



Graduates Advancement and  
Development of University  
Capacities in Albania



Co-funded by the  
Erasmus+ Programme  
of the European Union

# DISSEMINATION AND EXPLOITATION PLAN

of

## GRADUA PROJECT

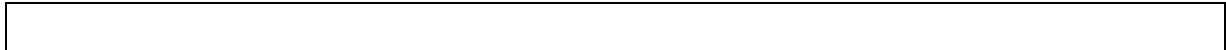
**September 2018**



GRADUA PROJECT

project No. 585961-EPP-1-2017-1-AL-EPPKA2-CBHE-SP (2017 -2926/001 -001)

*“Graduates Advancement and Development of University capacities in Albania”*



### **DISSEMINATION AND EXPLOITATION PLAN**

*Project eligibility period:*

**15/10/ 2017 - 14/10/2020**

*This project is funded by the European Commission. This publication reflects only the view of authors and the Commission cannot be responsible for any using of the information contained therein.*



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## I. BRIEFLY ABOUT THE GRADUA PROJECT

The goal of the GRADUA project is to create concrete synergies between Higher Education (HE) institutions and the labor market through the provision of a unified tool available to both beneficiaries for assessing graduates and education system performances and providing innovative recruitment tools. This unified tool consists of an innovative IT- platform which will track the graduates and their employability at the support of policy making and HE reform.

Also the strong focus on capacity building will allow the prompt acquaintance by Albanian beneficiaries of the most advanced tools and methodology for running surveys and analysis of HE and labour market in Albania.

The platform is different with respect to existent experiences (databases/job intermediaries): it is an integrated and certified demand/supply matching model based on the online DB of Albanian graduates, easily “replicable” in new universities. The platform has a twofold scope:

- enhance university enterprise cooperation and graduates employability in a unifying context of data aggregation, graduates monitoring and university-enterprises cooperation. Online graduates CVs are certified by universities, made available to companies that can check and compare online by university, faculty and degree course level so that they can hire graduates according to set of variable (i.e. academic career, language and IT skills, experiences, expectations). Graduates can update their CVs and directly send their candidature to the firms through the platform.
- strengthen both the effectiveness/efficiency of the whole HE system through IT based practices and methodology: the platform is conceived to provide documentary evidence for decision making processes, new programmes planning and methodology, with particular attention to training activities and services to students (graduate’ profile survey). It is an integrated model as the surveys’ high response rates together with the statistical quality of data depends on the graduates’ fidelization effect achieved thanks to the placement services offered to them.

## II. DISSEMINATION AND EXPLOITATION PLAN

### 2.1 PURPOSE AND PRINCIPLES

The plan aims at ensuring that information is shared with appropriate audiences on a timely basis and by the most effective means through the formalisation of all communication and

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dissemination actions that can be carried out in the framework of the project. To understand clearly the key terms and explains of the dissemination and exploitation plan in a project we can highlighted their definition on Erasmus + programme Annex II as follow:

“**Dissemination** is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

**Exploitation** is a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

More specifically, the objectives of the dissemination and communication plan are:

- ✓ to inform stakeholders of the expected benefits of the project and its progress
- ✓ to actively involve stakeholders and encourage their interaction
- ✓ to establish and maintain mechanisms for effective and timely communication

The GRADUA dissemination activities imply a set of actions aimed at involving as much as stakeholders within the project, mainly graduates and companies. Communication strategies will be thought at local level, than enlarged to the national and international ones, with each partner that tailors and adapts them to available resources, best practices in place and structure of its institutions.

## 2.2 THE ROLE OF EACH PARTNER IN DISSEMINATION ACTIVITIES

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The plan has to be clear and well known to all partners, with each partner that personalizes and adapts it to the available resources, best practices in place and structure of its institutions so as to achieve project's goals at best.

**Agricultural University of Tirana (P1)** - is participating in WP7- dissemination. P1 will coordinate the implementation of 7.1. - 7.3. activities and will organize the 1st dissemination meeting. It will be particularly addressed to academic community and the students that will be the first stakeholders to populate the database. A comprehensive presentation of the project benefits for the stakeholders will be done. P1 will constantly disseminate and inform students close to graduation/graduates using all dissemination/promotion tools and carrying services and enterprises.

**University of Tirana (UT) (P2)** - is participant in WP7. P2 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P2 will participate in all dissemination activities.

**University of Arts, Tirana (UART) (P3)** - is participant in WP7. P3 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P3 will participate in all dissemination activities.

**Polytechnic University of Tirana (PUT) (P4)** - is the leader/Chair of WP7. P4 will be responsible of organizing the 2<sup>nd</sup> dissemination event and 2 local seminars, presenting the pilot GRADUA platform tools and functionalities developed for students and companies. P4 will supervise all the dissemination material and will regularly provide information for dissemination on WEB.

**University of Medicine, Tirana (UMT) (P5)**- is participant in WP7. P5 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as the organization of the 5<sup>th</sup> dissemination event on the occasion of assessment of training programs and guidance tools to students and companies.

**European University of Tirana (UET) (P6)** - is participant in WP7. P5 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as the organization of the 6<sup>th</sup> dissemination. It will be the occasion to disseminate the rate of population of the platform and to perform some CV search at benefit of Albanian companies.

**Polis University (U\_POLIS) (P7)** - is participant in WP7. P7 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P7 will participate in all dissemination activities. P7 will be responsible of organizing the two dissemination seminars (one for the students and one for the companies).

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**Catholic University "Our Lady of Good Counsel (UniKZKM) (P8)** - is participant in WP7. P8 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P8 will participate in all dissemination activities. P8 will be responsible of organizing the two dissemination seminars (one for the students and one for the companies).

**Albanian University (AU) (P9)** - is participant in WP7. P9 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P9 will participate in all dissemination activities. P9 will be responsible of organizing the two dissemination seminars (one for the students and one for the companies)

**Alma Mater Studiorum Università di Bologna (UNIBO) (P10)** - is participant in WP7. P10 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media.

**Università degli Studi di Siena (UNISI) (P11)** - is participant in WP7. P11 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media. P11 will contribute to the elaboration of the communication plan and dissemination of promotional materials to the relevant local target groups.

**University of Barcelona (UB) (P12)** - is participant in WP7. P12 will regularly provide information for dissemination on WEB Page and will be responsible of organizing the 3<sup>rd</sup> dissemination meeting to disseminate the project among the EU wider community, invite representatives from the Spanish labour market interested in hiring Albanian graduates through the GRADUA platform. P12 will host a poster session for GRADUA project dissemination on the event on their annual Arab-Euro conference.

**University Institute of Lisbon (ISCTE-IUL) (13)** - is participant in WP7. P12 will regularly provide information for dissemination on WEB Page and will be responsible of organizing the 4<sup>th</sup> dissemination event to show to wider academic community the Albanian Graduates Profile Survey methodology best practice.

**Chamber of Commerce and Industry, Tirana (CCIT) (P14)** - is participant in WP7. P14 will have a strong role in dissemination towards business world, sensitize its network of companies in using the GRADUA platform. P14 will contribute to the elaboration of the communication plan and dissemination of promotional materials to companies

**Consorzio Interuniversitario AlmaLaurea (AL) (P15)** - is participant in WP7. P15 will regularly provide information for dissemination on WEB Page and participate in implementation of 7.2.- 7.3. activities, as well as in social media.

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**Ministry of Education and Sports (MES) (P16)** - is participant in WP7. P16 will be involved in dissemination activities towards new stakeholders. P16 will organize the 7<sup>th</sup> dissemination event to invite wider academic community, new universities not in the project, stakeholders from the HE and labour market system to see project results; among the milestone the GRADUA platform, the Graduates' Profile Survey.

**United Nations Development Programme (UNDP) ( associated partner)** - is participant in WP7. UNDP will work to enhance dissemination towards new stakeholders, such as new Albanian universities not in the consortium and new companies.

## 2.2 ALBANIAN FIRMS/BUSINESS WORLD

The population of the database by companies/business world is a central milestone of the project! The system will be opened up to firms in autumn 2019. At that time, it will be crucial to have already sensitized a significant number of firms so as to involve them in registering on the web site, for searching and hiring GRADUA graduates.

It will be crucial to communicate to firms/business world in Albania, the benefits they get by using the GRADUA database:

- Availability of CV regularly updated by graduates
- CV search facilities for human resource selection and recruitment purposes
- Possibility to check and compare profiles of graduates to hire
- Opportunity to provide internship to students close to graduation
- Exploitation of database information for long term actions in favor of students employability

## III. TARGET GROUPS

Successful dissemination means that at the very beginning of the project partners should identify the target groups which should or could be affected by project results and to tailor dissemination tools appropriately taking into account the audiences (end-users of the project activities and deliverables, stakeholders, experts or practitioners in the field and other interested parties, decision-makers at local, regional, national and European level, press and media, general public).

During the three years period of the GRADUA project, curricula will be modernized or developed and implemented. The project subject area "Building Capacities in Higher

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Education in Albania ” refers to a Multidisciplinary/Interdisciplinary priority amongst the national/regional priorities of Partner Countries regarding different disciplines including among others: Environmental protection, Engineering, Medicine, Economy, Architecture and Construction etc.

Because of these characteristics, GRADUA project is aimed to benefit a large number of students, professionals, public bodies, private/public enterprises, employees, public and wide society.

More specifically, the profile of each stakeholder is specified below:

**Students** – As the end users of educational services, students are the main stakeholder of this project. The students who will be targeted include current bachelor, master, Ph.D students as well as Alumni. They will benefit from the following activities:

- Free of charge use of placement services ,
- Easy access to information on job/internship opportunities Improvement of their placement opportunities,
- Career guidance and employability
- Certification of academic career
- Opportunity to enhance their university by assessing their academic experience

**Universities** – They are those who have to provide practical knowledge and modernise the public services offered. University academic staff performs teaching activities in various levels of education (Bachelor, Master and PhD). The materials used during the trainings, seminars and workshops foreseen during project lifetime will be transmitted to the key university staff and stored in the project files, so to ensure a cascade capacity building strategy, useful to enlarge the scope of the trainings. Universities will benefit from the following activities:

- Access to reliable, timely and regularly updated statistical data useful for assessing their internal efficiency and improving educational programmes
- Easy and safe promotion of mobility for high-qualified human resources
- Improvement of career offices capacities
- Improve researchers and experts capacity in analyse local HE and labour market through advanced methodology

**Firms** – Enterprises involved in this project will benefit from a well qualified human capital which will assist in managing their activities efficiently. They will benefit from following activities:

- Easy access to a unique database gathering graduates CV from 9 universities



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- Availability of CV regularly updated by graduates
  - CV search facilities for human resource selection
  - Possibility to check and compare profiles of graduates to hire
  - Time gain for recruitment since academic career of graduates is certified by belonging universities
  - Opportunity to disseminate internships/job offers
  - Enhancement of traineeship programmes in accordance with international standards

**Ministry of Higher Education and Sport** – The involvement in the project activities of the Albanian Ministry of Higher Education and Sport will allow a wide dissemination of the project results among the university community in Albania, contributing to the institutionalization of the GRADUA system once the phase financed by the EACEA ended.

They will have access to documentary evidence on universities performances for all decisional processes and activity planning. MHES will host a platform able to become a National tool for HE monitoring thanks to its easy replicability and inclusion of new Albanian Universities.

#### **IV. GRADUA DISSEMINATION STRATEGY**

##### **Main Objectives:**

- Development of project website
- Hyperlink project website on each partner organization webpage
- Develop project brochure in
- Elaboration of the communication plan according to stakeholders involved
- Definition of promotional materials and diffusion
- Organization of local seminars
- Organization of dissemination conferences
- Mise online on the project website the dissemination material (news)

##### **More specifically, the objectives of the dissemination and communication plan are:**

- to inform stakeholders of the expected benefits of the project and its progress of development;
- to actively involve stakeholders and encourage their interaction;
- to establish and maintain mechanisms for effective and timely communication.

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In order to reach out the above audiences, number of dissemination channels can be used under the GRADUA project, among which:

- a) **The GRADUA project website.** It will constitute the front-end communication tool, allowing users to access online information about the project, activities and events that might be of interest to stakeholders. Gradua website will be periodically updated and include all relevant information about the project, links, gateway to the web platform, meeting minutes, etc.
- b) **Gradua Project website ([www.graduaproject.com](http://www.graduaproject.com)) and Logo:** Project brochures, flyers, posters and other dissemination materials will be published and disseminated to relevant stakeholders throughout project lifetime, exploiting the existing structures (i.e. libraries at universities, meeting rooms, secretariats) and networks (notably at Albanian Chamber of Commerce and Industry and UNDP level). The logo of gradua project will be stamped on documents as well.
- c) **Project meetings.** Dissemination conferences will be held mainly at Albanian level, as part of the outreach strategy to widely spurort the impact of the project. The commitment of the Albanian Ministry of Higher Education to involve in project events the whole academic community and the participation of UNDP as associate partner will contribute to extend the impact of the project at civil society level, to raise the attractiveness of the project for local and national media and to reinforce the credibility of the project.
- d) **National and international events.** The project envisages six dissemination conferences plus the KOM. The project Kick off meeting to be held in Bologna will be the first occasion to disseminate project expected results and main activities to the project consortium. The dissemination event will also be useful to increase the collaboration among AUT-UBT, EU partners and Albanian stakeholders and to get acknowledged of the project details; start working of the dissemination output as project website, logo and project brochure.

**-the 1st** dissemination meeting will take place in Albania at AUT coordinator premises. It will be held beginning 2018 and it will be particularly addressed to academic community and the students that will be the first stakeholders to populate the database. A comprehensive presentation of the project benefits for the stakeholders will be done.

**-the 2<sup>nd</sup>** dissemination event will take place in Tirana at PUT, leader of dissemination WP at month 12 of project implementation. It will be the occasion to present the pilot GRADUA platform tools and functionalities developed for students and companies.

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**-the 3<sup>rd</sup>** dissemination meeting will be held at UB, university of Barcelona in first half of 2019. It will be the occasion to disseminate the project among the EU wider community, invite representatives from the Spanish labour market interested in hiring Albanian graduates through the GRADUA platform. A poster session presenting GRADUA project will be organized by UB on the occasion on the annual Arab-Euro Conference on Higher Education (AECHE 3).

**-the 4<sup>th</sup>** dissemination event will take place in Lisbon at ISCTE-IUL beginning 2020 and it will be the occasion to show to wider academic community the Albanian Graduates Profile Survey methodology best practice. As in the 3<sup>rd</sup> dissemination event the Lisbon meeting will be an occasion to invite Portugal companies to know about the possibility to register to the GRADUA platform for hiring Albanian Graduates and graduates who took their degree in the Albanian Universities.

**-the 5<sup>th</sup>** dissemination event will take place in Tirana at project month 24 (September 2019) at the University of Medicine on the occasion of assessment of training SEMINATION EVENTS. It will be the occasion to present the platform tools in line with promotion of qualified placement and indication on the university system. The wider academic community and representatives from the labour market will be invited to the event.

**-the 6<sup>th</sup>** dissemination event will be held in Tirana at UET on February 2020. It will be the occasion to disseminate the rate of population of the platform and to perform some CV search at benefit of Albanian companies. Also the best practices on how to create university enterprise cooperation will be disseminated to academicians, career office staff.

**-the 7<sup>th</sup>** dissemination event will be help on the occasion of the final conference at MES, it will be the occasion to invite wider academic community, new universities not in the project, stakeholders from the HE and labour market system to see project results; among the milestone the GRADUA platform, the Graduates' Profile Survey; the Best practices on labour market and HE analysis and on university enterprise cooperation in Albania; assessment of training programs. All such results will be presented during the meeting.

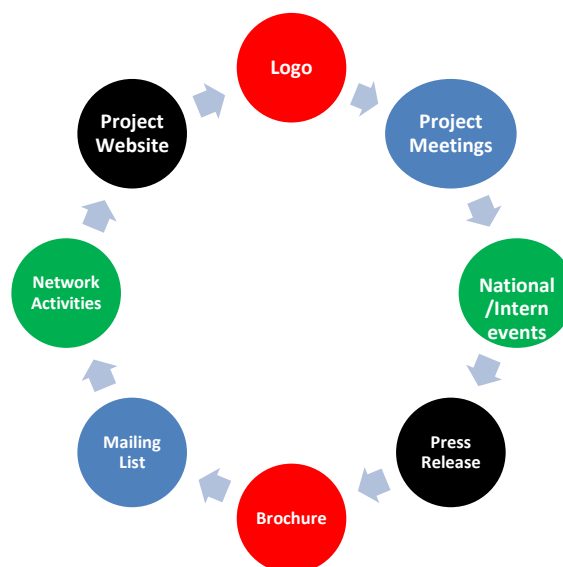
- e) **Press Releases:** press releases and articles can spurort wider dissemination of project objectives, initiatives, events and services and relevant achievements.
- f) **Brochure:** the GRADUA project brochure includes the presentation of the project objectives, target groups and benefits; it will be available in English and Albanian and it will be downloadable from the GRADUA project website.
- g) **Mailing list:** local coordinators can create mailing lists for the dissemination of information regarding the project objectives; the mailing list should include main

Project' Stakeholders in order to give a maximum visibility to the importance of the project.

- h) Networking activities:** the GRADUA project will benefit from the enlarging of the number of stakeholders interested in the project (students, universities, firms, higher education institutions, etc.) also for the sustainability of the project in future perspective.

## V. CONCLUSIONS

The scope of this project to remain sustainable, will consist of provision of “ the state of art” services for all stakeholders. As this project influences students, universities, MEHR and the business world in the long run, it constitutes a referring point in the future in terms of support and dissemination activities addressed to the business world by transferring their best practices and experiences achieved. In that way the Gradua project is going to be a new international standard that will be based on real traineeship programmes and thus will be helpful for different national cells/subjects of society.



It will serve as an integrated model that includes new way of collaboration using advanced methodologies which will assist and improve researchers' and experts' capacity in analyse local HE and labour market.

For instance, Gradua Project enhances university enterprise cooperation and graduates employability in a unifying context of data aggregation, graduates monitoring and university-enterprises cooperation. Online graduates CVs are certified by universities, made available to companies that can check and compare on line by university, faculty and degree course level



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the graduates to hire according to set of variable (i.e. academic career, language and IT skills, experiences, expectations). Graduates can update their CVs and directly send their candidature to the firms through the platform.

Moreover, Gradua Platform will integrate the surveys' high response rates together with the statistical quality of data thanks to the placement services offered to graduates. This will strengthen both the effectiveness/efficiency of the whole HE system through IT based practices and methodology providing documentary evidence for decision making processes, new programmes planning etc.

To conclude, Gradua projects serves as a "Life Long Collaboration" tool that encourages and successfully develops relations between current and potential beneficiaries in the future.