

Dissemination & Exploitation Plan



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UNIVERSITY OF BELGRADE
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Abstract	This document contains all elements regarding dissemination and exploitation activities in the PRO-VET project. This is a plan with detailed means of communication and interaction for identified target groups in partner countries, programme countries and at EU level. The plan includes a marketing strategy to engage with stakeholders through local and social media and inviting press to project events.
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2.0	17.6.2019.	New logo of the project is added to D&E plan, Facebook and Twitter accounts	UNS

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Dissemination strategy

The dissemination and exploitation (D&E) of Pro-VET outcomes are outlined in detail in WP.4 D&E addressing 9 deliverables. Two key partners RSVPU (P5) and UNS (P9), one in each Partner Country, will lead the D&E activities closely supported by all partners. JAMK (P1) is the project coordinator. The dissemination of outcomes and information on European policy and practice in VET is strengthened by the establishment of the open e-learning platform, in-service training courses, the VET-ETN, as well as the policy learning process.

WP 4 focuses on the general outreach of the Pro-VET and generating multiplying effects among the partnership and the partner countries VET and HE communities. Therefore, the implementation of WP 4 is guided by the D&E plan with identified means of communication and interaction for identified target groups in partner countries, programme countries and on the EU level. Relevant stakeholders will be identified from the outset so existing structures for reaching target groups can use the most suitable channels. The consortium will pursue on-going stakeholder consultancy and advocacy work. To ensure the quality of dissemination associated partners from industry and VET sector are also engaged.

The Programme Country Partners will carry out dissemination activities on the European context to display successful outcomes and cooperation approaches. Conversely, they will also share information on the Russian and Serbian VET context and opportunities within the EU. The main means of communication include the project website, articles/newsletters/press releases published and shared as wide as possible, seminars, workshops, conferences, etc. The relevant EU forums such as EfVET, EUproVET, Alliance for apprenticeship, WBL toolkit, etc. will be fully utilized.

AHW (P2) will lead the research planning and distribution of promotional materials via the academic press. MIIGAik (P7) and UB (P10) will coordinate the design of National VET Roadmap in accordance with the ongoing National Qualification Framework development, and organise final conferences in Moscow/Russia and Belgrade/Serbia to communicate and finalise the VET development roadmaps in Russia and Serbia to key HE/VET representatives.

In summary, the target groups listed in this plan will be reached by partners and by teachers, trainers and others who will be engaged through VET-ETN and/or upskilled. The project is designed to appeal to any VET teacher (trainer, mentor, tutor, etc.) in Russia and Serbia who has a smartphone or smart device, so this will increase the project's reach. The strong relationship with national and international enterprises interested in improving labour market entry opportunities for competent VET graduates gives further impetus for this project to articulate industry competencies into a qualification framework, with a built-in career ladder. Furthermore, the current agreements between Russia and Serbia on education show a willingness to give substance and reality to put people first in VET development. These are the main pillars for the Pro-VET exploitation strategy.

About WP4 Dissemination and Exploitation

WP 4 Dissemination and Exploitation focuses on both the general outreach of the project and multiplying its effects among the higher education communities of partner countries. The focus of WP4 is to disseminate European VET practices and approaches in Russia and Serbia, to enable two-way interaction with key stakeholders in Partner Countries as well as sharing project outputs and lessons learned. Therefore, the implementation of WP 4 follows a Dissemination & Exploitation Plan with clearly-identified means of communication and interaction for the target groups in partner and programme countries.

Specifically, the aims of WP 4 are to:

- 1) Ensure relevant national mandates and support of Policy Makers beyond closer networks of partners.
- 2) Enable two-way interaction with key stakeholders in Partner Countries for network building, relevance, and outcome dissemination.
- 3) Build partnerships with VET institutes to enhance the professional development of VET teachers using European policy, practice, and pedagogy.
- 4) Promote the VET Educators' Training Network (VET-ETN) and in-service training courses to relevant target groups in VET and HE.
- 5) Engage with European and partner countries' VET research and practitioner communities.
- 6) Raise awareness of European VET policies and practice among policy makers, work-life stakeholders and VET institutions.
- 7) Ensure sustainability of the project.

Based on outcomes of WP 1 and WP 2, stakeholder dialogue and involvement continue in WP 4 to build the VET Educators' Training Network (VET-ETN), and to ensure its mandate and sustainability. Stakeholder dialogue is carried out with MoUs aimed at getting VET-ETN in-service training courses (approved by regional or national ministries of education) recognised as an example of improving pedagogical skills in VET education and training. The MoU signed by 60 stakeholders will represent the endorsement of Pro-VET outputs and a soft commitment of exploiting VET-ETN in-service training courses.

VET-ETN is formed of existing teacher trainer institutes and faculties to be a sustainable foundation network, using existing national and regional mandates of the institutions as well as mandates agreed during Pro-VET's policy dialogue and networking events. The network can grow and re-align over time, but the initial impetus for VET-ETN is the creation of a joint e-platform to enable open access learning and training of VET teachers (in European policy and practice and fostering national) and international policy dialogues on the importance of VET to political decision makers; developing tools and principles aimed at enhancing transparency and quality of competences and qualifications, and facilitating mobility of learners and workers; supporting cooperation and fostering mutual learning; getting stakeholders on board. Moreover, the VET-ETN and online platform will enable continual development and delivery of in-service training courses for VET teachers as well as courses tailored to the individual needs within a workplace.

The effectiveness of the Dissemination and Exploitation activities correlates to a clear identification of the key target groups and key stakeholders (transnationally and nationally) and a highly-targeted approach to reach each group via specific objectives. Relevant stakeholders will be identified from the outset; so existing structures for reaching target groups can be fully utilised. Stakeholders will be targeted directly using the most suitable channels & messages (reflected in Stakeholder Interaction Plan). The consortium will pursue on-going stakeholder consultancy and advocacy work.

The WP 4 leader (P5) together with co-leaders (P9 and P1) will design the framework for a Dissemination & Exploitation Plan, which all partners will complement with their own stakeholders to ensure national level dissemination. The plan will outline the communication and discourse means and assign responsible partners for each stakeholders' target group. P5 (RSVPU) will take the lead on project branding and managing project website. P2 (AHW) will coordinate appearance on European Conferences and publications as sketched in task 4.6.

Apart from the stakeholder interaction, P9 (UNS) and P5 (RSVPU) will disseminate and promote the VET Educators' Training Network (VET-ETN) materials and courses online in Russian and Serbian languages. Also, they will design and produce the online promotional materials and brochures for the in-service training courses. P9 and P5 will coordinate the dissemination events held in Russia and Serbia to publish the Roadmaps and project outcomes (National VET Roadmap Conferences). P9, P5, and P1 (JAMK) will manage content production and its sharing on social media, while all other partners will deliver content in English, Serbian and Russian languages to specified target groups and pages.

Programme Country partners will carry out dissemination activities in their countries to showcase successful outcomes and cooperation, as well as share information about the Russian and Serbian VET context in Europe. The main media of communication for Europe will include the project website, a stakeholder interaction plan as well as articles and seminar presentations at academic/professional seminars and conferences, shared via social media permanently.

Target groups

According to detailed project description, the target groups reached through dissemination activities are the following:

- HE institutions of Consortium
- VET sector
- Working VET teachers
- VET Learners at large in the two Partner Countries
- Work-based trainers
- HE institutions dealing with vocational teacher training
- VET providers of post-secondary non-tertiary education
- Large companies with training centers
- Industry

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- HEIs associated with VET sector
- Social partners and local, regional & national qualification agencies
- Educational and government representatives in partner countries
- Regional Ministries of Education
- Ministries of Education and Science in Russia and Serbia. Since 2019, there are two new Ministries in Russia: 1. Ministry of Education of Russian Federation (responsible for General and VET Education) 2. Ministry of Science and Higher Education of Russian Federation
- European Commission
- European Union

The resources – people and budget

Allocation of human resources in the case of dissemination and exploitation are presented in the Table 1.

Table 1. Overview of tasks and allocated human resources in the WP4

Category:				Manager	Teacher / Trainer	Technical	Administrative	Description	
	1	JAMK	FI	10	35		30		WP.4 co-leader. Project branding; Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; support of VET-ETN promotional campaign; Participation in development of Roadmap for VET development; Networking events on the European level
	2	AHW	NE		35				Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; support of VET-ETN promotional campaign; Participation in development of Roadmap for VET development; publications on the European level
	3	WCI	IR		25				Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; support of VET-ETN promotional campaign;



DISSEMINATION & EXPLOITATION (WP.4)								Participation in development of Roadmap for VET development.
	4	ITBUniHB	GE		25			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; support of VET-ETN promotional campaign; Participation in development of Roadmap for VET development.
	5	RSVPU	RU		90			WP.4 leader. Project branding and website development; Implementation of stakeholder interaction plan and marketing of VET-ETN in Russian context; participation in National VET roadmap conferences; publication of articles. Participation in development of Roadmap for VET development
	6	IPPSP	RU		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; VET-ETN promotional campaign; Participation in development of Roadmap for VET development
	7	MIIGAik	RU		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; hosting the 1 st final VET roadmap conference; Responsibility for development of VET Roadmap
	8	TSU	RU		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; VET-ETN promotional campaign
	9	UNS	SR		30			WP.4 co-leader. Website content creation; Implementation of stakeholder interaction plan and marketing of VET-ETN in Serbian context; participation in National VET roadmap



								conferences; publication of articles
	10	UB	SR		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; hosting the 2 nd final VET roadmap conference
	11	NSSB	SR		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; VET-ETN promotional campaign
	12	VISER	SR		30			Website content creation; Implementation of stakeholder interaction plan; participation in National VET roadmap conferences; publication of articles; VET-ETN promotional campaign
SUBTOTAL				10	420		30	460

Table 2. is showing the budget breakdown by work packages. In the case of D&E, the budget is 110,130,00 EUR, which is 11.2% of total budget.

Table 2.

Budget Breakdown by Workpackage / Budget Headings					
WorkPackage	1. Staff Costs	2. Travel Costs	3. Costs of Stay	4. Equipment Costs	5. Subcontracting Costs
Preparation	50,900.00	5,330.00	14,400.00	-	3,000.00
Development	209,050.00	57,040.00	113,160.00	266,000.00	46,000.00
Quality Plan	31,228.00	-	-	-	32,000.00
Dissemination & Exploitation	53,890.00	14,840.00	26,400.00	-	15,000.00
Management	41,850.00	1,610.00	1,440.00	-	-
Total	386,918.00	78,820.00	155,400.00	266,000.00	96,000.00

Table 3 is showing the distribution of funds for D&E across partners. The largest budget is in the case of JAMK, AHW, RSVPU, MIIGAIK, and UB.

Table 3. Budget Breakdown by partners and work packages

Partner N°	Preparation	Development	Quality Plan	Dissemination & Exploitation	Management
P1	11,210.00	37,700.00	27,600.00	17,240.00	19,600.00
P2	14,040.00	43,060.00	14,338.00	11,625.00	4,820.00
P3	9,390.00	44,000.00	4,338.00	9,385.00	4,820.00
P4	8,410.00	44,990.00	5,992.00	8,370.00	4,280.00
P5	8,560.00	76,660.00	1,140.00	10,425.00	5,200.00
P6	3,300.00	63,010.00	1,140.00	6,495.00	570.00
P7	3,130.00	60,585.00	1,140.00	11,475.00	570.00
P8	3,130.00	61,885.00	1,140.00	5,955.00	570.00
P9	4,700.00	75,490.00	1,600.00	6,165.00	2,070.00
P10	3,080.00	61,290.00	1,600.00	12,165.00	800.00
P11	1,600.00	61,290.00	1,600.00	6,165.00	800.00
P12	3,080.00	61,290.00	1,600.00	4,665.00	800.00

Subcontracting costs according to the budget of the project are 96.000 EUR and they will be mostly directed toward dissemination and exploitation activities. They are presented in the Table 4.

Table 4. Subcontracting costs

Name of Partner (to encode in overview sheet)	Country (to encode in overview sheet)	Nature, type and specifications of the item	Amount Excluding VAT (EUR)
Russian State Vocational Pedagogical University	Russia	Translation, editing and publication of national partner country reports (deliverable 1.2)	1,500.00
University of Novi Sad	Serbia	Translation, editing and publication of national partner country reports (deliverable 1.2)	1,500.00
Russian State Vocational Pedagogical University	Russia	Translation, editing and publication of articles, leaflets, newsletters	7,000.00
University of Novi Sad	Serbia	Translation, editing and publication of articles, leaflets, newsletters	7,000.00
Aeres Hogeschool Wageningen	Netherlands	Semantic learning analytics supporting analysis, support and evaluation of professional development of teacher trainers	10,000.00
JAMK University of Applied Sciences	Finland	Transnational meeting hosting and Networking events	5,000.00
Aeres Hogeschool Wageningen	Netherlands	Transnational meeting hosting and Networking events	5,000.00
Wamborough College Ireland	Ireland	Transnational meeting hosting and Networking events	5,000.00
Universität Bremen Institut Technik und Bildung (ITB)	Germany	Transnational meeting hosting and Networking events	5,000.00
Tver State University	Russia	Transnational meeting hosting and Networking events	4,000.00
University of Novi Sad	Serbia	Transnational meeting hosting and Networking events	4,000.00
Institute of Pedagogy, Psychology and Social Problems	Russia	Transnational meeting hosting and Networking events	4,000.00
JAMK University of Applied Sciences	Finland	External Evaluation and Financial audit	22,000.00
Moscow State University of Geodesy and Cartography	Russia	Conference in Moscow hosting	7,500.00
University of Belgrade	Serbia	Conference in Belgrade hosting	7,500.00

Related assumptions and risks

Assumptions:

- The Copenhagen Declaration endorsed the commitment to intensify European cooperation in the development of VET.
- Partners share a common willingness to cooperate with each other and work together in a structured and meaningful way.

- HE/VET teachers are highly-motivated to increase awareness of European issues and opportunities in VET within their sectors.
- Various methods to disseminate information and sustain activities are successful and that the planned events and activities are well attended by all stakeholders.
- The consortium has adequate understanding of the national contexts and development priorities to select appropriate dissemination and exploitation means.
- There is a social demand to enhance vocational education and training and mobility of VET learners.

Risks:

- Insufficient stakeholder involvement due to competing priorities, unforeseen events and contextual changes. The risk is mitigated with thorough monitoring of changes to national legislation in VET and HE, and partners communicating directly with policy makers and employers.
- Unforeseen policy shifts and changes in the operational environment. Risk is mitigated with careful planning and timing, and customer-centric management of the project processes and deliverables.
- Poorly-developed system of professional development in VET in Russia and Serbia, and as a consequence, low personal interest in upskilling. The risks are mitigated by the involvement of major VET players in the project activities – employers' associations and authorities from regional and national ministries.
- Insufficient financial support for dissemination activities and sustaining the project outcomes. The risk is mitigated with the supervening transfer to commercial delivery of the courses and the commitment of partners to enhance the number, quality, accessibility and coverage of the courses.

Detailed dissemination plan

Dissemination and sustainability plan activities are designed and scheduled in line to other project work activities. For each dissemination activity a realization time frame and responsible partner is defined.

4.1 Compilation and implementation of Dissemination & Exploitation Plan with detailed means of communication and interaction for identified target groups in partner countries, programme countries and at EU level. Includes marketing strategy for local media engagement and inviting press to project events in partner countries (M8). P5 (RSVPU) and P9 (UNS) will coordinate the creation and implementation of the Dissemination & Exploitation Plan to engage with identified target groups in Partner Countries, Programme Countries and at the EU level. The plan includes a marketing strategy to engage with stakeholders through local and social media and inviting press to project events.

Programme Country partners will lead national stakeholder interactions in their own countries. As Project Manager, P1 (JAMK) will lead EU-level communication. P9 (UNS) and P5 (RSVPU) will lead stakeholder interaction in the Partner Countries.

P9 and P5 will monitor and coordinate the implementation of the Dissemination & Exploitation Plan during the Transnational Meetings and online via the project platform in Serbia and Russia accordingly.

4.2 Project branding; Design of visual appearance, presentation and communication templates (e.g. press release template) for the project (M8). Project branding: design of visual appearance, logos, and presentation and communication templates for the projects' external communication, website design. Ensuring the compliance with programme level communication and branding conducts. P5, P9 and P1 present the draft of the Project Branding Guide to the consortium at the Kick off meeting in Novi Sad (Serbia) (M2). This will be finalised during the second meeting in Finland (M8).

Main content will be in Serbian and Russian. Certain sections will also be available in English.

The Project Branding Guide will be partially designed by professionals and subcontracted accordingly. This is because the project team wants to focus on the self-sustainability of the project and continue expanding the number of courses and marketing the e-platform after this project has run its allocated time.

4.3 Project website for publicity, communication and stakeholder engagement to the e-learning platform (M3, M8, M24, M36). The project website will have the following features:

- A project management function;
- News and events;
- Links to external news and events and materials;
- Travel blogs and learning diaries;
- Open access training material and report bank; access to e-learning courses;
- VET-ETN mission statements, structure, partners, etc.

Teacher trainers and WP leaders will produce and publish twelve video blogs and travel diaries on its website (in total 6 EN, 3 RU and 3 SR).

P5 (RSVPU) will launch the project website and manage it during the project. By the end of the project, the content will be relevantly integrated into the established open e-learning platform of the VET-ETN (web version is ready by M36).

Its draft structure will be shared among partners in M3; the beta-version will be ready in M8; and the final version with all links and services of e-learning platform will be ready for the first Roadmap Conference at Belgrade (M32).

4.4 Networking events with policy dialogue workshops for relevant national VET institutes, research organisations and policy makers with a stake in the enhancement of the professional development of VET teachers (4 in Russia; 4 in Serbia) (M22 - M27). Description After test-run iterations 1 and 2, partners from Russia and Serbia will host 8 networking events (one for each institute) for relevant national VET institutes, research organisations and policy makers with a stake in the enhancement of the professional development of VET teachers. The events will showcase European VET policies and

practices, promote the in-service training courses and offer stakeholder dialogue forums via social media for building mutual understanding and collaboration opportunities in enhancement of the professional development of VET teachers.

The networking events will also entail policy dialogue workshops that will be used to develop the roadmaps for VET development in Russia and Serbia for policy dialogue with regional and national ministries.

Similar partnerships are required to build the network and have direct dialogue with the beneficiaries of VET education. With a research community of more than 5000 members, P17 EAPRIL (the European Association for Practitioner Research on Improving Learning) promotes practice-based research on learning bringing together research and practice but also education and professional learning. By organizing interactive activities through thematic Cloud communities via social media platforms as well as in the annual EAPRIL conference, EAPRIL aims to offer a platform for practitioners and researchers to interact, collaborate and share knowledge.

4.5 VET-ETN and Promotional campaign. Promotional campaign materials developed to inform target groups on the open access learning materials and courses available online in Russian and Serbian languages via VET Educators' Training Network (VET-ETN) (M2 – M36+). This deliverable is designated to create and maintain the VET Educators' Training Network (VET-ETN) as a viable and functional structure for sustainable promotion of European VET policy and practice in partner countries by various tools: project website (4.3) professional development courses (WP 2), networking events and workshops (4.4), publicity tools (4.6), development of VET Development roadmap (4.8), national conferences (4.9), etc.

VET-ETN will

- build partnerships with work-life stakeholders to encourage work-life relevance of VET development and professional qualification frameworks;
- raise awareness of European VET policies within the partner countries' institutions and policy makers;
- develop a roadmap for VET development in Russia and Serbia through policy dialogue with regional and national ministries.

The overall aim of the network is to strengthen European approaches to educational policy, theory and practice in Russian and Serbian VET/HE systems connected with VET teacher training. VET-ETN aims also to share the skills and knowledge of Serbian and Russian-speaking VET teachers and trainers worldwide via part-time, distance and e-learning. The key activities of VET-ETN are fostering new ways of socially-responsible and entrepreneurial thinking in VET through different online tools/events/courses and the provision of in-service training opportunities for HE/VET teachers through online training and e-learning.

For promotion purposes, participation in key national venues such as annual conferences, academic/professional conferences, and educational fairs will be fully exploited. Examples include: Innovation in VET Annual conference, annual conference "Workers of New Russia" etc.

The main media of communication within European context will include the project website, articles in professional and academic journals, and seminar presentations. In addition, relevant EU fora such as EfVET, PROVET, and the Alliance for apprenticeship and WBL toolkit will be utilized for dissemination.

Promotional materials on the in-service training courses provided by VET-ETN will be produced in print and electronically to facilitate stakeholder interaction (4.1) and distributed during the networking events (4.4).

4.6 Pro-VET position paper and articles published on journals and professional publications; presenting the project on European-conferences. Pro-VET Position paper and other articles co-written to be published in journals and professional publications (M12, M22, M32); presentations of findings and conclusions on various European conferences (M12-M36). The WP leaders will commit Partners and teachers to write and publish articles in relevant journals on the following topics:

- State-of-affairs analysis (M12) – Lead by P1
- Implementation of Change Lab process (M22) – Led by P2
- Opportunities of Open Learning in VET (Russia and Serbia experience) (M32) – Led by P3
- Development of National Roadmaps and policy learning (M32) – Led by P4

AHW (P2) will coordinate the process of writing articles.

Presentations based on the articles will be made in the National VET Roadmap Conferences. Project will be presented at (at least) 3 European Conferences like ECER-VETNET or Crossing Boundaries in VET:.

Additionally, during the roadmap development process (4.8), the conclusions will be synthesised into a position paper addressed to national and European policy-makers. The position paper aims at ensuring that policies in the partner countries meet the needs of VET providers and industry and are focused on the application of European instruments in VET teacher training whilst encouraging VET teacher professional development (for integration and mobility purposes).

Pro-VET position paper will be signed by partners and presented at the final national conferences in Moscow and Belgrade (4.9). Position paper will be disseminated via project's dissemination tools. It will be a key message of media releases covering the two conferences.

4.7 MoUs for endorsement and recognition of the VET-ETN in-service training courses. Endorsement and recognition of the VET-ETN in-service training courses by signing Memoranda of Understanding (MoUs) (M28). The MoUs will ensure that stakeholders recognise VET-ETN in-service training courses as good practice for improving pedagogical skills in VET education and training. The MoUs will be signed by at least 60 stakeholders' organisations and will represent the endorsement of Pro-VET outputs and a commitment to exploiting VET-ETN in-service training courses.

Stakeholders expected to sign the MoUs include VET providers and, to a smaller extent, large companies with training centres, HEIs associated with VET sector, social partners and local, regional & national qualification agencies. As part of the stakeholder dialogue (4.4-4.5), a draft version of MoU will be prepared

and shared electronically with interested potential stakeholders for feedback. In this way, all partners' networks at regional, national and European levels will be used. From feedback (suggestions and recommendations) received, MoU will be finalized and made ready for the signatures of at least 60 stakeholders in conjunction to the networking events (4.4-4.5).

4.8 Road-maps for VET development in Russia and Serbia. Finalisation, translation, and publication of the roadmap for VET development in Russia and Serbia for policy dialogue with regional and national ministries (M31). The purpose of the roadmaps is to communicate the direction and steps of VET development for both Russia and Serbia in line with European policies and practices. They aim also at ensuring the project's sustainability through synergy of the participants committing to work together. They form a common strategy for the future sustainability and policy support of VET Educators' Training Network (VET-ETN). The two national roadmaps will serve as a common sustainability plan for Serbia and Russia, and will be approved at the highest possible national level.

Roadmaps will be available in electronic format (PDF) on the project's website and social media, and presented at the national (4.9) and international (4.6) conferences. Roadmaps and Pro-VET position paper (4.6) will be the main documents reflecting the intellectual outcomes of the project.

4.9 National VET Roadmap Conferences in Moscow and Belgrade to share project outcomes (M32, M36). Two final dissemination conferences on Pro-VET outcomes and the presentation of national VET development roadmaps and Pro-VET Position paper will be organised in Moscow (M32) and Belgrade (M36). The results of the project will be presented to the national VET and HE communities, policy makers, and employers. Higher education experts and stakeholders from Partner Countries and Europe will be invited, with mass media coverage. Both conferences will coincide with transnational TC & SC meetings.

The national VET development roadmaps will be discussed and approved by industry leaders and policy makers.

Additionally, when the project results would be available, they will be uploaded at the Project Card on EACEA website: [\(link missing\)](#).

Activity	Deadline	Language
4.1 Compilation and implementation of Dissemination & Exploitation Plan	M8	English, Serbian, Russian
4.2 Project branding	M8	English, Serbian, Russian
4.3 Project website	M3, M8, M24, M36	English, Serbian, Russian
4.4 Networking events with policy dialogue workshops	M22, M27	Russian and Serbian
4.5 VET-ETN and Promotional campaign	M2 – M36+	English, Serbian, Russian

4.6 Pro-VET position paper and articles published on journals and professional publications; presenting the project on European-conferences	M12, M22, M32	English, Serbian, Russian
4.7 MoUs for endorsement and recognition of the VET-ETN in-service training courses.	M28	English, Serbian, Russian
4.8 Road-maps for VET development in Russia and Serbia.	M31	English, Serbian, Russian
4.9 National VET Roadmap Conferences	M32 and M36	English, Serbian, Russian

Responsibilities regarding WP4

Leader: P5 (RSVPU); Co-leaders P9 (UNS) & JAMK (P1)

P1 (JAMK): Responsible for activity 4.4 on the European level; Role in activities 4.1; 4.3; 4.8 and 4.9

P2 (AHW): Responsible for activity 4.6; role in 4.1; 4.3; 4.8 and 4.9

P3 (WCI): Role in activities 4.1; 4.3; 4.6; 4.8; and 4.9

P4 (ITB Uni HB): Role in activities 4.1; 4.3; 4.6; 4.8 and 4.9

P5 (RSVPU): Responsible for leading activities 4.1-9 in Russia

P6 (IPPSP): Role in 4.1-9

P7 (MIIGAIK): Role in 4.1-9

P8 (TSU): Role in 4.1-9

P9 (UNS): Responsible for leading activities 4.1-9 in Serbia

P10 (UB): Role in 4.1-9

P11 (NSSB): Role in 4.1-9

P12 (VISER): Role in 4.1-9

P5 (RSVPU) and P9 (UNS) will coordinate the creation and implementation of the Dissemination & Exploitation Plan to engage with identified target groups in Partner Countries, Programme Countries and at the EU level. The plan includes a marketing strategy to engage with stakeholders through local and social media and inviting press to project events.

Programme Country partners will lead national stakeholder interactions in their own countries. As Project Manager, P1 (JAMK) will lead EU-level communication. P9 (UNS) and P5 (RSVPU) will lead stakeholder interaction in the Partner Countries.

P9 and P5 will monitor and coordinate the implementation of the Dissemination & Exploitation Plan during the Transnational Meetings and online via the project platform in Serbia and Russia accordingly.

Facebook account

Pro-VET project follows the EU guidelines for using social media in all our social media channels (see pdf) http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf.

Pro-VET-project has a Facebook page @provetproject that can be found under the following web address <https://www.facebook.com/provetproject/>. The admin rights are kept by the project coordinator at the School of Professional Teacher Education at JAMK, Finland.

The posting rights are shared in order for the main coordinators from Serbia and Russia as well as the European partners to post and share any news. The Facebook page is a showcase to our project to exchange ideas among the members and an arena to share the news and results of the project in an informal, highly accessible way with the wider audience.

Each partner organization can also utilize their own Facebook pages for dissemination by adding #provetproject on Facebook posts. All partners are encouraged to send updates and posts whenever they e.g. organise an event or other activities related to the project.

Twitter account

Twitter account for the Pro-VET-project can be accessed via @ProVETproject.

The admin rights are held by the project coordinator at the School of Professional Teacher Education at JAMK, Finland.

Twitter will be used by the project partners to tell briefly to a wider audience what is happening in the project. The partners are encouraged to tweet regularly or contribute to the tweet content about the activities that are taking place in their organisations. Appropriate hashtag (#provetproject or @ProVETproject) need to be used for the tweets.

Tweets could include e.g. introducing different relevant materials and other highlights they have found. You can use text of up to 280 characters excluding media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters). A good way to use Tweets, is to share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content.

Visual Identity

Project logo (in several variants):



The visual identity of the project must be in accordance with the rules of EACEA. The rules can be found on the following links:



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vocational pedagogical
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Universität Bremen



TEACHER EDUCATION FACULTY



School of
Electrical and Computer Engineering
of Applied Studies in
Belgrade

https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

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Logo of the Erasmus+ programme:



Partner logos:



The following pictures are showing the template for the reports at the PRO-VET project:

Professional Development of Vocational Education Teachers with European Practices



Title

Subtitle



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Russian state
vocational pedagogical
university



UNIVERSITY OF BELGRADE
TEACHER EDUCATION FACULTY



School of
Electrical and Computer Engineering
of Applied Studies in
Belgrade



Pro-VET

Professional Development of Vocational Education Teachers with European Practices

 Co-funded by the Erasmus+ Programme of the European Union	Pro-VET – Professional Development of Vocational Education Teachers with European Practices	
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Project acronym	Pro-VET
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