



DigiMarkt



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ERASMUS+ VET PROGRAMME

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DigiMarkt:

**Towards Digital Marketing in Technical and Vocational
Education and Training in Ghana**

WP Leader: AAMUSTED

Deliverable 5.2

Dissemination and Communication Strategies and Activities

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Work Package (WP)	WP5: Communication, Dissemination and Exploitation of project results
Task	5.2: Dissemination planning
WP Leader	Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED)
WP members	Steinbeis Beratungszentren (SBZ) Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture in Nitra (SUA), Int@E UG
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Table of Contents

Executive Summary4

Project Consortium.....5

Work Packages6

 Quality Evaluation and Assurance Phase7

 Project Impact and Dissemination Phase.....7

Dissemination & Sustainability Committee.....8

Dissemination Objectives8

Dissemination Strategy8

Identifying Target Groups and Stakeholders.....9

Dissemination Action Plan.....9

Dissemination Activity Evaluation and Reporting10

Responsibilities.....12

Executive Summary

This document outlines the dissemination plan for the Erasmus+ DigiMarkt Project, serving as a guideline for organising and executing dissemination activities as described in project work package WP5: **Project Impact and Dissemination**. The main objective is to empower training providers and learners to enhance their digital readiness for Technical and Vocational Education and Training (TVET). By defining future skills needed for TVET graduates in the digital era, and aligning such skills to the unique local Ghanaian Context will help achieve the project aim. The document includes the project's written and visual identity, provides an overview of tools designed for effective dissemination, and outlines methods for assessing dissemination efforts. The plan aligns with the DigiMarkt project provisions and adheres to the European Commission's Communication and Visibility Manual for EU External Actions.

DigiMarkt will involve participants in co-creating digital marketing, as well as improving the skills of teachers/trainers and mentors on innovative tools, online pedagogies and teaching techniques, cutting-edge technologies and trends in digital marketing. The course will give opportunity to the youth, by empowering them in the use of digital transformation tools and model in order to practicalize technical and vocational education. For the purposes of skills transfer for interested institutions and organizations that are willing to reinforce capacity and attractiveness of TVET, the DigiMarkt laboratories in the partnering Universities will be available for the public to ensure sustainability.

The specific objectives of the project are:

1. To support teachers and trainers with new digital skills and competences.
2. To improve the level of competences, skills and employability potential of TVET learners by developing new and innovative TVET education programmes, especially those delivering key competences in ICT skills.
3. To set up digital marketing laboratory to enable students interact and enhance student's competency in Digital TVET marketing.
4. To empower TVET providers to enhance the resilience and digital readiness of TVET graduates in Ghana.

This project is expected to make a lot of impacts. The expected impact from the project are as follows

- A number of DigiMarkt courses / New curriculum in the long term will be developed and the students will be the target group. This can be identified as an obligation to the student to study these courses;
- Training on teaching methods by using smart methods (long term) to the teachers and students by receiving the training from the EU;
- Advanced laboratory equipped with high tech equipment for students and teachers (long term) that can be used for training and workshops. DigiMarkt website will be used as a

means of communication for all consortium members as well as for reaching out to other stakeholders;

- Introducing the concept of DigiMarkt in TVET for universities and VET institutions (long-term); the Ministry of Education will be also invited to most of the workshops and training;
- Growth in innovation and job creation in the Ghana through and enhanced TVET (Short, medium and long terms). We can achieve this through close contact and collaboration with researcher by developing innovations and presenting opportunities to companies to influence study programs.
- Closer contact and collaboration with researchers and industries to help improve students' skills and teaching methodology in the long term for academic staff.
- DigiMarkt base for decision-making processes for higher management of universities, research organisations and business partners of the TVET (short-term). This can be done by regular updates by local contact persons, progress reports are available, executive summaries and complete reports are distributed, a survey among other stakeholders as well as graduates and participation in workshops, at conferences etc.
- Training materials on new technology in Digital Marketing as training material (long-term) for the local community, and unemployed people (fresh graduates). The centre will organise workshops and seminars to train the students and local community through e-learning and in-person for the people who want to learn about new technology in Digital Marketing.

In this work package (WP5), the consortium will present a dissemination plan, dissemination strategy and project website for all project activities from day one of the project till the end of the project. For knowledge sharing, a workshop will be conducted in the partners countries with all other universities and colleges together with private sector, and TVET entrepreneurs in SMEs to disseminate and share the key findings of the project. Communication activities will encompass contacting all relevant stakeholders, potential users, promoters and investors. Channel and tools for dissemination and exploitation activities include: project web portal, associations and networks, social media, professional magazines, internet portals, TV media and published materials (publications, newsletter, handbook, leaflets, booklet).

Project Consortium

DigiMarkt project consortium consists of 6 partners; including 1 HEI from Slovakia and 3 HEIs from Ghana, and 2 business partners (Germany). Steinbeis Beratungszentren (SBZ) is the project coordinator, its role will be to manage and coordinate all activities during the project.

SBZ active in international university cooperation to promote high quality of research and teaching and continuing VET opportunities, aimed at promoting cooperation between members on the theme of entrepreneurship and employability.

Table 1: The list of DigiMarkt project consortium partners

Number	Partner	Acronym	Countries
BE001	Steinbeis Beratungszentren	SBZ	Germany
BE002	Int@E UG	Int@E	Germany
BE003	Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development	AAMUSTED	Ghana
BE004	Bolgatanga Technical University	BTU	Ghana
BE005	Cape-Coast Technical University	CCTU	Ghana
BE006	Slovak University of Agriculture in Nitra	SUA	Slovakia

Work Packages

DigiMarkt project consists of 5 work packages (WPs) for the five phases; Administration, needs analysis, Training and Mentorship, Quality evaluation and Impact & dissemination.

Table 2: DigiMarkt Work packages

WP No.	Title	Leader	Other partners involved
WP1	Project administration and coordination	SBZ	All
WP2	Social Digital Entrepreneurship and Needs Analysis	CCTU	All
WP3	Training Materials and Mentorship	SUA	All
WP4	Quality Evaluation and Assurance	INT@E	All
WP5	Project Impact and Dissemination	AAMUSTED	All

Project Administration and Coordination Phase

WP1: This WP deals with the operative and financial management, performing of plenary and virtual meetings. Plenary meetings will be organised by SBZ and GH (AAMUSTED, BTU, and CTU). During the kick off meeting, project management structure (steering committee, project teams, quality assurance committee) and internal communication procedures will as well be established, prepare project management plan, financial management, day to day management and follow -up monitoring, control and reports.

Social Digital Entrepreneurship and Needs Analysis Phase

WP2: In this work package, we will focus on analysis and assessment of needs of the project against the status quo. Question on the digital marketing TVET related products will be presented to the stakeholders for responses to help shape the discourse in digital marketing in TVET. The needs analysis will also focus on open innovation and current collaboration situation between TVET institution and the youth in advancing their skills in digital marketing. This WP help in analysis and identification of the training needs of future workers in innovation and entrepreneurship promotion centres in collaboration with enterprises and industrial

bodies. A common questionnaire will be distributed to all stakeholders. The survey will be analysed to identify the needed skills and the methodology to follow in running the project. Based on the results and report produced, decision will be made on the research fields for partner country.

Training Materials and Mentorship Phase

WP3: Six training courses will be provided for the local start-ups and young enterprises in partner countries. The training courses will last for 5 days/topic and in which the participants will develop their innovative business models and growth internationalization strategy.

An Innovation model for academia-industry collaboration will be developed. An interactive web-based platform will be designed and developed. GH organisations will create profile on the platform, and use it services to network, study and create.

Quality Evaluation and Assurance Phase

WP4: All the needed quality assurance, control and evaluations of the project results and activities would be carried out in this work package according to work plan presented in the application. A continuous assessment of the partial results of all work packages will put in place during the development of the project, using for this purpose the six-month periodic performance checks described in the management work package.

Project Impact and Dissemination Phase

WP5: In this work package, the consortium will present a dissemination plan, dissemination strategy and project website for all project activities from day one of the project till the end of the project. For the purpose of knowledge sharing, a workshop will be conducted in the partners countries with all other universities and colleges together with private sector, TVET entrepreneurs in SMEs to disseminate and share the key findings of the project.

Communication activities will encompass contacting all relevant stakeholders, potential users, promoters and investors. Channel and tools for dissemination and exploitation activities include: project web portal, associations and networks, social media, professional magazines, internet portals, TV media and published materials (publications, newsletter, handbook, leaflets, booklet and Souvenirs).

Upon completion of training, special meetings for trainees will be organised in the DigiMarkt centre with the participation of authorities, financial institutions, and entrepreneurs. Based on reports, questions, provided manuals, and answers - references for trainees will be developed. They will be distributed in hard copy, as well as posted on the project website.

Information about the project and its results and the achievements of the DigiMarkt centres' trainees will be placed not only on the project website but also on the websites of all project participants. This will also attract an increased number of new partners and trainees.

Each activity includes the distribution of brochures and information sheets, with the involvement of students and volunteers from various regions. This approach ensures broader geographical coverage for the project.

Dissemination & Sustainability Committee

The dissemination & Sustainability committee was formed during the kick-off meeting to follow the progress of the work package. The dissemination & Sustainability committee members are as follows:

	Partner Name	Representative/ email
P1	Steinbeis Beratungszentren (SBZ)	Jonathan Barth
P2	Int@E UG	Dr. Riyadh Qashi
P3	Akten Appiah-Menka University of Skills Training and Entrepreneurial Development	Prof. Yarhands Dissou Arthur
P4	Bolgatanga Technical University	Dr. Benjamin Azembila Asunka
P5	Cape-Coast Technical University	Dr. Wisdom Wise Kwabla Pomegbe
P6	Slovak University of Agriculture in Nitra	Dr. Jana Gálová

Dissemination Objectives

The dissemination plan aims to effectively disseminate information about the project activities of the project and to communicate its outcomes to diverse audiences. The dissemination plan will focus on:

- Keeping in touch with the teaching staff, students, trainees, administrative staff, technical staff, and the local community to ensure the project's sustainability.
- Promoting the project's outcomes and impact to further its reach and facilitate its growth.
- Multiply the project outcomes, spreading the information about the project to groups of people or institutions not directly involved in the project in order to share the results, best practices, and lesson learned.

Dissemination Strategy

The dissemination strategy explains how the visibility of the project outputs and outcomes could be maximised, and how the project outcomes are shared with stakeholders, relevant institutions, organisations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability. The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include:

- Design of DigiMarkt Project theme (logo, style sheet, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletters, etc.);
- Organisation and participation in relevant events (seminars, info days, workshops, tester course workshops, training sessions, webinars, etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to extend the scope of dissemination results;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.

The dissemination and communication strategy will define a consistent approach to reaching target groups and will be based on target group analysis with the support of key stakeholders.

Identifying Target Groups and Stakeholders

DigiMarkt dissemination plan targets the following strategic target groups:

- **Teaching, technical & administrative staff** within each partner institution, by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainers workshops, seminars, etc.).
- **Student community**, as one of the main users of the DigiMarkt outcomes it is essential to raise their awareness about project aims and train them on the needed skills.
- **University management** involvement is crucial for the sustainable development of the project and financial support. Regular contributions within academic scientific boards and common interuniversity meetings involving the participation of university management units will strengthen the competitiveness of universities through e-learning/e-teaching.
- **Multipliers** such as the private and public authorities and companies will enhance chances to reach direct and indirect beneficiaries and to get their input and feedback on the new proposals.
- **International community**. The visibility of the project at the European level and beyond is a very useful way to disseminate our ideas and through this, enable and foster future and interesting relationships for future collaboration.

Dissemination Action Plan

The most effective way to disseminate the project will be a good combination of different communication channels. Our strategy is to provide DigiMarkt information to the different identified target groups through different channels and look for the best match. The dissemination tools throughout the project include:

1. **Project logo**: It is designed to reflect a uniform image of the project. The project logo will

appear on all communications. The visibility of the EU funding logo will be clear and explicit in every visual published document produced during the project life cycle.

2. Key Messages: Develop key messages that convey the project's purpose, objectives, and expected impact. These messages will be tailored to the different target audiences.

3. Templates and dissemination reporting form: For project documents and reports, complying with the publicity provisions stipulated in both the specific and the general conditions of the agreement in conjunction with the guidelines for beneficiaries. A designed template will be elaborated dealing with the cover page, desirable contents (i.e. Table of contents, executive summary, methodology, results, list of tables, etc.), style (i.e. font type, font size, etc.), the template will include the necessary logos and disclaimers of the project (DigiMarkt logo, EU logo, and EU disclaimer).

4. Project website and Social Networks: Identifying appropriate communication channels to reach the target audiences effectively is one of the main elements of the dissemination plan. This may include websites, social media platforms, newsletters, webinars, conferences, workshops, press releases, and traditional media. Project accounts on social networks will be created. The website will be in English and has two main services: a) the main portal for dissemination where its material will be posted, to raise awareness concerning the project and its topic; b) the exploitation of results and ensuring its continuation.

5. Printed and Electronic dissemination material: The dissemination materials (such as brochures, folders, rollups, promotional material, newsletter every six months, press releases to newspapers, flyers, reports, and presentations that present the project's activities and outcomes) will be designed and prepared by the WP5 leader in cooperation with other partners. The materials will present the purpose and accomplishments of the project. Dissemination activities will be considered in the plan.

6. Dissemination channels and tools: Seminars, info days, and workshops for staff and students will be conducted in each partner university. Those activities will be conducted to disseminate the project objectives, promote its usage, and to encourage cooperation between universities and enterprises, and vocational training centres. In addition, the project idea and outcomes will be presented at different events and conferences organized by other entities outside the consortium. During these events, the printed dissemination material (brochures, flyers, printed newsletters, etc.) will be distributed to participants.

7. Final Conference: The conference will be Organised at the end of the project in Ghana and hosted by (AAMUSTED). The purpose of the conference is to disseminate the project's outcomes and share expertise and learned lessons on a public scale. Multiple success stories will be invited to talk about their experience.

Dissemination Activity Evaluation and Reporting

The dissemination activities and their outcomes shall be collected by all project partners and submitted to the WP5 Leader (AAMUSTED) for further processing (i.e. Info days, Press dissemination, Produced dissemination material, etc.) The WP5 Leader will analyse the dissemination-related information in order to document project dissemination progress. The WP5 leader will use the findings of the assessment exercise to recommend further improvements in the dissemination of materials and activities.

A template for reporting the dissemination actions will be provided to partners. The first report will cover the first 6-months of the project, after that each project partner shall submit the report every six months, using the reporting form. The WP5 Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP5 Leader will participate, whenever possible, in the dissemination events organised by the project partners.

Moreover, we implement mechanisms to gather feedback from the target audience and stakeholders, allowing for continuous improvement of the dissemination activities.

Responsibilities

#	Actions	Responsible Partners
1.	Project logo	WP Leader
2.	Templates and dissemination reporting forms	WP Leader
3.	Project website: DigiMarkt, website link http://digimarkt.aamusted.edu.gh/index.html	WP Leader
4.	Dissemination through partners' websites	All partners
5.	Seminars, info days, workshops for staff and students	All partners
6.	Promotional material such as posters, postcards, brochures, branded calendars, branded pens, branded T-shirt, rollups, notepads, mugs, flash memory sticks, banners, hats, bags, flag, etc.	All partners
7.	E-Newsletters, six issues	WP Leader
8.	Social networks: Each partner will post on social networks like Facebook, YouTube and LinkedIn. Facebook: https://web.facebook.com/profile.php?id=61573911154661 LinkedIn: https://www.linkedin.com/in/digimarkt-tvet-83703b354/ X: https://x.com/DigiMarkt592823	All partners
9.	Translation for different dissemination outcomes (brochures, newsletters, etc.)	All partners
10.	Final conference	AAMUSTED and will be attended by all partners