

D6.3 – Report on the Project Communication Progress and Results

PROJECT: MCEU HOSPITALITY – UPSKILLING THE EU HOSPITALITY INDUSTRY WITH PORTABLE MICRO-CREDENTIALS



**Co-funded by
the European Union**

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 EACEA can be held responsible for them

Indhold

1.	Introduction	2
2.	Overview of the Communication and Dissemination Plan.....	3
3.	Events & Meetings.....	3
3.1.	Events Attendance.....	3
3.2.	Meeting/interviews with stakeholders.....	5
4.	Online Channels	5
4.1.	LinkedIn Profile.....	5
4.2	Project Website.....	7
4.3	YouTube Channel.....	8
5.	Deliverables of the Communication Plan	8
6.	Engagement Metrics	10
7.	Synergies & Coordination	11
8.	Timeline and Next Steps.....	12
9.	Conclusion.....	13

1. Introduction

The MCEU Hospitality project is a 36-month initiative funded by the European Union under the Erasmus+ programme, aiming to equip workers in the hospitality sector with essential digital and green skills through the development of innovative micro-credential courses. By addressing identified skills gaps and promoting lifelong learning, the project contributes to strengthening a sector that is central to Europe's economy and sustainability objectives.

Effective communication, dissemination, and exploitation activities continued to play a key role throughout 2025 in ensuring the visibility, reach, and long-term impact of the project. These activities supported stakeholder engagement, increased awareness of micro-credentials, and encouraged their uptake among vocational education and training (VET) providers, learners, employers, and policy-makers across Europe.

This Report on Project Communication Progress and Results presents a comprehensive overview of the communication and dissemination activities implemented by the MCEU Hospitality consortium between **1 January 2025 and 31 December 2025**. Building on the foundations established in the first year of implementation, the report focuses on activities carried out during the **development and consolidation phases** of the project. It assesses the continued implementation of the Communication and Dissemination Plan (D6.1), highlighting progress achieved, key results, and challenges encountered during the reporting period.

During 2025, the consortium strengthened its communication efforts in response to lessons learned in the previous year. Increased emphasis was placed on structured social media activity, participation in conferences and events, and more systematic engagement with stakeholders at national and European levels. Tools and processes introduced earlier in the project, such as content calendars and coordinated partner reporting, were further refined to enhance consistency and effectiveness.

Looking ahead, the MCEU Hospitality project is well positioned to capitalise on the progress made in 2025 by further expanding its stakeholder network, increasing the visibility of project results, and supporting the uptake and sustainability of micro-credentials within the hospitality sector. Continued strategic communication and dissemination efforts will contribute to maximising the project's impact and supporting the European Union's broader objectives related to skills development, sustainability, innovation, and social inclusion.

In addition to the progress outlined above, the communication and dissemination activities in 2025 must be understood in the context of the project's transition from a set-up phase to a more implementation-oriented stage. This transition has had a direct impact on the nature and effectiveness of communication efforts, as the consortium has increasingly been able to communicate tangible outputs rather than conceptual frameworks.

A key development during 2025 has been the shift from general awareness-raising activities to more targeted and activity-based communication. While the first year of the project focused on establishing channels and initial visibility, the second year has enabled a more concrete engagement with stakeholders through events, roundtables, and dissemination of intermediate results. This has contributed to a stronger alignment between communication activities and the overall objectives of the project.

However, this transition has also highlighted a number of structural challenges. While the volume of communication activities has increased, the ability to translate these activities into measurable engagement remains limited. In particular, there is a noticeable gap between visibility (e.g. social media activity and event participation) and deeper forms of stakeholder engagement, such as newsletter subscriptions and sustained interaction with project outputs.

Furthermore, the increased reliance on partner-driven communication has exposed differences in capacity and engagement across the consortium. While some partners have actively contributed to dissemination activities, others have been less visible, resulting in an uneven distribution of

communication efforts. This imbalance affects the overall reach and consistency of the project's communication strategy.

These observations underline the importance of strengthening coordination, improving monitoring mechanisms, and adopting a more results-oriented approach to communication in the next phase of the project. By addressing these challenges, the consortium will be better positioned to maximise the impact of its communication and dissemination activities in the final stages of implementation.

2. Overview of the Communication and Dissemination Plan

The Communication and Dissemination Plan (Deliverable 6.1) provides the strategic framework guiding all communication activities of the MCEU Hospitality project. Its objectives include increasing awareness of micro-credentials, engaging relevant stakeholders, supporting knowledge transfer, and ensuring compliance with EU visibility requirements.

During 2025, communication activities focused on promoting concrete project outputs, supporting stakeholder engagement around pilots and roundtables, and strengthening the project's presence across digital and physical channels. The strategy continued to target learners, VET providers, employers, policy-makers, and industry representatives.

Building on the strategic framework outlined above, the implementation of the Communication and Dissemination Plan in 2025 has provided valuable insights into both its strengths and limitations in practice. While the plan clearly defines objectives, target groups, and communication channels, the effectiveness of its execution has depended heavily on partner engagement and the ability to translate strategy into consistent action.

One of the key developments during 2025 has been the increased alignment between communication activities and project outputs. As the project has progressed into the development phase, communication efforts have become more closely linked to tangible activities such as surveys, roundtables, and pilot preparations. This has improved the relevance of messaging and made it easier to engage stakeholders with concrete examples rather than abstract concepts.

At the same time, the year has highlighted a gap between planned communication activities and actual outcomes. While most planned activities have been implemented to some extent, the level of impact—measured through KPIs such as engagement, reach, and stakeholder conversion—has not always met expectations. This suggests that the challenge is not primarily related to planning, but rather to execution and follow-through.

Another important observation is that the plan assumes a relatively equal contribution from all partners in dissemination activities. In practice, however, engagement levels have varied, which has affected both the consistency and the geographical reach of communication efforts. This indicates a need for clearer expectations, more structured coordination, and potentially stronger monitoring mechanisms to ensure that all partners contribute effectively.

Finally, the implementation of the plan in 2025 has demonstrated the importance of moving beyond activity-based communication towards a more performance-driven approach. While the number of activities has increased, future efforts will need to focus more explicitly on achieving measurable outcomes, particularly in relation to stakeholder engagement and long-term impact.

3. Events & Meetings

3.1. Events Attendance

In 2025, MCEU Hospitality consortium partners actively participated in national and international events, conferences, and seminars related to education, skills development, hospitality, and micro-

credentials. These events provided opportunities to disseminate project objectives, share interim results, and engage with relevant stakeholders.

Events attended included industry conferences, academic forums, and policy-oriented meetings. Consortium partners presented the project through presentations, panel discussions, and networking activities.

Table 1 presents an overview of the events attended by consortium partners during 2025 – These events are events beside the already established round table and consortium meeting events that was planned in the project.

Partner	Audience	Event Attendance (Jan 2025-Dec 2025)	More information
Iðan	International educators and policymakers approx. 70 persons	OEB Berlin 2024	LinkedIn
Iðan/SAF	Industry_hotels_restaurants Aprox 40 persons	Annual meeting SAF	
Iðan/SAF	Approx 120 persions	Best practices EAfA green and digital tourism	
UCN	Approx 200 persons	Conference about Micro Credentials	Micro-credentials som bro mellem læring og arbejdsmarkedets behov

Besides the events mentioned above we also had a Steering committee meeting in January 2025, a Round table meeting I Copenhagen In June 2025 and a consortium meeting in Holland in September 2025 and one in Copenhagen in march 2025.

In addition to the events attended in 2025, there has been a noticeable improvement in the relevance and quality of these engagements. Consortium partners have increasingly participated in events that are closely aligned with the project's objectives, including those focused on vocational education, skills development, and innovation within the hospitality sector.

This more targeted approach has strengthened the positioning of the MCEU Hospitality project within relevant professional networks. Rather than participating in events solely for visibility purposes, partners have been able to engage in more meaningful discussions, present project results, and contribute to ongoing debates around micro-credentials and skills development in Europe.

A further development is the gradual shift from passive participation to more active involvement in events. In several cases, partners have taken on roles such as speakers, panel participants, or organisers of roundtables. This has increased the visibility of the project and contributed to establishing credibility among stakeholders.

However, despite these positive developments, there remains a lack of systematic evaluation of event participation. Key data—such as the number of stakeholders reached, the type of audience engaged, and the outcomes of these interactions—is not consistently recorded. This makes it difficult to assess the return on investment of event participation and to identify which types of events are most effective.

To address this, future communication efforts should include a more structured approach to documenting and evaluating events, including the use of standardised reporting templates and follow-up mechanisms.

Overall, the events and conferences carried out in 2025 significantly contributed to increasing the visibility of the project within relevant European networks. They enabled direct interaction with key

stakeholders and positioned the MCEU Hospitality project within ongoing discussions on micro-credentials and skills development. Despite limited quantitative tracking, these activities represent one of the strongest contributors to stakeholder engagement in 2025.

Conferences constituted a central part of the project's dissemination activities in 2025, providing opportunities to present project results, participate in panel discussions, and engage with international stakeholders.

3.2. Meeting/interviews with stakeholders

Throughout 2025, consortium partners continued to engage with stakeholders through bilateral and group meetings. These meetings aimed to present the project, gather feedback on micro-credential development, and explore opportunities for collaboration and uptake of project results.

Stakeholders engaged included hospitality employers, sector associations, education providers, and public authorities. Feedback collected during these meetings informed both communication activities and project development work.

Stakeholder meetings in 2025 have played an increasingly important role in supporting both communication and project development activities. Compared to the first year, these interactions have become more focused and more closely linked to specific project outputs, particularly in relation to skills needs analysis and pilot development.

These meetings have provided valuable qualitative insights into the needs and expectations of different stakeholder groups. In particular, feedback from employers and VET providers has helped to validate the relevance of the project's approach to micro-credentials and to identify potential barriers to implementation.

At the same time, stakeholder engagement has revealed varying levels of awareness and understanding of micro-credentials across different contexts. In some cases, significant effort is still required to explain the concept and its potential benefits, which affects the efficiency of communication efforts.

Another challenge identified is the limited follow-up on stakeholder interactions. While initial meetings are often successful in generating interest, there is less evidence of systematic engagement over time. This reduces the potential for building long-term relationships and for converting initial interest into concrete collaboration or uptake of project results.

Strengthening stakeholder management processes—such as tracking interactions, categorising stakeholders, and planning follow-up activities—will therefore be an important priority in the next phase of the project.

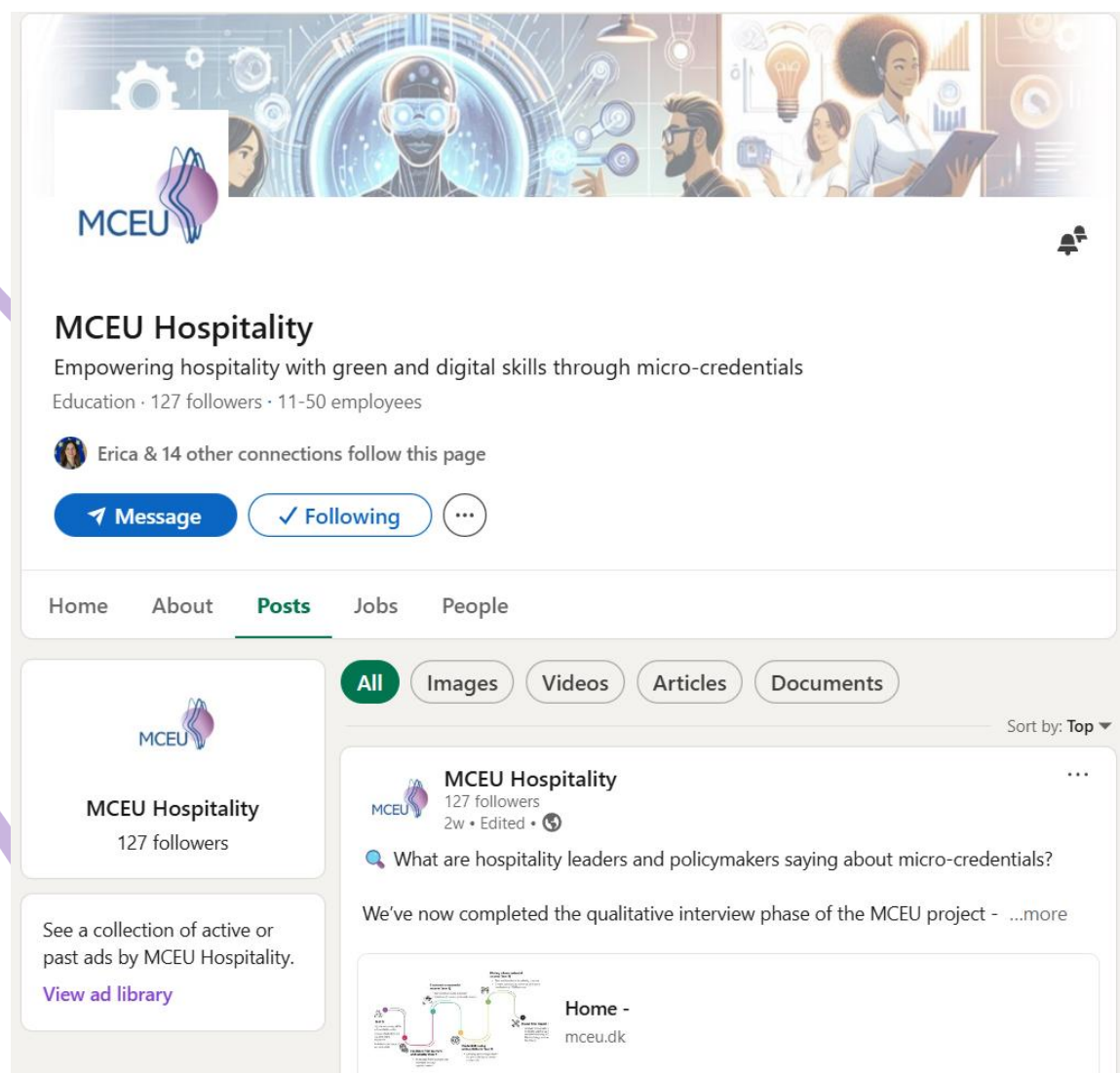
4. Online Channels

4.1. LinkedIn Profile

LinkedIn remained the primary social media channel for the MCEU Hospitality project in 2025. The platform was used to share project updates, promote events and roundtables, disseminate results, and engage with stakeholders across Europe.

Content published on LinkedIn included event announcements, highlights from conferences, project milestones, and awareness-raising posts on micro-credentials and skills development in the hospitality sector.

In quantitative terms, the LinkedIn channel grew from 58 followers in 2024 to 93 followers by the end of 2025 (Note: screenshot above is from January 2026). Approximately 20 posts were published during the reporting period. While engagement levels increased, particularly for posts related to events and stakeholder activities, the results remain below the KPI target of 500 followers and 40 posts. However, this is one of our main focus areas in 2026. More about that later in the report.



The development of the LinkedIn channel in 2025 highlights both progress and ongoing challenges in the project's digital communication strategy. While the increase in activity has contributed to improved visibility, the relatively limited growth in followers suggests that the channel has not yet reached its full potential.

One of the key observations is that content strategy has been largely reactive rather than proactive. Posts are often linked to specific events or milestones, which ensures relevance, but there is less evidence of a structured content plan aimed at sustained audience growth. This includes limited use of thematic campaigns, storytelling approaches, or targeted messaging for different stakeholder groups.

In addition, the role of partners in amplifying content has been inconsistent. While some partners actively share and engage with LinkedIn posts, others contribute less frequently. Given the importance of network effects on social media, this has a direct impact on the reach and visibility of the project.

Another factor affecting performance is the limited use of analytics to inform communication decisions. While basic metrics are monitored, there is scope for a more systematic analysis of what types of content generate the highest engagement and how posting strategies can be optimised accordingly.

To improve performance, a more strategic and data-driven approach to LinkedIn communication will be required, including clearer guidelines for partners, more consistent posting, and stronger alignment between content and target audiences.

4.2 Project Website

The project website continued to serve as the central information hub for MCEU Hospitality. In 2025, it was regularly updated with news articles, event information, and project resources. The website provided stakeholders with access to project objectives, partner information, and engagement opportunities.

MCEU Hospitality

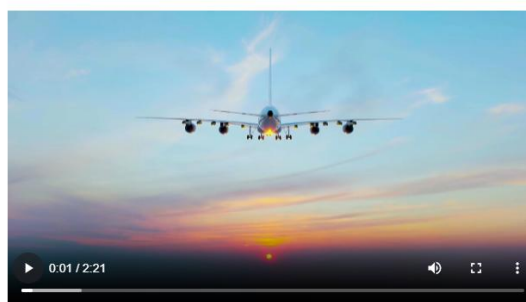
UPSKILLING THE EUROPEAN HOSPITALITY INDUSTRY WITH PORTABLE MICRO-CREDENTIALS

The MCEU Hospitality project aims to develop micro-credentials to support hospitality workers' upskilling and reskilling, addressing challenges from the COVID-19 pandemic and EU's green and digital transition plans. It creates demand-led courses for green and digital skills, aligning with EU recommendations on micro-credentials.

The project will establish an online platform for issuing and verifying these credentials, leveraging EU tools for portability and recognition.

With five courses targeting 500 learners, the project aligns with EU's Skills Agenda for modernizing vocational education and training. Overall, it fosters innovation in the hospitality industry, driving systemic change at practice and policy levels.

Watch our video and explore our [one-pager](#) to discover how we can collaborate to future-proof the hospitality industry across Europe with digital and sustainable skills



Learn more!

While the project website continues to function effectively as an information hub, its role within the broader communication strategy remains relatively limited. The current structure supports access to information, but does not actively encourage user interaction or engagement.

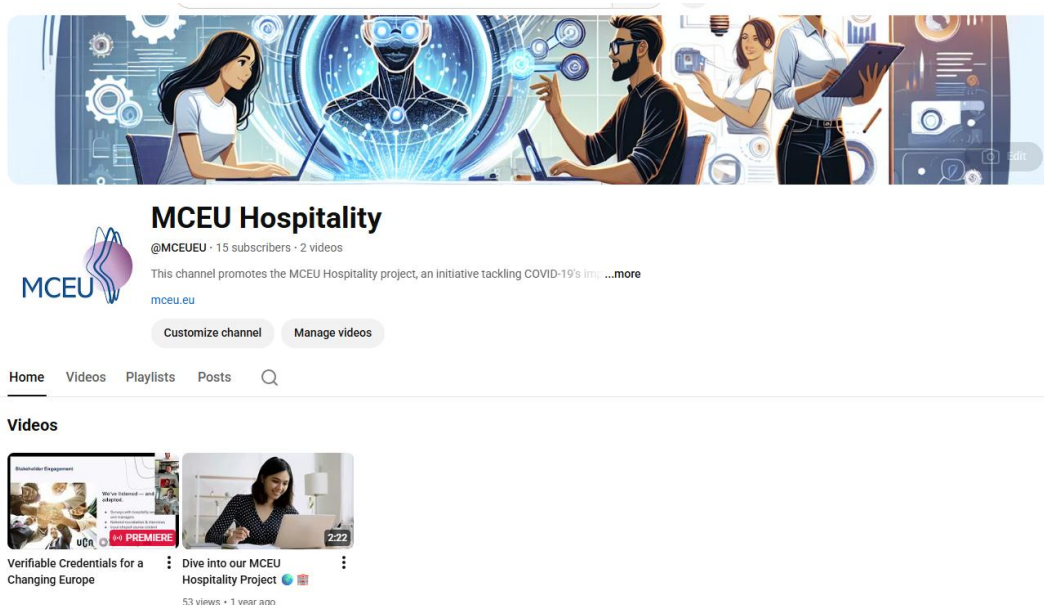
One of the key challenges is the lack of integration between the website and other communication channels. While content is published on the website, there is limited evidence of systematic efforts to drive traffic from social media or to convert website visitors into more engaged stakeholders.

Furthermore, the website does not currently provide strong incentives for users to take further action, such as signing up for newsletters or participating in project activities. This limits its effectiveness as a tool for stakeholder engagement and dissemination.

Improving the functionality and strategic use of the website—particularly in terms of user journey, accessibility, and integration with other channels—will be essential for increasing its impact in the next phase of the project.

4.3 YouTube Channel

The MCEU Hospitality YouTube channel was used to host recordings of webinars, roundtables, and promotional videos. These materials ensured continued access to project content beyond live events and supported broader dissemination.



The YouTube channel represents an underutilised resource within the project's communication strategy. While it provides a valuable platform for hosting video content, its potential for engagement and dissemination has not yet been fully realised.

One of the main limitations is the lack of integration between the YouTube channel and other communication activities. Videos are uploaded and available, but are not consistently promoted or embedded within broader communication efforts.

In addition, there is limited use of video as a proactive communication tool. While recordings of events are valuable, there is scope for developing more targeted video content, such as short explanatory videos, stakeholder testimonials, or promotional clips.

To enhance the role of YouTube within the communication strategy, greater emphasis should be placed on content planning, promotion, and integration with other channels, ensuring that video content contributes more actively to engagement and dissemination objectives.

5. Deliverables of the Communication Plan

In line with the Communication and Dissemination Plan (D6.1), the MCEU Hospitality consortium continued to develop, update, and actively utilise a range of communication deliverables throughout 2025 to support the visibility and impact of the project.

The visual identity and branding elements established during the first year remained a central component of all communication activities. These included the project logo, templates, and visual guidelines, which ensured consistency across materials produced by all partners. The continued use of these elements contributed to strengthening the project's recognisability across different platforms and events.

The One-Pagers developed in 2024 were actively used and disseminated during 2025 in both digital and physical formats. They served as key tools for introducing the project and explaining the concept of micro-credentials to stakeholders during meetings, conferences, and events. In addition, the overview presentation of the project was continuously updated and widely used by partners when engaging with stakeholders, ensuring a coherent and structured presentation of the project's objectives and progress.

The promotional video produced in the first year remained a key dissemination asset in 2025. It was shared across the project's website, LinkedIn, and during events, contributing to increased awareness and engagement. The video continued to support outreach efforts by providing a clear and accessible introduction to the project's goals and expected impact.

During 2025, particular emphasis was placed on the preparation and promotion of roundtables and public seminars. Building on the guidelines developed in the first year, partners organised and promoted several events addressing key topics such as skills needs, micro-credentials implementation, and lifelong learning in the hospitality sector. These activities marked an important transition from preparatory communication to active stakeholder engagement.

The events calendar, initially developed as an internal coordination tool, was continuously updated and used by partners to plan participation in relevant conferences and dissemination opportunities. This facilitated a more strategic approach to event participation and ensured broader coverage across countries and target groups.

Furthermore, efforts were made to increase media outreach and visibility. However, we still have a challenge here, and one of our main focus from now, and until the end of the project will be to get more media attention on this project. More about this in "Timeline and Next Steps".

Finally, the consortium continued to ensure compliance with EU visibility requirements. All communication materials and partner websites maintained clear references to EU funding, including the use of the European flag and funding statements, in line with the Grant Agreement.

While the communication deliverables developed in the first year of the project have been consistently used throughout 2025, their role within the overall communication strategy remains primarily supportive rather than strategic. The materials—including one-pagers, presentations, visual identity elements, and the promotional video—have contributed to ensuring a coherent and professional representation of the project across different contexts.

However, the analysis of their use indicates that these deliverables have largely been applied in a reactive manner, for example in connection with events or stakeholder meetings, rather than as part of a coordinated dissemination strategy. There is limited evidence that these materials have been systematically used to drive engagement, increase reach, or support conversion of stakeholders into active participants.

In particular, there is an opportunity to more effectively integrate these deliverables into digital communication activities. For example, one-pagers and presentations could be adapted into shorter, more accessible formats for social media, while the promotional video could be more actively used to support campaigns and increase visibility across channels.

Another important observation is that the use of communication deliverables varies across partners. While some partners actively utilise available materials in their dissemination activities, others rely less on these resources. This inconsistency reduces the overall effectiveness of the communication strategy and highlights the need for clearer guidelines and expectations.

To increase their impact, communication deliverables should be more strategically embedded in future activities, including targeted campaigns, coordinated partner actions, and stronger alignment with key project milestones.

6. Engagement Metrics

The monitoring of engagement metrics remained a central component of the communication and dissemination strategy in 2025, allowing the consortium to assess the effectiveness of its activities and adjust its approach accordingly.

Throughout the year, data was collected and analysed across multiple channels, including LinkedIn, the project website, and event participation. LinkedIn continued to be the primary platform for digital engagement, with increased activity compared to 2024. A higher frequency of posts, combined with more targeted and event-driven content, contributed to a noticeable increase in visibility and interaction.

Content related to project events, stakeholder engagement, and concrete project outputs generated the highest levels of engagement. This confirmed the importance of linking communication efforts closely to tangible project activities and results. The use of visual content, including images from events and promotional materials, also contributed positively to engagement rates.

Website traffic showed gradual growth during 2025, particularly in connection with the publication of news articles and the promotion of events. Although engagement levels remained below initial KPI targets, improvements were observed compared to the previous reporting period, indicating increasing awareness of the project.

Event participation became a more significant indicator of engagement in 2025, as the consortium moved into the development and consolidation phases. The organisation of roundtables and participation in conferences enabled direct interaction with stakeholders and provided valuable feedback for the project.

Despite these positive developments, some challenges persisted, particularly in relation to newsletter subscriptions and media coverage. These areas will require continued attention and targeted efforts in the next phase of the project.

Overall, the engagement metrics for 2025 demonstrate a clear progression compared to the first year, reflecting the consortium's efforts to implement more structured and strategic communication activities.

In addition to the quantitative assessment presented above, it is important to consider the relationship between different communication channels and their respective contributions to overall engagement. The data indicates that there is currently a disconnect between channels that generate visibility and those that support sustained engagement.

For example, while LinkedIn activity contributes to increasing awareness of the project, this visibility is not effectively converted into deeper forms of engagement, such as website interaction or newsletter subscriptions. This suggests that communication activities are operating in parallel rather than as part of an integrated user journey.

Another important observation is that engagement remains highly dependent on specific types of content. Posts linked to events, stakeholder interactions, and concrete project activities consistently outperform more general informational content. This reinforces the need to prioritise communication that is directly connected to tangible outputs and real-world applications.

Furthermore, the current KPI framework focuses primarily on quantitative indicators, such as number of followers or subscribers. While these metrics are important, they do not fully capture the quality of engagement or the extent to which stakeholders interact meaningfully with project results. For example, participation in events or direct feedback from stakeholders may provide stronger indicators of impact than digital metrics alone.

This highlights the importance of complementing quantitative KPIs with qualitative indicators, such as stakeholder feedback, level of interaction during events, and evidence of uptake or interest in project outputs. Incorporating these elements into future monitoring processes would provide a more comprehensive understanding of communication effectiveness.

Finally, the analysis of engagement metrics underscores the need for a more integrated communication approach. Strengthening the links between different channels—such as using LinkedIn to drive traffic to the website, or using events to promote newsletter subscriptions—will be essential for improving overall performance and achieving KPI targets in the next phase of the project.

7. Synergies & Coordination

Communication and dissemination activities in 2025 continued to be closely aligned with the overall project implementation and coordinated across all work packages.

Access Advisors, as the leader of Work Package 6, maintained a central role in coordinating communication efforts, working closely with the project coordinator, University College of Northern Denmark (UCN). Regular meetings were held to ensure alignment between communication activities and project developments, particularly in relation to key deliverables and milestones.

The Project Management Team (PMT) meetings provided a structured platform for sharing updates on communication activities and ensuring coordination across partners. In addition, the WP6 Task Force continued to meet regularly, enabling partners to exchange experiences, plan upcoming activities, and address challenges collaboratively.

In 2025, synergies between communication activities and other work packages became more pronounced. As project outputs such as surveys, frameworks, and pilot activities were developed, communication efforts increasingly focused on promoting these results and engaging relevant stakeholders.

This closer integration between communication and technical work packages enhanced the relevance and impact of dissemination activities. It also supported the objective of attracting learners, engaging employers, and ensuring the uptake of micro-credentials developed within the project.

Overall, the coordination mechanisms established in the first year proved effective and were further strengthened in 2025, contributing to more consistent and impactful communication across the consortium.

In 2025, coordination of communication and dissemination activities has improved compared to the first year, particularly through regular Project Management Team (PMT) meetings and the continued work of the WP6 Task Force. These structures have provided a framework for sharing updates, aligning activities, and addressing challenges across partners.

A key positive development is the increased integration between communication activities and other work packages. As the project has progressed, communication efforts have become more closely linked to technical outputs such as surveys, frameworks, and pilot activities. This has improved the relevance of communication and made it easier to engage stakeholders with concrete content.

Despite these improvements, coordination challenges remain. One of the main issues is the uneven level of engagement among partners in communication activities. While some partners actively contribute to content creation, event participation, and dissemination, others have a more limited role. This imbalance affects both the consistency and the reach of communication efforts.

Another challenge is the lack of centralised tracking of communication activities. While information is shared during meetings, there is limited systematic documentation of what has been done, by whom,

and with what impact. This makes it difficult to assess overall performance and to identify areas where additional support may be needed.

To address these challenges, stronger coordination mechanisms will be required in the next phase of the project. This includes clearer expectations for partner contributions, improved monitoring systems, and more structured planning of communication activities across work packages.

8. Timeline and Next Steps

In 2025, the MCEU Hospitality project entered the development and consolidation phases, with communication and dissemination activities playing a crucial role in supporting the uptake and visibility of project results.

The timeline for communication activities was closely aligned with key project milestones, including the organisation of roundtables, the dissemination of survey results, and the preparation for pilot implementation. Regular updates to the project website, ongoing LinkedIn activity, and participation in events ensured continuous visibility throughout the year.

Looking ahead, the next phase of the project will focus on further intensifying dissemination efforts, particularly in relation to the promotion of micro-credential courses and the engagement of learners and industry stakeholders. Communication activities will increasingly support the implementation and scaling of project outputs.

Key priorities for the upcoming period include:

- Strengthening stakeholder engagement at national and European levels
- Increasing participation in industry-relevant events and conferences
- Enhancing digital communication through more targeted and data-driven campaigns
- Expanding media outreach and improving press coverage
- Supporting the sustainability and long-term uptake of project results

In addition, continued monitoring of KPIs and engagement metrics will be essential to ensure that communication activities remain effective and aligned with project objectives.

By building on the progress achieved in 2025, the MCEU Hospitality consortium is well positioned to maximise the impact of its communication and dissemination efforts in the final stages of the project.

Due to the fact that we are behind on several deliverables we made a plan for 2026, on how to reach our KPI's. In order to reach the goal, UCN has decided to hire in the former project manager of MCEU, who will help us with the progression of the new communication plan that will be made in start 2026.

1. First goal is to get 1500 Newsletter subscribers at the end of 2026. This was a very ambitious goal, but with the help from all partners it will be possible to reach the goal. During the first half of 2026 we have set up milestones and will make several activities to reach the goal. Including the following:
 - a. Every time we make surveys or share news on regarding MCEU our website and LinkedIn, all partners has obliged to make a link where people can sign up for our newsletter.
 - b. UCN will make a campaign to get more followers to the newsletter.
2. Second goal is to go from 93 to 500 followers on linkedIn within less than a year. This is a huge milestone and we are not sure that it is realistic to reach more than 250-350 followers

within the next year. To succeed in getting more followers we will work with the following aspects:

- a. A continues stream of news and post on the linkedIn page. Our goal will be to go from 20 post within the first two year to 40-45 post in total. This will also help us to reach the KPI of 40 LinkedIn Posts.
- b. All partners will help reposting on their own likedIn profile and pages, as well as UCN will repost news from the partners LinkedIn pages on MCEU LinkedIn page

The analysis of communication activities and engagement metrics in 2025 clearly indicates that while progress has been made, significant adjustments are required to ensure that the project achieves its communication objectives in the final phase.

One of the key priorities moving forward is the shift from activity-based communication to a more results-driven approach. While the number of communication activities has increased, future efforts must focus more explicitly on achieving measurable outcomes, particularly in relation to stakeholder engagement and KPI targets.

In this context, a revised communication approach for 2026 will need to address the main gaps identified in 2025. In particular, stronger emphasis should be placed on improving digital engagement, increasing newsletter subscriptions, and ensuring more consistent partner involvement.

Concrete actions should include:

- the development of a more structured content plan for LinkedIn, including regular posting and clearer targeting of audiences
- systematic promotion of newsletter sign-up opportunities across all communication channels
- increased use of communication deliverables in digital formats to support engagement
- improved documentation and follow-up of events and stakeholder interactions

Another important focus area is the strengthening of internal coordination and accountability. Clearer expectations for partner contributions, combined with regular monitoring of progress, will be essential to ensure that communication activities are implemented consistently across the consortium.

Finally, communication activities in the next phase should be more closely aligned with the delivery of project outputs, particularly pilot activities and final results. This will enable the consortium to communicate concrete value to stakeholders and support the uptake and sustainability of project outcomes.

3. Other important KPI's that we will continue to work with in 2026 Is Website news items, where we need to reach at least 20, press releases published and Average time on Web Site.

9. Conclusion

The Report on the Project Communication Progress and Results (D6.3) provides a comprehensive overview of the communication and dissemination activities carried out by the MCEU Hospitality consortium between January and December 2025. Building on the foundations established in the first year of implementation, the report highlights the transition towards more structured, results-oriented, and stakeholder-driven communication efforts.

Throughout 2025, the consortium strengthened its communication activities across both online and offline channels. Increased engagement on LinkedIn, more consistent updates on the project website,

and active participation in conferences and events contributed to enhancing the project's visibility and outreach. The organisation of roundtables and stakeholder meetings marked a significant step forward in engaging target groups and facilitating dialogue around micro-credentials in the hospitality sector.

The report also demonstrates progress in achieving the Key Performance Indicators (KPIs) defined in the Communication and Dissemination Plan, particularly in relation to event participation and social media activity. While some challenges remain—especially regarding media coverage and newsletter engagement—the consortium has implemented targeted measures to address these areas and further strengthen communication efforts.

Importantly, 2025 represented a key phase in aligning communication activities with the delivery of project results. As outputs such as surveys, frameworks, and pilot activities became available, communication efforts increasingly focused on promoting these results and supporting their uptake among stakeholders. This alignment has enhanced the relevance and impact of dissemination activities and contributed to the project's overall objectives.

Looking ahead, the MCEU Hospitality consortium will continue to build on the progress achieved in 2025 by intensifying dissemination activities, expanding its stakeholder network, and supporting the long-term sustainability of project outcomes. The focus will be on ensuring the effective uptake of micro-credentials within the hospitality sector and maximising the project's contribution to the European Union's priorities in skills development, sustainability, and innovation.

Overall, the communication and dissemination activities implemented during 2025 have laid a strong foundation for the final phase of the project, positioning the consortium to deliver lasting impact and support the continued development of micro-credentials across Europe.

In addition to the overall progress described above, the findings of this report underline the importance of strengthening the strategic focus of communication activities in the final phase of the project. While the consortium has succeeded in increasing activity levels and improving visibility, the results demonstrate that increased effort does not automatically lead to increased impact.

A central challenge identified in 2025 is the gap between communication outputs and measurable outcomes. This is particularly evident in areas such as newsletter engagement and social media growth, where the level of activity has not translated into the expected results. Addressing this gap will require a more deliberate focus on conversion, targeting, and the alignment of communication channels.

Another key conclusion is that the most effective communication activities are those that are directly linked to project outputs and stakeholder interaction. Events, meetings, and other forms of direct engagement have consistently generated stronger results than purely digital communication. This suggests that future efforts should build on these strengths while improving the integration with digital channels.

The report also highlights the importance of partner engagement as a critical success factor. Variations in partner contribution have a direct impact on the reach and consistency of communication activities. Strengthening coordination, clarifying expectations, and ensuring more balanced participation will therefore be essential moving forward.

Finally, the experience from 2025 confirms that communication and dissemination are not only supportive activities, but central components of the project's overall impact. Ensuring that project results are effectively communicated, understood, and adopted by stakeholders will be key to achieving long-term sustainability.

By addressing the identified challenges and building on the progress made, the consortium is well positioned to enhance the effectiveness of its communication strategy and maximise the impact of the MCEU Hospitality project in its final stages.

