



DigiMarkt



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DigiMarkt:

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

WP Leader: Int@E

Deliverable 4.1

Quality Plan

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Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.1 Quality and evaluation plan
WP Leader	Int@E UG
WP members	Steinbeis Beratungszentren GmbH Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture (SUA)
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II List of Acronyms

This table shows the acronyms used in this deliverable in alphabetical order.

Table 1. List of Acronyms

Acronym	Description
SBZ	Steinbeis Beratungszentren
EC	European Commission
EU	European Union
PC	Partner Country
PQAF	Project Quality Assessment Form
PrCo	Project Coordinator
GH	Ghana
Int@E	Int@E UG
QA	Quality Assurance
QM	Quality Management
QP	Quality Plan
StC	Steering Committee
WP	Work Package
WPL	Work Package Leader
AAMUSTED	Akten Appiah-Menka University of Skills Training and Entrepreneurial Development
BTU	Bolgatanga Technical University
CCTU	Cape- Coast Technical University
SUA	Slovak University of Agriculture

1 Executive Summary

Within the framework of the DigiMarkt project, specifically in accordance with the provisions outlined in Work Package 4 (WP4) Quality Assurance (QA) and Monitoring, the consortium has made the decision to develop various measures for assessing the quality of project objectives achieved. These measures will be incorporated into the Quality Plan (QP), thereby enabling effective management of the project while ensuring high-quality outcomes.

The primary aim of this QP is to guarantee tangible and high-quality results that align with the project's objective. Within this context, the QP serves as a tool to facilitate project management and provide guidance to all partners regarding evaluation and quality-related matters. It establishes a comprehensive set of guidelines that govern the management and evaluation of all aspects of the project. Adhering to these guidelines promotes enhanced collaboration among the consortium members, both at the individual and group levels, while also ensuring individual accountability and active participation of consortium members in the successful execution of respective work packages. Ultimately, the implementation of these guidelines ensures the attainment of the project's planned objective

2 Introduction

1.1 The DigiMarkt project

The project entitled **“Towards Digital Marketing in Technical and Vocational Education and Training in Ghana”** is a two-year project under the call ERASMUS-EDU-2024-CB-VET- Capacity Building in the field of Vocational Education and Training (VET).

The aim of Digital Technical and Vocational Education and Training (DigiMarkt) in Ghana 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 project will involve participants in co-creating DigiMarkt, 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 DigiMarkt. 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 approach will be available for the public to ensure sustainability. Further to the project sustainability plan, an online micro learning unit on DIGIMARKT will be available to all interested organizations and learners in English by the project partners. The project will be a two-year duration, and will be implemented by Setienbeis Hochschule, Slovak University of Agriculture, Int@E, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU), Cape- Coast Technical University (CCTU).

The project intervention has the ambition to counteract the digital fragility of Ghanaian teachers/trainers and learners in TVET, by catching the digital transformation wave towards public prosperity.

The project is focused on:

- TVET (Technical and Vocational Education and Training), addressing youth with a high school certificate, as well as university graduates, and in a broader vision of lifelong learning

- Providing teachers and trainers with new digital skills and competencies.
- Providing learners with new digital skills and competencies, including digital marketing.
- Toolkits to support TVET providers in implementing DigiMarkt.

Specific Objectives

- To support teachers and trainers with new digital skills and competences
- 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.
- To set up digital marketing laboratory to enable students interact and enhance students competency in Digital TVET marketing.
- To empower TVET providers to enhance the resilience and digital readiness of TVET graduates in Ghana.

The project contributes to the objectives of the program by:

- Supporting digital readiness in TVET.
- Fostering the use of digital technologies, which includes the development of digital pedagogies and expertise in the use of digital tools, innovative use of digital education content, and cutting-edge technologies.
- Promoting inclusive education through the involvement of people with fewer opportunities, such as people living in small cities, people with disabilities, women, people facing socio-economic difficulties.
- Promoting DigiMarkt within a lifelong perspective to promote employability and contribution to economy and society;
- Reinforcing digital competences, including generating new jobs and building stronger economies

1.2 Work Package 4: Quality Assurance and Monitoring

The Work Package 4 (WP4) will work to ensure the adherence of all project pieces and outputs to the QA procedures, through the QP. The QP is a key element for the successful development of the DigiMarkt project, to achieve the objectives and outcomes beyond the lifetime of the project. The QP will ensure that all outputs, milestones and deliverables have good quality, and they will be designed and agreed upon early in the phase of the project along with the PrCo and the consortium.

The objective of WP4 achievement of project efficiency implies regular and timely control. The process of implementation of each activity will be monitored by the contractor. Supervision will be provided through electronic reporting and monitoring of the sites. Regular and timely supervision will allow for fixing mistakes on time. Also, it aims to ensure the quality of the elaborated deliverables before their submission to the EC. An internal and external review process will be implemented within the consortium which will assign review responsibilities to selected reviewers from the participating partners in this work package. The PrCo will be responsible to sub-contract an External Evaluator.

3 Objectives of the Deliverable

The objectives of the QP are:

- To clearly define the content, format, review and approval process of the project deliverables.
- To define the responsibilities of the project partners regarding those deliverables.
- To identify all the different tools and means to be applied throughout the project duration.
- To provide guidelines for adequate implementation and thereby assure that certain quality standards in the performance of our tasks are fulfilled.
- To define the quality requirements that must be obtained throughout the project lifecycle, those that the deliverables, actions and results must conform to; and
- To generate project quality reports.

The QP will be approved by the project Steering Committee (StC). The SBZ (PrCo), along with the Int@E UG (WP leader), will be responsible for ensuring compliance with the QP by all partners.

This QP is a working document that can be updated in accordance with changing circumstances during the project. Potential changes are brought forward by Int@E and/or SBZ , and are subject to mutual consent by all consortium partners.

4 Methodology

The DigiMarkt project follows a participatory design methodology that allows for the review of all developed reports, materials, and tutorials, ensuring that they meet the required specifications, guidelines, and policies. Furthermore, the consortium aims to ensure the quality and successful achievement of the project by allocating a work package (WP4) dedicated to developing and implementing a QP for the project with clear QA procedures and criteria. The consortium also incorporates successful practices from previous Erasmus+ projects.

4.1 Project Management Structure/Responsibilities

All partners of the DigiMarkt project will be involved in the management process to ensure the effective delivery of outputs. Virtual meetings will be planned, as the main communication media, for coordinating project activities. This will enable regular meetings of the management team.

The project management promotes a sense of ownership and motivation for each of the partners.

The structure of the project management consists of:

- The PrCo,
- The Project StC
- Work Package Leader (WPL).

A list of the members involved in the project management is shown in Deliverables in WP1.

4.1.1 Project Coordinator (PrCo)

As the PrCo, Jonathan Berth Ali Abkar (from the SBZ) is responsible for the overall operation of the project and its smooth running, financial and administrative management including the preparation of budget and reports, timeliness and accomplishment. The PrCo supervises and coordinates all activities, ensuring that all partners are working towards the same objectives; contractually, technically and administratively and strictly collaborating with the Management Team. The PrCo ensures that all partners' contributions meet the Work Plan expectations.

The PrCo is responsible for:

- Representing the consortium towards the EC.
- Ensuring the effective flow of information between partners.

- Ensuring the implementation of the agreed action plan to the agreed standards and deadlines.
- Ongoing evaluation of project activities and reporting on project progress to the EU.
- Defining and identifying the project deliverables for the Commission from the inputs received by participants.
- Managing and monitoring the project activities and resources.
- Ensuring the collaboration and communication to EC and among partners.
- Ensuring the consistency between the development and the strategic objectives of the partners.
- Collecting and transmitting the project deliverables to the StC and the participants:
- Monitoring any significant difference between planned and actual advancement of participants' work, particularly with respect to project results and deliverables.
- Reviewing the reports (both scientific and financial ones) to verify consistency with the project tasks before transmitting them to the EC; and
- Use and distribution of financial means and budget control.

4.1.2 The Project Steering Committee

The StC, chaired by the SBZ and composed of one member of each project partner, supervises the implementation of the whole project plan. *In the first meeting* Partners nominated the names of the StC Members as shown in the table below:

Table 2. DigiMarkt Steering Committee Members

Steering Committee Members			
No.	Partner Name	Representative	Country
BE001	SBZ	Jonathan Barth	Germany
BE002	AAMUSTED	Yarhands Dissou Arthur	Ghana
BE003	CCTU	Wisdom W. K Pmegbe	Ghana
BE003	BTU	Benjamin Asunka	Ghana
BE005	SUA	Jana Gálová	Slovakia
BE006	Int@E	Juman Ebdah	Germany

The StC consists of the coordinator of the project and one representative from each partner. StC will ensure timely coordination, direction, well-planned running of the project, adherence to EU and QA rules, financial management, project outputs and risk mitigation. The StC will meet quarterly to bring in the overall coordination of the project and to get reports from WP Leaders Committee, coordinator, and project manager.

The StC is the project operational decision-making and arbitration body, implementing the provisions of the Grant Agreement and deciding the following matters:

- Strategic orientation of the project;
- Identification of the foreground that could be the subject matter of protection and consequential decisions on dissemination and exploitation activities;
- Allocation of the co-ownership shares over foreground obtained by several participants; acquisition of rights from third parties, if applicable;
- Take all decisions required for the successful progress of the project;

- Review the internal documents to ensure their completeness, clarity and comprehensiveness.
- Implement the scientific decisions and orientations, taken by the coordinator, by redefining the work plan and schedule and/or re-defining partner roles, contributions and budgets.
- Elaborate progress reports on the state of advancement of each work package; monitor any significant difference between planned and realized advancement of participants' work, particularly with respect of project results and deliverables.
- In case of default by a contractor, to propose to the StC to review participants roles and budget as well as any new entity to replace the defaulting contractor.

4.1.3 Work Package Leader (WPL)

The DigiMarkt project consist of 5 WPs. Each WP has a leader. In the Kick-Off-Meeting, partners nominated the names of the WPL as shown in the table 2 below

Table 3. DigiMarkt Work Package Leader

Work Package Leader and Co-Leader		
WP.No.	Partner Name	Representative
WP1	SBZ	Jonathan Berth
WP2.	AAMUSTED	Yarhands Dissou Arthur
WP3	SUA	Dr. Ing. Jana Gálová
WP4	INT@E & BTU	Dr. Riyadh Qashi
WP5	AAMUSTED, CCTU	Yarhands Dissou Arthur Wisdom W. K Pmegbe

This WPL will meet fortnightly to follow up on the progress of tasks and activities and take executive decisions to allocate tasks, define task outputs, and resolve problems (technical, administrative, etc.). It will look at outputs of day-to-day affairs of the project, to ensure well-managed and planned activities, timely allocation of activities to staff, and mitigating risks in delays.

The day-to-day running of the project will be the responsibility of the Applicant/PrCo and the WPLs, who will follow up on allocated activities with respective staff. WP leaders and PrCo will report to StC fortnightly and discuss and take decisions to ensure full coordination between WPs.

For each deliverable, one or more partners are defined as Work Package Leader/s (WPL) as more than one partner, depending on their role in the project, can be involved in the implementation of each WP and its subtasks.

Each WPL is responsible for the detailed coordination and reporting of a specific WP. If needed, meetings of the partners involved in the WP are organized and chaired by the Leader. For each deliverable within the WP, the Leader has direct responsibility, either himself/herself or an associate individual. In the first instance, the WPL is the person who is contacted by the PrCo as part of the monitoring of progress towards completion of the deliverables and the assigned WP.

At the end of each project period, each partner has to report to the WPL where he is involved in and for which he has performed tasks during the reporting period, on the progress of the

activities within the agreed work packages. The WPL has to forward a consolidated progress report to the coordinator. He/she also prepares a report on the achievement of each milestone, describing the actual results obtained and discussing it in relation to the project-specific objective and a WP report at the completion of the WP. He/she describe the methodology used in order to obtain results for this deliverable.

4.1.4 The Quality Committee (QC)

To achieve the quality objectives of the project, a Quality Committee (QC) is established in the Kick Off Meeting. Partners nominated the names of the Quality Committee Members as shown in the table 3 below:

Table 4. DigiMarkt Quality Committee Members

No.	Quality Committee Members
1.	SBZ
2.	AAMUSTED
3.	CCTU
4.	BTU
5.	SUA
6.	Int@E

This is Coordinated by the EU partner Int@E and as co-leaders the BTU in Ghana. It is also assisted by an EU partner: Int@E, to support an independent evaluation.

The duty of the QC is to monitor and evaluate the progress of the project and to ensure that all its activities are carried out properly according to European Standards and Guidelines for QA and ensuring proper execution of the project to achieve its objective [1]. The QC designs a proper evaluation process and be responsible for creating a set of indicators.

The QC monitors the project at different points using different types of evaluation practices and tools, such as questionnaires, interview grids and check-lists, devised to assess on an ongoing basis project relevance, efficiency and impact, to measure progress throughout its life cycle, to determine if the project responds to main target groups' needs, to measure the level of satisfaction of beneficiaries of project activities, and to evaluate unexpected results and control all processes.

The monitoring and evaluation procedures follow the project execution through monitoring reports which are edited to each event, milestone, deliverable. An intermediate and a final report are elaborated, showing the first impact on organizations, and beneficiaries involved.

4.2 Project WPs and subtasks

The project is structured in 5 work packages, 2 of which deal with the development of the work, and 3 dealing with cross-cutting aspects such as management, quality assurance, dissemination and impact. The WPs, divided into a set of subtasks, are the following:

- **WP1 – Project administration and coordination**

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). Aside the establishment of the committees, 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.

Table 5. WP1 – Project administration and coordination

Tasks	
T1.1	Initial Meeting to start the project
T1.2	Management and monitoring meeting
T2.3	Project report, midterm and final reports
Milestones	
MS1	Initial Meeting to start the project
MS2	Organize plenary Management meeting and reports
Deliverable	
D1.1	Minutes of meeting
D1.2	Midterm and final report

- **WP2 - Social Digital Entrepreneurship and Needs Analysis**

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.

Table 6. WP2 - Social Digital Entrepreneurship and Needs Analysis

Tasks	
T2.1	Field research and data collection
T2.2	Project questionnaire analysis and definition
T2.3	Road map for project implementation and reports delivery
Milestones	
MS3	Action plan for the training in Digital Marketing
Deliverable	
D2.1	Field data Analysis
D2.2	Action plan for the training Digital Marketing

- **WP3 – Training Materials and Mentorship**

Table 7. WP3 – Training Materials and Mentorship

Tasks

T3.1	Purchase equipment, design and Establish Training labs
T3.2	Transfer of EU experience and Staff Training
T3.3	Design training courses and learning materials.
T3.4	Develop an innovation model for academia-industry collaboration
Milestones	
MS5	Established Labs
MS6	Interactive web based platform
Deliverable	
D3.1	Established Labs
D3.2	Developed training courses
D3.3	Interactive web-based platform

- **WP4 – Quality Evaluation and Assurance**

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.

Table 8. WP4 – Quality Evaluation and Assurance

Tasks	
T4.1	Quality and evaluation plan
T4.2	Evaluate and monitor project activities
T4.3	Evaluate impact and external reports
Milestones	
MS7	Quality plan
MS8	External evaluation
Deliverable	
D4.1	Quality Plan
D4.2	Internal reports
D4.3	External Reports

- **WP5 – Communication, Dissemination and Exploitation of project results**

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.

Table 9. WP5 – Communication, Dissemination and Exploitation of project results

Tasks	
T5.1	Develop project web site
T5.2	Dissemination planning
T5.3	Organise workshops and conferences
T5.4	Sustainable Planning
Milestones	
MS10	Project Web site
MS11	Dissemination plan
Deliverable	
D5.1	Developing the of project web portal

D5.2	Dissemination and communication strategy and activities
D5.3	Development of sustainability
D5.4	Sustainability Plan

4.3. Overall Approach and Values

The general quality control mechanisms are the following:

1. Participatory meetings/workshops plans will be determined in advance and will be documented. Taken actions and decisions will be followed up by project management.
2. Three committees will be established with clearly defined responsibilities to ensure directional and executive actions are acted upon and closely followed.
3. Leads for WPs are designated as well as their responsibility to follow-up on their respective WP's tasks and activities.
4. Participatory activities and task outputs are documented and/or formulated as reports and shared in the project document collaboration space.
5. Templates are created for different types of activities, deliverables and outputs, to ensure they follow a standardised format.
6. Evaluation criteria, measuring indicators for tasks/activities will be clearly explained and defined to ensure measuring indicators are collected in time.
7. An internal consortium review process will be set-up, from among consortium members, to review outputs, deliverables, tasks, and activities, to ensure quality project outputs and deliverables.
8. WP4, led by Int@E EU partner, will ensure the quality of the project, by establishing QA procedures based on EU standards.
9. Industry advisors and government officials, legislators and subject experts who approve and accredit the developed programs in GH will give extra input on the quality of the project work.
10. There will also be an external evaluation composed of an experienced external evaluator who has large experience in Erasmus+ projects.

The following quantitative indicators will be used to measure the quality of the project:

- The number of organisations/institutions using the QA control process and giving their feedback: Assessed by conducting a survey on organizations having utilized the QA control process and giving their feedback.
- The number of stakeholders that have received the quality reports: Assessed by conducting a survey on stakeholders having received the quality reports.
- The number of students enrolled in the university programs after launching the DigiMarkt lab and program.
- The number of teachers/students/courses using the modernised and labs: Assessed by conducting a study on using teachers/students/courses using the modernised courses and labs.
- The number of staff trained and experienced on how to use ICT in agriculture: Assessed by measuring the number of staff who successfully completed training or received intensive coaching or mentoring.
- The number of new projects between staff, students and EU universities: Assessed by measuring the number of new joint projects between universities in the region and EU partner universities.

The project will employ principled management to ensure a timely and successful deliverable. The management structure will include three committees.

- StC
- Quality Committee
- Dissemination Committee

The kick-off meeting (held in February 2025) has been the formal event to establish the three committees. This meeting has served to all participants to bring a common understanding of the project aims and objectives with well-defined clear timescales and responsibilities. WP leaders will be responsible for managing the activities of their individual WPs and reporting progress regularly to the StCs' meetings. Four management StCs' meetings will be organised.

Three face-to-face training workshops will be used to meet all project partners physically and cooperate on WPs tasks and working on the planning of the next phases of the project. These workshops will be organised at SBZ, SUA and Int@E in the 1st and 2nd year and will be planned for training and dissemination. Other meetings will take place virtually using a video conference facility.

The project tasks have been clearly specified, ensuring clarity on responsibility, delivery and roles which would certainly aid cooperation between partners. Meetings will be coordinated with tasks and milestones so the cooperation between partners is fully achieved. It will ensure the full participation of project partners with an increased commitment to the project and its objectives. Minutes of all meetings will be taken, in both virtual and face-to-face modalities. The generated documents will be uploaded in a shared location for ensuring their availability to all partners. This is essential to fully maintain the celerity on progress and the communication between partners.

As part of the consortium agreement, conflict resolution will be specified and agreed upon between partners. Generally, any conflict between partners will be handled by the hierarchy of the management structure, from the coordinator to the project manager. The StC will have the final decision to achieve a resolution, through negotiation, and ultimately voting.

The financial administration of the project will be the responsibility of the project manager. The PrCo is responsible for managing academic outputs, in consultation with the StC, and when necessary, the EU project officer will ensure the implementation of the Erasmus+ rules within the financial procedures of the university.

If needed, the applicant of DigiMarkt will provide guidance to administrators at partner universities.

4.4 Project Quality Assurance

Although Quality Management (QM) is coordinated by an EU partner, the Int@E, it will be also ensured that all partners take part in the related activities.

The duty of the QM is to monitor and evaluate the progress of the project and to ensure that all its activities are carried out properly according to European Standards and Guidelines for QA and ensuring proper execution of the project to achieve its objectives. The QM designs a proper evaluation process and is responsible for creating a set of indicators.

The QM monitors the project at different points using different types of evaluation practices and tools, such as questionnaires, interview grids and check-lists, devised to assess on an ongoing basis project relevance, efficiency and impact, to measure progress throughout its life cycle, to determine if the project responds to main target groups' needs, to measure the level of satisfaction of beneficiaries of project activities, and to evaluate unexpected results and control all processes.

4.4.1 Quality of the project processes

Assuring the project processes quality is prepared within the consortium via self-evaluation of the project partners, using the corresponding Project Quality Assessment Templates . For the evaluation of the project as a whole, a set of indicators have been established, which can be measured on a scale from 1 to 5, where 5 is very positive and 1 is very negative. The

indicators are generally relevant to the quality of the project management, coordination, structure, support mechanisms, content, and resources.

The evaluation is primarily done by each partner, who must answer each question with an assessment of the performance of the consortium. The QM collects all the answers from the partners and integrates them into a report, using the technique and the approval limit described in 4.4.3., which reflect the views of the consortium on its progress. The QM draws out corresponding conclusions for further project work and realization of tasks. In case upon processing the results, the QM finds out that one or more of the results are below the expected performance, he notifies the PrCo for setting forth problem-solving procedures. The evaluation must be performed via two project QA, intermediate and final, reports, coinciding with the project management reports, or after reaching a work package milestone during the lifecycle of the project.

4.4.2 Quality of deliverables/WP results

The deliverables/WP results of DigiMarkt project consist of the results of the 5 WPs, as described in the work plan of the project, and included in section 4.2 of this document. Each WP may contain one or more subtasks.

In order to assure a high level of quality regarding the results of the project, each deliverable/WP result is evaluated for its completion in due time as well as for its completeness, clarity and comprehensiveness.

4.4.3 Quality evaluation

Depending on the nature of the activity implemented, for each WP and its subtask(s), the evaluation can be of two kinds: a. Internal or b. external. "Internal" means that responsible for the review of the document are specific or all the members of the consortium, while "external" means that the persons other than the partners of the project (e.g. the public, participants, trainees, beneficiaries etc.) evaluate the result. The evaluation is made with the aid of specific documents that are included in the Annexes section. Some WPs may include inherent evaluation tools, that are used for the evaluation instead of the specific documents included in the QP. The quality evaluation can last one-week maximum.

Besides this evaluation, each WPL takes also into consideration the indicators and respective objectives that are described in the approved proposal. The result of this evaluation that is made by the WPL is included in the deliverable/WP result report.

In case the deliverable/WP result is not accepted, necessary corrective actions are initiated by the WPL according to the results of the evaluation.

4.4.3.1 Internal evaluation

Many Milestones and deliverables of DigiMarkt are addressed to the partners of the consortium. These Milestones and deliverables of the WPs and subtasks undergo an internal evaluation. The specifics of the internal evaluation, as regards the tools/forms used, the reviewer, the date of review, indicator(s), etc., are described in the templates "D4.1 Project Milestones" and "D4.1 Project Deliverables".

Where appropriate, the documents are drafted with the use of Document Templates:

D4.1 Quality Table Templates

D4.1 Certificate of Attendance

- D4.1 Course Evaluation Sheet + Course Name
- D4.1 Event Evaluation Sheet-Template
- D4.1 Minutes of Meetings Template_
- D4.1 Project Meeting and Workshop Evaluation
- D4.1 Project Milestones
- D4.1 Stakeholders template
- D4.1 Training Evaluation Sheet
- D4.1 Weekly time sheet
- D4.1 Work Packages Monitoring Sheet
- D4.1. Presentation Template
- D4.1-Cours Structure template
- D4.1-Course Evaluation Sheet
- D4.1-Deliverable Template
- D4.1-Questionnaire Template

When a deliverable/WP result is finished, the WPL_sends the “draft version” of the relevant document to the PrCo for an initial, more formal evaluation. The PrCo examines the document for its compliance with the appropriate template (as listed above) and the general objectives of the project. After the document is approved by the PrCo, it is sent by the WPL to the StC members for reviewing its completeness, clarity and comprehensiveness. In case the StC members are not able to review it, they delegate one of the study members of his/her team to do it. The evaluation, depending on the nature of the deliverable/WP result, is made primarily with the use of the template (Delivery Evaluation) spreadsheet or by other means as minutes of the meetings, contracts, lists of equipment, proof of purchase, etc. (as described at the Template-WP form). When the template (Delivery Evaluation) document is used, it is filled in and sent by the reviewer(s) to the WPL, who is then responsible for amending the document according to the review results, if needed. The time for this amendment is agreed upon between the WPL and the PrCo.

Minutes of the meetings are recorded in the Minutes of Meeting template (Template “D4.1 Minutes of Meetings”). Project meetings and other meetings and workshops are evaluated by the participants. The host organization is responsible for writing and distributing the meeting minutes, and collecting modifications, if any, from the participants within one week after the meeting. The WP leader will then evaluate the meeting using the Project Meeting and Workshop Evaluation form (D4.1 Project Meeting and Workshop Evaluation). To make sure about the evaluation of all the held meetings, the host organization is responsible to inform the WP4 leader about all the meetings that are going to be held.

DigiMarkt website and its Web pages are also evaluated by the participants. After they are launched, their evaluation is mainly made with the use of the Website Questionnaire form (“D4.1 Website questionnaire”) reporting template and the general objectives of the project. Once the document is amended, its revised version is sent by the WPL to all members of the consortium. This procedure can last one-week maximum and the WPL is responsible for any changes or additions to the document.

In case the WPL considers the suggested improvements (by the reviewer(s)) as not relevant s/he has to present his reasons to the respective evaluator and ask for agreement.

The document that is finally approved takes the status of “final version/version 1” and is included by the PrCo in the formal progress report/s of the project. WPL is also responsible to collect the Delivery Evaluation from all the partners and submit it to the PrCo.

4.4.3.1 External evaluation

DigiMark project includes Milestones and deliverables that are addressed to people out of the core of the consortium. These Milestones and deliverables of the WPs and subtasks undergo an external evaluation. The specifics of the external evaluation, as regards the tools used, the reviewer, the dates of review, the indicator(s), etc., are described in the Project Milestones and Project Deliverables templates.

The evaluators of these activities are: staff, lecturers, teachers, students, and administrators of the universities that are trained in competency-based learning that attend the training and dissemination activities (conferences, seminars, workshops); and an experienced external evaluator (subcontracted) with a large experience in Erasmus+ projects. In general, the evaluation is done by beneficiaries of the activities, which are asked to evaluate them by answering specific questions using the “D4.1 Training Evaluation Sheet”, and “D4.1 Event Evaluation Sheet” forms, respectively. The responsible for distributing and collecting these forms from the participants and sending them to the PrCo is the WP4 leader.

To make sure about the evaluation of all the held trainings, events and visits, the host organization is responsible to inform the WP4 leader about all the activities that are going to be held.

Elaboration of the questionnaires

The questionnaires consist mostly of questions that can be answered with the aid of:

1. a five points rating scale, where 1 is poor and 5 is very good and
2. choosing and combining questions shown in Template “D4.1 Questionnaire Template”.

The elaboration of the answers to the questionnaires is made by the WP/subtask leader and circulated to the members of the consortium.

The formula for the evaluation of results rated with the five-point scale is the following

$$[(1*a + 2*b + 3*c + 4*d + 5*e)/(5 (a+b+c+d+e))] * 100 \quad [\%]$$

Where: a, b, c, d, and e are the numbers of questionnaires that rated the activity with 1, 2, 3, 4 and 5 respectively.

The activity is considered successful if the percentage of satisfaction is more than 75%. In case the percentage of satisfaction is less than 75%, the WPL proposes proper corrective actions (repetition of activity, distribution of more training or informative material, improvements of the database and the website, etc.) in agreement with the PrCo.

4.4 General Quality Issues

4.5.1 Document Control

This section describes the control system for preparing, reviewing, approving, distributing, revising and updating documents that are required for the QP of DigiMarkt project. These documents include but are not limited to the following:

1. QP
2. Quality forms (see Annexes section) (also included in the “Templates/ Quality Plan Templates/Consolidated” folder)
3. Minutes of the meetings
4. Reports on deliverables/results of WPs
5. Progress reports

6. External documents like the Erasmus+ programme guide or other instructions by the National Agencies from PS and JO or the EC, the partnership agreements (PA) between the PrCo and the partners, etc.

The WP4 Leader is responsible for drafting and issuing the QP and the Quality forms (see Annexes section). All the internal documents (except quality forms) are drafted using document templates in point 4.4.4 Internal Evaluation. Quality forms are drafted using the Quality Template.

4.5.1.1. Revision of documents

Responsible for the revision of the different documents are the respective WPLs who are also responsible for distributing to all partners the last approved version of each document.

The first version of the documents (V0.1) is sent to all partners who have 15 days to submit their comments. The WPL makes the necessary amendments and issues the second version (V0.2) which is also distributed to all partners. If no comments are received in 5 days, this second version is considered final and takes the number 1.0.

The last approved version (controlled copy) of DigiMarkt documents is also uploaded to the EU-Portal by the applicant SBZ who is also responsible for its substitution in case of revision (new version). Responsible for the approval of the final version is the PrCo. External documents that are not available on the web-based platform are properly collected, handled and maintained by the PrCo correspondingly.

4.5.1.2. Abbreviation System for the naming of documents

The abbreviation system for the naming of QP documentation is as follows: D#_Title_ where D# has to reference the number of the deliverable number. Abbreviation has to express the type of evaluation: Work Packages Monitoring; Deliverable Evaluation; Project Meeting and Workshop Evaluation; Website Questionnaire; Training Evaluation; Event Evaluation; Staff Visits Evaluation; Quality Template; Project Quality Assessment Project Milestones and Project Deliverables. Title gives information to identify the document and version refers to the version. Extension should be .docx for working versions and .pdf for final versions.

e.g The Deliverable D1.1. evaluation should be named D1.1_Deliverable Name

Table 10. List of type of documents and their suggested templates

Type of document	Suggested template (see “Templates/General documentation templates)
D = Deliverable	D4.1 Deliverable Template
R = Report	D4.1 Progress Report Template
Q = Questionnaire	D4.1 Questionnaire Template
M = Minutes of Meeting	D4.1 Minutes of Meetings Template
PP = Presentation (PowerPoint)	D4.1 Presentation Template
T = Training/Teaching material (courses)	D4.1 Deliverable Template D4.1. Presentation Template
S = Service/Product	D4.1 Deliverable Template D4.1 Progress Report Template
A = Assignment	D4.1 Deliverable Template D4.1D Progress Report Template
O = Others	It depends on the Deliverable

- **Identifier/title:** If a Deliverable, an alphanumeric code up to six characters to identify each document (e.g. D4.1 for Deliverable 1 in WP4.1). Otherwise, this code is not needed and a title is used instead.
- **version:** Please see last paragraph of Section 4.5.1.
- **extension:** .docx for MS Word, .pptx for MS Power Point, .xlsx for MS Excel .pdf for final versions. e.g. The first draft for the first deliverable in WP4 should be named D4.1. name of the deliverable.

All the documents of DigiMarkt are elaborated in MS Word format (or equivalent) for documents, MS Excel format (or equivalent) for spreadsheets and MS Power Point (or equivalent) format for presentations. For questionnaires that are circulated to the partners of the project, the google forms tool can be used.

It is important to keep all the versions of the documents in the common collaboration space. If another version of a document that already exists is created, it must be saved as a new version, rather than modifying the one that already exists.

4.5.1.3. Documents for public use

Documents or other material that is addressed to the public (informative material, brochures, leaflets, posters, presentations, DVDs, etc.) must bear:

- The logo of DigiMarkt project
- The logo of Erasmus+
- The title and reference number of the project
- The following disclaimer:

“The publication reflects only the author's view, and the Agency and the Commission are not responsible for any use that may be made of the information it contains.”.

The same logos and disclaimer are also mentioned on the website of the project as well as on any other social network page (Facebook, Twitter, etc.).

4.5.1.4. Master List of Quality Plan Forms

Table 11. Master list of QP forms

Full name of the document	Suggested template (see Annexes section)
Quality Plan	D4.1 Quality Plan
Quality Table Templates	D4.1 Quality Table Templates
Certificate of Attendance_Tem	D4.1 Certificate of Attendance_Tem
Course Evaluation Sheet + Course Name	D4.1 Course Evaluation Sheet + Course Name
Event Evaluation Sheet-Template	D4.1 Event Evaluation Sheet-Template
Minutes of Meetings Template	D4.1 Minutes of Meetings Template
Project Meeting and Workshop Evaluation	D4.1 Project Meeting and Workshop Evaluation
Project Milestones	D4.1 Project Milestones
Stakeholders template	D4.1 Stakeholders template
Training Evaluation Sheet	D4.1 Training Evaluation Sheet
Weekly time sheet	D4.1 Weekly time sheet
Work Packages Monitoring Sheet	D4.1 Work Packages Monitoring Sheet
Presentation Template	D4.1. Presentation Template
Cours Structure template	D4.1-Cours Structure template
Course Evaluation Sheet	D4.1-Course Evaluation Sheet
Questionnaire Template	D4.1-Deliverable Template
Questionnaire Template	D4.1-Questionnaire Template

4.5.2. Communication

Communication between the members of the consortium, between the PrCo and the National Agency and between the PrCo and the EC is very crucial for the successful implementation of DigiMarkt project.

Day by day communication is conducted by e-mail, telephone conversations and Zoom and/or Google Meet meetings when deemed necessary. For the avoidance of any confusion, special attention is paid to the clear drafting of the subject of the e-mail.

In general, all information relevant to the project is sent to the PrCo, who then forwards it to the partners involved in the specific action(s). Each WPL also communicates the WP results to all partners during transnational meetings and via the web platform.

Direct partner/partner communications flows are set up in those cases where an increase in efficiency can be achieved.

Dropbox, a web-based collaboration platform, is implemented by the PrCo. This Internet site is secured and enables the consortium to have a very efficient diffusion of the information connected to the release of minutes, deliverables, reports, results and exchanges between partners.

External communication with the National Agency for Erasmus+ and with the EC is the responsibility of the PrCo. This communication takes place mainly by e-mail, telephone conversations and face-to-face discussions when it is needed.

4.6 Reporting

Each WPL is responsible for reporting the progress of the specific WP every six months and at the end of the WP by sending the report to the PrCo. The progress of the WP is also presented during the every-six-month meetings of the consortium. The same applies to the mid-term and final reporting. Partners are asked by the PrCo to conduct a general project evaluation every six months.. This evaluation is done by the Project Quality Assessment Template – Project Quality (PQAT-PQ).

The PrCo consolidates the progress reports as well as the detailed mid-term and final reports and distributes these to all consortium partners and to the EC.

Reports using the progress report template (Template “Report Template (WP4).docx”) are drafted and distributed for review to all partners of the consortium according to Section 4.5.1. (Document control).

The PrCo is responsible for the approval of WPs progress reports. The StC is responsible for the approval within six months, mid-term and final reports.

4.7 Methodological Approach

In this section, the specific evaluation and QA procedures planned in DigiMarkt are presented. The table below shows the activities, tools/deliverables, responsibilities and schedule related to QM.

All partners are responsible for implementing the quality procedures expressed in this document as well as supporting the implementation of activities for QA.

Table 3. DigiMarkt activities, schedule and responsibilities for QA.

Table 12. Methodological Approach

Work Package 4: Quality Evaluation and Assurance				
Duration:	M1-M24	Lead Beneficiary:	Int@E UG	
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.				
Activities (what, how, where) and division of work				
Activity	Description of activity	Tools and deliverables	Participants Partners	Responsible partner/s
Quality and evaluation plan	During the initial meeting to kick start the project, a quality management, monitoring and evaluation system will be set up to ensure quality of the project activities. This system will be developed by the Quality committee which will also be formed during the initial meeting chaired by WP leader with one consortium member. The quality committee will design a proper evaluation process and be responsible for creating a set of indicators. And will develop a Quality plan	<ul style="list-style-type: none"> - A set of procedures for defining sub-objectives within each WP to ensure measurable progress, reported in regular WP leads committee meetings, for more effective project monitoring. - A set of specification templates for WP results including courses, assignments, and reports 	All partners	Int@E UG

D4.1 Quality Plan

	The monitoring and evaluation of the project will take into account measures of the European Standards and Guidelines for Quality Assurance. Selected measures will be implemented within the first year of project duration by WP leader the evaluation will concern all work packages.			
Evaluate and monitor project activities	By ensuring project activities conform to what is stipulated in the project work plan, all project activities would be evaluated. In Every six months monitoring reports will be submitted to the management to support the decision-making process. Evaluation reports will be elaborated at midterm and at the end of the Action. Two Monitoring visits are planned in a year.	<ul style="list-style-type: none"> - QA control process establishment. - QA control process adjustments. 	All Partners	Int@E UG
Evaluate impact and external reports	The project manager and other project consortium members will jointly coordinate the project. The quality manager who is also the quality committee chair will set criteria for the selection of members of the External evaluator. Midterm and final reports will be prepared after the external evaluator	<ul style="list-style-type: none"> - QA control process establishment. - QA control process adjustments. 	All partners	Int@E

D4.1 Quality Plan

	has finished with the external evaluation and assessment.						
Milestones and deliverables (outputs/outcomes)							
Milestone No	Milestone Name	Work Package No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification	
M4.1	Quality plan	4	Int@E UG	finalising the QP of the project for approval by StC	M6	Report	
M4.2	External evaluation	4	Int@E UG	Assigning the external auditor who will follow up with all activities conducted in the project.	M12,M24	Report	
Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date	Description
D4.1	Quality Plan	4	Int@E UG	Document, report	Sensitive	M6	Format: Electronic Language: English
D4.2	Internal reports	4	Int@E UG	Document, report	Sensitive	M1-M24	Format: Electronic Language: English
D4.3	External Reports	4	Int@E UG	Document, report	Sensitive	M12 M24	

4.5 QA Tools and Matrix

The following table lists the tools to be used for supporting the quality management implementation in the project and the purpose or use of each tool.

Table 13. Lists of the tools to be used for QM implementation

Tool Name	Tool Purpose/Use
Project General Templates	Supports writing the DigiMarkt results.
QM Templates	Supports writing the DigiMarkt QP
DigiMarkt project’s web site	Informs about activities and outcomes of the DigiMarkt QP
Communication tools (Zoom or Google Meet meetings, Dropbox for document sharing)	Facilitates communication between project partners on quality control and QA issues.

The expected results, their impact and the way they are being achieved are listed below:

Table 14. List of expected results, their impact, and the way they are being achieved

Project results	Impact (national/regional level)	How?
A Quality framework for the project that can also be used after the end of the project to evaluate the running DigiMarkt in GH	National	It will define and/or adopt a set of evaluation tools, (questionnaires, virtual meetings, impact assessment, etc) for project partners and involved stakeholders to collect feedback and review project activities and outputs. It will also define a set of procedures for defining sub-objectives within each WP to ensure measurable progress, reported in regular StC meetings, for more effective project monitoring. These will include a set of specification templates for WP results including courses, assignments, and reports.
Reports about the project QA control process	National	To ensure QA control process in place where WP results must undergo an internal review process within the consortium before submission to the EC. Reviewers will be selected from the participating partners of this work package. The quality review process will ensure WP results are produced to meet a professional standard and use the correct templates defined in the QP
The project quality reports	National	Two project QA, intermediate and final, reports will be produced, coinciding with the project management reports. These reports will summarise the followed QA process, faced obstacles or difficulties and recommendations for improvements.

5 References

- [1] European Higher Education Area (EHEA). "Standards and Guidelines for Quality Assurance." Available at: <https://www.ehea.info/page-standards-and-guidelines-for-quality-assurance>. Accessed June 10, 2023.
- [2] Towards Digital **Marketing in** Technical and Vocational Education and Training in Ghana: **101182663**

6 Annexes

All annexes can be found in extra files in google drive

D4.1 Quality Table Templates

D4.1 Course Evaluation Sheet + Course Name

D4.1 Event Evaluation Sheet-Template

D4.1 Minutes of Meetings Template

D4.1 Project Meeting and Workshop Evaluation

D4.1 Project Milestones

D4.1 Stakeholders template

D4.1 Training Evaluation Sheet

D4.1 Weekly time sheet

D4.1 Work Packages Monitoring Sheet

D4.1. Presentation Template

D4.1-Cours Structure template

D4.1-Course Evaluation Sheet

D4.1-Deliverable Template

D4.1-Questionnaire Template

D4.1 Certificate of Attendance_Tem

D4.1 Quality Table Templates

DigiMarkt Tables

Examples for tables to be used in DigiMarkt Documents

Example 1

Col 1	Col 2,...

Or Example 2

Col 1	Col 2,...

Or Example 3

Col 1	Col 2,...	Col 2,...



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the European Union

CERTIFICATE OF ATTENDANCE

Presented to:

Muster Man

For attending in the Slovak University of Agriculture Training Workshop in the framework of the Project

**“Towards Digital Marketing in Technical and Vocational Education
and Training in Ghana/DigiMarkt”**

Funded by the European Union with No **101182663** in the frame of ERASMUS+ VET Program from April

2nd to 6th 2025 in Nitra, Slovakia.

Coordinator's signature

This document was signed on
20.06.2025



DigiMarkt

Official stamp



DigiMarkt



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ERASMUS+ VET PROGRAMME
DigiMarkt Number: 101182663

DigiMarkt:

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

WP Leader: Int@E

Deliverable 4.1

Quality Plan

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Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.1 Quality and evaluation plan
WP Leader	Int@E UG
WP members	Steinbeis Beratungszentren GmbH Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED) Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture
Issue date	

Project Coordinator	Jonathan Berth
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email	jonathan.barth@steinbeis-mediation.com>
Project Website	

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Revision Checklist for Developed Courses

Work Package 3	Training Materials and Mentorship
Task3.3	Design training courses and learning materials
Name of Partner Organisation	
Title of Course	
Reviewer name & signature	
Date of revision	

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D4.1 Course Evaluation Sheet

Revision Checklist for Developed Courses

This document intends to standardize the review process for course lessons designed in the scope of DigiMarkt project, in order to best guide reviewers and assure that the lessons meet high quality standards.

Each course lesson document should be reviewed regarding their formatting and content, following the criteria listed in section 1 and 2. In the end, the reviewer must issue a qualitative appreciation in tune with the categories defined in section 3.

#	Formatting and content criteria	Y	N	N.A.	Comments
1.0	Course design				
1.1	Does the document display both the EU logo and disclaimer?				
1.2	Does the document include all the following information: course title and responsible organisation?				
1.3	Is the table of contents updated?				
1.4	Does the document contain a course summary?				
1.5	Does the document include a reference list?				
1.6	Does the document follow the agreed template?				
1.7	Does the teaching materials available as (e.g., slides/PDF/Video/etc.) and adequate for the developed course?				
1.8	Does the course include exercises & examinations?				
1.9	Does the course include practical teamwork?				
2.0	Content				
2.1	Was the course program well planned and organized?				
2.2	Were the course topics covered in sufficient details?				
2.3	Were the course contents understandable and easy to follow?				
2.4	Were the course objectives (learning goals) clear?				
2.5	Were the course objectives, aims and intended learning goals appropriately connected to course topics?				
2.6	Was the course balanced between theoretical and practical activities?				
2.7	Was the course realistic in timescales and pace?				
2.8	Are all references listed in the bibliography section, and vice-versa?				
2.9	Do all figures explicitly contain a mention to the copyright owner?				

D4.1 Course Evaluation Sheet

3.0	Overall evaluation				
3.1	Document accepted; no changes required				
3.2	Document accepted; changes required				
3.3	Document not accepted: revision necessary after the implementation of the proposed changes				

D4.1 Event Evaluation Sheet-Template

Work Package	
Meeting/Event	
Date	

Answer each question with an evaluation from 1-5, where 1 is Poor and 5 is Very Good.

	1	2	3	4	5
What is your opinion of the general organization and facilities of the meeting/event?					
To which extent did the meeting/event live up to your expectations?					
What is your opinion of the presenters/facilitators?					
What is your opinion of the material that was distributed before or during the meeting/event?					
How do you evaluate the agenda of the meeting/event?					
How do you evaluate the technical resources used?					
How effective do you think was the methodologies used?					
How useful was the meeting/event?					
How valuable was the event for your professional growth? (only applicable for events)					
How satisfied are you from the level of participation to the event proceedings? (only applicable for events)					
Do you feel that the targets of the meeting/event have been fulfilled?					

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DigiMarkt



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ERASMUS+ VET PROGRAMME
DigiMarkt Number: 101182663

DigiMarkt:

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

WP Leader: Int@E

Deliverable 4.1

Quality Plan

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Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.1 Quality and evaluation plan
WP Leader	Int@E UG
WP members	Steinbeis Beratungszentren GmbH Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture,
Issue date	

Project Coordinator	Jonathan Berth
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5 Photos.....	5
6 Conclusion	5
Annexes	5

1 Summary

..... Insert text here
..... Insert text here

2 Introduction

..... Insert text here
..... Insert text here

3 Agenda

..... Insert Agenda here

4 Participant List

..... Insert List here.

..... Insert text here.

5 Photos

..... *Insert photos here*

6 Conclusion

..... Insert text here.

Annexes



DigiMarkt



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ERASMUS+ VET PROGRAMME
DigiMarkt Number: 101182663

DigiMarkt:

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

WP Leader: Int@E

Deliverable 4.1

Quality Plan

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Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.1 Quality and evaluation plan
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1 Summary

..... Insert text here
..... Insert text here

2 Introduction

..... Insert text here
..... Insert text here

3 Agenda

..... Insert Agenda here

4 Participant List

..... Insert List here.

..... Insert text here.

5 Photos

..... *Insert photos here*

6 Conclusion

..... Insert text here.

Annexes

D4.1 Project Milestones

Milestone No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date (month No)	Completed	
						Yes	No
MS1	Kick-Off-Meeting	1	AgriWatch	Conducting kick-off-meeting for all partners at the coordinator's institution.	M2		
MS2	Final Conference	1	AgriWatch	Conducting the final conference with a workshop for all partners at the region in Jordan	M34		
MS3	Networking	2	MU & UJ All partners	Having a list of the network and stakeholders	From M3		
MS4	AgroTec centres requirements	2	MU & UJ All partners	Requirement reports for centres from each JO&PS universities	M12		
MS5	20 ToT completion	3	SUA	Completing all ToT by EU partners	M18		
MS6	Methodical training base	3	SUA	Establishing the methodical base for the training to be conducted	M18		
MS7	eLearning platform	3	SUA	Development of eLearning platform for 12 courses of the project	M24		
MS8	Quality Plan	4	Int@E UG	finalising the quality plan of the project for approval by SC.t	M8		
MS9	External evaluator	4	Int@E UG	Assigning the external auditor who will follow up with all activities conducted in the project.	M19		
MS10	labour fairs Workshop	5	PPU & NUCT	Organising Agro-fairs, at which all other project partners will be brought together as participants.	M8		

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Potential Stakeholders

Company	Address & Contact
	Name Logo Tel: Web:
	Name Logo Tel: Web:
	Name Logo Tel: Web:



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



	Name Logo Tel: Web:
	Name Logo Tel: Web:
	Name Logo Tel: Web:
	Name Logo Tel: Web:
	Name Logo Tel: Web:
	Name Logo



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



	Tel: Web:
	Name Logo Tel: Web:

D4.1 Training Evaluation Sheet

Work Package	
Training	
Date	
Your name (not compulsory)	
Your company/organisation (not compulsory)	

Answer each question with an evaluation from 1-5, where 1 is Poor and 5 is Very Good.

	1	2	3	4	5
What is your opinion of the general organization and facilities of the training session?					
To which extent did the training/info session live up to your expectations?					
Were the trainers helpful to you in achieving your goals?					
How do you evaluate the relevance and clarity of the topics of the training session?					
How do you evaluate the technical resources used?					
How effective do you think was the methodology used?					
How useful was the training material used?					
How valuable was the training for your professional growth?					
Would you recommend this session to somebody else (YES/NO)?					

Which topics were not covered?
Which items were not relevant?
Are you interested in other themes or topics, other events or seminars? Which ones?



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Weekly time sheet

Project | MediTec
Code | 101182663
Organisation |
Supervisor |

Week start |
Member name |
E-mail |

Day	Date	Start Time	End Time	Start Time 2	End Time 2	Regular Hours	Overtime Hours	Total Work Hours
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Total								

Member signature

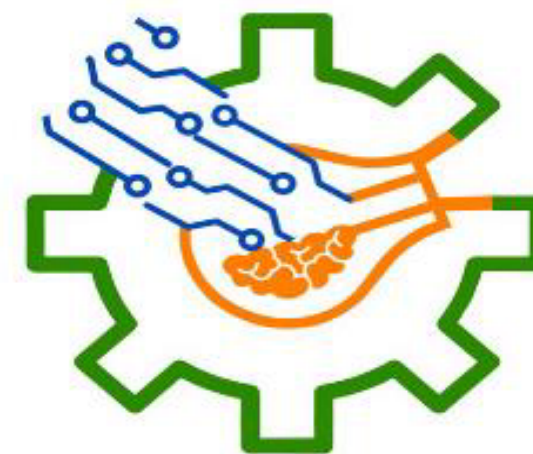
Date

Supervisor signature

Date



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DigiMarkt

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

Management Meeting

Leipzig 07-08.02.2025

Dr. Riyadh Qashi



DigiMærkt



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ERASMUS+ PROGRAMME – VET Project #: 101182663





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Thank You!
Any Questions?



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ERASMUS+ VET PROGRAMME
DigiMarkt Number: 101182663

DigiMarkt:

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

WP Leader: Int@E

Deliverable 4.1

Quality Plan

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D4.1 Deliverable Template

Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.1 Quality and evaluation plan
WP Leader	Int@E UG
WP members	Steinbeis Beratungszentren GmbH Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED) Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture
Issue date	

Project Coordinator	Jonathan Berth
Address	Steinbeis Beratungszentren GmbH Hohe Str. 11a 04107 Leipzig Germany
Phone	+49 0341-22 54 13 52
email	jonathan.barth@steinbeis-mediation.com>
Project Website	

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1 COURSE DESCRIPTION:

(5-10 lines)

2 COURSE AIMS (OBJECTIVES):

(2-3 Lines)

3 COURSE STRUCTURE AND CALENDAR:

Module/Chapter	Weeks	Intended Learning Outcomes
Chapter 1.....	Week 1-5	•
Chapter 2.....	Week 6-8	•
Chapter 3.	Week 9-12	

Chapter 4.	Week 12-15	•
Chapter X.		•

4 TEACHING METHODOLOGY:

- Direct, indirect and interactive learning
- Class lectures
- Flip teaching
- Group discussions
- Problem-solving

A weekly learning plan for this course, on average student might spend:

- 1.5 hours reading articles and reports
- 30 minutes viewing videos
- 2.0 hours preparing cases or exercises
- 1.30 hours for Zoom Meetings
- 15 minutes reading the weekly learning summary and forum feedback

5 COURSE DELIVERY:

- Weekly lectures and student presentations in 2 weekly meetings of 1.5 hrs each.
Note: Presentations will be used to present the key conceptual material through discussion and interaction between teaching staff and students. Seminars are supported by readings.
- Group reports on one of the topics assigned by the instructor.

6 GRADING SYSTEM:

- Student Case reports and small projects: 30%
- Student peer evaluations 30%
- Final Exam: 40%

7 REFERENCES



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Revision Checklist for Developed Courses

Work Package 3	Training Materials and Mentorship
Task3.3	Design training courses and learning materials
Name of Partner Organisation	
Title of Course	
Reviewer name & signature	
Date of revision	

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D4.1 Course Evaluation Sheet

Revision Checklist for Developed Courses

This document intends to standardize the review process for course lessons designed in the scope of DigiMarkt project, in order to best guide reviewers and assure that the lessons meet high quality standards.

Each course lesson document should be reviewed regarding their formatting and content, following the criteria listed in section 1 and 2. In the end, the reviewer must issue a qualitative appreciation in tune with the categories defined in section 3.

#	Formatting and content criteria	Y	N	N.A.	Comments
1.0	Course design				
1.1	Does the document display both the EU logo and disclaimer?				
1.2	Does the document include all the following information: course title and responsible organisation?				
1.3	Is the table of contents updated?				
1.4	Does the document contain a course summary?				
1.5	Does the document include a reference list?				
1.6	Does the document follow the agreed template?				
1.7	Does the teaching materials available as (e.g., slides/PDF/Video/etc.) and adequate for the developed course?				
1.8	Does the course include exercises & examinations?				
1.9	Does the course include practical teamwork?				
2.0	Content				
2.1	Was the course program well planned and organized?				
2.2	Were the course topics covered in sufficient details?				
2.3	Were the course contents understandable and easy to follow?				
2.4	Were the course objectives (learning goals) clear?				
2.5	Were the course objectives, aims and intended learning goals appropriately connected to course topics?				
2.6	Was the course balanced between theoretical and practical activities?				
2.7	Was the course realistic in timescales and pace?				
2.8	Are all references listed in the bibliography section, and vice-versa?				
2.9	Do all figures explicitly contain a mention to the copyright owner?				

D4.1 Course Evaluation Sheet

3.0	Overall evaluation				
3.1	Document accepted; no changes required				
3.2	Document accepted; changes required				
3.3	Document not accepted: revision necessary after the implementation of the proposed changes				



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WP Leader: Int@E

Deliverable 4.1

Quality Plan

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Work Package (WP)	WP4: Quality Evaluation and Assurance
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Work Package	
Questionnaire Title	
Work Package Leader	
Your name (not compulsory)	Name
Your company/organisation (not compulsory)	Organisation(s)
Date of Completion	dd/mm/yyyy

(Choose and combine the following forms as needed)

Indicate Assessment

Mark with X the appropriate column (Y: Yes - N: No - NA: Not applicable)

A. Issue #1				
	Y	N	NA	Comments
Question #1?				
Question #2?				

Answer each question with an evaluation from 1-5, where 1 is Poor and 5 is Very Good.

B. Issue #2					
	1	2	3	4	5
Topic #1					
Topic #2					

Answer each question with an evaluation from 1-5, based on your agreement level

1	2	3	4	5
Strongly Disagree	Disagree	Undecided / Neutral	Agree	Strongly Agree

C. Issue #3					
	1	2	3	4	5
Topic #1					
Topic #2					

1. Other issues (add rows/columns as needed)

Column #1	Column #2	Column #3

2. General questions

D4.1 Questionnaire Template

Section one: group of questions

1	Question #1?
2	Question #2?

3. Comments

Comments, suggestions

4. Conclusion (Mark with X the appropriate line)

Option #1	
Option #2	
Option #3	