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EmpowerVET Project

D4.3 - Promotional Materials Report

Work Package 4 - Dissemination and Sustainability

Project No.: 101183271 | Call:ERASMUS-EDU-2024-CB-VET

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

EmpowerVET

Report date:21/12/2025

Lead beneficiary (WP4): A&IServices & Consulting (AISC)





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Document Control

Documenttitle	Promotional Materials Report (WP4)
Project	EmpowerVET (Proposal No. 101183271)
Work package	WP4 - Dissemination and Sustainability
Lead beneficiary	A&I Services & Consulting (AISC)
Contributors	All partners (content inputs, translation/localization, distribution)
Confidentiality	Public (PU) - to be shared via project channels

Version	Date	Author	Notes
v1.0	21/12/2025	Altin Idrizi AISC	Baseline report describing WP4 promotional material package, governance, and QA.
v1.1	29/12/2025	Author name	Update after production/localization and distribution metrics are available.

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1. Executive Summary

This Promotional Materials Report formalizes the deliverable package under WP4 (Dissemination and Sustainability) for the EmpowerVET project. In line with the project work plan, WP4 is responsible for communicating project activities and exploiting results at local, national, regional and international levels. The project foresees the development of promotional materials tailored to consortium needs, including flyers/brochures, training course leaflets, posters, informative videos, and roll-ups.

This report defines: (i) the material portfolio and intended uses; (ii) governance and production workflow led by AISC with partner inputs; (iii) quality and compliance checkpoints; and (iv) a practical packaging approach enabling rapid localization and reuse across partner countries. The intent is operational: partners can execute production and distribution without rework, while ensuring consistent messaging, strong visibility, and traceable evidence for monitoring.

2. Purpose, Scope and Objectives

2.1 Purpose

The purpose of this deliverable is to provide a consolidated and implementation-ready reference for the development and deployment of EmpowerVET promotional materials under Task T4.3 (Development of Promotional Materials).

2.2 Scope

The scope covers all promotional assets produced for dissemination during the project lifecycle, across both digital and print formats. It includes templates, core messaging blocks, layout guidance, and distribution recommendations. It does not replace the broader Dissemination and Sustainability Plan (Task T4.1); instead, it operationalizes the material production layer of that plan.

2.3 WP4 dissemination objectives supported by this deliverable

- Share information on progress made and milestones reached with stakeholders and partners.
- Enhance the visibility of the project.
- Share and promote the project's activities, results and added value to relevant stakeholders (VET institutions, policy makers, universities stakeholders, scientific community).
- Promote project impact and cross-border collaboration.

3. Governance and Production Workflow

3.1 Roles and responsibilities

AISC leads WP4 and is accountable for coordination of promotional material development. All partners contribute content, context validation, translation/localization where required, and dissemination





through their institutional channels.

Role	Owner	Accountability	Key outputs
WP4 Lead / Brand gatekeeper	AISC	Approves final assets; maintains master files	Master templates; final PDFs/PNGs; repository structure
Content & technical inputs	All partners	Provide accurate content, photos, local context	Text blocks; quotes; use cases; partner updates
Localization & distribution	All partners	Translate/adapt and distribute in-country	Localized PDFs; print runs; event handouts
Evidence & monitoring	AISC + partners	Collect proof for reporting and analytics	Distribution logs; website/social analytics; media clippings

3.2 Production workflow(end-to-end)

1. Requirements intake: partners submit upcoming dissemination needs (event type, audience, language, quantity, deadline).
2. Asset selection: choose from the material portfolio (Section 4) and confirm the format (digital/print).
3. Drafting: AISC prepares the master layout using approved messaging blocks; partners validate content accuracy.
4. Localization: partner(s) translate/adapt and return for final format check (font, line breaks, readability).
5. Quality assurance: run a compliance check (visibility acknowledgement, disclaimer placement, partner list, accessibility).
6. Production & deployment: export final PDFs/PNGs/videos; partners print and distribute; publish to website/socials.
7. Evidence capture: archive source files plus proof of use (photos, screenshots, distribution list, engagement stats).

4. Promotional Materials Portfolio

Task T4.3 foresees a set of dissemination materials produced according to consortium needs. The portfolio below is the baseline package to ensure full coverage across key stakeholder touchpoints.

4.1 Core materials(baselineset)

Asset	Format	Primary use case	Target audience	Owner	Status





Project Flyer (A4, 2-sided)	PDF + print	Fast project overview at events, meetings, schools	VET staff, students, enterprises, policy makers	AISC	Optional
Tri-fold Brochure	PDF + print	Detailed narrative: objectives, WPs, outputs, engagement CTA	Stakeholders & decision makers	AISC	Planned/Being Printed
Roll-up Banner	Print-ready	Visibility at events, trainings, fairs	General public & stakeholders	AISC + partner hosting event	Planned/Printed
Poster (A3/A4)	PDF + print	Announcement for ToT, pilots, dissemination events	Teachers, students, local stakeholders	Partner hosting event	Planned/Optional
Training Course Leaflet	PDF	Explains training modules, participation and benefits	Teachers/trainers	AISC + Training WP lead	Planned/Optional
Short Informative Video (60-90 sec)	MP4 + social cutdowns	Digital awareness and storytelling	Wider audience; online followers	AISC + partners	Planned/Being Produced
Social Media Pack	Editable visuals	Consistent posts (launch, milestones, events, results)	Online stakeholders	AISC	Planned/Ongoing
Newsletter	Digital (PDF + email distribution)	Periodic communication of project progress, milestones, key activities, and results to	VET teachers and trainers, school leaders, partner institutions, enterprises, policymakers, researchers, and	WP4 Lead (AISC) with content contributions from all partners	Planned (2 editions foreseen – one per project year)





		stakeholders; aggregation of updates from all Work Packages	wider education stakeholders		
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4.2 Messaging architecture

To ensure consistency across channels, all promotional materials use a shared messaging architecture with modular blocks. This reduces iteration cycles, supports localization, and keeps the narrative aligned with the project logic.

Standard message blocks:

- Project identity: EmpowerVET - Enhancing Key Competences and Entrepreneurship in Albania's Vocational Education.
- Value proposition: modern VET through entrepreneurship, digital integration, and teacher professional development.
- Who benefits: VET teachers and learners, VET institutions, enterprises, policy makers, and the wider education ecosystem.
- What to engage with: training activities, pilots, results repository, newsletters, and final dissemination event.
- Call to action (CTA): follow, participate, download, replicate.

5. Integration with Other WP4 Dissemination Tools

5.1 Website as the central hub

The project work plan includes the development of a project website in English, functioning as the primary dissemination hub for concept, objectives, outcomes, and upload of project outputs. Website performance should be monitored through analytics to capture traffic and user interaction.

5.2 Newsletters and cross-channel amplification

WP4 foresees three newsletters (one per implementation year) to package updates and results. Promotional materials should link to newsletter subscriptions and highlight key milestones to drive qualified traffic back to the project hub.

6. Quality Assurance and Compliance

Promotional materials are customer-facing deliverables; therefore, they must pass a strict QA gate before release. AISC maintains the master templates and validates final exports.





6.1 Minimum QA checklist

- Brand consistency: logo placement, color palette, typography, and partner naming conventions.
- EU visibility: EU emblem and funding acknowledgement included on all public-facing materials.
- Content accuracy: project facts (acronym, title, number, duration, partner list) verified against the Grant Application.
- Accessibility: high contrast, readable font sizes, captions/subtitles for video, and alt-text for web use.
- Data protection: no personal data published without consent; event photos/videos used with informed permission.

7. Evidence, Monitoring and KPIs

To keep dissemination performance measurable, partners must capture proof of production and use. Evidence is required for periodic reporting and internal governance.

KPI / Evidence item	Data source	Owner	Reporting frequency
# of promotional assets produced (per type)	Asset repository log	AISC	Quarterly
Print distribution counts (flyers/brochures/posters)	Partner distribution logs	Partners	After each event
Event visibility proof	Photos of roll-up/poster in use; agendas	Partners	After each event
Website engagement (traffic, downloads)	Analytics dashboard	AISC	Monthly
Social media reach and engagement	Platform insights	AISC + partners	Monthly



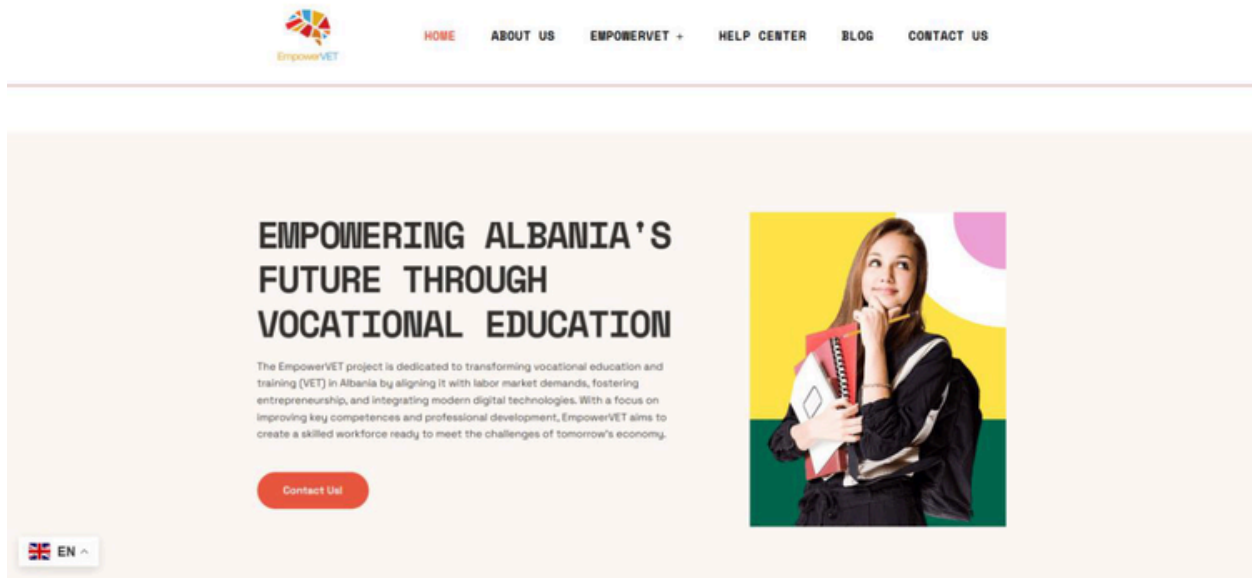


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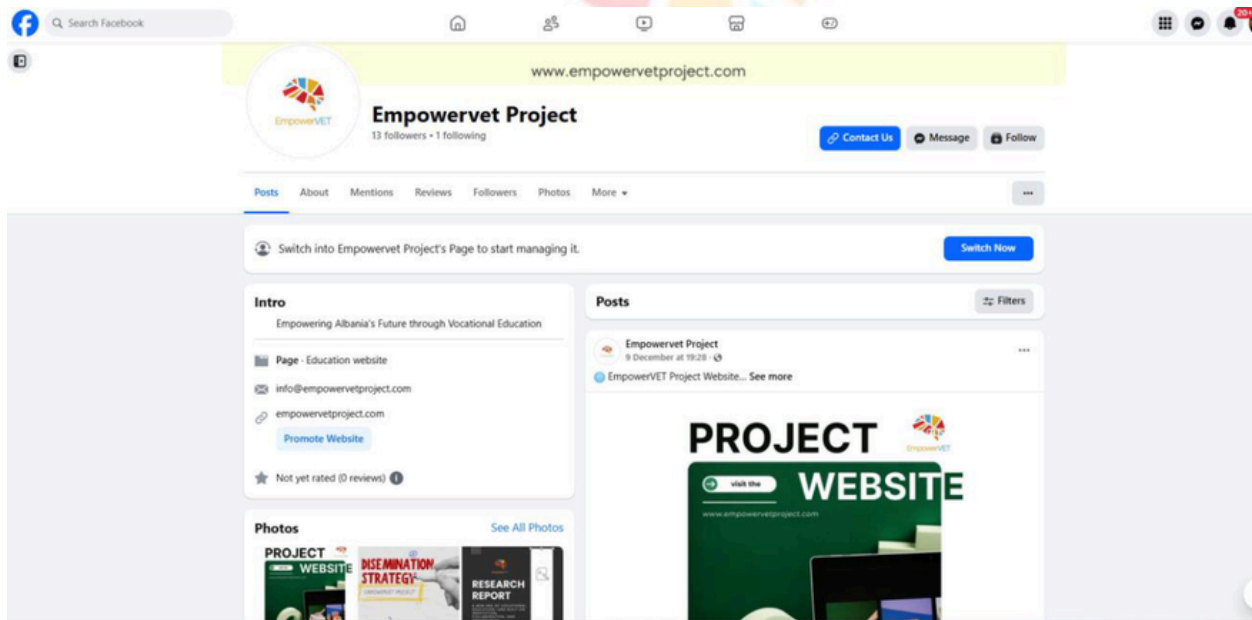


7.1 Promotional Materials

Website



Facebook



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Instagram



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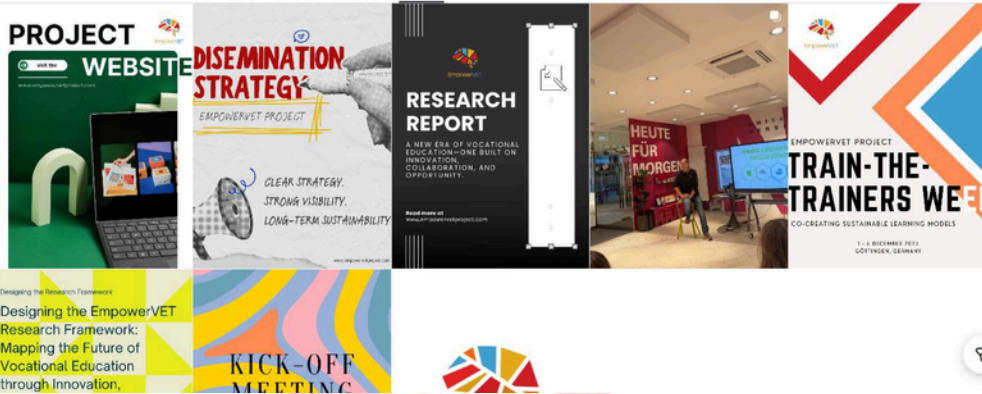
8 posts 20 followers 0 following

Education

Empowering Albania's Future through Vocational Education

Following

Message



Messages



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LinkedIn

EmpowerVET Albania
Enhance your Page
1 follower
[+ Create](#)
[View as member](#)

Today's actions
Pages that complete these actions regularly grow 4x faster

- Add services to your company page**
Let potential clients know about services from your company page. [Add services](#)
- Save time with content sharing**
Grow followers by sharing content from your organization's website and other sources to your Page. [Set up](#)

Track performance
Grow your Page 3x faster by leveraging insights and analytics

508 Search appearances ▼27.8% last 7 days	16 New followers ▲60% last 7 days	651 Post impressions ▼18.3% last 7 days	49 Page visitors ▲113% last 7 days
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Trifold Flyer



Totebag, notebook & pen



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Annex A - Suggested File Naming and Repository Structure

To avoid version drift and duplicated work, all partners should use a single repository structure with standardized file naming. The structure below is recommended for the consortium shared drive.

- 01_Branding_Kit/ (logos, fonts, color references, master templates)
- 02_Print_Materials/ (flyer, brochure, poster, roll-up)
- 03_Digital_Materials/ (social media pack, video, web visuals)
- 04_Event_Pack/ (agenda templates, attendance lists, consent forms - if used)
- 05_Evidence/ (photos, screenshots, media mentions, distribution logs)

Annex B - Reference Source

This report is compiled based on the EmpowerVET Grant Application (Proposal No. 101183271), including WP4 description and Task T4.3 (Development of Promotional Materials).

