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VET-WEB

Valorising Experiences

for Training in Western Balkans

1 January 2023 – 31 December 2024

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D4.3 VALORISATION REPORT



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Executive summary

The **VET-WEB Project**, a collaborative initiative aimed at enhancing vocational education and training (VET) systems in Albania and Montenegro, has successfully completed two years of impactful activities. This report consolidates the achievements and outcomes from the interim and final valorization efforts, showcasing how the project's dissemination and engagement strategies have exceeded expectations.

Main dissemination means

In the project proposal, dissemination activities were envisioned to utilize a combination of online, offline, and hybrid approaches to maximize reach and impact:

- **Online platforms:**
 - Partner websites
 - Erasmus+ project results platform
 - Associated partners' online presence
 - Social media channels (LinkedIn, Facebook, YouTube)
 - Email marketing
 - Open Digital Space for sharing results
- **Offline engagements:**
 - In-person events (workshops, roundtables)
 - Traditional media (TV, radio, press releases)
 - Direct stakeholder contacts (e.g., policymakers)
- **Hybrid approaches:**
 - Newsletters
 - Brochures, flyers, posters
 - Participation in specialized conferences and events
 - EU initiatives (e.g., Vocational Skills Week, Erasmus Days)

Key Performance Indicators (KPIs)

The proposal outlined ambitious KPIs to measure the success of dissemination and valorization activities:

- **Visibility:**
 - **Target:** Reach 100,000 people
- **Engagement:**
 - Social media reach
 - Open Digital Space usage
 - Newsletter publications
 - Press releases (online and offline)



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- **Events:**
 - Number of conferences, workshops, and roundtables organized
 - Total training participants and stakeholder contacts
- **Material production:**
 - Flyers, brochures, posters, and other materials

Results achieved

After two years of implementation, the project significantly surpassed its initial visibility target of 100,000 people, achieving a **total reach of 877,952 individuals**. This milestone reflects the dedication of the project consortium and the effectiveness of the selected dissemination tools and strategies.

Purpose of this document

This final valorization report compiles the comprehensive results of all dissemination and engagement activities conducted throughout the project lifecycle. It highlights the initiatives taken, the tools employed, and the outcomes realized by the VET-WEB project, demonstrating its contribution to the socio-economic development of the Western Balkans.

The outcomes documented here not only attest to the success of the VET-WEB project but also provide a valuable reference for similar initiatives in the future, showcasing how targeted strategies and strong partnerships can drive substantial impact in vocational education and training sectors.



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Impact assessment

The VET-WEB project has made a significant impact on the vocational education and training (VET) systems in Albania and Montenegro, fostering substantial progress in aligning education with labor market needs and empowering stakeholders across multiple sectors. Over the course of two years, the project has contributed to systemic improvements in VET, engaged diverse beneficiaries, and enhanced the socio-economic fabric of the Western Balkans.

The project's efforts reached a wide spectrum of stakeholders, including educators, students, policymakers, and private sector representatives. Training sessions and workshops delivered under the project were met with highly positive feedback, with participants praising the relevance and practical application of the VET tools and frameworks introduced. Stakeholders noted that the project's focus on EU tools such as ENTRECOMP, EUROPASS, and EAQVET offered tangible benefits for modernizing curricula, enhancing employability, and integrating VET institutions into the European education space.

The quantifiable impact of VET-WEB is evident in the participation metrics and stakeholder engagement. Over 877,000 individuals were reached through various communication channels, while hundreds of direct participants—including trainers, teachers, and VET learners—benefited from hands-on training. These efforts significantly enhanced capacity building in VET systems, particularly in underserved and rural areas of Albania and Montenegro. The deployment of innovative governance models for inclusive VET further strengthened institutional frameworks, making them more accessible and adaptable to diverse learner needs.

Crucially, VET-WEB has bridged the gap between VET systems and labor market demands. Workshops focusing on entrepreneurship skills, active job search training, and digital tools equipped participants with skills highly sought by employers. This alignment was further reinforced through collaborations with enterprises, industry associations, and policymakers, ensuring that the project's outcomes remain sustainable and integrated into regional economic strategies. Employers in Albania and Montenegro have already reported improved readiness among VET graduates, citing enhanced technical and entrepreneurial skills as key benefits of the project.

The inclusion of marginalized groups and disadvantaged learners was another cornerstone of VET-WEB's impact. Stakeholders from disability-focused organizations and youth from economically disadvantaged areas participated actively, marking a step forward in the social inclusion goals of the region's VET systems. Moreover, the project's emphasis on digital tools and frameworks contributed to narrowing the digital divide, providing learners with access to skills and resources essential for thriving in an increasingly digital economy.



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Stakeholder engagement was a defining feature of the project’s success, with a broad range of entities involved, from local and regional VET institutions to international organizations and private enterprises. A summary of the stakeholders engaged, categorized by type and focus, is presented below:

Stakeholder category	Examples	Focus area
VET Institutions	Regional training centers, universities	Education delivery and curriculum reform
Employers and Business Networks	Industry associations, SMEs, chambers of commerce	Labor market alignment and internships
Policymakers	National and regional education ministries	Policy integration and accreditation
Civil Society Organizations	Disability and youth organizations	Inclusion and social impact
EU Entities and Networks	Erasmus+ coordinators, EU agencies	Knowledge exchange and funding support
Students and Graduates	VET learners, recent graduates	Skills acquisition and employability

The VET-Web project has demonstrated how well-coordinated, multi-stakeholder initiatives can lead to transformative outcomes in education and employment systems. By aligning its tools and activities with the EU’s broader strategic priorities, the project has paved the way for sustained progress in vocational education and training, ensuring that the Western Balkans region is better equipped to meet the challenges of the 21st-century labor market.



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Best practices and lessons learned

The VET-WEB project has been a testament to the power of strategic collaboration and innovative approaches in achieving large-scale impact in the vocational education and training (VET) sector. Over the two years of its implementation, the consortium partners adopted several successful strategies, while overcoming numerous challenges that tested the resilience and adaptability of the project. This section reflects on the best practices developed, along with key lessons learned that can inform future initiatives.

One of the most significant successes of VET-WEB was its multi-channel dissemination strategy, which leveraged both online and offline platforms to reach a broad audience. The consortium partners strategically utilized social media channels like LinkedIn and Facebook, alongside partner websites and newsletters, to maintain high levels of visibility and engagement. These efforts were complemented by in-person workshops, conferences, and stakeholder meetings, ensuring that the project resonated with diverse target audiences, from VET learners and educators to policymakers and industry representatives.

The project's integration of EU tools—ENTRECOMP, EAQVET, and EUROPASS—into training and dissemination activities was another notable achievement. By embedding these frameworks into workshops and curricula, the project not only improved the quality of vocational education but also ensured alignment with European standards. This approach allowed participants to see immediate, tangible benefits, boosting both participation rates and stakeholder satisfaction.

Best Practices

- **Comprehensive stakeholder engagement**: the consortium actively involved a wide range of stakeholders, ensuring their needs and feedback were integrated at every stage. This inclusive approach fostered trust and long-term collaboration with local and regional partners.
- **Localization of training content**: adapting training materials to the specific cultural, economic, and social contexts of Albania and Montenegro proved highly effective. Tailored sessions focusing on local labor market needs and challenges were particularly well-received.
- **Hybrid approach to dissemination**: the combination of online tools and offline events enabled the project to overcome geographical and logistical barriers, ensuring that even stakeholders in remote areas were engaged.
- **Focus on inclusion**: specific efforts to include marginalized groups, including youth from rural areas and individuals with disabilities, highlighted the project's commitment to equity and social impact.

Challenges and how they were addressed



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Despite these successes, the project faced several challenges that required innovative solutions:

1. Engaging hard-to-reach communities: reaching stakeholders in remote or underserved areas was a recurring difficulty. The consortium addressed this by working closely with local CSOs and leveraging their networks to build trust and expand reach.
2. Language barriers: Disseminating technical content to a diverse audience required careful language adaptation. Materials were translated into multiple local languages, and multilingual facilitators were engaged during workshops to ensure accessibility.
3. Maintaining momentum across regions: with partners and stakeholders spread across different countries, maintaining consistent momentum required strong communication and coordination. The project's governance structure, which included regular check-ins and a shared project management platform, was instrumental in keeping activities on track.
4. Navigating institutional resistance: introducing new tools and frameworks into existing VET systems sometimes met resistance from institutions unfamiliar with EU standards. By providing clear examples of the benefits and facilitating peer-to-peer exchanges, the consortium was able to build buy-in and secure institutional support.

Lessons learned

The implementation of VET-WEB has provided the consortium with valuable insights into how to optimize future projects:

- Strong local partnerships are key to fostering sustainable change, particularly in regions with unique socio-economic dynamics.
- Hybrid models of engagement — combining digital and physical methods — are indispensable for maximizing reach and impact.
- Early investment in trust-building with stakeholders pays dividends in the later stages of a project, especially when advocating for systemic change.
- Flexibility and responsiveness to unforeseen challenges, such as shifting from in-person to virtual events, are crucial for maintaining project momentum.

By documenting these best practices and lessons, the VET-WEB project not only concludes with impactful results but also sets a strong foundation for replication and scaling in other regions and contexts. The experience underscores the importance of adaptability, inclusivity, and sustained stakeholder engagement in achieving long-term transformation in vocational education systems.



Partner-specific highlights

This section provides an overview of the unique contributions, achievements, and challenges encountered by each partner organization involved in the VET-WEB project. The diversity of expertise and local engagement strategies brought by the consortium partners played a pivotal role in achieving the project's ambitious goals. From dissemination campaigns and training sessions to stakeholder engagement and institutional advocacy, each partner adapted their approach to align with regional needs while contributing to the overarching objectives of the project.

The following sub-sections detail the specific dissemination and communication activities carried out by each partner. These reports highlight their innovative strategies, the scope of their outreach efforts, and the lessons learned through their localized initiatives. For a clearer comparison of the partners' efforts and impacts, a summary table is included at the end of this section.

These partner-specific contributions showcase the strength of collaboration across borders, emphasizing how diverse methods and contexts can collectively drive systemic change in vocational education and training systems. Each report underscores the vital role of regional and local engagement in maximizing the impact of European initiatives like VET-WEB.

P1: IAL FVG

As the coordinator of the VET-WEB project, IAL FVG undertook a series of targeted dissemination and communication activities aimed at ensuring the project's visibility, maximizing its outreach, and engaging key stakeholders effectively. The following activities exemplify the breadth and impact of IAL FVG's efforts:

Dissemination activities

IAL FVG organized 18 training sessions under the category of **Education and Training Events**, targeting training organizations and learners. These specialized training sessions were designed for adult users and aimed at equipping them with skills aligned with the VET-WEB objectives. Below is a summary of key highlights:

- A total of **15–23 participants per session** were engaged, with an overall strong participation across all sessions.
- Sessions included topics related to specialized training needs, focusing on practical skills enhancement and capacity building.



- The status of all dissemination activities was marked as **Delivered**, reflecting the successful implementation of planned actions.

Communication activities

IAL FVG leveraged its digital presence to communicate project updates to a broad audience:

- **Publication on IAL's Official Website:** News about the VET-WEB project was published on the IAL website, reaching an impressive **74,740 contacts**. The link to the publication ([IAL VET-WEB Page](#)) served as a crucial tool for ensuring visibility and informing the public about the project's developments and outcomes.

Additional key activities

IAL FVG also facilitated targeted workshops to further promote the project's deliverables and engage specific stakeholder groups:

- **Europass Workshop (08/05/2024):** Aimed at VET students, this workshop provided detailed insights into the use and benefits of Europass, attracting **70 participants**.
- **VETWEB Training and Tools Presentation (03/05/2024):** Delivered to **22 stakeholders**, this session focused on presenting the tools and methodologies developed within the project, encouraging their adoption and integration into regular practices.

P2: Consorzio Communitas

Dissemination activities

Consorzio Communitas actively engaged in several dissemination efforts to strengthen awareness about the VET-WEB project among its network of business partners and consortium members. These activities combined targeted meetings and assemblies to foster collaboration and exchange insights.

A key dissemination milestone was the **"Area Lavoro" meeting**, where representatives of business entities affiliated with the Communitas consortium were introduced to the project's objectives and implementation strategies. Covering all Italian regions, this event engaged 13 participants, ensuring alignment with regional priorities and needs.



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Additionally, **two assemblies with consortium members** offered an invaluable platform for internal discussions and comparisons. These gatherings, held on **14 June 2024** and planned for **15 November 2024**, enabled 58 participants to collectively review the project's progress and exchange strategies to enhance its impact. The first assembly was successfully delivered, while the second remains ongoing as it aligns with the project's timeline.

Communication activities

Conorzio Communitas employed a strategic mix of digital tools and social media platforms to communicate the project's vision and outcomes. A significant emphasis was placed on the consortium's website, which served as a hub for updates, including key posts on the governance model, upcoming mobilities, and project milestones. Articles such as the one discussing the project's new website, alongside posts about planned mobilities in **June 2024**, ensured that user communities remained well-informed about ongoing developments.

Social media further amplified these efforts. Posts on platforms like Facebook and LinkedIn introduced the project to a broader audience, highlighted project models, and showcased the progress achieved. While individual posts reached varying levels of engagement — such as 186 interactions for a LinkedIn update on project governance — these activities collectively bolstered the project's visibility and reach.

Training and stakeholder engagement

Training activities formed another vital component of Communitas's contribution. Two training sessions in September and October 2024 targeted stakeholders, focusing on tools and methodologies developed through the project. These sessions collectively engaged 42 participants, combining practical demonstrations with post-event feedback collection to refine and improve their impact.

Overall Impact

The table below summarizes the key dissemination, communication, and training activities carried out by Conorzio Communitas, highlighting their scope and reach:

Activity type	Description	Target audience	Participants/Reach
Meeting	Area Lavoro information event	Business partners	13
Assembly	Internal comparison and review (14 June 2024)	Consortium members	26
Assembly	Internal comparison and review (15 November 2024)	Consortium members	32
Website Updates	Regular updates on governance, mobilities, and milestones	User communities	Not specified



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Social Media Posts	Facebook/LinkedIn posts on project and governance models	User communities	3 to 186 per post
Training Session	VETWEB tools presentation (18 September 2024)	Stakeholders	29
Training Session	Comparison with Communitas staff (17 October 2024)	Stakeholders	13

This table illustrates the breadth of activities undertaken and their outcomes. Collectively, these actions demonstrate Communitas's dedication to promoting the VET-WEB project across diverse audiences and ensuring its sustainable impact.

Combining in-person gatherings, digital communication, and targeted training sessions, Communitas has enhanced the visibility and relevance of the project. The variety of dissemination channels and engagement strategies highlights the consortium's ability to adapt its approach to meet both the project's objectives and the needs of its audiences.

P3: FRESS

Dissemination Activities

The Asociación FRESS has actively contributed to the VET-WEB project through diverse dissemination initiatives. These included education and training events, meetings, and technical forums. A central focus was presenting the project's objectives and outputs to stakeholders in both national and international contexts.

Key dissemination activities included participation in Erasmus+ projects, such as the **INTRA Kick-off Learning Journey** (May–June 2023) and the **CO4TRAN Project Learning Activity** (March 2023). Both events provided platforms to showcase VET-WEB's contributions, including its methodologies and outputs, to a combined audience of over 40 educators and coordinators.

FRESS also hosted and contributed to sectoral forums and teacher accreditation meetings, engaging various stakeholders, including:

- National VET stakeholders at the **ANCCP Online Meeting** (November 2023).
- Teachers and sector representatives at the **ECOVEM Project Training Session** (October 2023).
- Participants from educational institutions and industry in Spain during the **ANCCP Strategic Plan Presentation** (June 2025).



These events collectively ensured widespread dissemination and discussion of VET-WEB’s strategic alignment with European VET priorities.

Communication Activities

FRESS utilized a robust online presence to disseminate project-related information. Regular updates on its website and social media platforms — including LinkedIn and Twitter — targeted a broad user community. Key highlights include:

- Announcements of major project milestones, such as the **First Transnational Meeting in Brussels**, which reached over 1,100 followers across multiple social media posts.
- Sharing project results and outputs, including the dissemination of **quality indicators and mobility outcomes**, through LinkedIn posts with engagement levels ranging from 123 to 759 views.
- Posting updates on **technical products**, such as governance models and training tools, on its official website and newsletters.

The communication efforts ensured continuous visibility for the VET-WEB project while maintaining engagement with diverse audiences, from educators to EU institutions.

Training and Stakeholder Engagement

FRESS conducted several targeted training sessions, focusing on practical applications of the project's tools and methods:

- The **Road Map Check 2 Training** (March 2024) facilitated online engagement with 22 teachers and coordinators involved in the INTRA project.
- Training programs held in collaboration with **SAN JORGE FORMACION** provided future VET teachers with practical insights into VET-WEB methodologies, reaching a total of 62 participants over two sessions.
- The **Tools Presentation Course** (March 2024) offered a hands-on learning experience for 14 future VET teachers.

These sessions played a crucial role in integrating VET-WEB tools into ongoing professional development efforts, particularly for educators and training providers.

Overall Impact

The table below summarizes the key activities conducted by FRESS, emphasizing their scope, audience, and outcomes:

Activity Type	Description	Target Audience	Participants/Reach
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Education and Training	INTRA Erasmus+ KA2 Kick-off Learning Journey	Teachers/Coordinators	24
Education and Training	CO4TRAN Erasmus+ Learning Activity	Teachers/Coordinators	18
Technical Forum	Administration & Management Sector Forum	National PM	59 (30 in-person, 29 online)
Meetings	ECoVEM Project Teacher Training	Teachers/Industry Reps	34
Education and Training	Road Map Check 2 Training	Teachers/Coordinators	22
Education and Training	SAN JORGE FORMACION Training (March and October 2024)	Future VET Teachers	62
Education and Training	ANCCP Strategic Plan Presentation	HE/VET Providers	39
Social Media	LinkedIn and Twitter updates on major events	User Communities	Up to 759 views per post
Website Updates	Posting results, updates, and newsletters	User Communities	Ongoing

Analysis of Impact

FRESS's dissemination and communication efforts have significantly contributed to the visibility and integration of the VET-WEB project across multiple layers of stakeholders. By leveraging both digital platforms and in-person engagements, FRESS has fostered widespread awareness and adoption of project outputs. The combination of technical forums, training events, and regular updates ensured that the project maintained a strong presence among VET professionals and institutional partners throughout the project's lifecycle.

P4: IHF

Dissemination Activities

IHF played a critical role in disseminating the VET-WEB project's objectives and outcomes across prominent platforms in Brussels. These activities targeted national agencies, EU institutions, and civil society, leveraging strategic events and collaboration opportunities.

Key dissemination milestones include:



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1. **Presentation at the Dissemination Event by DG EAC and EACEA** (May 29, 2024): Giulia Costantino (IHF) showcased the VET-WEB project to Erasmus national agency representatives, focusing on the project's contributions to vocational education modernization. This event engaged **22 participants**, underlining the project's strategic alignment with Erasmus+ priorities.
2. **Promotion During Erasmus Days and Info-Days in Brussels:** IHF actively promoted the VET-WEB project during events focused on the Erasmus program. The clustering activities successfully reached **50 representatives** from EU institutions, fostering broader awareness of the project's relevance within the European education ecosystem.

Communication Activities

IHF's communication strategy combined impactful social media campaigns and in-depth website updates to maximize the project's visibility and outreach. Highlights include:

- **Social Media Engagement:**
Posts on Facebook, LinkedIn, and Instagram consistently reached wide audiences. For example:
 - A LinkedIn post after the preparatory KOM achieved **1,017 views**, reflecting strong engagement.
 - Instagram posts garnered notable attention, with **792 views** per update.
- **Website Updates:**
IHF published several articles to communicate key project achievements, including:
 - **Kick-off Meeting Report:** Published in April 2023, this post reached **98,901 viewers**.
 - **Training Delivery Update:** A September 2023 article highlighted the project's tools delivery and reached **134,518 viewers**.
 - **Processes and Inclusion Model Deployment:** Featured in October 2023 and May 2024, these articles collectively attracted **282,643 viewers**, showcasing the project's impact.

Events and Trainings

IHF was instrumental in organizing and contributing to key project events, enhancing participant engagement and skill-building:

- **Kick-Off Meeting (KOM):**
Held on April 13, 2023, in Brussels, the KOM brought together **12 attendees** to discuss project management and initial steps.
- **VET-WEB Mobility in Brussels:**
A five-day training event involving **16 participants**, focusing on VET internationalization and skill-building for AL and ME partners.



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- VET Training Material Testing:**
 Conducted on May 5, 2024, this session engaged **26 VET learners**, providing critical feedback for refining training tools.

Overall Impact

IHF’s dissemination and communication activities effectively elevated the VET-WEB project’s visibility at both institutional and public levels. The table below summarizes the key contributions:

Activity Type	Description	Target Audience	Participants/Reach
Dissemination Event	DG EAC/EACEA Dissemination Event	Erasmus National Agencies	22
Clustering Activity	Erasmus Days and Info-Days	EU Institutions	50
Social Media Campaign	Posts on Facebook, LinkedIn, and Instagram	Civil Society	333–1,017 views/post
Website Updates	Articles on achievements and milestones	Citizens/Civil Society	282,643 viewers
Kick-Off Meeting (KOM)	VET-WEB Project Management	VET WEB Partners	12
VET Mobility Training	Internationalization Training	AL & ME Partners	16
Training Material Testing	Feedback on Training Tools	VET Learners	26

Analysis of Impact

Through a combination of high-profile events, targeted communication campaigns, and impactful training sessions, IHF has significantly contributed to the VET-WEB project’s dissemination strategy. The organization’s engagement with EU institutions, national agencies, and civil society ensured a wide-reaching impact that reinforced the project’s relevance and sustainability in the vocational education sector.

P5: by Partneritet per Zhvillim (PFD)

Communication Activities

Partneritet per Zhvillim (PFD) played a vital role in amplifying the VET-WEB project’s visibility through targeted social media campaigns. By leveraging platforms like Facebook and



Instagram, PfD ensured effective engagement with user communities and maintained a consistent presence throughout the project timeline.

Highlights of Communication Activities

- **Social Media Campaigns on Instagram and Facebook:**
PfD carried out a series of posts to share updates and promote the VET-WEB project. These campaigns reached an aggregate audience of over **1,423 individuals**, highlighting the project's objectives, tools, and activities.
 - Notable examples include:
 - A Facebook post with **306 views**, which stood out for its high engagement level.
 - An Instagram post garnering **24 views**, effectively targeting younger demographics.
- **Strategic Use of Facebook:**
With 11 dedicated posts, Facebook served as the primary channel for PfD’s outreach efforts. Posts ranged in audience engagement from **65 to 306 views**, ensuring diverse reach across user communities.

Overall Impact

PfD’s strategic focus on social media helped create awareness about the VET-WEB project among Albanian user communities. The following table summarizes the key communication activities undertaken by PfD:

Activity Type	Description	Target Audience	Channels	Audience Reached
Social Media Posting	Instagram Post	User Communities	Social Media	24
Social Media Posting	Facebook Post 1	User Communities	Social Media	203
Social Media Posting	Facebook Post 2	User Communities	Social Media	306
Social Media Posting	Facebook Post 3	User Communities	Social Media	120
Social Media Posting	Facebook Post 4	User Communities	Social Media	93
Social Media Posting	Facebook Post 5	User Communities	Social Media	78
Social Media Posting	Facebook Post 6	User Communities	Social Media	184
Social Media Posting	Facebook Post 7	User Communities	Social Media	65
Social Media Posting	Facebook Post 8	User Communities	Social Media	121
Social Media Posting	Facebook Post 9	User Communities	Social Media	153
Social Media Posting	Facebook Post 10	User Communities	Social Media	76

Analysis of Impact

PfD's concentrated efforts on digital communication ensured that the VET-WEB project reached diverse audiences. Through frequent updates, PfD contributed to raising awareness about the project’s goals and the importance of vocational education reform in Albania. The wide-ranging engagement achieved on social media platforms reflects the organization's



success in disseminating project information effectively to key stakeholders and the broader community.

P6: Yunus Social Business Fund Albania (YUNUS)

Communication Activities

YUNUS has been a critical partner in the communication strategy of the VET-WEB project, effectively utilizing a variety of social media platforms to promote project activities, tools, and outputs. These efforts have targeted user communities in Albania and beyond, ensuring broad visibility and engagement.

Key Highlights:

- **LinkedIn Campaigns:**
YUNUS actively leveraged LinkedIn for project promotion, with notable posts achieving significant reach:
 - A post by Shkelzen Marku highlighting the VET-WEB project attracted **2,675 views**, making it one of the most impactful contributions to the campaign.
 - Other LinkedIn activities cumulatively reached **1,291 views**, emphasizing project outputs like the 2-way cooperation model and governance strategies.
- **Facebook Engagement:**
Through multiple posts on Facebook, YUNUS reached over **4,654 individuals**, creating awareness about VET-WEB's mission and training methodologies. The most notable post achieved **1,187 views**, demonstrating strong audience engagement.
- **Instagram Outreach:**
Instagram posts extended the project's reach to younger audiences, achieving a cumulative engagement of **2,324 views**. Topics included tools like EQF, EAQVET, ENTRECOMP, and EUROPASS, as well as governance-related updates.

Training Activities

In collaboration with **Partneritet per Zhvillim (Pfd)**, YUNUS conducted three joint educational seminars, focusing on practical tools and topics within the VET-WEB framework. These sessions targeted students, teachers, and graduates, aiming to enhance their understanding of key vocational education tools.

Training Highlights:

1. **Seminar on April 12, 2024:**
Focused on introducing VETWEB tools like EQF, EAQVET, ENTRECOMP, and EUROPASS, this seminar engaged **26 participants**, including lecturers, teachers, and graduates.
2. **Seminar on May 27, 2024:**



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Expanding on previous topics, this session also covered the **2-way cooperation model** and the governance framework, reaching **37 participants**.

3. Seminar on September 24, 2024:

The final seminar continued the theme of tools and governance models, engaging **28 participants** in a combined presentation and information session.

Overall Impact

YUNUS’s contributions to communication and training activities have been instrumental in ensuring the VET-WEB project’s visibility and relevance. The table below summarizes YUNUS’s efforts:

Activity Type	Description	Target Audience	Channels	Audience Reached
Social Media Posting	LinkedIn Campaign (6 posts)	User Communities	Social Media	3,966 views
Social Media Posting	Facebook Campaign (9 posts)	User Communities	Social Media	4,654 views
Social Media Posting	Instagram Campaign (5 posts)	User Communities	Social Media	2,324 views
Training Seminar	Seminar on VETWEB Tools (April 12, 2024)	Teachers, Graduates	In-person	26 participants
Training Seminar	Seminar on Cooperation and Governance (May 27, 2024)	Teachers, Students	In-person	37 participants
Training Seminar	Seminar on Governance and Tools (September 24, 2024)	Teachers, Students	In-person	28 participants

Analysis of Impact

YUNUS has demonstrated a strong commitment to the dissemination and implementation of the VET-WEB project. The organization's ability to effectively utilize social media and organize impactful training sessions has significantly contributed to raising awareness about the project’s objectives, tools, and methodologies among diverse audiences. Their targeted approach to both communication and training has ensured sustained engagement and fostered a deeper understanding of VET-WEB’s contributions to vocational education reform.

P7: Caritas Montenegro

Dissemination Activities

Caritas Montenegro has been pivotal in disseminating the goals and outputs of the VET-WEB project, particularly through its involvement in educational events and conferences. The



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organization has focused on promoting the project's relevance in Montenegro by integrating key tools and fostering inclusion.

Key Dissemination Highlights:

- **Training on Active Job Search** (Bar, Montenegro): Conducted as part of the ACCENT project, this training focused on equipping participants with skills for active job searching. It engaged **16 attendees**, including individuals from institutions and organizations in the field of disability.
- **ACCENT Project Closing Conference:** This regional conference brought together **56 participants** to discuss cross-border collaboration between Albania and Montenegro on social inclusion and employment opportunities for persons with disabilities.
- **World Mental Health Day Conference:** Aimed at raising awareness, this event engaged **48 participants** from the regional and local professional community.
- **Workshops on EU Digital Tools in Practical Learning:** A workshop on VET-WEB digital tools was conducted in Bar, Montenegro, with **15 attendees**. This session showcased how tools such as EUROPASS and ENTRECOMP can be integrated into practical learning environments.

Communication Activities

Caritas Montenegro's communication efforts complemented its dissemination activities, employing social media platforms like Facebook and Instagram to reach a wide audience. Posts focused on project milestones, mobility activities, and training sessions.

Key Communication Highlights:

- **Social Media Campaigns:** Posts on Facebook and Instagram collectively reached **5,052 users**, ensuring broad visibility of VET-WEB activities, including:
 - Promotion of mobility events in Brussels, Montenegro, and Italy.
 - Posts on workshops and dissemination sessions held in Bar, Montenegro.
- **Examples of Reach:**
 - A Facebook post promoting mobility in Montenegro engaged **463 users**, while posts on Instagram achieved up to **439 views**.
 - The promotion of dissemination events in Bar reached **163 viewers** across Facebook and Instagram.

Events and Trainings



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Caritas Montenegro organized and participated in various training sessions and events, targeting both professionals and young learners. These activities emphasized practical tools and vocational training models.

Key Events and Training Highlights:

1. **Active Job Search Training (Bar, Montenegro):**
Focused on improving employability for participants in the field of disability, this training involved **16 participants** over one day.
2. **Train-the-Trainer Program (Podgorica, Montenegro):**
A three-day intensive training for **36 trainers**, equipping them with advanced knowledge of EU vocational training tools and methodologies.
3. **Business Incubator Training for Young Persons (Berane, Montenegro):**
This regional training targeted young individuals, fostering entrepreneurial skills and ideas for **26 attendees** over three days.
4. **VET-WEB Mobility (Brussels, Belgium):**
A four-day event focused on EU tools and instruments for VET, attended by **4 participants** from Montenegro.
5. **Dissemination Workshop on EU Digital Tools (Bar, Montenegro):**
Demonstrating practical applications of VET-WEB digital tools, this event engaged **15 attendees**.

Overall Impact

Caritas Montenegro's dissemination, communication, and training efforts have significantly contributed to the VET-WEB project's goals of fostering inclusion, promoting EU tools, and enhancing vocational education.

Activity Type	Description	Target Audience	Participants/Reach
Dissemination Training	Active Job Search Training (ACCENT)	Persons with Disabilities	16 participants
Conference	ACCENT Cross-Border Closing Conference	Regional PM	56 participants
Conference	World Mental Health Day	Regional PM	48 participants
Workshop	VET-WEB Digital Tools Workshop	National PM	15 participants
Training	Business Incubator Training	Regional PM	26 participants
Train-the-Trainer Program	Advanced EU Tools and Instruments Training	Regional Trainers	36 participants
Mobility	VET-WEB Mobility (Brussels)	VET Professionals	4 participants
Social Media Campaign	Posts on Mobility, Dissemination, and Project Activities	User Communities	5,052 views



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Analysis of Impact

Caritas Montenegro's comprehensive approach has effectively bridged the gap between the VET-WEB project and its beneficiaries. Through targeted dissemination activities, impactful training programs, and strategic communication, the organization has ensured that the project's tools and methodologies resonate within Montenegro's vocational education and training landscape. These efforts underscore Caritas Montenegro's commitment to fostering inclusion, promoting employability, and strengthening cross-border collaboration.

P8: Centar za Stručno Obrazovanje (CSO)

Dissemination Activities

Centar za Stručno Obrazovanje (CSO) effectively contributed to promoting the VET-WEB project by organizing key dissemination events that highlighted innovative tools, governance models, and training approaches. These activities supported regional and EU-level engagement.

Key Dissemination Highlights:

- 1. Competencies Standards for Enhancing Trainer Skills (Berane, Montenegro):**
 - Focused on enhancing trainer skills for disadvantaged groups.
 - Highlighted the **Governance Model for an Inclusive VET** and digital tools for trainers.
 - Reached **11 participants**, primarily training organizations and learners.
- 2. Panel on Lifelong Learning for Local Sustainable Growth (Brussels, Belgium):**
 - Promoted VET-WEB's cooperation model and the introduction of micro-credentials.
 - Part of the EU Regional Cooperation Week.
 - Engaged **24 representatives** from EU institutions.
- 3. Panel on A New Digital Agenda for the Western Balkans (Brussels, Belgium):**
 - Focused on Montenegro's digitization framework, integrating VET-WEB tools.
 - Reached **27 EU stakeholders**.
- 4. Workshop on VET-WEB EU Digital Tools (Bar, Montenegro):**
 - Conducted a hands-on workshop on applying digital tools in practical learning.
 - Engaged **15 participants** from national policy makers and educators.

Communication Activities

CSO's communication efforts played a vital role in increasing the visibility of VET-WEB activities. Through consistent social media engagement, CSO reached a wide range of stakeholders.



Key Communication Highlights:

- **Social Media Campaigns:**
 - A total of **30 Facebook posts** were published, focusing on project milestones, dissemination events, and tools.
 - Notable posts include:
 - Kick-off meeting posts with **562 views**.
 - Partner presentations and governance model dissemination, engaging **60 to 153 users**.
- **Infographics and Announcements:**
 - Posts featuring infographics and training announcements reached over **117 users**, enhancing understanding of the project's outputs.

Training and Events

CSO organized and participated in multiple events and training sessions, emphasizing governance models, digital tools, and EU standards.

Key Events and Training Highlights:

1. **Train-the-Trainer Program (Podgorica, Montenegro):**
 - Aimed at equipping trainers with EU tools and instruments for VET.
 - Spanned **3 days** with **23 participants**, including 17 male and 6 female attendees.
2. **VET-WEB Mobility Sessions:**
 - Conducted in **Brussels, Pordenone, and Barcelona**, these events focused on EU tools for VET.
 - Cumulatively engaged **14 participants**, highlighting cross-border collaboration.
3. **Project Management Meetings:**
 - Kick-off and subsequent meetings held in Brussels, Tirana, and virtually.
 - Focused on effective coordination and project governance.

Overall Impact

CSO has significantly advanced the objectives of the VET-WEB project through strategic dissemination, robust communication efforts, and impactful training programs. Below is a summary of their contributions:

Activity Type	Description	Target Audience	Participants/Reach
Dissemination Event	Competencies Standards Workshop (Berane, Montenegro)	Training Organizations	11 participants
Dissemination Event	Lifelong Learning Panel (Brussels, Belgium)	EU Institutions	24 participants
Dissemination Event	Digital Agenda Panel (Brussels, Belgium)	EU Institutions	27 participants



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Dissemination Workshop	VET-WEB Digital Tools (Bar, Montenegro)	National Policy Makers	15 participants
Social Media Campaign	30 Facebook Posts Covering Events and Announcements	Users Communities	2,512 views
Train-the-Trainer Program	Advanced Training for Trainers (Podgorica, Montenegro)	Trainers	23 participants
VET-WEB Mobility Sessions	Cross-Border Training in Brussels, Pordenone, Barcelona	Educators and Policymakers	14 participants

Analysis of Impact

Through its multifaceted approach, CSO has demonstrated a commitment to fostering innovative training models, promoting EU tools, and ensuring effective governance in vocational education. These efforts have strengthened the adoption of VET-WEB methodologies and increased the project's visibility both regionally and at the EU level.



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Conclusions

The VET-WEB project concludes as a resounding success, demonstrating the transformative potential of collaborative efforts in advancing vocational education and training (VET) systems. Over the course of two years, the consortium partners effectively combined regional expertise, innovative strategies, and alignment with European frameworks to exceed the project's initial goals. A key achievement was the remarkable dissemination reach of over 877,952 people, far surpassing the initial target of 100,000. This underscores the effectiveness of the multi-channel communication and dissemination strategies adopted, leveraging online platforms, in-person events, and hybrid approaches.

The project's impact extended beyond numbers, bringing tangible changes to VET systems in Albania, Montenegro, and the broader Western Balkans. By embedding EU tools like ENTRECOMP, EAQVET, and EUROPASS into workshops and training materials, VET-WEB ensured alignment with European standards while addressing local labor market needs. This resulted in stronger institutional capacities, improved inclusivity, and the development of a governance model tailored to local contexts. The engagement of diverse stakeholders—from policymakers and educators to learners and industry representatives — highlighted the project's inclusive approach and commitment to systemic reform.

Challenges such as language barriers, institutional resistance, and adapting to post-pandemic conditions were met with flexibility and innovation, underscoring the consortium's ability to navigate complexity. The adoption of hybrid models, trust-building efforts, and the localization of training materials were critical to maintaining momentum and achieving results.

As VET-WEB draws to a close, the lessons learned and best practices documented provide a solid foundation for scaling and replicating the project's successes in other regions. The partnerships forged, the frameworks introduced, and the capacity built ensure that the impact of VET-WEB will extend well beyond its implementation phase, contributing to more equitable and inclusive vocational education systems in the years to come.



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Annex

This annex presents the interim report on valorisation activities carried out by project partners during the first year of the VET-WEB project, covering the period from January 1, 2023, to December 31, 2023. It documents the dissemination and communication efforts undertaken by each partner to promote project objectives, engage stakeholders, and share project tools and results.

The data collected in this annex forms an integral part of the final deliverable D4.3 Valorisation Report, reflecting the collective achievements and contributions of the consortium during the initial year of project implementation.

P1: IAL FVG

As the coordinator of the VET-WEB project, IAL FVG played a central role in laying the groundwork for effective dissemination, communication, and stakeholder engagement during the first year of implementation. The focus during this period was on building visibility, promoting awareness, and fostering early engagement with target audiences across training organizations, learners, and VET stakeholders.

Dissemination Activities

During the first 12 months, IAL FVG concentrated on delivering foundational dissemination activities to ensure that the project's objectives were well communicated to relevant audiences. A total of **10 specialized training sessions** were organized under the category of Education and Training Events, targeting adult learners, trainers, and VET providers. These sessions focused on introducing the project's key themes, such as **skills enhancement, inclusive training models, and the adoption of EU tools like Europass and ENTRECOMP**.

Participation levels across these sessions were encouraging, with an average of **15–20 attendees per session**, showcasing growing interest and active engagement from participants. The successful delivery of these activities helped set a strong precedent for further outreach efforts planned in the second phase of the project.

Communication Activities

IAL FVG utilized its digital communication channels to promote the project's early results and updates, ensuring wide-scale visibility. Notably:



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- **IAL Official Website:** A dedicated news article about the VET-WEB project was published, reaching an initial audience of over **35,000 contacts**. This digital effort established a strong baseline for further online promotion.
- **Social Media Presence:** IAL FVG initiated posts on its social media platforms (e.g., Facebook and LinkedIn), sharing updates, training opportunities, and key project milestones. The posts helped engage both VET learners and institutional stakeholders, fostering growing interest.

Key Workshops and Early Engagement

To complement dissemination and communication efforts, IAL FVG organized **two workshops** to introduce VET-WEB tools and methodologies to key audiences:

1. **Training Awareness Session (June 2023):** Focused on introducing the benefits of EU tools like Europass to adult learners and trainers, this session attracted **45 participants**, providing a practical overview of digital tools for employability.
2. **Stakeholder Introduction Meeting (November 2023):** Delivered to a group of **30 VET stakeholders**, this session presented the governance model and highlighted how VET-WEB tools can address evolving training needs in regional VET systems.

Achievements in the First Year

By the end of 2023, IAL FVG successfully established the project's visibility and positioned the VET-WEB initiative as a relevant driver of capacity building within the Western Balkans VET sector. With robust participation in training sessions and a steadily increasing digital audience, IAL FVG laid the groundwork for the full-scale dissemination and engagement activities planned for 2024. The coordinated efforts ensured that key stakeholders were aware of the project's objectives, methodologies, and benefits, setting the stage for deeper engagement and adoption in the second phase.

P2: Consorzio Communitas

During the first year of the VET-WEB project, Consorzio Communitas focused its efforts on building awareness, establishing a robust communication framework, and ensuring the project's visibility across key networks. Through strategic online dissemination and targeted communication activities, Communitas effectively introduced the project to its user communities and broader audiences.

Website Updates and Online Communication



The consortium's website served as a central platform for sharing project updates and achievements. Two major updates were published:

- **Project Introduction (March 2023):** The official announcement of Communitas's partnership in the VET-WEB project was featured on their website, laying the foundation for ongoing updates and creating a dedicated space for project-related news.
- **Governance Model Overview (June 2023):** A key post detailing the project's governance model was published, showcasing Communitas's contributions and alignment with project objectives.

These updates provided accessible and structured information to user communities, reflecting the project's early progress and methodologies.

Social Media Presence

To maximize outreach, Communitas actively utilized social media channels—Facebook and LinkedIn—to engage user communities. Specific highlights include:

- **Project Presentation on Facebook and LinkedIn:** Early posts introducing the VET-WEB project were delivered in March 2023, reaching **3 users** on Facebook and an encouraging **186 contacts** on LinkedIn.
- **Partner Presentation and Description:** A subsequent series of posts emphasized Communitas's role and the project's vision. These posts reached **190 users** on Facebook and **37 contacts** on LinkedIn.
- **Showcasing Developed Models:** Between September and December 2023, Communitas published updates on models developed within the project. These posts generated **47 interactions** on Facebook and **104 interactions** on LinkedIn, demonstrating growing audience engagement.

Ongoing Engagement and Results

The communication activities carried out in 2023 ensured that user communities remained informed about VET-WEB's goals and milestones. The strategic use of digital tools effectively reached both consortium partners and external stakeholders, fostering interest and participation in the project.

Achievements and Impact

By the end of 2023, Consorzio Communitas successfully:

- Established a consistent online presence through **website updates** and regular posts across **social media platforms**.



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- Reached a growing audience of over **500 users**, engaging stakeholders with project-related content.
- Promoted key project outcomes, such as the governance model and developed tools, laying the groundwork for deeper stakeholder engagement in 2024.

The first year's activities reflect Communitas's strong commitment to supporting the VET-WEB project's dissemination strategy. By leveraging online communication and fostering transparency through updates, Communitas set a solid foundation for further outreach, training, and impact in the project's second year.

P3: Asociación FRESS

In the first year of the VET-WEB project, Asociación FRESS implemented a range of dissemination and communication activities, effectively introducing the project's objectives, tools, and progress to key stakeholders. These activities focused on national and international events, online communication, and engagement with institutional partners to ensure broad outreach and visibility.

Dissemination Activities

FRESS played a significant role in disseminating the VET-WEB project through targeted education and training events, sectoral meetings, and technical forums.

- **INTRA ERASMUS+ KA2 Kick-Off Learning Journey (May–June 2023):** FRESS presented the VET-WEB project and WP3 activities during this high-profile event held in Groningen, Netherlands, engaging **24 teachers and coordinators**. This provided a valuable opportunity to introduce project goals and methodologies to a wide network of educators.
- **CO4TRAN ERASMUS+ KA Project Learning Activity (March 2023):** Invited by CONACEE, an associated partner, FRESS showcased VET-WEB project outcomes to **18 teachers and coordinators** in Madrid, Spain, strengthening ties with education providers.
- **Technical Forum (June 2023):** During a sectoral forum at the National Reference Center for Administration and Management in Madrid, FRESS presented the project to both in-person (**30 participants**) and online attendees (**29 participants**), creating substantial visibility among national stakeholders.
- **Teacher's Training Session for ECovEM Project (October 2023):** FRESS delivered an online session to **21 VET teachers** and stakeholders, focusing on VET-WEB's tools and contributions to national accreditation systems.



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The dissemination activities provided platforms to engage teachers, coordinators, and policymakers, ensuring alignment with European VET priorities.

Communication Activities

FRESS effectively utilized its website and social media channels to ensure consistent communication with diverse user communities.

- **Website Updates:** FRESS published several project-related updates, including an introduction to VET-WEB, first results, and mobility activities in Albania and Montenegro. These updates were posted regularly throughout 2023, providing transparency and continuity in project developments.
- **Social Media Engagement:** Multiple posts were shared on LinkedIn, Facebook, and Twitter to highlight key milestones:
 - **Project Approval Announcement (March 2023):** Reached **123 followers** on LinkedIn.
 - **First Transnational Meeting in Brussels (April–May 2023):** Posts on LinkedIn and Twitter collectively engaged over **1,100 followers**.
 - **Project Progress Updates:** Posts on cooperation models and project mobility attracted up to **739 views per post**, reflecting growing audience engagement.

The combination of website updates and social media posts significantly contributed to the project's visibility, fostering engagement with educators, learners, and institutional partners.

Overall Impact in 2023

FRESS successfully engaged over **120 stakeholders** through in-person events, technical forums, and online platforms in the first year. By strategically aligning dissemination activities with project milestones, FRESS ensured strong outreach and participation. Communication efforts amplified project results, tools, and achievements, laying the groundwork for further engagement in the second year.

Through its dedication to organized events, online visibility, and stakeholder engagement, FRESS demonstrated its commitment to promoting the VET-WEB project and supporting its integration into vocational education systems.

P4: IHF

In the first year of the VET-WEB project, IHF played a pivotal role in implementing comprehensive communication and dissemination activities that successfully raised



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awareness and promoted the project's objectives across diverse audiences. Through strategic use of digital platforms, website updates, and social media engagement, IHF ensured that the VET-WEB project reached significant visibility within civil society, EU institutions, and education stakeholders.

Communication Activities

IHF's communication strategy primarily focused on leveraging online platforms to maximize outreach.

- **Social Media Campaigns:** IHF utilized Facebook, LinkedIn, and Instagram to share updates and key milestones of the VET-WEB project. These platforms served as critical tools for engaging civil society, showcasing the project's early achievements, and attracting attention from various user communities.
 - Following the **preparatory Kick-Off Meeting (KOM)**, IHF shared updates across multiple platforms, resulting in strong engagement:
 - **333 views** on Facebook.
 - **1,017 views** on LinkedIn.
 - **792 views** on Instagram.
 - Additional posts after the **KOM in Brussels** (April 2023) and subsequent online meetings further expanded visibility, reaching up to **1,026 views** on LinkedIn and **359 views** on Facebook. These posts emphasized project objectives, initial collaborations, and next steps.
- **Website Updates:** The IHF website became a cornerstone for detailed project communication. A significant milestone was the publication of the **Kick-Off Meeting report** in April 2023, which attracted an impressive **98,901 views**. This article provided an in-depth overview of the project's launch, the roles of consortium partners, and expected outcomes.

Collectively, IHF's communication efforts established a robust digital presence, fostering ongoing engagement with key stakeholders and user communities throughout the year.

Dissemination Impact

While the majority of IHF's efforts focused on communication channels, the early phases of dissemination laid the foundation for broader outreach. By effectively engaging stakeholders through social media and its website, IHF amplified the project's visibility across a wide European audience, ensuring that the VET-WEB project's purpose and deliverables resonated with civil society and institutional partners.

Overall Reach



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In the first year, IHF achieved substantial engagement through digital communication activities:

- **Social Media Posts:** Consistent posts reached between **333 and 1,026 views per update**, reflecting strong interest and growing momentum.
- **Website Articles:** The IHF website attracted **nearly 100,000 viewers**, marking a significant achievement in project visibility.

The combination of strategic online campaigns and well-timed updates established a strong communication baseline for the project. Moving forward, IHF's continued efforts will focus on consolidating this momentum, engaging new stakeholders, and promoting project tools and outcomes to maximize impact.

P5: Partneritet per Zhvillim (PfD)

In the first year of the VET-WEB project, Partneritet per Zhvillim (PfD) demonstrated its commitment to effective communication and outreach by focusing on targeted social media campaigns. By strategically using platforms like **Facebook** and **Instagram**, PfD successfully amplified awareness of the project among Albanian user communities and stakeholders.

Communication Activities

PfD adopted a consistent and structured communication approach, utilizing social media as its primary dissemination channel to engage broad audiences and promote project visibility. Key activities included the following:

- **Social Media Engagement on Facebook and Instagram:** PfD implemented a series of posts across its social media accounts to share updates on the VET-WEB project, its goals, and milestones. These posts not only highlighted the relevance of vocational education but also ensured strong engagement with user communities.
 - A **Facebook post** sharing project updates achieved notable reach with **306 views**, demonstrating significant interest from stakeholders.
 - Another **Facebook update** garnered **203 views**, further underlining the platform's effectiveness in reaching diverse audiences.
 - **Additional Facebook posts** reached **120 views**, showcasing steady engagement across the first project year.
 - On **Instagram**, PfD delivered a targeted post that attracted **24 views**, successfully engaging younger demographics and reinforcing the project's relevance to emerging professionals and students.



These efforts ensured that information about the VET-WEB project’s objectives and tools was accessible to a wide audience, including training organizations, learners, and other members of the community.

Impact and Engagement

By delivering consistent updates, PfD built momentum for the VET-WEB project in its early phases. The choice of Facebook as a primary communication tool proved effective, with posts achieving cumulative reach and fostering engagement among diverse groups. While Instagram posts provided supplementary outreach, they were particularly successful in targeting a younger, digitally active audience.

PfD's activities during this reporting period reflect a focused and well-executed communication strategy, laying a strong foundation for future dissemination efforts. Moving forward, PfD aims to build on this success, further expanding its outreach and exploring additional opportunities for stakeholder engagement in Albania.

P6: Yunus Social Business Fund Albania (YUNUS)

In the first year of the VET-WEB project, Yunus Social Business Fund Albania (YUNUS) focused on delivering impactful communication activities to establish strong visibility for the project across its network and target audiences. Through the strategic use of social media platforms such as **LinkedIn**, **Facebook**, and **Instagram**, YUNUS effectively reached diverse user communities, fostering awareness and engagement around VET-WEB’s objectives and tools.

Communication Activities

YUNUS implemented a series of carefully curated social media posts to communicate key project updates and promote VET-WEB tools and methodologies. These efforts targeted a broad spectrum of audiences, including VET stakeholders, educators, students, and the general public.

- **LinkedIn Campaigns:**
LinkedIn served as a key channel for professional outreach, enabling YUNUS to engage with VET professionals and institutional stakeholders:
 - A notable post by Shkelzen Marku, highlighting the VET-WEB project’s objectives, attracted **1,040 views**, demonstrating strong interest from the LinkedIn community.



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- Additional posts throughout the year achieved cumulative engagement of **251 views**, showcasing early project milestones and outputs.
- **Facebook Engagement:**

YUNUS strategically leveraged Facebook to share project updates, tools, and outcomes with broader user communities. Notable highlights include:

 - A post in early 2023 reached **561 viewers**, reflecting strong engagement and interest from Albanian audiences.
 - Another widely shared post achieved **1,029 views**, further amplifying VET-WEB's visibility and relevance.
- **Instagram Outreach:**

Recognizing the importance of engaging younger demographics, YUNUS utilized Instagram to promote the project's tools and activities. Posts on this platform collectively garnered significant attention, with highlights including:

 - An engaging post in **July 2023** that attracted **273 views**, introducing the project to a younger audience.
 - Subsequent posts later in the year achieved **470** and **334 views**, emphasizing project updates and tools like EQF, EAQVET, and ENTRECOMP.

Impact and Achievements

By the end of 2023, YUNUS successfully utilized its social media networks to disseminate VET-WEB project updates, reaching over **3,960 individuals** across all platforms. This broad and diverse engagement created an effective foundation for raising awareness about the project's goals and its contribution to vocational education reform.

Through consistent and impactful communication activities, YUNUS established a strong connection with its target audiences, laying the groundwork for deeper engagement and collaboration in the project's second year. Moving forward, YUNUS plans to build on this momentum by expanding outreach efforts, promoting key project tools, and fostering further stakeholder involvement.

P7: Caritas Montenegro

In the first year of the VET-WEB project, Caritas Montenegro made significant contributions to promoting the project's goals and engaging target audiences through a combination of **dissemination activities, training events, and strategic communication efforts**. These activities were instrumental in fostering inclusion, raising awareness about the project, and



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introducing key tools to relevant stakeholders in Montenegro and the broader Western Balkans region.

Dissemination Activities

Caritas Montenegro organized and participated in several key events to promote the VET-WEB project. These activities not only showcased the project's tools and objectives but also emphasized social inclusion and employment opportunities for disadvantaged groups:

- **Training on Active Job Search (Bar, Montenegro):**
Delivered as part of the **ACCENT project**, this session engaged **16 participants**, including representatives from institutions and organizations working with persons with disabilities. The training equipped attendees with skills and practical knowledge to enhance employability, aligning with VET-WEB's focus on inclusive vocational education.
- **ACCENT Project Closing Conference:**
Held in Bar, Montenegro, this regional conference brought together **56 participants** to discuss cross-border collaboration between Albania and Montenegro, focusing on social inclusion and work opportunities for vulnerable groups. The event served as a platform to present the VET-WEB project and promote its relevance in addressing employment challenges.
- **Project Management Meeting (Tirana, Albania):**
Represented by **Marko Djelovic**, Caritas Montenegro participated in the project's Kick-Off Meeting to discuss key management strategies and next steps.

These events contributed to positioning VET-WEB as a driver of change in vocational education, particularly in promoting tools and frameworks that enhance employability and inclusion.

Communication Activities

Caritas Montenegro complemented its dissemination efforts with strategic communication campaigns on **Facebook** and **Instagram**, ensuring visibility across a wide range of audiences. Posts were carefully curated to highlight project milestones, training outcomes, and key events.

Key achievements include:

- Promotion of mobility events and dissemination workshops:
 - Facebook posts showcasing activities, such as the **mobility events in Montenegro**, collectively engaged **463 viewers**.



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- Instagram posts highlighting these events received up to **439 views**, reflecting strong interest, particularly among younger demographics.
- Dissemination Workshop in Bar, Montenegro: A dedicated post on Instagram promoting the **dissemination session in Bar** reached **163 viewers**, reinforcing VET-WEB's practical applications of digital tools for vocational education.

Through consistent updates on social media, Caritas Montenegro successfully created awareness and sustained engagement among user communities, including professionals, students, and civil society.

Impact and Achievements

By the end of 2023, Caritas Montenegro's dissemination and communication activities reached a cumulative audience of over **1,500 individuals** through events and online platforms. The organization's focus on promoting **inclusive training models** and engaging diverse participants—such as persons with disabilities, educators, and stakeholders—aligned closely with the project's core objectives.

The successful delivery of training sessions and participation in regional conferences showcased Caritas Montenegro's commitment to fostering **social inclusion** and enhancing vocational skills for disadvantaged groups. These early efforts laid a strong foundation for scaling up activities and expanding the project's impact in the second year.

P8: Centar za Stručno Obrazovanje (CSO)

During the first year of the VET-WEB project, Centar za Stručno Obrazovanje (CSO) made significant strides in advancing project objectives through targeted **dissemination activities** and a robust **communication strategy**. By leveraging social media platforms and organizing key events, CSO successfully engaged stakeholders at the national and regional levels while building momentum for the VET-WEB project in Montenegro and beyond.

Communication Activities

CSO utilized **Facebook** as its primary communication tool to share project milestones, partner contributions, and updates on dissemination events. Through a series of strategic posts, CSO effectively engaged diverse user communities and ensured visibility for the VET-WEB project.

Key highlights include:



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- **VET-WEB Kick-Off Meeting (Brussels):**
CSO shared updates on the **Kick-Off Meeting** held in Brussels, which reached **562 users**, marking a strong start to the project's communication efforts.
- **Partner Presentations:**
Posts highlighting CSO's role, as well as the contributions of consortium partners such as IAL FVG, Communitas, and FRESS, collectively reached an audience of **60–163 users**. These posts emphasized the collaborative nature of the project.
- **Governance Model Promotion:**
A post outlining the process of defining the **Governance Model for Inclusive VET** engaged **80 users**, showcasing the project's progress in developing strategic tools for vocational education.
- **Infographics and Event Highlights:**
Visual posts, such as the infographic summarizing the VET-WEB training process, reached **117 users**, enhancing stakeholder understanding of project deliverables.

Through these activities, CSO maintained consistent engagement with its target audiences, reinforcing the project's visibility while promoting its key outputs.

Dissemination Activities

CSO organized impactful dissemination events that directly engaged training organizations, policymakers, and educators:

- **Dissemination Event #1 (Berane, Montenegro):**
This event focused on **competency standards** for enhancing trainer skills, particularly for disadvantaged groups. The workshop highlighted the VET-WEB **Governance Model for Inclusive VET** and introduced EU digital tools for vocational education. It engaged **11 participants**, including representatives from training organizations and learners.

These activities provided a platform to showcase VET-WEB tools and methodologies, laying the foundation for their adoption within vocational education frameworks.

Impact and Engagement

By the end of 2023, CSO successfully:

- Reached over **1,500 stakeholders** through its social media activities, with posts on key milestones achieving strong engagement across Facebook.
- Delivered a targeted dissemination event that introduced innovative tools and governance models to vocational trainers and learners.



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CSO's early efforts reflect a strong commitment to promoting the VET-WEB project's vision. By combining clear communication strategies with focused dissemination activities, CSO has established a solid foundation for continued stakeholder engagement and the integration of project tools into the vocational education landscape in Montenegro. Moving forward, CSO will build on this momentum to further enhance the project's reach and impact.