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PREDICT

JOBS OF THE FUTURE WITH AI 4 VET INCLUSION

Work Package 6 – PROJECT DISSEMINATION AND COMMUNICATION STRATEGIES

A1. Communication plan

PREDICT

Jobs of the Future with AI 4 VET inclusion

[2022-1-PT01-KA220-VET-000085485]

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Partners

Name	Country	Website
Instituto Politecnico De Santarem	Portugal	www.ipsantarem.pt
Endurae Voice Technology	Estonia	http://endurae.com/
Limassol Limited	Cyprus	www.shipcon.eu.co
Institutul de Cercetare a Calitatii Vietii	Romania	https://www.iccv.ro/en/
Aintek Symvouloi Epicheiriseon Efarmoges Ypsilis Technologias Ekpaidefsi Anonymi Etaireia (IDEC)	Greece	https://www.idec.gr

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1. Introduction

1.1 PREDICT project

The main idea of the project is to provide specific training curricula and mentorship programs that support students in VET education. The project also aims to establish actions to tackle the digital knowledge gap of VET providers and students, while also working on their digital reskilling, by developing activities upon the topic of green digital tools. To support the development and implementation of the project, partners are going to take different measures, which will target VET schools, VET students and Adults with past or ongoing participation in VET courses. Aim of such action is to increase the digital literacy of these target groups and the capacity of VET providers on using and applying digital tools and technologies (Artificial Intelligence - AI) in their teaching, to ensure labor market competences acquisition.

The partnership plans to support awareness raising about digital challenges, while also developing the competences of VET teachers and students on understanding the effects of new technologies on their digital reskilling process. Through the project activities, students and teachers will participate in actions concerning the advancement of their digital skills and competences by accessing toolkits specifically designed for their own needs.

During the implementation of the project, training workshops and webinars will be organized targeting VET teachers and students, which will help them advance their digital knowledge.

What is more, addressing digital transformation and contributing to innovation in vocational education and training the project will support the digital transformation and capacity of VET organizations, by supporting the purposeful use of digital technologies in education for teaching. More specifically, the project will support the use of innovative digital tools, such as AI technology components, which will help the target groups by offering a wider variety of resources and digital solutions. This is expected to change the way VET is practiced, by making it more relevant to the current and future needs of the education field and more importantly the labor market.

Ultimately the project addresses two main topics which can be summarized in the following sections:

- AI technology and innovative applications
- New learning and teaching methods and approaches

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Multiple factors stimulated the partners of this project toward the conception of this idea, and then pushed them into actively working to implement it. According to the McKinsey Global Institute (2018), by 2030 in Europe, we will see a fast increase in the use of advanced technological skills and IT and programming skills. Despite this, there is a significant need for everyone to advance their digital skills for the new age of automation. The Institute's study also showed that, among others, the acquisition of basic digital skills increased by 65% in Europe.

The World Economic Forum (2020) found that over half of the current workforce will require digital reskilling by 2025. Also, there is a need to develop holistic skills for the field of VET education, which plays an important role in the worldwide skills gap.

According to the studies of the previously mentioned parties, the demand for technological skills intends to increase over 50% in Europe, answering the decline in need for manual labor and tasks. Moreover, as labor market disruptions can alter career paths very fast, there is a growing need for lifelong learning, at all ages, which follows traditional teaching and the completion of formal education.

In addition, a report published by Gartner predicted that net job creation opportunities using Artificial Intelligence will show a huge increase between 2020-2025 (World Economic Forum, 2022). Because of that, the need for formal qualifications will not equate to successful reskilling. Thus, one of the solutions lies in lifelong learning opportunities such as modular short-cycle courses, experience on the job and exposure to new projects are necessary to help people in VET education to gain the required skills that match the needs of the labor market.

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2. Dissemination strategy

2.1 Objectives of the dissemination strategy

The first point to make is that the overall goal of a successful dissemination strategy is to promote as much as possible the project in all its components (thus outputs, deliverables, and the partnership itself). In practice, this means making sure that all entities, both individuals and organizations, are aware of what PREDICT is developing and achieving.

This objective can be broken down into different components. All of them will be closely analyzed in the appropriate sections of the dissemination strategy. The main components of this structure are the objectives, which are further elaborated here and linked to the respective target group, along with the stakeholders to be reached and the tools to be employed. All these factors are amalgamated and made coherent thanks to the overarching project brand identity and strategy, which will also be included in the Promotion and Dissemination strategy.

Furthermore, it is very important that the main components of PREDICT are perceived as something valuable and highly qualitative. For this to be achieved, the communication will be comprehensive for each component. This means that the appropriate tools will be singularly identified and linked with the project's component in order for the brand identity to be properly communicated and perceived by the target groups. Through the dissemination tools presented in this strategy, the partnership will engage with such groups in order to stimulate a fruitful discussion. This discussion will firstly be internal, to thoroughly disseminate the project within the partnership and the partnership's organizations. Then, the deliverables and outputs will build upon the external connections of PREDICT's partners.

This form of engagement is crucial in the dissemination strategy of the project, and it will deliver important results, both during the 34 months of development and implementation, but also the long-term impact will benefit from discussion with the stakeholders. In practice, these benefits will be articulated in the following points:

1. Provide valuable feedback for the improvement of the project's activities

2. Better define the steps ahead for further reaching the objectives of PREDICT.

In this sense, the document presented here includes an exploitation strategy, the purpose of which will be to ensure that the maximum impact described so far is achieved. The exploitation strategy will identify the potential stakeholders, who will be easily addressed with the dissemination tools when considered necessary.

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Finally, the dissemination strategy will take into consideration the sustainability aspect of what PREDICT will work on in the 34 months of development and implementation. This means that outputs and deliverables, as well as the connections and the network of partners activated through this project, will represent extremely useful resources for the future. In this sense, the development of qualitative products and relationships will make sure that these are fully exploited at the time of the project and most importantly after the conclusion of PREDICT, firstly within the partnership and outside.

2.2 Dissemination approach

As it can be understood from the first introduction, the dissemination strategy will be comprehensive and include all the tools that the partnership deems relevant to achieve the dissemination objective. This strategy will present the approach proposed for them both in terms of content and device itself. In this section, an overview of the dissemination tools already identified according to the original idea of PREDICT will be included, so as to have a variety of them ready for being implemented as soon as the activities starts.

In this sense, the cornerstone of the whole project's dissemination efforts is the project branding. In other words, a clear and well-defined identity will transmit a consistent sense of value to the target groups and the stakeholders. A variety of tools will support the branding of PREDICT, addressing different needs discussed in the appropriate sections.

Then, the strategy will follow two main directives which will implement the project branding with different yet practical activities. These two guidelines are an offline and online dissemination of PREDICT. The two aspects will communicate with each other with ideas, content, and other relevant aspects inherent to the overall communication of the project. This approach has been identified as the most comprehensive and it will thoroughly support the dissemination of PREDICT.

In practice, this means that the partnership has faith that to a certain extent, the relationship with the target groups and the stakeholders will be reverted to a pre-pandemic paradigm: offline activities such as networking with the territories, organizing face-to-face conferences and meeting partners and stakeholders will provide opportunities for a renovated engagement and overall motivation to talk and discuss.

At the same time, it appears evident that the approach to communication has evolved and that currently it cannot disregard the online strategy. On the other hand, the digital tools have become more and more essential for reaching a higher number of stakeholders and people in general, through the means of the internet. For this reason, PREDICT will make extensive use of digital tools such as social media, websites (Erasmus+ Projects Database as well as the PREDICT webpage) and other platforms for communication and interaction.

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The dissemination approach aims to be comprehensive in the meaning that it aims to employ all the relevant tools that can concretely help the communication effort for the partnership. However, being comprehensive do not equal “one-size-fits-all” kind of approach. In fact, the following sections will present the other element that will help calibrate the message of PREDICT to make it efficient and valuable – the target groups.

2.3 Target groups

The project’s consortium aims at an inclusive target group, to secure a multicultural and hybrid working, along with advanced collaboration. Thus, incorporating:

- Vet students who lack digital or life skills competences and with to reskill
- VET providers or practitioners who need digital reskilling or need to update their working methods
- Young adults who have already finished their courses or other VET alternatives, and require reskilling
- Adults in VET courses or similar actions that need reskilling to either upgrade their competences and knowledge about the labor market or create more chances for working opportunities.

Despite all the above main target groups of project PREDICT, the partnership does not intend to exclude any other participant, due to the project’s goal of addressing the aspect of inclusion and all participant’s needs about reskilling or finding new opportunities.

2.4 Consortium-level cooperation and responsibilities

The dissemination efforts will take into consideration the effort of all the partners in order to build on each other’s strengths and provide material that can be highly exploitable in terms of both quality and reaching. IDEC, as the coordinator, will monitor the development of the material and the actual achievement and reaching of PREDICT. In the following chapters, all the tools to be developed for the project will be presented, while also being assigned to the most capable and equipped partner for carrying out that specific activity. The consortium will coordinate during virtual and project

meetings, to assess the insights provided by the ongoing monitoring and it will identify the most relevant target groups, stakeholders, and activities to carry out. The partners will also develop, in close cooperation with each other in terms of synergies and materials’ development, their respective national strategies to make sure that the project’s objectives and outcomes are well received at the local level: to this end, translations of the relevant material will be carried out for maximum reaching.

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3. Dissemination tools

In this chapter, the strategy will enter more in the details of the tools through which the dissemination effort will be articulated. They will follow the approach described previously and they will all be calibrated according to the relevant target groups they are addressed to. The chapter will introduce the project branding as the precondition for the rest of the dissemination tools, while moving then to the practical devices and activities to be organized (and that will build upon the brand identified for PREDICT).

3.1 Project branding

The paramount aspect of the communication and dissemination strategy is the project branding. Through the precise branding of PREDICT, the partnership will be able to communicate the value of the project, both as it is and how it is perceived. The branding will revolve around PREDICT, enriching the value not only of the activities and related outputs, but also the partnership itself and the quality of the communication toward external partners.

The first aspect that needs to be taken care of and that will be the key for the branding of the project is the logo. Being the visual representation of PREDICT, it will also be the very first approach target groups and stakeholders will have with the project and the partnership. For this reason, its development must be meticulous and according to the principles and ideals agreed upon by the partners. It can be considered at the frontline of the whole communication process. The features will have to be of high quality in terms of digital design and to possibly refer to a concept or idea related to or supporting the goals of PREDICT. To imagine a story behind the logo is the key to enable easy ownership and engage in qualitative discussion with the interlocutors. The logo should be optimized for it to be efficiently usable on different media, thus for both digital devices and printed ones.

The quality of the branding surely lies in the effort put by the team for developing the logo as much as in the proper communication of the activities, both toward the interior and the exterior. This means that the continuity of the communication protocol must be always respected. In practice this means that when targeting the stakeholders, this must always be done according to the standards of PREDICT. For example, this means:

- Use of appropriate language and standardized description for the activities of PREDICT.
- Communicate in terms of partnership and always use the correct logos of partners.
- Focus on the strengths of the project and the needs it tries to address (which will be more and more thoroughly identified during the development and implementation phases).
- Utilize the appropriate communication material prepared within the dissemination activities.

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- Maintain the color continuity identified firstly through the logo and then with all the relevant templates.
- Always use the appropriate hashtags when communicating on social media.

These are some preliminary guidelines that will help the partners define the most appropriate forms of communication protocol when communicating both with their colleagues and with organizations from outside the consortium.

For these to be easily absorbed and employed, another crucial point is to build ownership for the project's activities and outputs. With a deep commitment for developing and delivering qualitative products, the partners will be more engaged in disseminating something that is believed to make a meaningful impact not only on the outside but also on themselves. Making this a core aspect of the project branding will not only help create a significant story to communicate through the logo and the outputs of PREDICT, but also make the dissemination strategy overall more effective.

Finally, another important aspect to take into consideration is the number of languages PREDICT can rely on. The consortium is made up of 5 partners coming from 5 different countries, and thus it can rely on the translation of the dissemination material of at least 4 languages, while English represents the priority language for the most comprehensive communication possible in the whole Europe. This is one of the features that makes Erasmus+ appealing, and for this reason the continuity must be maintained also across the languages. This is an aspect that can extremely increase the quality and value of the project but only if carried out correctly, and with the appropriate translations and continuity of PREDICT materials.

The logos are the following and must always be used in all communication materials by the consortium.

PREDICT Logo	PREDICT JOBS OF THE FUTURE WITH AI 4 VET INCLUSION
ERASMUS + Logo	Co-funded by the European Union
Disclaimer	Funded by the European Union. Views and opinions expressed are however

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3.2 Online strategy

In this section, the strategy will focus more closely on the online component of the dissemination efforts. Here, the approach to social media, websites and other forms of online communication will be taken into consideration and discussed.

3.2.1. Social Media and other platforms

Social Media represents a core aspect of the dissemination strategies nowadays. Especially after the beginning of the CoVid-19 pandemic and the lack of physical interaction among partners, target groups and stakeholders at all levels, Erasmus+ projects have started to adapt to a more fully online-based approach to dissemination. In this sense, PREDICT will also exploit these platforms to interact with new organisations and create engagement with the public.

The most relevant platforms identified for the purposes of this project are **Facebook, Instagram** and **Youtube**. These platforms are possibly the most comprehensive social media currently existing and widely available to the public. Facebook, Instagram and Youtube will be used for campaigns and videos which partners will forward to their networks and will target and reach the public, students, teachers, and VET schools.
Social media campaigns for Facebook and Instagram are going to be launched at important milestones of the project. Leader is IDEC who is going to design campaigns to be published in the project's social media, and partners are going to publish them in their respective social media accounts.

The project can benefit from an integrated approach of these platforms. These can propose the same content, as long as it respects the same guidelines of the project branding. The project partners will organize a clear and complete schedule for the online engagement on these platforms, with content in terms of articles that can be produced either or with other relevant materials to be reposted to generate discussion on the project's main topics. The languages of the content should follow the organization of the schedule for the posts. In this sense, the posts should follow a double approach: the first component of the text should be drafted in English, for maximum reaching, while the second part should be translated. This way, the partners will be able to create more value by communicating also to their national audience in a more inclusive way.
To maintain the thread of continuity of the project with the community, the partners will be asked to provide, in a dedicated template, information regarding their digital identity. If they

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agree to move on with a closely coordinated approach, the partners will tag each other whenever posting on these platforms. Only a single contact person will be requested to join in this scheme, who will be identified through the template. Then, every post to be produced
for social media should mention the name of the project, PREDICT, at the beginning of the text, either in its normal form or as a hashtag, thus ***#PREDICT***. As a conclusion to the post, the partners will always include the URL of the website.

Finally, some other hashtags may be defined to increase the reaching of the project. The proposed ones are the following:

#Erasmus #Education #Learning #ErasmusProject #innovation #technologies #artificialintelligence #PREDICTProjectErasmus etc.

Examples of posts*:*

- Project Meetings
- Project results
- Presentation of partner organization (5 partners total)
- Information about dissemination activities – presentations/ webinars/ conferences
- General information about the sector
- Relevant articles and videos + links
- Erasmus+ news
- European Union news regarding education, training etc.
- Holiday wishes
- Relevant international/ World Day wishes

3.2.2. Web-based promotion

The online component of the dissemination strategy is made up also of a consistent contribution made through different websites. These will help store all online portals working both as a repository of PREDICT information, but also for more general goal of training new personnel involved in Erasmus+ projects.
In this sense, the very first tool to be employed in this category is the **PREDICT webpage,** which will greatly help also for dissemination purposes with the digital distribution of **newsletters**.

The URL of the project website will be simple and exploited through dissemination materials, for example at the end of each social media posts. This link will also be posted on another important website, that is the Erasmus+ Project Results database.
Here, all projects awarded with a financing budget are listed. PREDICT will be included here, too. To better exploit our presence on this platform, the description provided and used will be developed to maximize the impact toward users who might look up for projects through

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our keywords. Then, the description should catch the attention of the readers ever since the first couple of lines or sentences, to properly communicate and address the right target groups.

3.2.3. Webinars and Workshops

The last tool for what the online strategy is concerned is not brand-new *per se,* but it has gained a great momentum with the transfer of all the dissemination activities on the web. Webinars and workshops are contemplated by the Erasmus+ program also in terms of financing, although on a smaller scale than those in person. This communication and dissemination strategy aim to build upon the experience gathered in managing this form of online events, even under the auspices of resuming offline events soon.

In this sense, partners will be asked to provide information regarding their possibility of hosting this form of event and will discuss the topic to share the best practices observed and possibly gained first-hand in this regard. According to the feedback received on the matter, partners will consider the possibility of setting up an online streaming of multiplier events organized in persons. If this dual approach is implemented, a higher level of dissemination is within reach of being achieved at the national scale.
With this in mind, PREDICT will organize **10 online workshops** and **5 community open webinars**. The workshops will be attended by 50 participants and implemented in the span of two months with the below thematics:

- Digital literacy
- Technologies
- Employment
- Hard skills
- Emotional intelligence
- Media literacy
- Networking

The webinars will be organized on ***M6, M12, M18, M24*** *and* ***M30*****,** and will cover important topics related to technologies and social skills.
75 participants will be attending these webinars and their profile is:

- VET experts
- VET trainers
- VET students
- VET providers
- Heads of VET schools and organisations

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3.3 Offline strategy

In this third section of the Dissemination Tools' chapters, the offline opportunities for dissemination are going to be taken into consideration. Here, the foreseen events and conferences will be closely looked at, while also other forms of project promotion, either in the form of meetings/events or dissemination material will also be explored.

3.3.1. Events

The project PREDICT will benefit from the organization of 2 Summits at a national level. These will be organized in 2 partners' countries, namely: Estonia (targeting 75 participants, VET communities and other stakeholders, organizations, public) as a large-scale Multiplier event on the topic of Digital Domains, where the project's midterm results will be discussed and Portugal (targeting 75 participants, VET communities and other stakeholders, organizations, public) as a large-scale Multiplier event regarding VET development, Future jobs, and reskilling, where the project's results will be presented and discussed. These events will be organized in person if all the conditions identified by the relevant authorities will be met. In any case, the structure and agenda of the meeting, to be arranged by the respective partner and disseminate beforehand, will involve all the relevant stakeholders that will have been identified by then at the local, regional, and national level. During these events, partners will be able to engage directly with the relevant stakeholders as well as the interested organizations.

Furthermore, 2 Training activities (total of 5 days) will take place in Greece and Romania respectively, one for VET trainers (GR – 20 participants) and one for VET students (RO – 12 participants) responding to the theme of Digital and Human domains.

3.3.2 Creation of dissemination material

The partnership will work to develop some graphic materials to complement and finalize the promotion of the events and PREDICT through the dissemination tools presented so far. IDEC, the coordinator organization, employs experienced graphic designers who will work to propose part of the materials, to which all partners organization will provide support and feedback for them to be distributed online. The foreseen materials in this sense are the following: project logo (already discussed in the project branding section), leaflets for external use, while also project templates are envisaged for visual coherency and continuity within the partnership. The language for developing such tools will firstly be English, while upon approval by the rest of the partnership, they will be translated along with the newsletters to be disseminate throughout the regional network as well as during the local multiplier events. Leaflets will also be used as promotional material for Social Media communication if properly adapted and optimized in terms of format, size, and weight for these platforms.

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4. National strategies

The partnership, to fully exploit the transnational opportunities made available by the Erasmus project, has agreed to develop locally oriented national strategies. These are attached to the Strategy as separate documents, although fully respecting and falling in line with the objectives and guidelines indicated in this document. The strategies build upon the existing network partners have nurtured so far on the territory to expand it and disseminate the activities and results of PREDICT.
Each partner will have to complete a template for their national strategy.

5. Exploitation strategy

Included in the Communication and Dissemination strategy is another core element of PREDICT, which refers to the project, that is the exploitation phase. This last chapter will go over the two main aspects that define the exploitation strategy in close relation to its objectives.

For what the expected outcomes of the exploitation strategy, the partnership works and strives so to ensure the maximum impact of the project's objectives, which have also been referred to multiple times in the document. In general, the objective of the exploitation strategy is articulated in different actions that the partners will have to agree upon discussing with each other. To ensure the highest possible impact, the exploitation strategy aims to support the dissemination strategy not only in raising awareness regarding what PREDICT will have achieved by the end of the project, but also that the discussions raised, and the tools developed remain accessible and employed for the years to come. In this case, the exploitation strategy can be considered successful.
To move toward this direction, the strategy will both protect the outputs produced in the context of PREDICT while being adopted in long-term educational plans and will look for relevant stakeholders in the implementation of the project.

Regarding this last object mentioned, the first network to be mapped is the network of associations, organisations etc. in which the partners are already embedded. They represent the key stakeholders for the project if they are relevant to what the content and objectives of
PREDICT are. These will be easy to map since they are already part of a network that the partnership is familiar with.
Regarding the new partners to be contacted, each partner will oversee those opportunities at the local, national, and regional levels according to the tools of networking most used nowadays. Some of the dissemination tools presented in this strategy represent the first steps for a successful exploitation.

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For the deliverables to be accepted, the partners will undergo a full peer review case-by-case and according to the established quality standards, they will either approve (and thus adopt) the deliverables. In case of a negative response from the partnership, the deliverable will undergo a new process of polishing and overall improvement according to the feedback received.

6. Aim of the exploitation and sustainability strategy

- To ensure the use of the project's results at different levels, during and after the implementation of the project.
- To provide the necessary action that will bring visibility to the project to involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope.
- To convince the key actors to use the main products of a project.
- To ensure the sustainability of the project after its conclusion
- To ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g., other countries, pedagogical areas, sectors)
- To sustain project results in the long term.

According to EC, Exploitation is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems. Exploitation is associated with the use of the project's results at different levels, during and after the implementation of the project.

- Local
- National
- International
- European

It is related with the necessary action that will bring visibility to the project to involve the target groups, end users, stakeholders and transfer the results/products into their professionals' scope.

The exploitation comprises different processes, such as:
• Mainstreaming: addressing the decision-makers to convincing them to introduce/consider the results/products of a project
• Multiplication: persuading individual end-users to adopt the project products. This usage can be within partnership and outside, at local, regional, national, or European level.
• Generalization: widening the geographical scope of the project and/or expanding to other knowledge/professional areas.

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7. Impact

The project will execute targeted activities to reach many stakeholders. Such actions will have a long-lasting impact since its outcomes will remain available for all partners and interested parties (mainly NGOs) also assuring their sustainability.
The overall results will be disseminated locally and regionally through the stakeholders' entities, such as VET organizations, enterprises, and public bodies, and nationally through the engagement of network organizations and policymakers.

Impact on participating organizations
PREDICT project aims to extend its formal and non-formal links with diverse partners and stakeholders. Thus, reaching protocols that facilitate the process of VET employment and ensure fair access to the labour market. In this sense, the pedagogical, scientific, societal, technological, policy and economic impact of such actions would fulfil the target group's needs.

So, the impact at local/ regional level would consist of:

- Contribution to higher- qualified employees and increase of labour and social inclusion.
- Facilitation of the inclusion of VET target groups (with or without disadvantages) in society and the labour market, cooperating equally with others.
- Involvement of local authorities (city halls) in implementing planned activities, such as seminars and events.

Impact at national/European level
Impact at a national level is measured by implementing collaborative work and initiatives with strategic programs, such as "Portugal INCoDe 2030" for higher coverage in the digital domain. A report will be also presented of such initiative in national government portals and those of the involved partner countries.

At a European level, the impact will be shown through the dissemination of the global network of the project team members. International parties will be also participating in this project, such as large enterprises in ICT areas, organizations regarding digital inclusion, social awareness, VET development and NGOs. Some of these organization will be involved in the implementation of this project, namely in webinars, online conferences, and digital workshops.

Impact on local community and wider public
Firstly, the partnership will be responsible for disseminating the activities and results in their countries. This way, other institutions can apply the same contents and methodologies, contributing to a more inclusive VET educations.
Published papers will be presented at an academic and scientific level, and all the best practices will be shared to invite others to implement the project's results in their communities.

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At a professional level, workshops, seminars, conferences, and presentations will be made, reaching the desired visibility by engaging with all interested parties.
A social media strategy will be also implemented and focused in a more informational way to enhance the project's visibility and overall impact.
National and International reports will be also available though the project's platform, including a strategy which can promote the holistic model for social and labour market inclusion developed under this project.

8. Project logo

The project logo picked by the partners as well as the Erasmus+ logo must be used in all dissemination activities, deliverables, communication materials, social media campaigns etc.

Project branding will not only help create a significant story to communicate through the logo and the outputs of PREDICT, but also make the dissemination strategy overall more effective. The logos and disclaimers are presented in this section analytically.

PREDICT
JOBS OF THE FUTURE WITH AI 4 VET INCLUSION

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9. Annexes

9.1 Dissemination Plan

Activity	Partner	Date
Development of communication plan	IDEC	NOV - DEC 22
VET Summit on Digital Domains	Endurae Voice Technology	MARCH 2024
Vet Summit on VET Development, Future Jibs and Reskilling	INSTITUTO POLITECNICO DE SANTAREM	JULY 2025
VET online workshops	IDEC	DEC 2022 - MARCH 2025
VET webinars	IDEC	APRIL 2023 - MARCH 2025
Facebook, Instagram, and YouTube campaigns for project activities	All	OCT 2022 – AUG 2025

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9.1.1 Schedule for Uploading

	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23
IP Santarem												
Endurae												
Shipcon												
Iccv												
IDEC												
	Oct-23	**Nov-23**	**Dec-23**	**Jan-24**	**Feb-24**	**Mar-24**	**Apr-24**	**May-24**	**Jun-24**	**Jul-24**	**Aug-24**	**Sep-24**
IP Santarem												
Endurae												
Shipcon												
Iccv												
IDEC												
	Oct-24	**Nov-24**	**Dec-24**	**Jan-25**	**Feb-25**	**Mar-25**	**Apr-25**	**May-25**	**Jun-25**	**Jul-25**	**Aug-25**	
IP Santarem												
Endurae												
Shipcon												
Iccv												
IDEC												

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Social media campaigns:

- Toolkit for VET – Jan/ March 2023
- Multimedia content for VET – April/ June 2023
- Digital Handbook – Sep/ Oct 2023
- Instructional Design course – Nov/ Dec 2023
- VET online course – March/ May 2024
- Collaborative VET digital projects on 3D or AR concepts – June/ July 2024
- AR Technologies for VET skills development – Oct/ Dec 2024
- 3D Technologies for VET skills development – Jan/ March 2025
- Digital kits for guidelines on Green digital/ AR/ 3D tools – Jan/ Sep 2023
- Project Meetings - Nov 2022, May 2023, Nov 2023, May 2024, Nov 2024, May 2025
- VET Summits - March 2024, July 2025
- VET course for trainers – Sep 2023
- VET course for students – Nov 2023
- VET online workshops – Dec 2022/ March 2025
- VET webinars – April 2023/ March 2025

9.2 Dissemination Indicators

9.2.1 Overall Quantitative indicators

- 150 participants in Multiplier events (2 MEs – 75 participants)
- 10 Policy makers and VET experts in MEs
- 10 Workshops
- 5 Open community webinars
- 15 publications, case studies, surveys, reports in Journals or Conferences
- 400 visitors/ month in the project's portal
- 32 VET workers/trainers/ students in training sessions
- 4 Training experiences with VET workers/ staff from the target group after the completion of the project

9.2.2 Specific quantitative indicators

Quantitative indicators – WP2

- 10 VET counseling organizations and parties involved in the learning toolkit.
- 5 digital animations about digital green tools and their use.

Quantitative indicators– WP3

- 75 VET learners and other interested target groups in the online courses.
- 75 actual VET learners and other users registered in the learning platform.
- 15 VET trainers involved in the online course.
- 10 UX and Instructional studies, cases, or concepts.

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Quantitative indicators – WP4

- 3 learning guidelines on prototyping on 3D or AR technologies for any skill level or target group.
- 20 VET pupils and trainers involved in the conceptualize process.

Quantitative indicators - WP5

- 3 methodological and pedagogical guides.

Quantitative indicators - WP6

- 1 communication plan
- 12 participants and 20 trainers in 2 learning training activities
- 50 participants in 10 online workshops
- 70 participants in 5 open community webinars
- Number of involved stakeholders, organizations, and other VET experts (25)

9.2.3 Overall Qualitative indicators

- More than 75% satisfaction from participants in MEs
- More than 95% attendance in MEs
- More than 85% satisfaction from participants in Workshops and LTT
- More than 30% success from support applications

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