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MOBILITY RECOGNITION FOR INTEGRATION



MORIN



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WP4. Impact and dissemination of MORIN

D4.6 – Mid-term report on the implementation of the Dissemination, Exploitation and Sustainability Plan

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PROJECT DESCRIPTION

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WP2. Mobility recognition via learning outcomes
WP3. Mobility recognition in practice
WP4. Impact and dissemination of MORIN

DELIVERABLE DESCRIPTION

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Introduction

The aim of this WP is to disseminate project activities during its lifetime and to exploit its results and outcomes among other HEIs in the WB, make them known in the EU, Western Balkans and beyond, to reach out HERE experts, policy-makers, student networks, interested academics, other relevant stakeholders in mobility practices as contributing to the quality of education, employability, free movement of people, hence (regional) integration, thus become more visible nationally, regionally, and internationally.

To maximize the potential of the activities within this WP, we have selected UET among all other partners as the most appropriate to be the lead organization for its experience with managing dissemination WPs. Since its establishment, UET has created a distinguished tradition of developing curricula on IT Communications science. This WP integrates a series of dissemination activities within the project which correspond to the guidelines provided to be followed by all partners, which detail the methodology and the tools to be used for communication purposes as well as the deadlines' timeframe to meet.

They will all be laid down in the dissemination, exploitation and sustainability plan, a working document that can be amended as opportunities arise during the course of the project. It will include a set of activities requiring the involvement of all project partners, responsible for specific activities and WPs, in accordance with their role and experiences, as well as the strategy to assure effective communication between project partners and dissemination. Overall, this WP will aim to inform main target groups about the objectives, the activities, the progress, the products and the results of MORIN project to make the results and deliverables available to the target groups and to the wider audience as well as to the local and regional actors.

To enhance dissemination for increasing the project's visibility and making it sustainable even after its lifetime, the project partners' wide network and the collaboration of ESN Albania and ESN Serbia, Nis will ensure proper dissemination of project announcements, activities and results.

Some of the activities will be: designing the project logo to be used on all publications and communications for immediate recognition, visibility and credit; creating and maintaining a fully functional project website as the most important and viable dissemination tool; using a management platform for storing internal documentation; including links to the official project website on all partners' official websites, social networks, including project partners' network organizations and stakeholders who will be asked to do so; designing and printing promotional material (brochures, fliers, posters, leaflets, pens, bags, T-shirts etc.) to be distributed to participants in project activities; organizing dissemination activities—publication of MORIN newsletter, promotional videos for the project activities, promotion days at WB partners to reach out other stakeholders, other events will be targeted to promote the project (This might include conferences organized at WB partners or in which the staff from WB universities participate, info days, presentation days, YouTube promotion videos, TV appearances etc.); promoting through online tools and media—Facebook, Twitter (announcement of important “events”) and a dedicated open LinkedIn group—which will be linked with the project website and stream project activities in real time; organizing a final dissemination conference.

The dissemination activities aims at:

- Sharing information on the project's progress and the milestones reached with stakeholders and partners;
- Enhancing MORIN's visibility;
- Sharing and promoting the project's activities, results and added value to relevant stakeholders (WB partner HEI students and staff, WB6 HEIs, HERE experts, policy- makers, student networks, potential employers);
- Promote the project's impact and regional cooperation.

The development of the Dissemination, Exploitation and Sustainability Plan will pave the way for the implementation of dissemination activities and the strategy to follow to reach out relevant stakeholders. It will be aimed to follow a specific strategy for the exploitation of project results not only during the project lifetime but also after. Since many deliverables are envisioned as manuals, mapping survey reports, progress reports on mobility recognition, revised course content, webinars, these will be made available on the project website, open access. The manual and the regional mapping report will also be published in hard copy. It will be aimed to seek the collaboration of a publisher or organization that can share partner interest with the consortium for the publication of the mapping survey, open access.

This WP runs horizontally throughout the other WPs for the whole duration of the project, with the full involvement of all partner institutions. The Final Dissemination Conference, an international conference, is expected to attract interest and raise awareness of all the stakeholders. The project results will still be available and usable after the project is over to various interested end-users.

Main deliverables of this WP:

- D4.1 Dissemination, exploitation and sustainability plan
- D4.2 Project website and promotional materials
- D4.3 MORIN Newsletter
- D4.4 Final conference
- D4.5 Social media
- D4.6 Mid-term report on the implementation of the Dissemination, exploitation and sustainability plan
- D4.7 Final report on the implementation of the Dissemination, exploitation and sustainability plan.

1. Executive Summary

1.1 Overview of the MORIN Project and Objectives

The MORIN project, "Mobility Recognition for Integration," is an Erasmus+ Capacity Building in Higher Education (CBHE) initiative focused on advancing academic recognition of student mobility based on learning outcomes (LOs). Its primary aim is to address the challenges of integrating migrants and enhancing regional academic cooperation in the Western Balkans (WB6). By ensuring curriculum transparency, comparability, and flexibility, MORIN seeks to facilitate student mobility, improve employability through skill-oriented learning, and strengthen intra-regional collaboration among higher education institutions (HEIs). The project leverages innovative pedagogical approaches to align academic recognition with global standards, thus fostering connectivity and economic integration in the region.

1.2 Purpose of the DESP – Dissemination, Exploitation and Sustainability Plan

This document outlines the key actions to be undertaken by the MORIN project consortium to ensure the sustainability of its outcomes and benefits well beyond the project's formal completion. This deliverable aligns with the overarching goal of ensuring the financial and institutional sustainability of the project's results, focusing on embedding its tools and methodologies into institutional frameworks across the Western Balkans. The sustainability strategy has been developed in accordance with the EU's definition of project sustainability: "a project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other communities for an extended period after the financial assistance has been terminated."

To secure the sustainability of the MORIN project, several foundational pillars have been identified. One of the primary pillars is the development of a robust self-assessment mobility recognition tool, designed to align academic recognition practices with learning outcomes. This tool will be institutionalized across participating HEIs, ensuring that the benefits of improved mobility recognition extend to future students and educators. A significant emphasis is placed on capacity building, with academic staff trained in recognition practices through workshops and internal Exploitation training for the less experienced academic staff, by transferring to them the knowledge taken during project activities and study visits. These internal exploitation training will act as multipliers, disseminating the acquired knowledge and fostering research and innovation capacities across their institutions.

Additionally, the MORIN project will create a centralized repository for project outputs, such as revised learning outcomes, guidelines, and best practices which is found both in the website (only for public deliverables) and in a shared google drive (for all types of project documents, deliverables and activities). This repository will also facilitate knowledge exchange and support for ongoing academic recognition practices. By leveraging these tools and resources, the MORIN project aims to enhance regional academic collaboration while reducing barriers to mobility. The long-term sustainability of the project will be further supported through strategic partnerships, policy alignments with EU standards, and the establishment of financial models to maintain and scale its initiatives. Together, these efforts ensure that the MORIN project will continue to deliver meaningful benefits to HEIs, students, and

policymakers in the Western Balkans, contributing to the region's academic and socio-economic growth.

1.3 DESP significance to the project and its progress for 12 months

The MORIN project has made remarkable progress in its first twelve months, establishing a solid foundation for its long-term objectives of promoting academic recognition and mobility within the Western Balkans (WB6). At its core, the project is dedicated to raising awareness of the importance of academic recognition among higher education institutions (HEIs), students, and policymakers, while building a shared vision for mobility practices that align with international standards. By fostering engagement across these groups, the project aims to support the adoption of learning outcomes-based academic recognition tools, revised curricula, and modern recognition practices.

The project's dissemination activities during this period have been instrumental in engaging stakeholders and creating visibility for its goals. From M1 to M12, key milestones included the development of the Dissemination, Exploitation, and Sustainability Plan (DESP), which clearly defined the actions and responsibilities for spreading project awareness and ensuring its sustainability. The establishment of communication tools, including a functional project website, social media channels, and newsletters, provided a foundation for regular updates and public engagement. Early outreach efforts, including targeted awareness campaigns and stakeholder meetings, introduced the project's objectives and created dialogue around academic recognition. These activities enabled the project to actively engage WB6 HEIs and other key stakeholders, ensuring alignment with institutional needs and building momentum for the next phases.

Progress toward tangible deliverables has also been a key highlight of this phase. The drafting of a self-assessment mobility recognition tool and the development of guidelines for learning outcomes-based recognition practices represent critical steps in translating the project's objectives into actionable tools. Training sessions have equipped academic staff with the knowledge required to implement these practices effectively, contributing to institutional readiness for integrating the revised frameworks. These efforts are complemented by dissemination activities that include regular updates through newsletters, blogs, and public events, which continue to raise awareness and maintain engagement. Collectively, these achievements demonstrate the project's ability to meet its early objectives while positioning itself for sustained success in the future phases.

Looking ahead, the groundwork laid during M1–M12 ensures the MORIN project is well-prepared to scale its impact and achieve its long-term vision. Expected outcomes for future phases include a fully adopted self-assessment mobility recognition tool, the institutionalization of revised learning outcomes across multiple programs, and the creation of regional frameworks that support ongoing collaboration and sustainability. With strong stakeholder engagement, a clear dissemination strategy, and focused efforts on capacity building, the project remains aligned with its mission to advance academic recognition and mobility in the Western Balkans, contributing to the broader goals of regional integration and employability.

During the first year, the MORIN project achieved significant milestones:

- **Dissemination** - Established a robust communication strategy, including the launch of a dedicated website, publication of the first newsletters, and organization of initial awareness-raising events targeting academic staff, students, and policymakers.
- **Exploitation** - Initiated the development of tools for regional mapping of mobility practices and a self-assessment recognition framework. The revision of learning outcomes for selected study programs has commenced, ensuring alignment with international standards. Internal training for the staff also has taken place in country partner universities.
- **Sustainability** - Progressed institutionalizing recognition practices by drafting regulatory guidelines and conducting capacity-building workshops for HEI staff.
- **Collaboration** - Strengthened partnerships among WB6 HEIs and between EU and regional institutions, fostering knowledge exchange and promoting the integration of academic recognition practices.
- **Impact** - Enhanced awareness of mobility's role in fostering employability and regional integration, with active participation from key stakeholders, including government and education ministries.

Key challenges, such as aligning diverse institutional practices and ensuring stakeholder engagement, have been addressed through adaptive strategies and continuous stakeholder consultations. The groundwork laid during this period positions MORIN for successful implementation and long-term impact.

2. Description of the Dissemination, Exploitation, and Sustainability Plan

The Dissemination, Exploitation, and Sustainability Plan (DESP) serves as a strategic framework for ensuring the visibility, usability, and longevity of the MORIN project's outcomes. It defines the actions and methodologies necessary to promote the project's objectives, ensure adoption and practical implementation of its deliverables, and secure their long-term impact. Dissemination involves targeted communication efforts to raise awareness about MORIN's goals, activities, and results among stakeholders. This includes academic institutions, students, policymakers, and the broader public. Communication channels include websites, newsletters, social media, workshops, conferences, and printed materials. Exploitation focuses on integrating the project's outcomes, such as tools for academic recognition, revised learning outcomes, and guidelines for best practices, into institutional policies and everyday practices. Exploitation also seeks to align these deliverables with regional and international standards to enhance their practical utility. Sustainability ensures that the achievements of MORIN remain impactful beyond the project's lifecycle. It emphasizes embedding the project's tools and practices into institutional frameworks, fostering stakeholder ownership, and creating conditions for continuous use and improvement. The DESP emphasizes collaboration among Western Balkan HEIs and EU partners, leveraging the consortium's collective expertise to maximize reach and effectiveness.

2.1 Goals and expected outcomes of the DESP

- The DESP is structured to achieve the following goals:

Promoting awareness and engagement:

- Increase understanding of the importance of academic recognition and mobility among HEIs, students, and policymakers.
- Build a shared vision for mobility practices aligned with international standards across WB6 HEIs.

Enhancing the practical application of project results:

- Facilitate the adoption of learning outcomes-based academic recognition tools.
- Ensure the revised curricula are actively used to promote skills-oriented learning.
- Train academic staff in modern recognition practices through workshops and webinars.

Achieving long-term impact and integration:

- Institutionalize academic recognition practices, ensuring their alignment with EU frameworks like the Lisbon Recognition Convention.
- Foster inter-regional and intra-regional cooperation to support mobility and employability in the Western Balkans.

Timeframe: Progress from M1 to M12:

The MORIN project has made remarkable progress in its first twelve months, establishing a solid foundation for its long-term objectives of promoting academic recognition and mobility within the Western Balkans (WB6). At its core, the project is dedicated to raising awareness of the importance of academic recognition among higher education institutions (HEIs), students, and policymakers, while building a shared vision for mobility practices that align with international standards. By fostering engagement across these groups, the project aims to support the adoption of learning outcomes-based academic recognition tools, revised curricula, and modern recognition practices. These efforts are intended not only to enhance the skills and employability of students but also to ensure that institutions align with global frameworks, such as the Lisbon Recognition Convention, creating pathways for sustainable impact and regional integration.

The project's dissemination activities during this period have been instrumental in engaging stakeholders and creating visibility for its goals. From M1 to M12, key milestones included the development of the Dissemination, Exploitation, and Sustainability Plan (DESP), which clearly defined the actions and responsibilities for spreading project awareness and ensuring its sustainability. The establishment of communication tools, including a functional project website, social media channels, and newsletters, provided a foundation for regular updates and public engagement. Early outreach efforts, including targeted awareness campaigns and stakeholder meetings, introduced the project's objectives and created dialogue around academic recognition. These activities enabled the project to actively engage WB6 HEIs and other key stakeholders, ensuring alignment with institutional needs and building momentum for the next phases.

Progress toward tangible deliverables has also been a key highlight of this phase. The drafting of a self-assessment mobility recognition tool and the development of guidelines for learning outcomes-based recognition practices represent critical steps in translating the project's objectives into actionable tools. Training sessions have equipped academic staff with the knowledge required to implement these

practices effectively, contributing to institutional readiness for integrating the revised frameworks. These efforts are complemented by dissemination activities that include regular updates through newsletters, blogs, and public events, which continue to raise awareness and maintain engagement. Collectively, these achievements demonstrate the project's ability to meet its early objectives while positioning itself for sustained success in the future phases.

Looking ahead, the groundwork laid during M1–M12 ensures the MORIN project is well-prepared to scale its impact and achieve its long-term vision. Expected outcomes for future phases include a fully adopted self-assessment mobility recognition tool, the institutionalization of revised learning outcomes across multiple programs, and the creation of regional frameworks that support ongoing collaboration and sustainability. With strong stakeholder engagement, a clear dissemination strategy, and focused efforts on capacity building, the project remains aligned with its mission to advance academic recognition and mobility in the Western Balkans, contributing to the broader goals of regional integration and employability.

The first 12 months of the MORIN project focused on laying the groundwork for dissemination, exploitation, and sustainability efforts. Key milestones include:

- **M1-M3: Planning and Preparation**
 - Development of the DESP with clearly defined actions and responsibilities.
 - Establish communication tools, including the MORIN project website and social media channels.
 - Initial stakeholder engagement through targeted outreach and awareness-building efforts.
- **M4-M8: Implementation of Early Dissemination Activities**
 - Launch of awareness campaigns targeting HEIs, students, and policymakers to introduce the MORIN project's goals and expected outcomes.
 - Initial stakeholder meetings and workshops focused on regional mapping of current academic recognition practices.
- **M9-M12: Progress toward deliverables**
 - Drafting of a self-assessment mobility recognition tool and guidelines for learning outcomes-based recognition practices.
 - Organization of training sessions to equip academic staff with the knowledge required for implementing recognition processes.
 - Continued promotion of project progress through newsletters, blogs, and public events.

Highlights of M1–M12:

- Active engagement with WB6 HEIs, leading to an enhanced understanding of institutional needs and gaps.
- Establishment of a robust communication strategy, ensuring regular updates and visibility.
- Significant progress in developing tools for academic recognition and initial revisions of learning outcomes.

3. Dissemination Activities

Objective

The primary objective of the dissemination activities within the MORIN project is to ensure high visibility for the project, increase awareness of its goals and outcomes, and engage stakeholders and the broader public. These activities aim to create a shared understanding of the importance of academic recognition and mobility while fostering a sense of collaboration among institutions, policymakers, and other stakeholders. Effective dissemination ensures that the project's outputs reach their intended audience and remain accessible for broader adoption and replication.

Implemented Activities

During the reporting period, several key dissemination activities were carried out to promote the MORIN project and its objectives. A series of workshops, webinars, and other dissemination activities were organized, attracting participation from HEIs, students, and policymakers across the Western Balkans. These events served as platforms for sharing best practices, introducing project tools, and fostering dialogue on academic recognition.

To complement these events, various communication tools were employed. The project website acted as a central hub for updates, resources, and announcements, accumulating a growing number of unique visits and users. Regular meetings on enhancing dissemination were held and the first newsletter was released. While the second newsletter will also be published by the end of December. All these aimed at keeping stakeholders informed, while promotional kit distributed in different activities and meeting provided concise and engaging information about the project. Social media platforms further amplified the project's reach, facilitating real-time engagement with a diverse audience.

Stakeholder Engagement - The dissemination activities targeted a wide range of stakeholders, including higher education institutions, students, government agencies, and non-governmental organizations. Engagement levels were particularly high among academic staff and institutional leaders, who participated actively in discussions and workshops. Students and early-career researchers also showed strong interest, with many attending webinars and interacting with project materials online. Policymakers and representatives from education ministries were key participants, providing input on the alignment of project goals with national and regional priorities.

The engagement achieved during this period reflects the project's ability to resonate with its target audience and foster collaboration. The active involvement of stakeholders in dissemination activities has not only raised awareness but also created a foundation for their continued participation in future phases of the project. These efforts have successfully laid the groundwork for achieving the project's long-term objectives. Activities with stakeholder engagement will be a top priority for the second year of the project as more deliverables and activities are to be disseminated.

4. Exploitation activities

The MORIN project aims to leverage its outputs for practical use, ensuring that its deliverables transition from conceptual frameworks to impactful applications within the Western Balkan higher education (HE) landscape and beyond. The focus is on creating tools, methodologies, and

collaborations that directly address institutional and regional challenges related to academic recognition, mobility, and employability. By strategically aligning project results with stakeholder needs, the project seeks to maximize their relevance and usability.

Progress during the initial phases of the project includes identifying key exploitable results, such as the self-assessment mobility recognition tool, revised learning outcomes for selected courses, and policy guidelines for academic recognition. These outputs have been positioned to enhance transparency and standardization in recognition practices across participating HEIs. Partnerships with industry representatives, academia, and policymakers have been instrumental in supporting these efforts, fostering collaboration that ensures the practical applicability of deliverables.

Significant actions have been taken to promote the adoption of these outputs. Pilot implementations of revised curricula have begun in selected institutions, offering an opportunity to gather feedback and refine deliverables based on real-world application. Licensing agreements for the use of the mobility recognition tool are under discussion, ensuring compliance with institutional and regulatory frameworks. Additionally, a series of training sessions and workshops have equipped academic staff with the skills needed to utilize these tools effectively, furthering their integration into institutional practices.

Key achievements during this period include initial endorsements from institutional leaders and the adoption of preliminary project tools by selecting HEIs. These milestones reflect growing recognition of the project's value and its potential to address pressing challenges in the region. Moving forward, continued emphasis on stakeholder collaboration and feedback will be critical to overcoming any barriers and achieving the widespread adoption of project outputs.

5. Sustainability efforts

Sustainability efforts within the MORIN project aim to ensure the long-term impact and viability of its outcomes, embedding them into institutional practices and fostering enduring regional collaboration. A central focus has been the development of comprehensive sustainability strategies that align with the project's goals of promoting academic recognition and mobility. These strategies emphasize creating a strong foundation for institutions to independently maintain and further develop the tools and frameworks established by the project. Collaborative efforts have played a critical role, with partnerships among Western Balkan HEIs and EU institutions ensuring continued knowledge sharing and mutual support.

Key activities undertaken to support sustainability include the establishment of formal agreements for resource-sharing and collaboration among partner institutions, which help distribute expertise and infrastructure across the region. Such agreements will be signed by the end of the project implementation. Progress indicators show promising steps toward institutionalizing project outcomes, with several institutions integrating the self-assessment mobility recognition tool into their practices and initiating policy updates to formalize the use of revised learning outcomes.

Future sustainability efforts will build on these achievements by deepening institutional commitments and expanding partnerships. Planned actions include the creation of a regional network for continuous collaboration, which will serve as a platform for ongoing capacity building and tool refinement.

Additional focus will be placed on securing long-term funding, whether through national support, international grants, or public-private partnerships, to ensure the scalability of project deliverables. These measures, combined with the momentum established during the project, position the MORIN initiative to achieve enduring impact and contribute to the continued advancement of academic recognition and mobility in the Western Balkans.

6. Summary of Key Performance Indicators (KPIs) outlined in the DESP and visual representation

The Dissemination, Exploitation, and Sustainability Plan (DESP) for the MORIN project outlined specific Key Performance Indicators (KPIs) to measure the success of its implementation. These KPIs were categorized into dissemination, exploitation, and sustainability metrics to track awareness, engagement, practical usage of deliverables, and long-term viability. Dissemination KPIs included audience reach, engagement levels, and event participation. Exploitation KPIs focused on the adoption of project tools and the establishment of strategic partnerships, while sustainability KPIs measured endorsements, additional funding, and the continuation of partnerships post-project.

Significant progress has been made against these KPIs during the initial project phases but there is still a lot to be done. For dissemination, the project website has reached a growing audience, with thousands of unique visits and increasing engagement through newsletters, webinars, and social media campaigns. Regional workshops and conferences have further enhanced awareness, drawing participation from hundreds of stakeholders across HEIs and policymaking bodies. The numbers reached so far are also a result of boosting the promotion of our activities for a higher participation.

Exploitation KPIs have been met through the distribution of early drafts of the self-assessment mobility recognition tool, the initiation of pilot curricula revisions in select institutions, and the establishment of cross-institutional partnerships to align recognition practices.

Sustainability KPIs also show promise, with key endorsements secured from institutional leaders, formal agreements for resource-sharing among HEIs, and ongoing discussions for additional funding to support long-term adoption of project outcomes.

To provide a clear visual representation of this progress, tables and charts have been generated from the project social media pages and website.

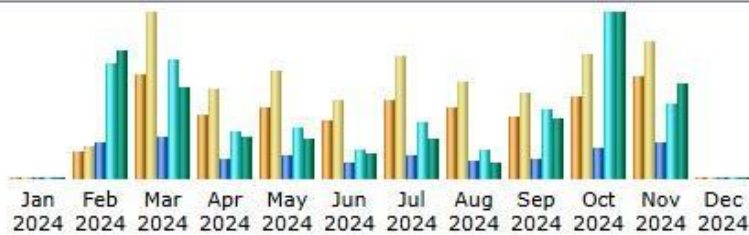


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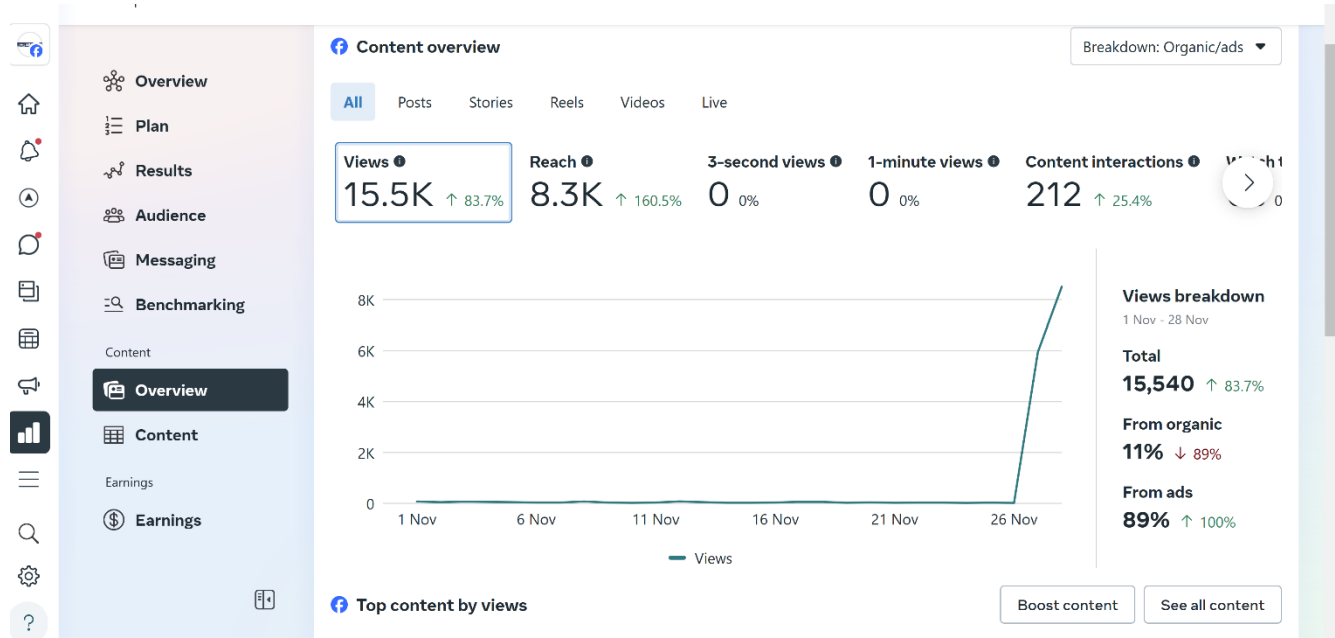
Project Website:

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	0	0	0	0	0
Feb 2024	666	839	5,564	17,316	244.93 MB
Mar 2024	2,687	4,273	6,325	18,013	174.16 MB
Apr 2024	1,637	2,318	2,915	7,085	79.90 MB
May 2024	1,835	2,790	3,470	7,639	75.31 MB
Jun 2024	1,491	2,016	2,278	4,388	46.09 MB
Jul 2024	2,017	3,149	3,414	8,373	76.65 MB
Aug 2024	1,811	2,496	2,658	4,277	30.29 MB
Sep 2024	1,602	2,218	2,922	10,518	114.18 MB
Oct 2024	2,122	3,202	4,703	25,104	315.27 MB
Nov 2024	2,632	3,524	5,443	11,192	180.54 MB
Dec 2024	0	0	0	0	0
Total	18,500	26,825	39,692	113,905	1.31 GB

Facebook:



Besides Facebook and website, the other social media presence for the MORIN project in its initial year did not achieve the desired level of success. To address this, new measures will be implemented in the second year of the project to enhance promotion across a broader range of social media channels. These efforts will include the use of Instagram, LinkedIn, and Twitter to reach more diverse audiences, alongside targeted campaigns and interactive content to boost visibility and engagement. This strategic expansion aims to create a more impactful and comprehensive digital presence for the MORIN project.

7. Internal and external stakeholder engagement

In the table below are identified the direct and indirect stakeholders in the sustainability arena of the MORIN Project. Each of these stakeholders can benefit and simultaneously play an important role in the success of this project after its lifespan.

Stakeholders,	Benefits	Contributions
Students of PC universities	<ul style="list-style-type: none"> Improved recognition of academic mobility experiences, making it easier to transfer credits and qualifications across institutions. Access to a more transparent and standardized curriculum aligned with international practices, enhancing employability. Opportunities to participate in a more inclusive and skills-oriented education system. 	<ul style="list-style-type: none"> Act as ambassadors by sharing their positive experiences with mobility programs and disseminating information to peers. Provide feedback on the usability and impact of academic recognition tools and revised curricula. Participate in promotional campaigns, webinars, or testimonials to raise awareness about the project.
University Staff	<ul style="list-style-type: none"> Professional development through training on academic recognition practices and curriculum alignment. Enhanced capacity to implement learning outcomes-based recognition frameworks. Greater collaboration opportunities with international and regional peers. 	<ul style="list-style-type: none"> Facilitate the adoption and integration of project tools into their teaching and administrative practices. Deliver training and workshops to colleagues, amplifying the impact of capacity-building initiatives. Advocate for the project within their departments and contribute to its refinement by offering practical insights.
University	<ul style="list-style-type: none"> Improved academic reputation and competitiveness by aligning with EU standards for academic recognition. 	<ul style="list-style-type: none"> Provide institutional support for the integration of project outcomes, such as recognition tools and revised curricula.



	<ul style="list-style-type: none"> Enhanced regional and international collaborations through streamlined mobility recognition frameworks. Access to resources and tools that support better management of mobility programs. 	<ul style="list-style-type: none"> Promote the project through institutional communication channels, events, and partnerships. Institutionalize the project's methodologies to ensure sustainability beyond its lifecycle.
IT Units in each university	<ul style="list-style-type: none"> Opportunity to implement and manage advanced digital tools for academic recognition, improving institutional efficiency. Strengthened technical expertise through involvement in project activities related to tool development and deployment. 	<ul style="list-style-type: none"> Develop, maintain, and improve IT infrastructure to support project deliverables, such as online recognition tools. Ensure data security and accessibility for students and staff using project tools. Collaborate on digital dissemination strategies, such as building websites or creating platforms for knowledge exchange.
IR Offices at Universities	<ul style="list-style-type: none"> Simplified processes for managing student mobility and academic recognition. Increased capacity to engage in international programs by aligning with global standards.. 	<ul style="list-style-type: none"> Promote the project through partnerships with international institutions and networks. Provide insights into mobility challenges and help refine recognition frameworks to ensure practical relevance. Act as key facilitators in capacity-building efforts by connecting staff and students to project resources.
Business	<ul style="list-style-type: none"> Access to a talent pool with standardized and recognizable qualifications, enhancing recruitment processes. Collaboration opportunities with universities to align curricula with industry needs. 	<ul style="list-style-type: none"> Offer input on skills and competencies required in the labor market to refine curricula and recognition practices. Partner in dissemination efforts by endorsing the project in industry events and networks. Support sustainability efforts through funding or collaborative initiatives.
Policy Makers	<ul style="list-style-type: none"> Strengthened alignment of national and regional higher education policies with EU standards. Data and tools to support decision-making and the development of 	<ul style="list-style-type: none"> Advocate for policy harmonization and support the institutionalization of project outcomes. Promote the project within governmental and regional bodies to enhance its visibility and impact.

-
- regulations that promote mobility and academic recognition.
- Provide resources and endorsements to ensure the sustainability of project achievements.
-

8. Challenges and mitigation strategies

The implementation of the Dissemination, Exploitation, and Sustainability Plan (DESP) for the MORIN project has been both an ambitious and insightful endeavor. Over the first year (M1–M12), the project encountered several challenges related to dissemination, exploitation, and sustainability efforts. Addressing these challenges required adaptive strategies, proactive collaboration among stakeholders, and a continuous evaluation of progress to ensure the project remained on track. Below is a narrative on the key challenges, mitigation measures, and lessons learned that will guide the upcoming phases of the project.

Key Challenges encountered

1. **Stakeholder Engagement and Alignment** - A significant challenge was engaging a diverse set of stakeholders, including academic institutions, policymakers, and students, across the Western Balkans (WB6) and ensuring their alignment with the project's goals. Differences in institutional priorities, resource availability, and levels of familiarity with academic recognition practices created hurdles in achieving a unified approach.
2. **Institutional Capacity Variations** - The varying levels of institutional capacity among partner HEIs, particularly regarding familiarity with modern recognition practices and tools, posed a barrier to the effective adoption of project outcomes. Less experienced partners faced difficulties in implementing recommended changes, such as revising learning outcomes or adopting new recognition frameworks.
3. **Communication Gaps** - Effective communication within the consortium and with external stakeholders was occasionally hindered by linguistic, cultural, and logistical barriers. This impacted the timeliness and consistency of dissemination efforts, including promoting events, sharing updates, and maintaining engagement.
4. **Sustainability Concerns** - Ensuring the long-term impact of project deliverables faced early obstacles due to uncertainties around resource allocation, institutional commitment, and the integration of project tools into existing frameworks.

Mitigation measures applied to address these challenges

The successful implementation of the Dissemination, Exploitation, and Sustainability Plan (DESP) for the MORIN project presented several challenges during its initial phases. These challenges included stakeholder alignment, institutional capacity variations, communication gaps, and concerns about

sustainability. To address these issues and maintain alignment with the project's objectives, the project team adopted a series of targeted and adaptive strategies. These measures ensured steady progress and strengthened the foundation for long-term success while fostering collaboration and building institutional capacity.

One of the primary focus areas was stakeholder engagement and alignment. Regional task forces, composed of representatives from all key stakeholders, were established to bridge project goals with local needs. These task forces facilitate regular communication and decision-making at both institutional and regional levels, ensuring a cohesive approach.

For addressing institutional capacity disparities, the team organized intensive capacity-building workshops tailored to less experienced staff, focusing on hands-on training in learning outcomes-based recognition, policy development, and curriculum alignment. Additionally, a peer-learning framework was introduced, enabling experienced institutions to mentor less experienced partners, fostering mutual growth and collaboration.

Communication and sustainability were also addressed through innovative approaches. Centralized communication platforms, such as google drive were adopted to streamline discussions and document sharing, complemented by a communication handbook to ensure clarity in roles and responsibilities. For sustainability, the project team has been making sure the early adoption of tools within involved institutions.

Additionally, a project website, already developed and regularly enriched with updates, has become a critical tool for ensuring long-term accessibility to project materials and engagement with stakeholders. A final conference, planned for next year, will further solidify the project's legacy by sharing outcomes and best practices with a broader audience. Regular progress reviews with clearly defined metrics supported continuous monitoring and adaptation, ensuring the DESP's effectiveness in overcoming challenges and fostering sustainable impact in the MORIN project.

Regular progress reviews with clearly defined metrics further supported monitoring and evaluation, enabling the team to adapt strategies as needed. These mitigation measures collectively strengthened the DESP's execution, paving the way for impactful and sustainable outcomes in the MORIN project.

9. Lessons learned for the upcoming project phases

The first phases of the MORIN project provided valuable insights into implementing the Dissemination, Exploitation, and Sustainability Plan (DESP). These lessons have highlighted the importance of flexibility, collaboration, and proactive planning in achieving project objectives. As we move into the next phases, the following lessons will serve as guiding principles to enhance the effectiveness of activities and ensure sustainable impact.

The Value of Tailored Approaches - One of the key takeaways has been the necessity of tailoring strategies to the diverse needs and capacities of stakeholders. Uniform approaches were less effective in addressing the specific challenges of different institutions, especially when considering their varying levels of experience with academic recognition practices. Customizing engagement plans, training

sessions, and support mechanisms has proven essential in building trust and achieving alignment. Going forward, these tailored approaches will be prioritized to ensure that all stakeholders can effectively contribute to and benefit from the project.

Importance of Capacity Building and Knowledge Transfer - Capacity-building workshops and mentorship programs played a critical role in bridging institutional gaps and empowering less experienced partners. However, a need for more hands-on, practical training emerged as a recurring theme. In future phases, capacity-building initiatives will include in-depth, scenario-based training and real-time problem-solving exercises to enable participants to apply knowledge directly to their institutional contexts.

Early and Continuous Stakeholder Engagement - Early engagement of stakeholders proved crucial in fostering buy-in and establishing a shared vision for the project. Regular interactions, particularly through virtual meetings and collaborative events, ensured consistent alignment with project goals. However, some stakeholders required more frequent follow-ups to maintain momentum. The next phases will emphasize sustained engagement through structured check-ins and dynamic feedback mechanisms to address evolving priorities and challenges.

Streamlining Communication for Greater Efficiency - Communication challenges, such as delays in information sharing and inconsistent updates, underscored the need for robust frameworks. Centralized communication platforms and clearly defined protocols proved effective in mitigating these issues. Moving forward, these tools will be further refined, and additional measures, such as multilingual materials and real-time updates, will be introduced to enhance inclusivity and responsiveness.

The Need for Harmonization of Policies - Differences in institutional and national policies posed significant challenges to aligning academic recognition practices. Collaborative policy discussions and alignment workshops offered a path forward, highlighting the importance of inclusive dialogue among HEIs and policymakers. Future phases will focus on deeper policy harmonization efforts, leveraging case studies and templates to guide institutions in aligning with both regional and international standards.

Emphasizing Ownership for Sustainability - Sustainability efforts were most successful when stakeholders felt a sense of ownership over project deliverables. Co-creating tools and frameworks not only enhanced adoption but also encouraged stakeholders to integrate these deliverables into their long-term strategies. To build on this success, the project will emphasize participatory development processes, ensuring that all stakeholders have a meaningful role in shaping outcomes.

Flexibility in Addressing Challenges - The ability to adapt to unforeseen challenges, such as capacity gaps or regulatory hurdles, was a critical factor in maintaining project momentum. Flexibility in adjusting timelines, reallocating resources, and revising strategies allowed the project to stay on track. Future phases will incorporate contingency planning and more agile decision-making processes to preempt and address emerging challenges effectively.

Leveraging Regional and International Collaboration - The partnerships between Western Balkan HEIs and EU institutions have provided valuable opportunities for knowledge exchange and best practice

sharing. These collaborations highlighted the benefits of cross-regional dialogue and mutual learning. In the upcoming phases, greater emphasis will be placed on fostering regional networks and encouraging collaboration beyond the immediate consortium to amplify the project's impact.

Monitoring and Evaluation as a Continuous Process - Regular monitoring and evaluation helped identify gaps, measure progress, and refine strategies. However, more granular metrics and real-time tracking mechanisms would have provided deeper insights. In the next phases, a robust monitoring framework with clearly defined indicators and interactive dashboards will be implemented to enhance accountability and guide decision-making.

In conclusion, the lessons learned during the initial phases of the DESP's implementation have underscored the importance of adaptive strategies, stakeholder engagement, and sustainable planning. By building on these insights, the MORIN project is well-positioned to navigate upcoming challenges and deliver long-term benefits to Western Balkan HEIs and their stakeholders. These lessons will shape the roadmap for the next phases, ensuring the continued success and impact of the project.

10. Next Steps towards improving and enhancing Dissemination, Exploitation, and Sustainability

Enhancing the Dissemination, Exploitation, and Sustainability Plan (DESP) is critical to maximizing the impact and longevity of the MORIN project. To achieve this, targeted improvements in dissemination, exploitation, and sustainability efforts are essential. Expanding digital engagement through multimedia content and strengthened media partnerships can significantly broaden the project's reach and visibility. Similarly, focusing on the integration of project outcomes into institutional policies through advocacy and pilot programs will ensure that deliverables translate into actionable and impactful practices.

For sustainability, fostering collaboration among Western Balkan HEIs through a formal network and securing additional funding opportunities will provide a foundation for continued success. These strategies aim to elevate the effectiveness of the DESP and ensure the MORIN project achieves its long-term objectives.

To enhance the effectiveness of the Dissemination, Exploitation, and Sustainability Plan (DESP), the following specific improvements are recommended:

- **Dissemination** - Expand the use of digital platforms to engage a wider audience. Develop multimedia content, including videos, infographics, and interactive webinars, to complement traditional communication methods. Strengthen partnerships with local and regional media outlets to increase visibility.
- **Exploitation** - Prioritize the integration of project outcomes, such as recognition tools and revised learning outcomes, into institutional frameworks through targeted advocacy and policy engagement. Conduct pilot programs to demonstrate the practical benefits of these outcomes and encourage broader adoption.



- **Sustainability** - Establish a formal network among Western Balkan HEIs to ensure ongoing collaboration and knowledge sharing beyond the project's lifecycle. Seek additional funding opportunities to support the continued implementation and scaling of project deliverables.

<i>Sustainable outcomes</i>	<i>Strategy to ensure their sustainability</i>	<i>Resources needed to ensure sustainability</i>	<i>How the results will be used</i>
Self- assessment tool for the recognition of study periods abroad	-Available on the project website even after the end of the project -Adopted by partners as part of the quality assurance measures/activities	-Active project website - Or available link directing to the tool -Human resources - QA Unit at HEI	The tool can be routinely used as part of their quality plan. The findings will be analysed and interpreted in a report that will be integrated in the HEI's annual report.
Webinars on academic recognition practice	-Keep the project's account on YouTube active -Have a special link on the project website directing to them	-Active project website -Active YouTube account of MORIN	To frequently inform academics involved in recognition procedures at their HEI by inviting them to watch the webinars on YouTube.
WB6 mobility recognition practices mapping report	-Open access on the project website -Print copies entered in the partners' libraries	-Active project website -Or available link directing to the report -Libraries	As a research report to be referred to for future research- related purposes or policy papers.
Guidelines on recognition via learning outcomes	-Available on the project website even after the end of the project -Available on the partners' website -Available in pdf for easy circulation even by email	-Active project website -Activate partners' websites	-The document will be continuously read by academics involved in recognition committees. -It will be adopted by other WB HEIs to provide guidance on the process. -It will be used institution wide to improve course content by rewriting their LOs



Regulation on recognition of study periods abroad	-Available on the partners' website -Available on the project website even after the end of the project	-Active project website -Activate partners' websites	It will be used institution-wide to harmonise and systematize the recognition process at WB HEIs.
Mobility repository	-Available on the project website even after the end of the project - Constantly reviewed and updated with new documents, reference docs and guides	Active project website	It will be used by students and academic staff to prepare for mobility.
Conference proceedings publication	-Open access on the project website -Print copies entered in the partners' libraries -Available through other channels – student networks, social media	-Active project website -Or available link directing to the publication -Libraries	It showcases and thematically brings together research, project results and good recognition practices from different countries in an edited volume.

10.1 Upcoming activities planned for M13 to M24

The next phase of the MORIN project (M13–M24) will build on the progress achieved in the initial stages by focusing on consolidating results and scaling their impact. Dissemination efforts will be expanded to include regional conferences designed to highlight project achievements, share best practices, and foster collaboration among stakeholders. Additionally, findings and outcomes will be disseminated through the publication of research papers and policy briefs, ensuring that key insights are accessible to a wide audience. These efforts aim to deepen awareness and engagement across the Western Balkans and beyond, strengthening the project's visibility and influence in promoting academic recognition.

Capacity building and exploitation activities will also take center stage during this phase. Advanced training workshops will equip academic staff with practical skills to implement learning outcomes-based recognition practices, ensuring that project tools are effectively adapted to various institutional contexts. The finalized self-assessment mobility recognition tool and accompanying guidelines will be distributed to participating institutions, marking a critical step toward the operationalization of project deliverables. To enhance usability, pilot implementations of revised curricula will be launched, with feedback gathered to refine and improve their applicability.

Sustainability initiatives will emphasize embedding project outcomes into institutional frameworks through the development of a strategic sustainability plan and hosting a stakeholder summit. This summit will serve as a platform to solidify partnerships and secure commitments that will ensure the project's long-term impact and continuity.

10.2 Specific areas requiring more focus

To ensure the MORIN project's continued success, stakeholder engagement must remain a critical area of focus. Strengthening relationships with policymakers and industry representatives is essential to enhance the practical impact of project outcomes, particularly in advancing employability and regional integration. Policymakers play a pivotal role in aligning institutional practices with broader regulatory frameworks, while industry representatives can provide valuable insights into market needs and employment trends. Fostering closer collaboration with these groups will not only ensure that the project's tools and guidelines remain relevant but also help integrate them into real-world applications. Building trust and establishing open channels for dialogue with stakeholders will be instrumental in securing their commitment and driving the adoption of project deliverables.

In parallel, the development and deployment of a robust monitoring and evaluation system is necessary to track the effectiveness of project activities and deliverables. Such a system will enable data-driven decision-making by providing clear insights into how well the project is meeting its objectives. Regular evaluations of stakeholder engagement, curriculum revisions, and recognition practices will help identify gaps and opportunities for improvement. By incorporating metrics and feedback loops, the monitoring framework will allow the project team to make timely adjustments, ensuring alignment with both institutional goals and regional priorities. This comprehensive approach will not only enhance accountability but also ensure that the MORIN project achieves meaningful and lasting impact.

11. Conclusion

The first twelve months (M1–M12) of the MORIN project have been a period of foundational growth and tangible achievements in the implementation of the Dissemination, Exploitation, and Sustainability Plan (DESP). Significant progress has been made in disseminating the project's objectives and engaging stakeholders across the Western Balkans (WB6) and the European Union. The development of communication tools, such as the MORIN website, newsletters, and promotional materials, has effectively raised awareness about the importance of academic recognition and mobility. Events such as workshops and webinars have brought together academic staff, students, and policymakers, fostering a collaborative environment and encouraging stakeholders to align with the project's goals. Capacity-building sessions have equipped HEIs with essential knowledge and tools to begin integrating recognition practices into their institutional frameworks.

Notable achievements during this phase include the early development of the self-assessment mobility recognition tool, the drafting of learning outcomes guidelines, and the initiation of a regional mapping survey to evaluate existing mobility and recognition practices. These efforts have strengthened the project's foundation and highlighted areas requiring further focus. Additionally, the consortium's commitment to inclusive engagement ensured that even less experienced HEIs actively participated, demonstrating the project's ability to bridge capacity gaps among partners. The milestones achieved

have already begun to influence institutional practices and policies, showcasing the MORIN project's potential to foster long-term regional integration.

The DESP has played a pivotal role in the MORIN project's overall progress by driving a cohesive strategy that connects dissemination, exploitation, and sustainability efforts. Dissemination activities have created a strong base of awareness and interest, while exploitation measures have ensured that project outcomes are practical and actionable. Sustainability initiatives have established clear pathways for embedding deliverables into institutional operations, ensuring their relevance beyond the project's timeline. By maintaining a balance between immediate outcomes and long-term goals, the DESP has not only facilitated progress but also set the stage for achieving meaningful and enduring change.

Central to the DESP's success is its alignment with the MORIN project's overarching objectives. The plan emphasizes critical elements such as curriculum transparency, skills-oriented learning, and improved academic recognition practices—all of which are fundamental to enhancing mobility and connectivity in the Western Balkans. By addressing barriers to recognition and fostering collaboration among HEIs, the DESP supports the project's goal of strengthening inter-regional integration and increasing employability for students. The focus on innovative pedagogical approaches and global standards ensures that the MORIN project's outcomes are both forward-looking and adaptable to evolving needs.

As the MORIN project transitions to its next phase, the achievements of M1–M12 provide a robust foundation for scaling impact. Upcoming activities, including advanced training workshops, pilot implementation of revised curricula, and the completion of tools and guidelines, will build on this momentum. The lessons learned during this period, particularly the importance of stakeholder engagement, capacity building, and policy alignment, will inform and refine future efforts. By continuing to adapt to challenges and prioritize sustainability, the DESP will remain a driving force in ensuring the MORIN project meets its objectives and leaves a lasting legacy.

In conclusion, the first year of the MORIN project has demonstrated the critical role of the DESP in facilitating progress, fostering collaboration, and aligning stakeholders with shared goals. The plan's comprehensive approach to dissemination, exploitation, and sustainability has ensured that achievements to date are not only impactful but also scalable and sustainable. As the project moves forward, the DESP will continue to guide efforts to improve academic recognition and mobility, contributing to a more connected and integrated higher education landscape in the Western Balkans and beyond.

Among the activities that the consortium has organized and implemented done behalf of DECP are:

1. Kick-off Meeting:

- Organized to introduce the MORIN project's objectives, goals, and expected outcomes.
- Engaged stakeholders, including academic staff, partner institutions, and policymakers.

2. International Week and Erasmus Days at all partner institutions:

- MORIN project was highlighted during the university's International Week event.
- Focused on raising awareness about Erasmus+ initiatives and their impact on academic mobility and recognition.

3. **Internal Promotion Activities:**
 - Conducted workshops and presentations targeting faculty and students.
 - Dissemination through the university's official communication channels, including social media and newsletters, to promote the project.
4. **Social Media Campaigns:**
 - Regular updates on the project, including event highlights and key milestones, shared on university's websites as well as on official social media accounts and website of the MORIN project.
 - Aimed to reach a wider audience, including students, academic staff, and external stakeholders.
5. **Workshops for Academic Staff:**
 - Hosted sessions focused on learning outcomes-based academic recognition practices.
 - Engaged academic staff in discussions on integrating these practices into their curricula.
6. **Awareness Campaigns:**
 - Conducted campaigns to promote the MORIN project's goals and raise awareness among stakeholders.
 - Targeted both internal and external audiences, including students, academic staff, and policymakers.
7. **Engagement Activities:**
 - Held internal meetings and sessions to discuss project milestones and implementation strategies.
 - Shared insights and updates with partners and local academic communities.
8. **Workshops for Institutional Stakeholders:**
 - Organized workshops to discuss the integration of project tools and methodologies into institutional practices.
 - Focused on learning outcomes and mobility recognition frameworks.
9. **Dissemination via University Platforms:**
 - Published updates and resources related to MORIN on the university's official communication channels.
10. **Workshops for Institutional Stakeholders:**
 - Organized workshops to discuss the integration of project tools and methodologies into institutional practices.
 - Focused on learning outcomes and mobility recognition frameworks.
11. **Regional Stakeholder Meetings:**
 - Conducted online meetings with regional partners to align project goals with institutional strategies.
 - Facilitated discussions on the adoption of mobility recognition practices.

ANNEX 1: D4.1 Dissemination, Exploitation and Sustainability Plan



D4.1 Dissemination,
Exploitation and Sust

