



Co-funded by  
the European Union



## Erasmus + Capacity Building in VET

*Enhancing Key Competences and Entrepreneurship in Albania's  
Vocational Education*

EmpowerVET Project

### D4.1. Dissemination and Sustainability Plan

23.06.2025

Responsible Partner: A&I Services & Consulting





**Co-funded by  
the European Union**



## PROJECT DESCRIPTION

**Project title:** Enhancing Key Competences and Entrepreneurship in Albania's Vocational Education

**Acronym:** EmpowerVET

**Coordinator:** University of Duisburg Essen

**Project number:** 101183271

**Topic:** ERASMUS-EDU-2024-CB-VET

**Type of action:** ERASMUS-LS

**Project starting date:** January 1, 2025

**Project duration:** 24 months

### Consortium:

- University of Duisburg Essen, UDE (Coordinator)
- European University of Tirana, UET (Beneficiary)
- A&I Services & Consulting, AISC (Beneficiary)
- IES Ribeira do Louro, IESRdL (Beneficiary)
- Professional School of Elbasan, PSE (Beneficiary)

### Work packages:

WP1. Project management and quality control; Lead: UDE

WP2. Development; Lead: UET, Co-lead: UDE

WP3. Piloting and Transfer into EmpowerVET Projects and Courses ; Lead: IESRdL, Co-Lead: UET

WP4. Dissemination and Sustainability; Lead: AISC, Co-Lead: UC

### Project logo:



**EmpowerVET**





Co-funded by  
the European Union



## DELIVERABLE DESCRIPTION

## Work package:

## WP4. Dissemination and Exploitation

## Deliverable: D.4.1. Dissemination and Sustainability Plan

Lead beneficiary: AISC

Dissemination level: Public (PU)

Type: Report (R)

Due date: 30.06.2025



Co-funded by  
the European Union



## Table of Content

<b>I. Introduction</b> .....	5
<b>II. EMPOWERVET DISSEMINATION STRATEGY</b> .....	6
Objectives of Dissemination Strategy .....	6
Communication at Project Level .....	7
Target Group and Stakeholders.....	8
<b>III. Visual Identity of EMPOWERVET Project</b> .....	11
Programme Logo .....	11
EMPOWERVET Roll up Banner .....	11
Project Website .....	11
Social Media.....	12
Targets for Social Media Presence .....	12
Standardized Templates & Promotional materials.....	13
Web Pages of Consortium Members .....	14
Internal Communication .....	14
Direct Communication .....	14
Brochure and Other Promotional Materials .....	14
Target Audience .....	15
EMPOWERVET Representation.....	15
Amendments to the Plan .....	15
Data Protection and Processing by the Beneficiaries .....	15
<b>Sustainability Plan for EMPOWERVET Project</b> .....	16
Institutional Integration .....	16
Stakeholder Engagement .....	18
Dissemination Beyond the Project.....	20
Capacity Building.....	22
Monitoring and Impact Evaluation .....	24



Co-funded by  
the European Union



## I. Introduction

Work Package 4 (WP4) of the EmpowerVET project – *Enhancing Key Competences and Entrepreneurship in Albania's Vocational Education* – plays a central role in ensuring the **visibility, dissemination, communication, and sustainability** of the project and its results. The activities planned under this work package are designed to foster awareness, engagement, and long-term impact by promoting the project's core messages, outputs, and best practices to a wide range of target groups at local, national, and European levels.

WP4 supports the strategic objectives of the Erasmus+ Programme by making project results **accessible, transferable, and sustainable** beyond the funding period. It ensures that all stakeholders – from VET providers and teachers to learners, policymakers, and businesses – are informed and engaged in the project journey. This will be achieved through a mix of digital and physical outreach activities, capacity-building events, and sustainability mechanisms.

WP4 is structured around several key deliverables, each contributing to the dissemination and sustainability goals:

- **Deliverable 4.1 – Dissemination and Sustainability Plan:** This foundational document defines the communication strategy, key messages, dissemination tools, stakeholder engagement plan, and long-term sustainability approach. **(30<sup>th</sup> of June, 2025)**
- **Deliverable 4.2 – Project Website and Visual Identity Kit:** Establishes a professional and user-friendly online presence with a project logo, templates, and brand guidelines to ensure consistent and effective communication. **(30<sup>th</sup> of June, 2025)**
- **Deliverable 4.3 – Promotional and Visibility Materials:** Includes brochures, posters, infographics, and digital content used for outreach at events, in schools, and on social media. **(31<sup>st</sup> of December, 2025)**
- **Deliverable 4.4 – EmpowerVET Newsletters:** Two digital newsletters (mid-term and final) will present key updates, success stories, and opportunities for involvement. **(31<sup>st</sup> of December, 2026)**
- **Deliverable 4.5 – Final Conference and Stakeholder Event:** A high-level event at the end of the project to showcase results, gather feedback, and mobilize support for the sustainability of EmpowerVET's outcomes. UET will organize and host the project's final conference to showcase outcomes and foster sustainability efforts. **(31<sup>st</sup> of December, 2026)**

Collectively, these deliverables aim to create meaningful engagement, maximize impact, and embed the results of EmpowerVET within the Albanian VET ecosystem and across European networks. This plan serves as a practical guide for all partners in their dissemination and sustainability tasks and will be monitored and adapted throughout the project lifecycle to ensure effectiveness and responsiveness to stakeholder needs.





Co-funded by  
the European Union



## II. EMPOWERVET DISSEMINATION STRATEGY

### Objectives of Dissemination Strategy

The dissemination strategy of the EmpowerVET project is designed to ensure that the project's mission, activities, results, and impacts are effectively communicated to relevant stakeholders, both during and beyond the project's implementation period. Its core aim is to **maximize awareness, stimulate engagement, and support the adoption and sustainability** of project outcomes, particularly in the field of vocational education and training (VET) in Albania.

Dissemination is viewed not as a one-time effort, but as a continuous process integrated throughout the life of the project, with clearly defined messages, tools, channels, and responsibilities. The strategy supports the Erasmus+ Programme's principles of transparency, openness, and transferability of results, while ensuring that the EmpowerVET initiative contributes meaningfully to policy dialogue, system innovation, and institutional capacity building.

The specific objectives of the dissemination strategy are:

- **Raise Awareness:** Ensure that all stakeholders – including VET providers, teachers, students, employers, public institutions, and policy-makers – are informed about the project's goals, activities, and results.
- **Promote Engagement:** Involve key actors in the co-creation and implementation of project activities, building a sense of ownership and commitment to the outcomes.
- **Ensure Visibility:** Highlight the EU's support for the project under the Erasmus+ programme, including consistent use of logos, acknowledgements, and visual identity across all communication materials.
- **Support Exploitation:** Encourage uptake of the project's tools, training modules, curricula, and validation approaches by other institutions, both within and beyond the consortium.
- **Create Impact at Multiple Levels:** Disseminate results at local, regional, national, and European levels to foster cross-border collaboration and ensure relevance and transferability of the outcomes.
- **Enable Sustainability:** Lay the groundwork for long-term use of project outputs through strategic partnerships, integration into institutional practices, and alignment with policy frameworks.
- **Foster a Culture of Innovation:** Promote EmpowerVET as a model for modernizing VET education by integrating entrepreneurship, digital skills, and learner-centered methodologies.

To achieve these objectives, the dissemination strategy is built on a targeted, multi-channel approach using digital platforms, face-to-face events, printed materials, academic outputs, and social media. The strategy will be continuously reviewed and updated based on feedback from partners and stakeholders to ensure its effectiveness.





Co-funded by  
the European Union



## Communication at Project Level

Effective communication is essential to the success of EmpowerVET, supporting both the **internal coordination among partners** and the **external outreach to stakeholders**. The project will apply a structured and coherent communication approach that ensures visibility, promotes active engagement, and facilitates the sharing of results throughout the project duration.

Communication at project level serves three main purposes:

1. **Promoting the project** and its added value to external audiences.
2. **Strengthening collaboration** within the consortium through regular, transparent updates and knowledge sharing.
3. **Fulfilling the visibility obligations** under the Erasmus+ programme by properly acknowledging EU support.

To address these goals, a mix of communication tools and channels will be deployed, ensuring accessibility, consistency, and responsiveness to different target audiences.

### *Key Communication Tools and Actions:*

- **Project Website:** A central hub for all public information about the project, including news, results, reports, downloadable resources, and event announcements. It will be regularly updated and monitored for engagement metrics.
- **Social Media Presence:** Dedicated Facebook and LinkedIn accounts will be maintained to communicate with wider audiences, especially educators, students, and VET institutions. Regular updates, visuals, and interactive campaigns (e.g., contests or polls) will increase reach and engagement.
- **Visual Identity Kit:** A consistent set of templates and branded materials (logo, PowerPoint, letterhead, flyer, brochure) will ensure professional and recognizable project communication across all platforms and partners.
- **Press Releases and Media Outreach:** Media campaigns in Albania and partner countries will be launched around key milestones such as the launch, mid-term review, pilot results, and final conference. Articles in educational and vocational training outlets will further amplify visibility.
- **Project Newsletters:** Two digital newsletters will be issued—one at mid-project and one before the final conference—highlighting major achievements, best practices, and upcoming activities.
- **Events and Conferences:** EmpowerVET will be presented at national and European events (e.g., education fairs, VET roundtables, Erasmus+ multiplier events) to strengthen its presence among stakeholders and disseminate results face-to-face.
- **Publications and Policy Briefs:** Results and findings will be translated into policy recommendations and brief papers that will be disseminated to decision-makers and education stakeholders to inform future reforms in the VET system.





Co-funded by  
the European Union



#### *Internal Communication*

To ensure a smooth collaboration within the project consortium, the following internal communication methods will be used:

- **Monthly Online Meetings:** Regular virtual meetings (via Zoom or MS Teams) will be held to monitor progress, align activities, and address any implementation challenges.
- **Collaborative Platforms:** A shared workspace (e.g., Google Drive, OneDrive, or Nextcloud) will be maintained for document sharing, version control, and internal reporting.
- **Email Updates:** Continuous communication via email will ensure rapid exchange of information among partners, especially regarding administrative and technical matters.
- **Project Handbook and Partner Briefings:** A concise internal handbook and periodic partner briefings will clarify roles, reporting formats, timelines, and branding obligations.

Each partner is expected to take an active role in communicating project results, adapting messages to their local contexts and stakeholders, while maintaining the core project identity. This collaborative communication framework will contribute to building trust, increasing reach, and ensuring the long-term impact of the EmpowerVET project.

#### *Target Group and Stakeholders*

To ensure meaningful impact and broad adoption of project results, the EmpowerVET dissemination strategy is designed around clearly defined target groups. Each group will be addressed with customized messages and appropriate communication tools to foster engagement, ownership, and sustainability.

EmpowerVET targets stakeholders at **local, national, and European levels**, with a special focus on actors directly or indirectly involved in vocational education and training (VET), entrepreneurship, and digital transformation.

##### *1. VET Institutions and Educators*

These include public and private vocational schools, training centers, school directors, and VET teachers/trainers.

#### **Engagement Strategy:**

- Promote the use of newly developed teaching and learning materials.
- Involve them in training activities and piloting of digital tools and entrepreneurial modules.
- Share policy briefs and updates via the project website and newsletters.
- Invite them to local events and the final conference.





**Co-funded by  
the European Union**



**Expected Impact:**

Improved teaching methodologies, updated curricula, and increased openness to innovation in pedagogy and entrepreneurship education.

*2. VET Students and Learners*

Students enrolled in Albanian vocational schools, especially those in technical, ICT, and service-oriented fields.

**Engagement Strategy:**

- Use social media platforms (Facebook, Instagram) to promote opportunities and share learner success stories.
- Involve them in pilot activities, peer-learning sessions, and co-creation of content.
- Provide digital badges or certificates for completed modules and training.

**Expected Impact:**

Enhanced digital and entrepreneurial skills, increased motivation and participation in learning, better employment readiness.

*3. Policy Makers and Public Authorities*

These include representatives from the Ministry of Education, NAVETQ, local municipalities, and regional education authorities.

**Engagement Strategy:**

- Share policy recommendations and evaluation results through tailored briefs and events.
- Invite them to high-level project events and roundtables to discuss integration of project results into national frameworks.
- Maintain active communication through targeted emails and institutional visits.

**Expected Impact:**

Greater alignment of national VET policies with European frameworks, increased support for the institutionalization of project results.

*4. Businesses and Employers*

Especially SMEs and sector-specific companies in ICT, tourism, and service industries who can provide internship opportunities or contribute to curriculum alignment.

**Engagement Strategy:**





**Co-funded by  
the European Union**



- Establish partnerships with local businesses through direct contact and joint events.
- Promote the benefits of skilled VET graduates and encourage participation in piloting and mentoring activities.
- Share project findings on skills needs and training gaps relevant to the private sector.

**Expected Impact:**

Stronger links between VET and the labor market, enhanced employability of graduates, and increased opportunities for dual learning.

*5. Parents and Local Communities*

Important actors in shaping perceptions of VET education and career prospects of young people.

**Engagement Strategy:**

- Use community channels (e.g., school events, flyers, social media) to share success stories and project benefits.
- Include parent testimonials and voices in project videos or promotional content.
- Encourage participation in school-level promotional events.

**Expected Impact:**

Improved societal perception of VET education, increased parental support for student engagement in entrepreneurship and digital training.

*6. International Partners and Networks*

European VET providers, NGOs, Erasmus+ networks, and platforms such as EPALE or eTwinning.

**Engagement Strategy:**

- Disseminate project results through European knowledge-sharing platforms.
- Present the project at international conferences and Erasmus+ events.
- Share open-access materials (OERs) to encourage transferability.

**Expected Impact:**

Broader dissemination of results, replication of good practices in other contexts, and increased European visibility of Albanian VET innovation.





Co-funded by  
the European Union



### III. Visual Identity of EMPOWERVET Project

## Programme Logo

The European Union emblem (flag) must be included in all materials, with the full name of the European Union displayed prominently. The name of the Erasmus+ programme can be presented alongside the EU flag.

The preferred format is to use phrases such as:

- "Co-funded by the Erasmus+ programme of the European Union"
- "With the support of the Erasmus+ programme of the European Union"

These phrases should be displayed next to the EU flag to clearly acknowledge the support of the Erasmus+ programme.



The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

*"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*

## EMPOWERVET Roll up Banner

A roll up banner has been designed to promote the project in all its activities during the implementation.

## Project Website

A user-friendly, well-designed, and easily accessible website will be established to operate at full capacity throughout the project's duration. This website will serve as a dynamic platform, regularly updated with project activities and results, including reports, event presentations, training materials, and meeting summaries. Additionally, the website will complement the use of the **EU Dissemination Platform** to amplify the project's reach, promote its outcomes, and showcase best practices.

The website's performance will be monitored using **Google Analytics**, which provides insights into visitor traffic and audience behavior. To assess its effectiveness as a dissemination tool, the number of visits will be tracked every six months. By the end of the project, a significant increase





Co-funded by  
the European Union



in website traffic is anticipated, with a target of **5,000 visits**, reflecting growing interest in the project's outcomes and activities.

### Social Media

Dedicated social media accounts (Facebook and LinkedIn) are established early in the project (by Month 3) and will be actively maintained with regular updates. These platforms play a crucial role in connecting the consortium with EMPOWERVET target audiences, particularly young people. A&I Services & Consulting (AISC) takes primary responsibility for managing and updating these accounts. However, all project partners are encouraged to contribute relevant content for sharing on EMPOWERVET social media. To enhance audience engagement and effectively disseminate project results, AISC will organize social media campaigns featuring advertisements and interactive initiatives such as contests and prizes. The performance of these platforms, including metrics like followers, likes, shares, and comments, will be monitored every six months. High levels of engagement will indicate strong interest and interaction with the content.

#### Targets for Social Media Presence

**Facebook:** The objective is to achieve consistent growth in followers, with a target of 300 followers by the end of the first year and 600 by the conclusion of the second year. The engagement rate goal is between 1% and 5%, meaning 1% to 5% of followers actively interact with each post (e.g., through likes, comments, or shares).

**LinkedIn:** Given its focus on professional networks, LinkedIn is expected to have a smaller but more specialized audience. The target is to reach 150 impressions by the end of the first year and 350 impressions by the second year. The engagement rate is set higher, ranging from 2% to 6%, reflecting the platform's professional audience and the nature of its content.

**Instagram:** The objective is to grow the Instagram

account to 300 followers by the end of the first year and 600 by the second year. The engagement rate target is 1% to 5%, ensuring consistent interaction through likes, comments, and shares. Posting high-quality, engaging content and actively interacting with followers will support achieving these goals.

### Target Audience

- **Students:** A minimum of 200 students, reached through platforms like Facebook and LinkedIn, which are effective in engaging this demographic.
- **Academics and Administrators:** At least 50 academics and administrators, drawn to the project's research, findings, and developments.
- **Stakeholders:** A minimum of 100 stakeholders, including policymakers, industry representatives, NGOs, targeted through the project's Facebook presence.





**Co-funded by  
the European Union**



## Purpose of the Platforms

Both Facebook and LinkedIn accounts aim to engage academics, administrators, students, professionals, and stakeholders interested in EMPOWERVET research and outcomes. These platforms are key for sharing detailed insights, scholarly articles, and industry-relevant updates, fostering meaningful engagement and creating networking opportunities within the academic and professional communities.

## Social Media Links:

- <https://www.facebook.com/empowervet.project/>
- <https://www.linkedin.com/company/empowervet-albania/posts/?feedView=all>

## Standardized Templates & Promotional materials

Based on the created visual identity of the project, standardized templates such as Word Document Template, Power Point Template, Attendance List template have been designed and will be used by all partners for all the deliverables to be produced during the project implementation. These templates can be found in Annex 1, 2, 3.

Promotional Materials have also been designed and will be printed by each partner country institution in the EMPOWERVET project, as following: Project Brochure, Pens, Tote Bags and Notebooks.





**Co-funded by  
the European Union**



#### Web Pages of Consortium Members

The organizational websites of consortium members will serve as key platforms for disseminating the project results.

#### Internal Communication

Internal communication outlines the interactions among project partners and between the consortium and the Lead Partner (UDE). This communication will be guided by the principles of transparency, participation, openness, and inclusiveness in decision-making processes.

Dissemination messages will be tailored to each activity and result of the EmpowerVET Project, developed in consultation with AISC and UET, the leaders for WP4 Dissemination and Exploitation. All partners are encouraged to contribute to shaping these messages, particularly when organizing activities or preparing reports and outputs.

#### Direct Communication

The project team will hold official meetings throughout the project's duration, organized by the Lead Partner and the hosting partner. Detailed arrangements for these meetings are outlined in the Project Management Plan and Grant Agreement.

#### Electronic Communication

- Daily Email Communication - Routine exchanges via email.
- Online Meetings - Regular virtual meetings using platforms such as Zoom or similar tools.
- Document Sharing - A centralized platform, such as Google Drive or Dropbox, will be utilized for efficient document exchange.
- Bilateral Meetings - On-demand meetings with project partners to address specific concerns or issues.

For dissemination and reporting, project partners will utilize standardized templates, including those for meeting agendas, attendance lists, event planning checklists, invitation letters, letterheads, posters, and reports for dissemination events and visibility. Further details can be found in the annexes.

#### Brochure and Other Promotional Materials

The EmpowerVET project newsletters will provide an overview of the project's objectives, target groups, and benefits. Both newsletters will be available for download on the project website.

Additional targeted promotional materials will be developed to maximize the project's dissemination reach. These include optional items such as EMPOWERVET-branded bags, pens, USB drives, and other, which are designed as templates for partner use. All printed materials will comply with the European Commission's guidelines, align with the project's visual identity, and clearly acknowledge the EC's support.





**Co-funded by  
the European Union**



### Target Audience

The promotional materials, including the brochure, are tailored to engage specific groups relevant to the project's goals and outcomes. These groups include:

- Academic Staff, Administrative Staff, and Students from partner Institutions.
- Stakeholders such as researchers, policymakers, industry representatives, NGOs, and other

### EMPOWERVET Representation

To ensure diverse representation, the project aims to include participants from varying levels of expertise and seniority. The target is to have at least one or two members from the EMPOWERVET Consortium participate in workshops, training sessions, and networking events to represent the project.

### Amendments to the Plan

The Communication and Dissemination Plan may be modified by mutual agreement among all partners or through a decision by the Steering Committee. Any revised version of the plan will be communicated to all partners and will become effective 15 calendar days after the communication.

### Data Protection and Processing by the Beneficiaries

Beneficiaries must handle personal data in compliance with applicable EU, international, and national data protection laws as outlined in the Agreement. They are required to ensure that personal data is:

- Processed lawfully, fairly, and transparently.
- Collected for specific, explicit, and legitimate purposes and not used in a way that conflicts with these purposes.
- Adequate, relevant, and limited to what is necessary for its intended purpose.
- Accurate and updated as needed.
- Retained only as long as necessary for the intended purposes.
- Secured to ensure appropriate protection.

Access to personal data must be restricted to personnel strictly necessary for implementing, managing, and monitoring the Agreement. Beneficiaries must ensure that such personnel adhere to confidentiality obligations.

For detailed information on EU data protection regulations and compliance, refer to Article 15 of the Grant Agreement.





Co-funded by  
the European Union



## Sustainability Plan for EMPOWERVET Project

To ensure that the EmpowerVET project creates a lasting impact beyond its funded period, the sustainability strategy focuses on five interrelated pillars: institutional integration, stakeholder engagement, dissemination beyond the project, capacity building, and monitoring and impact evaluation. These components aim to embed the project's tools, methodologies, and values into the Albanian VET ecosystem and create a framework for long-term adoption and growth. A detailed sustainability plan ensures the continuation and long-term impact of the EMPOWERVET project by focusing on institutional integration, stakeholder engagement, resource mobilization, extended dissemination, monitoring and evaluation, and capacity building. To measure the sustainability of the EMPOWERVET project in Years 1 and 2 after its completion, several indicators have been determined based on the expected impact.

### Institutional Integration

Institutional integration is a cornerstone of the EmpowerVET sustainability strategy. It ensures that the project's tools, methodologies, and results are not only used during the project lifetime but are embedded into the organizational structures, curricula, and daily practices of the partner institutions.

The aim is to transform pilot actions into permanent features of vocational education in Albania by aligning them with institutional policies and national educational frameworks. This long-term embedding will be achieved through the following actions:

#### 1. Curriculum Integration

- The entrepreneurship modules and digital learning resources developed under EmpowerVET will be formally included in the curricula of partner VET schools, starting with the Professional School of Elbasan.
- Curricula will be aligned with the European Qualifications Framework (EQF) and national VET standards to ensure recognition and transferability.

#### 2. Recognition and Validation Systems

- EmpowerVET will implement micro-credentials and digital badges to certify student competencies, including entrepreneurship, digital skills, and soft skills.
- These will be integrated into school-level assessment procedures and gradually proposed for national recognition via NAVETQ and the Ministry of Education.



**Co-funded by  
the European Union**



### 3. Internal Staff Development

- Partner institutions will integrate EmpowerVET materials and methods into their teacher training and professional development programs, ensuring long-term capacity for replication.
- The trained group of EmpowerVET facilitators will serve as internal multipliers to train new staff and maintain quality delivery after the project ends.

### 4. Strategic Commitment of School Leadership

- School management bodies are engaged from the early stages of the project and have committed to formally adopting EmpowerVET innovations through:
  - Annual operational plans,
  - School development strategies,
  - Quality assurance processes.

### 5. Policy-Level Support and Accreditation

- EmpowerVET partners will advocate for the integration of the project's results into national strategies for vocational education reform.
- Engagement with NAVETQ and the Ministry will be formalized through position papers, policy briefs, and participation in working groups, supporting systemic uptake of EmpowerVET approaches.

### 6. Digital Infrastructure Integration

- The project's digital platform and tools will be maintained beyond the project duration and linked to existing school management and e-learning systems.
- Institutions will ensure budgetary planning to cover minimal maintenance and future content updates.

### **Expected Impact:**

- EmpowerVET's methodologies and tools become permanently embedded in teaching practices and VET programs.
- VET institutions take ownership of innovation, quality improvement, and labor market relevance.
- The foundations are laid for scaling up the model nationally with the support of education authorities and peer institutions.



**Co-funded by  
the European Union**



## Stakeholder Engagement

Sustainable impact of the EmpowerVET project depends strongly on the active involvement and commitment of external stakeholders throughout and beyond the project lifecycle. Stakeholder engagement ensures that the project remains relevant, adaptable, and grounded in the real needs of the labor market and society.

EmpowerVET engages a diverse ecosystem of stakeholders—ranging from policy-makers and employers to youth organizations and local authorities—who play a key role in co-creating, validating, disseminating, and sustaining the project’s outputs.

### *1. National and Regional Authorities*

EmpowerVET collaborates with public bodies such as:

- Ministry of Education and Sports and NAVETQ, for alignment with national VET strategies and integration of results into policy frameworks;
- Local education offices and municipalities, to support regional visibility and uptake.

Engagement mechanisms include:

- Joint events (roundtables, info sessions),
- Policy dialogue and consultation on curricula,
- Submission of project results and recommendations for potential accreditation.

### *2. Employers and Business Associations*

As key end-users of VET graduates, employers are essential to ensuring the relevance and applicability of EmpowerVET’s entrepreneurial and digital skills training.

Key engagement strategies:

- Direct involvement in curriculum development and validation of competence frameworks;
- Collaboration in piloting internship models, mentoring schemes, and startup support;
- Participation in the Final Conference and Multiplier Events to promote long-term cooperation.

Business associations will also be encouraged to support youth entrepreneurship initiatives and explore the co-funding of post-project activities.





**Co-funded by  
the European Union**



### 3. VET Teachers and School Leaders

Teachers are the primary multipliers of the EmpowerVET approach. Their engagement goes beyond implementation to include:

- Continuous professional development aligned with project tools;
- Feedback loops for improvement and contextualization;
- Contribution to local sustainability plans and training-of-trainers (ToT) networks.

School leaders are involved in planning for the institutionalization of project results in annual planning and internal QA.

### 4. Students and Youth Groups

Learners are central stakeholders whose involvement ensures relevance, motivation, and long-term use of project outputs.

Their engagement includes:

- Participation in pilot courses and co-creation of learning materials;
- Showcasing their success stories through newsletters, events, and digital media;
- Inclusion in entrepreneurship competitions or innovation bootcamps, with support from project partners and external actors.

### 5. Civil Society and NGOs

EmpowerVET works with NGOs active in youth, employment, inclusion, and digital innovation. Their involvement supports:

- Outreach to disadvantaged or underrepresented groups;
- Amplification of project results through community campaigns;
- Co-hosting events, workshops, and multiplier activities.

### 6. European-Level Stakeholders

To ensure cross-border relevance and learning transfer, EmpowerVET engages:

- Erasmus+ networks (e.g., REVEAL, EPALE),
- EU-level VET platforms and online communities,
- Potential new partners for future projects based on EmpowerVET models.

### Sustainability Actions:





**Co-funded by  
the European Union**



- Establishment of a Stakeholder Contact Database for ongoing collaboration.
- Signing of Memoranda of Understanding (MoUs) with key stakeholders to formalize commitments.
- Creation of a stakeholder engagement roadmap identifying roles, timing, and expected contributions during and after the project.

### **Expected Outcomes:**

- Stronger collaboration between education and the labor market;
- Increased ownership of project results among external actors;
- Improved potential for mainstreaming EmpowerVET outputs into national and regional systems.

### **Dissemination Beyond the Project**

To ensure long-term visibility, uptake, and impact, EmpowerVET has developed a dissemination approach that extends well beyond the project's official end date. The goal is to guarantee that the project's results—curricula, digital tools, teaching methods, validation models, and policy recommendations—remain accessible, relevant, and actively used by institutions, stakeholders, and new beneficiaries.

Post-project dissemination focuses on three main dimensions: continuous online presence, institutional embedding, and cross-border knowledge sharing.

#### *1. Continuous Online Presence*

EmpowerVET will maintain its project website and digital repository as a permanent platform for accessing project outputs. This platform will include:

- Free downloads of training modules, lesson plans, validation tools, and policy briefs;
- Case studies and success stories from pilot schools and students;
- A media archive (videos, photos, publications);
- Contact forms for future collaboration and mentoring.

In addition, EmpowerVET results will be uploaded to European platforms, such as:

- EPALE (Electronic Platform for Adult Learning in Europe),
- eTwinning (for teacher collaboration),
- School Education Gateway, and
- Erasmus+ Dissemination and Exploitation Platform (E+ DEEP).





**Co-funded by  
the European Union**



These platforms will expand the reach to other EU and Western Balkan VET institutions and policymakers.

## *2. Academic and Professional Dissemination*

Project partners will:

- Publish research and evaluation results in educational and vocational journals;
- Present EmpowerVET findings in national and international conferences, seminars, and Erasmus+ multiplier events;
- Produce policy briefs and technical articles for ministries, NAVETQ, and EU stakeholders.

This ensures that the project not only contributes to local change but also informs broader educational debates and reforms in Europe.

## *3. Integration into Partner Strategies*

All consortium members will commit to:

- Embedding EmpowerVET dissemination in their institutional communication plans;
- Featuring project results on partner websites and newsletters;
- Incorporating EmpowerVET into teacher training curricula, educational fairs, and alumni engagement.

Materials and updates will continue to be used in internal development seminars, outreach campaigns, and cross-institutional partnerships.

## *4. Replication and Transfer of Results*

EmpowerVET outcomes are designed to be:

- Adaptable to different contexts, including VET schools beyond the initial pilot group;
- Transferable to other educational levels (e.g., adult training, upper secondary) and thematic areas (e.g., green economy, tourism);
- Scalable in future Erasmus+ or nationally funded initiatives.

Replication will be supported by:

- Open Educational Resources (OER) licensing,
- Templates and guidance documents for non-partner schools,
- Continued mentoring support from key project partners.





**Co-funded by  
the European Union**



##### *5. Community Outreach and Media Coverage*

EmpowerVET will maintain its outreach through:

- Social media campaigns, sharing updates, alumni stories, and partnership opportunities;
- Media partnerships with educational publications and local newspapers;
- Visibility at community events such as school open days, youth festivals, and employment fairs.

These efforts aim to build lasting awareness and recognition of EmpowerVET among the general public, youth, and potential employers.

#### **Expected Impact:**

- Continued access to high-quality, practice-based tools and learning materials;
- Wider replication of the EmpowerVET model within and beyond Albania;
- Recognition of EmpowerVET as a good practice in Erasmus+ and VET innovation.

#### *Capacity Building*

Capacity building is a central pillar of the EmpowerVET project's sustainability strategy, aiming to equip VET institutions, educators, and stakeholders with the skills, tools, and frameworks necessary to independently implement, adapt, and expand the project's innovations after its completion.

EmpowerVET views capacity building not only as a technical training activity but as a systemic process that enhances the institutional resilience, pedagogical innovation, and strategic foresight of Albania's VET sector.

##### *1. Strengthening VET Educators and Trainers*

EmpowerVET develops a core group of trained teachers, facilitators, and mentors capable of delivering the new curricula and methodologies introduced by the project. This includes:

- Participation in "Train the Trainer" programs focused on entrepreneurship education, digital pedagogy, and competence-based learning.
- Access to updated training materials, validation frameworks (e.g. LEVEL5), and digital resources.
- Development of peer-learning networks among educators across Albania and EU partner institutions.
- Support for teacher innovation projects and classroom experimentation.





**Co-funded by  
the European Union**



These actions aim to build a community of practice that persists beyond the project, ensuring that expertise is retained and transferred.

## *2. Institutional Development*

Through direct involvement in piloting, co-creation, and evaluation, participating schools and VET centers improve their capacity to:

- Design and implement modern, labor market-relevant curricula.
- Use digital platforms and blended learning environments.
- Engage in international cooperation and EU project implementation.
- Embed validation and recognition practices using EU tools (EQF, ECVET, Europass).

School management teams are supported to integrate EmpowerVET into strategic development plans and apply for further national or EU funding to continue the transformation process.

## *3. Empowering Students as Future Innovators*

Capacity building also targets students by:

- Training them in entrepreneurial thinking, problem-solving, and digital skills;
- Involving them in project-based learning and innovation labs;
- Encouraging them to launch business ideas or community-based initiatives with mentoring from educators and local business partners.

These actions strengthen the future workforce and promote self-employment and social entrepreneurship as viable career paths.

## *4. Enhancing Partner Organizations and Multiplier Institutions*

Partners such as A&I Services & Consulting, UDE, and IES Ribeira do Louro will act as long-term multipliers, offering:

- Continued technical assistance and mentoring to Albanian institutions;
- Cross-border learning opportunities and internships;
- Hosting of follow-up mobility or cooperation projects.

This European cooperation ensures scaling, visibility, and resource sharing beyond the immediate project scope.

## *5. Policy-Level Capacity*

EmpowerVET supports the capacity of NAVETQ, local authorities, and policy actors by:





**Co-funded by  
the European Union**



- Providing concrete evidence, data, and recommendations for reform;
- Demonstrating successful models for competence development and validation;
- Training officials in the use of project tools for wider replication and monitoring.

This contributes to building a more responsive and informed VET governance ecosystem in Albania.

### **Expected Results:**

- At least 15 empowered VET teachers delivering updated modules independently.
- EmpowerVET embedded in at least 3 institutional training or development strategies.
- Improved readiness of institutions to participate in future Erasmus+ or national initiatives.
- Creation of a national reference point for entrepreneurship in VET.

### **Monitoring and Impact Evaluation**

To ensure the long-term success and relevance of EmpowerVET's outcomes, a robust system for monitoring and impact evaluation will be implemented. This system is designed to track how the project's innovations are integrated, used, and scaled across institutions and stakeholder communities.

Monitoring and evaluation will not only assess whether objectives have been met but will also provide critical feedback loops to support continuous improvement, sustainability, and policy uptake.

#### *1. Post-Project Monitoring Framework*

The project will establish a light, realistic monitoring mechanism to be continued by key partners for up to two years after project completion. This will involve:

- A shared Monitoring Template to be completed annually by each partner institution;
- Collection of data on indicators related to curriculum usage, teacher engagement, student outcomes, and external partnerships;
- Regular reporting by institutional focal points to track integration and innovation beyond the funding period.

The coordinating team (UDE, UET, and AISC) will support analysis of the data and coordinate a final sustainability impact report.





Co-funded by  
the European Union



## 2. Key Performance Indicators (KPIs)

The evaluation strategy defines a set of quantitative and qualitative indicators to measure the project's reach, relevance, and long-term effect. Examples include:

Area	Indicator	Target by Project End	Post-Project Target (Year 1)
<b>Institutional Uptake</b>	Number of VET schools using EmpowerVET modules	3	5+
<b>Educator Engagement</b>	Teachers trained and actively applying tools	15	20+
<b>Student Reach</b>	Students benefiting from project-developed content	200	400+
<b>Entrepreneurial Outcomes</b>	Business ideas/prototypes initiated by students	10	15+
<b>Stakeholder Partnerships</b>	Formal partnerships with external actors (MoUs, cooperation)	5	8+
<b>Dissemination Reach</b>	Downloads of materials; website traffic; newsletter readership	1,000+ visitors; 200+ subscribers	Steady increase or stable repeat users

## 3. Feedback and Continuous Improvement

To support a learning-based evaluation approach, EmpowerVET will integrate:

- Surveys and interviews with teachers, students, and external stakeholders at 6-month intervals;
- Focus groups and roundtable discussions during major events or school-based workshops;
- Peer reviews among project partners to share practices and challenges.

Findings will be summarized in evaluation briefs that will feed into decision-making processes for improvement, replication, or institutional adjustments.

## 4. External Evaluation and Critical Friend Approach

An external evaluator will provide an independent assessment of:





**Co-funded by  
the European Union**



- Project achievements in relation to its objectives;
- The quality and usability of developed materials;
- Institutional and stakeholder engagement;
- Opportunities for broader systemic impact.

The evaluator will act as a critical friend, offering constructive feedback and recommendations to improve both short-term results and long-term sustainability.

##### *5. Contribution to Policy and System Reform*

Data and evidence gathered through the monitoring system will be synthesized into:

- Policy briefs shared with NAVETQ, the Ministry of Education, and local education authorities;
- Recommendations for VET curriculum reform, teacher training programs, and validation systems;
- Input into national indicators on VET effectiveness and entrepreneurship education.

This will help embed EmpowerVET into Albania's long-term vocational education strategies.

#### **Expected Outcomes:**

- Evidence-based understanding of EmpowerVET's success and limitations;
- Institutional mechanisms for ongoing measurement and improvement;
- Informed decision-making for scaling, replication, and policymaking.