



CAREERS 4.0

Communication, promotion,
dissemination and exploitation

Methodology

Prepared by CMBRAE

2023- 2025

CONTEXT

Grant agreement	2023-1-RO01-KA220-VET-000153980
Programme	Erasmus +
Key action	Cooperation partnerships in vocational education and training
Action	Strategic Partnerships
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Project end date	30/11/25
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INTRODUCTION

Dissemination as a very important component of the CAREERS 4.0 project aims to ensure that the project's objectives, activities, and results reach the widest possible audience and generate a meaningful impact at local, national, and European levels. The main goal of dissemination within this project is to raise awareness of innovative practices in career guidance, promote the project results, including the Career 4.0 Competences Framework, the assessment tools on the digital platform, the training modules/ curriculum and programme, immersive tour, interactive card game, and facilitate knowledge exchange among stakeholders.

The dissemination methodology of CAREERS 4.0 has been designed to be systematic, targeted, and measurable. It introduces the objectives of dissemination, partner engagement in dissemination, project WP's, target groups, dissemination instruments, dissemination activities, training programme, national events (Final conference), dissemination results and a few conclusions.

The methodology also includes monitoring and evaluation aspects, thus ensuring the sustainability of the dissemination efforts beyond the project lifetime. By a structured approach, the project seeks to maximize visibility, foster collaboration between partners, and support the integration of project results into educational and professional practices across partner countries.

OBJECTIVES OF DISSEMINATION

The partnership of the CAREERS 4.0 Erasmus plus project comprises the following organisations as presented in the table below.

Country	Partner organisation
Romania	CENTRUL MUNICIPIULUI BUCUREȘTI DE RESURSE ȘI ASISTENȚĂ EDUCAȚIONALĂ (CMBRAE)
Italy	studio risorse s.r.l.
Greece	PROGRESSUS RESEARCH & COUNSELLING
Cyprus	EUROPEAN UNIVERSITY CYPRUS
Spain	Qualificalia Analytics S.L.
Italy	ilInformatica S.r.l.

Within the partnership of the project, with 2 years lifespan (1 December 2023- 30 November 2025) we aim to implement 4 Work Packages:

- WP1. Project Management
- WP2. Career Competencies 4.0 Framework and adequate psychometric skill assessment questionnaires
- WP3. Careers and Competence 4.0 Information & Assessment System
- WP4. Career Guidance 4.0 training program and new adapted career guidance 4.0 methodologies and practices for career practitioners

The dissemination process of CAREERS 4.0 project intends to:

- To design and implement an effective marketing approach, including appropriate communication channels and instruments, aimed at reaching and engaging the target groups, stakeholders, and specific events (conferences, workshops etc.), while supporting the wider uptake of the project results.
- To increase visibility and awareness of the project CAREERS 4.0 at national, European and international levels, ensuring broad dissemination, long-term impact, sustainability, and overall effectiveness.

DISSEMINATION PROCESS

At the start of the project, activities will focus on promotion via Erasmus+ channels, branding, and the project website. Throughout the project lifecycle, ongoing marketing and dissemination, promotion and communication actions will be implemented, including newsletters, national publications and social media. In the final phase, emphasis will be placed on disseminating project results through the established channels.

All partners will aim to engage a broad range of providers and relevant stakeholders at local, national, and European levels. The dissemination strategy will guide the planned activities corresponding to the WP's. All partners will regularly report and document evidence of implementation.

Project Phase	Focus and Key Activities
Beginning of the Project	Project promotion through Erasmus+ communication channels, organisation identity tools, and the project website, social media.

Throughout the Project	Continuous dissemination activities, including implementation of the dissemination and communication plan as an important step in a marketing and promotion of the project: newsletters, publications, social media, website, events (workshops, conferences, seminars etc.).
End of the Project	Dissemination of project results developed in the WP's for relevant actors/ stakeholders from different organisations.

The established dissemination strategy will guide activities of partners of the project CAREERS 4.0 and will provide evidence of dissemination actions.

PROMOTION AND EXPLOTATION OF WP's RESULTS

The developed project results of the WP's are valorised by optimising their relevance, accessibility, and practical value for professional development and the competencies of the beneficiaries targeted in CAREERS 4.0, especially for the practitioners in the guidance and career counselling domain. From this perspective, the dissemination process focuses on maximising and transferring of the project results through:

- Increase the visibility of the project and its results at local, national and European levels.
- Promote the benefits of CAREERS 4.0 for different categories of beneficiaries.
- Reach the target groups including students, career practitioners, educational actors and relevant stakeholders.
- Involve in an active way of young people (16-29 years) and professionals in the areas addressed by the project.
- Promote good practices and the results achieved, including tools, handbook, training programs, ensuring their long-term use and replication.
- Facilitate networking and knowledge exchange among partners, stakeholders, educational institutions, wider community.
- Guarantee sustainability as an important value to be addressed by the whole partnership at various levels, local, regional, national, as well as EU and international, to ensure that project results will successfully reach wider audiences.
- Participate at the local events, trainings, and national events, meetings, new projects, publications, promotion etc.

All the resources produced during the project lifespan will be available on:

- Project website: <https://careers4-o.eu/landing/>

- Project platform: <https://careers4-o.eu/security/login>

They will be accessible to the public 3 additional years after the end of the project CAREERS 4.0, in a free of charge modality.

Also, the Career Guidance 4.0 Training Curriculum and Handbook elaborated and testing the project will be promoted in the academic community (ISBN code).

The exploitation and dissemination activities are closely related to the sustainability of the project which is based on the following aspects, as specified in the application:

- Methodology of Participatory Action Research/ involve the beneficiaries since the beginning of the activities during the focus groups, the development of WP's, the Pilot Actions, within the dissemination activities.
- Project results towards trainers, career counsellors and students and training materials within events and seminars.
- Training model- basis for the design of a new training offer for trainers and counsellors in each country both by the university and the partners who provide training services, as well by all other partners who will train their own staff, teachers and career practitioners.
- Educational resources- national languages and included as tools and products to provide career learning and counselling in public and private education and communities.
- Free distribution to all the interested stakeholders and policy makers (public institutions) of the final versions of the tools and models.
- Part of the services and tools offered by CMBRAE, PROGRESSUS, EUC, QUALIFICALIA and STUDIO RISORSE.
- This digital informational system- at least 2 years after the end of the project.
- Websites- the web platform.

Exploitation refers to actions that each partner will carry out to ensure the project results replication with each target group / stakeholders and professional community. The effective exploitation of the results will be in the hands of the partners involved.

Therefore, we propose different types of exploitation activities:

- project results accessible and free of charge on website, social media
- results available to all interested stakeholders and beneficiaries

- events and networks of contacts with local, regional, national, international specialists, organisations
- recommendations to Policy-Makers in career guidance and counselling
- new resources and documents related to carer guidance and counselling (curriculum, guidelines, manuals, digital applications etc.)
- new project initiatives in new partnerships
- training systems or guidance and careers counselling practices of relevant organizations
- development of the capacity building, organisational culture

TARGET GROUPS

According to the project application CAREERS 4.0, the main target groups to share the results of our project are multidisciplinary professionals (trainers, career practitioners, HR professionals, business sector representatives) and youngsters aged 16-29.

Other stakeholders, training & counselling organisations are also a strategic channel for dissemination, since they are all responsible for vocational training and career guidance.

The partnership will closely cooperate with training organisations, trainers, guidance centres and professionals and other education providers and representatives from the labour market.

At local and regional level, project activities will be addressed to education and guidance institutions, career centres of universities, but also private companies and NGO's working in the career guidance sector or professionals who are interested in assisting their clients in development of 4th industry demanded skills.

At EU and international level, target audiences include policy bodies, associations and networks in the field of Career Guidance, such as Euroguidance and CareersNet members, IAEVG, VET and employment (CEDEFOP, ETF, OECD, ILO etc.).

trainers	educators, teachers	career guidance practitioners	career coaching and mentoring
specialists	training organizations	schools universities	business sector representatives
social partners	network of training and career guidance services	employers, as VET, career guidance and local employment services providers	youngsters aged 16-29

DISSEMINATION INSTRUMENTS

Dissemination activities will be achieved through various types of instruments, tools, channels etc. and will be planned throughout the project duration, in alignment with defined strategies and specific objectives.

For broader dissemination targeting diverse audiences across all partner countries, a comprehensive dissemination framework will be developed. This framework will include coordinated communication tools and actions designed to ensure wide visibility, accessibility, and engagement among the public and relevant stakeholders at international level. For example:

- Project website: <https://careers4-o.eu/landing/> All result of the project CAREERS 4.0 will be uploaded on the project website for a widespread use and consultation.
- Project platform: <https://careers4-o.eu/security/login>
- Project Facebook page:
<https://www.facebook.com/profile.php?id=61569861604587>
- Project LinkedIn page: <https://www.linkedin.com/in/careers-project-452b4833b/>
- Project Instagram page: https://www.instagram.com/careers_4.o/

- Websites of Partner organisations:

WEBSITE	Partner organisation
https://www.cmbrae.ro/2017/	CENTRUL MUNICIPIULUI BUCUREȘTI DE RESURSE ȘI ASISTENȚĂ EDUCAȚIONALĂ (CMBRAE)
www.studiorisorse.it	studio risorse s.r.l.
https://www.progressus-rc.gr/	PROGRESSUS RESEARCH & COUNSELLING https://www.progressus-rc.gr/eu-projects/careers-4-o/
http://www.euc.ac.cy	EUROPEAN UNIVERSITY CYPRUS
www.qualificalia.co	Qualificalia Analytics S.L.
www.iinformatica.it	ilInformatica S.r.l.

- Social media pages of each Partner organisations from 5 countries: GR, IT, ES, RO, CY
- The production of corporate image (logo, layouts) for the documents and results of the project

The content published on the Facebook, LinkedIn and Instagram pages of the CAREERS 4.0 project will be integrated with the project website to ensure coherent communication.

Each partner will actively contribute to increasing online visibility by promoting the pages within their professional networks. Both the website of the project, the platform and social media will be used to regularly communicate project developments, events, outputs, and key findings.

Project results will be made publicly available on the website to facilitate broad access and use. In addition, partners will disseminate the results of the CAREERS 4.0 through their own digital channels, including institutional websites and social media accounts.

Multiple dissemination activities will be implemented across the project lifecycle to ensure effective sharing of project outcomes. Different types of dissemination activities are mentioned in the project application.

The promotional activities will focus on general awareness rising and gathering interest of the wide public, via online presence and during meetings. Each organization will appoint a dedicated member to carry out the activities, report

activities to the dissemination coordinator CMBRAE and provide feedback to their project manager. CMBRAE will elaborate an internal decision for the staff responsible for dissemination and exploitation activities for the CAREERS 4.0 project.

Regarding online presence, Informatica will create the project website and CMBRAE the social media accounts (i.e Facebook and LinkedIn) in M2 of the project, whereas all partners will contribute to structuring their contents throughout the project.

Every 6 months, a newsletter with most relevant project news will be sent to the mailing list of the partners of the partnership. Partners will also disseminate news items via a mailing tool, own website or other way, proved to be successful in reaching the target audience.

A series of events, face-to-face and virtual will inform about the project results. Each partner will organise at least 2 local events (face-to-face and/or virtual) for dissemination and also focus groups and working groups.

Important for dissemination will also be the submission of information to Erasmus+ dissemination platform (EPRP), as information published through these platforms will strengthen the visibility and availability of the results at every level.

Outside the partnership, institutions linked with the target groups will be reached and finally, the partnership will be in charge of publishing scientific articles based on the research and activities implemented in the project at local, regional, national, EU and international level.

- 4 Newsletters will be produced over the course of the project and disseminated by all partners. The translated versions will be centrally archived in a shared Google Drive repository established by the consortium, providing direct access to all published newsletters.

<https://drive.google.com/drive/folders/1q5NLe71jKHbZjsmWMoKdixU9UJKtbHkt>

- Materials and resources elaborated by each partner for promotion of the project CAREERS 4.0: poster, roll-up, PPT, infographic, videoclip, podcast, Powtoon, photos, articles, testimonials
- Pilots and testing the results of the WP's (internal and external participants)
- The platform <https://careers4-o.eu/security/login> that includes: Career Competencies 4.0 Framework and adequate psychometric skill assessment questionnaires (assessment tool), Careers and Competence 4.0 Information & Assessment System (card game, immersive tour, career information), Career Guidance 4.0 training program and new adapted career guidance 4.0 methodologies and practices for career practitioners. All these results are translated into national languages of the partnership.

- National training (Training Curriculum, Handbook, certification)
- National events (final conference and workshop)

All partners will translate the main results developed to foster dissemination nationally. The English version will also help circulation all around Europe and worldwide.

All the results developed within the WP's will be available on-line and made accessible to interested professionals, thus ensuring open access to the deliverables.

In addition to the elements outlined above, each partner's creativity will contribute to enhancing the visibility, reach, and impact of the project's dissemination activities.

COMMUNICATION INSTRUMENTS

In parallel, the project will adopt a diversified and integrated communication strategy, relying primarily on online dissemination channels to maximize outreach and visibility.

This multi-channel approach will enhance stakeholder engagement, support the scalability and transferability of the project outcomes, and ensure that results effectively reach both specialized target groups and the wider public at local, national, and European levels, thereby strengthening the overall impact of the project. Here are a few examples of modalities related to communication activities within the project timeline, relevant to develop high standards results.

- regular meetings of project partners
- online calls
- exchange of information regarding the dedicated project management
- i-cloud space, e-mail and telephone
- at least every 2 months, partners will meet online to follow up on the project activities
- e-mailing list throughout the project implementation
- social networks and online tools (dissemination results and tools)
- a project thematic blog on the EPAL portal, using Erasmus+ space
- agreement of all partners, for project dissemination within the community of VET trainers, career practitioners and to the wider VET community, open communication with the broader public
- via social media channels, websites, direct contact at institutions, by associated partners and through calls

DISSEMINATION PLAN

The partners are required to regularly report on their dissemination activities using the agreed reporting templates, one per year in an EXCEL format (1 December 2023- 30 November 2024 and 1 December 2024- 30 November 2025). The Excel document will be elaborated for all partners and will be send to the coordinator of this activity of the project. Each Partner will fill in the EXCEL provided by the management team, responsible with dissemination section.

Reports should include a brief description of the action, target groups reached, communication channels used, timeline, and evidence-based of implementation of the results of the project (e.g. links, screenshots, photos). This information will support monitoring, evaluation, and the overall visibility of the project.

The coordinator of dissemination is responsible for collecting, consolidating, and analysing the dissemination information provided by all partners throughout the project implementation. Based on the partners' periodic reports and supporting evidence, the coordinator will elaborate the final dissemination report, ensuring coherence, accuracy, and consistency with the project's dissemination strategy. This process will enable a comprehensive overview of all dissemination activities carried out at local, national, and European levels and ensured that the project's visibility, impact, and exploitation potential were appropriately documented and reported to the funding authority.

Template for dissemination activities

- 1 December 2023- 30 November 2024

 KA220-VET - Cooperation partnerships in vocational education and training Project N. 2023-1-R001-KA220-VET-000153980  											
Organisation:	CMBRAE		Partner N°:	1	Period:	01.12.2023 to 30.11.2024		Country:	Romania		
Activities	Please specify if necessary (short description, names, titles, web-addresses etc.)	Date(s) Duration Frequency	Place	Level*					Characteristics of Target Group	Size/number of organisations/persons reached (approximately)	Kind of documentation available (to be uploaded here)
				L	R	N	E	O			
E-mailing list											
Meetings/Round Tables/ Workshops											
Publications (articles, chapters, books etc.)/ Newspapers/ Magazines											
Presentations/ Conferences											
Flyers/Posters/ Roll-up											
Radio/TV											
Website of institution											
Internet/social media/ Podcasts/ Interviews/ videoclip											
Lobbying/Networking											
Pilots/Implementation											
Newsletters, website and social media of the project											
Others											
TOTAL:											

1 December 2024- 30 November 2025

#VALUE!

KA220-VET - Cooperation partnerships in vocational education and training Project N. 2023-1-R001-KA220-VET-000153980											
Organisation:	CMBRAE			Partner N°:	1	Period:	01.12.2024 to 30.11.2025		Country:	Romania	
Activities	Please specify if necessary (short description, names, titles, web-addresses etc.)	Date(s) Duration Frequency	Place	Level*					Characteristics of Target Group	Size/number of organisations/persons reached (approximately)	Kind of documentation available (to be uploaded here)
				L	R	N	E	O			
E-mailing list											
Meetings/Round Tables/ Workshops											
Publications (articles, chapters, books etc.)/ Newspapers/ Magazines											
Presentations/Conferences											
Flyers/Posters/ Roll-up											
Radio/TV											
Website of institution											
Internet/social media/ Podcasts/ Interviews/ videoclip											
Lobbying/Networking											
Pilots/Implementation											
Newsletters, website and social media of the project											
Others											
TOTAL:											

The effectiveness of dissemination will be evaluated through:

- Quantitative metrics: number of events, participants, downloads of materials, social media reach, newsletter engagement.
- Qualitative metrics: participant feedback, relevance and clarity of materials, stakeholder engagement, and media coverage.
- Lessons learned: regular reflection meetings will identify best practices and improvements for future dissemination activities.

CONCLUSION

The dissemination activities implemented within the Careers 4.0 project will play a very important role in ensuring the visibility, accessibility, and sustainability of the project results among diverse target groups.

Through the balanced combination of digital tools, events, and institutional networks, the project will successfully reach both professionals and young people interested in developing skills relevant to the Fourth Industrial Revolution and therefore to the jobs of the future.

Overall, the dissemination strategy adopted within the Careers 4.0 project will contribute to strengthening awareness of emerging career pathways and Industry 4.0 related skills, and will create a solid foundation for the sustainability, replication, and further development of the project results.