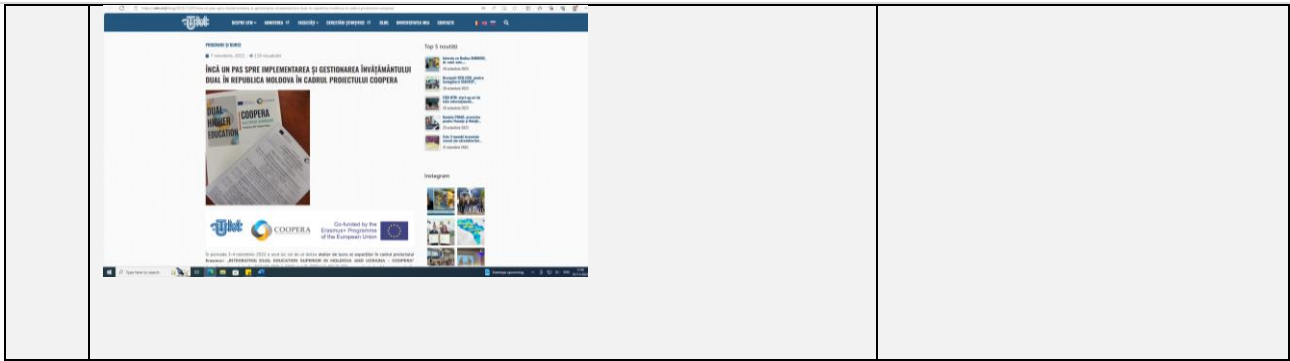


Table 9. Institutional dissemination activities and events realised by P2-TUM, 14.01.02021-14.01.2022

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

4.2.2. International dissemination


No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>International Scientific publication „International Conference „Electronics, Communications and Computing” ECCO – 2022, “Implementation of dual education at Technical University of Moldova”</u></p> 	<p>Scientific community, online readers.</p>


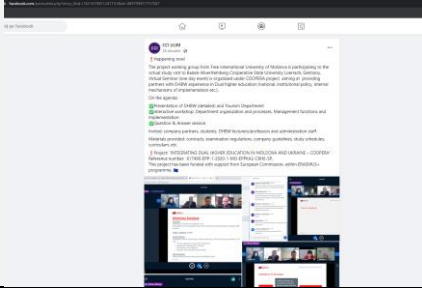

Table 10. National dissemination activities and events realised by P2-TUM, 14.01.02021-14.01.2022

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


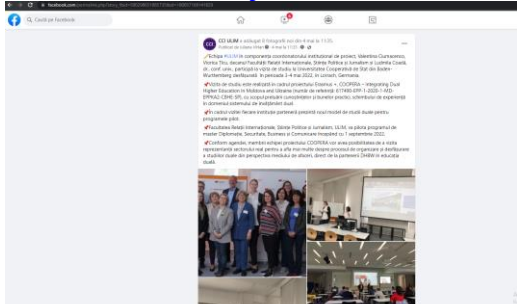


4.3. ULIM

4.3.1. Institutional dissemination

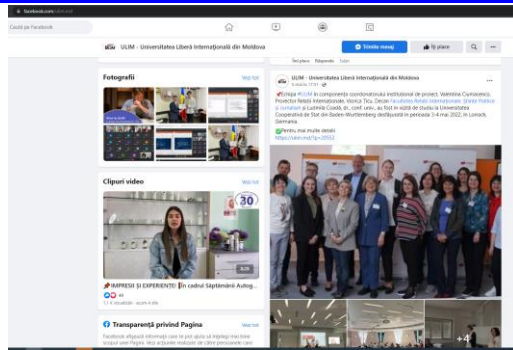
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on institutional web page “Virtual study visit to Baden-Wuerttemberg Cooperative State University Loerrach, Germany”</u></p> 	ULIM academic community;
2.	<p><u>Press release on institutional Facebook page “Virtual study visit to Baden-Wuerttemberg Cooperative State University Loerrach, Germany”</u></p> 	1416 people reached;
3.	<p><u>Press release on institutional web page “Workshop with company representatives organized by the ULIM team within the COOPERA project”</u></p> 	ULIM academic community;
4.	<p><u>Press release on institutional Facebook page “Workshop with company representatives organized by the ULIM team within the COOPERA project”</u></p>	1000 people reached



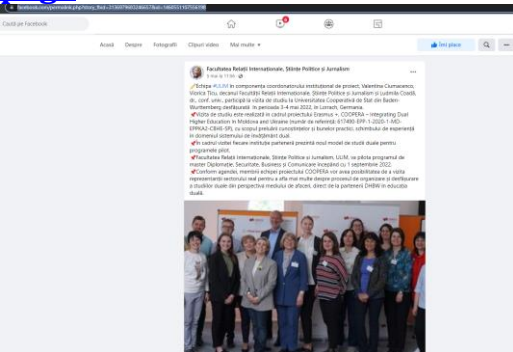
		
<p>5.</p>	<p><u>Press release on institutional web page “Working session at MEC within the COOPERA project”</u></p> 	<p>ULIM academic community;</p>
<p>6.</p>	<p><u>Press release on institutional CCI web page “Study visit of ULIM working group to DHBM, Germany”</u></p>  <p><u>Press Release on institutional web page</u></p> 	<p>ULIM academic community;</p>
<p>7.</p>	<p><u>Press release on institutional CCI Facebook page “Study visit of ULIM working group to DHBM, Germany”</u></p> 	<p>400 people reached; 4500 people reached; 900 people reached;</p>



[Press release on institutional Facebook page](#)



[Press release on institutional IRO Facebook page](#)



8. [Press release on institutional web page “Cluster meeting on the dual education developed within the Erasmus+ projects at the universities of the Republic”](#)

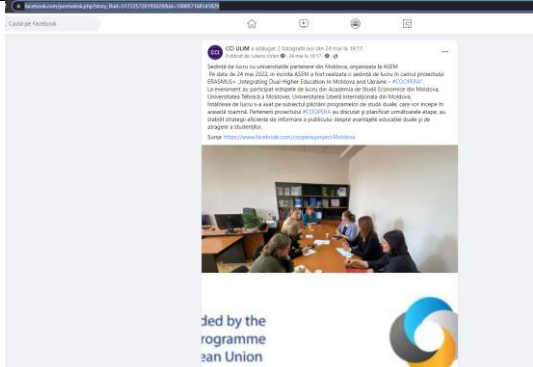

ULIM academic community;



9. [Press release on institutional Facebook page “Cluster meeting on the dual education developed within the Erasmus+ projects at the universities of the Republic”](#)

500 people reached;

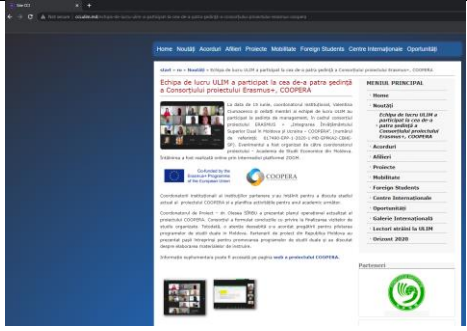
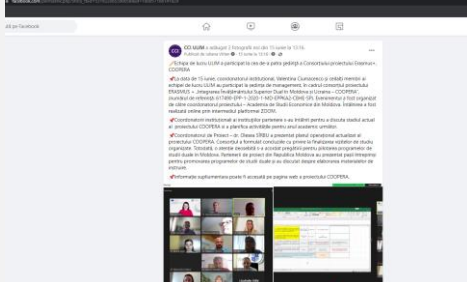




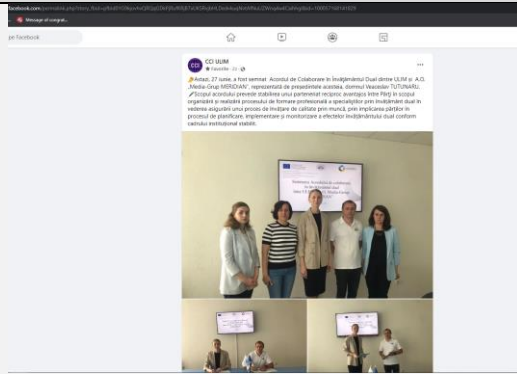
		
<p>10.</p>	<p><u>Press release on institutional web page “ULIM represented at the conference organized by the National University of Economics in Odessa”</u></p> 	<p>ULIM academic community;</p>



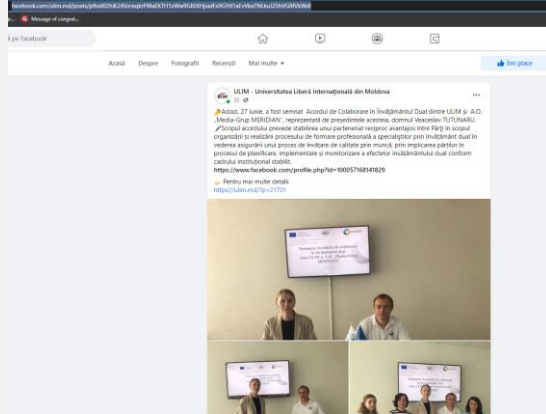
<p>11.</p>	<p><u>Press release on institutional web page “Study visit to the University of Management in Varna, Bulgaria, within the COOPERA project”</u></p>  <p><u>Press release on institutional CCI web page</u></p> 	<p>ULIM academic community;</p>
<p>12.</p>	<p><u>Press release on institutional Facebook page “Study visit to the University of Management in Varna, Bulgaria, within the COOPERA project”</u></p> 	<p>870 people reached;</p>
<p>13.</p>	<p><u>Press release on institutional web page “The ULIM work team participated in the fourth meeting of the Erasmus+ project Consortium, COOPERA”</u></p>	<p>ULIM academic community;</p>



		
<p>14.</p>	<p><u>Press release on institutional Facebook page “The ULIM work team participated in the fourth meeting of the Erasmus+ project Consortium, COOPERA”</u></p> 	<p>416 people reached;</p>
<p>15</p>	<p><u>Press release on institutional CCI web page “Signing of the Dual Education Collaboration Agreement between ULIM and A.O. “Meridian Media Group”</u></p>  <p><u>Press release on institutional web page</u></p> 	<p>ULIM academic community;</p>
<p>16</p>	<p><u>Press release on institutional CCI Facebook page “Signing of the Dual Education Collaboration Agreement between ULIM and A.O. “Meridian Media Group”</u></p>	<p>500 people reached; 9000 people reached;</p>



Press release on institutional Facebook page



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Press release on institutional web page “A new Collaboration Agreement in Dual Education between ULIM and the Moldova-China Chamber of Commerce and Industry”

ULIM academic community;

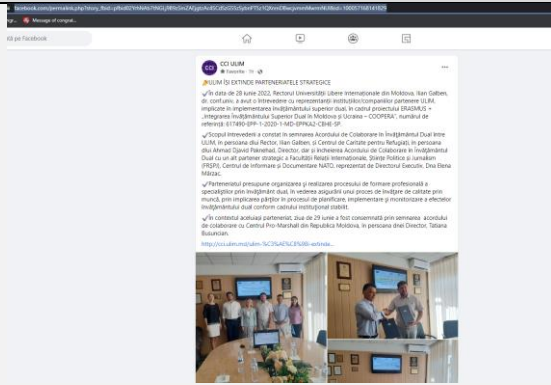


Press release on institutional CCI web page

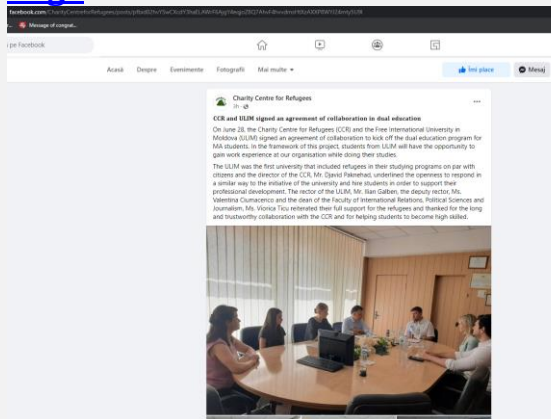




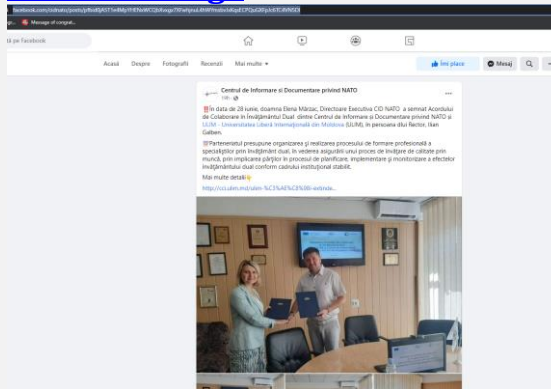
<p>18</p>	<p><u>Press release on CCI Moldova-China Facebook page “A new Collaboration Agreement in Dual Education between ULIM and the Moldova-China Chamber of Commerce and Industry”</u></p>  <p><u>Press release on institutional CCI Facebook page</u></p> 	<p>400 people reached; 500 people reached;</p>
<p>19</p>	<p><u>Press release on institutional web page “ULIM expands its strategic partnerships”</u></p> 	<p>ULIM academic community;</p>
<p>20</p>	<p><u>Press release on institutional CCI Facebook Page</u></p>	<p>800 people reached; 720 people reached; 2400 people reached;</p>



[Press release on institutional CCR Facebook Page](#)



[Press release on institutional CID NATO Facebook Page](#)




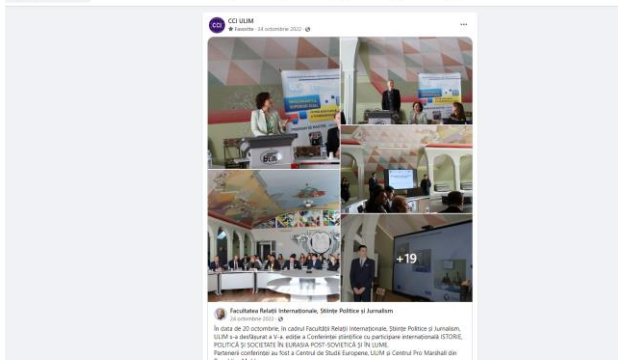


21

[Press release on institutional web page “New opportunities for advanced training of young specialists”](#)

ULIM academic community;



		
<p>22</p>	<p><u>Press release on institutional Facebook page “New opportunities for advanced training of young specialists”</u></p> 	<p>790 people reached;</p>
<p>23</p>	<p><u>Advertising spot "CHOOSE DUAL EDUCATION at ULIM - International Free University of Moldova</u></p> 	<p>3829 people reached;</p>
<p>24</p>	<p><u>Press release on institutional CCI Facebook page “Scientific conference with international participation HISTORY, POLITICS AND SOCIETY IN POST-SOVIET EURASIA AND IN THE WORLD”</u></p>  <p><u>Press release on institutional Facebook page</u></p>	<p>750 people reached;</p>



		
<p>25</p>	<p><u>Press release on institutional web page “Workshop within the ERASMUS+ project, COOPERA, 2nd Edition”</u></p> 	<p>ULIM academic community;</p>
<p>26</p>	<p><u>Press release on institutional CCI Facebook page “Workshop within the ERASMUS+ project, COOPERA, 2nd Edition”</u></p>  <p><u>Press release on institutional Facebook page</u></p> 	<p>507 people reached; 2500 people reached;</p>


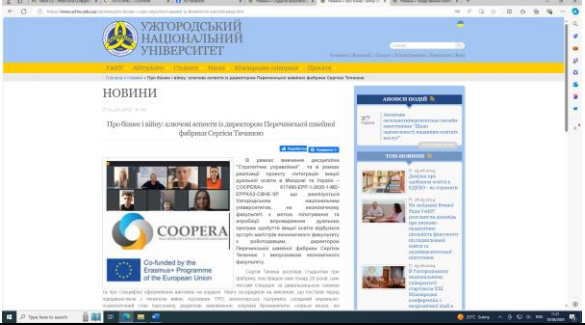

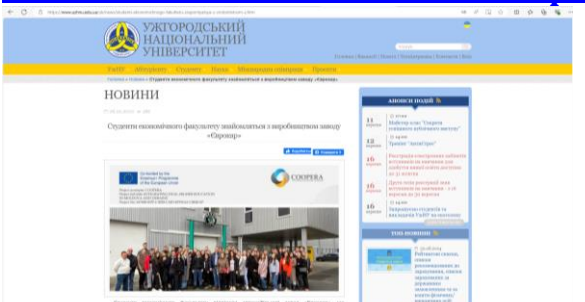
Table 11. Institutional dissemination activities and events realised by P3-ULIM, 15.01.2022-14.01.2023

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 on institutional web page</u></p> 	Institutional academic community;
2.	<p><u>Press release on institutional web page</u></p> 	Institutional academic community;
3.	<p><u>Press release on institutional web page</u></p> 	Institutional academic community;
4.	<p><u>Press release on institutional web page</u></p> 	Institutional academic community;
5.	<p><u>Press release on institutional web page</u></p>	Institutional academic community;



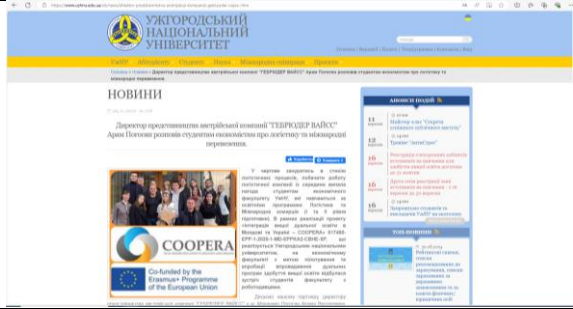
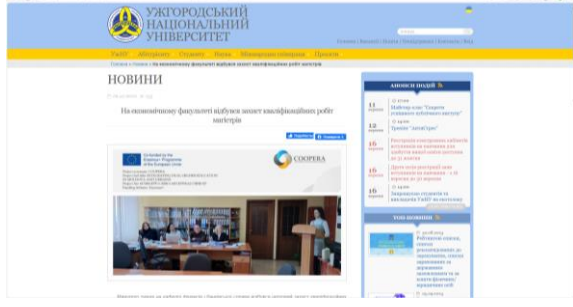

		
6.	<p><u>Press release on institutional web page</u></p> 	Institutional academic community;

Table 12. Institutional dissemination activities and events realised by P5-UzhNU, 15.01.2022-14.01.2023

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

4.4.2. National level

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>Presentation realised during “Doors Open Days 2022 – Dual Higher Education”, organised by ONEU</p> 	National academic community;



2.	<p><u>COOPERA project objectives and results presented in framework of the project "Dialogue for reintegration and social cohesion" with the support of the USAID Ukraine</u></p> 	National academic community;
3.	<p><u>Expert participation on promoting DHE system opportunities in the discussion#3 facilitated dialogues "How to create better opportunities for employment and personal growth of youth in Uzhhorod and region"</u></p> 	National academic community;

Table 13. National dissemination activities realised by P5-UzhNU, 15.01.2022-14.01.2023

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

4.5. KROK

4.5.1. Institutional dissemination



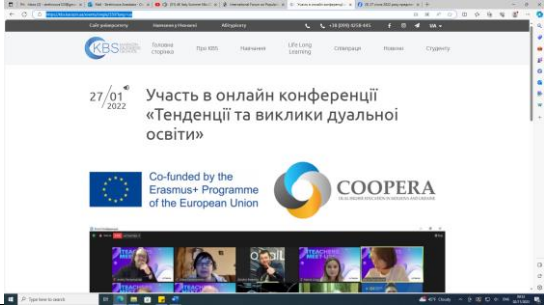

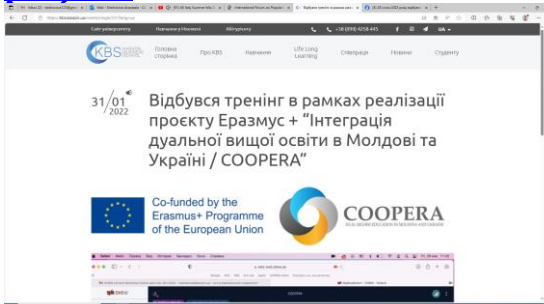
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>Press release on institutional web page "Workshop "Dual education: balance between study and practice"'"</p> 	Online visitors
2.	<p>Institutional Workshop "Dual education: balance between study and practice"</p> 	46 participants

Table 14. Institutional dissemination activities and events realised by P6-KROK, 15.01.2022-14.01.2023

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/beneficiaries
1.	<p><u>Press release on institutional web page „Online Meet-up “Trends and challenges of dual education”</u></p> 	Online visitors
2.	<p><u>Press release on institutional Facebook page „Online Meet-up “Trends and challenges of dual education”</u></p> 	Online visitors
3.	<p><u>Press release on institutional web page „Online training from DHBW Lörrach under COOPERA project”</u></p> 	Online visitors
4.	<p><u>Press release on institutional Facebook page „Online training from DHBW Lörrach under COOPERA project”</u></p>	Online visitors



5.	<p><u>Press release on institutional Facebook page „Study visit to the Cooperative State University of Baden-Württemberg in Lörrach, Germany”</u></p>	Online visitors
6.	<p><u>Press release on institutional Facebook page „Doors Open Days 2022 – Dual Higher Education under COOPERA project”</u></p> <p><u>Press release on institutional Facebook page</u></p>	Online visitors
7.	<p><u>Press release on institutional web page „Webinar "Dual education in HEIs. Experience of Germany" from the Federation of Employers of Ukraine”</u></p>	Online visitors

8.	<p><u>Press release on institutional Facebook page „Webinar "Dual education in HEIs. Experience of Germany" from the Federation of Employers of Ukraine”</u></p>	Online visitors
9.	<p><u>Press release on institutional web page „The second COOPERA expert seminar and management meeting”</u></p>	Online visitors
10.	<p><u>Press release on institutional Facebook page „The second COOPERA expert seminar and management meeting”</u></p>	Online visitors

Table 15. Institutional dissemination activities and events realised by P7-KKNU, 15.01.2022-14.01.2023

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><u>Press release on institutional web page on Open Doors Day event “Doors Open Days 2022 – Dual Higher Education”</u></p> 	Online institutional community;	visitors, academic
2.	<p><u>Press release on institutional web page dedicated to COOPERA</u></p> 	Online institutional community;	visitors, academic
3.	<p><u>Press release on institutional Facebook page</u></p> 	Online institutional community;	visitors, academic
4.	<p><u>Press release on institutional Facebook page</u></p>	Online institutional community;	visitors, academic

<p>5.</p>	<p><u>Press release on institutional web page on Participation in the second Steering Committee Meetings / second COOPERA Expert Workshop</u></p>	<p>Online institutional community; visitors, academic</p>

Table 16. Institutional dissemination activities and events realised by P8-ONEU, 15.01.2022-14.01.2023

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	<p>National Online Open Doors Day event “Doors Open Days 2022 – Dual Higher Education”</p>	<p>National and institutional academic community, online visitors;</p>

Table 17. National dissemination activities and events realised by P8-ONEU, 15.01.2022-14.01.2023

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.	<p><u>International Article</u></p> 	International academic community;
2.	<p><u>Presentation at the international conference on the COOPERA project</u></p> 	International academic community;
3.	<p><u>International Article</u></p> 	International academic community;
4.	<p><u>Presentation/publication at the international conference on the results of the second year of implementing the COOPERA project</u></p> 	International academic community;



<p>5.</p>	<p><u>International article</u></p> 	<p>International academic community;</p>
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Table 18. International dissemination activities and events realised by P8-ONEU, 15.01.2022-14.01.2023

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	-	4	-	-	1	-	-
2.	Institutional web page publications	9	12	13	6	1	4	4
3.	Institutional mass-media publications	11	-	13	-	-	6	1
4.	Institutional Articles / Newspaper publication	-	-	-	-	-	-	-
National level								
1.	Information days and public appearances	-	-	-	3	-	-	-
2.	National Conferences/ Workshops/ Seminars/ Articles	-	-	-	-	-	-	1
3.	National scientific publications and articles	-	-	-	-	-	-	-
4.	Mass-media appearance (TV, radio, articles in mass-media)	3	-	-	-	-	-	-
International level								
1.	International Conference/ Workshops/ Seminars	-	-	-	-	-	-	1
2.	International Articles	2	1	-	-	-	-	4
3.	Inter-project coaching	1	-	-	-	-	-	-

Table 19. 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 19, during the second 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 **85 dissemination actions realized by all partners**; **National level** – with the total of **7 dissemination actions**; **International level** with **9 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 62 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 (3 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 partner is P8-ONEU.

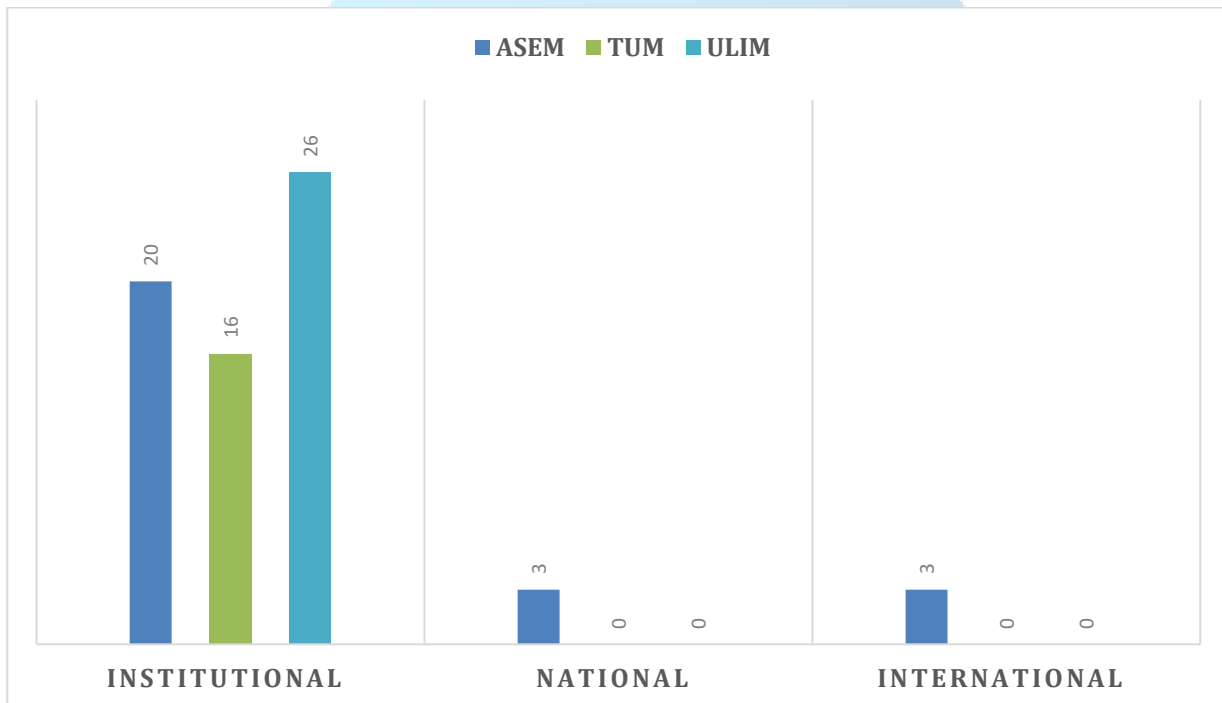


Figure 5. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2022-14.01.2023

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

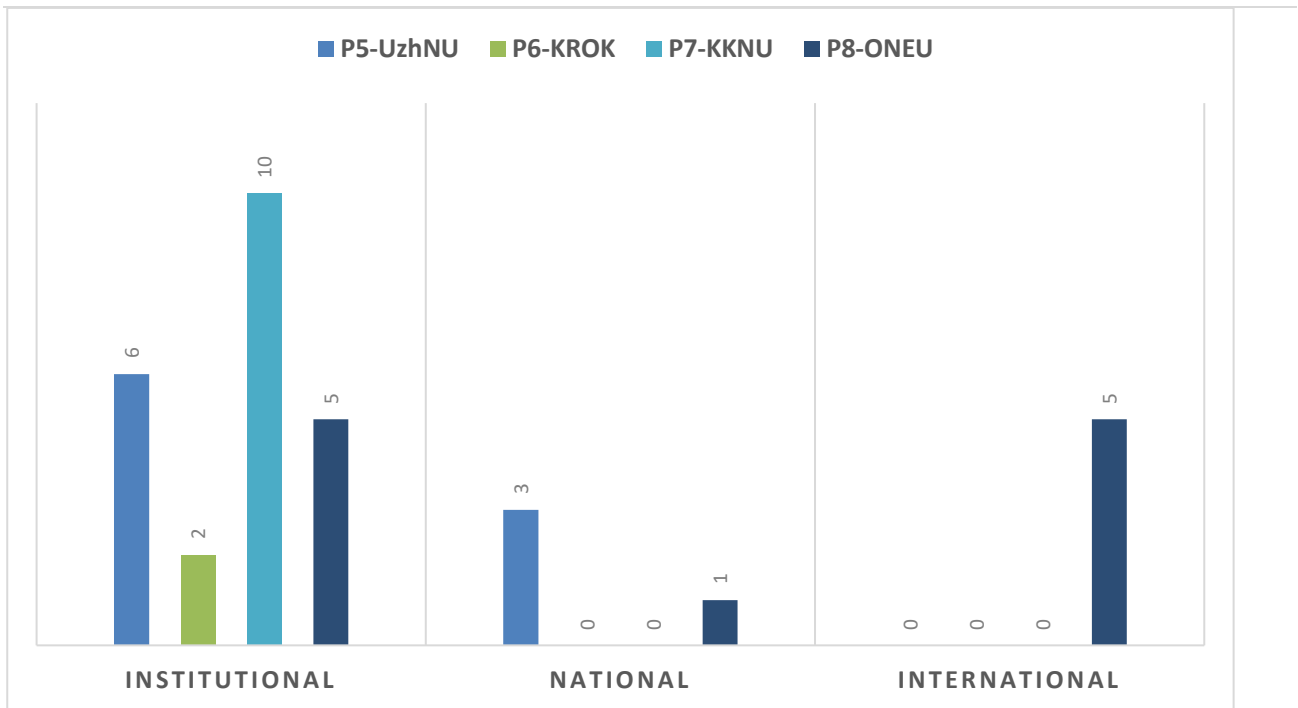


Figure 6. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2022-14.01.2023

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

CONCLUSION

Based on the results of the dissemination report of the 2nd 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, Dual Higher Education programs selected for piloting, share experience and knowledge gained during the Study Visits to EU partners via national and international publications.