

COOPERA

Integrating Dual Higher Education In Moldova and Ukraine

DISSEMINATION, EXPLOITATION AND SUSTAINABILITY STRATEGY

Deliverable 6.1

DUAL
HIGHER
EDUCATION



Co-funded by the
Erasmus+ Programme
of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE



COOPERA

INTEGRATING DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

DISSEMINATION, EXPLOITATION AND SUSTAINABILITY STRATEGY

Project acronym:	COOPERA
Project full title:	Integrating Dual Higher Education In Moldova and Ukraine
Project no:	617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP
Funding scheme:	ERASMUS+
Coordinator:	ASEM-Academy of Economic Studies of Moldova
Project start date:	January 15, 2021
Project duration:	43 months



Co-funded by the
Erasmus+ Programme
of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

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



Co-funded by the
Erasmus+ Programme
of the European Union



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

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



DOCUMENT CONTROL SHEET

Title of document:	DISSEMINATION, EXPLOITATION AND SUSTAINABILITY STRATEGY
Work package:	WP6 Dissemination, Exploitation & Sustainability
Last version date:	02/09/2022
Status:	FINAL VERSION
Document version:	v.05
File name:	COOPERA_dissemination, exploitation and sustainability strategy_v.05.doc
Number of pages	45
Dissemination level	International (project`s consortium)

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision Description	Responsible Partner
v.01	20/06/2021	The first version of the document structure, done by the WP6 team	P1-ASEM
v.02	02/07/2022	Final draft version elaborated and adopted	P1-ASEM
v.04	21/09/2022	Document rectified and proposed for evaluation	P1-ASEM
v.05	05/10/2022	Final version adopted and published	P1-ASEM
v.06	15/10/2023	Final version adopted and published	P1-ASEM



TABLE OF CONTENT

DOCUMENT CONTROL SHEET	4
VERSIONING AND CONTRIBUTION HISTORY	4
TABLE OF CONTENT	5
1. CONSORTIUM MEMBERS	7
2. INTRODUCTION.....	8
3. PROJECT DETAILS.....	9
3.1. Strategic objective	9
3.2. Specific objectives.....	9
3.3. Total cost of the project.....	9
3.4. Results	10
3.5. Coordinator contact details.....	10
4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION	11
4.1. Rules of internal communication.....	11
5. DISSEMINATION STRATEGY	12
5.1 COOPERA PROJECT'S AUDIENCE	14
5.2 DISSEMINATION TOOLS.....	15
5.2.1 The COOPERA – web page.....	15
5.2.2. Facebook page.....	16
5.2.3 Project identification: the COOPERA logo+	17
5.2.4 Printing and publishing booklets	18
5.3 ACTIVITIES & EVENTS	19
5.4 MONITORING AND ASSESSMENT	19
5.4.1 The scope of monitoring and assessment.....	19
5.4.2 Monitoring and assessment tools.....	20
5.5 DISSEMINATION RULES AND REPORTING.....	21
5.5.1 Periodical dissemination reporting	21
5.5.2 COOPERA Institutional web page	21
5.5.3 Information on Union funding and use of the European Union emblem.....	22
5.5.4 Disclaimers excluding Agency and Commission responsibility..	23
5.6 DISSEMINATION PLAN.....	24



6. EXPLOITATION PLAN.....	29
6.1 Introduction and main objectives	29
6.2 Identification of Key Exploitable Results (KER):	30
6.3 Short- and Long-Term Impact overview	31
7. SUSTAINABILITY PLAN	34
7.1 Introduction and main objectives	34
7.2 Key definitions and goals	34
7.3 Stakeholder engagement.....	36
7.4 Project outcomes' sustainability	39
ANNEX 1: DISSEMINATION REPORTING TABLE.....	42
ANNEX 2: INDIVIDUAL DISSEMINATION CALENDAR.....	43
ANNEX 3: SUSTAINABILITY ACTION PLAN	45



1. CONSORTIUM MEMBERS

Grant Coordinating Institution



Academy of Economic Studies of Moldova ([ASEM](#))

EU partners



Duale Hochschule Baden-Wurttemberg ([DHBW](#))



University of Lleida ([UdL](#))



Varna University of Management ([VUM](#))

Akademia WSB

Dąbrowa Górnicza, Cieszyn, Olkusz, Żywiec, Kraków

Akademia WSB ([AWSB](#))



European Policy Development and Research Institute
([EPDRI](#))

MD partners



Technical University of Moldova ([UTM](#))



Free International University of Moldova ([ULIM](#))



The Ministry of Education, Culture and Research of the
Republic of Moldova ([MECRRM](#))

UA partners



Uzhhorod National University ([UzhNU](#))



KROK University ([KROK](#))



V.N. KARAZIN KHARKIV
NATIONAL UNIVERSITY

V.N. Karazin Kharkiv National University ([KKNU](#))



Odessa National University of Economics ([ONEU](#))



Ministry of Education and Science of Ukraine ([MESU](#))



2. INTRODUCTION

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

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

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

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

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

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



3. PROJECT DETAILS

3.1. Strategic objective

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

3.2. Specific objectives

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

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

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

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

3.3. Total cost of the project

EC Grant: 967.200,00 EUR



3.4. Results

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

3.5. Coordinator contact details

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



4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION

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



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

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

4.1. Rules of internal communication

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



5. DISSEMINATION STRATEGY

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

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

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

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

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

a) AWARENESS RISING - will mainly involve delivering the main message of the project in relation to its aim and objectives (information days, open door



days, printed and electronic promotional material - logos, leaflets, posters, roll up, notebooks, folders, pencils, bags etc), web portal;

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

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

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used for each target group, considering the special characteristics and needs. In accordance with best European Union practice and direct experiences in the dissemination of project activities, a sustainable model of dissemination will be consisted of following deliverable for different target audiences:

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

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

For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Dissemination strategy will be evaluated in accordance with principles and procedures defined by the Monitoring and Evaluation Manual. Both internal (within project partners) and external (mainly through the external experts and involved stakeholders')



evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

5.1 COOPERA PROJECT'S AUDIENCE

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

The main target groups (TGs):

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

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

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

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

TG5 - Industrial Sector Representatives who will be involved in DHEM: will connect students that have strong propensity and potential and offer an



opportunity to acquire much needed work experience before graduation which in turn enables them to be more competitive on the labour market.

5.2 DISSEMINATION TOOLS

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

5.2.1 The COOPERA – web page

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

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

1. HOME

2. CONSORTIUM MEMBERS

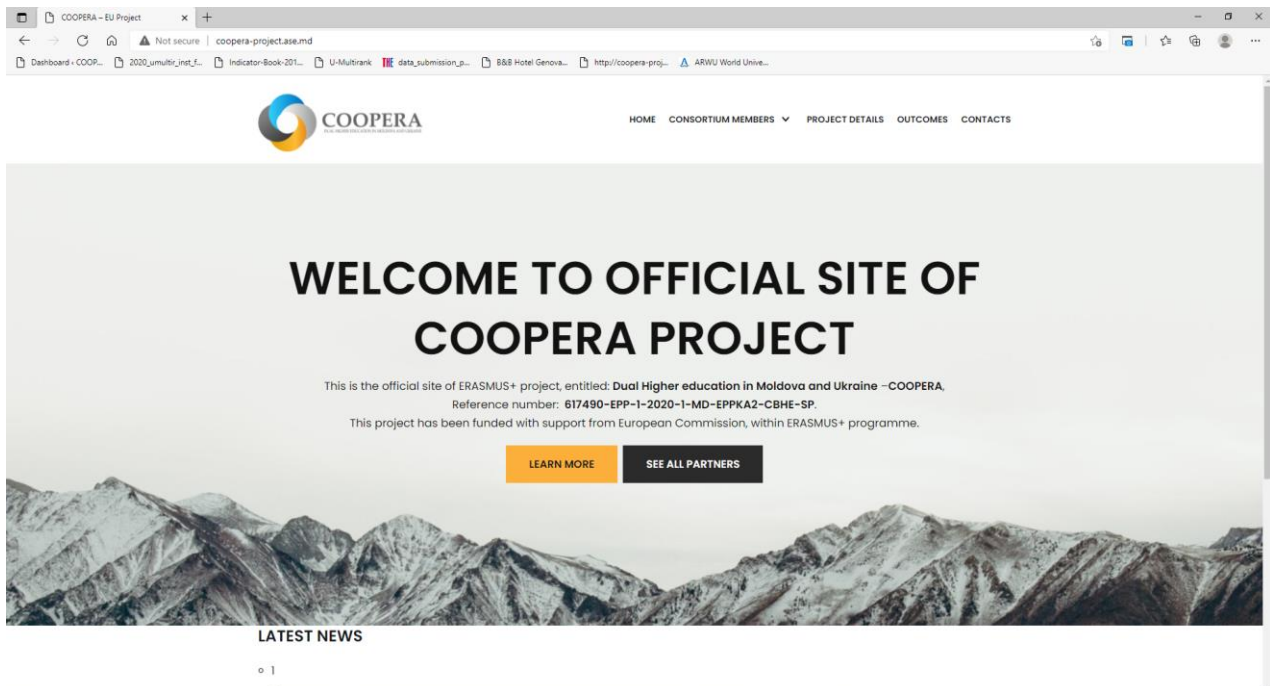
- Lead Partner
- EU Partners
- Moldovan Partners
- Ukrainian Partners

3. PROJECT DETAILS

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

4. OUTCOMES

5. CONTACTS



COOPERA project web page (<https://coopera-project.ase.md/>)

5.2.2. Facebook page

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



COOPERA project Facebook page
(<https://www.facebook.com/coopera.project.Moldova>)

5.2.3 Project identification: the COOPERA logo+

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

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



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

COOPERA Project Logo



5.2.4 Printing and publishing booklets

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

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



DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE — COOPERA —

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

OVERALL OBJECTIVE

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

SPECIFIC OBJECTIVE

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

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

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

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

EXPECTED RESULTS

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

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

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

PARTNERS

MOLDOVA

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

UKRAINE

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

EUROPEAN UNION

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



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

COOPERA information sheet



5.3 ACTIVITIES & EVENTS

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

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

5.4 MONITORING AND ASSESSMENT

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

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

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

5.4.1 *The scope of monitoring and assessment*

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

- **Target audience reached:** It is necessary to check whether the desired target audiences have been reached by the communication actions, what kind of message they received and if such message was the one we intended to convey to them. We want to know, what was their perception and feedback.



- **Actor's performances in the communication process:** we are interested that all people who were directly involved in the execution of the communication activities are enough motivated to perform their role effectively.
- **Direct outcome of communication measures:** We will assess the impact produced by the communication measures, which will give us the opportunity to compare the results achieved against those expected or foreseen when designing the communication strategy.
- **Impact on sustainability factors:** Effective communication action is a corner stone for achieving the sustainability effects of the project. We will monitor and assess which communication measures produced real impact to certain indicators which show to enhancement of particular sustainability potential, i.e. to the embodiment of the project results into the desired social, entrepreneurial, administrative and academic environment of the partner countries involved in the project.

5.4.2 Monitoring and assessment tools

COMMUNICATION INDICATORS

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

In this respect the following data will be collected:

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

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



5.5 DISSEMINATION RULES AND REPORTING

5.5.1 Periodical dissemination reporting

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

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

The Dissemination report has to be submitted by the Project Partners once a year, according to the following reporting calendar:

REPORTING	REPORTING PERIOD	DEADLINE
1st report	15 January 2021 - 14 January 2022	1 February 2022
2nd report	15 January 2022 - 14 January 2023	1 February 2023
3rd report	15 January 2023 - 14 January 2024	1 February 2024
4th	15 January 2024 – 14 August 2024	21 August 2024

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

5.5.2 COOPERA Institutional web page

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



upcoming and realised events and workshops, disseminate the deliverables achieved within the project to the whole institutional community.

The structure of the COOPERA institutional web page:

1. COOPERA project Details:

- *Title,*
- *Acronym,*
- *Reference Number,*
- *Funding Scheme,*
- *Implementation Period,*
- *Budget.*

2. Reference to the COOPERA web & Facebook pages

3. COOPERA project Summary

4. General and Specific Objectives

5. Project Results and outputs

6. Project partners

7. Contacts of the institutional coordinator

8. News and activities

5.5.3 Information on Union funding and use of the European Union emblem

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

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

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

EUROPEAN UNION EMBLEM



Co-funded by the
Erasmus+ Programme
of the European Union



5.5.4 Disclaimers excluding Agency and Commission responsibility

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

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

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

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



5.6 DISSEMINATION PLAN

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

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



2.1.2	Study Visit to the Akademia WSB / POLAND (P13-AWSB/PL)	PR on Study Visit	P1-ASEM/MD P13-AWSB/PL	Data to be provided	Teaching staff; Administrative staff;	COOPERA web & social media pages; PC/PrC social media and web pages;
2.1.3	Organization of the 1st COOPERA Expert Workshop	PR on Expert Workshop	P1- ASEM/MD	09.2021	Teaching staff; Students; Administrative staff;	COOPERA web & social media pages; PC/PrC social media and web pages;
2.1.3.	Organization of the 2nd COOPERA Expert Workshop	PR on Expert Workshop	P6-KROK/UA	Data to be provided	Teaching staff; Students; Administrative staff;	COOPERA web & social media pages; PC/PrC social media and web pages;
2.1.3.	Organization of the 3rd COOPERA Expert Workshop	PR on Expert Workshop	P8-ONEU/UA	Data to be provided	Teaching staff; Students; Administrative staff;	COOPERA web & social media pages; PC/PrC social media and web pages

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
3.1.2	Elaboration of White Paper on DHE	White Paper on DHE disseminated	P4- MECRRM/MD; P9-MESU/UA	03/2023	Teaching staff; Administrative staff; Ministry of Education, Culture and Research of the Republic of Moldova, Ministry of Education and Science of Ukraine	COOPERA web page
3.2	Creating amendments to the Law on Dual Education and Law	Recommendations for amendments	P4- MECRRM/MD; P9-MESU/UA	04/2023	Teaching staff; Administrative staff; Ministry	COOPERA web page



	on Higher Education	disseminated			of Education, Culture and Research of the Republic of Moldova, Ministry of Education and Science of Ukraine	
3.3	Elaboration of guidelines on DHE implementation	Guidelines disseminated	P1-ASEM/MD; P6-KROK/UA	05/2023	Teaching staff; Administrative staff;	COOPERA web page; PC web pages;

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



					Students	
--	--	--	--	--	----------	--

WP	Activities	Deliverable	Responsible	Due date	Target audience	Channels
6.1.1	Defining dissemination, exploitation and sustainability plan	Dissemination strategy disseminated Exploitation plan disseminated Sustainability plan disseminated	P1-ASEM/MD	All project period	Administrative staff; Teaching staff, Technical staff	COOPERA web page
6.1.2	Design of project's identity materials & web page	Project Logo disseminated Project brand book disseminated Webpages disseminated	All partners	All project period	Administrative staff; Teaching staff, Students	COOPERA web & social media pages; PC/PrC social media and web pages;
6.2	National dissemination mass-media	Press releases/articles nationally disseminated	All partners	Data to be provided	Administrative staff; Technical staff; Students	COOPERA web & social media pages; PC/PrC social media and web pages; National dissemination channels;
6.3.1	University's level dissemination events	PR on university dissemination event	All partners	Data to be provided	Administrative staff; Technical staff; Students	COOPERA social media PC social media and web pages
6.3.2	Institutional dissemination mass-media	Press releases/articles institutionally disseminated	All partners	Data to be provided	Administrative staff; Teaching staff, Students	COOPERA social media PC social media and web pages



6.4	Preparation of dissemination and sustainability reports	Reports disseminated	P1-ASEM/MD; P6-KROK/UA	01/2023 01/2024	Administrative staff; Teaching staff, Students	COOPERA web page
6.5	Preparation of exploitation reports	Reports disseminated	P2-TUM/MD; P5-UzhNU/UA	01/2023 01/2024	Administrative staff; Teaching staff, Students	COOPERA web page
6.6	Organisation of Final Conference	PR on conference	P1-ASEM/MD	Data to be provided	Administrative staff; Teaching staff, Students	COOPERA web & social media pages; PC social media and web pages;

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



6. EXPLOITATION PLAN

6.1 Introduction and main objectives

The objective of the Exploitation Plan is to primarily approach the project's exploitation by presenting an initial strategy that is being enforced during the project's lifetime.

Exploitation is associated with the use of the project's results at different levels, during and after the implementation of the project. It is related to the necessary action that will bring visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope. Exploitation is mostly related to the idea of convincing the key actors to use the main products of a project. Exploitation is closely associated with the sustainability of the project after its conclusion since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries, other pedagogical areas, other sectors).

The COOPERA exploitation plan describe the expected results from the project and define its best exploitation. Essentially, the exploitation plan includes the identification of the project's audience and strategic objectives, as well as the project and partner level implementation – exploitation activities and objectives.

Aiming to extend the impact of the COOPERA project, this plan intends to ensure high visibility of project results among target groups and stakeholders, raise general awareness and use of project results. In sum, the exploitation goals are to:

- Engage different target groups with information adjusted to their needs.
- Maximise the impact of the project on stakeholders.
- Raise general public awareness on COOPERA project objectives.
- Engage with policy makers and practitioners in the field of dual higher education.
- Identify complementary models/tools and explore options for synergies & cooperation.



The exploitation objectives of COOPERA project are the following:

- Identification of target groups and stakeholders.
- Spreading, as effectively as possible, the project's results among relevant stakeholders on a timely basis.
- Establishing and maintaining mechanisms for effective exploitation of the project results.

6.2 Identification of Key Exploitable Results (KER):

A key exploitable result is that which has a commercial or social significance. In COOPERA, these are not limited to legislative framework, therefore, the consortium will exploit dual higher education models, programs, materials and national legislative framework in place.

Table 1. COOPERA project Key Exploitable Results strategy:

KER No.	Key Exploitable Result	Who will they impact at national, regional level?	How?
1	Flexible and generic Dual Higher Education Model, developed aiming maximal effectiveness of collaboration between HE students, HEIs and companies in Partner Countries;	(1) Introduction of EU models in educational processes of HEIs in PCs. (2) Because of small linguistic differences, students from some neighbouring countries may find their interests to study within Dual Higher Education Model; (3) Increase in number of students and contribution to reputation of HEI in the region.	Through continued collaboration with companies, HEIs and other stakeholders will continuously supervise implementation of DHEM.
2	The legislative framework, needed for establishment of Dual Higher Education Model in Partner Countries elaborated;	(1) Cooperation of HEIs with local companies as means of increasing the employability and modernise the HE in PCs; (2) Through close cooperation with HEIs, the innovative potential of the company could be increased; (3) Lower unemployment rate of young specialist;	At the end of the project the Ministries will adopt the recommendation for amendment to the law elaborated and will put all relevant information about DHEM on its web site, as it is a usual practice for all kinds of studies in PCs; The Government have a possibility to spread the impact from integration of DHE models into other HEIs from regions;



3	Pilot implementations, needed to test proposed flexible Dual Higher Education Model with its variants.	(1) Local companies cooperate with nearby students with employment perspectives after graduation; (2) Intensive contact with local companies with perspectives of professional courses, advising businesses and practical research; (3) Better perspective of finding a job because of gained practically oriented qualifications and possibilities of enrolling some of harmonized programs of dual education in Europe;	Collaboration and synergy of pilot testing will provide a comprehensive analysis of the proposed concept of Dual Education in PCs. The pilot testing will show that DHE implementation is essential for labour market improvement.
---	--	---	--

6.3 Short- and Long-Term Impact overview

In order to achieve and ensure maximum impact and high visibility of the project results, short term and long-term impact indicators were identified:

Table 2. Overview of short-term impact indicators.

Short term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Flexible and generic Dual Higher Education model in higher education in PCs is operational.	Students, HEIs, companies.	The number of HEIs implementing DHE	High compatibility of defined Dual Higher Education model with existing coop models in different countries (EU, worldwide)
The legislative framework for Dual Higher Education is operational.	Policy makers, students, HEIs, companies.	Defined polices, laws on DE with DHE included, on HE and other legal documents and standards for accreditation.	Quality of adopted DHE legislation is high as there are initiatives for modifications.
Increased capacity of HEIs and companies involved in Dual Higher Education	Higher Education institutions, companies, policy makers	The number of established Dual Higher Education programs. Number of students of DHE programs.	Easier adoption of new Dual Higher Education programs
Enhancing awareness of Dual Higher Education	General and academic public	Number of dissemination events and activities. Number of HEIs and companies involved in Dual Higher Education	Increased supporter generic Dual Higher Education Model in higher education
Development of teaching, learning and	Teaching staff, company	Number of people who use teaching, learning	Increased efficiency, quality



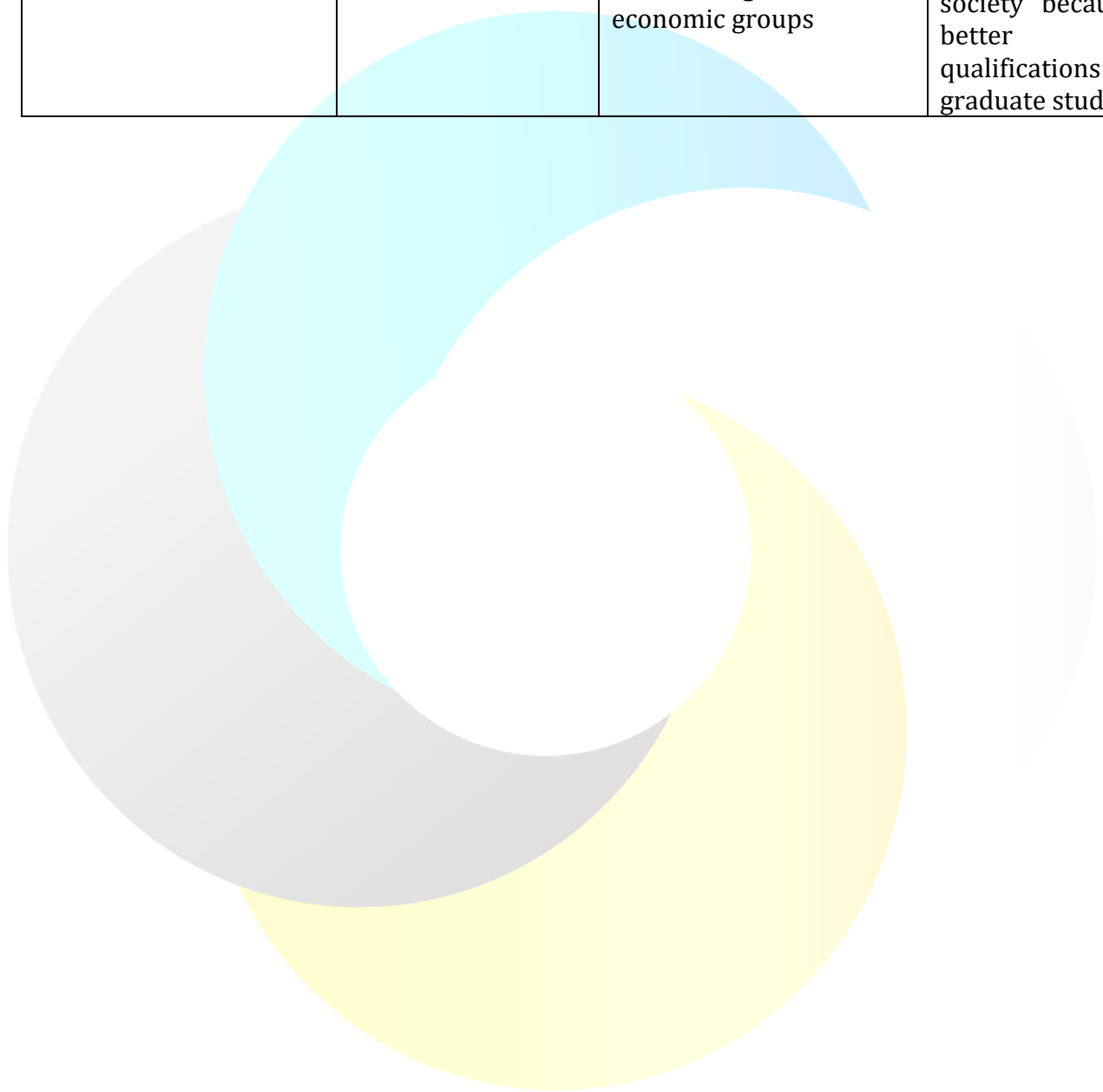
operating methodologies for Dual Higher Education	employees, students	and operating methodologies for Dual Higher Education	and sustainability of Dual Higher Education in PCs
Motivation of students for studies is rising	Students, HEIs, parents of students	Drop-out of students decreased by 5% after the first year DHE implementation	Students are more motivated to study as they see the use of knowledge they acquire during their studies.

Table 3. Overview of long-term impact indicators

Long term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Modernization of HE system in Partner Counties	Students, HEIs, policy makers, labour market	Number of HEIs and companies involved in Dual Higher Education	High compatibility of established Dual Higher Education programmes in PCs with EU programmes
Better compatibility of HE system with labour market	Students, HEIs, labour market	Increased number of employees with adequate qualifications. Decreased unemployment rate of graduates.	Increased awareness and preparation of graduate students for labour market needs. Lower recruitment cost for companies.
Increased effectiveness of HE in Partner Counties	Students, potential students, HEIs, labour market	Increased number of highly qualified graduates. Decreased drop-out rate of students.	Increased satisfaction and confidence to Higher Education system in PCs of all target groups
Better communication and collaboration between HEIs and companies in Partner Countries	HEIs and companies	Number of established Dual Higher Education programmes. Number of joint projects. Increasing number of job offers to DHE graduates	Companies are satisfied with competences of graduate students, especially with graduates of DHE programmes.
Improvement of business and investment environment	Companies	Number of investors and new companies are rising. IT companies have no difficulties recruiting IT engineers with needed competences.	Increased efficiency and effectiveness of employees, with improved innovation perspective. GDP is growing due to



			highly qualified employees.
Reduction of socio-economic inequalities	All members of society	Increased number of students from low-income families. Increased number of employed graduates from disadvantaged socio-economic groups	Reduced social tensions due to higher employability of graduates from low income families. Reduction of poverty risk in society because of better qualifications of graduate students





7. SUSTAINABILITY PLAN

7.1 Introduction and main objectives

The sustainability plan aims to create the framework for sustaining the lessons learnt and the results produced within the COOPERA project, assuring that the main outcomes will be 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. This is largely dependent on the identification and engagement of key stakeholders, and on building (social) consensus within local communities.

COOPERA sustainability plan aims to:

1. Lay out the project's sustainability strategy, addressing key sustainability objectives, dimensions of sustainability strategy, target groups/beneficiaries and engagement methods, sustainability tools and activities;
2. Identify stakeholders and secure their engagement in project activities, contributing to the long-term sustainability of project results;
3. Maintain the dissemination platforms (e.g. project web page, social media, OS institutional and national platforms) in order to mainstream the project result to national, regional and international stakeholders;
4. Decide on sustainability actions to be implemented by partners during the post-project period highlighting goals, activities, target users, financial resources and costs.

7.2 Key definitions and goals

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.

Within the scope of the COOPERA project, sustainability means that the project's results will endure in the medium and long term and within different contexts. The durability of the project's results is thus ensured by monitoring results, identifying potential use beyond the project's life, contacting selected stakeholders and gathering opinions on potential use for policy making. Although not all the parts of a project can be sustainable, it is important that the sustainability plan will be planned from the project's initial stage to ensure its maximum efficiency. For COOPERA, sustainability is considered as a principal measure of project's success and is 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 in the future, the following parameters have to be taken into account:

1. Optimum allocation of financial and non-financial resources

It is essential to deploy resources to projects that are structured to benefit the stakeholders and recipients both in the short and long term thus ensuring their maximum gain from participation. European funding terms and conditions have recently become increasingly stringent and demanding. After the project lifetime, the stakeholder will financially contribute to the sustainability of project's outputs.

2. Tangibility of outcomes

The process of ensuring the sustainability of COOPERA results and of the lessons learnt, means that the results have explicit added value, are transferable for future actions in related projects and are therefore tangible. Tangibility is therefore ensured by the availability of the results to the target groups and the general public both through the availability of reports on the project website and the dissemination of results at third party events.

3. Development of valuable outcomes worth to be sustained.

COOPERA aims to promote the integration of dual higher education in two countries: Moldova and Ukraine. This is achieved through exchange of experiences and interactive learning processes between higher education institutions and national authorities that identify, discuss and evaluate measures of prevention, early detection, control and eradication of dual higher education models and framework in place. To achieve the desired sustainability outcome, these policy recommendations must be capable of enhancing relevant policy instruments addressed in the project even after the completion of the project, which will support further integration of DHE beyond COOPERA partnership, involving other HEIs in both countries.

As mentioned, the project, in line with programme guidelines, aims to achieve the long-term sustainability and impact of project results, so as to make a decisive contribution to the promote and integrate DHE. To do so, project's sustainability activities need to accomplish the following goals:

- I. Support** the integration of the knowledge acquired into the national legislative framework to be developed for the improvement of the policy instruments addressed.



- II. **Secure** sufficient political support in partnership countries to implement the envisioned/suggested improvements in policy legislative acts.
- III. **Mainstream** project results into regional, national, institutional policies targeting dual higher education.
- IV. **Mobilise** resources for actions/measures on DHE integration on institutional and national levels in Moldova and Ukraine.
- V. **Build** consensus within local communities addressing advantages of dual education;
- VI. **Raise** public awareness and involve stakeholders in dual higher education promotion, piloting and reporting.
- VII. **Support** the wide uptake of project results (e.g. risk assessment framework) by relevant actors and competent authorities.

To ensure the sustainability of results, the most important barriers are:

- I. **Funding opportunities**
- II. **Staff allocation and other resources**
- III. **Organization and Communication**
- IV. **Time management**
- V. **Interest and motivation**
- VI. **Other potential difficulties**

7.3 Target groups and stakeholders' engagement

Stakeholder/Target groups are essential for the sustainability of COOPERA project's results. More specifically, involving stakeholders in project activities can help to bring different ideas to the table, identify common needs, mitigate conflicts and build a sustainable collaboration during project duration and beyond. Stakeholders are also crucial in the provision of suggestions for the action plans as potential beneficiaries, securing also their contribution in the project's implementation process. Lastly, stakeholders can provide valuable input depending on their expertise, area of activities, and participation in different activities. To achieve project's sustainability, it is necessary to involve all relevant groups of stakeholders in implementing the action plans produced implementation phase, and sustain their willingness to implement the envisaged improvements for each project output beyond the project's duration. The benefits of stakeholders' participation in project (sustainability) activities can be summarised as follows:

1. Ensuring that the project plans are beneficial for stakeholders as well as the wider community.
2. Developing an environment of trust by allowing the voices of the stakeholders be heard and their issues be known.



3. Making the project accountable to the stakeholders thus ensuring its efficiency.
4. Enabling the voices of the stakeholders to be heard and increases the level of trust between research and implementation.
5. Promoting transparency in the actions of the project and ensures that the project is held accountable for its actions.
6. Increasing ownership by stakeholders who feel the project is taking in account their views and motivates them to sponsor the project, which ultimately leads to sustainability.
7. Achieving in facilitating support and commitment to the project, and ultimately increases the chances for sustainability after the project has been completed.

Relevant stakeholders identified within COOPERA project:

(1) Teaching, technical & administrative staff inside each participating PCUs: 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.

(2) University management of each PCU: 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.

(3) Multipliers of know-how on DHEM development such as P4-MECRRM/MD; P9-MESU/UA: their involvement will enhance chances to reach direct & indirect beneficiaries due to the specific confidence base, which they have to their members and will provide the legislation background for establishing currently non-existent DHE studies.

(4) Industrial Sector Representatives: connects with students that have strong propensity and potential and give them an opportunity to acquire much needed work experience before graduation which in turn enables them to be more competitive on the labour market.

Relevant TARGET GROUPS identified within COOPERA project:

TG1 - Administrative staff: top managerial staff (Rectors, vice-rectors), heads of the Quality management units, ECTS officers from faculties.

TG2 - Others: Public administrators: policy makers, civil servants employed in local, regional or national public administrations and primarily work on



education matters and therefore require both theoretical and practical trainings on project issues.

TG3 - Academics/ researchers who are involving in flexible curriculum development, designing and teaching of training courses

TG4 - Students: university students (BMD levels) who is involved in the study programmes, students with disabilities involved in the expert workshop.

TG5 - Industrial Sector Representatives who will be involved in DHEM.

Table below explain the target groups and involvement of stakeholder to be reached during the project lifetime, means of communication and indicators, which will ensure its effectiveness:

Table 4. COOPERA Target groups and means of communication

Target Group	Means of Communication to Reach These Target Groups	When	Indicators of Progress
TG1. Potential students;	(1) A special web site will be created only for Dual Higher Education (DHE) in PCs; (2) Announcement of HEIS about the DHE programs using webpage and social services; (3) Advertising campaign realised via Facebook, LinkedIn, YouTube channels; (4) Flyers and posters, widely distributed at campuses and in regions;	(1) The COOPERA webpage will be created during the project lifetime and promoted after the end for distribution of information and attracting the students;	(1) Potential Students informed in all regions of the Eastern Partner Countries (Moldova, Ukraine); (2) At least 20 students enrolled in DHE module;
TG2. HEIs;	(1) All HEIs from Moldova and Ukraine will be informed about the project results through project webpage, publication in international journal; (2) Distribution by the Ministry of Education through the national and regional channels; (3) The Final proceedings will be distributed to all research and academic community;	(1) During the Dissemination events organised during the projects implementation and after it is over all HEIs will distribute the information and make the tangible results visible;	(1) 50% larger research and academic community informed about the Dual Higher Education;
TG3. SMEs;	(1) At common meetings companies will be informed about perspectives, achieved	(1) The DHEMS developed during the WP2 will be elaborated	(1) At least 10 SMEs from each region involved in



	<p>results and the latest information about DHE; (2) The Ministry of Education in cooperation with Chamber of Commerce will inform all economic community about the agreements of cooperation and DHEMs already established;</p>	<p>with the evolvement of SMEs; (2) The cooperation agreements will be signed with HEIs during WP4 for piloting of DHEMs; (3) By the end of the project SMEs will be informed COOPERA experts' workshop and Conference about the existence of DHE and promote it to other enterprises;</p>	<p>elaboration of survey on companies need; (2) At least 2 companies per University participating in Pilot testing of DHEMs;</p>
TG4. Government	<p>(1) As an active partner of COOPERA, the Ministry of Education will spread the recommendations for amendments to Law elaborated during the project lifetime to the Government and Parliament;</p>	<p>(1) The Ministry of Education is an active partner of the project that will actively participate in elaboration of recommendation for amendments to the Law of education; and White Paper on DHE.</p>	<p>(1) After the Legal conditions for implementation of DHE are implemented and Documents are elaborated by the Ministry, the results and the amendments to Law will be visible on the web page of the Public Authority;</p>
TG5. General public;	<p>(1) All HEIs and companies involved in DHE system will promote DHE and provide appropriate marketing campaigns, as this is in their interest; (2) Mass media will show the interest for Dual system in Higher Education and spread the results of the project;</p>	<p>(1) The web page of the project will be created during the first 6 months specially for distribution of the results to general public; (2) All HEIs will disseminate information using social services channel and promo material during the dissemination events organised;</p>	<p>(1) General public present during the dissemination event organised during the project lifetime;</p>

7.4 Project outcomes' sustainability

This subsection presents the project Sustainable Outcomes that needs to be sustained to maximise the diffusion of lessons learnt beyond the COOPERA project consortium in all the involved regions (MD and UA) in line with the overall goal of the project. The exploitable results of the COOPERA project are summarised in the following table. In order to ensure the sustainability of main



project deliverable, partner institutions from Moldova and Ukraine will complete the Sustainability Reporting table, based on ANNEX 3. Sustainability Plan.

Table 5. COOPERA project sustainable results and measures

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?
The flexible and generic DHE model and its specific derivatives for DHE implementation;	HEIs support DHE trying to increase enrolment of new students, attracted by prospect of studying with DHE option; Will improve and develop existing DHEMs;	HEIs implementing DHE will continue to improve adopted DHE models in order to increase enrolment of new students to their DHE programs by investing in personnel education and investing in human capital;	The research and academic community of Higher Education Institutions from Partner Countries will work on the development of the new DHEMs and promotion of existing; The companies cooperating with HEIs will finance in human capital and students by providing paid internships for the specific DHEMs;
DHE legislation and accreditation standard based on the proposed amendments;	The Government will continue to support DHE in order to attract business investors providing them with competent and skilful workforce, according to the needs of companies and investors.	Ministries of Education will continue to monitor and to improve legal and business environment of DHE implementation, as a part of long-term education strategy of Moldova and Ukraine by providing permanent institutional, legal, and financial support (incentives to companies) and support of DHE at policy level.	All the necessary resources will be obtained from national funds in order to promote the implementation of DHE on regional and national levels within Moldova and Ukraine;
The Recommendations to HEIs in Moldova and Ukraine on how to implement DHE;	The recommendations on DHE implementation that will be elaborated during the project and will be made publically	For the Promotions of the recommendations to other HEIs that weren't involved in the project, Ministries of Education from	All the resources needed for promotion of the elaborated recommendation will be taken from national funds;



	<p>available not only on project web page, but my means of national communication channels such as web page of the Ministries;</p>	<p>Moldova and Ukraine will have to invest in dissemination of the amendments, recommendations and integration of the elaborated DHEM in other PCs HEIs;</p>	
--	--	--	--





ANNEX 1: DISSEMINATION REPORTING TABLE

Dissemination Activities

Institution:

Country:

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



ANNEX 2: INDIVIDUAL DISSEMINATION CALENDAR

The individual dissemination calendar

Project acronym:	COOPERA
Project full title:	INTEGRATING DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE
Project no:	617490-EPP-1-2020-1-MD-EPPKA2-CBHE-SP
Funding scheme:	ERASMUS+
Coordinator:	ASEM-Academy of Economic Studies of Moldova
Project start date:	January 15, 2021
Project duration:	43 months



Partner Name	
Period	

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



Co-funded by the
Erasmus+ Programme
of the European Union

ANNEX 3: SUSTAINABILITY ACTION PLAN
Period concerned: 15th August 2024 – 14th August 2029



COOPERA
DUAL HIGHER EDUCATION IN MOLDOVA AND UKRAINE

Deliverables	Result	Goal	Activities	Target users	Champions	Financial resources and costs	Indicators
	<i>What?</i>	<i>Why?</i>	<i>How?</i>	<i>Whom for/at?</i>	<i>Who is in charge?</i>	<i>How much?</i>	<i>How to track progress and measure success?</i>
	<i>Which are the outputs and outcomes to sustain after the project end?</i>	<i>Why is a certain outcome/output important and what is the goal of sustaining it?</i>	<i>What are the activities planned to ensure each result's sustainability?</i>	<i>Who are the target users and beneficiaries?</i>	<i>Who are persons in charge/champions?</i>	<i>What are the expected costs and what financial resources will be used?</i>	<i>What are the relevant indicators to measure progress and success?</i>
D1.2	(A1.2.) Report on companies needs for DHE	To support consolidation of the dual higher education development potentials of the Partner Country Universities and strengthening the integration of DHE models into higher education system of both countries;	1. Independent evaluation on institutional and national levels realised by partners involved; 2. Data comparison on international level for measuring the DHE development on global arena; 3. Exploitation of the indicators through direct involvement of company's representatives in survey consolidation;	Teaching staff; Students; Administrative staff; Technical staff; Representatives of employment sector;	1. Rector 2. Vice-rector on academic affairs; 3. Head of employment and partnership unit;	1. Space maintenance and servicing costs The expenses will be covered from institutional sources, sources accumulated from sponsors.	1. number of common meetings between representatives of academic and employment sector; 2. number of the reports elaborated;
D2.1	(A2.1) Flexible and generic Dual Higher Education Model (DHEM)	To promote the concept of dual higher education through the involvement of stakeholder in terms of DHE programme concept, duration of internship, engagement of students, evaluation, salarisation within DHE models adopted;	1. Organisation of roundtable with representatives of companies, students, involved on piloting of DHE programs, academics involved for establishment of new perspectives and trends; 2. Early revision of DHE models adopted and implemented;	Teaching staff; Students; Administrative staff; Technical staff; Representatives of employment sector;	1. Head of departments; 2. Vice-rector on academic affairs; 3. Head of employment and partnership unit; 4. Dual Study program's graduated;	1. Hospitality and maintenance costs for organisation of events; The expenses will be covered from institutional sources, sources accumulated from sponsors.	1. Number of roundtables organised independently or realised within early institutional events; 2. Number of reports on revision of DHE models;
D3.1 D3.2 D3.3	(A3.1.2) White Paper on DHE (A3.2) Amendments to the Law on Dual Education and Law on Higher Education (A3.3) Guidelines on DHE implementation	1. To improve the existing legislative framework, outlining the orientation on DHE strategic goals and indicators and stimulating the HEIs of Moldova and Ukraine to adopt and implement DHE programs, outside the COOPERA consortium; 2. To stimulate the Moldovan and Ukrainian HEIs to implement dual higher education through constant adoption of DHE models and extension of academic offer at all levels of education and specialties;	1. Organisation of national and international workshops for HEIs of Moldova and Ukraine dedicated to Dual Higher Education; 2. Ensuring communication between HEIs within the countries and with the Ministry of Education by providing contact support and feedback on implementation of Legislative framework on Dual Education; 3. Revising guidelines on DHE implementation based on stakeholder's report on DHE programs piloting and ensure its dissemination on national and regional level outside COOPERA consortium in MD and UA;	Academic staff; Representatives of Ministries of Education;	1. Rector; 2. Vice-rector on academic affairs; 3. Representatives of the Ministry of Education and research of Moldova; 4. Representatives of the Ministry of Education and Science of Ukraine;	1. Hospitality and maintenance costs for organisation of events; The expenses will be covered from institutional sources, sources accumulated from sponsors.	1. Number of the experts meetings organised on regulatory development of Dual Education in Moldova and Ukraine; 2. New bylaws regulations on DHE at system level adopted and elaborated; 3. Number of proposal to improve the Guidelines on DHE implementation and its dissemination to universities from the region;
D4.1 &	(A4.1.1) Identification and conceptual definition of Dual Study Programs (A4.1.2.) Elaboration and signature of agreements (A4.2.) Development of training materials	1. To support different needs and interests of employers, HEIs and students in different industrial and business sectors through implementation of dual study programs; 2. To stimulate promotion of dual higher education, using various tools and activities carried out jointly with partner economic agents;	1. Stimulation and promotion Dual Study Programs on institutional levels in Moldova and Ukraine through organisation or thematic workshops for target groups; 2. Secured collaboration with partner companies, for identification of optimal ways to DHE organisation and to development of the appropriate DHE curriculum; 3. Supporting asession of transversal capabilities and skills of university students, through extended partnership with economic agents and extended academic offer in DHE; 4. Development of curricular contents adapted to the realities of the training fields; 5. Integration of training methods and tools focused on the development of specific and transversal skills;	Teaching staff; Administrative staff; Technical staff; Students; Representatives of employment sector;	1. Head of departments; 2. Vice-rector on academic affairs; 3. Head of employment and partnership unit;	1. Space maintenance and servicing costs The expenses will be covered from institutional sources, sources accumulated from sponsors.	1. Dual Study programs revised by Moldovan and Ukrainian HEIs; 2. Number of newly adopted dual study programs; 3. Number of contacts signed with companies from various professional fields;
D4.2	(4.5.) Securing stakeholders feedback on Dual Study Programs	1. To improve the impact and accountability of dual study programs through contact improvement and feedback from target users; 2. To increase number of dual study programs implemented by Moldovan and Ukrainian HEIs through popularisation of dual education;	1. Development of effective cooperation procedures between teachers in the higher education institution and mentors in the partner companies; 2. Carrying out professional training courses for academics and mentors involved in DHE implementation; 3. Organisation of interactive loops with stakeholders involved in order to measure the impact and satisfaction level of parties involved and provide recommendations for its improvement; 4. Analysis of methods and tools specific to the implementation of DHE as an alternative form of training for higher education specialists;	Teaching staff; Administrative staff; Technical staff; Students; Representatives of employment sector;	1. Head of departments; 2. Academic staff involved in piloting; 3. Representatives of Companies; 4. Students;	1. Space maintenance and servicing costs The expenses will be covered from institutional sources, sources accumulated from sponsors. 2. Hospitality and maintenance costs for organisation of events;	1. Procedures for effective cooperation between stakeholders outlined; 2. Number of professional trainings realised; 3. Secured presence of companies' representatives, students involved in dual education and academic staff at interactive workshops/events; 4. Reports on implementation of dual study program annually prepared and presented;