2024

Communication and Dissemination Plan

D6.1: COMMUNICATION AND DISSEMINATION PLAN

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Document Change History

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2.   List of Abbreviations

EACEA	European Education and Culture Executive Agency
EDC	European Digital Credentials for Learning
ENIC-NARIC	European National Information Centre
EU	European Union
HEI	Higher Education Institution
LLL	Lifelong Learning
LMS	Learning Management System
MCEU	Microcredentials for Education
MOOC	Massive Open Online Course
SO	Specific Objective
UCN	University College of Northern Denmark
VET	Vocational Education and Training
WP	Work Package

4.   Executive Summary

The MCEU Hospitality project, spanning 36 months under the Erasmus+ program, aims to develop micro-credentials tailored to the needs of the hospitality industry, advancing the European Union (EU)'s green and digital transition. With an eight-partner transnational consortium, the project will issue micro-credentials to 500 learners in Spain, Denmark, and Iceland, focusing on digital and green skills, addressing skill gaps exacerbated by the COVID-19 pandemic.

The MCEU project directly addresses the critical need for flexible learning opportunities and remote training, highlighted by the COVID-19 pandemic. By offering micro-credentials through an innovative online platform, this initiative provides a solution for lifelong learning (LLL), upskilling, and reskilling for the green and digital transition within the hospitality industry. As a result, it enhances the employability of hospitality workers while also playing a vital role in achieving EU targets for adult training participation and employment rates.

Moreover, MCEU adheres to key EU policies such as the EU Skills Agenda, the European Education Area, the Digital Education Action 2021-2027, and the European Green Deal, It will also design micro-credentials in accordance with the Council Recommendation on a European approach to LLL and employability. This strategy ensures that MCEU not only meets the immediate needs of the industry but also contributes to implementing relevant policy.

The Communication and Dissemination Plan (deliverable 6.1), as part of Work Package (WP) 6 Communication and Dissemination, aims to maximise the initiative's reach, relevance, and impact within the hospitality sector and the European vocational education and training (VET) ecosystem. Its **objectives** include (1) increasing awareness of micro-credentials, (2) engaging stakeholders; (3) Facilitating knowledge transfer; (4) Promoting micro-credentials and LLL in policy development and (5) Ensuring visibility of EU funding support.

To achieve these goals, the Plan defines a set of **key messages** that highlight the project's innovative approach, emphasising its benefits such as increased workforce resilience, enhanced employability, and improved LLL. It also tailors strategies to attract diverse target audiences, including learners, VET providers, employers, policy-makers, the general public, higher education institutions (HEIs) and European National Information Centre (ENIC-NARIC) agencies.

Throughout its three-year implementation, the Plan unfolds across **four stages**—Set-up, Development, Consolidation, and Finalisation— which comprise **activities** like creating a visual identity, developing a project website, producing promotional videos, hosting events, and attending academic and industry conferences. Moreover, by strategically disseminating project outcomes through **online and offline channels**, the Plan will raise awareness and stimulate stakeholder interest.

Monitoring and evaluation tools will track KPIs such as social media engagement, website traffic, event attendance, and media coverage, ensuring alignment with project goals and quality standards. Regular reviews by the **Steering Committee** and an internal review process further guarantee the Plan's effectiveness. Likewise, integration with all WPs ensures coordination and synergy, with Access Advisors and the University College of Northern Denmark (UCN) facilitating task alignment through monthly meetings.

In conclusion, the MCEU Hospitality Communication and Dissemination Plan is a strategic guide to effectively communicating project outcomes, promoting LLL, and contributing to the digital and green transition of the hospitality industry in Europe. With robust monitoring and evaluation mechanisms, the Plan ensures sustained impact beyond the project's duration, strengthening workforce development and industry advancement while leveraging collaboration and synergies across the European VET landscape.

31/03/2024

1. Introduction

The **MCEU-Hospitality project**, spanning 36 months under the Erasmus+ program, addresses these issues and facilitates the green and digital transition within the hospitality sector across Spain, Denmark, and Iceland. This project aims to enhance the skill sets of hospitality workers through innovative upskilling and reskilling courses. Over three years, it will deploy five microcredentials benefiting 500 learners in Europe.

The project directly responds to the need for flexible learning opportunities and remote training due to disruptions of traditional training methods. Through micro-credentials, it supports LLL, upskilling, and reskilling for the green and digital transition, thus enhancing the employability of hospitality workers and contributing to achieving EU targets for adult training participation and employment rates.

Furthermore, fostering partnerships between VET providers, employers, and industry experts ensures micro-credentials align with the industry's evolving needs, including sustainability practices and technological advancements. This not only enhances the competitiveness of the hospitality sector essential for economic growth but also contributes to achieving the EU's targets for climate neutrality and digitalisation.

As a whole, the project contributes to relevant EU policies, including the EU Skills Agenda, the European Education Area, the Digital Education Action 2021-2027, and the European Green Deal. These policies recognise the need for workers to have the right skills for jobs in the digital and green era. It also designs the micro-credentials following the criteria established in the Council Recommendation on a European approach to micro-credentials for LLL and employability.

The **Communication and Dissemination Plan (deliverable 6.1)** serves as a comprehensive roadmap for effectively conveying the objectives, progress, and outcomes of the MCEU-Hospitality project to stakeholders across Member States and sectors. With a central emphasis on transparency, engagement, and impact, the Plan will foster meaningful interactions and collaborations, ensuring that the project's advantages reach learners, VET providers, employers, and the wider European public.

The MCEU consortium will implement the communication, dissemination, and exploitation activities throughout the project cycle. The initial step involves developing a communication Plan led by Access Advisors within WP6. This Plan harmonises communication efforts among partners, defines the project's branding, shapes a unified narrative to engage stakeholders, and outlines the technical and promotional documents to be developed throughout the project's duration. Approval of this Plan by the Steering Committee is a significant milestone and deliverable of WP6.

The document begins by defining its objectives and target audiences, followed by a detailed exploration of critical messages highlighting the significance and benefits of the MCEU project and micro-credentials within the hospitality industry. Furthermore, it outlines a comprehensive description and timeline of the activities the consortium will undertake, utilising both online and offline communication channels. Lastly, the plan describes the monitoring and evaluation tools and metrics while promoting synergies between WPs to successfully disseminate the project's results.

2. Objectives

The Communication and Dissemination Plan aims to maximise the reach, relevance, and impact of the MCEU Hospitality Project, contributing to its overarching goal of fostering innovation, upskilling, and systemic change within the hospitality industry and broader European VET landscape. The Plan pursues five Specific Objectives (SO) that respond to the overall impact of the project at the European level in relation to micro-credentials uptake, the green and digital transition and the employability of hospitality professionals.

2.1. Specific objectives

- **SO1: Increase awareness about the importance and benefits of micro-credentials** in addressing skill gaps based on WP2 survey results and fostering career advancement within the hospitality industry through social media campaigns, press articles, information sessions and roundtables. The key messages will align to relevant EU policies such as the Council Recommendation on a European approach to micro-credentials for LLL and employability, as outlined in Chapter 3.

- **SO2: Foster active engagement and participation in project information sessions, roundtables and courses** of current and potential learners, employers, VET providers, associations, policy-makers, and the general public. These activities aim to not only disseminate project findings but also gather invaluable insights to inform EU policy on VET, thereby enhancing the project's impact and alignment with EU strategies.

- **SO3: Transfer knowledge, skills, and best practices on green and digital skills** within the hospitality sector through the five micro-credential courses that will enrol 600 learners as part of WP5, and the presentation of project outcomes, reports, and resources through the website articles, social media campaigns and roundtables.

- **SO4: Promote the adoption and recognition of micro-credentials within the hospitality industry** by engaging with employers, employer associations, policymakers and national recognition agencies at industry conferences and events, as well as through social media campaigns and press articles. The surveys conducted in WP2 Ecosystem for Skills will guide the outreach messaging.

- **SO5: Showcase the project's EU funding support and European added value** through consistent branding, acknowledgment of Erasmus+ funding, and adherence to EU guidelines for project communication and dissemination. It will also be promoted through events with EU Officials and communication within official channels such as the Erasmus+ Project Results platform.

3. Key Messages

The Communication and Dissemination Plan will convey key messages regarding the MCEU Hospitality project, its impact, and significance to the Hospitality industry, as well as the value of micro-credentials for the upskilling and reskilling of the workforce in Europe.

3.1. On MCEU Hospitality Project

3.1.1. 5W + H Approach

- **What**: The MCEU-Hospitality project is a collaborative effort involving eight partners, aimed at tackling skill shortages within the hospitality industry. With a sharp focus on digital and green skills, identified through meticulous analysis in WP2, the project aims to develop micro-credentials tailored to the industry's evolving needs. These micro-credentials are designed to empower workers by providing targeted upskilling and reskilling opportunities.

- **Why**: The MCEU Hospitality project plays a crucial role in supporting learners amid the challenges posed by the COVID-19 pandemic and the EU's green and digital transformation, by equipping hospitality workers with green and digital skills essential for the twin transition.

- **Who**: The project targets hospitality workers seeking to enhance their skills in response to evolving industry needs , aligning with the Council of the EU's recommendations on micro-credentials for LLL and employability.

- **Where**: The project operates in Europe, specifically in Denmark, Iceland, Spain, aiming to issue micro-credentials through an open-source online platform, ensuring accessibility and recognition of learners' achievements across borders.

- **When**: From January 2024 to December 2026, the project aims to issue micro-credentials to 500 learners, offering five courses on green and digital skills for the hospitality industry, thereby contributing to the modernisation of VET in Europe.

- **How:** Micro-credentials are developed based on industry needs and aligned with EU tools such as Europass and European Digital Credentials for Learning (EDC), ensuring their portability and recognition, thereby fostering systemic change within the hospitality industry.

3.1.2. Benefits

- **Workforce Resilience:** Providing targeted upskilling and reskilling opportunities for employed and unemployed hospitality workers, fostering adaptability amidst industry changes.

- **Enhanced Employability:** Learners acquire industry-relevant digital and green skills through micro-credentials that allow them to balance training and work commitments effectively.

- **Employer Engagement:** Granting employers access to identify and address skills gaps, ensuring tailored upskilling and reskilling programs for workforce readiness.

- **Higher Retention**: Employers benefit from better qualified employees that they need which leads to improved staff retention rates.

- **Strengthened Sector Cooperation:** Systematically rolling out micro-credentials to foster an ecosystem where employers and industry contribute to skills development, ensuring sector viability amidst changes.

- **Empowered VET Providers:** Providing a framework for education providers to develop, deliver, and recognize micro-credentials, enhancing the quality and relevance of learning offerings.

- **Policy Development:** Informing policy development at local, national, and EU levels, contributing to VET, skills development, and the digital and green transition within the hospitality sector.

- **Flexible Learning Pathways:** Offering flexible learning pathways and personalised career development, empowering continuous skill development and adaptation to changing industry demands.

- **Industry Needs Addressed:** Responding to employee and employers' needs within the hospitality industry, learners are equipped with green and digital skills.

- **Open-Source Platform for Verifiable Credentials:** Creating an open-source online platform for issuing, storing, and verifying micro-credentials, enhancing accessibility and portability across Europe.

3.2. On Micro-credentials

The MCEU-Hospitality project will raise awareness in Spain, Iceland and Denmark about the concept of micro-credentials and their relevance for the hospitality industry. These messages respond directly to the Specific Objective 2. The information will be sourced mainly from the Council Recommendation on a European approach to micro-credentials for LLL and employability which was officially published on 16 June 2022.

3.2.1. Definition of micro-credentials

The MCEU Hospitality project will promote the understanding of micro-credentials to ensure its uptake from VET providers, employers and learners. The Council of the European Union (2022) defines micro-credential as:

> *"the record of the learning outcomes that a learner has acquired following a **small volume of learning**. These learning outcomes will have been **assessed against transparent and clearly defined criteria**. Learning experiences leading to micro-credentials are designed to provide the learner with **specific knowledge, skills and competences** that **respond to societal, personal, cultural or labour market needs**. Micro-credentials are **owned by the learner, can be shared** and **are portable**. They may be **stand-alone or combined** into larger credentials. They are underpinned by **quality assurance following agreed standards** in the relevant sector or area of activity."*

Based on the definition above, the MCEU Hospitality project will disseminate a shorter and easy-to-understand description to the general public: **A micro-credential is a badge that proves the learner has acquired targeted skills and knowledge in a particular topic through small learning experiences.** The key messages will combine the general explanation with a reference to **specific features**, in bold, and the 10 European Principles for

designing and issuing micro-credentials (European Union, 2021) that differentiate this recognition from other types of diplomas. These features are:

1. **Quality**: Micro-credentials are subject to quality assurance by the issuer/internal and the provider/external in line with agreed standards (i.e. Annex IV of the European qualifications framework Recommendation).

2. **Transparency**: Micro-credentials are measurable, comparable and understandable with clear information on learning outcomes, workload, content, level, and the learning offer (e.g. workload, qualifications framework/systems, information on the offer of micro-credentials). The workload needed to achieve the micro-credential has to be expressed in ECTS if possible.

3. **Relevance:** Micro-credentials respond to societal, personal, cultural or labour market needs through distinct, targeted learning achievements that are updated as necessary.

4. **Valid Assessment:** Learning outcomes are assessed against transparent standards.

5. **Learning Pathways:** Micro-credentials support flexible learning pathways, including the possibility to share, stack, validate, and recognise micro-credentials from across different systems.

6. **Recognition:** Micro-credentials are recognised for academic or employment purposes based on standard recognition procedures used in recognising foreign qualifications and learning periods abroad.

7. **Portability:** Micro-credentials are owned by the credential-holder (the learner) and may be stored and shared easily by the credential-holder, including through secure digital wallets (e.g Europass), in line with the General Data Protection Regulation.

8. **Learner-centred:** Micro-credentials are designed to meet the needs of the target group of learners.

9. **Authentic:** Micro-credentials contain sufficient information to check the identity of the credential-holder (learner), the legal identity of the issuer, and the date and location of issuance of the micro-credential.

10. **Information and guidance:** Information and advice on micro-credentials should be incorporated in LLL guidance services and should reach the broadest possible learner groups, in an inclusive way, supporting education, training, and career choices.

3.2.2. Benefits of Micro-Credentials

Micro-credentials offer a pathway to personal and professional growth, addressing the evolving needs of individuals, businesses, and society while aligning with key EU policy objectives for a more inclusive, sustainable, and digitally skilled Europe. Here is the list of critical benefits micro-credentials provide to learners and society as a whole:

- **Flexibility:** Micro-credentials offer tailored learning experiences, addressing specific skill gaps required in today's fast-changing society and job market, without replacing traditional qualifications.

- **Widened Learning Opportunities**: They cater to non-traditional learners and the demand for new skills, accommodating diverse backgrounds and promoting inclusivity in education and training.

- **Modular Learning Experience:** Micro-credentials break down learning into smaller, manageable units, providing flexibility and adaptability to learners' schedules and preferences.

- **Support for Access to Higher Education**: By engaging learners regardless of their backgrounds, micro-credentials could open doors to higher education, facilitating reskilling and upskilling opportunities while ensuring quality education.

- **Promoting LLL Culture**: Micro-credentials contribute to the development of a LLL culture, enabling individuals to continuously update their skills to thrive in society, the labour market, and personal life.

- **Visibility, Security, and Reliable Digital Credentials:** Micro-credentials offer learners enhanced visibility and security in their educational achievements by providing reliable digital credentials. This ensures the credibility and trustworthiness of their skills and qualifications in today's digitalized world, promoting confidence and recognition among employers and educational institutions alike.

- **Inclusion and Accessibility:** Well-designed micro-credentials could support inclusion efforts, making education and training accessible to disadvantaged and vulnerable groups, thus promoting social equity and mobility.

- **Enhanced Professional Development:** Micro-credentials support workers' professional development and mobility, including those in nonstandard forms of employment, by providing opportunities for skill enhancement and career advancement.

- **Alignment with EU Policy Initiatives:** Micro-credentials actively contribute to EU policy goals, such as advancing the digital and green transitions, by underpinning initiatives like the Digital Education Action Plan and supporting the targets of the European Green Deal.

4. Target Audience

The Communication and Dissemination Plan will tailor its key messages and strategies to the diverse needs, interests, and characteristics of each target audience to maximise the impact of the MCEU project within the hospitality industry in Europe. The target audience for the communication and dissemination activities of the MCEU Project includes:

- **Current and Potential Learners:** These are individuals involved in or interested in careers within the hospitality industry, such as current hospitality students, trainees, apprentices, employees seeking to upskill, and unemployed individuals seeking opportunities within the sector. The MCEU project will raise awareness of available micro-credential courses, emphasising the portability of digital credentials. Additionally, it will introduce a secure, verifiable platform for issuing digital credentials, ensuring the authenticity and reliability of micro-credentials obtained through the program.

- **VET Providers and Associations of VET Providers:** This audience consists of VET providers, including technical universities, training centres and associations representing VET providers. The project will increase awareness and uptake of the project's framework as well as how to develop and deliver industry- recognised micro-credentials.

- **Online training companies**: Platforms that offer Learning Management System (LMS) and MOOC (Massive Open Online Course) in hospitality management, food and beverage service, and other hospitality- related topics such as Typsy, Coursera, Credly, Moodle. The project will increase awareness and uptake of the project's micro-credentials among online training companies improving the quality and relevance of online training offerings in the hospitality industry.

- **Employers and Employer Associations:** Encompassing hospitality industry employers and associations representing them, including SMEs in the hospitality industry, hotels, restaurants, tourism boards, and other establishments within the sector. The MCEU project will increase their awareness and uptake of micro- credentials among employers.

- **Policy-Makers:** Policy-makers at local, national, and European levels who shape regulatory environments and allocate resources to support education, training, and workforce development initiatives.

- **General Public:** While not directly involved in the hospitality industry, the general public may be interested in the project's outcomes, particularly regarding using micro-credentials to improve their employment opportunities.

- **European National Information Centre (ENIC-NARIC) Agencies:** A national Information Centre (ENIC or ENIC-NARIC) is an entity established by each Party to the Convention on the Recognition of Qualifications concerning Higher Education in the European Region. They can develop recognition procedures for micro-credentials issued by different types of providers.

- **HEIs:** Universities and colleges seeking to offer students new and relevant courses to prepare them for the changing job market.

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To maximise the project's impact, the MCEU consortium will define specific metrics and which channels to reach them, as outlined in Table 1. In addition, the MCEU Consortium will periodically review and adapt its strategy based on the results of the yearly communication reports. It will also put in place a feedback mechanism that consists of opening the contact form, conducting surveys with learners and event participants, and monitoring social media platforms and website analytics to ensure the messages reach the target audience.

5. Channels

The Communication and Dissemination Plan defines the channels to ensure that the MCEU project reaches its target audience effectively and maximises engagement, awareness, and impact within the hospitality industry and beyond.

5.1. Online Channels

- **Newsletters:** Regular newsletters will be distributed every six months to stakeholders, providing updates on project development, sharing learners' success stories, and highlighting the importance of micro-credentials in the hospitality industry. Articles from the newsletters will also be shared through partner networks and translated into local languages for broader dissemination.

- **Website (MCEU.eu):** The project website will serve as a central hub for project information, activities, and outcomes. It will host project reports, event details, and resources related to micro-credentials in the hospitality industry. The website will remain active beyond the funding period, ensuring sustainability and ongoing access to project resources.

- **Social Media Platforms:** Active presence on social media platforms such as LinkedIn and YouTube will facilitate engagement with a wide audience. LinkedIn will serve to engage with hospitality professionals, and YouTube for hosting promotional videos and event recordings. Unique media campaigns will be organised for events like World Tourism Day to amplify project visibility and impact.

- **Roundtables:** Online roundtable events will bring together industry representatives, business organisations, employees associations, policy-makers, and other stakeholders to discuss topics relevant to micro-credentials in the hospitality industry. These events will provide a platform for knowledge sharing, networking, and launching project reports.

5.2. Offline Channels

- **Press Articles:** A series of articles will be written to raise awareness about micro-credentials and the MCEU project in specialised hospitality media, including industry magazines, Hosco platform and local press in Spain, Denmark and Iceland. Partners will leverage their connections in the local press to secure coverage and highlight project achievements, ensuring visibility and recognition within the hospitality community.

- **Information Sessions:** Partners, including VET providers and MOOCs, will organise information sessions to promote micro-credential courses to current and potential learners, employees, and employers. These sessions will serve as opportunities to showcase course offerings, address queries, and encourage participation.

- **Industry Conferences:** Participation in local and international industry conferences, including the Hosco Summit, will enable project partners to promote the MCEU project, its objectives, and activities to professionals in the hospitality sector. The final conference, hosted as a hybrid event, will attract a diverse audience both physically and online, maximising reach and impact.

- **Meetings**: Partners will schedule meetings with relevant stakeholders involved in the hospitality industry and VET with the objective of raising awareness about micro-credentials and incentivise its recognition and uptake. During the project implementation, partners will hold at least 40 meetings with potential future partners, including VET providers and HEIs.

The MCEU project will reach out to each target audience defined in Chapter 4 through an ad-hoc strategy that employs different offline and online channels as explained in Table 1. The KPIs refer to the expected number of participants and organisations to reach depending on whether they are present only at local level, where partners are located, at country-level and European.

Table 1: Target Audience, Channels and Strategy

Target Audience	KPIs	Channel	Strategy
Current and potential learners	EU: 600	LinkedIn / YouTube; Information sessions; Website; Partners' network; Newsletters	Showcase the MCEU micro-credentials offer and potentiality to incentivise their enrollment through website newsletters, social media campaigns, and information sessions.
Employers and employer associations	Local: 500 National: 500 EU: 500	LinkedIn/ YouTube; Newsletters; Roundtables; Website; Press articles; Final conference; Industry conferences	Engage with them at Industry Events, Roundtables to spread knowledge about the benefits of micro-credentials for the hospitality industry and present the findings of dedicated surveys developed in WP2. Connect with them through press articles and news on LinkedIn and Website.
VET providers and associations of VET providers	Local: 10 National: 10 EU: 5	LinkedIn; Roundtables; Final Conference; Website; Meetings.	Promote the uptake and development of micro-credentials through social media campaigns and meetings at industry conferences and events.
Online training companies (LMS and MOOCs):	EU: 5	Roundtables; Final Conference; Website; Meetings.	Invite them to participate in roundtable discussions and meetings to increase awareness and uptake of the project's micro-credentials.
Employees and associations of employees	Employed: 2000 Unemployed: 1000	LinkedIn; Website; Press articles; Roundtables;	Spread awareness about the importance of green and digital skills for the growth of the hospitality industry through their participation in

		Final conference Industry conferences, Meetings	the roundtables, industry conferences and final conference as well as ad-hoc meetings. They can also access relevant information and results through the website and on LinkedIn.
Policy-makers (local, national & European)	Local: 20 National: 20 EU: 20	Meetings; Roundtables; Final Conference; Press articles	Engage with them through 1:1 meetings and press articles on the policy relevance of micro-credentials and the use of verifiable credentials for VET in the hospitality sector. Invite them to participate as speakers or listeners at roundtables, the final conference.
HEIs	Local 10 National 10 EU 10	LinkedIn; Roundtables; Final Conference; Website; Meetings.	Raise awareness among higher education institutions on the microcredentials for their uptake and delivery to their students.
National Recognition Agencies	National: 3 (Denmark, Iceland and Spain)	Meetings; Final Conference.	Hold 1:1 meetings to promote the inclusion of micro-credentials in educational curricula in partners' countries.
General Public	EU: 500	Website; Final Conference	Spread awareness through website articles and relevant information for people to consult. The final conference will also be open to anyone who wishes to have a better understanding of micro-credentials on green and digital skills.

6. Activities

The Communication and Dissemination Plan defines different activities partners will carry out throughout the implementation of the MCEU project in four phases:

- **Set-up (January 2024 - June 2024):** The first six months of the project implementation will entail the creation of all the necessary documents, guidelines and platforms required for the communication and dissemination of the project. In this stage, the focus will be on developing the foundational tools and information to ensure a streamlined and adequate communication.

- **Development (July 2024 - June 2025):** This stage starts with the official announcement of the project's start to stakeholders through the attendance of events, the social media campaign and a running website. The project activities and results start to be shared during this stage.

- **Consolidation (July 2025 - June 2026):** In the second half of the project implementation, communication will focus on sharing the project's results as well as building sustainability mechanisms

and strategies to spread them throughout the hospitality sector building a self-sustaining ecosystem that will take the results and use them even after the project implementation. In this stage the consortium will focus on ecosystem building and dissemination.

- **Finalisation (July 2026 - December 2026):** In the last six months of the project's implementation, the MCEU consortium will focus on formalising partnerships and spreading awareness about the results. The efforts will be focused on dissemination to ensure additional funding and replicability.

As each phase has different activities and expected results, in the following section we outline the specific actions the MCEU consortium will implement during the 36 months as well as the timeline (Table 3). This structure is designed to offer a comprehensive roadmap for the project's communication and dissemination efforts. The activities will be monitored based on the KPIs and indicators defined in Chapter 7 - Monitoring and Evaluation.

6.1. Visual Identity and Logo

We will create a distinct logo and visual identity that encapsulates the core mission of MCEU. The visual identity will be presented in a branding guide to maintain consistency across all communication channels and partners. This information will be submitted as part of Deliverable 6.2.

6.2. Project Website

We will design and execute a comprehensive website featuring project aims, partner information, engagement avenues, and resource materials. The website domain is MCEU.eu. The website will include the following sections:

- **About us**: it will outline the main objectives and outcomes of the MCEU project, including a brief overview of each partner organisation. The section includes the outline of the work packages and the governance structure. Each partner will have a dedicated session with a link to their websites.

- **Resources**: it will display the communication strategy, factsheets, and material about micro-credentials and its benefits.

- **News**: the MCEU consortium will publish periodic updates regarding its main activities and results. News will also be sent in the form of newsletters which will be sent to subscribers. Stakeholders will have the opportunity to sign up to the newsletter through a specific form.

- **Events**: All relevant invitations to info sessions and roundtables will be published in this section. Each description will have a registration form for stakeholders to express their interest.

- **Get involved:** This page presents different opportunities for interested stakeholders to engage with the project. The sections are linked to registration forms and to the contact us tab.

- **FAQs**: The tab gathers all the most relevant questions regarding the project. The section will be updated during the project implementation.

- **Contact form:** In this section, users will be able to get in touch with the MCEU consortium to raise questions, make recommendations or complaints.

6.3. Promotional Videos

As part of the communication and dissemination activities, the MCEU consortium will record two promotional videos, one at the beginning to present the project and one towards the end to disseminate the results. The videos will be in English with subtitles in Danish, Spanish and Icelandic.

6.3.1. Introducing MCEU: Empowering the Future of Hospitality Education

The first promotional video serves as an introduction to the MCEU project, presenting its objectives, goals, and expected outcomes. It would feature key project stakeholders, including project leaders, partners, and representatives from the hospitality industry and education sector, discussing the importance of the project in addressing skills gaps and driving innovation in hospitality education. The video would provide an overview of the project's scope, timeline, and Planned activities, inviting viewers to join in and support the initiative.

6.3.2. Celebrating Success: MCEU's Impact on the Hospitality Sector

The second video would showcase the results and achievements of the MCEU project, highlighting its impact on the hospitality sector and the individuals it has benefited. It would feature testimonials from project participants, including learners, employers, and policymakers, sharing their experiences and insights gained through the project. The video would present key outcomes, such as the number of micro-credentials issued, successful upskilling and reskilling stories, and any policy changes influenced by the project. It would conclude with a celebration of the project's success and a look towards the future of continuous learning and innovation in the hospitality industry.

6.4. One-Pager

As part of the communication activities, the MCEU consortium will produce a One-Pager to present the MCEU project and encourage stakeholders' engagement. UCN will lead its drafting and production.

6.5. Social Media Campaigns

The MCEU project will establish a LinkedIn account to reach the different target groups identified in Chapter 4. The MCEU project will use as main hashtags - #MCEU, #ErasmusPlus, #Microcredentials and #EACEA. The creation of content will follow a common calendar to allow all partners to replicate the content in their own channels and in their national languages. Partners will cross-post the content on their own social media channels. One of the main social media campaigns is the one for the **World Tourism Day** on 27 September which will link the MCEU project goals and results with the relevant topics at international level.

6.6. Events Calendar

The MCEU consortium will compile through a dedicated Google Form a calendar of relevant events for consortium members to organise or attend. The calendar will be published in a shared repository to allow partners to add any relevant initiative. In addition, monthly meetings will be organised to discuss upcoming events and define a common strategy to present MCEU to different target audiences.

6.7. Information sessions

VET Providers will promote in two stages the MCEU educational offer and micro-credential courses developed in WP3 by VET Providers led by Nalco. Partners will develop both online and in-presence events to publicise the content and added value of the MCEU course among their networks. While the first round of webinars will only present the content of the courses, the second batch will include testimonials and feedback from previous learners. For the webinars, the expected attendance is 100-150 people, while the in-presence event will attract 30-50 participants. The target audience of these sessions are current and potential learners, employees and employers to present the courses offered and encourage their participation. The info sessions organised by VET providers to present the micro-credentials course will allow outreach to learners, employers, and unemployed people.

6.8. Online Roundtables

To foster active engagement and participation of the target audience (SO2), the MCEU consortium will conduct five online Roundtables with a duration of 1.5-2 hours that address different topics related to micro-credentials and the hospitality sector:

1. **Micro-credential for hospitality:** It will discuss the potential of micro-credential for the hospitality sector and present the platform Diplomasafe has created to issue digital micro-credentials.
2. **Skill Needs in the hospitality sector:** It will present the skills' need in the hospitality sector.
3. **Recognition of micro-credential:** The event will discuss how to facilitate the recognition of micro-credential between partner countries and by the industry.
4. **Micro-credential and LLL:** It will explain how micro-credentials can adapt and be included as part of training systems developed by governments and companies.
5. **Green skills for the hospitality sector:** The event is about the green skills needed for workers of the hospitality industry now and in the future. The MCEU consortium will present the micro-credential courses developed as part of WP3.

Access Advisors will coordinate the overall Planning of the five webinars (see Annex A) and ensure the overall visibility of the EU co-funding support through signs and posters mentioning the action and the European flag and funding statement. The recordings of these seminars will be published on the MCEU YouTube channel so the content will be available for interested stakeholders to access it even after the project's end. The roundtables on topics related to micro-credentials and their recognition by industry and EU countries will be an opportunity to reach out to local policy-makers, business organisations and VET providers.

6.9. Press Articles

The MCEU consortium will develop four press articles to raise awareness about micro-credentials and their role in the upskilling and reskilling of the workforce in Spain, Denmark and Iceland. The articles will feature learners' testimonies, partners' testimonies and insights from the roundtables and workshops that will take place throughout the project. The articles will also include insights from WP2 Surveys. The topics are:

1. **MCEU Project**: Objectives and Relevance for the Hospitality Sector in Europe.
2. **Micro-credentials**: The Relevance of Life-Learning for Europe.

3. **Digital and Green Skills for Hospitality**: Key Insights and Tools from the MCEU project.
4. **Results of the MCEU Hospitality Project.**

MCEU Partners will leverage their connection with local press to get coverage in the four partner countries. The project will also leverage Hosco's platform to spread the information within its Network. The articles will be also published on the project website in the News section.

6.10. Events Attendance

The MCEU consortium partners will attend **at least 14** third-party industry conferences both at national and international level. At these events, partners will engage in any of the following actions: 1) Informally networking with stakeholders of the Hospitality sector; 2) Giving presentations where MCEU is the main topic or one of the topics presented; 3) Attending roundtable discussions as panellists; or 4) Placing a booth where they can provide information to interested parties.

Table 2: Number of events each partner shall attend

Partner	Local industry conference	International industry conference
UCN	1	1
Hosco	1	1
EHT San Pol	1	1
IDAN	1	1
Lobster Ink	1	1
Diplomasafe	1	2
SAF	1	N/A

One of the events partners' will attend is the Hosco summit, an industry event that brings together representatives from key players in the hospitality sector. The attendance of MCEU representatives to industry events will allow them to reach out to business organisations and associations.

6.11. Translation of Content

Partner organisations will ensure all communication materials are accessible in consortium partners' languages, starting with an English master copy. The communication materials that will be provided in all partner languages are the One-Pager and a General Overview Presentation of the project. Each partner will translate the above mentioned material to their national language - Spanish, Danish and Icelandic.

6.12. Final Conference

Hosco will organise a one-day final conference in hybrid format which will present the outcomes and output of the project and place them within the wider EU strategy on micro-credentials and LLL. It will outline the recommendations of the project on how to develop a similar ecosystem for other sectors of the European

economy. It will have to convene approximately 150-200 people in person as well as a thousand attendees online. The final conference will be the opportunity for the MCEU project to present its work to MEPs which are part of the Transport and Tourism Committee. Finally, the final conference will bring together all target groups to present the results of the MCEU project and present them as a blueprint for future projects in Europe.

6.13. Project Visibility

The MCEU consortium will present the project not only through the official website (Activity 6.2) but also through each partner's website or social media accounts. The description will include the project summary, coordinator contact details, list of participants, European flag and funding statement and project results, in line Article 17 of the Grant Agreement.

6.14. Erasmus+ Project Results Platform

By the end of the project implementation, the coordinator will upload the MCEU project results to the Erasmus+ Project Results platform, to ensure that stakeholders can make use of the information produced and build upon this experience to create new innovative projects in the area of VET and micro-credentials.

6.15. Meetings with Stakeholders

The MCEU partners will engage relevant stakeholders to explain the added value of micro-credentials and the importance of LLL in digital and green skills for the hospitality industry through dedicated meetings that will be scheduled throughout the project implementation.

In order to achieve the communication and dissemination, the following section provides a complete overview of the specific activities, the partner organisations' roles as well as a timeline for implementation. This structure is designed to offer a comprehensive roadmap for the project's communication and dissemination efforts. The activities will be monitored based on the KPIs and indicators defined in Section 8 Monitoring and Evaluation.

Table 3: Communication and Dissemination Activities Planning

Activity	Type	Responsible Partner	Frequency	Set-up phase		Development phase				Consolidation phase				Finalisation phase	
				Jan - Mar 2024	Apr - Jun 2024	Jul - Sep 2024	Oct - Dec 2024	Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025	Jan - Mar 2026	Apr - Jun 2026	Jul - Sep 2026	Oct - Dec 2026
Create project visual identity	Other	UCN	Once	X											
Create LinkedIn and YouTube accounts	Platform	UCN	Once	X											
Create MCEU project website	Platform	UCN	Once	X											
Create overview presentation for stakeholders	Presentation	UCN	Once		X										
Update project website	Platform	UCN	Monthly		X	X	X	X	X	X	X	X	X	X	X
Update FAQs	Platform	UCN	Monthly		X	X	X	X	X	X	X	X	X	X	X
Social media content calendar and campaigns	Communication material	UCN	Monthly		X										
Campaign for World Tourism Day	Communication material	UCN	Yearly on 27 September			X				X				X	
Create LinkedIn posts	Communication material	UCN	Biweekly			X	X	X	X	X	X	X	X	X	X

Activity	Type	Responsible Partner	Frequency	Set-up phase		Development phase				Consolidation phase				Finalisation phase	
				Jan - Mar 2024	Apr - Jun 2024	Jul - Sep 2024	Oct - Dec 2024	Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025	Jan - Mar 2026	Apr - Jun 2026	Jul - Sep 2026	Oct - Dec 2026
Translation of communication material	Communication material	All Partners	When needed		■										
Publish press articles	Communication material	UCN	Four times			■			■			■			■
Create project brochure	Communication material	UCN	Q2 2024		■										
Create events calendar	Communication material	Access Advisors	Monthly	■	■	■	■	■	■	■	■	■	■	■	■
Organise public seminars and roundtables	Event	Access Advisors	A month before the event		■	■	■	■	■	■	■	■	■	■	■
Roundtable 1: Credentials Issuing Platform	Event	Diplomasafe UCN	In September 2024			Sep									
Roundtable 2: Skills needs	Event	Hosco	In January 2025					Jan							
Roundtable 3: Micro-credentials recognition	Event	Idan	In January 2026									Jan			
Roundtable 4: Integration of Micro- Credentials	Event	EHT San Pol	In November 2026												Nov
Roundtable 5: Micro-credentials courses	Event	Lobster Ink	In December 2024				Dec								

Activity	Type	Responsible Partner	Frequency	Set-up phase		Development phase				Consolidation phase				Finalisation phase	
				Jan - Mar 2024	Apr - Jun 2024	Jul - Sep 2024	Oct - Dec 2024	Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025	Jan - Mar 2026	Apr - Jun 2026	Jul - Sep 2026	Oct - Dec 2026
Organise Pilot Information Sessions	Event	Access Advisors	Before each pilot				▓	▓				▓	▓		
Info Session 1	Webinar	Hosco	Q3 2025					▓							
Info Session 2	Webinar	Lobster Ink	Q3 2025					▓							
Info Session 3	In-person event	Idan	Q3 2025					▓							
Info Session 4	In-person event	UCN	Q3 2025					▓							
Info Session 5	In-person event	EHT San Pol	Q3 2025					▓							
Info Session 6	Webinar	Hosco	Q4 2026										▓		
Info Session 7	Webinar	Lobster Ink	Q4 2026										▓		
Info Session 8	In-person event	Idan	Q4 2026										▓		
Info Session 9	In-person event	UCN	Q4 2026										▓		
Info Session 10	In-person event	EHT San Pol	Q4 2026										▓		
Publish newsletters	Communication material	UCN	Biannual		▓		▓		▓		▓		▓		▓

Activity	Type	Responsible Partner	Frequency	Set-up phase		Development phase				Consolidation phase				Finalisation phase	
				Jan - Mar 2024	Apr - Jun 2024	Jul - Sep 2024	Oct - Dec 2024	Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025	Jan - Mar 2026	Apr - Jun 2026	Jul - Sep 2026	Oct - Dec 2026
Attend industry conferences	Event	All Partners	When needed	�ці	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Report communication progress and results	Report	UCN Access Advisors	Yearly				▓				▓				▓
Organise final conference	Event	Hosco	2026											▓	▓

7. Monitoring and Evaluation

To measure the progress and results of the Communication and Dissemination Plan, the MCEU project will use a series of tools to track KPIs based on the mentioned indicators, as presented in Table 4. The monitoring and evaluation of the communication and dissemination activities will be carried out by Access Advisors throughout the project duration and will be an essential part of the yearly reports to be submitted to the European Commission - EACEA.

Table 4: Indicators and KPIs for Communication and Dissemination Activities

|	Indicator	KPI	Measurement tools	Monitoring
Social Media Engagement	Increase in followers, likes, shares, and comments across social media platforms.	500 social media followers 40 social media posts	Social media analytics tools provided by platforms (e.g., Analytics, LinkedIn Analytics, Altmetric.com).	Regular monitoring of social media metrics to track engagement levels and identify trends in audience interaction.
Website Traffic and Engagement	Growth in website visits, page views, and time spent on site.	1000 unique website users 120s average stay time. 20 news published on website	Google Analytics Hosco platform analytics	Periodic analysis of website analytics to assess the effectiveness of content and identify areas for improvement in user engagement.
Newsletter Subscriptions and Open Rates	Increase in the number of newsletter subscribers and open rates.	At least 1,500 stakeholders signed up to the newsletter.	Email marketing platforms (e.g., Mailchimp) that track subscriber numbers, open rates, and click-through rates.	Regular review of newsletter performance metrics to gauge subscriber engagement and refine content strategies accordingly.
Event Attendance and Participation	Number of attendees at information sessions, roundtables, conferences, and industry events.	- At least 2000 stakeholders attending MCEU events. - Promotion of the MCEU project in at least 6 events, 2 per year with rotating partners. 36 events organised by	Attendance tracking systems for virtual events and registration platforms for physical events.	Continuous monitoring of event registrations and attendance to ensure effective outreach and maximise stakeholder engagement.

		MCEU consortium.		
Media Coverage and Publication Reach	Number of articles published about the MCEU project in specialised industry magazines and platforms.	● At least 4 press releases published in local press or specialised magazines.	Media monitoring services, press release distribution platforms, and direct outreach to journalists.	Regular tracking of media mentions and coverage to assess the project's visibility and impact within the hospitality industry.
Satisfaction of participants to events organised by MCEU partners.	Quantity and quality of stakeholder interactions, including feedback received from learners, employers, VET providers, associations, and policy-makers.	● At least 70 percent participants' satisfied with the MCEU events.	Surveys, feedback forms, and direct communication channels (e.g., email, social media) for collecting stakeholder input.	Ongoing collection and analysis of stakeholder feedback to evaluate satisfaction levels, identify areas for improvement, and inform strategic decision-making.

To monitor and evaluate the communication and dissemination activities, Access Advisors and UCN will meet in monthly meetings. The materials and publications will then undergo an internal review process which consists in approval from all WP6 members during periodic meetings. In addition, the Steering Committee will review the deliverables and communication materials. This will ensure that our communication is consistent and aligns with our project goals. This process will ensure that the outputs have the expected quality and comply with the initiative general objectives and results. In addition, WP6 leader (Access Advisors) will submit technical reports to the Coordinator (COO), as well as inform about any delays in Planned deliveries following a specific procedure established in the Quality Assurance and Risk Management Plan (deliverable 1.2).

8. Synergies and Collaboration

The communication and dissemination activities accompany the whole duration of the project and intertwines with all WPs, as shown in Figure 1. WP1 will develop a Data Management Plan and IPR Management which will guide the collection of data of subscribers to the newsletters and participants in the events. Likewise, the technical WPs will provide invaluable information to present in the promotional material, including the videos, at the public seminars, roundtables and info-sessions, as well as the conferences the project will organise. All these results will be centre-stage at the Final Conference and for the Final Report - Blueprint.

Figure 1: Relations between Communication Activities and Work Packages
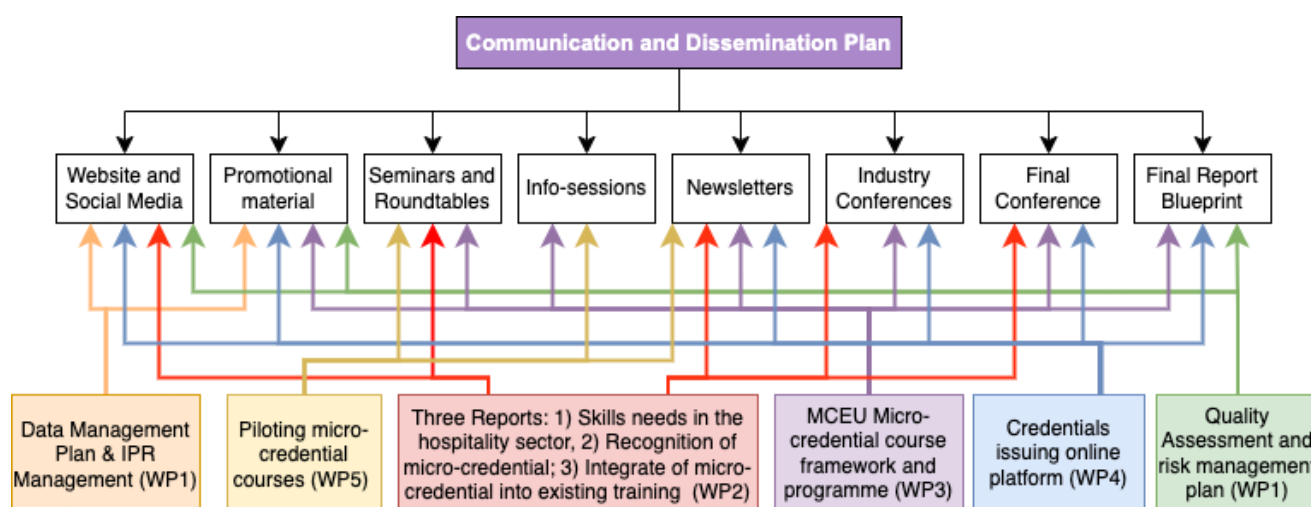
To ensure the synergies and coordination between the communication and dissemination activities and the other five WPs, we will establish different arrangements. First, Access Advisors (WP6 Leader) and UCN (Coordinator) will have periodic meetings to discuss the coordination of the tasks. Second, Access Advisors will convene bi-monthly meetings with all WP6 partner organisations to discuss upcoming tasks and synergies. Finally, Access Advisors will bring up any relevant topics that need other WPs intervention during the monthly Project Management Team (PMT) meetings led by UCN.

9. Conclusion

In conclusion, the MCEU Hospitality Communication and Dissemination Plan (deliverable 6.1) is a comprehensive guide to ensure that the project's outcomes are effectively communicated to relevant stakeholders, promoting digital and green skills through micro-credentials in the hospitality industry. As an integral part of WP6 activities, the Plan defines clear objectives, key messages, and strategies to maximise the project's reach, relevance, and impact at the European level.

The Plan outlines targeted messaging that emphasises the project's significant contributions to the hospitality industry and the broader landscape of LLL in Europe. Moreover, it identifies critical target audiences and delineates online and offline communication channels to ensure effective dissemination of project outcomes throughout the 36-month implementation period.

Under the leadership of Access Advisors, partner organisations will execute different activities, including information sessions for learners and roundtables with industry stakeholders, to showcase the project's contributions to the hospitality sector. Through these efforts, the MCEU consortium will foster stakeholder engagement and awareness, driving uptake and adoption of micro-credentials for the digital and green transition.

The Plan's monitoring and evaluation system will ensure that activities reach target audiences through online and offline channels, leveraging collaboration and synergies among WPs and other European initiatives. By capitalising on these collaborative efforts, the consortium seeks to achieve a lasting impact, strengthening workforce development and industry advancement beyond the project's closure.

10. References

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11. Annexes

Annex A: Tentative agenda for the online roundtables

Item	Description	Presenter	Duration
Opening speech	Welcome participants and introduce the context	Hosting partner	10 minutes
Keynote presentation	Presentation focusing on the main topic of the Roundtable	High-level speaker / expert	20 minutes
Discussion Panel	Panel discussion with stakeholders about the topic of the Roundtable. The panel should include participants from both the public and private sectors as well as national and international stakeholders.	1. Start-up 2. VET Provider 3.Business Association 4. EU Commission 5. EU initiative	30 minutes
Q&A	Interaction with participants to answer questions	Hosting Partner and Panellists	20 minutes
Closing remarks	Main takeaways of the event and next steps	MCEU Coordinator	10 minutes