

COOPERA

Integrating Dual Higher Education In Moldova and Ukraine

DISSEMINATION & SUSTAINABILITY REPORT

15.01.2024-14.08.2024

Deliverable 6.4

DUAL
HIGHER
EDUCATION



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of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

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DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

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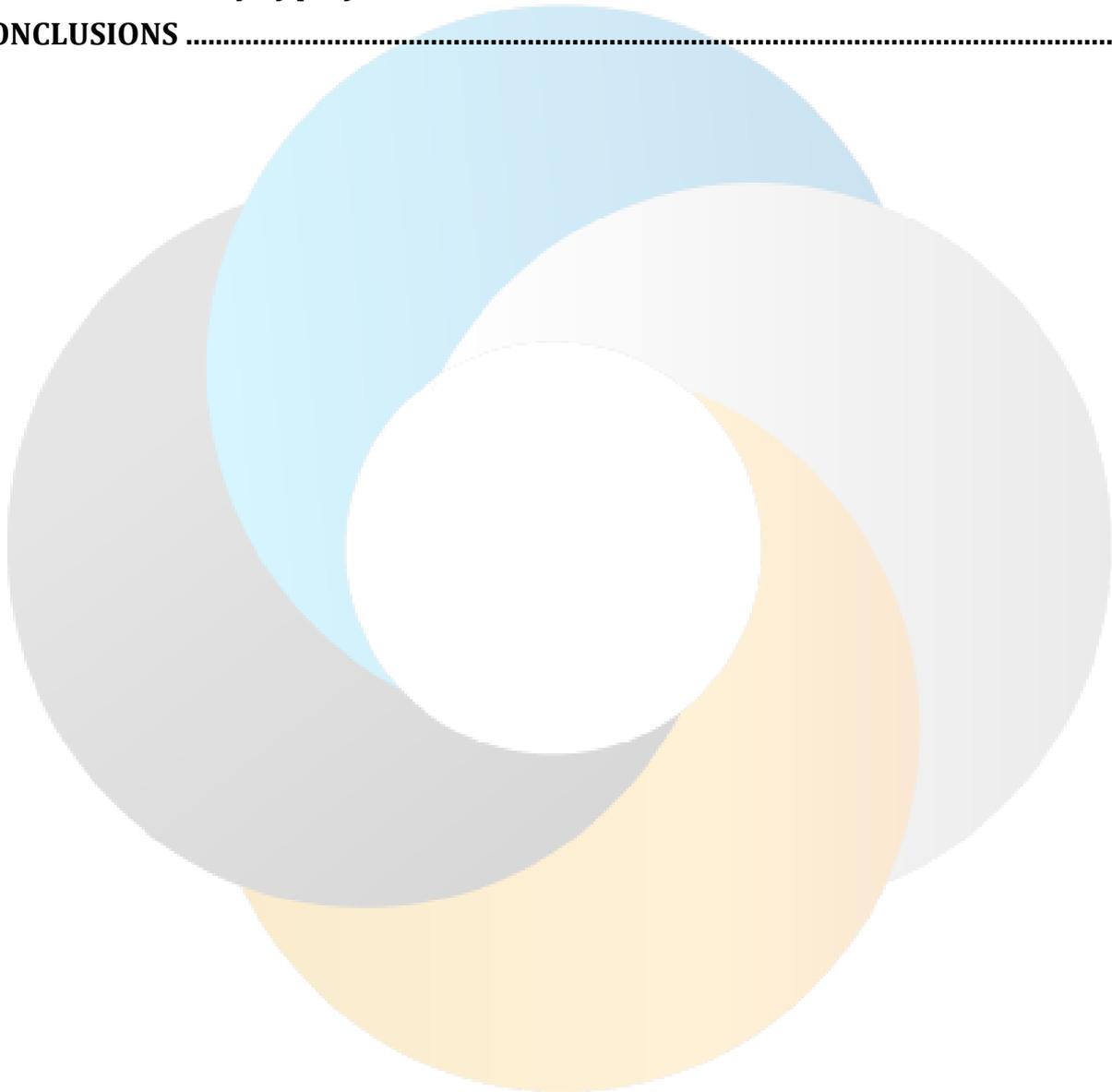


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ABBREVIATIONS

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

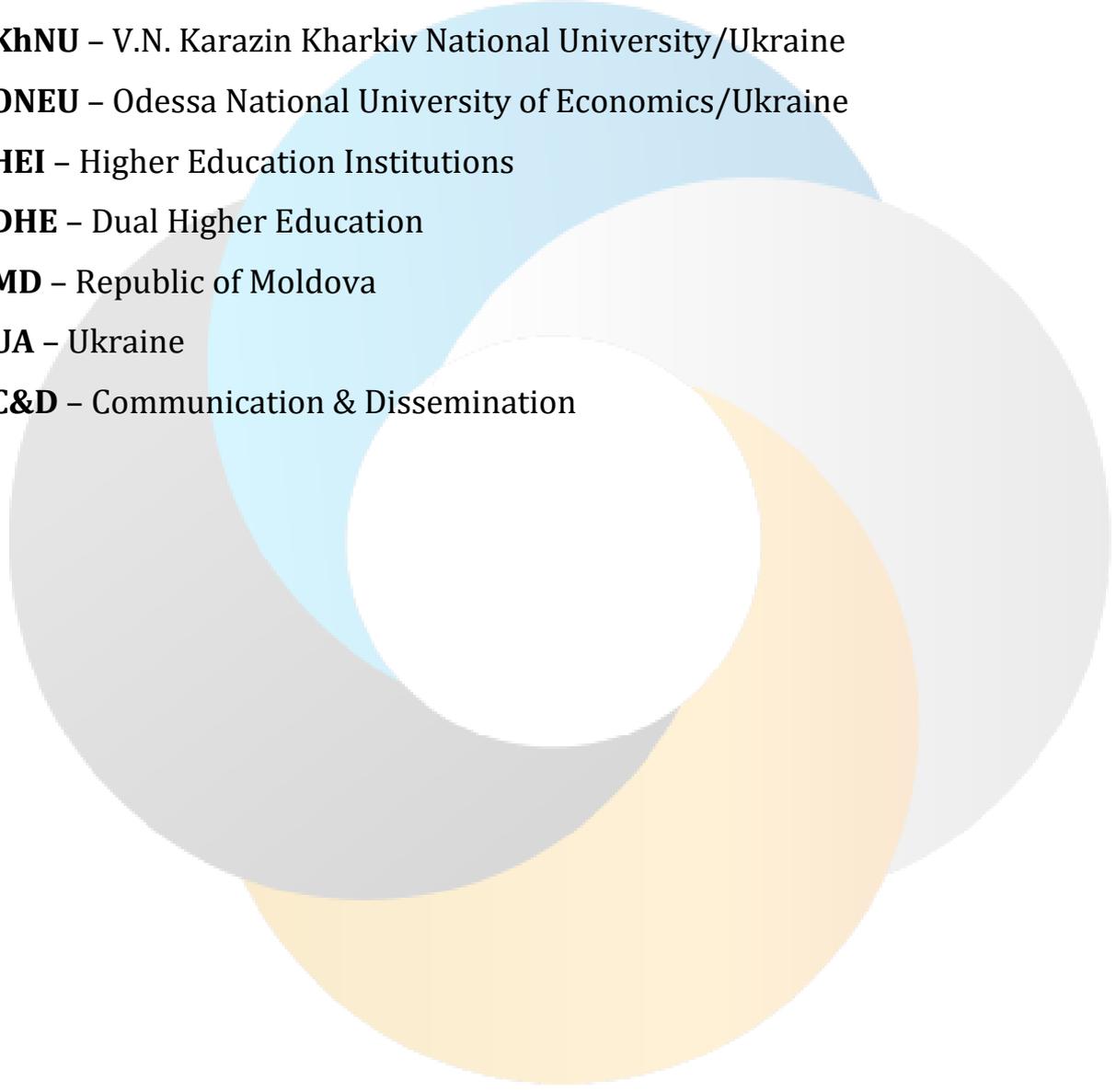
HEI – Higher Education Institutions

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 4th project year from 15th January 2024 to 14th August 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 all four project reports elaborated.

In the 4th year of the project, COOPERA activities were focused on raising awareness about the project outputs produced to various target groups in subsequent years.

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 after the project lifetime. 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** presents communication and dissemination activities done by MD and UA partners.
- **SECTION 5** presents sustainability report on activities done by MD and UA partners.
- **SECTION 6** ends the deliverable with conclusions and overview of the all dissemination and sustainability actions realised during the project lifetime.

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 last project's year was disseminating project results and achievements 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 was crucial for sustainable development of DHEM. Therefore, strategic benefits of DHEM development for strengthening competitiveness of universities was demonstrated supported by university management, which led to extension of DHE programs for next academic years.

Public administrators: policy makers, civil servants employed in local, regional or national public administrations were involved in theoretical and practical trainings on project issues which led to elaboration and adoption of national legislative framework on DHE.

Academics/ researchers who were involved 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 was crucial for

Students: university students (BMD levels) who are involved in the DHE programmes piloting, students with disabilities involved in the experts' workshops: their feedback is an important input towards improving the DHE in the teaching-learning-evaluation process, therefore it will be collected after the project lifetime and along the implementation of DHE programs at PC HEIs.

Industrial Sector Representatives are involved in DHEM: they 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. Each PC HEI continue to enlarge collaboration with Industrial Sector Representatives to be involved in DHE programs as partners.

2.3. Key Performance Indicators

A series of Key Performance Indicators, used as measures during the project helps maintain momentum and review progress. In the table below, numerous KPIs have used to measure impact and progress of dissemination activities realised by partners.

Dissemination Activity	Metric	Measurement	Target Values	Actual	On Target
COOPERA Website	Number of visits	Website Analytics	300	-	Yes
	Number of publications and PR communications;	Count	20	25	Yes
COOPERA National Facebook Channel / MOLDOVA	Number of publications and PR communications;	Count	10	27	Yes
COOPERA National Facebook Channel / UKRAINE	Number of publications and PR communications;	Count	10	34	Yes
INSTITUTIONAL LEVEL					
Institutional dissemination event	Number of events	Count	7	20	Yes
Institutional web page publication	Number of press-releases	Count	42	176	Yes
Institutional mass-media publication	Number of press-releases	Count	42	125	
Institutional article/newspaper publication	Number of articles	Count	-	1	
NATIONAL LEVEL					
Information days and public appearances	Number of events	Count	-	5	Yes
National Conferences/Workshops/ Seminars	Number of attendees	Count	-	4	Yes
National scientific publications	Number of mass-media articles	Count	7	4	Yes
Mass-media appearance (TV, radio, articles in mass-media)	Number of Articles	Count	7	24	Yes
INTERNATIONAL LEVEL					
International Conference/Workshops/ Seminars	Number of events	Count	1	3	Yes
International Articles	Number of Articles	Count	1	11	Yes
Inter-project coaching	Number of events	Count	1	3	Yes

Table 2. COOPERA Key Performance Indicators (MD & UA partners) 14.01.2021-14.08.2024

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.

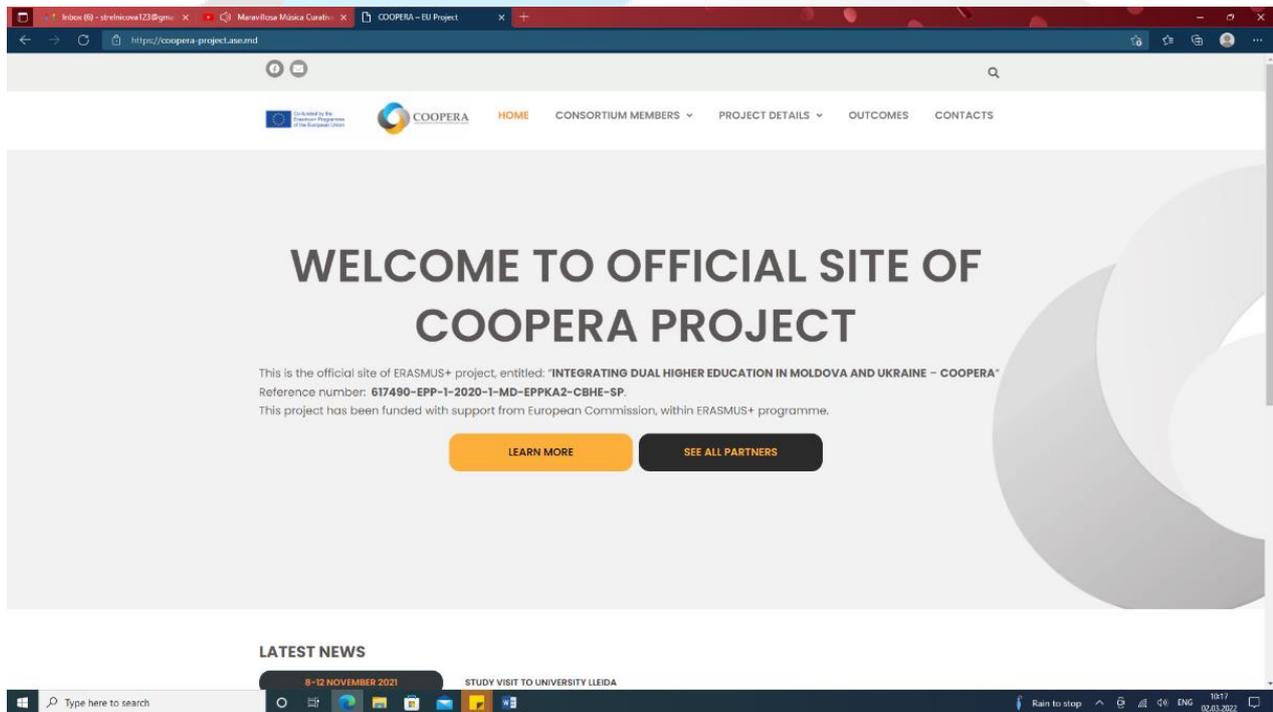


Figure 2. COOPERA web page

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:

- 25 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);
- 3 Annual Dissemination Reports (WP6-D6.4-A6.4.1);
- 1 Report on Organization of Final Conference (WP6-D6.6-A6.6);
- 10 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.

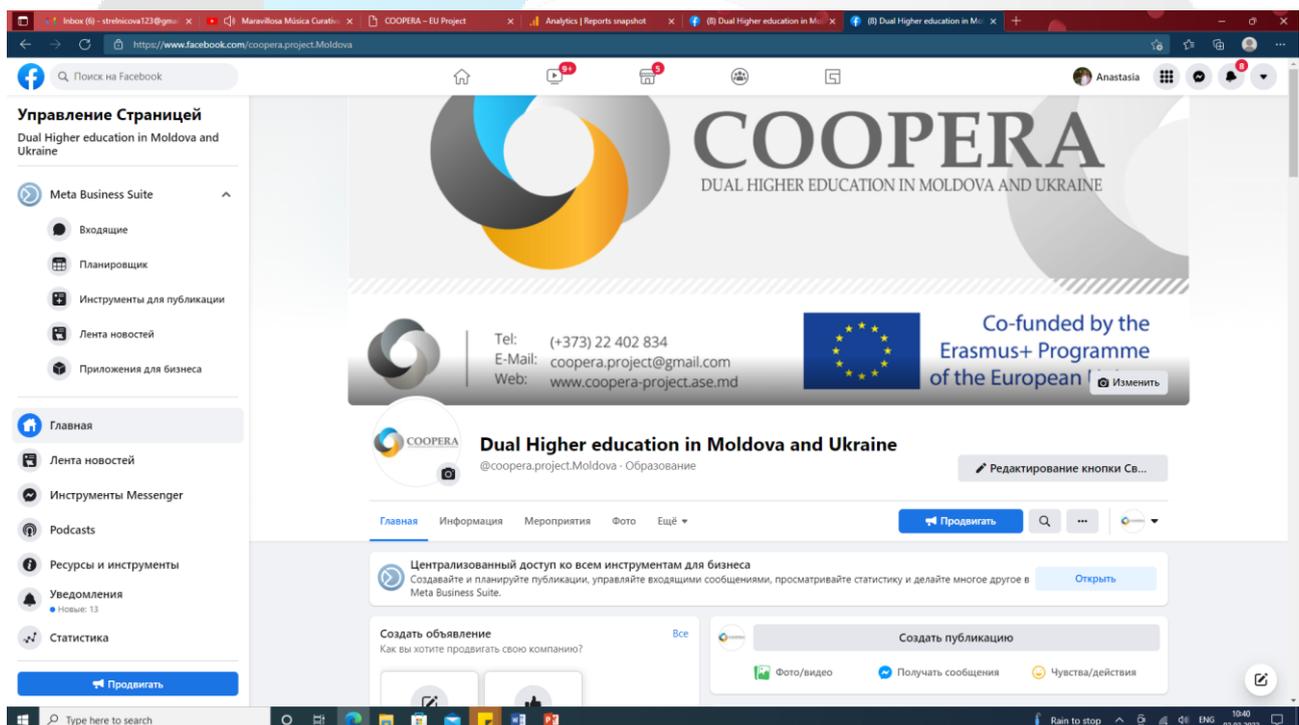


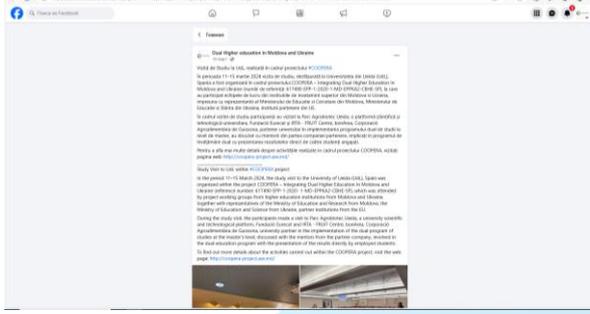
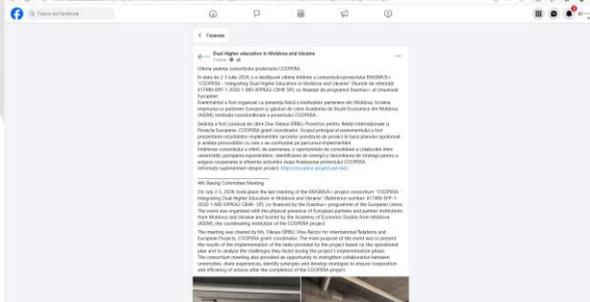
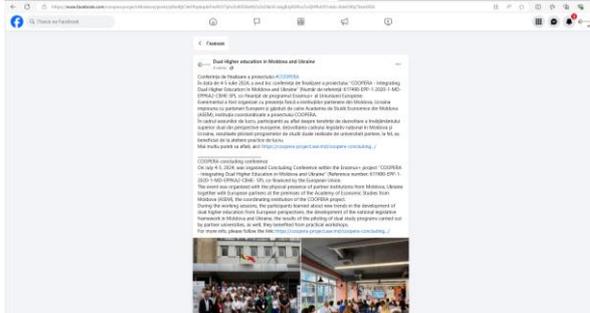
Figure 3. COOPERA. MOLDOVA Facebook page

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

During the last year of the project five (5) 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 925 interactions and the total coverage of 69.

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 Study Visit to University of Lleida</u></p> 	<p>Post impressions – 56; Publication coverage -37; interactions – 6;</p>
2.	<p><u>Press release on National Facebook page about working meeting at the Ministry of Education of Moldova</u></p> 	<p>Post impressions – 17; Publication coverage -16; interactions – 5;</p>
3.	<p><u>Press release on National Facebook page about Final Steering Committee Meeting</u></p> 	<p>Post impressions – 255; Publication coverage - 230; interactions – 65;</p>
4.	<p><u>Press release on National Facebook page about COOPERA concluding conference</u></p> 	<p>Post impressions – 796; Publication coverage - 727; interactions – 124;</p>



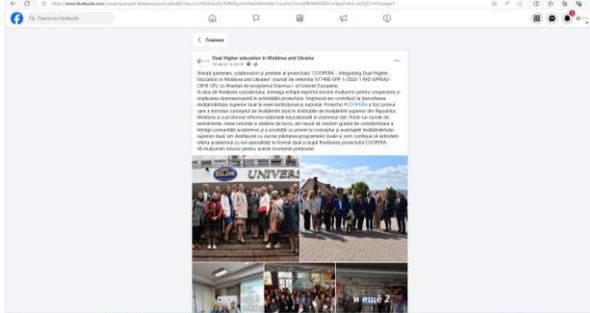
<p>5.</p>	<p><u>Press release on National Facebook page about COOPERA project finalisation</u></p> 	<p>Post impressions – 12; Publication coverage -11; interactions –4;</p>
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Table 3. COOPERA. MOLDOVA Facebook publication, 15.01.2024-14.08.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

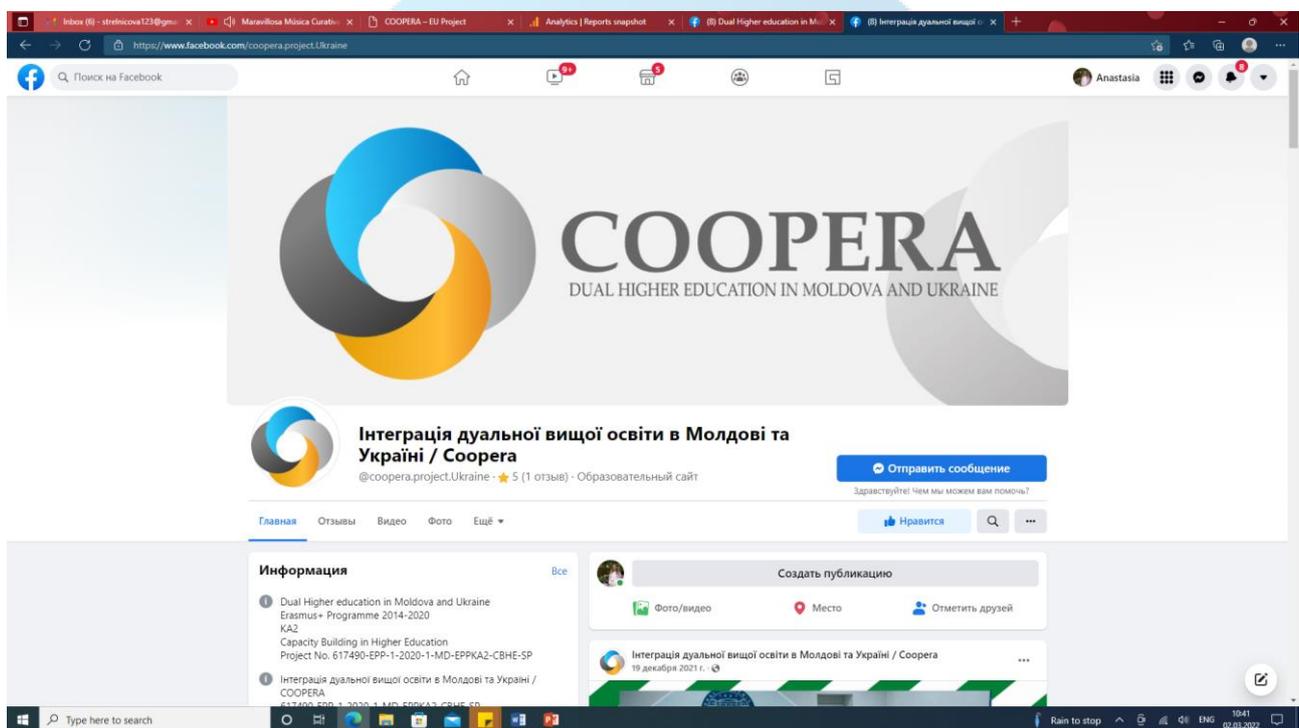
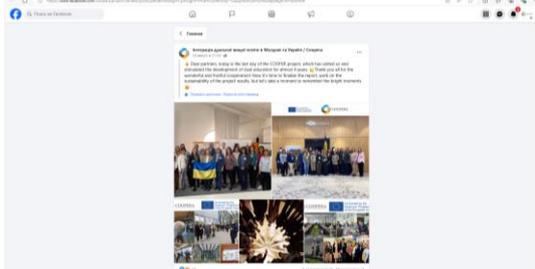
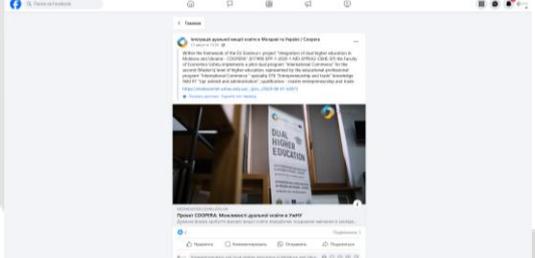
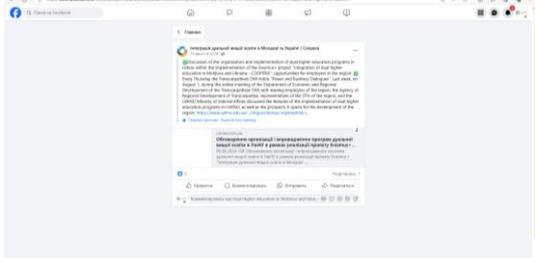
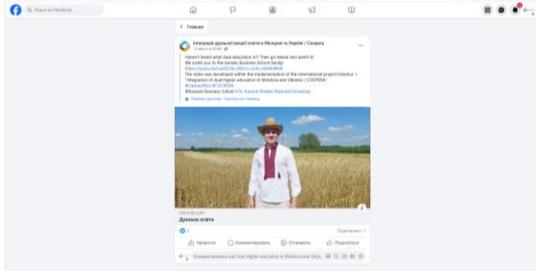
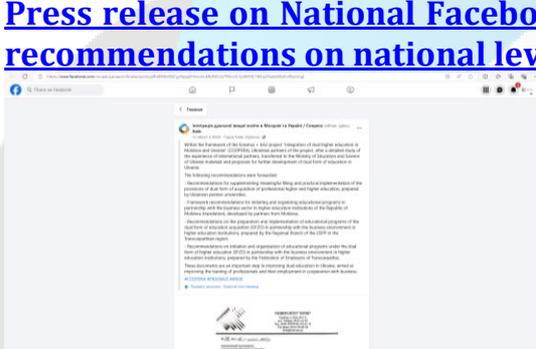
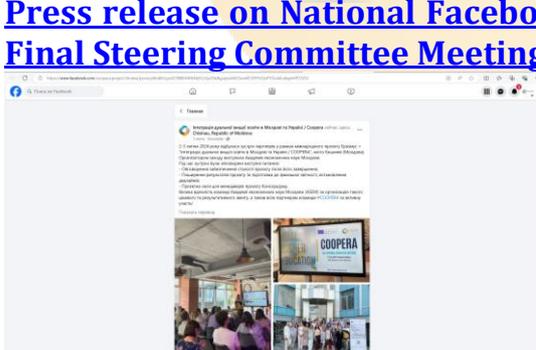


Figure 4. COOPERA. UKRAINE Facebook page
Source. <https://www.facebook.com/coopera.project.Ukraine>



No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on National Facebook Page about project finalisation</u></p> 	Online visitors;
2.	<p><u>Press release on National Facebook Page about response of the Ministry of Education and Science of Ukraine</u></p> 	Online visitors;
3.	<p><u>Press release on National Facebook Page about project's results</u></p> 	Online visitors;
4.	<p><u>Press release on National Facebook Page about project's implementation by UzhNU</u></p> 	Online visitors;
5.	<p><u>Repost on National Facebook Page about KKNU promotional campaign</u></p>	Online visitors;



		
6.	<p><u>Press release on National Facebook Page about KROK promotional campaign</u></p> 	Online visitors;
7.	<p><u>Press release on National Facebook Page about recommendations on national level</u></p> 	Online visitors;
8.	<p><u>Press release on National Facebook Page about COOPERA Final conference</u></p> 	Online visitors;
9.	<p><u>Press release on National Facebook Page about Final Steering Committee Meeting</u></p> 	Online visitors;
10.	<p><u>Press release on National Facebook Page about online meeting</u></p>	Online visitors;

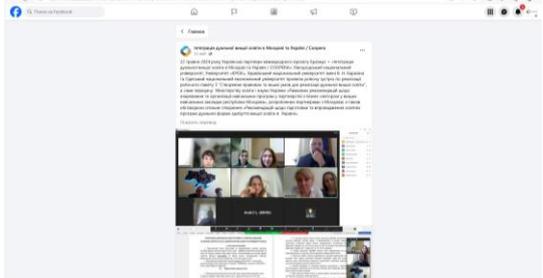
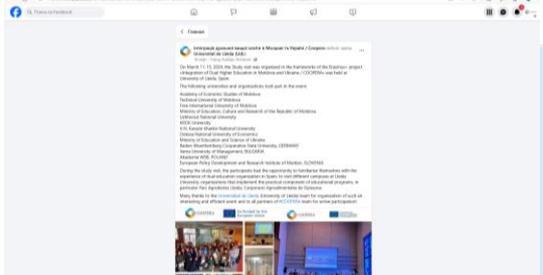
		
11.	<p><u>Press release on National Facebook Page about Study Visit to University of Lleida</u></p> 	Online visitors;

Table 4. COOPERA. MOLDOVA Facebook publication, 15.01.02024-14.08.2024
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.**

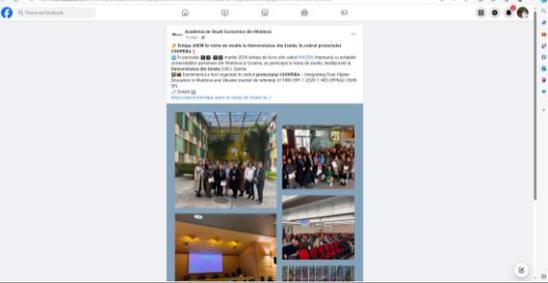
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- 🕒 [P6-KROK](#)
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4. DISSEMINATION ACTIVITIES AND RESULTS BY MOLDOVAN PARTNER UNIVERSITIES

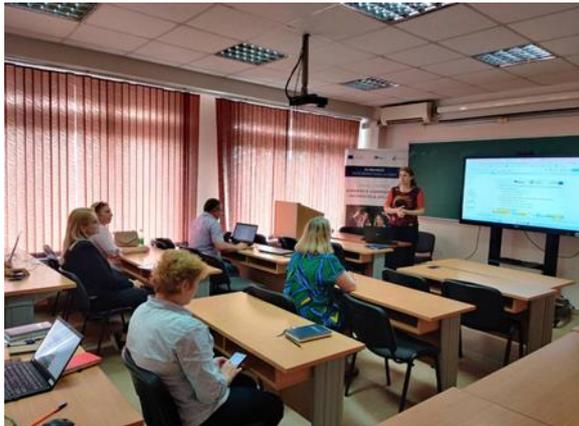
Realisation of dissemination activities within COOPERA project is mandatory for Partner University from Moldova and Ukraine and is realised on intuitional, national and international levels by each MD and UA partner. The section below will describe dissemination activities realised by each partner separately.

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 about Study Visit to University of Lleida, realized on 11-15 march 2024</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
2.	<p><u>Press release on institutional Facebook page about Study Visit to University of Lleida, realized on 11-15 march 2024</u></p> 	<p>Online Institutional community;</p> <p>visitors; academic</p>
3.	<p><u>Press release on institutional web page about Fine-tuning Meeting with representatives of MECRM organized within COOPERA project</u></p>	<p>Online Institutional community;</p> <p>visitors; academic</p>



		
<p>4.</p>	<p>Institutional Information Session</p> 	<p>Institutional community participants; academic - 16</p>
<p>5.</p>	<p><u>Press release on institutional web page about Institutional Information Session</u></p> 	<p>Online Institutional community; visitors; academic</p>
<p>6.</p>	<p><u>Press release on institutional web page about COOPERA Final Steering Committee Meeting</u></p> 	<p>Online Institutional community; visitors; academic</p>
<p>7.</p>	<p><u>Press release on institutional Facebook page about COOPERA Final Steering Committee Meeting</u></p>	<p>Online Institutional community; visitors; academic</p>



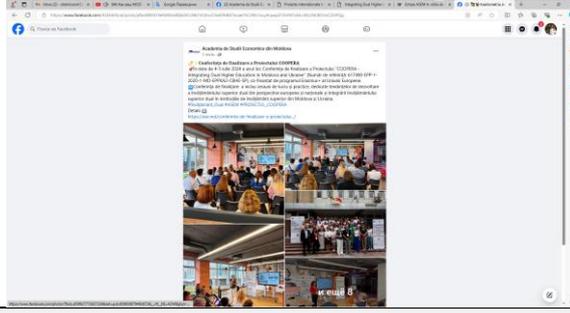
		
8.	<p><u>Press release on institutional web page about COOPERA Concluding conference</u></p> 	<p>Online Institutional community; visitors; academic</p>
9.	<p><u>Press release on institutional Facebook page about COOPERA Concluding Conference</u></p> 	<p>Online Institutional community; visitors; academic</p>
11.	<p><u>Press release on institutional Facebook page about COOPERA Concluding Conference</u></p> 	<p>Online Institutional community; visitors; academic</p>

Table 5. Institutional dissemination activities and events realised by P1-ASEM, 15.01.2024-14.08.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.1.2. National dissemination

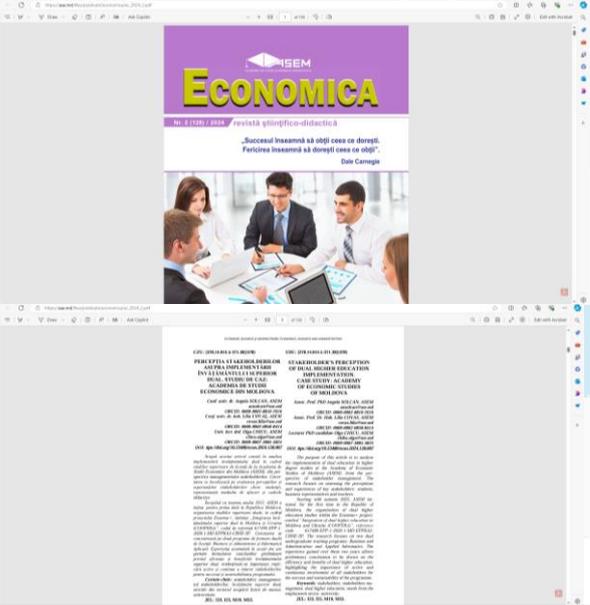
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Publication of Article in National Scientific Newspaper ECONOMICA (B2)</u></p> 	<p>Online scientific community</p>

Table 6. National dissemination activities and events realised by P1-ASEM, 15.01.2024-14.08.2024

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 about study visit to Spain</u></p> 	<p>Online visitors, 341 accesses;</p>
2.	<p><u>Press release on institutional web page about Consortium Meeting</u></p>	<p>Online visitors; 206 accesses;</p>



		
<p>3.</p>	<p><u>Press release on institutional web page about Dual Education</u></p> 	<p>Online visitors; 200 accesses;</p>

Table 8. Institutional dissemination activities and events realised by P2-TUM, 15.01.2024-14.08.2024

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

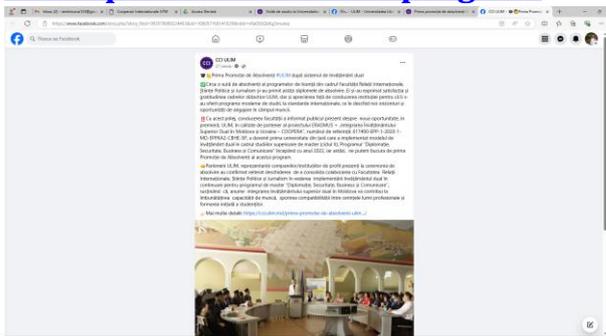
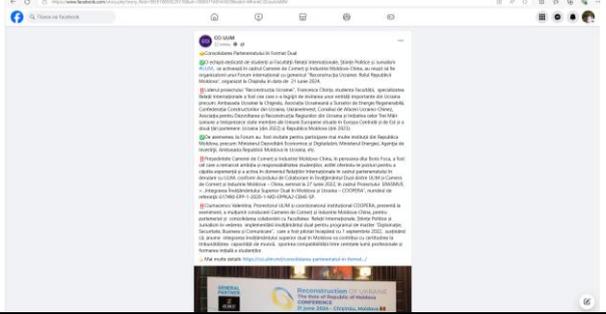


4.3. ULIM

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 about Study Visit to Spain</u></p> 	ULIM academic community;
2.	<p><u>Press release on institutional Facebook page about Study Visit to Spain</u></p> 	ULIM academic community;
3.	<p><u>Press release on institutional Facebook page about institutional dissemination event</u></p> 	ULIM academic community;
4.	<p>Institutional dissemination event</p> 	ULIM academic and administrative community - 27;



<p>5.</p>	<p><u>Press release on institutional web page about promotion of DHE program</u></p> 	<p>ULIM academic community;</p>
<p>6.</p>	<p><u>Press release on institutional Facebook page about promotion of DHE program</u></p> 	<p>Post impressions:193 Publication coverage:192 Interactions: 27</p>
<p>7.</p>	<p><u>Press release on institutional web page about DHE partnership</u></p> 	<p>ULIM academic community;</p>
<p>8.</p>	<p><u>Press release on institutional Facebook page about DHE partnership</u></p> 	<p>Post impressions – 96; Publication coverage -15; interactions – 12;</p>
<p>9.</p>	<p><u>Press release on institutional Facebook page about Concluding Conference</u></p> 	<p>Post impressions:451 Publication coverage:414 Interactions: 55</p>



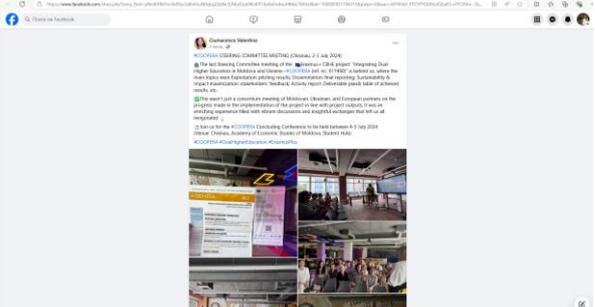
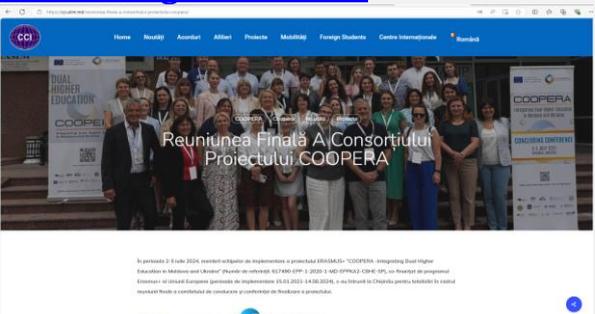
		
<p>10.</p>	<p><u>Press release on institutional Facebook page about last Steering Committee meeting</u></p> 	<p>ULIM academic community;</p>
<p>11.</p>	<p><u>Press release on institutional web page about Concluding Conference</u></p> 	<p>ULIM academic community;</p>

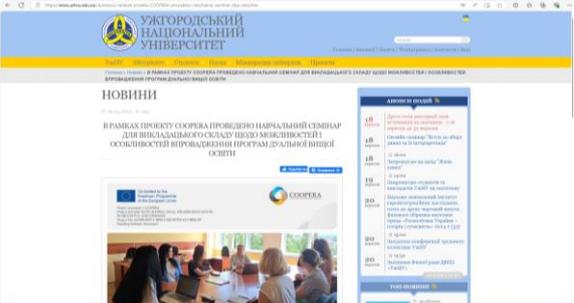
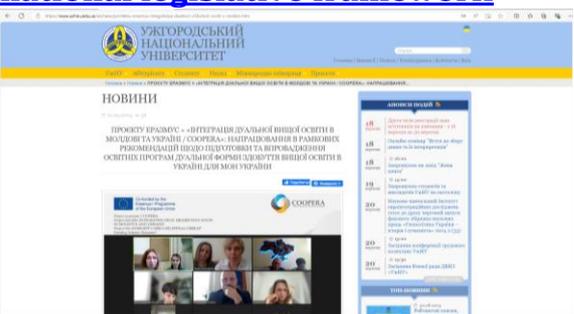
Table 9. Institutional dissemination activities and events realised by P3-ULIM, 15.01.2024-14.08.2024

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

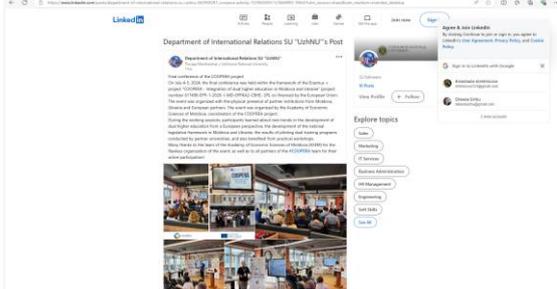
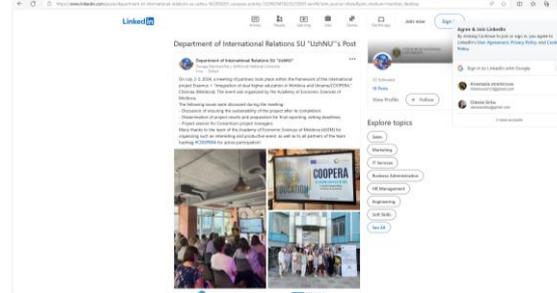


4.4. UzhNU

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 about training seminar</u></p> 	Institutional academic community;
2.	<p><u>Press release on institutional web page about national legislative framework</u></p> 	Institutional academic community;
3.	<p><u>Press release on institutional web page about promotional educational campaign</u></p> 	Institutional academic community;
4.	<p>Institutional dissemination Round Table</p> 	Institutional academic Community – 46 participants;



<p>5.</p>	<p><u>Press release on institutional web page about Institutional Round Table</u></p> 	<p>Institutional academic community;</p>
<p>6.</p>	<p><u>Press release on institutional Linked In page about final conference</u></p> 	<p>Institutional academic community;</p>
<p>7.</p>	<p><u>Press release on institutional Linked In page about 4th Steering Committee Meeting</u></p> 	<p>Institutional academic community;</p>
<p>8.</p>	<p><u>Press release on institutional Web In page about COOPERA</u></p> 	<p>Institutional academic community;</p>
<p>9.</p>	<p><u>Press release on institutional Facebook page about COOPERA project</u></p>	<p>Institutional academic community;</p>

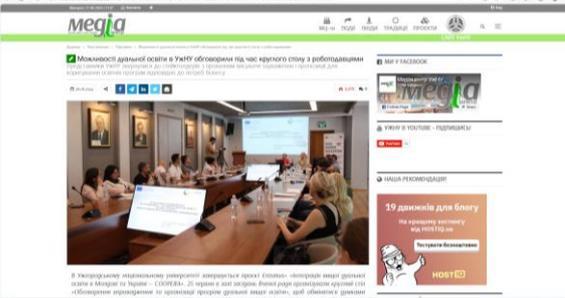
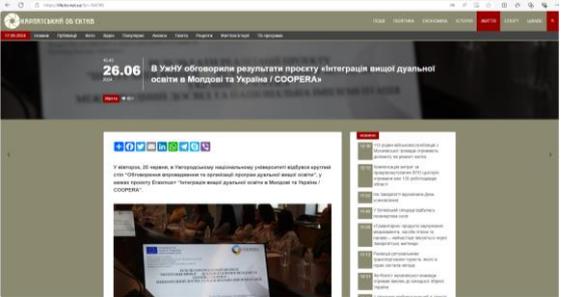


<p>10.</p>	<p><u>Press release on institutional Instagram page about COOPERA project</u></p>	<p>Institutional academic community;</p>
<p>11.</p>	<p><u>Press release on institutional Instagram page about online meeting</u></p>	<p>Institutional academic community;</p>

Table 11. Institutional dissemination activities and events realised by P5-UzhNU, 15.01.2024-14.08.2024

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
1.	<p><u>Press release on national mass-media channel about institutional Round Table</u></p> 	National academic Community;
2.	<p><u>Press release on national mass-media channel about institutional Round Table</u></p> 	National academic community;
3.	<p><u>Interview on regional TV channel</u></p> 	National academic community;
4.	<p><u>Press release on national mass-media channel about COOPERA project</u></p> 	National academic community;

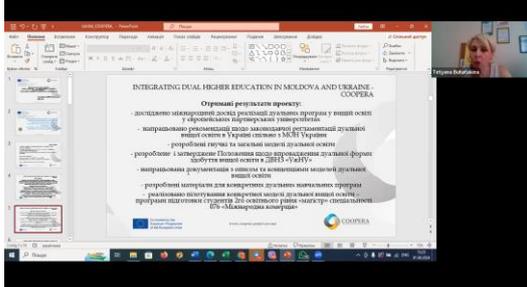
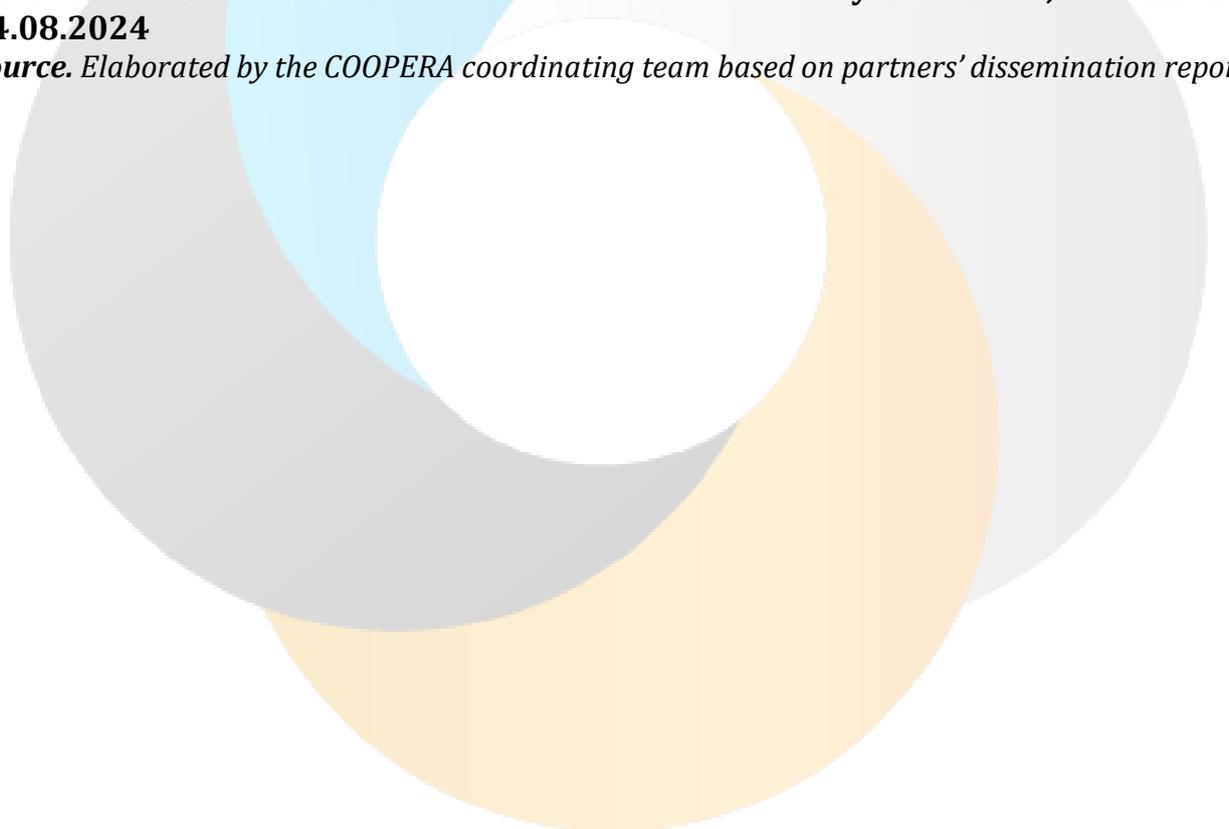
5.	<p><u>Press release on national mass-media channel about online event</u></p> 	National academic community;
6.	<p>Presentation of COOPERA project at online national meeting</p> 	National academic Community - 61;

Table 12. National dissemination activities realised by P5-UzhNU, 15.01.2024-14.08.2024

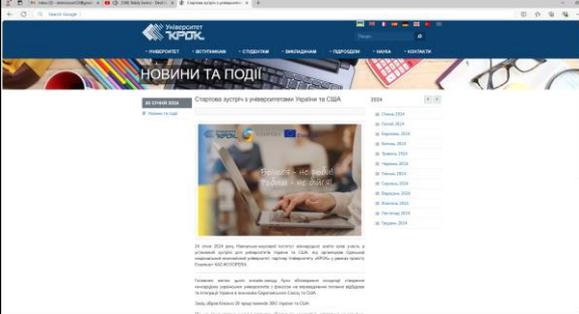
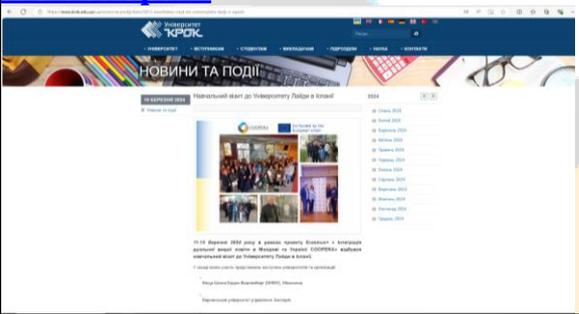
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports



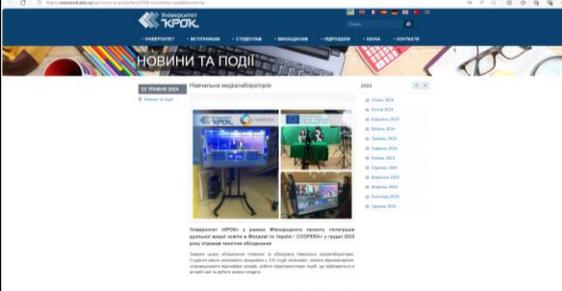
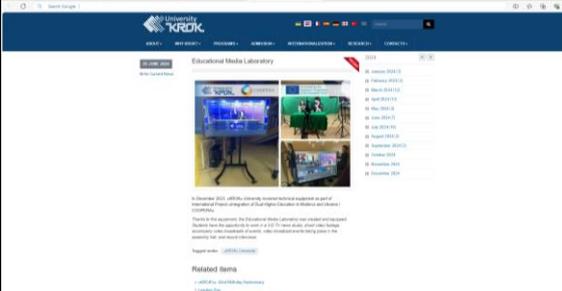
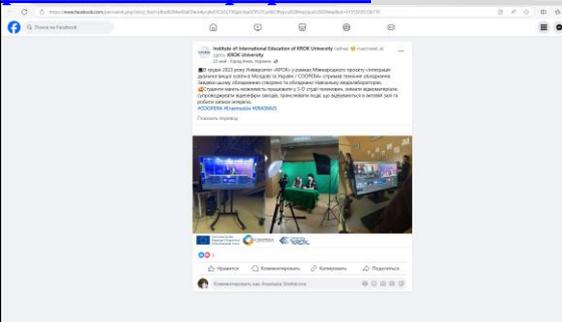


4.5. KROK

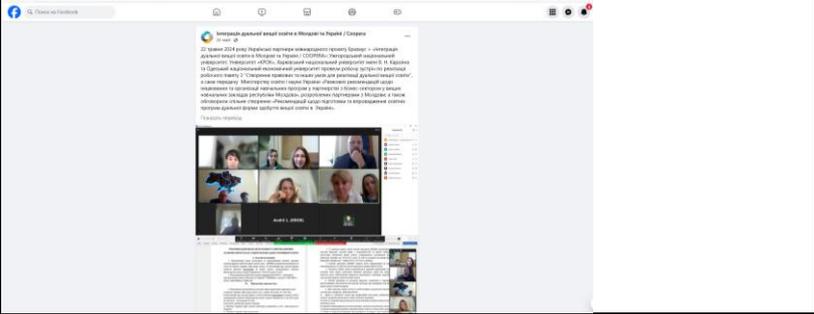
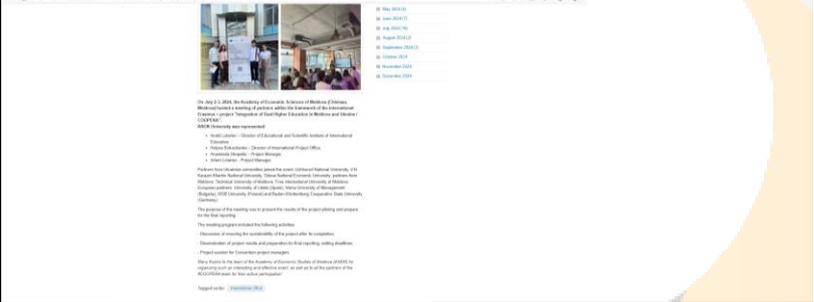
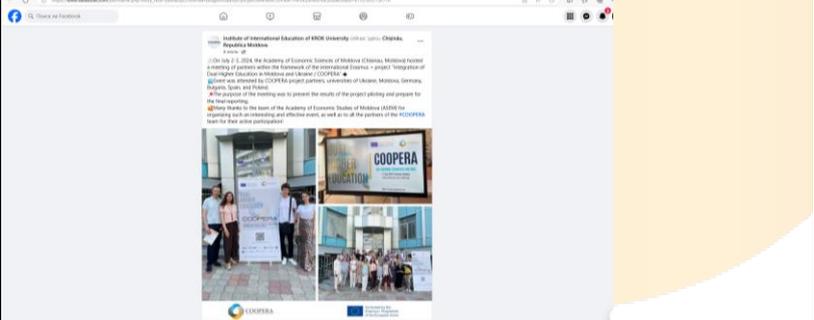
4.5.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press release on institutional web page about institutional meeting</u></p> 	Online visitors, KROK academic community;
2.	<p><u>Press release on institutional international web page about institutional meeting</u></p> 	Online visitors, KROK academic community;
3.	<p><u>Press release on institutional web page about Study Visit to Spain</u></p> 	Online visitors, KROK academic community;
4.	<p><u>Press release on institutional Facebook page about Study Visit to Spain</u></p> 	Online visitors, KROK academic community;

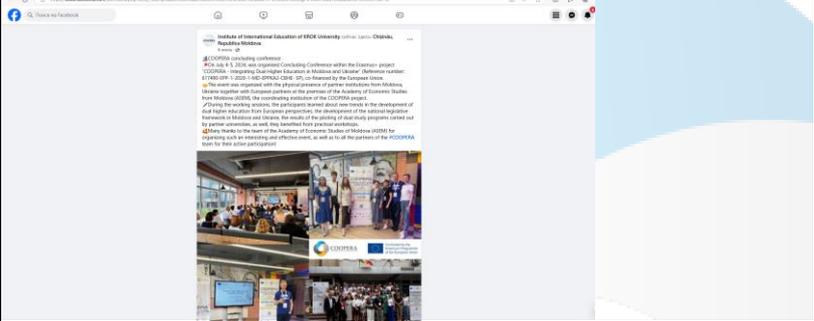
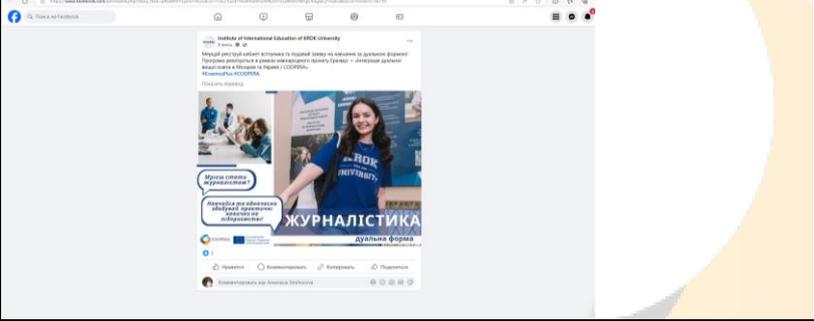
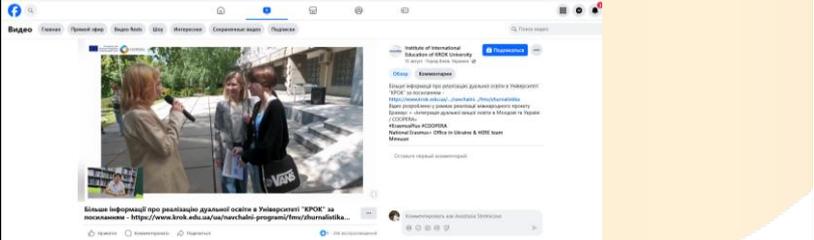


<p>5.</p>	<p><u>Press release on institutional international web page about Study Visit to Spain</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>6.</p>	<p><u>Press release on institutional web page about purchase of equipment</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>7.</p>	<p><u>Press release on institutional international web page about purchase of equipment</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>8.</p>	<p><u>Press release on institutional Facebook page about purchase of equipment</u></p> 	<p>Online visitors, KROK academic community;</p>



<p>9.</p>	<p><u>Press release on institutional Facebook page about online project meeting</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>10.</p>	<p><u>Press release on institutional web page about 4th Steering Committee Meeting</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>11.</p>	<p><u>Press release on institutional international web page about 4th Steering Committee Meeting</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>12.</p>	<p><u>Press release on institutional Facebook page about 4th Steering Committee Meeting</u></p> 	<p>Online visitors, KROK academic community;</p>



<p>13.</p>	<p><u>Press release on institutional web page about Final Conference</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>14.</p>	<p><u>Press release on institutional Facebook page about Final Conference</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>15.</p>	<p><u>Press release on institutional Facebook page about promotional campaign</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>16.</p>	<p><u>Press release on institutional Facebook page about promotional campaign</u></p> 	<p>Online visitors, KROK academic community;</p>

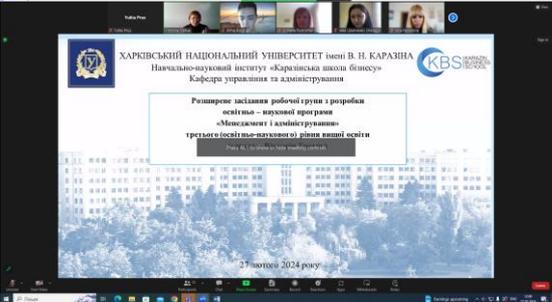
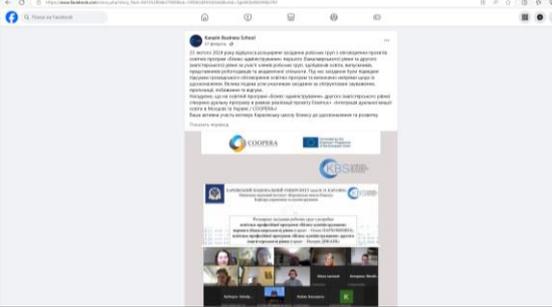
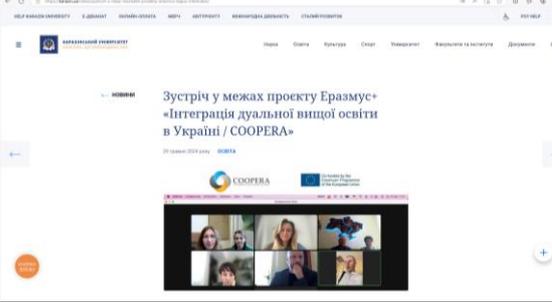


<p>17.</p>	<p><u>Press release on institutional Facebook page about recommendations</u></p> 	<p>Online visitors, KROK academic community;</p>
<p>18.</p>	<p><u>Press release on institutional Facebook page about COOPERA finalization</u></p> 	<p>Online visitors, KROK academic community;</p>

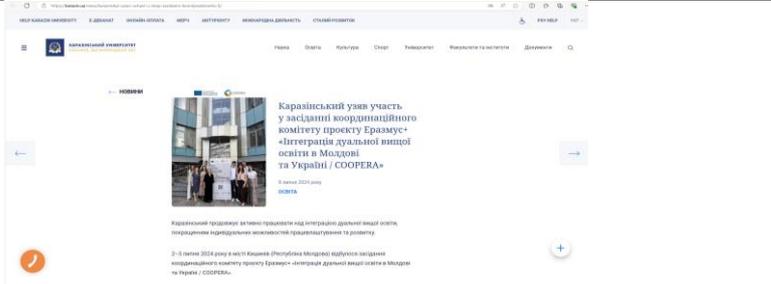
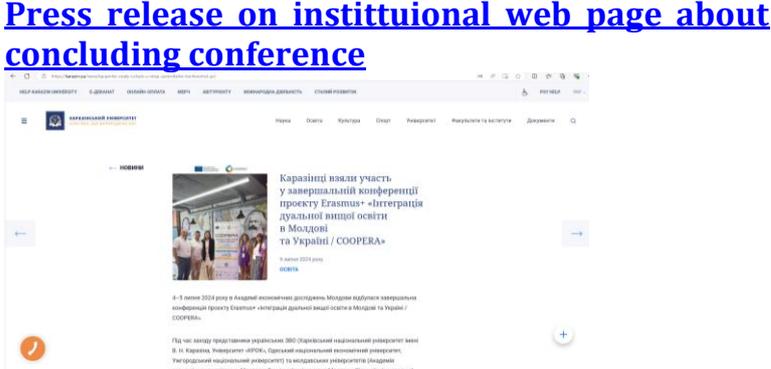
Table 13. Institutional dissemination activities and events realised by P6-KROK, 15.01.2024-14.08.2024
Source. Elaborated by the COOPERA coordinating team based on partners' dissemination reports

4.6. KGNU

4.6.1. Institutional dissemination

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p>Online institutional dissemination event</p> 	<p>Academic community – 14 online participants;</p>
2.	<p>Press release on institutional Facebook page about institutional online meeting</p> 	<p>Online visitors; KGNU academic community;</p>
3.	<p>Press release on institutional Facebook page about about institutional online meeting</p> 	<p>Online visitors; KGNU academic community;</p>
4.	<p>Press release on institutional web page about meeting in Ukraine</p> 	<p>Online visitors; KGNU academic community;</p>
5.	<p>Press release on institutional web page about 4th Steering Committee meeting</p>	<p>Online visitors; KGNU academic community;</p>



		
<p>6.</p>	<p><u>Press release on institutional Facebook page about 4th Steering Committee meeting</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>7.</p>	<p><u>Press release on institutional web page about concluding conference</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>8.</p>	<p><u>Press release on institutional Facebook page about concluding conference</u></p> 	<p>Online visitors; KGNU academic community;</p>
<p>9.</p>	<p><u>Press release on institutional Youtube chanel about promotional compeign within COOPERA</u></p>	<p>Online visitors; KGNU academic community;</p>



		
<p>10.</p>	<p><u>Press release on institutional Facebook page about Study Visit to Spain</u></p> 	<p>Online visitors; KKNU academic community;</p>

Table 15. Institutional dissemination activities and events realised by P7-KKNU, 15.01.2024-14.08.2024

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

4.7. ONEU

4.7.1. Institutional dissemination

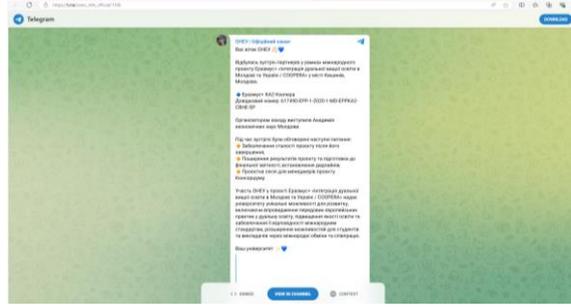
No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Publication of article in institutional newspaper</u></p> 	Online visitors, ONEU academic community;
2.	<p><u>Press release on institutional mass media channel on participation at 4th Steering Committee Meeting</u></p> 	Online visitors, ONEU academic community;

Table 16. Institutional dissemination activities and events realised by P8-ONEU, 15.01.2024-14.08.2024

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>Press release in national mass-media channel</u></p> 	National and institutional academic community;

Table 17. National dissemination activities and events realised by P8-ONEU, 15.01.2024-14.08.2024

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 article in Conference Proceedings</u></p> 	International academic community;

Table 18. International dissemination activities and events realised by P8-ONEU, 15.01.2024-14.08.2024

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

4.8. EU Partners – P13-AWSB

No.	Description of the activities	Type and number of participants/beneficiaries
1.	<p><u>Press-release on institutional web page about final conference</u></p> 	Institutional academic community;
2.	<p>Presentation of COOPERA project during international week</p> 	Institutional academic community – 45 participants;

Table 19. Dissemination activities realised by P13-AWSB, 15.01.2024-14.08.2024

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

4.9. 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	1	-	1	1	-	1	-
2.	Institutional web page publications	6	3	4	6	9	3	-
3.	Institutional mass-media publications	4	-	6	4	9	6	1
4.	Institutional Articles / Newspaper publication	-	-	-	-	-	-	1
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)	-	-	-	4	-	-	1
International level								
1.	International Conference/ Workshops/ Seminars	1	-	-	-	-	-	-
2.	International Articles	-	-	-	-	-	-	1
3.	Inter-project coaching	-	-	-	-	-	-	-

Table 20. Overview of the dissemination activities realised by MD and UA partners between 15.01.2024 – 14.08.2024

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

Based on the data presented in the Table 19, during the final year of implementation of the COOPERA project the information related to project outputs and results obtained has been disseminated on three levels: Institutional level with the total number of 75 dissemination actions realized by all partners, out of which **65 are on Institutional level; National level – with the total of 8 dissemination actions; International level with 2 dissemination actions realized.**

4.10. OVERALL DISSEMINATION ACTIVITIES REALISED

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	7	2	2	1	1	3
2.	Institutional web page publications	34	30	36	20	27	16	13
3.	Institutional mass-media publications	31	-	46	4	9	29	6
4.	Institutional Articles / Newspaper publication	-	-	-	-	-	-	1
National level								
1.	Information days and public appearances	-	1	-	4	-	-	-
2.	National Conferences/ Workshops/ Seminars/ Articles	-	-	-	1	1	-	2
3.	National scientific publications and articles	2	-	-	-	-	-	2
4.	Mass-media appearance (TV, radio, articles in mass-media)	12	-	3	7	-	-	2
International level								
1.	International Conference/ Workshops/ Seminars	2	-	-	-	-	-	1
2.	International Articles	2	1	-	-	-	-	8



3.	Inter-project coaching	3	-	-	-	-	-	-
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Table 21. Overview of the dissemination activities realised by MD and UA partners between 15.01.2021 – 14.08.2024

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

Based on the data analysed, COOPERA partner universities from Moldova and Ukraine have imposed an impressive effort in realisation of dissemination activities on institutional level. The most common way to disseminate information related to project was through web page and mass-media channels with the total number of 176 web page publications and 125 mass-media publications. In order to inform institutional academic community about the project details and outputs, each partner university organised a dissemination event.

Taken into account that COOPERA is a structural project and had Ministry of Education involved as one of the project partners, special importance was given to dissemination activities on national level. P1-ASEM as grant coordinating institution in cooperation with P6-KROK as national coordinating institutional had contributed to communication of actions though Facebook channels created on national level in Moldovan and Ukrainian languages. Moreover, partners have imposed equal efforts in disseminating concept of Dual Higher Education through national mass-media channels, newspapers and gazettes.

Partners have also paid attention to international level dissemination by participation at international conferences, publication of scientific papers in international journals and making interconnections between other international projects. A significant support came from P13-AWSB/Poland though dissemination about projects and its achievements in Moldova and Ukraine to international academic community.

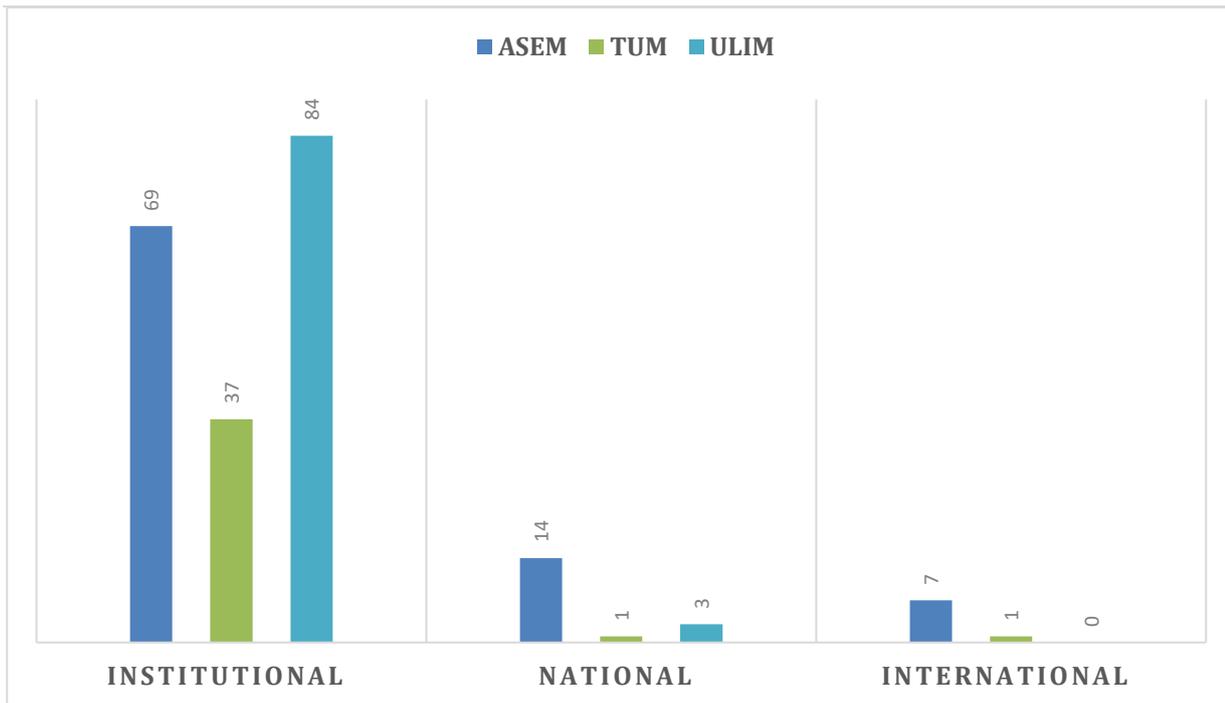


Figure 5. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2021-14.08.2024

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

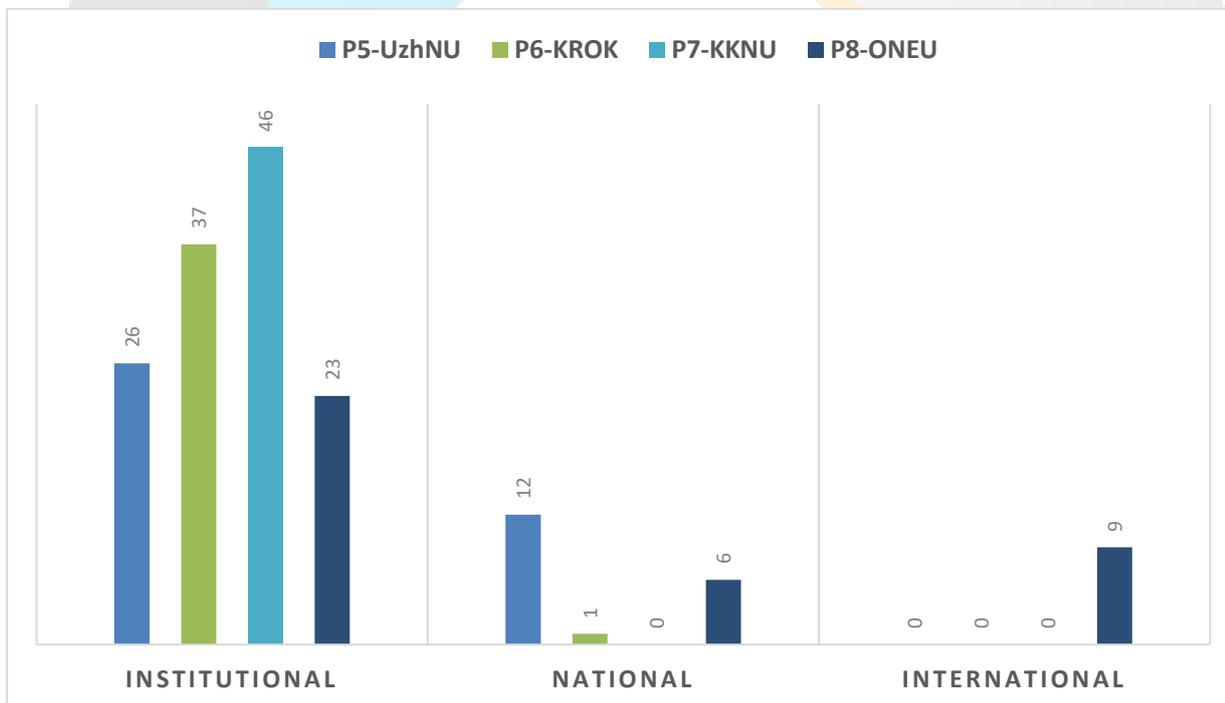


Figure 6. Distribution of total number of dissemination activities of UA partner universities by dissemination levels, 15.01.2021-14.08.2024

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



5. SUSTAINABILITY REPORT

Sustainability is the project's capacity to continue its existence and functioning beyond its completion. Sustainability implies the use and exploitation of results after the project end, therefore within the scope of the COOPERA project, sustainability meant that the project's results will endure in the medium and long term and within different contexts.

In order to create the framework for sustaining the lessons learnt and the results produced within the COOPERA project the sustainability plan was elaborated to assure main outcomes are supported and embraced by relevant stakeholders and kept up long enough to make a decisive contribution to the integration of dual higher education in Moldova and Ukraine.

The durability of the project's results is ensured by monitoring outcomes and outputs, identifying potential use beyond the project's life, contacting selected stakeholders and gathering opinions on potential use for policy making. For COOPERA project, sustainability is considered as a principal measure of project's success and was based on the following principles which are of vital importance to the project's quality of specific outputs and more broadly to their sustainability potential.

Thus, to ensure that the project will remain sustainable, the following parameters have been taken into account:

- 1) Optimum allocation of financial and non-financial resources;
- 2) Tangibility of outcomes;
- 3) Internal and external quality measures respected in elaboration and publication of project's outcomes;

COOPERA project aimed to achieve the long-term sustainability and impact of its results, so as to make a decisive contribution to promote and integrate Dual Higher Education on institutional and national levels, therefore to reach all the project's objectives and deliver all planned results on time partners proposed a reach a set of goals through dissemination and sustainability actions realised by them yearly:

1. Support the integration of the knowledge acquired within the project's activities and events realised into the development and promotion of institutional framework in terms of elaboration, authorisation and piloting of DHE study programs, directly linked to development/improved national legislative framework and policy instruments addressed to DHE.
2. Through direct involvement of the Ministry of Education and research of Moldova and Ministry of Education and Science of Ukraine, formation of National policy Task force Groups, the project secured sufficient political support in partnership countries to implement the envisioned improvements in policy legislative acts.
3. Mobilise resources for actions & measures on DHE integration on institutional level by involving university top management in project events and dissemination activities;



4. Build consensus and raise awareness within local communities, addressing advantages of dual higher education, achieved through elaboration, publication and distribution of report of companies needs for dual higher education in the republic of Moldova and Ukraine (D1.2), Recommendations to mainstream institutional and political reform on integration of DHE as a result of COOPERA Experts' Workshops (D2.1) and publication of Survey report on stakeholders feedback on dual study programs (D4.5);
5. Promote Dual Higher Education within Moldovan and Ukrainian partner institutions by a large number of partnerships with companies, high-level interest received from students through promotional campaign realised by partner universities and involvement of all stakeholders (e.g representatives of companies, teachers and students) in all stages of DHE programs piloting;
6. Support for wide uptake of project results by project partners, relevant actors and competent authorities, achieved through planned dissemination activities for last two years including publication of press-release on institutional and regional levels in local languages, presentation of main project publications and outputs during institutional events and sessions to targeted audience involved in DHE and general public, publication of articles and scientific papers in institutional, regional and international journals;

5.1. Target groups and stakeholders' engagement

To achieve project's sustainability, relevant groups of stakeholders were identified and involved in implementation of all actions planned during the project implementation phase and beyond. Partner institutions had a task to sustain their willingness to implement the envisaged improvements for each project output beyond the project's duration through sustainability action plan adopted for the period of 5 years beyond the project.

The following target groups were identified and are a part of the COOPERA project:

TG1 - Administrative staff: top management staff (e.g. Rector, vice-rectors), heads of the Quality management units, ECTS officers from faculties - were involved in elaboration and accreditation of DHE models and study programs piloted.

TG2 - 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 - were involved in elaboration of national legislative framework and guidelines of integration of Dual Higher Education:

TG3 - Academics/ researchers: academic faculty staff - were involved in flexible curriculum development, designing and teaching of training courses;

TG4 - Students: university students (BMD levels) - were involved in the piloting of DHE study programmes;



TG5 - Industrial Sector Representatives: employers and companies' mentors - were involved in piloting of DHE study programs;

Target Group	Means of Communication to Reach These Target Groups	When	Indicators of Progress
1. Students;	<p>(1) Institutional web site promoting admission to DHE programs;</p> <p>(2) Advertising campaign realised via Facebook, LinkedIn, YouTube, Radio channels;</p> <p>(3) Flyers and posters, widely distributed at campuses during admission campaign on national level;</p>	<p>(1) During DHE programs piloting phase (year 3 and 4 of the project);</p>	<p>(1) Potential Students informed in all regions of the Eastern Partner Countries (Moldova, Ukraine);</p> <p>(2) Students enrolled in DHE programs;</p>
2. HEIs;	<p>(1) All HEIs from Moldova and Ukraine informed about the project results through project webpage, institutional web page and social media channels, publication in international and regional journals;</p> <p>(2) Publication of national legislative on DHE adopted by the Ministry of Education;</p> <p>(3) Involvement of academic community representatives in Final Conference and institutional dissemination events addressed to presentation of specific results and outputs;</p>	<p>(1) During the Dissemination events organised during the projects (e.g. experts workshop and final conferences);</p> <p>(2) After project lifetime results are available on project and institutional web page;</p>	<p>(1) 50% larger research and academic community informed about the DHE;</p>
3. SMEs;	<p>(1) At common meetings companies are informed about perspectives, achieved results and the latest information about DHE study programs piloting;</p> <p>(2) National and international events organised within the</p>	<p>(1) The DHE models elaborated and piloted are presented and agreed with representatives of SMEs;</p> <p>(2) The cooperation agreements signed</p>	<p>(1) SMEs from each region involved in elaboration of survey on companies need;</p> <p>(2) At least 2 companies per University</p>



	<p>project and beyond focused on Dual Education;</p> <p>(3) Publication of report on programs piloting achieved by MD and UA partners as mean of communicating to representatives of SMEs and representatives of companies;</p>	<p>between HEIs and companies for piloting;</p> <p>(3) Presentation of DHE programs piloting results to representatives of SMEs at 3rd Experts Workshop by MD partners and during Concluding Conference by UA and MD universities;</p>	<p>participating in Pilot testing of DHEMs;</p> <p>(3) Number of events organised with involvement of companies' representatives;</p>
4. Government	<p>(1) Dissemination of national legislative acts elaborated/adopted within COOPERA through project web and social media and by local government on institutional webpage and involving regional mass-media;</p>	<p>(1) Involvement of government representatives in project's events (e.g. study visits, workshops, fine-tuning meetings);</p>	<p>(1) National legislative framework adopted;</p>
5. General public;	<p>(1) Promotional campaign informing all stakeholders through institutional web and social media;</p> <p>(2) Regional mass-media publications and scientific papers published on national journals;</p> <p>(3) Project results published on COOPERA web page and social media channels;</p>	<p>(1) During the piloting phase of DHE programs;</p> <p>(2) During the last year of the projects all results are visible to general public;</p>	<p>(1) General public present during the dissemination event organised during the project lifetime;</p>

Table 22. Means of communication with Target Groups and Stakeholder

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

5.2. Sustainability of project's outcomes

In order to secure sustainability of the project's results and outcomes produced within the project, partner universities have adopted the sustainability action plan, explaining in detail the action to keep the specific deliverable/result sustained, its target users and academic staff to be involved after the project lifetime, specific measures and activities and key performance indicators.

Therefore, below are presented the results of the sustainability reports submitted by project partners from Moldova and Ukraine on sustainability of project outcomes:

Nr.	Output/Outcome	Activates/measured planned	Personnel involved	Costs incurred	KPI
1	(D1.2.) Report on companies needs for DHE	<ol style="list-style-type: none"> 1. Independent evaluation on institutional and national levels; 2. Data validation and comparison; 3. Exploitation of the indicators through direct involvement of company's representatives in terms of survey consolidation; 	<ol style="list-style-type: none"> 1. Rector 2. Vice-rector on academic affairs; 3. Head of employment and partnership unit; 	Involvement of external experts;	<ol style="list-style-type: none"> 1. number of meetings; 2. number of the reports;
2	(D2.1) Flexible and generic Dual Higher Education Model (DHEM)	<ol style="list-style-type: none"> 1. Organisation of roundtable with representatives of companies, students, involved on piloting of DHE programs, academics involved for establishment of new perspectives and trends; 	<ol style="list-style-type: none"> 1. Head of departments; 2. Vice-rector on academic affairs; 3. Head of employment and partnership unit; 4. Dual Study program's graduates; 	Hospitality and maintenance costs for organisation of events	<ol style="list-style-type: none"> 1. Number of roundtables; 2. Number of reports;



		2. Revision of DHE models adopted and implemented;			
3	(D3.1) White Paper on DHE	1. Organisation of national and international workshops on DHE;	1. Rector;	1. Hospitality costs;	1. Number of the experts' meetings;
4	(D3.2) Amendments to the Law on Dual Education and Law on Higher Education	2. Communication between HEIs and representatives of Ministry of Education by providing constant support and feedback on implementation of Legislative framework on DHE;	2. Vice-rector on academic affairs;	2. External expert's involvement;	2. New bylaws regulations on DHE at system level; D4.-
5	(D3.3) Guidelines on DHE implementation	3. Revising guidelines on DHE implementation based on stakeholder's report on DHE programs piloting;	3. Representatives of the Ministry of Education and research of Moldova;		
			4. Representatives of the Ministry of Education and Science of Ukraine;		
6	(D4.1) Dual Study Programs;	1. Stimulate and promote DHE Study Programs;	1. Head of departments;	1. Large national promotional campaign to ensure DHE programs implementations;	1. DHE Study programs and implemented;
		2. Secured collaboration with partner companies, for identification of optimal ways to DHE organisation and to development of the appropriate DHE curriculum;	2. Vice-rector on academic affairs;	2. Space maintenance and hospitality costs for institutional promotional events/job fairs	2. Number of newly elaborated and authorised DHE programs;
		3. Supporting accession of transversal capabilities and skills of university students, through extended	3. Head of employment and partnership unit;		3. Number of contacts signed with companies from various



		<p>partnership with economic agents and extended academic offer in DHE;</p> <p>4. Development of curricular contents adapted to the realities of the training fields;</p> <p>5. Integration of training methods and tools focused on the development of specific and transversal skills;</p> <p>6. Extend academic offer with new DHE programs based on alumni and potential student's feedback received from yearly institutional promotional campaign;</p>		<p>to attract partner companies;</p>	<p>professional fields;</p>
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CONCLUSIONS

The following report presents the dissemination results achieved by the project partners from Moldovan and Ukrainian partner universities within COOPERA project during the final implementation period of COOPERA project: 15.01.2024 – 14.08.2024.

Based on the indicators of progress analysed, it can be concluded that during the final implementation phase of the project, partners paid a special attention to dissemination of the project results to target audience using different tools and channels of communication. A special importance of given to distribution of information to stakeholders involved within the project during its all phases and stages, all participants on Dual Higher Education programs piloting realised by partner universities, institutional academic and administrative communities and general public. Mostly partner gave priority to publication of short communications, press-release on institutional web page in national language, followed by communication specific target audience using social media channels (Facebook, Instagram, Linked in).

In order to demonstrate the achievement of COOPERA project objectives and show that Key Performance Indicators planned during the project design were achieved, the table summarising all actions realised by partner universities was graphically presented. Therefore, it can be stated that COOPERA project partnership paid a special attention to dissemination of information on project related matters on institutional levels, where majority of dissemination events were organised during the first two years of the project dedicated to presenting the COOPERA project objectives, activities, planned results, then informing targeted institutional communities about newly adopted DHE models and study programs. Each MD and UA university have successfully realised a promotional campaign dedicated to Dual study programs, which have brought a introduction of DHE concept at higher education institutions, introduction of DHE study programs to institutional academic offer have lead to increase in number of students enrolled.

Partner institutions form 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, shared experience and knowledge gained during the expert workshop and national roundtables by publication of number of articles using mass-media television, channels and scientific journals.