



Dual VET 4.0

STRENGTHENING SYSTEMS IN TUNISIA AND MOROCCO

DISSEMINATION STRATEGY



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1. Introduction

This Dissemination Strategy defines the framework for promoting and transferring the results of the Dual VET 4.0 project to relevant stakeholders at local, national, European and international levels. It supports Work Package 5 (WP5) and establishes the approach for ensuring that project outputs are widely shared, accessible and effectively used beyond the project consortium.

The Strategy focuses on the dissemination of key project results, including digital tools, training resources, methodologies and learning materials developed throughout the project. Dissemination activities aim to increase awareness, encourage uptake and support the practical use of project outputs by VET providers, educators, policymakers, industry representatives and other relevant stakeholders.

The document covers the full project duration from month 1 (M1) to month 36 (M36) and includes dissemination activities implemented through conferences, stakeholder engagement actions, outreach campaigns and European networks. Activities are aligned with project milestones and deliverables to ensure continuous dissemination and progressive uptake of project results throughout all project phases.

The Strategy contributes to strengthening VET systems in Tunisia and Morocco through knowledge sharing, institutional engagement and dissemination of innovative practices and tools developed within the project.

2. Dissemination objectives

2.1 Dissemination goals

The Dissemination Strategy aims to ensure that the results and outputs of the Dual VET 4.0 project are effectively promoted, shared and transferred to relevant stakeholder groups throughout the project duration.

The Strategy supports:

- dissemination of project outputs at local, national and European levels
- engagement of relevant stakeholders throughout the project lifecycle
- promotion of innovative practices, methodologies and digital tools developed within the project
- transfer of knowledge and good practices among participating countries and organisations

2.2 Expected outreach and impact

Dissemination activities aim to maximise the visibility and reach of project results among key stakeholder groups.

Expected impact includes:

- increased awareness of innovative dual VET approaches
- stronger cooperation between VET institutions and labour market actors
- wider access to digital learning resources and training tools
- increased stakeholder participation in dissemination events and activities
- promotion of project results through European networks and platforms

The Strategy also supports the visibility of project achievements and their relevance for strengthening VET in Tunisia and Morocco.

2.3 Contribution to uptake of project results

The Dissemination Strategy supports the practical uptake and use of project results by ensuring that outputs are accessible, relevant and adapted to stakeholder needs. The Dissemination activities contribute to:

- encouraging VET institutions to use project tools and resources
- supporting educators and trainers in applying project methodologies
- promoting institutional and policy-level awareness of project results
- facilitating collaboration between education providers and industry stakeholders

The Strategy also supports the transferability of project outputs and their use beyond the project consortium.

3. Results to be disseminated

3.1 Key project outputs and deliverables

Dissemination activities focus on promoting the main outputs and deliverables developed throughout the Dual VET 4.0 project. These results support the modernisation of VET systems through digitalisation, innovative methodologies and strengthened cooperation between VET institutions and industry.

Key outputs include:

- DUALVET Nexus Academy
- digital curriculum and training modules for educators and trainers
- career guidance resources and tools
- digital monitoring and evaluation tools
- micro-credential and certification-related resources
- reports, methodologies and guidelines developed within the project

These outputs are exploitable, having potential use beyond the project consortium and duration.

3.2 Innovation and added value of the project

The project introduces innovative approaches that combine digital learning, dual VET methodologies and stakeholder cooperation to strengthen VET systems in Tunisia and Morocco.

The added value of the project includes:

- integration of digital tools into VET delivery and monitoring
- promotion of learner-centered and work-based learning approaches
- strengthening cooperation between VET institutions and employers
- support for skills development aligned with labour market needs
- creation of transferable resources and methodologies applicable in different contexts

Dissemination activities communicate these innovations and promote their practical relevance and applicability among target groups.

4. Stakeholder mapping and target groups

4.1 Stakeholder mapping

The project addresses stakeholders connected to VET, labour market development, policy, digital learning and skills development. Stakeholders are mapped according to their role in the project, their level of influence and their potential contribution to the uptake of project results.

Key stakeholder groups include:

- VET providers and training centres
- VET teachers, trainers and mentors
- Policymakers and public authorities
- Industry representatives, employers and sector organisations
- Learners and apprentices
- Education and skills organisations
- Networks active in VET and employability

A stakeholder mapping template supports dissemination activities and helps ensure that project results reach the most relevant audiences. The template must include at least 15 stakeholders by partner. The template is available at: https://drive.google.com/drive/folders/1DTJswOXMhGNLWnSGL3iC4wH3LF2j5eaa?usp=drive_link



The form is a stakeholder mapping template. It features a header section with logos for 'Dual VET 4.0' and the 'Co-funded by the European Union'. Below the logos, a red text instruction states: 'STAKEHOLDER MAPPING = minimum 15 stakeholders per partner'. The main body of the form is a table with 7 columns: Name, Type, Level, Country, Contact person, Email, and Additional info. The table has 20 rows, with the first row being a header and the subsequent 19 rows numbered 1 through 20 on the left margin.

	Name	Type	Level	Country	Contact person	Email	Additional info
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Figure 1: Stakeholder list template

4.2 VET providers and training centres

VET providers and training centres are among the main target groups of the project as direct users and multipliers of project outputs. Dissemination activities targeting this group focus on:

- promotion of digital learning resources and methodologies
- dissemination of practical tools supporting dual VET implementation
- participation in capacity building workshops, dissemination events and peer-exchange sessions learning activities

- sharing of good practices and implementation experiences

This group plays an important role in supporting the transfer and practical application of project results.

4.3 VET teachers, trainers and mentors

Teachers, trainers and mentors are targeted as primary users of the educational resources and methodologies developed within the project. Dissemination activities support the adoption and practical use of project methodologies in training environments. They focus on:

- access to training materials and digital tools
- sharing of innovative pedagogical approaches
- promotion of capacity building opportunities
- exchange of experiences and practices through dissemination events and workshops

4.4 Policymakers and public authorities

Policymakers and public authorities are targeted to increase awareness of the project's relevance for VET systems and labour market alignment. Dissemination activities aimed at them focus on:

- presentation of project results and impact
- sharing of evidence and good practices
- participation in dissemination conferences and policy discussions
- promotion of institutional uptake of project approaches and tools

This group is important for supporting wider recognition and institutional use of project results.

4.5 Industry representatives and employers

Industry representatives, employers and sector organisations are targeted to strengthen cooperation between education providers and labour market actors. Dissemination activities aimed at them focus on:

- promotion of work-based learning approaches
- dissemination of tools supporting skills alignment
- sharing of collaboration opportunities with VET institutions
- participation in stakeholder events and workshops

Activities support dialogue between education and industry and promote the labour market relevance of project outputs.

4.6 Learners and apprentices

Learners and apprentices are indirect beneficiaries of the project and are targeted through dissemination activities that promote awareness of project opportunities and benefits. Dissemination activities focus on:

- promotion of improved learning opportunities and digital resources
- communication of benefits related to employability and career guidance
- dissemination of learner success stories and experiences

Activities aim to increase awareness and engagement among learners participating in VET pathways.

4.7 Education and skills organisations

Education and skills organisations, including NGOs, research bodies and professional networks, are targeted as multipliers and dissemination partners. Dissemination activities focus on:

- sharing of project methodologies and resources
- participation in knowledge exchange activities
- dissemination through institutional and professional networks
- promotion of cooperation opportunities related to VET innovation and skills development

These organisations support wider dissemination and transfer of project results beyond the consortium.

4.8 Networks active in VET and employability

European and international networks are targeted to increase the visibility and transferability of project results beyond the partner countries. Dissemination activities focus on:

- dissemination through EPALE, EAfA and Erasmus+ Project Results Platform
- participation in international dissemination and networking activities
- sharing of transferable practices and project achievements
- engagement with organisations active in VET, employability and digital education

These activities support wider outreach and contribute to the European dimension of the project.

5. Dissemination messages and stakeholder uptake

5.1 Key messages by target group

Dissemination messages are adapted according to the priorities and interests of each target group.

Target group	Dissemination focus
VET providers and training centres	Focus on practical implementation of project tools, digital resources and innovative training approaches
VET teachers, trainers and mentors	Emphasise access to methodologies, learning materials and professional development opportunities
Policymakers and public authorities	Highlight relevance for VET system development, policy alignment and institutional impact
Industry representatives and employers	Focus on labour market relevance, skills alignment and cooperation with VET institutions
Learners and apprentices	Promote improved learning opportunities, employability and access to digital learning resources.
Education and skills organisations	Emphasise knowledge sharing, cooperation opportunities and transferability of project results
European and international stakeholders	Highlight visibility and transferability of project results

Table 1: Target groups and dissemination focus

5.2 Stakeholder engagement and uptake approach

The dissemination approach combines targeted outreach, stakeholder participation and knowledge exchange activities to encourage active engagement with project results.

The approach includes:

- involvement of stakeholders in workshops, conferences and dissemination events
- promotion of peer learning and exchange of good practices
- dissemination through European networks and professional communities
- sharing of practical examples, success stories and implementation experiences
- encouragement of institutional use and transfer of project outputs

6. Dissemination activities and channels

6.1 National dissemination conferences

6 national dissemination conferences – one per partner country – are organised to present project results, promote stakeholder engagement and support the transfer of project outputs at national level. These events bring together VET providers, educators, policymakers, industry representatives and other relevant stakeholders.

The conferences focus on:

- presentation of project achievements and results
- sharing of good practices and implementation experiences
- promotion of dialogue between education and labour market actors
- discussion of opportunities for uptake and use of project outputs
- networking and exchange among participants from different sectors and institutions.

6.2 Workshops and stakeholder events

Workshops and stakeholder events are organised throughout the project to support knowledge exchange and dissemination of project methodologies and tools.

These activities include:

- thematic workshops related to project outputs and methodologies
- stakeholder consultation and feedback sessions
- capacity building and peer learning activities
- participation in external dissemination events and conferences

Workshops provide opportunities for direct interaction with stakeholders and support the practical presentation of project results.

6.3 Outreach campaigns in Tunisia and Morocco

Targeted outreach campaigns are implemented to increase awareness and engagement among stakeholders in Tunisia and Morocco.

The campaigns focus on:

- dissemination of project results and opportunities
- engagement of local VET institutions and stakeholders
- promotion of participation in dissemination activities and events
- support for local visibility and uptake of project outputs

Partners contribute to outreach activities through their institutional networks and national dissemination actions.

6.4 Dissemination through European networks and platforms

Project results and updates are disseminated through relevant European networks and platforms to increase outreach and support knowledge sharing at international level to organisations, practitioners and stakeholders active in VET, employability and digital learning.

Key dissemination channels include:

- EPALE
- European Alliance for Apprenticeships (EAfA)
- Erasmus+ Project Results Platform

6.5 Peer learning and knowledge exchange activities

Peer learning and knowledge exchange activities support the transfer of good practices and experiences among stakeholders and partner organisations.

These activities focus on:

- exchange of implementation experiences
- discussion of challenges and lessons learned
- sharing of methodologies and practical approaches
- promotion of collaboration between institutions and stakeholders

The activities contribute to strengthening cooperation and supporting the practical use of project results across different contexts.

6.6 Timeline

Dissemination activity	Implementation period
Stakeholder mapping and stakeholder lists	Continuously updated from M6 to M36
Dissemination strategy	Reviewed on M12, M18, M24, M30
Outreach campaigns in Tunisia and Morocco	M6-M36
National dissemination conferences	M30-M36
Dissemination through EPALE, EAfA and Erasmus+ platforms	From M6 to M36
Success stories development	M19-M35
Production of infographics and videos	M19-M35
Dissemination templates	M5
Dissemination reports	M6, M12, M18, M24, M30, M36

Table 2: Dissemination timeline

7. Dissemination outputs and public resources

7.1 Success stories and public resources

Success stories are developed to present practical examples of project implementation and stakeholder engagement. **These materials highlight the experiences of learners, educators, VET providers and partner organisations involved in project activities.**

Planned outputs include:

- **5 success stories** evidencing:
 - practical application of project tools and methodologies
 - impact on teaching, learning and institutional practices
 - cooperation between VET institutions and industry
 - benefits for learners and other stakeholders

7.2 Infographics and videos

Infographics and videos are used to communicate project results in a visual and accessible format. These materials support stakeholder engagement and facilitate understanding of key outputs and achievements. These materials are disseminated through dissemination events, European platforms and institutional networks.

Planned outputs include:

- **10 infographics** presenting project results and data
- **5 short videos** documenting activities and stakeholder experiences

7.3 Public deliverables and learning processes

Public deliverables and learning resources developed within the project are made accessible to relevant stakeholders to support knowledge transfer and practical use of project outputs.

These resources include:

- methodologies and guidelines
- digital learning resources and training materials
- reports and research outputs
- tools supporting dual VET implementation and monitoring

The materials are disseminated through stakeholder events, European platforms and project dissemination channels.

8. Uptake and use of project results

8.1 Uptake by VET institutions

Dissemination activities encourage VET institutions to:

- use project methodologies and learning resources
- integrate digital tools into training practices
- participate in peer learning and knowledge exchange activities
- apply innovative dual VET approaches within their programmes
- share experiences and good practices related to the use of project outputs

8.2 Use of project outputs by educators and trainers

Educators, trainers and mentors are encouraged to:

- use of digital curriculum and training modules
- apply innovative pedagogical approaches
- access the methodologies and learning materials
- participate in workshops and dissemination activities supporting practical implementation

These practical resources and activities support teaching, learning and professional development.

8.3 Institutional and policy-level uptake

Dissemination activities support awareness and use of project results at institutional and policy levels through engagement with public authorities, decision-makers and education stakeholders.

The Strategy promotes:

- dissemination of evidence and project achievements
- participation of policymakers in dissemination events and conferences
- sharing of good practices and implementation experiences
- awareness of project approaches supporting VET system development

8.4 Industry engagement and labour market relevance

Industry representatives and employers are engaged through dissemination activities promoting cooperation between VET institutions and labour market actors and increasing the labour market relevance of project results. The Strategy supports:

- dissemination of approaches supporting skills alignment

- promotion of work-based learning and cooperation models
- sharing of practical experiences involving employers and VET providers
- engagement of companies in dissemination events and stakeholder activities

9. Monitoring and evaluation

9.1 Dissemination KPIs

Monitoring of dissemination activities is based on quantitative and qualitative key performance indicators (KPIs) aligned with WP5 objectives and dissemination targets. These indicators measure stakeholder outreach, participation, engagement and uptake of project results. The three last stakeholder outreach indicators are shared with the Communication strategy due to the complementarity nature of WP5 activities.

Area	Indicator	Target
Stakeholder outreach	Stakeholders included in dissemination lists	≥ 120 (15/partner)
	VET providers aware of project results	≥ 500
	Institutions and organisations informed	≥ 80 (10/partner)
	Transnational organisations reached	≥ 15
Dissemination outputs/outreach campaigns	Success stories produced	5
	Short videos produced	5
	Infographics produced	10
	Public dissemination outputs distributed	Continuous through the project
National dissemination conferences (milestone 9)	National conferences implemented	6 (1/country)
	Participants in national conferences	120 (20/event)
European dissemination	Dissemination through EPALE, EAfA and Erasmus+ platforms	Continuous throughout project
Stakeholder engagement	Participation and feedback collected during dissemination events	80% satisfaction rate based on feedback forms collected at each event.

Table 3: Dissemination key performance indicators

9.2 Monitoring tools and evidence collection

Monitoring of dissemination activities is supported through internal reporting procedures and evidence collection mechanisms.

Main monitoring tools include:

- dissemination activity records
- event participation lists and attendance sheets

- stakeholder feedback and evaluation forms
- dissemination reports from partners
- records of dissemination through European platforms and networks
- evidence of dissemination materials and publications

9.3 Dissemination reporting and milestone reviews

Dissemination reporting ensures that dissemination activities are documented, monitored and continuously improved throughout the project lifecycle.

Key elements include:

- preparation of dissemination reports aligned with project reporting cycles **in M6, M12, M18, M24, M30, M36**
- collection of dissemination evidence from all partners
- assessment of dissemination KPIs and stakeholder engagement
- identification of gaps and implementation of corrective measures when necessary

Three milestone reviews are carried out during the project to assess both communication and dissemination progress, evaluate outreach performance and verify implementation of planned dissemination activities. These reviews take place at M12, M24 and M36 and include feedback from project partners and stakeholders.

The dissemination report template is available at https://drive.google.com/drive/folders/1DTJswOXMhGNLWnSGL3iC4wH3LF2j5eaa?usp=drive_link

  DISSEMINATION = actions to make knowledge and results publicly available for those who can learn and benefit from the results, i.e. the target groups			
Dissemination Activity Name	What? Type of Dissemination Activity	Who (Target Audience Reached)	Why? Description of the objective(s) with reference to a specific project output (Max. 200 characters)
1			
2			
3			
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Figure 2: Dissemination report template

10. Risk management

10.1 Dissemination risks and mitigation measures

This section identifies potential risks that may affect dissemination activities and defines mitigation measures to support effective stakeholder outreach, engagement and uptake of project results throughout the project lifecycle.

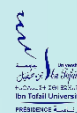
Risk	Mitigation measure
Low stakeholder participation in dissemination activities	Promote activities early through partner networks and institutional channels, adapt dissemination activities to stakeholder interests and local contexts
Limited uptake of project results by target groups	Focus dissemination on practical benefits and applicability of project outputs, include demonstrations, case studies and implementation examples
Low engagement from policymakers or industry representatives	Use targeted outreach and stakeholder-specific messaging, involve relevant organisations in dissemination events and discussions
Limited dissemination reach beyond the consortium	Disseminate through European platforms and professional networks, encourage partners to use institutional and external dissemination channels
Delays in dissemination contributions from partners	Define clear responsibilities and deadlines, monitor dissemination activities regularly through WP5 coordination
Language barriers affecting dissemination	Translate dissemination materials into partner languages and adapt content to national contexts
Low visibility of dissemination events	Combine online and in-person dissemination approaches, promote events through multiple channels and networks
Insufficient evidence collection for dissemination activities	Use standard reporting templates and evidence collection procedures across all partners
Technical issues affecting dissemination of digital resources	Ensure regular maintenance of digital platforms and provide alternative access to dissemination materials where necessary
Dissemination messages not adapted to target audiences	Tailor dissemination content according to stakeholder group and dissemination objective

Table 4: Dissemination risks and mitigation measures



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STRENGTHENING SYSTEMS IN TUNISIA AND MOROCCO



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