

EACEA 586029-EPP-1-2017-1-RS-EPPKA2-CBHE-SP



University of
Belgrade



**Implementation of Dual Education in Higher Education of
Serbia**

Kraljice Marije 16, 11120 Belgrade 35, Republic of Serbia

email: nzrnic@mas.bg.ac.rs



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FINAL DISSEMINATION REPORT

contacts:

Prof. Dr.-Ing. Nenad Zrnić, tel: +381-63-287-193

Dr.-Ing. Žarko Mišković, +381-64-18-32-989

Project acronym:	DUALEDU
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Project duration:	36 months

Abstract	This is report about the progress in WP6: Dissemination and Exploitation of Results during the entire lifetime of the project.
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Work package:	WP 7: Project Management
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
1.0	27/06/2021	First draft	UNS
2.0	14/07/2021	Final version	UNS

DISCLAIMER

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Dissemination plan

In working package 6: Dissemination & Exploitation, the first activity was development of Dissemination & Exploitation Plan. The final version of the plan was finished on 07/03/2019. The plan was accepted by Steering Committee of DualEdu consortium. Dissemination and Exploitation Plan can be uploaded from the following link: <https://dualedu.ef.uns.ac.rs/index.php/project/dissemination-and-exploitation>. On the same page, it is possible to find more information about dissemination activities on the DualEdu project.

Public awareness activities/external activities

Public awareness activities were oriented on spreading the information about the project to the broad community. The following awareness/communication activities were conducted: Project visual identity, public website, general informative articles in webs, press releases, general informative presentations on the occasion of other projects' workshops or info days, TV broadcast to the general public, issuing informative material for external communication (leaflet, poster, postcard etc.), and study trips.

In order to disseminate results across countries, study trips were organized to Lille, Lleida (two times), Graz, Lodz, and promotional events multiple times at university centers in Serbia: Belgrade, Novi Sad, Kragujevac, and Nis, during which there was a possibility to meet a variety of external stakeholders representing different sectors and institutions. The project team members also have been using the opportunities to promote the project at international events, like conferences, debates, seminars in the region of Western Balkan.

Public debate about draft law: Dual model of higher education studies

Public debate about the draft law: Students organization and the draft law: Dual model of higher education studies was held at the Faculty of Agriculture at the University of Novi Sad at April 11, 2019.



Meeting in Belgrade, January 11, 2019

In Belgrade, at the Faculty of Mechanical Engineering, a meeting of the project team was held where the analysis of the draft Law on dual education of the Republic of Serbia was carried out. The meeting was also attended by representatives of the Ministry of Education, Science and Technological Development. The project team has defined its proposals in the Law on Dual Education Act and forwarded them to the competent ministry.



DualEdu Presented at IRMES 2019 - Kragujevac, October 5-7, 2019

DualEdu project team members - Prof. Dr. Radiroje Mitrovic (Dean of the Faculty of Mechanical Engineering, University of Belgrade) and Dr. Zarko Miskovic (DualEdu Project Administrator) presented the results of the DualEdu project activities to date at the 9th IRMES 2019 International Conference. The conference was held from September, 5-7, 2019 in Kragujevac (Serbia), and was attended by over 400 participants, mostly highly educated engineers from 28 different countries. Over 120 scientific papers were presented at the conference, and the presented activities of the DualEdu project and the accompanying discussion aroused great attention and interest of the participants.



Erasmus+ Contact Seminar with the Western Balkans in Tirana, Albania

Erasmus+ Contact Seminar with the Western Balkans was held on 24 – 25 October, in Tirana, Albania. The Contact Seminar was bringing together over 200 representatives from higher education institutions across Europe and Erasmus+ Partner Countries of the Western Balkans (Albania, Bosnia and Herzegovina, Montenegro, Kosovo*). The goal was to offer concrete networking opportunities in view of the upcoming 2020 Erasmus+ Call for Proposals. Representatives of our project, prof. Mirko Savić, was present at the seminar using the opportunity to promote DUALEDU project and to discuss possible cooperation in the future.



Erasmus+ weeks at the Faculty of Economics in Subotica, University of Novi Sad

As part of Erasmus+ week, at the Faculty of Economics in Subotica, University of Novi Sad, on 5th October, 2020 was held a presentation of projects. The following projects were presented: Professional Development of Vocation Education Teachers with European Practices (ProVET), Implementation of Dual Education in Higher Education of Serbia (DualEdu), Strengthening capacities for the implementation of dual education in BH higher education (DualSCI), Agricultural policy of European Union and its influence on the competitiveness of agri-food products of Serbia (AgriCom), Advanced data analytics in business (ADA), Dual education for industrial automation and robotics in Kazakhstan (DIARKAZ).

On this occasion, the results of previous work and a plan for future project activities were presented to students, professors, assistants and representatives of the economy.



The examples of news releases related to raising awareness of dual HE model

Project logo:

Within the first two months, the project logo was developed. The partners agreed on the general shape and visual identity of the logo. Several versions of the logo were designed and the partners voted for the most aesthetic and best possible design. The logo refers to the main idea of the project, it is visually (shape, color) attractive and easy to recall. In addition, it serves the purpose of project identification printed on all project-related documents. All project partners in all occasion also use project logo in predefined power point templates and report templates.



The logo of the Dualedu project

Website

The website was initiated in the first six months of the project with the goal to provide effective dissemination of project results and inform stakeholders on a timely basis about all relevant activities during the project realization. To achieve accessibility to a large number of potential users, the web site is multiplatform operable (Windows, Linux, Windows Phone, Android, iOS) and contains responsive design for different devices (PC, mobile, tablet) with characteristics of efficiency and ease of use. It contains information in English, such as general information about the project, work packages of the project, as well as basic information about project participants. In addition, the web site is presenting all events, activities and news of the project implementation over a period of three years and six months. In its structure, it contains sections which show events photos, related website links and contact page. In the separate section of the web site, there is a download section. The internet address of the project website is the following:

<https://dualedu.ef.uns.ac.rs>

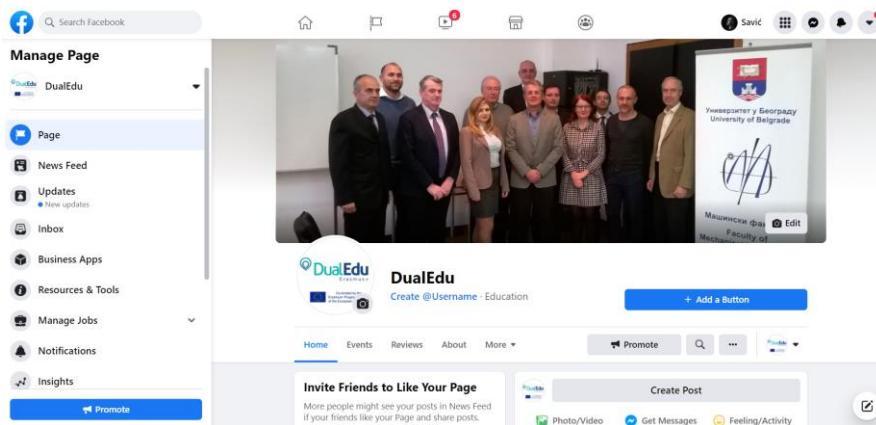
Prof. Dr.-Ing. Nenad Zrnić for the RTS portal

Project coordinator, Prof. Dr.-Ing. Nenad Zrnić, gave the interview for the RTS portal about the new study model.

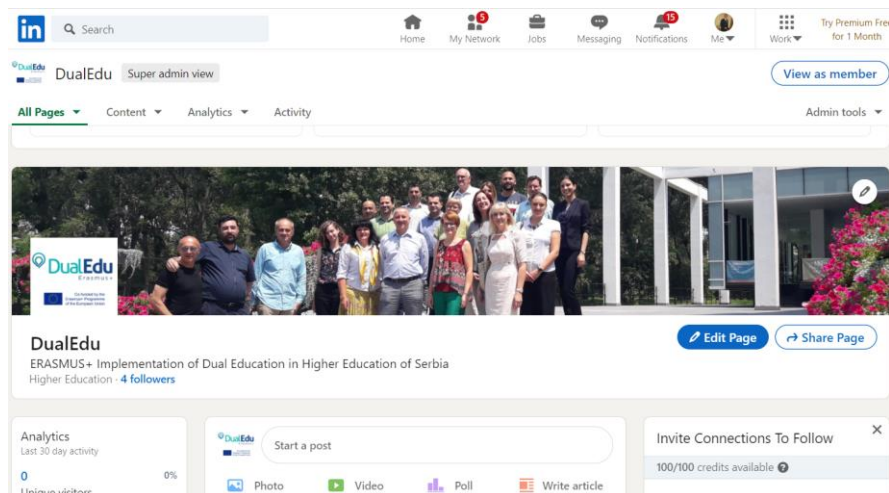


The example of the news published on the project website

In total, there was 54 news releases on the project website. All the news were automatically distributed to social networks: Facebook and LinkedIn.



Facebook homepage of DUALEDU project



Linkedin page of DUALEDU project

Press releases/Informative articles:

Press release is a written or recorded short communication spread via a particular media channel in order to announce something claimed as having news value. Depending on topics and the project's progress, both types of press releases were used. In order to provide press release, relevant media channels were identified and then selected according to their best suitability to the project's needs. The major newspapers, such as "Blic" were involved in this phase. More information at <https://dualedu.ef.uns.ac.rs/>.

Informative presentations

Although majority of project partners are from the educational sector, also there are partners coming from the business sector, as well as from a variety of decision-making bodies. Because of this variety in consortium, different stakeholders were reached through dissemination events during which partners had an opportunity to present information related to DUALEDU. Many partners have participated in events at national or regional level and made short information about the event including the photos and presentation itself and make this info available on the website of the project. More information at <https://dualedu.ef.uns.ac.rs/>.

TV broadcasts:

TV broadcasts represent the most efficient dissemination channel. Local and regional (national if possible) televisions and networks are used in the project's dissemination work to reach the widest possible public. As one of the first dissemination activities, an interview on Radio

Television of Serbia was held in several occasions, starting from February 2018. More information at <https://dualedu.ef.uns.ac.rs/>.

Leaflets, posters:

For dissemination purposes the promotional flyer and roll up banner (poster) of the project were developed. Project posters was created to be used as marketing instrument at various events. The project poster and leaflet consist of the project's logo and title, logo of Erasmus+, and it is consistent with the project's visual identity. Every Serbian partner has one copy of roll up banner.



The roll up banner of the Dualedu project



The leaflet of the Dualedu project

Promotional material:

Also for dissemination purposes, the promotional material was designed, to be used as marketing instrument at various events. At every item of promotional material there is project's logo and title, logo of Erasmus+, and it is consistent with the project's visual identity. The following pictures are showing the material.



The promotional material at the project DUALEDU