

COOPERA

Integrating Dual Higher Education In Moldova and Ukraine

ANNUAL DISSEMINATION REPORT

15.01.2023-14.01.2024

Deliverable 6.4

DUAL
HIGHER
EDUCATION



Co-funded by the
Erasmus+ Programme
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

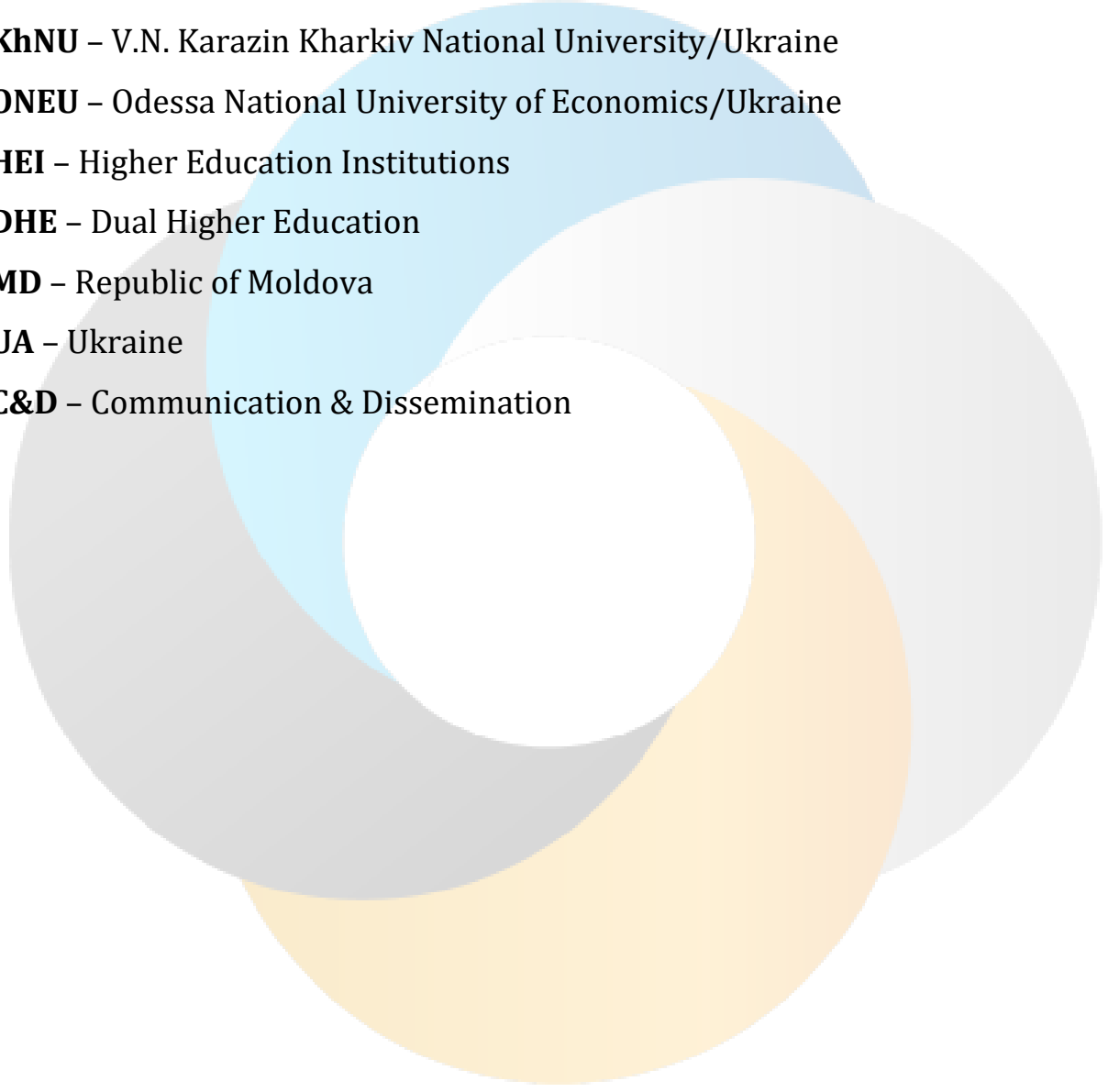
HEI – Higher Education Institutions

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 third project year from 15th January 2023 to 14th January 2024.

The objectives, strategies and tactics proposed in the Dissemination, Exploitation and Sustainability Strategy (D6.1) 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 the third year of the project, COOPERA activities were focused on raising awareness about the project outputs and namely draw attention to DHE programs’ piloting activities.

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 to be realised until the end of the project.

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	Yes
Institutional publication	Number of Articles	Count	30	53-MD 36-UA	Yes
NATIONAL LEVEL					
Information days and public appearances	Number of events	Count	-	1-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	5-MD 3-UA	Yes
National scientific publications	Number of Articles	Count	7	1-UA	Yes
INTERNATIONAL LEVEL					
International Conference/ Workshops/ Seminars	Number of events	Count	1	1-MD	Yes
International Articles	Number of Articles	Count	3	1-UA	Yes
Inter-project coaching	Number of events	Count	1	1-UA	Yes

Table 2. COOPERA Key Performance Indicators (MD & UA partners) 15.01.2023-14.01.2024

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.

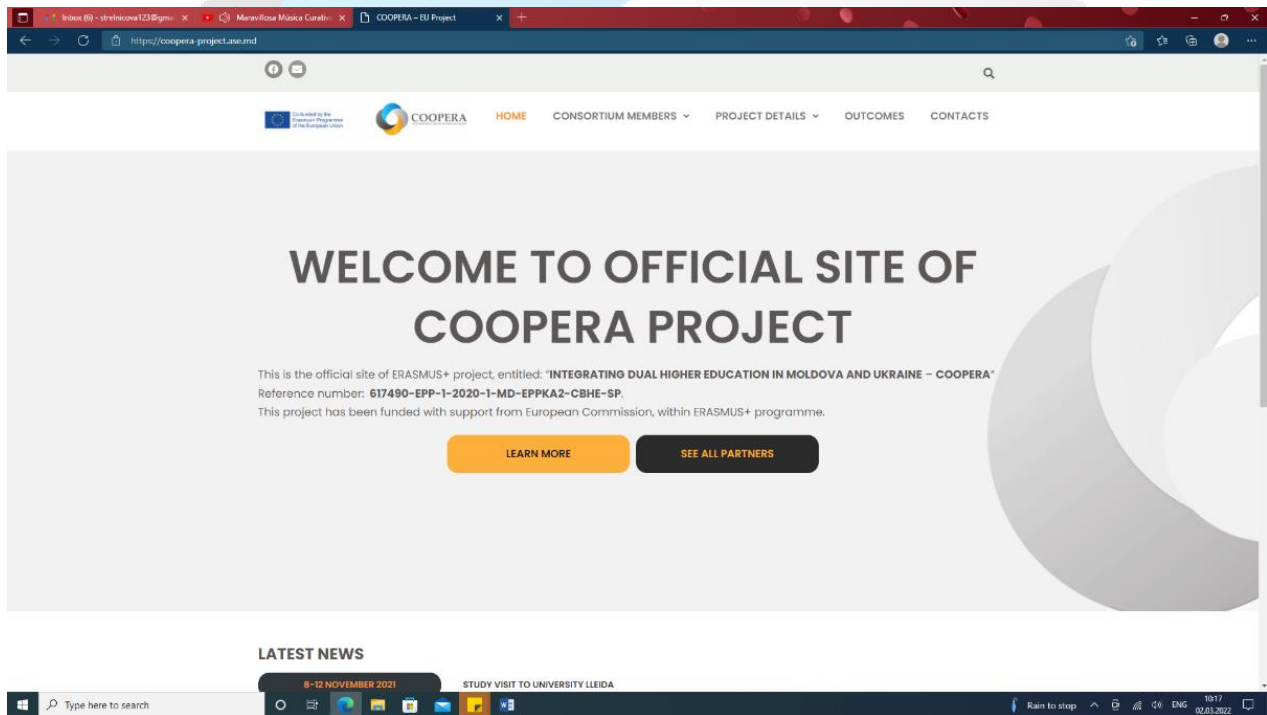


Figure 2. COOPERA web page

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 from the beginning of the projects' lifetime includes:

- 🕒 23 Press-releases published;
- 🕒 1 Report on companies' needs published (WP1-D1.2-A1.2)
- 🕒 1 project Handbook published (WP1-D1.1-A1.1.2);
- 🕒 6 reports on Study visits (WP2-D2.1-A2.1.2);
- 🕒 3 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);
- 🕒 2 Annual Dissemination Reports (WP6-D6.4-A6.4.1);
- 🕒 9 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.



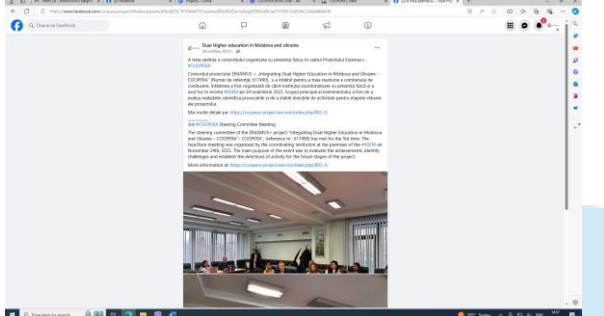
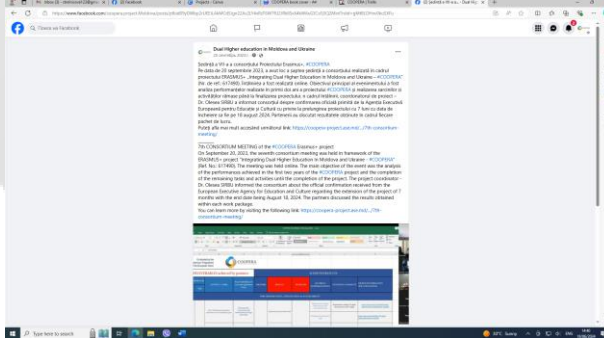
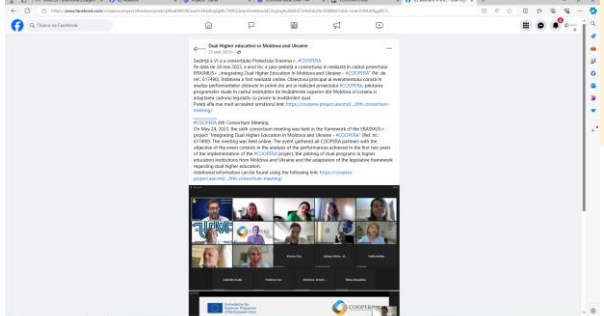
Figure 3. COOPERA. MOLDOVA Facebook page

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

During the third year of the project seven (7) publications 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 National Facebook page about 3rd Consortium meeting</u></p> 	<p>Post impressions – 38; Publication coverage -31; interactions – 7;</p>
2.	<p><u>Press release on National Facebook page about 3rd Experts' Workshop</u></p> 	<p>Post impressions – 21; Publication coverage -20; interactions – 6;</p>
3.	<p><u>Press release on National Facebook page about Consortium meeting</u></p> 	<p>Post impressions – 15; Publication coverage -14; interactions – 5;</p>
4.	<p><u>Press release on National Facebook page about Consortium meeting</u></p> 	<p>Post impressions – 42; Publication coverage -29; interactions – 9;</p>



<p>5.</p>	<p><u>Press release on National Facebook page about Cluster meeting</u></p> 	<p>Post impressions – 36; Publication coverage -28; interactions – 6;</p>
<p>6.</p>	<p><u>Press release on National Facebook page about International Forum</u></p> 	<p>Post impressions – 12; Publication coverage -12; interactions – 6;</p>
<p>7.</p>	<p><u>Press release on National Facebook page about Consortium meeting</u></p> 	<p>Post impressions – 7; Publication coverage -7; interactions – 3;</p>

Table 3. COOPERA. MOLDOVA Facebook publication, 15.01.2023-14.01.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

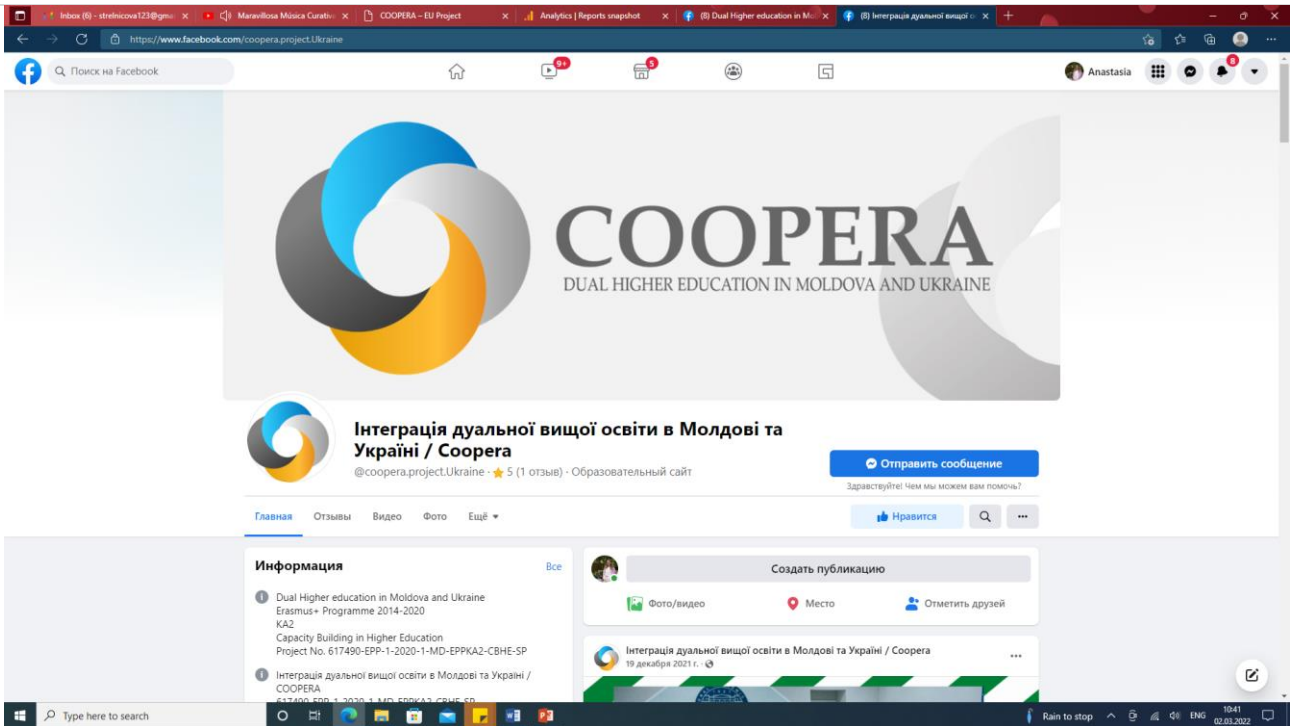


Figure 4. COOPERA. UKRAINE Facebook page

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

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>Press release on National Facebook Page about Experts' Workshop nr.3</p>	Online visitors;
2.	<p>Press release on National Facebook Page about monitoring webinar</p>	Online visitors;



<p>3.</p>	<p><u>Press release on National Facebook Page about forum realisation</u></p> 	<p>Online visitors;</p>
<p>4.</p>	<p><u>Press release on National Facebook Page about 5th consortium Meeting</u></p> 	<p>Online visitors;</p>
<p>5.</p>	<p><u>Press release on National Facebook Page about National Seminar</u></p> 	<p>Online visitors;</p>
<p>6.</p>	<p><u>Press release on National Facebook Page about National Seminar</u></p> 	<p>Online visitors;</p>

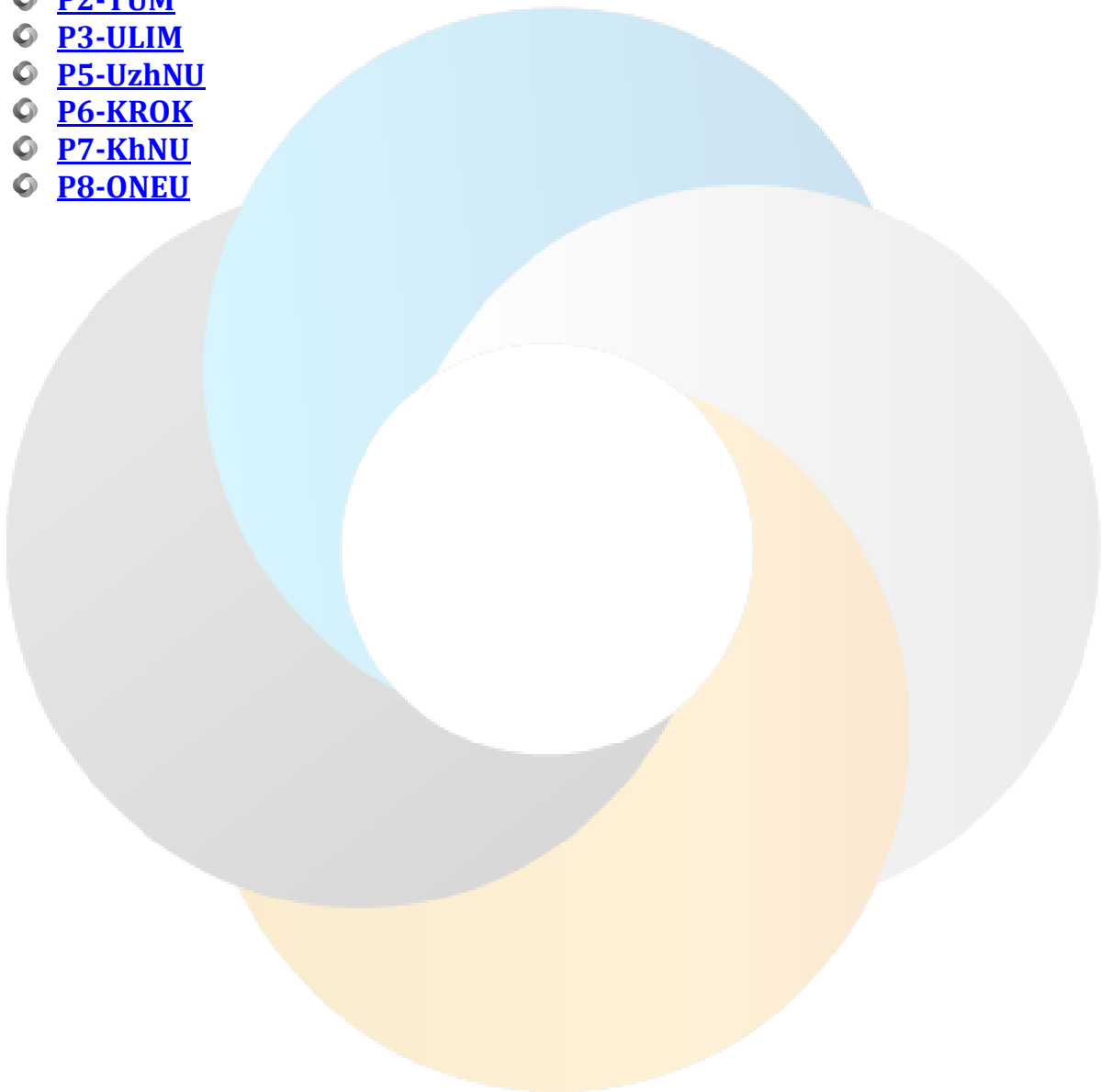
Table 4. COOPERA. UKRAINE Facebook publication, 15.01.2023-14.01.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports



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](#)





4. DISSEMINATION ACTIVITIES AND RESULTS BY MOLDOVAN PARTNER UNIVERSITIES

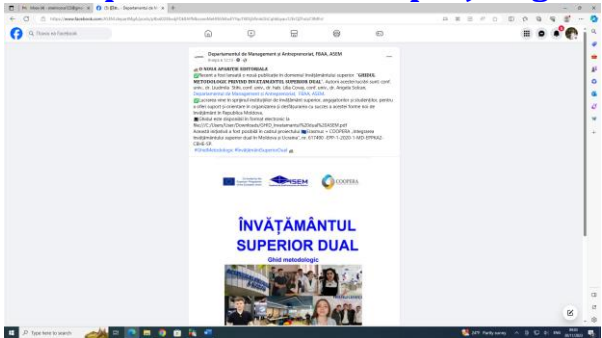

Although the majority of dissemination activities start at later stages of the COOPERA project, there were several basic tasks required to facilitate work. These included:

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

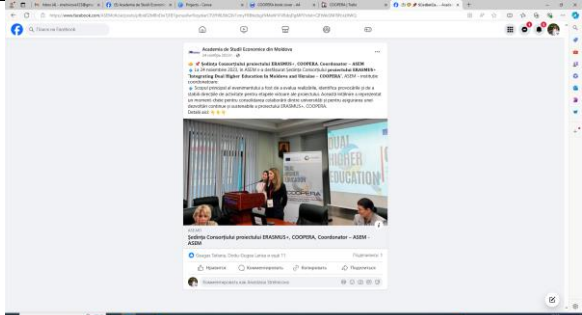
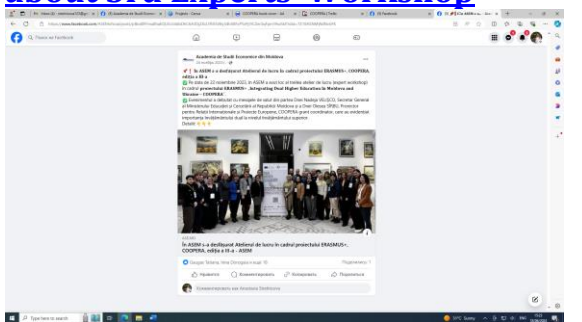
Realisation of dissemination activities within COOPERA project is mandatory for Partner University from Moldova and Ukraine and is realised on intuitional, national and international levels by each MD and UA partner. The section below will describe dissemination activities realised by each partner separately.

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 Facebook page about publication of DHE project guide</u></p> 	<p>Online Institutional community; visitors; academic</p>
2.	<p><u>Press release on institutional web page about Consortium meeting</u></p> 	<p>Online Institutional community; visitors; academic</p>
3.	<p><u>Press release on institutional Facebook page about Consortium meeting</u></p>	<p>Online Institutional community; visitors; academic</p>

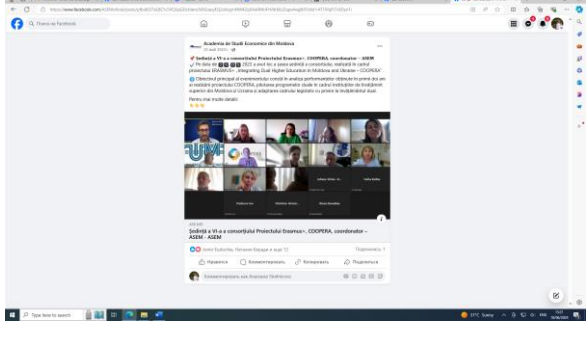

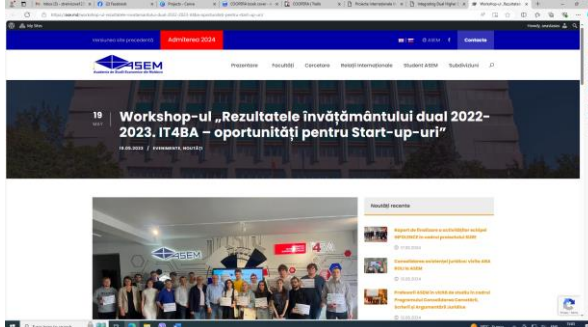



		
<p>4.</p>	<p><u>Press release on institutional web page about 3rd Experts' Workshop</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>5.</p>	<p><u>Press release on institutional Facebook page about 3rd Experts' Workshop</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>6.</p>	<p><u>Press release on institutional web page about DHE program piloting in ASEM</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>7.</p>	<p><u>Press release on institutional Facebook page about DHE program</u></p>	<p>Online Institutional community;</p> <p>visitors; academic</p>




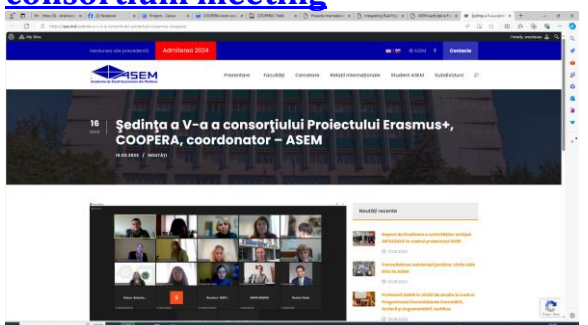


		
8.	<p><u>Press release on institutional web page about Consortium meeting</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
9.	<p><u>Press release on institutional web page about organisation of working meeting</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
11.	<p><u>Press release on institutional web page about consortium meeting</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
12.	<p><u>Press release on institutional Facebook page about consortium meeting</u></p>	<p>Online Institutional community;</p> <p>visitors; academic</p>



		
<p>13.</p>	<p><u>Press release on institutional web page about Working session</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>14.</p>	<p><u>Press release on institutional web page about students' workshop</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>15.</p>	<p><u>Press release on institutional Facebook page about students' workshop</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
<p>16.</p>	<p><u>Press release on institutional web page about cluster meeting</u></p>	<p>Online Institutional community;</p> <p>visitors; academic</p>



		
<p>17.</p>	<p><u>Press release on institutional Facebook page about cluster meeting</u></p> 	<p>Online Institutional community; visitors; academic</p>
<p>18.</p>	<p><u>Press release on institutional web page about international forum participation</u></p> 	<p>Online Institutional community; visitors; academic</p>
<p>19.</p>	<p><u>Press release on institutional web page about consortium meeting</u></p> 	<p>Online Institutional community; visitors; academic</p>
<p>20.</p>	<p><u>Press release on institutional Facebook page about consortium meeting</u></p>	<p>Online Institutional community; visitors; academic</p>






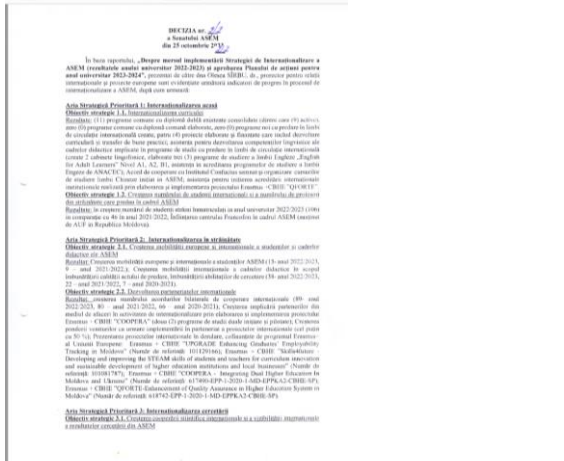
		
<p>21.</p>	<p>Institutional Information session, 24 March 2023</p> 	<p>21 participant;</p>
<p>22.</p>	<p>Students' Information session, 18 May 2023</p> 	<p>21 participant;</p>
<p>23.</p>	<p>Information session, senate meeting from 25.1.2023</p> 	<p>Institutional community; members;</p> <p>academic Senate's</p>

Table 6. Institutional dissemination activities and events realised by P1-ASEM, 15.01.2023-14.01.2024

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</u></p> 	Online visitors
2.	<p><u>Press release on national mass media channel</u></p> 	Online visitors

Table 7. National dissemination activities and events realised by P1-ASEM, 15.01.2023-14.01.2024

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>Presentation of ASEM achievements in DHE implementation at international workshop</p> 	Scientific community

Table 8. International dissemination activities and events realised by P1-ASEM, 15.01.2023-14.01.2024

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 on DHE piloting</u></p> 	Online visitors, 171 accesses;
2.	<p><u>Press release on institutional web page on consortium meeting</u></p> 	Online visitors; 174 accesses;
3.	<p><u>Press release on institutional web page on institutional working meeting</u></p> 	Online visitors; 869 accesses;
4.	<p><u>Press release on institutional web page on consortium meeting</u></p>	Online visitors; 1259 accesses;






		
<p>5.</p>	<p>Institutional dissemination seminar</p> 	<p>Students, Teaching staff, Industrial sector representatives / no. beneficiaries – 22</p>
<p>6.</p>	<p><u>Press release on institutional web page on DHE program piloting issues</u></p> 	<p>Online visitors; 533 accesses;</p>

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




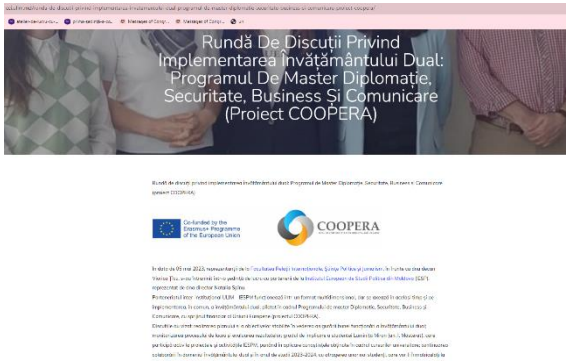


4.3. ULIM

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 on Consortium meeting</u></p> 	ULIM academic community;
2.	<p><u>Press release on institutional Facebook page on Consortium meeting</u></p> 	Post impressions – 233; Publication coverage - 186; interactions – 16;
3.	<p><u>Press release on institutional Facebook page on scientific conference</u></p> 	ULIM academic community; 1337 reached;
4.	<p><u>Press release on institutional Facebook page on working meeting</u></p>	ULIM academic community; 280 people reached







		
<p>5.</p>	<p><u>Press release on institutional web page on working meeting</u></p> 	<p>ULIM academic community;</p>
<p>6.</p>	<p><u>Press release on institutional Facebook page on round table</u></p> 	<p>ULIM academic community; 987 people reached;</p>
<p>7.</p>	<p><u>Press release on institutional web page on roundtable</u></p> 	<p>ULIM academic community;</p>
<p>8.</p>	<p><u>Press release on institutional web page on cluster meeting</u></p>	<p>ULIM academic community;</p>



		
<p>9.</p>	<p><u>Press release on institutional Facebook page on Cluster meeting</u></p> 	<p>Post impressions – 117; Publication coverage - 108; interactions – 29;</p>
<p>10.</p>	<p><u>Press release on institutional Facebook page on DHE studies</u></p> 	<p>ULIM academic community; 288 people reached;</p>
<p>11.</p>	<p><u>Press release on institutional Facebook page on DHE studies</u></p> 	<p>ULIM academic community; 646 people reached;</p>
<p>12.</p>	<p><u>Press release on institutional web page on consortium meeting</u></p>	<p>ULIM academic community;</p>



		
13	<p><u>Press release on institutional Facebook page on consortium meeting</u></p> 	Post impressions – 147; Publication coverage - 143; interactions – 8;
14	<p><u>Press release on institutional Facebook page on COOPERA presentation at scientific conference</u></p> 	ULIM academic community; 572 people reached;
15	<p><u>Press release on institutional Facebook page on autumn school</u></p> 	ULIM academic community; 900 people reached;
16	<p><u>Press release on institutional web page of 1st working meeting</u></p>	ULIM academic community;



		
<p>17</p>	<p><u>Press release on institutional Facebook page on DHE program piloting</u></p> 	<p>ULIM academic community; 429 people reached;</p>
<p>18</p>	<p><u>Press release on institutional Facebook page on DHE studies</u></p> 	<p>ULIM academic community; 553 people reached;</p>
<p>19</p>	<p><u>Press release on institutional Facebook page on DHE studies</u></p> 	<p>ULIM academic community; 1185 people reached;</p>
<p>20</p>	<p><u>Press release on institutional Facebook page on DHE studies</u></p> 	<p>ULIM academic community; 817 people reached;</p>



		
21	<p><u>Press release on institutional web page on 3rd Experts Workshop</u></p> 	ULIM academic community;
22	<p><u>Press release on institutional Facebook page in DHE studies</u></p> 	ULIM academic community; 309 people reached;
23	<p><u>Press release on institutional Facebook page in DHE studies</u></p> 	ULIM academic community; 1145 people reached;
24	<p><u>Press release on institutional Facebook page in DHE studies</u></p> 	ULIM academic community; 740 people reached;

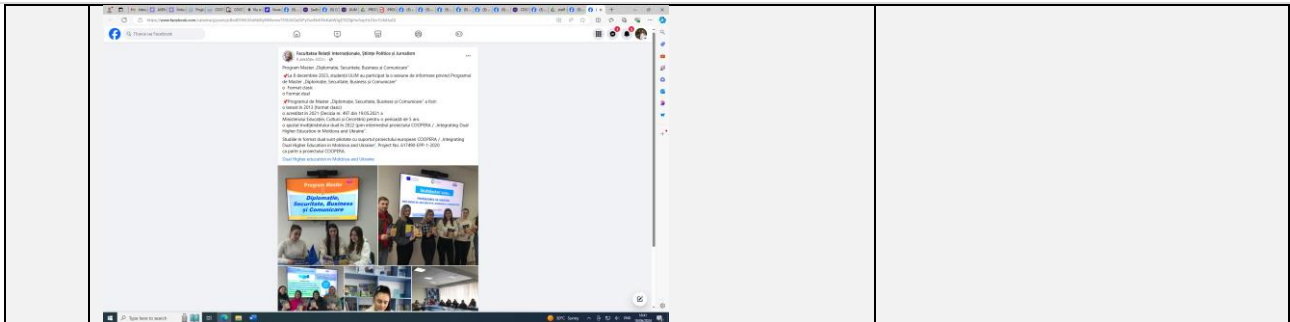


Table 10. Institutional dissemination activities and events realised by P3-ULIM, 15.01.2023-14.01.2024

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

4.3.2. National dissemination

No.	Description of the activities	Type and number of participants/ beneficiaries
1.	<p><u>Press release on national mass media channel</u></p> 	Online visitors
2.	<p><u>Press release on national mass media channel</u></p> 	Online visitors
3.	<p><u>Presentation on national radio channel</u></p> 	Online visitors and audience


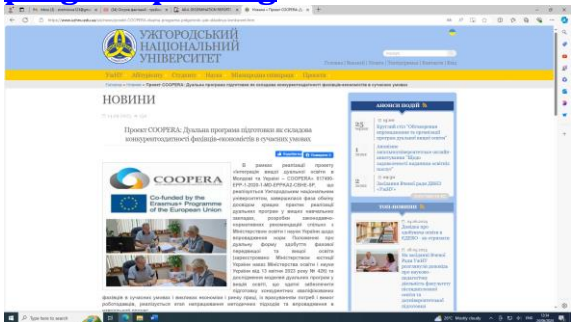
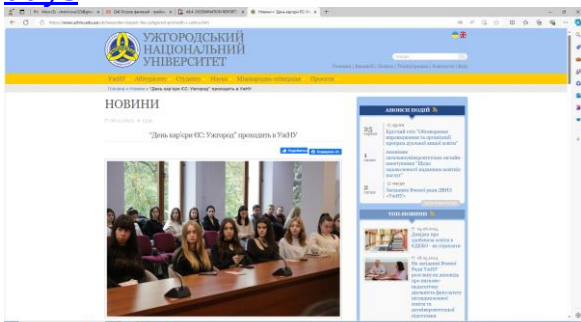

Table 11. National dissemination activities and events realised by P1-ASEM, 15.01.2023-14.01.2024

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 on changes in legislation</u></p> 	Institutional academic community;
2.	<p><u>Press release on institutional web page on DHE program piloting</u></p> 	Institutional academic community;
3.	<p><u>Press release on institutional web page on career days</u></p> 	Institutional academic community;
4.	<p><u>Press release on institutional web page on DHE program piloting</u></p> 	Institutional academic community;



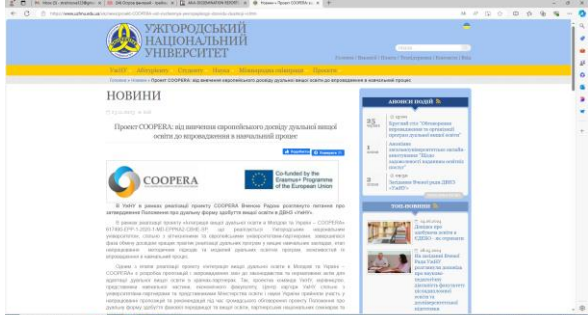
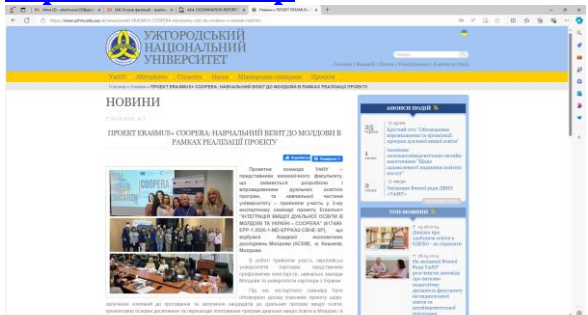

<p>5.</p>	<p><u>Press release on institutional web page on COOPERA project results</u></p> 	<p>Institutional academic community;</p>
<p>6.</p>	<p><u>Press release on institutional web page on 3rd experts workshop</u></p> 	<p>Institutional academic community;</p>

Table 12. Institutional dissemination activities and events realised by P5-UzhNU, 15.01.2023-14.01.2024

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
<p>1.</p>	<p>Presentation at national seminar of COOPERA outcomes</p> 	<p>National academic Co mmunity;</p>




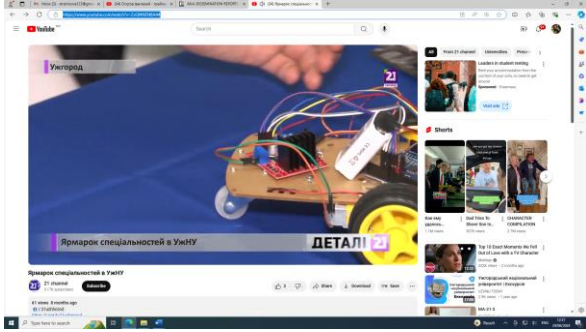
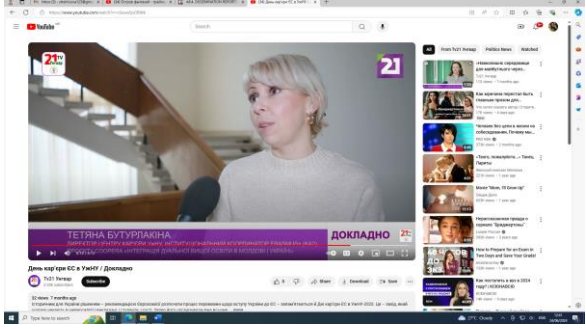
<p>2.</p>	<p><u>Press release on NEO Ukraine web page on COOPERA project</u></p> 	<p>National academic community;</p>
<p>3.</p>	<p><u>Communication on regional media channel 21kanal on DHE program and COOPERA project</u></p> 	<p>National academic community;</p>
<p>4.</p>	<p><u>Communication on regional media channel 21kanal on DHE program and COOPERA project</u></p> 	

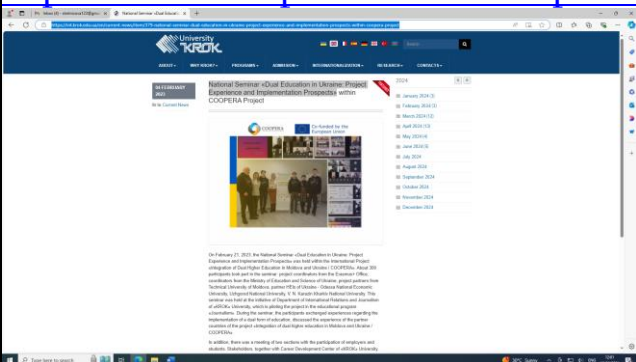


Table 13. National dissemination activities realised by P5-UzhNU, 15.01.2023-14.01.2024

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 on National Seminar «Dual Education in Ukraine: Project Experience and Implementation Prospects»</p> 	Online visitors, KROK academic community;
2.	<p>Press release on institutional web page on section meeting</p> 	Online visitors, KROK academic community;
3.	<p>Press release on institutional web page on International Forum</p> 	Online visitors, KROK academic community;
4.	<p>Press release on institutional web page on institutional project meeting</p>	Online visitors, KROK academic community;



		
<p>5. <u>Press release on institutional web page on monitoring webinar</u></p>		<p>Online visitors, KROK academic community;</p>
<p>6. <u>Press release on institutional web page on DHE program / UA</u> <u>Press release / ENG</u></p>		<p>Online visitors, KROK academic community;</p>
<p>7. <u>Press release on institutional web page on 3rd Experts Workshop /</u></p>		<p>Online visitors, KROK academic community;</p>
<p>8. <u>Press release on institutional web page on project meeting/UA</u> <u>Press release / ENG</u></p>		<p>Online visitors, KROK academic community;</p>

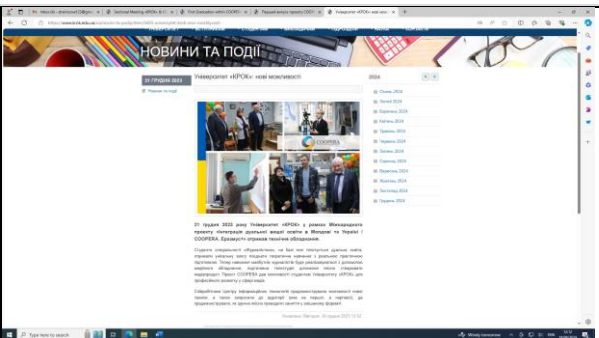
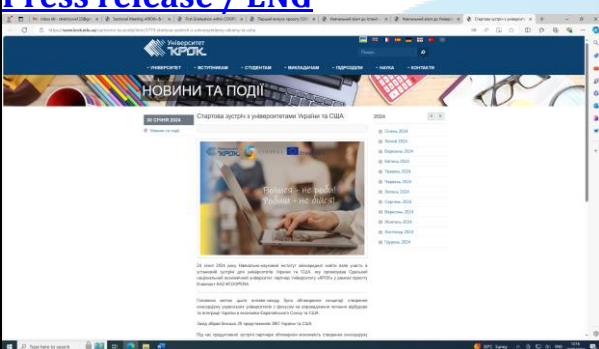
		
9.	<p>Press release institutional web page on working meeting / UA Press release / ENG</p> 	Online visitors, KROK academic community;

Table 14. Institutional dissemination activities and events realised by P6-KROK, 15.01.2023-14.01.2024

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

4.5.2. National level


No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>National Seminar</p> 	Online participants;

Table 15. National dissemination activities realised by P6-KROK, 15.01.2023-14.01.2024

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



4.6. KKNU

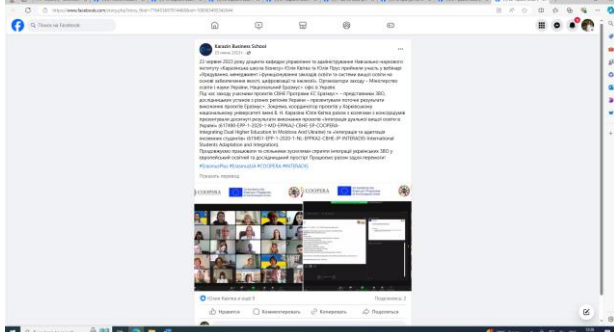
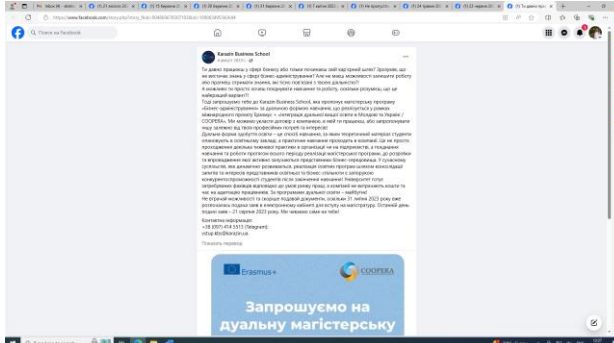
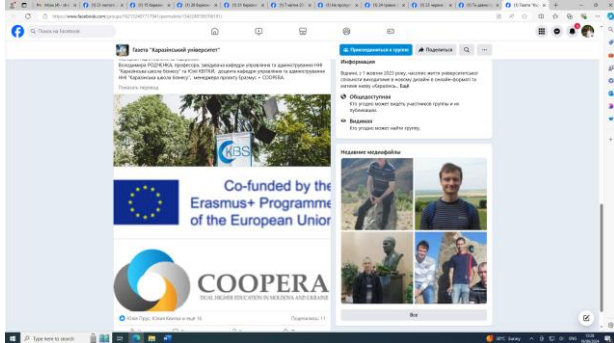

4.6.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on instittuional Facebook page on national seminar</u></p> 	Online visitors; KKNU academic community;
2.	<p><u>Press release on instittuional Facebook page on management meeting</u></p> 	Online visitors; KKNU academic community;
3.	<p><u>Press release on instittuional Facebook page on online forum</u></p> 	Online visitors; KKNU academic community;
4.	<p><u>Press release on instittuional Facebook page on institutional event</u></p>	Online visitors; KKNU academic community;



<p>5.</p>	<p><u>Press release on instittuional Facebook page on DHE piloting</u></p>	<p>Online visitors; KGNU academic community;</p>
<p>6.</p>	<p><u>Press release on instittuional Facebook page on online forum</u></p>	<p>Online visitors; KGNU academic community;</p>
<p>7.</p>	<p><u>Press release on instittuional Facebook page on management meeting</u></p>	<p>Online visitors; KGNU academic community;</p>
<p>8.</p>	<p><u>Press release on instittuional Facebook page on National Webinar</u></p>	<p>Online visitors; KGNU academic community;</p>



		
<p>9.</p>	<p><u>Press release on instittuional Facebook page on recruitment compeign</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>10.</p>	<p><u>Press release on instittuional Facebook page on promotion of COOPERA</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>11.</p>	<p><u>Press release on instittuional Facebook page on 3rd Experts Workshop</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>12.</p>	<p><u>Press release on instittuional web page on 3rd Erperts Workshop</u></p>	<p>Online visitors; KGNU academic community;</p>

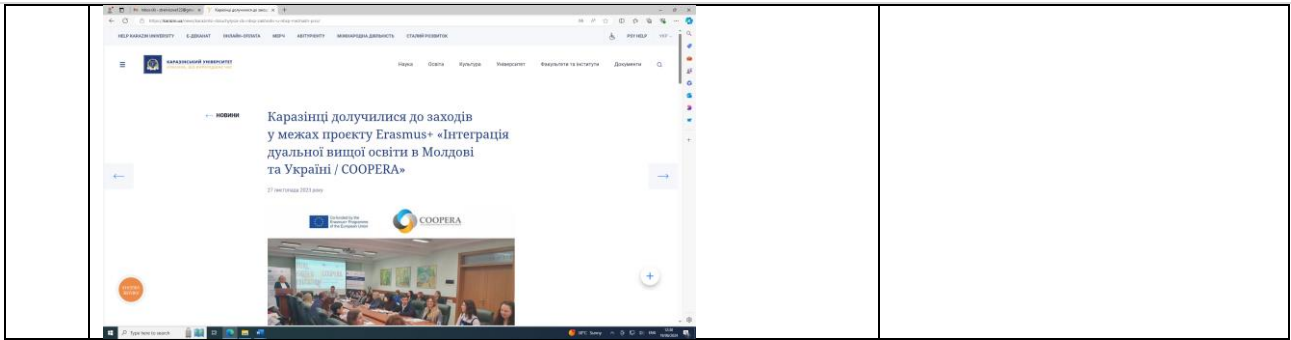
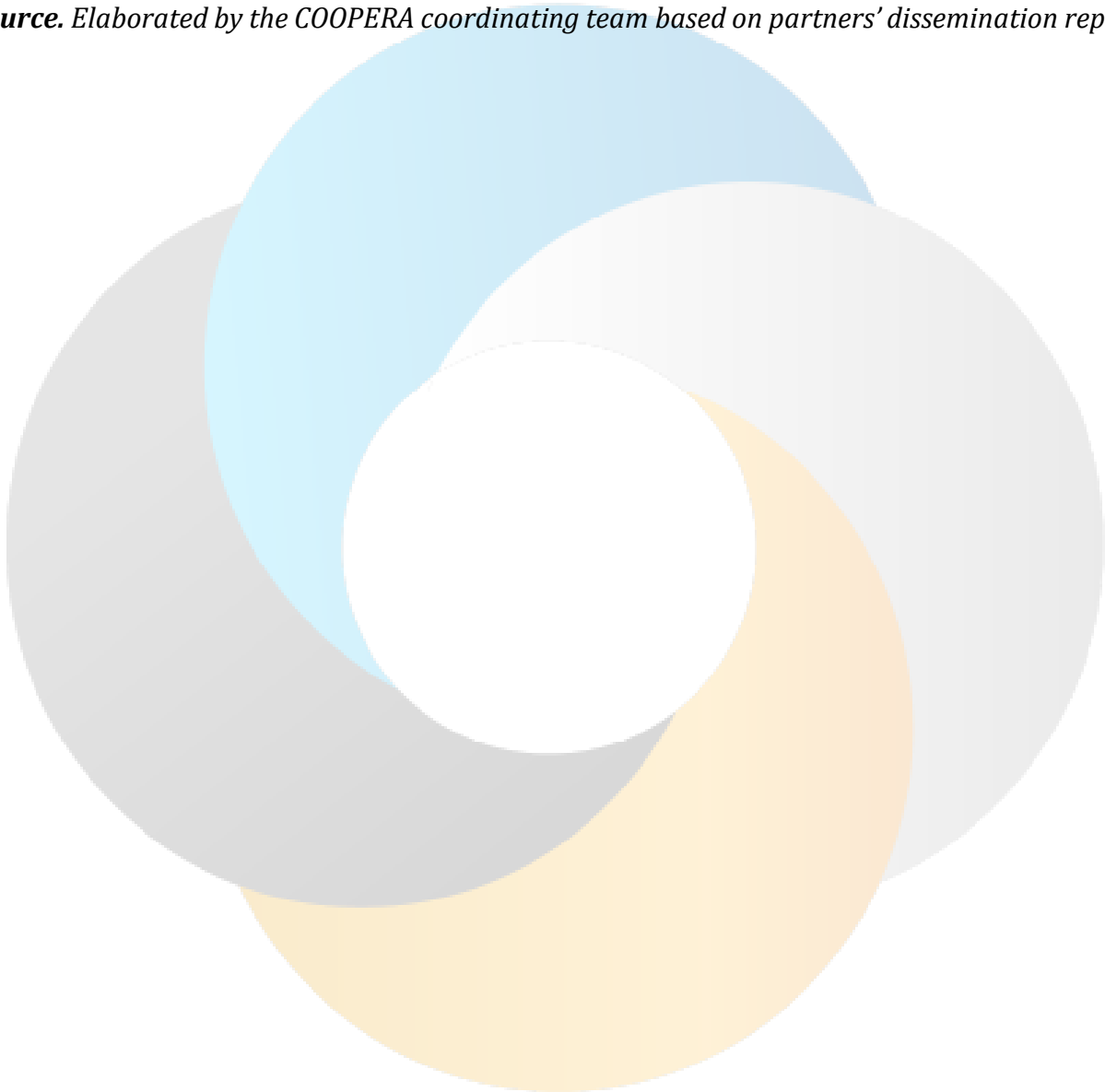




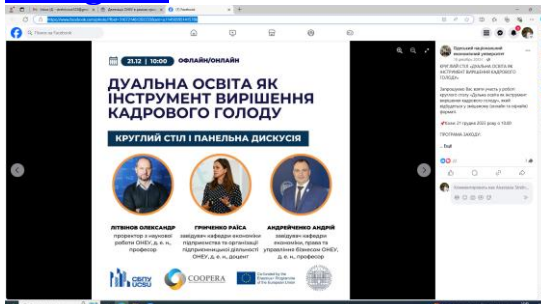
Table 15. Institutional dissemination activities and events realised by P7-KKNU, 15.01.2023-14.01.2024

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 on institutional meeting</p> <p>Зустріч із підприємницею та студенткою дуальної форми навчання COOPERA в ONEU</p> <p>В Одеському національному економічному університеті відбулася зустріч з Тетяною Масловою, студенткою другого магістерського рівня освіти за дуальною формою. Тетяна - не лише студентка, а й успішна бізнеследі, керує компанією OPTSPACE, яка успішно розвивається та кваліфікується.</p> <p>Знайдіть організований кафедрою нашого університету, дає студентам можливість почути досвід Тетяни щодо започаткування власної справи. Вони поділилися важливими аспектами старту, визначили плани на квітень та висловили чому страх і сором кваліфікують не повинні бути перешкодою у своїй бізнесу.</p> <p>Висловлено подяку професору кафедри Наталії Захарченко та гості відрізняє зустріч Тетяні Маслової за цінний внесок у розвиток освітнього процесу.</p> <p>Проект COOPERA відтворює сучасним викликам соціального середовища серед молоді в Європі. Зосереджуючись на дуальній формі освіти (ДФО), проект пропонує унікальне поєднання теорії та практики. Студенти отримують навчання та досвід, які перевершують в реальних умовах зарплати через партнерські компанії. Загальна мета - інтеграція ДФО, що сприяє покращенню взаємодії між університетами та підприємствами, а також вдосконаленню персонального професійного.</p> <p>Ми пишаємося нашими студентами та їхніми досягненнями та бажаємо їм успіхів у реалізації своїх мрій!</p> 	<p>Online visitors, ONEU academic community;</p>
2.	<p>Press release on institutional web page on institutional roundtable</p> <p>21 грудня 2023 року в Одеському національному економічному університеті за підтримки Служби будівельних справ України в межах реалізації міжнародного проекту «ІНТЕГРАЦІЯ ДУАЛЬНОЇ ВИЩОЇ ОСВИТИ В МОЛДОВІ ТА УКРАЇНІ – COOPERA» (Еразмус+) відбувся круглий стіл на тему «Дуальна освіта як інструмент вирішення кадрового голоду». Під час круглого столу з доповідями виступили:</p> <ul style="list-style-type: none"> Літвінов Олександр Сергійович, проєктор з наукової роботи, із доповіддю «Дуальна освіта як інструмент покращення практичної підготовки студентів». Грищенко Раїса Володимирівна, завідувачка кафедри економіки підприємства та організації підприємницької діяльності, та Андрійченко Андрій Андрійович, завідувач кафедри економіки, права та управління бізнесом, із доповіддю «Специфіка підготовки фахівців за спеціальністю «Підприємництво та торгівля»». <p>Проведення під час круглого столу зустрічі відбули сприяли взаєморозумінню між освітніми установами, підприємствами та студентами, а також інформацією полегшить вдосконалення програми дуальної освіти з огляду на потреби ринку праці.</p> <p>Дякуємо учасникам за активну участь у заході та запрошуємо всіх зацікавлених для подальшої співпраці у впровадженні дуальної освіти.</p> <p>Зачеки зустрічі</p> 	<p>Online visitors, ONEU academic community;</p>
3.	<p>Press release on institutional mass media on institutional roundtable: Facebook page Instagram</p> 	

	<p>ДУАЛЬНА ОСВІТА ЯК ІНСТРУМЕНТ ВИРІШЕННЯ КАДРОВОГО ГОЛОДУ КРУГЛИЙ СТІЛ І ПАНЕЛЬНА ДИСКУСІЯ</p> <p>ЛІТВИН ОЛЕКСАНДР проректор з наукової роботи ONEU, д. е. н., професор</p> <p>ГРИЧЕНКО РАЙСА завідувач кафедри економіки підприємства та організації підприємницької діяльності ONEU, д. е. н., доцент</p> <p>АНДРЕЙЧЕНКО АНДРІЙ завідувач кафедри економіки права та управління ONEU, д. е. н., професор</p> <p>21 грудня 2023 року о 10:00 ПРОГРАМА ЗАХОДУ: 1. Доловаці</p> <p>Дуальна освіта як інструмент покращення практичної підготовки студентів (Літвін Олександр)</p> <p>Позначки: «Подобаться»: 49 18 грудня 2023 р.</p>	
<p>4.</p>	<p>Institutional round table on COOPERA project issue - onnline dissemination event</p>	<p>16 Online participants;</p>
<p>5.</p>	<p><u>Press release on institutional web page on institutional meeting</u></p>	<p>Online visitors, ONEU academic community;</p>
<p>6.</p>	<p><u>Press release on institutional web page on round table on the topic "DISCUSSING THE CONTENT OF TRAINING SPECIALISTS IN THE FIELD OF BANKING UNDER THE DUAL EDUCATION SYSTEM"</u></p>	<p>Online visitors, ONEU academic community;</p>



	<p>14 грудня 2023 року</p> <p>в межах проекту Erasmus + COOPERA project «Integration of dual higher education in Moldova and Ukraine», ref. no. 617490-ERP-1-2020-1-MD-ERPKA2-SVHE-SP</p> <p>Кафедра Банківської справи було проведено форумуєстів</p> <p>«ОБГОВОРЕННЯ ЗМІСТУ ПІДГОТОВКИ ФАХІВЦІВ У СФЕРІ БАНКІВСЬКОЇ СПРАВИ ЗА ДУАЛЬНОЮ ФОРМОЮ НАВЧАННЯ»</p> <p>В заході взяли участь представники ПАТ «Банк Восток», ПАТ «МТБ Банк», АБ «Підприємці», АТ КД «ПРИВАТБАНК», АТ «Райффайзен Банк», АТ «Сенс Банк», ПАТ «Укробанк»</p> <p>Співкаледарем роботи надати високу оцінку освітніх програм кафедри та підготовки випускників кафедри. Варточас серед проблем було визначено кадровий голод у Банках.</p> <p>Висвітлено цілі проблеми сприяємо професіоналізацію студентів та здобуття висхідної освіти з елементами запровадження дуальної форми. Банки партнерів та викладачі ОНЕСУ поділялися досвідом користування простору інтегративної дуальної форми навчання в 1 семестрі 2023/24 н.р.</p> <p>Дякуємо нашим гостям та запрошуємо до подальшої співпраці!</p> 	
<p>7.</p>	<p><u>Press release on institutional web page on DHE program piloting</u></p> <p>28 грудня 2023 року</p> <p>Координатор дуальної освіти за ОП «Міжнародний банківський Бізнес» Лілія Жидарська провела зустріч з координатором від ПАТ «Райффайзен Банк» Марією Романченко (керівник центру продажів у м. Сидак) та здобувачем за дуальною формою навчання.</p> <p>У ході зустрічі були обговорені питання підготовки 1 семестру навчання та визначено плани та перспективи співробітництва у 2 семестрі.</p> <p>Зустріч проведено в рамках реалізації проекту Erasmus + COOPERA project «Integration of dual higher education in Moldova and Ukraine», ref. no. 617490-ERP-1-2020-1-MD-ERPKA2-SVHE-SP</p> 	<p>Online visitors, ONEU academic community;</p>
<p>8.</p>	<p><u>Press release on institutional web page on DHE program piloting</u></p> <p>28 грудня 2023 року</p> <p>Координатор дуальної освіти за ОП «Міжнародний банківський Бізнес» Лілія Жидарська провела зустріч з керівницею Регіонального центру в Сістено Франко та керівником проекту та програм Регіонального центру Іваном Шваболом (ж. Сидак, АБ «ПІВДЕН 95»).</p> <p>Обговорювалися питання реалізації Угоди про отримання в дуальній освіті: надання відбору здобувачів, навчання на робочих місцях та здійснення.</p> <p>Зустріч проведено у межах реалізації проекту Erasmus + COOPERA project «Integration of dual higher education in Moldova and Ukraine», ref. no. 617490-ERP-1-2020-1-MD-ERPKA2-SVHE-SP</p> 	<p>Online visitors, ONEU academic community; Online visitors, ONEU academic community;</p>
<p>9.</p>	<p><u>Press release on institutional web page on 3rd Experts Workshop</u></p>	<p>Online visitors, ONEU academic community;</p>



	<p>22-24 листопада 2023 року відбувся 3-тєйший семінар на запрошення проекту Erasmus+ "Інтегруючи дуальну вищу освіту в Молдову та Україну" (COOPERA), м.сто Кишинєв (Молдова). Організаторами заходу виступили Академія економічних наук Молдови.</p> <p>Об'єктом програми виступила така п'ятірка:</p> <ul style="list-style-type: none"> - Покращення практичних адміністративних АSEM: Надія ВЕЛІВЬО – Генеральний секретар, Міністерство освіти і науки, Республіка Молдова; Олександр СТЕПАНІУ – Радник, АSEM; Світлана СЕРГІУ – координатор проекту COOPERA, між-департаментальний офіс з європейських проектів, АSEM. - Проведення чергового звіту щодо дуальної вищої освіти в Республіці Молдова: Аліна ПІВА – Головної конструкторки, Дирекції політики у сфері вищої освіти, Міністерство освіти і науки, Республіка Молдова; - Проведення загальної семінари для представників та керівників кандидатів до дуальної освіти: Людмила СТЕП – менеджер з операційної діяльності у сфері професійно-технічної освіти, GDZ Молдова; - Проведення семінари досліджень і порад щодо впровадження програми дуальної освіти в Університеті ULIM: Наталія СТЕВІУ – Директор Європейського Інституту політичних досліджень Молдови (EIP) та Думніца МІРЧІУ – студентка; - Проведення семінари досліджень і порад щодо впровадження програми дуальної освіти в Університеті ТУМ: Вера СІДАНЕВІЧУК – Заступник керівника інформаційно-бізнесової стратегії, ТУМ; - Проведення семінари досліджень і порад щодо впровадження програми дуальної освіти в українських університетах: Юлія ПОЛІНА БІТУРЯКОВА, ІРОК (Андрій ПОПАРСЬ), Юлія ЮЛІА КІВКА, ОНУЕ (Дана ЗАБАДСЬКА). - Проведення сесії для менеджерів проекту Кооператури. <p>Висока адміністрація Академії економічних наук Молдови (АЕМ) та організатори заходу обговорили та розглядали результати роботи, а також взяли участь в обговоренні кейсів COOPERA на основі університетів.</p>	
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Table 16. Institutional dissemination activities and events realised by P8-ONEU, 15.01.2023-14.01.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.7.2. National dissemination

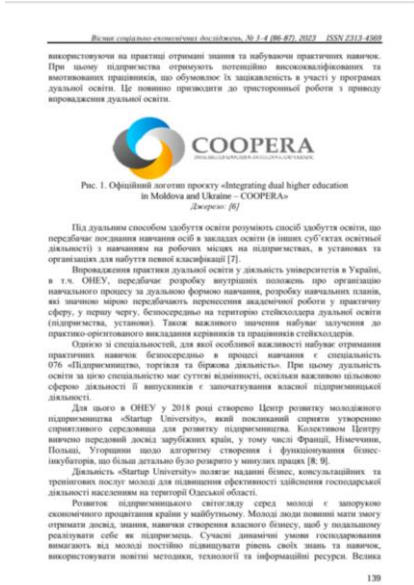
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Publication of article in national newspaper</u></p> 	National and institutional academic community;

Table 17. National dissemination activities and events realised by P8-ONEU, 15.01.2023-14.01.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports



4.7.3. International level

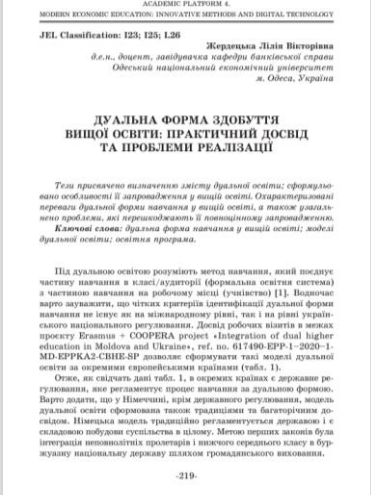
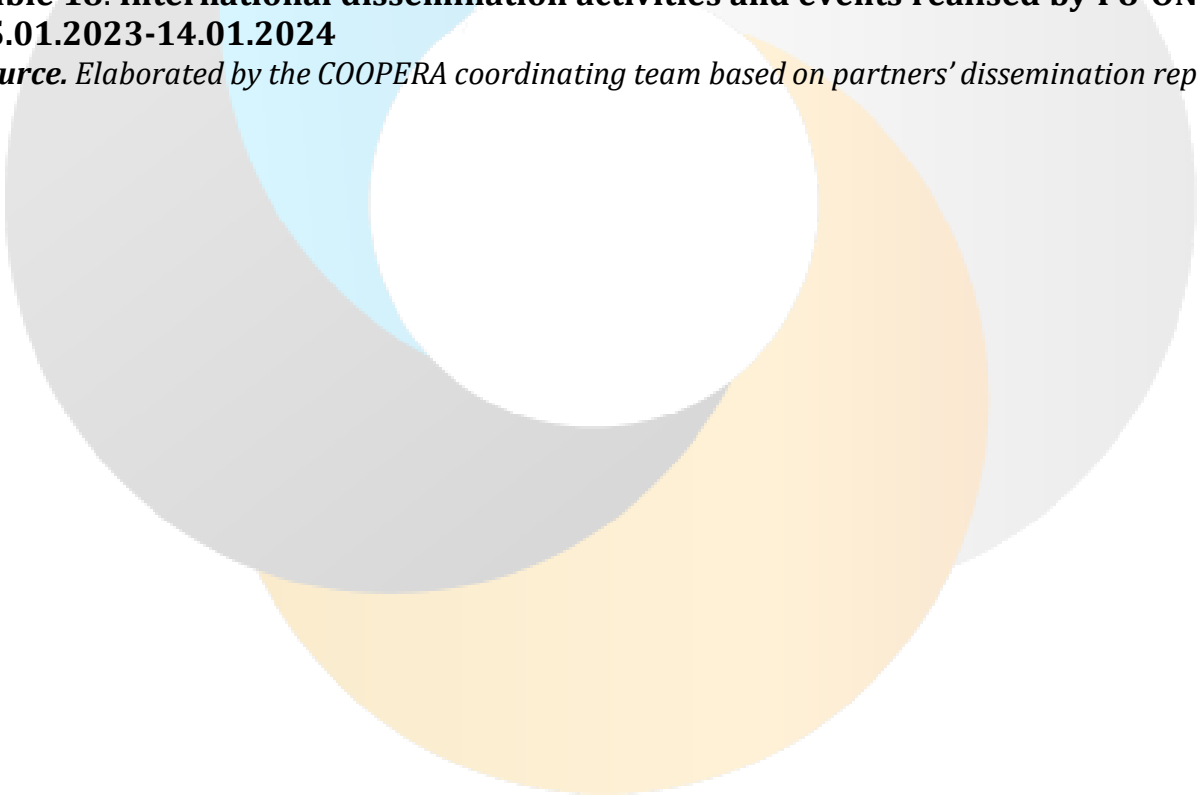
No.	Description of the activities	Type and number of participants/ beneficiaries
1.	<p><u>Publication of international article</u></p> 	International academic community;

Table 18. International dissemination activities and events realised by P8-ONEU, 15.01.2023-14.01.2024

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	3	1	-	-	-	-	1
2.	Institutional web page publications	11	5	7	6	9	1	7
3.	Institutional mass-media publications	9	-	17	-	-	11	1
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
4.	Mass-media appearance (TV, radio, articles in mass-media)	2	-	3	3	-	-	-
International level								
1.	International Conference/ Workshops/ Seminars	1	-	-	-	-	-	-
2.	International Articles	-	-	-	-	-	-	1
3.	Inter-project coaching	-	-	-	-	-	-	-

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 third 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 101

dissemination actions realized by all partners, out of which **89 are on Institutional level; National level – with the total of 10 dissemination actions; International level with 2 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 52 institutional publications).

The highest number of institutional dissemination activities were realised by P3-ULIM, followed by P1-ASEM and P2-TUM. P1-ASEM and P3-ULIM realised same number of dissemination activities on national level (2 each) (see Figure 5)

The Partner universities from Ukraine has drawn their special attention to dissemination of the project activities at all levels. The distribution can be seen in the Figure 6, where the most active partners are P7-KKNU and P8-ONEU.

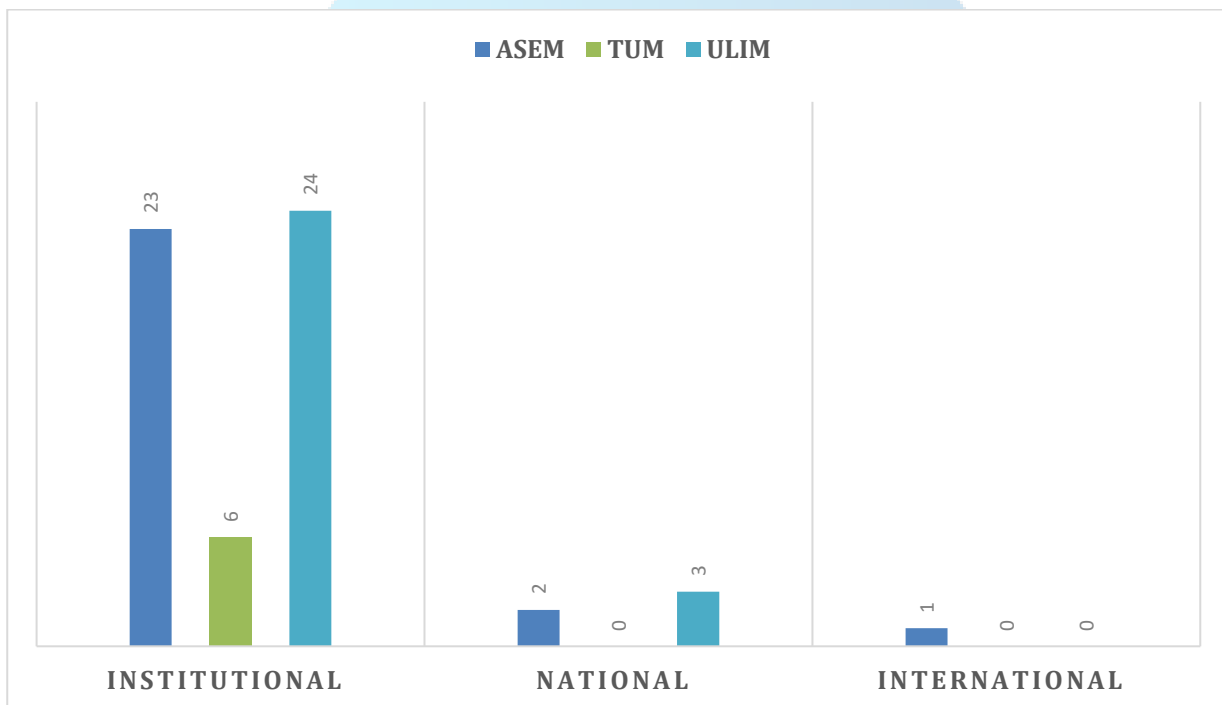


Figure 5. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2023-14.01.2024

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

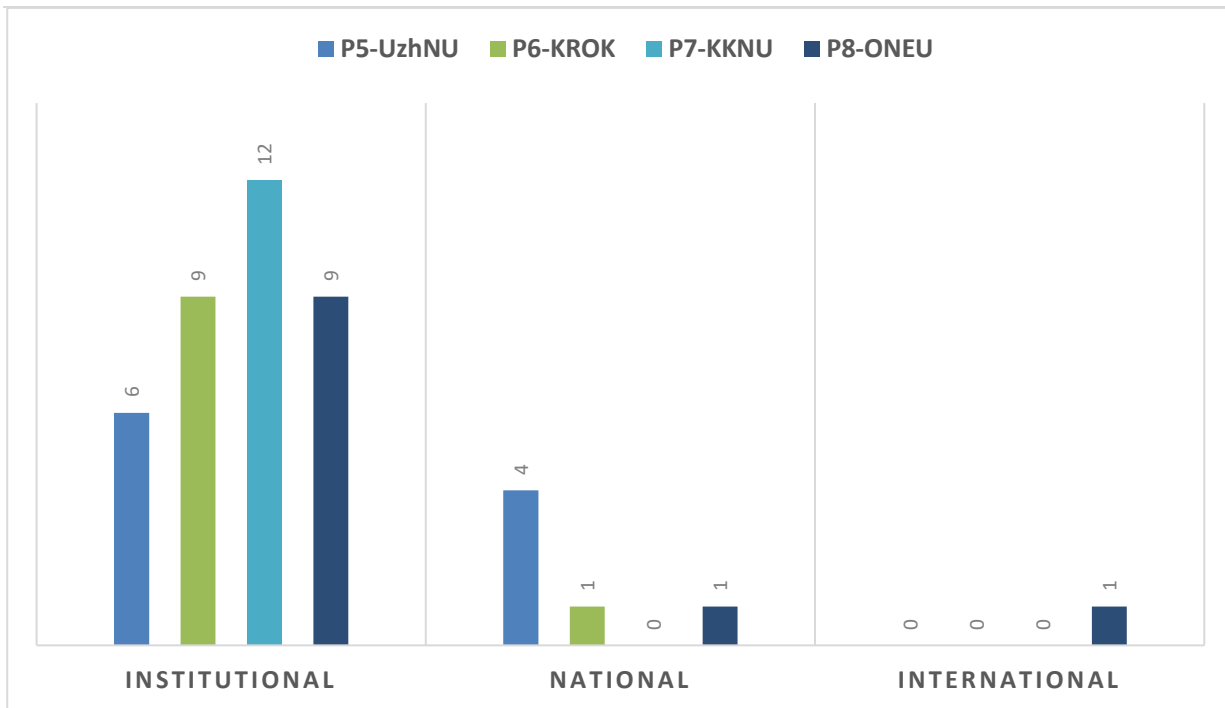


Figure 6. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2023-14.01.2024

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

CONCLUSION

Based on the results of the dissemination report of the 3rd 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 outcomes of the COOPERA project, Dual Higher Education programs piloting stage, share experience and knowledge gained during the expert workshop and national roundtables via national and international publications.