D6.2 Report on the Project Communication Progress and Results

REPORT ON THE PROJECT COMMUNICATION PROGRESS AND RESULTS

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Document Change History

Version	Date	Author (organisation)	Description
V1.0	16 December 2024	Erica Martinelli (Access Advisors) Alla Aboudaka (Access Advisors)	First draft
V2.0	19 December 2024	Helen Gray (Idan) Gunnar Valur (SAF) Silvia Pop (Lobster Ink) Guillermo Graglia (EUTH St Pol) Mikkel Egehave (Diplomasafe) Bianca Marie Bukh Lauridsen (UCN)	Partners' feedback
V3.0	20 December 2024	Erica Martinelli (Access Advisors) Alla Aboudaka (Access Advisors)	Final document

List of Terms and 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

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1. Introduction

The MCEU Hospitality project is a 36-month initiative funded by the European Union under the Erasmus+ programme, designed to equip workers in the hospitality sector with essential digital and green skills. By developing five innovative micro-credential courses, the project seeks to address skills gaps and promote lifelong learning in an industry pivotal to Europe's economy and sustainability goals.

Effective communication, dissemination, and exploitation activities are key to ensuring the project's reach, impact, and long-term sustainability. These efforts enable stakeholder engagement, foster awareness, and encourage the adoption of micro-credentials among vocational education and training (VET) providers, learners, employers, and policymakers across Europe.

This Report on Project Communication Progress and Results (D6.2) provides a detailed account of the communication and dissemination activities undertaken by the MCEU Hospitality consortium between 1 January 2024 and 31 December 2024. It assesses the execution of the Communication and Dissemination Plan (D6.1), outlining progress, key achievements, and challenges encountered during the project's Set-Up stage and the early months of the Development stage. By reflecting on these experiences, the report identifies practical strategies for improving communication efforts in the second year of implementation.

Despite initial challenges, such as limited engagement with digital platforms, low awareness of micro-credentials at the national level, and difficulties in establishing stakeholder partnerships, the consortium has implemented proactive measures to enhance results. These include developing targeted social media strategies, improving stakeholder mapping and outreach, and creating tools such as press kits and content calendars to support partners' communication efforts.

Looking ahead, the MCEU Hospitality project is well-positioned to build on its achievements by fostering stronger collaboration, enhancing visibility, and expanding its stakeholder network. The consortium's strengthened communication and dissemination strategies will ensure the project continues to deliver significant impact while advancing the European Union's broader goals of sustainability, innovation, and inclusivity in the hospitality sector.

2. Overview of the Communication and Dissemination Plan

The Communication and Dissemination Plan (D6.1), developed under Work Package (WP) 6, serves as a strategic framework to maximise the initiative's reach, relevance, and impact within the hospitality sector and the European vocational education and training (VET) ecosystem. Its primary objectives are to increase awareness of micro-credentials, engage stakeholders, facilitate knowledge transfer, promote micro-credentials and lifelong learning (LLL) in policy development, and ensure visibility of EU funding support.

The Plan highlights key messages that underscore the project's innovative approach, focusing on its contributions to workforce resilience, enhanced employability, and improved lifelong learning opportunities. It employs targeted strategies to engage a diverse range of audiences, including learners, VET providers, employers, policymakers, the general public, higher education institutions (HEIs), and European National Information Centre (ENIC-NARIC) agencies.

Implemented over three years, the Plan unfolds through four distinct phases: Set-up, Development, Consolidation, and Finalisation. These phases involve a variety of activities, including establishing a visual identity, developing the project website, producing promotional videos, hosting events, and participating in academic and industry conferences. By utilising both online and offline dissemination channels, the Plan aims to raise awareness and foster active engagement among stakeholders.

Robust monitoring and evaluation mechanisms ensure the Plan remains aligned with project objectives and adheres to high quality standards. Tools such as social media analytics, website traffic reports, event attendance data, and media coverage evaluations are used to track progress against Key Performance Indicators (KPIs). Regular reviews by the Steering Committee, supported by an internal evaluation process, further ensure the effectiveness of the Plan. Coordination with other work packages is maintained through the leadership of Access Advisors and the University College of Northern Denmark (UCN), facilitated by monthly task alignment meetings.

In conclusion, the MCEU Hospitality Communication and Dissemination Plan provides a well-structured approach to communicating project outcomes, advancing lifelong learning, and supporting the digital and green transition of Europe's hospitality industry. By incorporating strategic messaging, comprehensive evaluation tools, and effective coordination, the Plan ensures a lasting impact beyond the project's duration, strengthening workforce development and fostering innovation across the European VET landscape.

3. Events & Meetings

3.1. Events attendance

The MCEU consortium partners are expected to attend **at least 14** third-party industry conferences both at national and international level. Table 1 shows the list of events that partners have attended between January 2024 and December 2024 to present and communicate about the MCEU project to different target audiences. Access Advisors created a survey to allow partners to inform of any upcoming events (link).

Table 1: Events each partner attended (January 2024 - December 2024)

Partner	KPI	Event Attendance (Jan 2024-Dec 2024)	More information
UCN	Local: 1 International: 1	● Læring i nord 2024: Micro-credentials - The Future of Skills Recognition?	Link
Hosco	Local: 1 International: 1	● N/A	
EUHT Sant Pol	Local: 1 International: 1	● Hotel Schools of Distinction ● EUHOFA International ● Euro CHRIE ● QS Summit	Link Link Link Link
IDAN	Local: 1 International: 1	● OEB 2024 (Berlin, Germany) ● EPALE seminar on Micro Credentials (Reykjavik, Iceland) ● SAF - Hotel and Restaurant Assembly (Iceland)	Link Link Link
Lobster Ink	Local: 1 International: 1	● The Independent Hotel Show Amsterdam 2024	Link
Diplomasafe	Local: 1 International: 1	● April 19th: Panel discussion at the EuroTeQ Micro Credentials event at DTU (Denmark). ● May 12–15: Presentation at the AMBA & BGA Global Deans and Directors Conference 2024. ● November 5th: Talk at The Free Schools' Inspiration and Theme Day hosted by KMD.	Link
SAF	Local: 1	● EPALE seminar on Micro Credentials (Reykjavik, Iceland) ● SAF - Hotel and Restaurant Assembly (Iceland)	Link

3.2. Meetings with Stakeholders

The MCEU partners began to engage with 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 Table 2, we present a list of the meetings that have taken place during the first year of implementation.

Table 2: Meetings with Stakeholders (January 2024 - December 2024)

Partner	Stakeholder	Topic
SAF	Icelandic Travel Industry Association - Hospitality, Events	Introduction to the MCEU project on January 24th, February 5th and February 21st

	and Restaurant working groups	
Iðan	Statistics Iceland	Status on the European digital identity framework in an Icelandic context.
Iðan	Ministry of Finance	EU digital ID Wallet - and getting ready for ARF, and how does this affect the output of MCEU https://www.nobidconsortium.com/about/
Iðan	Ministry of Higher Education, industry and innovation	Newly passed education act on Micro-credentials in Higher Education and possible synergies to LLL and what the MCEU project can contribute.
Iðan	Open university of Iceland Endurmenntun HÍ	Development of Micro credentials and MCEU.
UCN	Ben Schroeter, Director - Economic Policy & Strategic Engagement Booking.com	Introduction to the MCEU Hospitality Project, the Value of Micro-Credentials, and Future Collaboration on Upskilling Small Guesthouses under the Booking.com Umbrella

4. Online Channels

4.1. Linkedin Profile

The MCEU consortium built a LinkedIn profile (see Figure 1) to establish an active presence on social media and facilitate engagement with a wide audience. LinkedIn supports the project's objective of engaging with hospitality professionals and organisations. The LinkedIn account is available at the following link: https://www.linkedin.com/company/mceu-future-hospitality/about/

Figure 1: MCEU LinkedIn Page
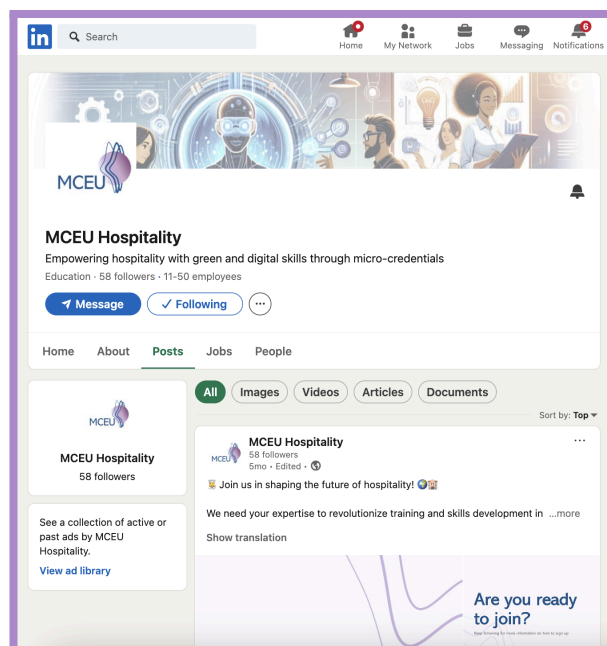
4.2. Project Website

The MCEU project designed and maintained a comprehensive website featuring project aims, partner information, engagement avenues, and resource materials. The website domain is MCEU.eu. The website includes the following sections, as presented in Figure 2:

- **About us**: it presents a brief overview of each partner organisation with a dedicated link to their websites.
- **News**: the MCEU consortium published updates regarding its main activities and results.
- **Events**: Info sessions and roundtables will be published in this section.
- **Get involved:** This page presents different opportunities for interested stakeholders to engage with the project.
- **FAQs**: The tab gathers all the most relevant questions regarding the project.
- **Contact form:** In this section, users will be able to get in touch with the MCEU consortium to raise questions, make recommendations or complaints.

Figure 2: MCEU Website
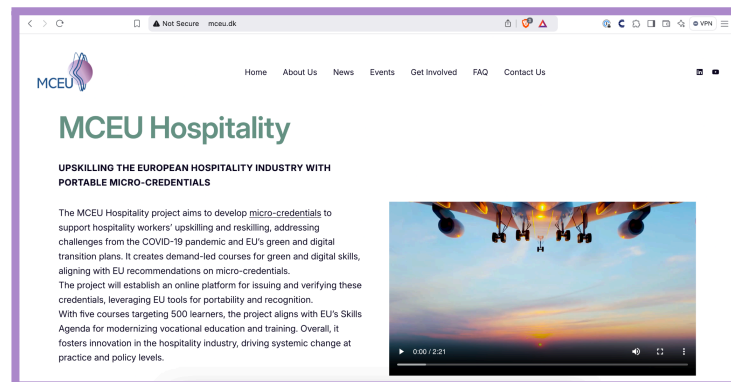
4.3. YouTube Channel

The MCEU project established a YouTube channel (see) to disseminate the recordings of the roundtables and info-sessions, as well as present the two promotional videos. The first promotional video is already available for stakeholders to consult. The link to the MCEU YouTube channel is: https://www.youtube.com/channel/UCnv4CXJU25ZsoCNbDwKvx-Q

Figure 3: YouTube Channel
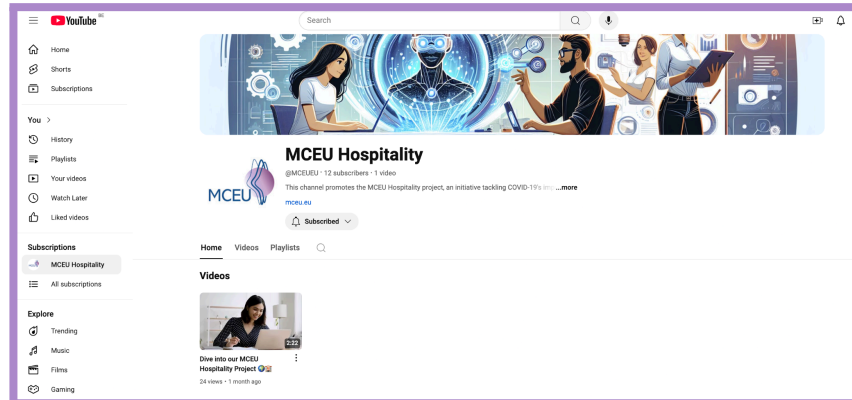
5. Deliverables of the Communication Plan

5.1. Visual identity and logo

The MCEU Hospitality consortium (UCN) created a distinct logo (see Figure 4) that encapsulates the core mission of MCEU. The branding package includes the logo and templates for presentations and documents.

Figure 4: MCEU Logo

5.2. One-Pagers

As part of the communication activities, the MCEU consortium developed two One-Pagers, one to present the MCEU project and the second on micro-credentials (see Figure 5). Both documents allow stakeholders to scan a QR code to access the website. The One-Pagers are available on the website (here).

Figure 5: MCEU One-Pagers
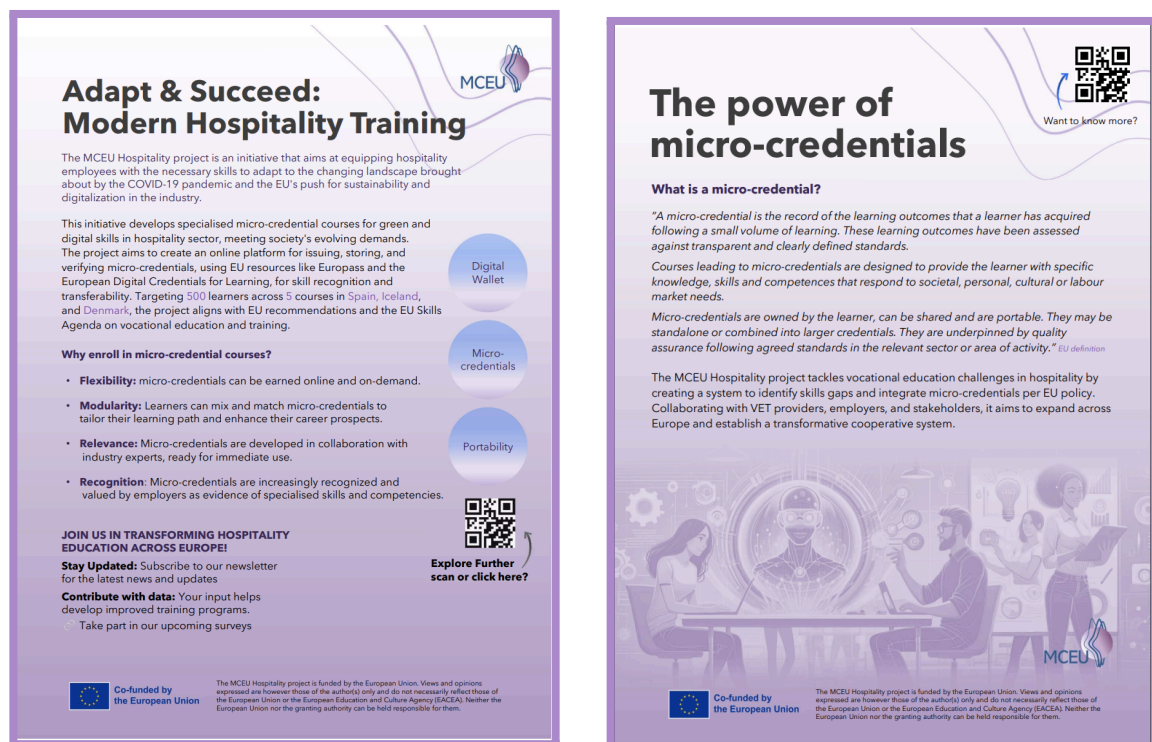
5.3. Overview Presentation

UCN also prepared an overview presentation of the MCEU project (see Figure 6). This is useful for partners who are holding meetings with stakeholders and need to explain what the project is about.

Figure 6: MCEU Overview Presentation

5.4. Promotional Video

Lobster Ink created one promotional video in English to promote the MCEU project (see Figure 7). The introductory video presents the project's main objectives, outcomes and invites viewers to join and support the initiative. The video includes subtitles in Danish, Spanish and Icelandic. The video is available on YouTube (link), MCEU Website and LinkedIn.

Figure 7: Promotional video
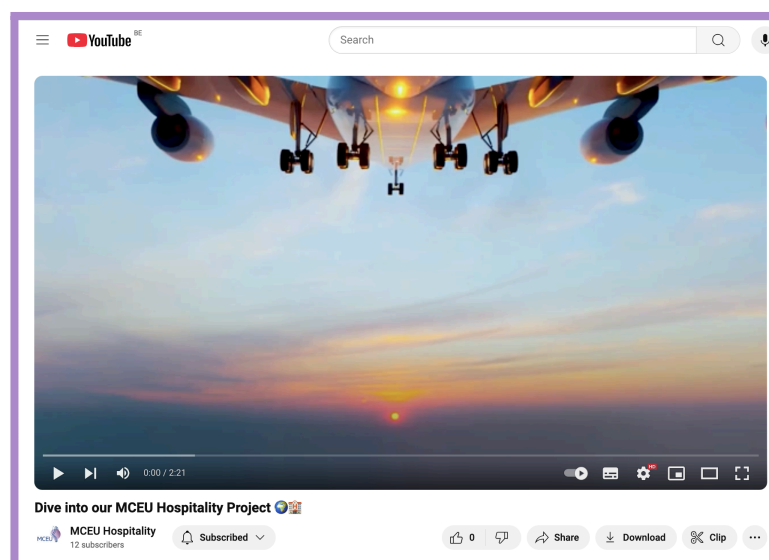
5.5. Roundtables Guidelines

The MCEU Hospitality Consortium is planning to organise five roundtables to address different topics related to micro-credentials and the hospitality sector. During the first year, Access Advisors designed guidelines for the organisation of these roundtables (Annex B), which will be implemented starting from March 2025 because of the postponement in delivering the online platform and the surveys on skills needs.

5.6. Events Calendar

The MCEU consortium compiled through a dedicated Google Form a calendar of relevant events for consortium members to organise or attend. Access Advisors reached out to partners to discuss upcoming events and define a common strategy to present MCEU to different target audiences.

5.7. Press Articles

The MCEU consortium developed **two press articles** to raise awareness about MCEU. The first one is about micro-credentials and their role in the upskilling and reskilling of the workforce in Spain, Denmark and Iceland. The article was published as part of the World Tourism Day 2024 on 27 September 2024. The article is available at https://mceu.dk/701-2/

Idan also published an article in The Icelandic Union of Marine Engineers and Metal Technicians trade magazine. The article highlights Iðan's international projects, including the MCEU project. This magazine reaches approximately 3100 members, helping MCEU reach a wider audience.

To increase the number of press articles, Access Advisors asked partners to provide contacts of national and local press outlets to increase press release impact in the second year.

5.8. Translation of Content

Partner organisations ensured all communication materials are accessible in consortium partners' languages, starting with an English master copy. Partners provided the translations to Danish, Icelandic and Spanish of the One-Pager, the General Overview Presentation of the project and the first introductory video.

5.9. First Newsletter

The MCEU project prepared and shared the first newsletter of the project (see Figure 8). The newsletter is available on the project website (here), and will be shared with stakeholders through LinkedIn and by email in 2025. A dedicated section on the website will also be included under the News section by then.

Figure 8: First Newsletter
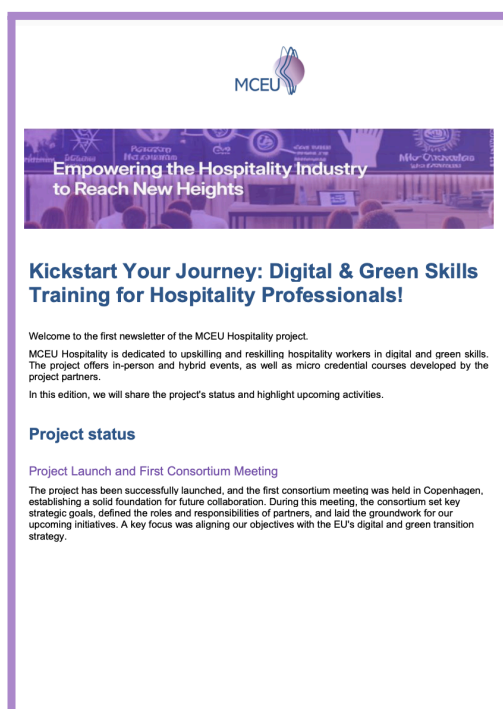
5.10. Visibility of EU funding

The MCEU Hospitality consortium presented the project on each partner's website or social media accounts. The description includes 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. To support partners with doing this, Access Advisors prepared specific guidelines (see Annex A). Below we present the list of partners' website where the MCEU project is published:

- Access Advisors
- Diplomasafe
- EHT SAN POL
- Hosco
- Idan.is
- Lobster Ink
- SAF
- UCN

6. Engagement Metrics

The Communication and Dissemination Plan includes specific indicators and Key Performance Indicators (KPIs) to monitor the implementation of its activities throughout the implementation of the project. In Table 3, we present the status of achievement of each KPI as of December 2024. To monitor and evaluate the communication and dissemination activities, Access Advisors set up a Continuous Reporting File where partners can report here any communication and dissemination activities done as well as events they have attended.

Table 3: Indicators and KPIs for Communication and Dissemination Activities

Activity	Indicator	KPI	KPI Status (December 2024)
Social Media Engagement	Increase in followers, likes, shares, and comments across social media platforms.	• 500 social media followers • 40 social media posts	• Linkedin: 58 followers • 298 side visits and 131 unique visitors • Youtube: 12 subscribers • 4 LinkedIn posts
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	• 549 active users • 36s Average stay time • 2 news (2nd consortium meeting and World Tourism 2024).
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.	• 15 subscribers in total
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 MCEU consortium.	• 2 events were attended: OEB 2024 and DigiWind General Assembly.
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.	• 0

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.	• N/A (Events will begin in 2025).

The MCEU Consortium reviewed the progress of each KPI and identified key challenges encountered during the first year of implementing the communication and dissemination plan. These challenges, along with potential solutions, were discussed during the second consortium meeting (see Table 4). The proposed solutions will be executed in the project's second year. We also identified key responsibilities.

Table 4: First Year Challenges and Solutions

Challenges	Proposed Solution	Responsible
Low Engagement with Website/ LinkedIn/ Newsletter	Implement a **content calendar** with consistent and interactive content	UCN
No Press Releases or Media Presence	Create a **press kit** and collaborate with local and international media partners.	UCN
Low Sharing Rate of Upcoming Events and Documentation among Partners	Establish a **centralised repository** and monitor partners' websites and communication channels	UCN
Low Attendance Rate to Events to promote MCEU	Develop a **clear selection process** for relevant events and track participation.	Access Advisors
Limited meetings with Stakeholders	Map out all **relevant stakeholders,** categorise them by relevance, and schedule regular meetings	Access Advisors
Low Awareness of Micro-credentials at national level	Create a **strategy and messages** on micro-credentials	Access Advisors

7. Synergies & Coordination

The communication and dissemination activities accompany the whole duration of the project and intertwines with all WPs. During the first year of implementation of the MCEU project, the synergies and coordination between the WPs was ensured through different arrangements. First, Access Advisors (WP6 Leader) and UCN (Coordinator) held periodic meetings to discuss the coordination of the tasks. Second, Access Advisors always updated about the progress of the communication and dissemination activities during the monthly Project Management Team (PMT) meetings led by UCN. Third, Access Advisors set up a Task Force with all WP6 partner organisations (see Table 5) to discuss upcoming tasks and synergies. The Task Force has met four times during 2024 (18 March 2024; 14 May 2024; 1 July 2024; 13 November 2024).

Table 5: Work Package 6 Task Force Members

Partner	WP6 Focal Point
UCN	Bianca Marie Bukh Lauridsen
HOSCO	Zhandra Fuentes
IDAN	Sigurður Fjalar
DIPLOMASAFE	Alla Aboudaka
SAF	Gunnar Valur
NALCO	Silvia Pop
EUHT SANT POL	Guillermo Graglia
ACCESS ADVISORS	Erica Martinelli

We anticipate greater coordination among the various work packages (WPs) from the second year of implementation. This is when key deliverables, including the survey reports (WP2), the piloting of micro-credential courses (WP5), and the development of the MCEU Micro-Credential Course Framework (WP3), will be published. To ensure success, partners will require enhanced communication and dissemination support to attract learners to enroll in the courses and engage external organisations to validate credentials through the Credentials Issuing Platform (WP4).

8. Second Year Timeline and Next Steps

In order to achieve the communication and dissemination, Table 6 provides a complete overview of the specific activities, the partner organisations' roles as well as a timeline for implementation for the Second Year (January 2025 - December 2025). 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 presented in Section 6.

Table 6: Communication and Dissemination Activities Planning January 2025 - December 2025

Activity	Type	Responsible Partner	Frequency	Development phase		Consolidation phase	
				Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025
Update project website	Platform	UCN	Monthly				
Publish reports and news	*Communication material*	UCN	Monthly				
Update FAQs	*Communication material*	UCN	Monthly				
Social media content calendar and campaigns	Communication material	UCN	Monthly				
Campaign for World Tourism Day	*Communication material*	*UCN*	*Yearly*			*27 Sept*	
Campaign for Survey 1 Results on Skills Need	*Communication material*	*UCN*	*Monthly*				
Create LinkedIn posts	Communication material	UCN	Biweekly				
Publish press articles	Communication material	UCN	Four times				
Provide national press and media contacts.	Communication material	All Partners	Monthly				
Update events calendar	Communication material	Access Advisors	Monthly				
Inform events partners will attend.	*Communication material*	*All Partners*	*Monthly*				
Organise public seminars and roundtables	Event	Access Advisors	A month before the event				
Roundtable 1: Credentials Issuing Platform	Event	Diplomasafe UCN	March 2025	March			
Roundtable 2: Skills needs	Event	Hosco	April 2025		April		
Roundtable 5: Micro-credentials courses	Event	Lobster Ink	July 2025			July	
Organise Pilot Information Sessions	Event	Access Advisors	Before First Pilot			Sept	

Activity	Type	Responsible Partner	Frequency	Development phase		Consolidation phase	
				Jan - Mar 2025	Apr - Jun 2025	Jul - Sep 2025	Oct - Dec 2025
Publish newsletters	Communication material	UCN	Biannual				
Attend industry conferences	Event	All Partners	When needed				
Share photos/ summaries of events.	*Communication material*	*All Partners*	*Monthly*				
Report communication progress and results	Report	UCN Access Advisors	31 December				**31 Dec**

9. Conclusion

The Report on the Project Communication Progress and Results (D6.2) provides a comprehensive summary of the communication and dissemination activities conducted by the MCEU Hospitality consortium between January and December 2024. It includes an overview of the online channels established, such as LinkedIn, YouTube, and the project website, alongside a detailed account of the activities implemented so far. The report also updates the progress made toward achieving the KPIs outlined in the Communication and Dissemination Plan, highlights lessons learned that require the consortium's attention in the next year of implementation, and presents a clear timeline with designated responsibilities for partner organizations moving forward.

In 2025, the MCEU Hospitality consortium will move into the development phase, followed by the consolidation phase in the second half of the year. During this period, efforts will focus on sharing the project's results and developing sustainability strategies to ensure these outcomes can be embedded within the hospitality sector. The aim is to create a self-sustaining ecosystem that will continue to utilize and expand upon the project results beyond its implementation phase. The consortium's activities will center on ecosystem building and strategic dissemination to maximize long-term impact.

10. References

MCEU Hospitality. 2024. Deliverable 6.1 Communication and Dissemination Plan.

11. Annexes

11.1. Annex A: EU Visibility Guidelines to Present MCEU Hospitality Project on Partners' Website

As stated in the Grant Agreement, each partner will advertise their participation in the project on their websites with a special page describing the project and its activities alongside the EU logo and mentioning that the project is EU funded.

This dedicated page should include:

1. **Project summary**
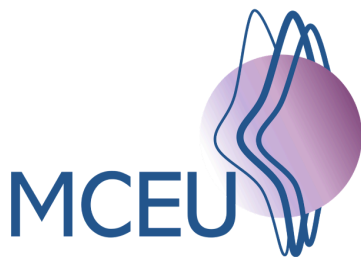
The MCEU Hospitality project, spanning 36 months from January 2024 to December 2026 under the Erasmus+ program, aims to develop micro-credentials tailored to the needs of the hospitality industry, advancing the European Union (EU)'s green and digital transition. With an eight-partner transnational consortium, 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.

By offering micro-credentials through an innovative online platform, this initiative provides a solution for lifelong learning (LLL), upskilling, and reskilling tailored to 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 lifelong learning and employability. This strategy ensures that MCEU not only meets the immediate needs of the industry but also contributes to implementing relevant policy.

2. **Coordinator contact details**

University College of Northern Denmark
info@mceu.dk

3. **List of participants**
- DIPLOMASAFE
- HOSPITALITY CONNECTION BARCELONA SL (Hosco)
- ESTUR ESCUELA DE TURISMO DE SANT POL DE MAR, S.L.
- IDAN FRAEDSLUSETUR EHF
- SAMTOK FERDATHJONUSTUNNAR
- NALCO EUROPE B.V.
- Access Advisors EU

- University College of Northern Denmark (UCN)

4. European flag

**Co-funded by
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For additional logos you can download them here in different languages.

5. Funding statement

Co-Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

6. Project results (later on in the project)

For any additional information, reach out to Erica Martinelli (erica@accessadvisors.eu)

11.2. Annex B: Roundtables Guidelines

1. **Introduction**

Each partner in the MCEU Hospitality project will organise at least one public seminar in their Member State to raise awareness and increase understanding among relevant stakeholders and the general public of the importance of micro-credentials and the benefits of the project's outcomes.

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-credentials for hospitality:** It will discuss the potential of micro-credentials 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 s**kills needed in the hospitality sector.**

3. **Recognition of micro-credentials:** The event will discuss how to facilitate the **recognition of micro-credentials** between partner countries and the industry.

4. **Micro-credential and LLL:** It will explain how micro-credentials can adapt and be included in **training systems** developed by governments and companies.

5. **Green skills for the hospitality sector:** The event is about the green skills needed by hospitality industry workers 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 and ensure the visibility of the EU co-funding support through signs and posters mentioning the action, the European flag, and the funding statement.

The roundtables on micro-credential topics and their recognition by industry and EU countries will be an opportunity to reach out to local policy-makers, business organisations, and VET providers.

2. Technical Specifications

2.1. Participants
- **Target Audience:** Local policy-makers, business organisations, VET providers, and other stakeholders in the hospitality sector.
- **Minimum number of participants:** 150 people.
- To ensure equal participation of all groups, each partner organisation will prepare a list of people to invite with the following information: name, role, organisation, and email.
- Partners should send participants timely communication, reminders, and follow-up messages.
- A list of participants for each seminar should be created, including information regarding gender (Male, Female, Non-Binary), as it is required for continuous reporting.

2.2. Facilitator/Moderator

- Partners will coordinate and facilitate the sessions, ensuring balanced participation and focused discussions.

- Partners will facilitate and moderate the event in their respective countries, as follows:
    - Roundtable 1 Micro-credential for hospitality: Diplomasafe/UCN
    - Roundtable 2 Skill Needs in the Hospitality Sector: Hosco
    - Roundtable 3 Recognition of micro-credential: Idan.
    - Roundtable 4 Micro-credential and LLL: EHT San Pol
    - Roundtable 5 Green skills for the hospitality sector: Lobster Ink

2.3. Platform

- The roundtables will be conducted online using a suitable webinar platform (i.e., Zoom).
- However, if partners wish they can hold a hybrid event.
- For increased interactivity, consider including live-completion forms (created in tools.
- such as Menti – https://menti.com) or advanced collaboration tools such as Miro
- Boards (https://miro.com/) or Google Jamboard (https://jamboard.google.com/).
- 3D meeting spaces such as Spatial (https://www.spatial.io/) can be used for high-impact interactions.
- All sessions will be recorded and published on the MCEU YouTube channel for ongoing access by stakeholders.

2.4. Visibility of EU Funding

- To ensure visibility and recognition, signs, posters, and other materials will highlight the EU co-funding support, including the European flag and funding statement.

2.5. Documentation

- All presentation materials will be created under Creative Commons (CC) licensing for broader accessibility.
- Notes will be taken to document critical points, decisions, and action items.
- Create templates for badges and invitations that align with the project's branding and design guidelines.
- If printed certificates of participation are awarded (for in-person attendees), placeholders for participants' names and seminar details should be included.
- Digital open badges require only the name and email address of (online) participants, which are included in the accompanying metadata.
- Survey
- Graphic
- Virtual background
- These templates will be provided in the MCEU Sharepoint link (here).

2.6. Communication

- Partners will have to promote the Roundtable through their social media channels.
- Use appropriate hashtags: #MCEU #Hospitality #EACEA #Erasmus+ #Microcredentials
- For this purpose, they are expected to prepare the following:
    - 1 LinkedIn post to present the initiative (to be published two weeks in advance).

○ 1 LinkedIn post to call for registration (published one week before the event).
  ○ 1 LinkedIn post after the event to present the outcome.
● One news article is to be published on the official website.

3. Agenda

● Each roundtable will focus on a specific theme related to micro-credentials in the hospitality sector.
● While structured, the agenda will allow for changes based on each country and topic specificities.
● Partners can reach out to Access Advisors for adjustments.

Item	Description	Proposed Presenter	Duration
Welcome note and Introduction	Welcome participants and introduce the agenda and the objectives	Hosting partner	10 minutes
Topic presentation	Presentation focusing on the main topic of the Roundtable	High-level speaker / expert	20 minutes
Roundtable	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. Employer 4. EU Commission 5. EU initiative	50 minutes
Q&A	Interaction with participants to answer questions	Hosting Partner and Panellists	20 minutes
Closing remarks	Key points and decisions summarised by the facilitator. Main takeaways of the event and next steps	MCEU Coordinator	5 minutes

4. Follow-Ups

● Partners will develop a survey to gather participant feedback at the end of each Roundtable. Access Advisors will draft the survey, and each partner will translate it into their language.

● The MCEU Consortium will use this feedback to evaluate the seminar's effectiveness, make improvements, and collect common questions. It will also be instrumental in continuous reporting to the Commission.

● The recordings of these seminars will be published on the MCEU YouTube channel, so the content will be available for interested stakeholders to access even after the project ends.

5. Tentative Schedule

Roundtable	Responsible	2024				2025				2026			
Roundtable 1: Credentials Issuing Platform	Diplomasafe UCN			Sep									
Roundtable 2: Skills needs	Hosco				Jan								
Roundtable 3: Micro- credentials recognition	Idan									Jan			
Roundtable 4: Integration of Micro- Credentials	EHT San Pol												Nov
Roundtable 5: Micro- credentials courses	Lobster Ink				Dec								