Dual VET 4.0

STRENGTHENING SYSTEMS IN TUNISIA AND MOROCCO

COMMUNICATION STRATEGY

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1. Introduction

This Communication Strategy defines the framework for ensuring coherent, consistent and effective communication throughout the Dual VET 4.0 project. It supports Work Package 5 (WP5) which focuses on dissemination visibility and sustainability and provides guidance for all partners on how to communicate project activities progress and results.

The Strategy aims to maximise visibility and stakeholder engagement through a structured combination of digital and in-person communication channels. These include the project website, social media platforms, newsletters, press releases and events. Communication activities are designed to reach key target groups such as VET providers, educators, policymakers, industry representatives and learners, while ensuring accessibility of project outputs across partner countries.

The document covers the full project duration from month 1 (M1) to month 36 (M36) and includes both internal coordination among partners and external communication with stakeholders at local, national and European levels. Activities are aligned with project milestones and deliverables, including the launch of communication channels, regular content publication and support for project events and dissemination actions as defined in WP5.

The Strategy ensures a common approach to messaging, branding and communication practices across the consortium. It also guarantees compliance with EU visibility requirements, including the use of official disclaimers and open licensing standards. Communication actions are coordinated with WP5 tasks, such as the establishment of a communication framework, the implementation of visibility measures and the execution of outreach activities to ensure consistency and impact across all project phases.

2. Communication objectives

2.1 Alignment with WP5 objectives

The communication objectives are aligned with WP5 and **support coherent communication**, visibility and stakeholder engagement across the project. They contribute to ensuring that project activities progress and results are communicated in a consistent and effective manner across all partner countries.

The Strategy supports the establishment of a common communication approach across partners through shared tools, coordinated actions and messaging. It also reinforces the visibility of the project through shared communication activities and the use of defined channels and materials.

2.2 Visibility and awareness goals

The Strategy aims to **increase the visibility of the Dual VET 4.0 project at local, national, European and international levels**. Communication activities focus on promoting the project identity, outputs and key achievements through digital platforms, media outreach and events.

The Strategy supports the promotion of the project website, social media platforms and other communication materials to ensure continuous visibility throughout the project lifecycle. It also ensures that project results are presented in a clear, accessible way to reach a wide audience.

2.3 Stakeholder engagement goals

The Strategy aims to **engage key stakeholder groups** including VET providers, VET educators, policymakers, industry representatives and learners. Communication activities are designed to encourage participation in project activities and strengthen interaction with stakeholders.

The Strategy supports the development of ongoing engagement through regular updates, targeted messaging and interactive communication channels. It also facilitates stakeholder involvement in events workshops and dissemination activities to ensure active participation and feedback.

3. Communication and coordination framework

3.1 Roles of partners in communication

Communication activities are implemented collaboratively by all project partners. Mindshift, as WP5 leader, coordinates all communication activities, including the development of communication tools, templates and guidelines.

All partners contribute to communication and support of the visibility of the project by providing content and promoting information through their institutional channels – websites and social media platforms - and promoting the project activities and results in events at local, regional and national levels.

All partners ensure that communication outputs are adapted to local contexts and accurately translated into national languages. to ensure accessibility across all participating countries. Translation supports wider outreach at national level, engagement of local stakeholders, and consistent communication across regions.

3.2 Coordination mechanisms across countries

Communication is coordinated through the regular coordination meetings, to ensure alignment across all participating countries, review progress, plan upcoming activities and ensure consistency in messaging and timing. **Between meetings, communication coordination is ensured through the project's group email**.

Shared communication tools are used to standardise outputs across partners. All communication materials are reviewed by all partners before publication to ensure their quality and alignment with the project objectives.

Coordination also includes the synchronisation of key communication actions, such as newsletter and press releases launch, to maximise impact at transnational level.

3.3 Internal communication workflows

Internal communication workflows ensure efficient information exchange among partners. These workflows define how communication content is developed, reviewed, approved and communicated.

Partners submit communication inputs according to agreed timelines, and these are consolidated, reviewed and validated at WP5 level by all partners and Mindshift as WP5 leader before publication. After, partners proceed with translation and promotion through the agreed channels.

Internal communication is supported by the project's group email and online drive, enabling exchange of information, document sharing and coordination of activities.

3.4 Communication committee

The communication committee is established in Month 1 to ensure transversal coordination of communication activities across the consortium. It is composed of one representative from each partner organisation, for a total of eight members, as per the following table.

Partner	Representative	Contact
GOI	Ümmühan Özbek	ummuhanozbek1@gmail.com
Meta4	Raj Sethia	office@meta-4.org
INFODEF	María Fernández	m.fernandez@infodef.es
Mindshift	Vasco Gaião	vasco.gaiao@mindshift.pt
UH1	Yassine Marzougui	yassine.marzougui@uhp.ac.ma
UIT	Karima Selmaoui	karima_selmaoui@yahoo.fr
UTM	Mouna Sellami	mouna.marrakchi@issbat.utm.tn
ARSII	Ahmed Maalel	contact@arsii-association.org

Table 1: Communication committee

4.Target audiences

4.1 Stakeholder mapping

The project addresses stakeholders connected to vocational education and training, 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**, as direct users and multipliers of project outputs
- **VET teachers, trainers and mentors**, as the main professional audience for the project tools and resources
- **Policymakers and public authorities**, as actors supporting institutionalisation and policy alignment
- **Industry representatives, employers and sector organisations**, as contributors to labour market relevance and work-based learning
- **Learners and apprentices**, as indirect beneficiaries of improved VET provision
- **Education and skills organisations**, including NGOs, research bodies and networks active in VET and employability

The WP5 impact targets include at least 120 stakeholders in partner stakeholder lists, 500 VET providers aware of project results and 80 local, regional and national institutions informed about project outcomes.

4.2 Audience segmentation

Target audiences are segmented to ensure that communication is relevant, targeted and adapted to each group's role in the project.

The main segmentation levels are:

- **Geographical level**

Local, national, regional and European audiences are addressed through adapted channels and language versions.

- **Institutional level**

Communication distinguishes between public authorities, education institutions, training providers, companies and civil society organisations.

- **Functional level**

Audiences are grouped according to their expected interaction with the project, such as awareness, participation, uptake or replication.

- **Engagement level**

Some stakeholders will receive general information, while others will be actively involved in events, consultations, outreach campaigns or dissemination actions.

4.3 Audience needs

Each audience group requires different types of information. Communication materials and channels will therefore be adapted to their needs.

- **VET providers and training centres** need practical information on project tools, training opportunities and implementation benefits
- **VET teachers, trainers and mentors** need accessible resources, guidance materials and updates on the DUALVET Nexus Academy
- **Policymakers and public authorities** need concise evidence on relevance, impact, sustainability and alignment with VET policy priorities
- **Industry representatives, employers and sector organisations** need information on skills alignment, work-based learning and cooperation opportunities
- **Learners and apprentices** need clear and engaging messages explaining how the project can improve training quality, employability and career guidance
- **Education and skills organisations** need accessible information on the project's purpose, progress and social value

5. Key messages and positioning

5.1 Core project narrative

The **Dual VET 4.0 project focuses on strengthening vocational education and training systems in Tunisia and Morocco through the integration of digital tools, innovative methodologies and dual learning approaches**. The project promotes closer cooperation between education and industry to improve the relevance and quality of training.

The core narrative highlights:

- **modernisation** of VET through digitalisation and innovation
- alignment of training with **labour market needs**
- **capacity building** for VET providers and educators
- support for employability and **skills development**

Communication emphasises the project's contribution to improving VET systems and supporting sustainable workforce development.

5.2 Messaging by stakeholder group

Messages are adapted to reflect the priorities and interests of each target audience.

- **VET providers and training centres**

Focus on practical benefits such as access to curriculum for trainers, digital learning tools and the DUALVET Nexus Academy that support teaching and learning.

- **VET teachers, trainers and mentors**

Emphasise capacity building, access to innovative methodologies and opportunities for professional development.

- **Policymakers and public authorities**

Highlight alignment with national and EU priorities, system-level impact and support for policy development.

- **Industry representatives, employers and sector organisations**

Stress improved skills matching, cooperation with VET institutions and opportunities to contribute to training design.

- **Learners and apprentices**

Communicate benefits related to improved learning experiences, career guidance and employability.

While messages remain consistent in terms of overall narrative, they are adapted in tone and content to each audience.

5.3 Communication of impact and results

Communication focuses on making project results visible, understandable and relevant to stakeholders. This includes promoting key outputs such as the digital platform, training modules and tools developed within the project.

Key elements include:

- presentation of **measurable results** using WP5 KPIs
- communication of **success stories, case studies and testimonials**
- use of visual content such as **infographics and short videos**
- regular updates on **progress and milestones**

At least 5 success stories, 5 short videos and 10 infographics will be produced to support communication of results and impact, ensuring that results are linked to their practical value and potential for uptake.

6. Communication channels and materials

6.1 Project website

The project website www.dual-vet.com serves as the central communication hub. It provides access to project work packages, deliverables, partners and media. The website ensures visibility at European and international levels and supports access to project outputs.

Key functions include:

- presentation of project objectives, partners and activities
- publication of news, updates and events
- access to deliverables, tools and resources
- multilingual content in English, Turkish, Arabic, Spanish, German and Portuguese to reach all partner countries

The website is launched on month 3 of the project and maintained throughout its duration.

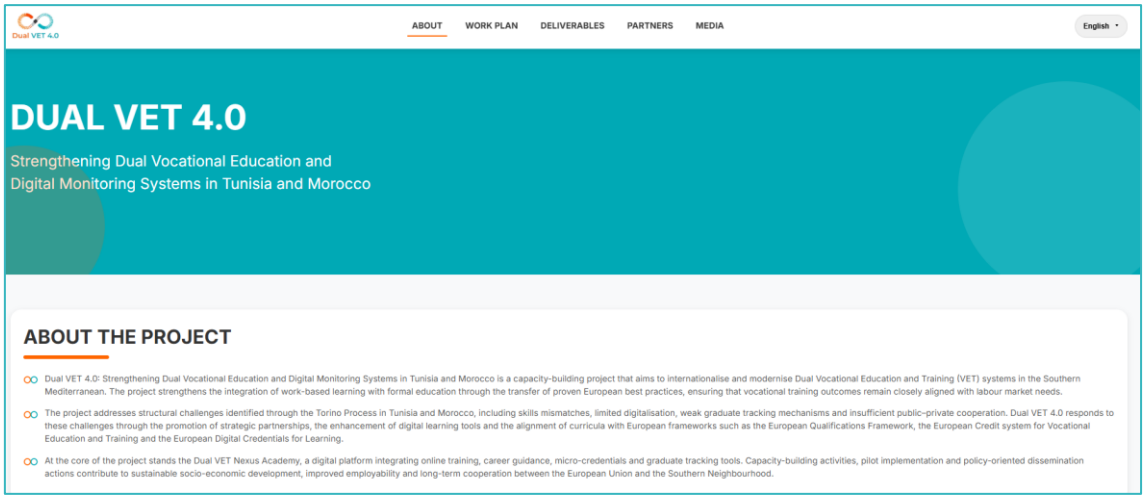

Figure 1: Website homepage

6.2 Social media

Social media platforms are used to ensure continuous visibility and engagement with stakeholders, namely LinkedIn, Facebook and Instagram.

- LinkedIn
  www.linkedin.com/company/dual-vet-4-0-erasmus-project
- Facebook
  www.facebook.com/people/Dual-VET-40-Erasmus-project/61585718031782
- Instagram
  www.instagram.com/dualvet4.0

To keep these pages updated and with high engagement rates, all partners are requested to make a minimum of **2 posts per month on the three pages** throughout

the entire duration of the project and for four months after its conclusion, according to the following coordinated **posting calendar**.

Partner	M1	M2	M3	M4	M5
GOI	Dec. 25	August 26	April 27	Dec. 27	August 28
Meta4	January 26	Sep. 26	May 27	January 28	Sep. 28
INFODEF	Feb. 26	October 26	June 27	Feb. 28	October 28
Mindshift	March 26	Nov. 26	July 27	March 28	Nov. 28
UH1	April 26	Dec. 26	August 27	April 28	Dec. 28
UIT	May 26	January 27	Sep. 27	May 28	January 29
UTM	June 26	Feb. 27	October 27	June 28	Feb. 29
ARSII	July 26	March 27	Nov. 27	July 28	March 29

Table 2: Social media posting calendar

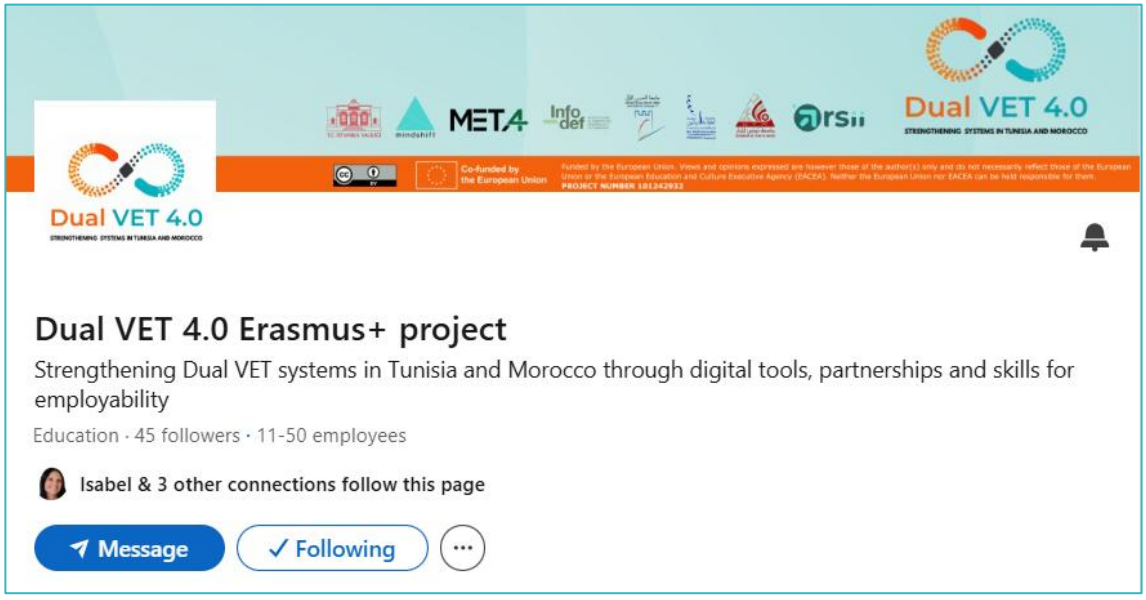

Figure 2: LinkedIn homepage

Figure 3: Facebook homepage

Figure 4: Instagram homepage

These channels support:

- regular dissemination of updates and achievements
- promotion of events and activities
- sharing of visual content such as infographics and videos
- interaction with stakeholders and wider audiences

6.3 E-flyer, newsletters and press releases

Newsletters and press releases are used to communicate information to stakeholders and wider audiences.

Planned outputs include:

- **1 e-flyer** presenting the project, its objectives and partners for general project promotion, available at https://drive.google.com/drive/folders/1InBUNPnc4rQJGsgGQ1gu9aByfAz6Ga4v?usp=drive_link)
- **6 newsletters** providing regular updates on progress activities and results distributed during the project, available at https://drive.google.com/drive/folders/1NromMD5XkaW-kFk8K1yGleA3oOF9-yQQ?usp=drive_link
- **2 press releases** at key project milestones, available at https://drive.google.com/drive/folders/1SheApgKP-Oi8jJ2Zglsb2rUo-3ojnEcC?usp=drive_link

These materials provide updates on project progress, highlight results and promote upcoming activities. All materials are translated into partner languages to ensure accessibility.

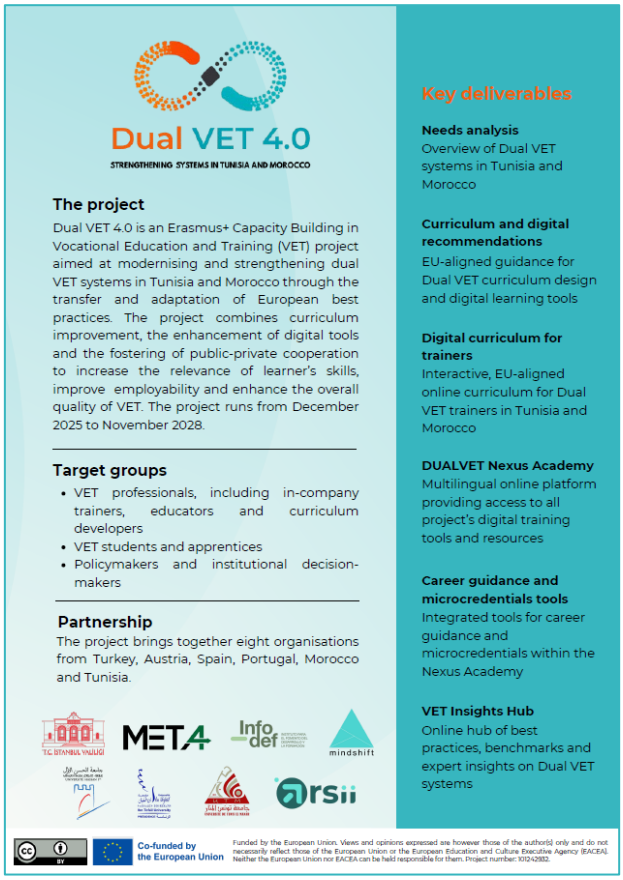

Figure 5: E-flyer

Figure 6: Newsletter 1

6.4 Events and workshops

Events and workshops are key channels for direct stakeholder engagement. They support interaction, knowledge exchange and visibility of project results.

They encompass:

- project meetings and workshops
- capacity building activities
- dissemination events and conferences

Events are used to present results, share experiences and collect feedback from stakeholders. They also support networking and collaboration among participants.

6.5 Infographics and short videos

Infographics, stories and videos are used to increase engagement and improve the accessibility of project results.

These include:

- **10 infographics** presenting key results and data
- **5 success stories**
- **5 short videos** (3-5 minutes) documenting project participants' success stories (learners, VET providers, companies)

6.6 EU platforms

Project results and key updates will be disseminated through relevant European Union platforms, including:

- **EPALE** - Electronic Platform for Adult Learning in Europe
  https://epale.ec.europa.eu

- **EAfA** - European Alliance for Apprenticeships
  https://www.linkedin.com/groups/5026659

- Erasmus+ Project Results Platform
  https://erasmus-plus.ec.europa.eu/projects

These channels support visibility at European level, facilitate knowledge sharing with the VET community and ensure that project outputs are accessible to policymakers, practitioners and stakeholders beyond the consortium.

7. Branding and visual identity

7.1 Project logo, colours, and typography

The project uses a defined visual identity to ensure consistency and recognition across all communication outputs. This includes the project logo, colour scheme and typography.

Logo: available at

https://drive.google.com/drive/folders/1IG3y4NPp-E0T2Cy_nsztBYnUGmHxmeaf?usp=drive_link

Figure 7: Logo

Colour scheme:

- orange #f4610c
- blue #37b6bf

Fonts:

- Montserrat
- League Spartan

These elements must be applied across all materials to create a coherent visual presence and to strengthen the project's identity across channels and countries.

7.2 EU visibility requirements

All communication materials comply with European Union visibility requirements. This includes:

- use of the **EU emblem with the co-funding acknowledgement statement** in all official materials
- application of required **disclaimer**

Figure 8: EU emblem

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The standard disclaimer is included in all outputs to ensure transparency regarding funding and responsibility for content.

The EU emblem and the disclaimer are available in all partner languages at:

https://drive.google.com/drive/folders/1X0QCw8IjNlOWDQqZ8yUtBONEnIL3x77y?usp=drive_link

EU visual identity guidelines are available at:

https://www.eacea.ec.europa.eu/grants/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

7.3 Use of branded templates

Branded templates are used by all partners to ensure consistency in layout, formatting and visual presentation. These templates support the production of communication materials and simplify coordination across the consortium. These include:

- **PowerPoint** presentation template
- **Word** document template
- **one-page** communication template

They are available at: All templates follow the project's visual identity and EU visibility requirements. Their use is mandatory for all official communication outputs to ensure a unified and professional presentation. They are available at:

https://drive.google.com/drive/folders/1uCTFMXMDYz6qoWe9r_ZHVm_YI2ftE_Mr?usp=drive_link

Figure 9: PowerPoint template

Figure 10: Word template (1/2)

Figure 11: Word template (2/2)

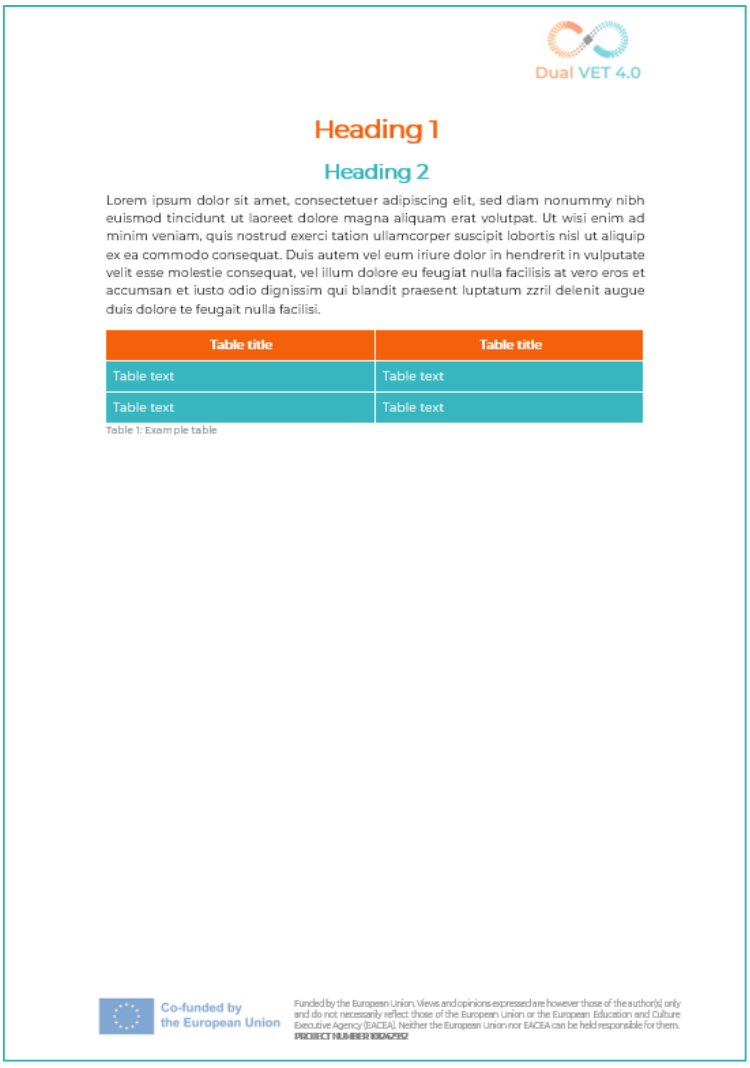


Figure 12: One-page template

8. Communication activities plan

8.1 Activities by project phase

Communication activities are structured across the project lifecycle to ensure continuous visibility and engagement.

Initial phase (M1–M6) focuses on establishing communication foundations:

- creation of social media channels and posting calendar
- development of project logo and branded templates
- preparation and distribution of the e-flyer
- development and launch of the project website in all partner languages

Implementation phase (M7–M24) focuses on regular communication and engagement:

- publication of newsletters and press releases
- continuous social media activity
- promotion of project activities, tools and intermediate results
- communication support for workshops and capacity building activities

Final phase (M25–M36) focuses on results and impact:

- communication of final outputs and achievements
- dissemination of short videos with success stories and infographics
- promotion of dissemination conferences and final events

8.2 Timeline

Three annual communication action plans will be developed during the project in M3, M13 and M25 These plans will translate the Communication Strategy into concrete actions, timelines and partner responsibilities. They will provide a structured schedule for communication tasks, support coordinated implementation across the consortium and allow adjustments when needed to respond to project developments, stakeholder needs or emerging opportunities.

The annual communication action plans are available at

https://drive.google.com/drive/folders/1SbEpuM3_cAWaiYRPNL63rabjiNgtDGQ8?usp=drive_link

Communication activities are distributed according to the following general timeline, ensuring consistent implementation across all countries.

Communication material	Production / setup	Validation	Translation	Publication	Follow up / use
E-flyer	M1-M2	End of M2	M2-M3	From M3	Used continuously for events, website and stakeholder outreach
Project website	M1-M2	M2	M2-M3	M3	Updated continuously from M3–M36 and maintained after project end
Social media platforms	M1	M1	N/A	From M1	Regular posting from M1–M36 and 4 months after project end, with increased activity around events and milestones
Newsletters (6 total)	2-3 weeks before each issue	1 week before publication	After validation	M5, M11, M17, M23, M29, M34	Shared via email, website, partners' channels and social media
Press releases (2 total)	M8 and M34	Before publication	After validation	M9 and M35	Distributed via partners, media contacts, website and social media
Videos (5 total) Infographics (10 total)	M19-M35	Before publication	After validation	M22-M36	Used on website, social media and events
Communication templates	M1-M2	End of M2	N/A	N/A	Used throughout the project by all partners
Communication reports	M6, M12, M18, M24, M30, M36	Before submission	N/A	Aligned with reporting deadlines	Used to monitor activities, KPIs and corrective actions

Table 3: Communication activities general timeline

9. Monitoring and evaluation

9.1 Communication KPIs

Monitoring of communication activities is based on a set of quantitative and qualitative performance indicators (KPIs) aligned with WP5 targets. These indicators measure reach, visibility and engagement across all communication channels. These KPIs are directly linked to the communication objectives defined in Section 2 and are used to measure their achievement. They are presented in the table below.

Area	Indicator	Target
Website performance	Unique visitors	≥ 5,000
Social media performance	Total followers (Facebook, LinkedIn, Instagram)	≥ 1,000
	Impressions per platform	≥ 10,000 per platform
	Minimum posts	72 (2 per month)
Stakeholder outreach	VET providers aware of project results	≥ 500
	Institutions and organisations informed	≥ 80 (10/partner)
	Transnational organisations reached	≥ 15
Content dissemination	Downloads of communication materials (newsletters, press releases, e-flyer, success stories, infographics, videos)	≥ 500
	Newsletters published	6
	Press releases issued	2
	E-flyer produced and distributed	1

Table 4: Communication key performance indicators

9.2 Monitoring tools

Monitoring is supported by a combination of digital tools and internal reporting mechanisms.

Main tools include:

- **website analytics** tools to track traffic user behaviour and downloads
- **social media analytics** to measure reach engagement and audience growth
- **mailing tools** to monitor newsletter distribution and interaction
- **internal tracking** tools to record communication activities and stakeholder outreach

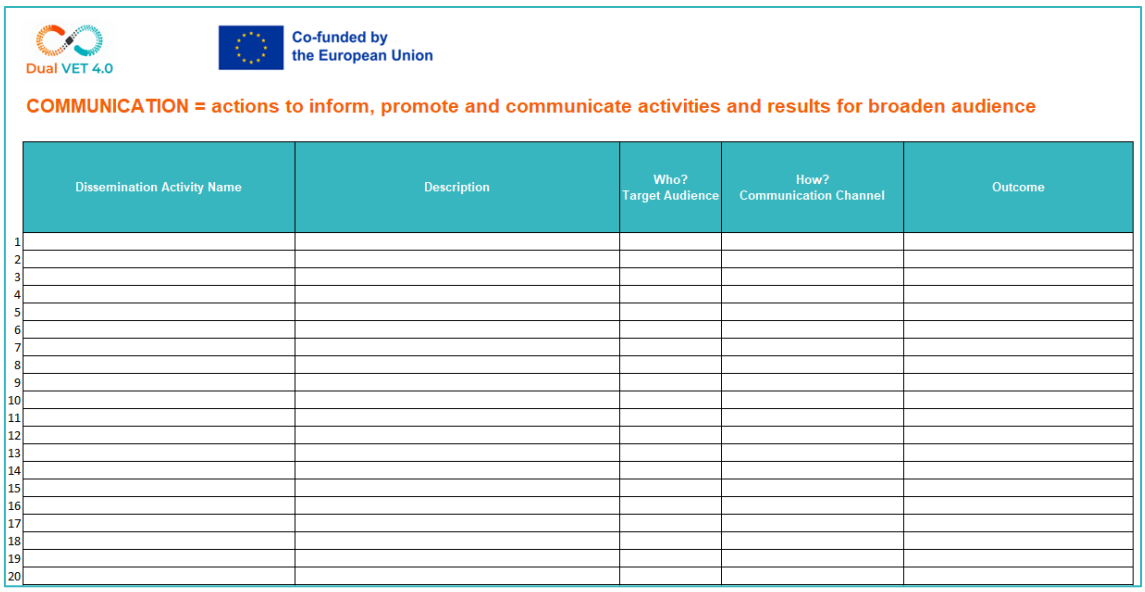
9.3 Reporting procedures

Reporting ensures that communication activities are documented, evaluated and improved throughout the project to remain effective and responsive to stakeholder needs.

Key elements include:

- preparation of **communication reports by all partners in M6, M12, M18, M24, M30, M36** on communication activities and results
- analysis of communication reports data to assess KPIs and identify gaps
- implementation of corrective actions where needed

The communication report template that each partner must fill in every six months is available at https://drive.google.com/drive/folders/1jeh4m9Kb_3hgmRN0n78-Wo0NFFCk7Fod?usp=drive_link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COMMUNICATION = actions to inform, promote and communicate activities and results for broaden audience

	Dissemination Activity Name	Description	Who? Target Audience	How? Communication Channel	Outcome
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Figure 13: Communication report template

9.4 Monitoring milestones

Three milestone reviews will be carried out by Mindshift as WP5 leader to monitor communication progress, assess performance and verify adherence to planned deadlines. These reviews will include partner feedback to identify achievements, address potential deviations and support continuous improvement of communication activities throughout the project. The reviews include KPIs and deliverables performance assess.

Milestones reviews take place at **M12, M24 and M36**.

10. Risk management

10.1 Communication risks and mitigation measures

This section identifies potential risks that may affect the effectiveness of communication activities and defines mitigation measures to support partners ensuring continuity, consistency and impact throughout the project lifecycle.

Risk	Mitigation measure
Low stakeholder engagement	Use targeted messaging and adapt content to audience needs, increase use of interactive formats such as workshops and social media engagement, involve partners in outreach at national level
Inconsistent communication across partners	Apply standard templates and guidelines, ensure central coordination by WP5 leader, organise regular coordination meetings
Delays in content delivery by partners	Define clear deadlines and responsibilities, use shared planning tools, follow up regularly with partners
Low visibility of communication outputs	Increase frequency of posts and updates, cross-promote content across partner channels, align communication with key milestones and events
Limited reach of digital channels	Optimise use of social media platforms, use hashtags and tagging strategies, promote content through partner networks
Language barriers affecting accessibility	Ensure translation of materials into partner languages, adapt content to local context where needed
Non-compliance with EU visibility requirements	Apply standard disclaimers and branding guidelines, validate materials before publication
Technical issues with website or platforms	Ensure regular maintenance and updates, assign technical responsibility, provide backup communication channels
Low participation in events	Promote events early, use multiple communication channels, engage local stakeholders through partners
Ineffective communication of results	Use clear and structured messaging, include visual materials such as infographics and videos, highlight practical benefits and success stories

Table 5: Communication risks and mitigation measures

11. Ethical and legal considerations

11.1 Open access and licensing

Project outputs are shared under open access principles whenever applicable. Materials are released under the **Creative Commons Attribution 4.0 International (CC BY 4.0)**. This license enables users to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.

Full license details are available at

https://creativecommons.org/licenses/by/4.0

Figure 14: Creative Commons license

11.2 Data protection and consent

Personal data collected through communication activities is handled in line with GDPR requirements. This applies to event registrations, feedback forms, photos and recordings.

Personal data is:

- collected only when necessary
- used only for project-related purposes
- stored securely
- accessed only by authorised partners
- not shared with third parties without consent

11.3 Ethical communication practices

Communication activities will be transparent, inclusive and respectful. Project messages will avoid misleading claims and will present results accurately.

Partners will ensure that photos, videos, testimonials and participant statements are used only with prior consent.

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