DISSEMINATION PLAN

2022 – 2024 and beyond
of

MOTIVE PROJECT

"MOnitoring Trends In Vietnamese graduates' Employment"

MOTIVE PROJECT

No. 609781-EPP-1-2019-1-IT-EPPKA2-CBHE-SP

**Project eligibility period
15/01/2020 – 14/01/2024**

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1. About this document

This document is the Dissemination Plan of the MOTIVE project. The main objective is to define how the priorities of the dissemination activities will be implemented to support the achievements of MOTIVE goals. Most notably, the communication will contribute to ensure the transparency of the project partnership and funding, to promote a common message on the necessity to develop skills and competences for the modernization of the Higher Education Institutions' (HEIs) governance, to give visibility to the main activities carried out in this framework and ultimately to contribute to the project results sustainability.

The Dissemination plan and activities will be enriched providing specific and customized activities, additional events for dissemination of the initiative for each of the identified target. It will also be updated during the project lifetime to adapt to better respond to the communication needs of the project.

The MOTIVE project, supported and inspired by Ministry of Education and Training of Vietnam (MOET), aims at ensuring that the Vietnamese higher education system addresses the challenging of reform policy implementation on graduates tracking by monitoring their transition towards the labour markets as well as their employment situation, through the set-up of the Higher Education Institutions Center for Graduate Tracking.

The project envisages the following specific objectives:

     i) To strengthen Vietnamese capacities on graduates surveys release;

     ii) To build-up Vietnamese capacities for exploiting graduates' data for the adoption of quality assurance measures;

     iii) To increase cooperation between Vietnamese universities and MOET on graduates tracking;

     iv) To reinforce the linkages between partner institutions and society on graduates tracking.

Graduates tracking is a priority of MOET in the current governance reform of higher education in Vietnam, therefore the higher education institutions in the country are mobilized so to accomplish MOET request. The Center, as a research and consultant unit of the Vietnamese Ministry of Education

and Training, of the HE system and stakeholders, will meet these priorities as it represents an innovative approach and tool for supporting governance reform and policy making by collecting in a systematic way graduates/students data and by providing updated information on graduates' condition in the labour markets. The Center represents a feasible and sustainable tool for future studies or surveys based on universities students and graduates data (longitudinal studies; Graduates Profile, Graduates Employment Condition Survey) as it will be supported by the consortium team members trained during MOTIVE project life cycle. Thanks to the set-up of the Center, the first graduates employment status survey of the Vietnamese Graduates in the beneficiary HEIs, developed on unique methodology and tools, will be run. The survey is also an important tool for students to access to the job markets after graduation, and choose suitable jobs and careers for their specializations. The Center will have as main tool for running surveys a unique students/graduates database, the VOYAGE platform, whose pilot has been created under 561656 Erasmus+ project (http://www.voyage-project.eu) and that will be enlarged to newcomers universities under MOTIVE project. Periodic consultation with the national stakeholders influencing the governance and policy reform in higher education and labour markets will take place, thanks to the stakeholders network creation, aiming at reviewing the contents of the graduates surveys in accordance with changing environment and priorities. A core goal of the project is the capacity building activities aimed at transferring to the beneficiaries all the IT based tools and research methodologies for running graduate tracking, as well as best practices on job match and employability (as a priority of improving staff competence highlighted in the 2011-2020 MOET educational development strategy). A network of stakeholders, namely students, graduates, companies and local institutions will be created –and stored in the Center database of stakeholders-for periodic consultation on the issue of graduates tracking and survey questionnaire update before survey run. The network will support the need to develop higher education relations within society at large in the country as highlighted by MOET current strategic priorities.

2. MOTIVE project consortium

PARTNER COUNTRIES

6.Hanoi University (HANU), Vietnam

7.Posts and Telecommunications Institute of Technology (PTIT), Vietnam

8.National University of Art Education (NUAE), Vietnam

9.Vietnam National University of Agriculture (VNUA), Vietnam

10.Thai Nguyen University (TNU), Vietnam

11.Academy of Journalism and Communication (AJC), Vietnam

12.Hanoi University of Home Affairs (HUHA), Vietnam

13.Hanoi Tourism College (HTC), Vietnam

MINISTRY OF CULTURE, SPORTS AND TOURISM OF VIETNAM
HANOI TOURISM COLLEGE
Address: 236 Hoang Quoc Viet Road, North Tu Liem District, Hanoi, Viet Nam

14.Halong University (HALOU), Vietnam

15.Ministry of Education and Training (MOET), Vietnam

16.Hanoi Small and Medium Enterprises Association (HanoiSME), Vietnam

PROGRAMME COUNTRIES

1.Consorzio Interuniversitario AlmaLaurea (ALMALAUREA) – coordinator, Italy

2.FH JOANNEUM, University of Applied Sciences (FH JOANNEUM), Austria

3.Universitat de Barcelona (UB), Spain

4.International Consulting and Mobility Agency (INCOMA), Spain

5.Agencia Nacional de Evaluacion de la Calidad y Acreditacion (ANECA), Spain

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3. Dissemination Plan

3.1 Purposes and principles

The present document it is intended as a guidelines for MOTIVE Project' Partners, to be used and personalized for enhancing project's dissemination at local, national and international level and for spurring the involvement of project's stakeholders and beneficiaries.

The plan aims at ensuring that information is shared with appropriate audiences on a timely basis and by the most effective means through the formalisation of all communication and dissemination actions that can be carried out in the framework of the project.

To understand clearly the key terms and explains of the dissemination and exploitation plan in a project we can highlighted their definition on Erasmus + programme Annex II as follow:

"**Dissemination**" is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

"**Exploitation**" is a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional and/or national systems, on the one hand, and (b) a planned process of convincing individual end users to adopt and/or apply the results of initiative, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

The main goal of the Work Package 5 of the MOTIVE project - dissemination and communication activities - is to raise awareness on the project to make it successful and sustainable.

Dissemination can be carried out by using various communication channels and materials, but also by face-to-face information, conferences and workshops.

The purpose of dissemination Work Package is to spread the project results at national level and more widely, so that the National Center and its tacking activities can be visible beyond project life. The dissemination activities, also rooted in the coordinator and EU partners long lasting activities in the field of international projects will be arranged so to reach the following scopes:

i) to make the project visible to stakeholders and inform them on the potential benefits arising from the project

ii) to establish and maintain mechanism for an effective and timely communication

iii) to make the project appealing to target group during public events

iv) to provide a handbook of best practises for dissemination based on the experience gained by the partners during the project implementation period, collecting the best practices of project consortium.

Among the main dissemination outputs stays the set-up of the project website to be active since project start, the production of dissemination materials (brochure, leaflets, poster and video testimonials) in Vietnamese and English and the delivering of 9 dissemination meetings planned.

3.2 Dissemination moments:

BEFORE the project starts:
  ➢ drafting the dissemination plan;
  ➢ starting the development of the Project website;
  ➢ inform partners and other stakeholders bout the Project first steps;
  ➢ consideration of how and to whom dissemination and exploitation outcomes will be disseminated.

DURING the project life cycle:
  ➢ contacting relevant media e.g. at local or regional level;

- conducting regular activities such as information sessions, training, demonstrations, peer reviews;
- assessing the impact on target groups;
- involving other stakeholders in view of transferring results to end users/ new areas/policies.
- adding a banner with a link to project card within the Erasmus+ Project Platform on the project website

AT FINAL REPORT STAGE

- uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform.

AFTER the project end:

- continuing further dissemination (as described above);
- developing ideas for future cooperation;
- evaluating achievements and impact;
- contacting relevant media;
- contacting policy-makers (local authorities, Ministry of Education and Training, etc.)
- cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

More specifically, the objectives of the dissemination plan are:

i) to inform stakeholders of the expected benefits of the project and its progress

ii) to actively involve stakeholders and encourage their interaction

iii) to establish and maintain mechanisms for effective and timely communication

Communication plan and strategies have to be first thought for and exploited at local level, than enlarged at national and international levels. The plan has to be clear and known to all partner, with each partner that personalizes and adapts it to the available resources, best practices in place and structure of its institutions so as to achieve project's goals at best.

The MOTIVE dissemination activities imply a set of actions aimed at involving as much as stakeholders within the project, mainly graduates and universities staff. Communication strategies will be thought at local level, than enlarged to the national and international ones, with each partner that tailors and adapts them to available resources, best practices in place and structure of its institutions.

3.3 Dissemination strategy

A strategy for dissemination and exploitation was set up by MOTIVE project partners. Especially regarding the Vietnamese context, every partner knows what stakeholder and messages the best for its own community of target users is. This strategy will be focused on three main pillars:

    A. a multimedia and paper dissemination strategy;

    B. event strategy;

    C. spot visit to stakeholders

A. Multimedia and paper dissemination strategy: all the project partners will continue to:

- update with news the web presence (https://motive-euproject.net/)

- making the project visible on social media (https://www.facebook.com/euprojectmotive/)

- making the project visible on partners institutional websites (https://motive-euproject.net/project-consortium/)

- design and distribute presentation/branding materials (informative postcard, video testimonials, project training leaflets and posters): https://motive-euproject.net/the-project/work-packages/wp-5-dissemination/testimonial-videos/testimonials-and-project-video-presentation/

B. Events strategy:

- presentations of the project advances and results at national and international events, in addition to the events planned in the project framework:

Best practices (to continue beyond the end of the project; more details in the Handbook))

https://motive-euproject.net/events/follow-erasmusdays-2020/

https://motive-euproject.net/events/motive-project-presentation-by-moet/

https://motive-euproject.net/events/https-motive-euproject-net-events-motive-project-presentation-at-symposium-erasmus-capacity-building-programmes-of-yesterday-and-tomorrow/

C. Spot visit to stakeholders

Best practices as continuous activity:

https://motive-euproject.net/events/local-dissemination-avent-at-thay-nguyen-university-december-2020/

https://motive-euproject.net/events/local-dissemination-event-at-tay-bac-university-tbu-9-10-april-2021/

https://motive-euproject.net/events/2022-september-19-21-local-dissemination-event-at-da-lat-center-da-lat-city/

All Project partners are expected to:

➢ Continue the initiatives related to identify and inform on dissemination opportunities (events, publications, web news, etc.);

➢ Disseminating achievements of their respective work packages (video, press releases, etc.);

➢ Using their network and websites to support the dissemination of project information;

➢ Presenting the project at relevant conferences, workshops and other events;

➢ Engaging key stakeholders to act as multipliers and to motivate others.

The dissemination strategy covers the following aspects:

➢ Reaching the overall target groups (students, graduates, university staff, public authorities);

➢ The major activities to be disseminated and transmitted to the public;

➢ Scheduling the key activities and publish the outcomes;

➢ Responsibilities of all members in the implantation of dissemination strategy.

Main principles of the dissemination strategy:

➢ *Accessibility:* the data and information accessible and available to the public and stakeholders. The active communication amongst the members will enhance the mutual benefit of all target groups.

➢ *Comprehensibility:* the information resulted from the activities to be of interest to the public: presentation of benefits having Graduates Tracking Reports

➢ *Transparency*: dissemination tools should be shared and open about all aspects of member universities.

➢ *Relevance*: the key messages and outcomes has to be relevant to all target groups: the presence of Ministry of Education and Training as pillar (for example presentation of the MOTIVE initiative during other events)

➢ *Sustainability:* the long-term outcomes and implementation of activities would promote the results after the end of the project and will keep the progress sustained: the Graduates' tracking reports as an important tool for international comparison (e.g. comparison with Eurograduate initiative)

➢ . The main objective of the dissemination strategy is to ensure high impact of all project outcomes in terms of their relevance and sustainability.

4. Target Audience: dissemination actions and contents

The Dissemination Plan contemplates activities and actions to sensitize and involve in the MOTIVE project the following main categories of beneficiaries/target groups:

4.1 Ministry of Education and Training (MOET)

MOET and institution in charge of reforming Higher Education in Vietnam see graduates tracking as a governance priority in Vietnam with MOET asking universities to carry out systematic and updated analysis on their graduates and their position in labour markets. Motive project will provide the stakeholders with an on line portal, that can represent also a research unit, namely the Higher Education Center for Graduates Tracking.in
Results of the survey will help to adjust enrolment rates and university financing, suggesting recommendation to educational sector on training courses and curricula reform.

4.2 Higher Education Institutions

Since 2017, Vietnamese Higher Education Institutions must provide graduate tracking surveys to MOET two years after graduation. They need a documentary base which is reliable, timely and regularly updated on their graduates to run graduates tracking. Also universities need local staff to be trained (with competitive training at international level) on how to exploit graduates data and produce reliable surveys. The project, thanks to the intensive capacity building activities, will provide the beneficiaries university with a staff trained on how to run graduates based survey using international best practices, on how to use surveys data for QA and governance reform of the higher education system. Also, tools and methodology for assessing educational performance in line with labour markets needs will be transferred during project workshops. MOTIVE will provide universities with a unique

database collecting certified student data (enlarging the existing tool created through the VOYAGE Project) and a research unit (Center) capable of exploit graduates data and provide Universities management with informative base for curricula reform, internal management and educational programmes improving.

4.2 Students/graduates

Vietnamese students/graduates and their families needs guidance tools for university choice, to know the quality of the educational supply, the possibility to be endowed by the universities with the useful skills for inclusion in the labour markets. Also they need to know the employability opportunities given by the Vietnamese universities, according to each faculty and degree course. The MOTIVE project, thanks to the transfer to beneficiaries universities of the competences to run platform based surveys (as the graduate profile survey) and thanks to the release of the graduates tracking survey, provides the students/graduates with updated information both on the quality of university teaching and on the employment opportunities for the graduates in the local labour markets thus providing and informative base tool for the choice of the university. By participating in the graduates employment condition survey, students become active part in the governance reform of HE and labour markets in Vietnam thanks to the assessment of the job experience in the local labour markets.

WHAT CAN BE DONE BY THE MOTIVE PARTNERS

Vietnamese Higher Eductaion Institutions:

Disseminate and inform graduands/graduates using all dissemination/promotion tools and carrying out initiatives at local level.

Universities Staff:

Before the end of students academic career, Universities staff have to inform students about the future surveys that will be run; they will explain as well the importance of these surveys at national level.

Will be involved as well the associate partner Ho Chi Minh City Open University, so the MOTIVE Project to be known as well also in the South part of the Country. The associate partner will be invited as well to take part at Project meetings.

Ministry of Education and Training

MOET will support the MOTIVE Project activities and will deliver to the Project consortium its own view in terms of policies and priorities. The "**Higher Education Institution Center for Graduate Tracking**" (http://news.motive.edu.vn/) supported by Ministry of Education and Training can host news regarding the Ministry priorities and policies to be published.

European Partners:

They will provide support in the delivering of dissemination activities addressed to Vietnamese partners by transferring the best practices and experiences achieved at institution level. The EU partners will contribute also with news and articles related to the international Graduate Tracking topic (e.g. AlmaLaurea reports on Graduate Tracking in Italy, etc.)

Vietnamese firms/business world

The business community, through the participation of the HanoiSME, will give the recruitment's information and requirements of national and international enterprises to universities, simultaneously combine with universities to provide high quality students after graduation.

Communications towards students/graduands

a. Who is involved? All Partners with a central role through their staff involved in **MOTIVE** Projects

b. When the process must take place? During the last years of study, informing the students about the future surveys that will be run, regarding the their employment status (as planned, the survey will take into consideration the graduates at two years after graduation moment); after the end of academic career, before launching the survey, the former students mailing list will be used to inform graduates about the survey.

The Ministry of Education and Training issued in 2022 the **Circular n. 07** (https://luatvietnam.vn/giao-duc/thong-tu-07-2022-tt-bgddt-quy-dinh-cong-tac-tu-van-nghe-nghiep-viec-lam-va-ho-tro-khoi-nghiep-221465-d1.html) that at article 5, comma 4, "*For Higher education institutions*", states that must "*organize job and recruitment fairs for students, at least 01 time/academic year*".

In the light of this Circular, the Higher Education institutions organize each year different job and recruitment fairs, where the Vietnamese partners agreed and consider very proper and useful moment for the dissemination of the project results and to be shared with the participants.

For example, the participation at "University – Employer Forum and Students Career Day 2022" at Halong University, Province of Quang Ninh (https://motive-euproject.net/events/2022-june-02-participation-at-university-employer-forum-and-studens-career-day-2022-at-halong-university-province-of-quang-ninh/).

The Handbook of best practices for dissemination will be updated each year with the last events, based on each Higher Education Institution calendar of the relative events.

    c. <u>How</u>? Definition of relevant web area on the universities portals and distribution of printing materials to students/graduands; using the mailing list of former students, by informing and inviting them to participate at survey; announcement of the moment when the survey will start and published on the Center webpage

    d. <u>Where</u>? Dissemination materials and informative actions can take place in all university premises used by the students (i.e. classroom, libraries, secretariats, career offices, administrative offices, etc.) as well as on each partner university web site (under their sections dedicated (international cooperation, projects, news, etc.). The collected set of all events and news will be published on the Project web site, as main hub of information of MOTIVE project initiative.

All the Vietnamese Partners have to work to increase the commitment of their Governing Bodies so as to disseminate Project's prospective impacts and long term benefits within their institution and outside. Institutional meetings for the involvement of higher education system's representatives are also welcomed.

Given that the **Academy of Journalism and Communication (AJC)** is the **leader** of **WP.5 Dissemination**, it can act as a reference point for all dissemination activities carried out at local level and addressed to the aforementioned target groups, in planning ad hoc initiatives and meetings at the scope, especially through their experience and expertize in the field of communication. AJC will assess the best future channels for dissemination as well as the best social networks that are relevant at national level.

AlmaLaurea coordinates part of the dissemination and communication actions. AL will promote dissemination actions also at its institutional level (i.e. AlmaLaurea Annual Conference) and will provide support in dissemination activities carried out in Vietnam.

5. Project information materials and tools

5.1 Visual identity

The development of a visual identity and a project logo ensure that the project outputs are visible and easily recognizable and consistent. The Academy of Journalism and Communication and presented to the consortium a number of suggestions for the logo and the selected one is reported in the different formats available for use. Every event, presentation, newsletter, deliverable, leaflet, sticker, etc. is making use of this visual identity and be consistent with its style, together with the EU logo and disclaimer.

5.2 The use of Erasmus Plus logo

The use of the ERASMUS+ logo is compulsory, to be used in all activities, events, publication and, on the equipment's to be purchased by the project. Any project-related event and product should clearly specify that it is funded by Erasmus+ Programme of the European Union. The following sentence should be mentioned in all communication and promotional materials: This project has been funded with support from the European Union. This website reflects the view only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project Number: 609781- EPP-1-2019-1-IT-EPPKA2-CBHE-SP. More information about ERASMUS+ visual identity to be visible at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

5.3 Open licence

Unless otherwise stated, all the productions of the MOTIVE Project should be under the Creative Commons Attribution-Share Alike 4.0 International License. This means that: (i) users are free to share – copy and redistribute the material in any medium or format – and adapt – remix, transform, and build upon the material; (ii) users may do so for any purpose, even commercially; (iii) all users must give appropriate credit, provide link to the license, indicate changes made; (iv) users may do so in any reasonable manner, but not in any way that suggests licensor endorsement.

5.3 The Project website

In order to reach out the above audiences, number of dissemination channels can be used under the MOTIVE project, among which:

a) **MOTIVE Project website** (**www.motive-euproject.net**) and Logo: The website of the project is its front end, allowing users to readily collect on-line information about the project and about issues which might be of interest to stakeholders. The website will be periodically updated and include all relevant information about the project (minutes, internal documents, EACEA communication, etc.), links, gateway to the Center, etc.

The web is composed of following sections:

5.3 Institutional websites

All Partners have been asked to make the project visible on their institutional websites. This is not only a requirement of behalf of the funding Agency, but also the very first dissemination step. On project website, under the Section "Project Consortium", by clicking on each Partner name, can be seen the MOTIVE project information. All partners are strongly encouraged to add news regarding the MOTIVE project on their websites (each partner University will assess the location of the MOTIVE link: "International projects" or "International cooperation" or "News" or "Projects", etc.

5.4 Project meetings, national and international conferences and workshops

Internal meetings help communication among partners and stakeholders, to take roles/responsibilities, to update the Steering Committee members and the appointed Team of Experts on the status of the project, to discuss critical issues as well as to identify shortcomings and to foresee improvement plans.

Local dissemination meetings, national and international conferences: Both on the academic community (students and universities staff) as well as at authorities' level, local dissemination seminars/workshops/meetings can be delivered, so as to facilitate straight interaction with project team. Similar initiatives can be conducted at national level in Vietnam, so as to spread the word about the project and to sensitize other universities in the country to join the future Center system and reinforce its sustainability.

At national level, informative note from Ministry to other universities that are not part in the Project, inviting them to follow the MOTIVE model, can increase the weight of the future survey, giving more statistical data at national level in a comparative manner.

At Project dissemination process level, nine dissemination conferences are foreseen to be organized in collaboration with European partners, mobilizing the existing networks so as to enhancing future cooperation:

1) **1st dissemination event in Hanoi at PTIT,** on the occasion of the first meeting in Vietnam, a starting point in Vietnam to deepen partners' mutual knowledge and understanding and to establish contacts within the academic community for future cooperation initiatives;

2) **2nd dissemination event in Hanoi at VNUA,** on the occasion of the Workshop 1 under WP 4.1 "Quality assurance mechanism and approaches and its governance within the Vietnamese institutions";

3) **3rd dissemination event in Thai Nguyen City at TNU**, on the occasion of the meeting related to discussions regarding the questionnaire structure and contents for the survey.

4) **4th dissemination event in Quang Nam City at HUHA Campus**, on the occasion of the relative meeting and the presentation of the draft version of the "Handbook of best practices for dissemination" under WP 5.4;

5) **6th dissemination event in Uong Bi City at HALOU**, on the occasion of the Second workshop under WP 4.2 "Evidence based policy and higher education: progress, pitfalls and promise" named "Self Assessment, Key Competences and Employment"

6) **7th dissemination event in Hanoi at HTC,** on the occasion of the workshop "Graduates data analysis: role and importance"

7) **8th dissemination event in Hanoi at AJC**, on the occasion of the Second Conference named "Evidence based policy and higher education: progress, pitfalls and promise";

8) **9th additional dissemination event in Ho Chi Minh City at PTIT Branch;**

9) **10th dissemination event in Hanoi at HANU,** on the occasion of the last conference and presentation of the Pilot report on Graduates tracking and other Project results.

5.5 Press releases, brochures, networking, social media

b) **Press releases**: press releases and articles can spur wider dissemination of project objectives, initiatives, events and services and relevant achievements.

c) **Brochure**: the MOTIVE project brochure includes the presentation of the project objectives, target groups and benefits; it will be available in English and Vietnamese and it will be downloadable from the MOTIVE project website.

d) **Networking activities**: the MOTIVE project will benefit from the enlarging of the number of stakeholders interested in the project (students, universities, firms, higher education institutions, etc.) also for the sustainability of the project in future perspective. In this respect, the partner will present the initiative in very useful occasion as invitations to other meetings and conferences, career days, targeted visits to other higher education institutions.

e) **Social media:** Social Media coverage has been performed mostly using AJC Social Media accounts (mainly Facebook), to fully exploit the potential very wide outreach of the network. A MOTIVE Facebook page was launched by the Academy of Journalism and Communication who is in charge of sharing content on the Social Media page, to share news and updates.

6. Conclusion

The chances of the project to become sustainable, notably in view of the joining of new universities in the future, and to impose itself as a valid tool for fostering Vietnamese graduates' employability and for efficiently monitoring the quality of the higher education supply, essentially depend upon the achieved size of the database for students' and firms' records at the end of the project lifetime, as the virtuous circle here above shows:

Furthermore, the capitalization of the concluded Erasmus+ project VOYAGE a virtuous circle is stimulated and a centralized data base created; this aspect maximise the chances that graduates to be contacted in the future for surveys.

This information could therefore be used by the MOTIVE research team beyond the project lifetime, i.e. so to run employment surveys at one, three or five years after graduation for the assessment of the external efficiency of the universities and the improvement of the match between the academic supply and the business world needs.

The success of the MOTIVE project depends on the partnership commitment and ability to communicate its objectives and benefits in a clear, wide, timely manner and targeted way!