



Co-funded by  
the European Union

*Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS*

## **Work Package 5: Communication, Dissemination and Exploitation beyond DIGITRANS**

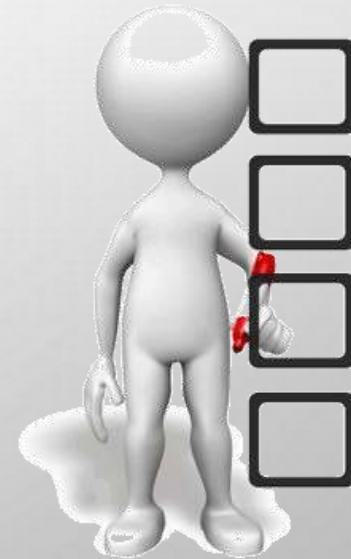
**1st Management meeting (Kick-off) and 1st workshop of WP1  
Riga Technical University  
January 11-12, 2024**

**WP5 pursues the specific objectives:** SO2, 3, 4 and 5  
and is focused on:

- ❖ *To increase public awareness about DIGITRANS and its impact.*
- ❖ *To motivate students and professionals to follow DIGITRANS offered courses and education programs.*
- ❖ *To ensure sustainability of the project outcomes beyond the project*



# TASK



## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.1	Development of information and promotional materials	<ul style="list-style-type: none"> <li>- <u>Development of a project logo.</u></li> <li>- <u>Press conferences</u> will be arranged (at least 3 press conferences by PCs partners)</li> <li>- <u>Posters</u> allocated in the premises, where equipment/software is installed and where teaching activities take place (6 PCs universities)</li> <li>- <u>Project leaflets</u> issues (RTU will prepare a template for the partners)</li> <li>- <u>Distribution of promotional materials</u> including regional TV and radio advertising.</li> <li>- <u>Roll-up and posters</u> (at least 5 different) will be designed representing the main facts related to the project and clear visual identity, which will be exposed at each meeting, local conference or event organized in the framework of the project.</li> <li>- <u>All promotional materials</u> will contain acknowledgment to the EU ERASMUS+ funding with a clearly displayed the ERASMUS+ emblem.</li> </ul>	Leader: UTM Participants: All academic partners	Leader: COO Participants: BEN

## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.2	Project Web Portal and social media	<ul style="list-style-type: none"> <li>- <u>Design of Web Portal platform (RTU and UTM) and regular updating portal information</u> -Project participants will regularly update their portals with actual information;</li> <li>- <u>Regular publications about the project and conducted studies and questionnaires at partners' websites.</u></li> <li>- <u>User groups will be created on social networks on LinkedIn, Facebook, Research Gate, etc. (all partners).</u></li> <li>- <u>Project deliverable's materials (at least 1 video clip by each MD-UA university) publishing on YouTube.</u></li> <li>- <u>Advertising in social media about selection for students training in EU and MD-UA universities.</u></li> <li>- <u>MD-UA partners will send direct mails to the schools aiming to invite to "open doors" events, stakeholders' seminars and conferences.</u></li> <li>- <u>Project e-newsletter, with all information about the reached results of the project and advertising about future plans and activities;</u></li> <li>- <u>Publications and press releases in mass media, TV, radio broadcasts and joint Newsletter of the Project.</u></li> </ul>	Leader: RTU Participants: All academic partners	Leader: COO Participants: BEN

## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.3	Information sessions for target groups	<ul style="list-style-type: none"> <li>- <u>Information sessions for students</u> of secondary schools, university students, university teaching and academic staff will be arranged by each MD-UA university.</li> <li>- <u>Seminars for stakeholders</u>: professional associations, NGOs, SMEs, research institutions, students, university teaching staff Ministries of Education and national accreditation offices (6 universities at least 3 seminars for each HEI).</li> <li>- Seminars for stakeholders - 3 regional information sessions for universities teaching staff, professional associations, NGOs, SMEs, research institutions and the Institutions of the Ministry' of Education will be arranged in a form of "round tables" (DRÄXLMAIER GM in Belsi, UTM in Chisinau, SNT in Kiev). EU partners also will participate at the sessions.</li> <li>- <u>Organization of Final conference in Chisinau (UTM)</u> for project outputs evaluation and promotion for stakeholders (teachers, students, education authorities and industry representatives) at M35. The conference will be arranged in a hybrid mode aiming to attract broader community including displaced persons from academic staff and students.</li> </ul>	Leader: LNTU Participants: ALL	Leader: COO Participants: BEN



## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.4	Strengthening the academia – industry network	<ul style="list-style-type: none"> <li>- Elaboration and signing of <u>Double-sided agreements for cooperation between project partners</u> during the project running and beyond the project (at least 6 bilateral agreements).</li> <li>- Partners will agree in their <u>Partnership Agreements</u> that produced educational materials will be freely accessible through the use of open licenses.</li> <li>- The <u>university-enterprise network</u> will be set up in the first project year with the support of associated partners. It will be used for dissemination and exploitation activities within the industry and research institutions sector</li> </ul>	Leader: LNTU Participants: ALL	Leader: COO Participants: BEN



## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.5	Strengthening cooperation beyond the project to sustain the outcomes	<ul style="list-style-type: none"> <li>- After evaluation of testing results of new developed courses and programs, the adjustments of new bachelor and master level study programs will be made by MD, UA partners. New developed study programs of courses and lab practices will be offered to other HEIs of Moldova and Ukraine via e-library of DLE.</li> <li>- The partner universities will <u>multiply didactic materials and allocate on the university's websites</u> for further free using by other HEIs. They will support the practical application of the developed didactic materials for lab training of target student groups from other HEIs in Moldova and Ukraine.</li> <li>- MD and UA universities will pursue <u>conclusion of Cooperation agreements with the companies and research institutions</u>, which work in the field of Digital Transformation, to attract investment to labs and for internships of the students and young teachers/ researchers.</li> </ul>	Leader: UTM Participants: ALL	Leader: COO Participants: BEN

## Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS

Task	Task Name	Description	Participants	
			Name	Role
T5.5	Strengthening cooperation beyond the project to sustain the outcomes	<ul style="list-style-type: none"> <li>- MD and UA Beneficiaries will agreed measures on maintenance and operation of SREE beyond the project: budgets planning, system's updating, access to users - teachers and students, etc.</li> <li>- RTU will confirm measures for the <u>maintenance of DIGITRANS website beyond the project.</u></li> <li>- <u>The partners will elaborate a Sustainability Plan beyond the project.</u> EU and HEIs of Moldova and Ukraine will continue cooperation with research institutions, companies, professional associations and NGOs beyond the project.</li> <li>- EU and HEIs of Moldova and Ukraine will cooperate to pursue participation in international and EU supported projects as partners in another project's consortium.</li> <li>- The consortium will prepare a <u>Report on a concept of interoperability with a planned Digital Platform</u>, which should be developed for Ukrainian universities under the Strand 3. The interconnection of DLE with the future Platform of UA universities would promote the usage of remote labs, teaching materials by the other Ukrainian HEIs (CPNU is a leader).</li> </ul>	Leader: UTM Participants: ALL	Leader: COO Participants: BEN

# MILESTONE



## Milestones and deliverables (outputs/outcomes)

No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date	Means of Verification
MS.1	Development of information and promotional materials.	5	UTM / RTU	Development of a <u>project logo</u> , and development of <u>posters</u> , <u>project leaflets</u> issues. Development and distribution of promotional materials.	M36	Information/ promotional materials
MS.2	Development of a project <u>Web Portal</u> , university's <u>webpages</u> , groups of followers on social networks	5	RTU / UTM	Development of a <u>project Web Portal</u> , <u>project e-Newsletter</u> , and <u>webpages</u> , <u>followers' groups on social networks</u> . Regular publications about the project. Advertising in social media about DIGITRANS project. Publications and press in mass media.	M36	Project Web Portal and webpages, groups on social networks will be created by M4. Communication via social media by the end of the project M36
MS.3	Conducting information sessions for target groups and the final conference	5	LNTU	Conducting <u>information sessions for students</u> of secondary schools, university students, university teaching, and <u>academic staff</u> . Conducting <u>seminars for stakeholders</u> . Organization of <u>Final conference in Chisinau</u> . Taking part in Local and international conferences, developing of papers and presentations on the progress and results of the DIGITRANS project.	M35	Information sessions for target groups and the final conference. (Posts, publications, articles, presentations, reports.)

## Milestones and deliverables (outputs/outcomes)

No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date	Means of Verification
MS.4	Sighing of bilateral cooperation agreements beyond the project to sustain the outcomes.	5	UTM/LNTU	Elaboration and <u>signing bilateral agreements with the companies and research institutions</u> , which work in the field of Digital Transformation, to attract investment.	M36	Double-sided agreements for cooperation between project partners.
MS.5	Sighing an Agreement between partners on maintenance and operation of SREE beyond the project.	5	CPNU – KhNAH U, LNTU, UTM, USARB, USC	Agreement between partners and a budget planning on maintenance and operation of SREE, including e-library, remote labs, and virtual (software-based labs), beyond the project will be signed between CPNU and other MD-UA beneficiaries	M36	Agreement between partners and a budget planning on maintenance and operation of SREE beyond the project.

# DELIVERABLE



## *Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS*

<b>Deliverable No</b>	<b>Deliverable Name</b>	<b>Work Package No</b>	<b>Lead Beneficiary</b>	<b>Type</b>	<b>Dissemination Level</b>	<b>Due Date</b>	<b>Description</b>
D5.1	Information/promotional materials	5	UTM / RTU	[R — report] [DEC — videos, photos, news in socials networks and Project Website	PU-Public	M36	Project logo, posters, project leaflets, promotional materials, conferences papers, etc. In English, Romanian, Ukrainian languages.
D5.2	Communication via social media.	5	RTU / UTM	[R — report] [DEC — videos, photos, news in socials and Project Website	PU-Public	M36	Project website, webpages, groups on social networks (Facebook, LinkedIn, etc). Posts, publications, articles, presentations, reports. English, Romanian, Ukrainian languages





## **Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS**

<b>Deliverable No</b>	<b>Deliverable Name</b>	<b>Work Package No</b>	<b>Lead Beneficiary</b>	<b>Type</b>	<b>Dissemination Level</b>	<b>Due Date</b>	<b>Description</b>
D5.4	The academia-industry network is established. Double-sided agreements for cooperation between project partners.	5	LNTU	Study plan, training	Sensitive	M34	Bilateral agreements for cooperation. The university-enterprise network. English, Ukrainian, languages.
D5.5	Agreements between partners on maintenance and operation of SREE beyond the project.	5	CPNU – KhNAHU, LNTU, UTM, USARB, USC	Agreements	Sensitive	M30	Agreement between partners on maintenance and operation of SREE beyond the project. English, Ukrainian, Rumanian languages

## **Digital transformation of HEIs education process in Ukraine and Moldova for sustainable engagement with enterprises - DIGITRANS**

<b>Deliverable No</b>	<b>Deliverable Name</b>	<b>Work Package No</b>	<b>Lead Beneficiary</b>	<b>Type</b>	<b>Dissemination Level</b>	<b>Due Date</b>	<b>Description</b>
D5.6	Sustainability plan of DIGITRANS beyond the project.	5	UTM	Plan	PU	M32	Sustainability plan beyond the project. EU and HEIs of Moldova and Ukraine will continue cooperation with research institutions, companies, professional associations beyond the project in order to sustain outputs of the project.
D5.7	<u>Report on a concept on interoperability with a planned digital platform,</u> which should be developed for Ukrainian universities.	5	CPNU	R – Report on a concept	PU	M34	Report on concept on interoperability with a planned digital platform, which should be developed for Ukrainian universities under Strand 3 is developed. Interconnection of DLE with the future Platform of UA universities would promote the usage of remote labs, teaching materials by the other Ukrainian HEIs

thank  
you!