



HANDBOOK OF BEST PRACTICES FOR DISSEMINATION

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MOnitoring Trends In Vietnamese graduates' Employment
MOTIVE Project



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1. Aims of the handbook

The handbook of best practices for dissemination 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.

It provides guidance to the project partners for the achievement of the project dissemination goals, namely to enhance the rate of participation of national stakeholders in project activities as well as to raise the interest of international experts.

It describes the dissemination activities to be carried out by each category of partners and the tools to be used in order to maximize the impact of the project.

It highlights some key recommendations nourished by varied field experiences gained by project partners which are noteworthy in terms of successful dissemination. The annex details the field experiences summarized in the handbook.

The handbook is intended as a sustainable deliverable at the disposal of the Higher Education Center for Graduates' Tracking in order to spread the Center's activities to new stakeholders during and beyond project lifetime.

2. Project dissemination goals

Five main dissemination goals are targeted by the project:

- **Highest possible participation rate to WP3 graduates' tracking survey**
Benchmark indicator: At least 50% of graduates interviewed
- **Highest possible attendance to WP4 workshops and conferences**
Benchmark indicator: 2 workshops and 2 conferences organized
- **Highest possible registration rate of newcomers students to the consortium web platform**
Benchmark indicator: 12.000 students' records from 9 universities registered
- **Highest possible number of stakeholders involved in the WP6 network creation**
Benchmark indicator: 15 stakeholders involved
- **Highest possible number of working papers published on the Higher Education Institutions Center for Graduates' Tracking portal**
Benchmark indicator: 9 working paper published

In order to achieve these goals, the project consortium should pool the available resources and take advantage from the field knowledge gained by each partner, seeking:

- to inform stakeholders of the expected benefits of the project and its progress;
- to actively involve stakeholders and encourage their interaction;
- to establish and maintain mechanisms for effective and timely communication.

3. Specific actions to be carried out

In order to reach the five dissemination goals described in the previous section, all the project stakeholders should tailor their actions starting from the key questions summarized in the box below:

Box 2: Questions to be answered for an effective dissemination

- Needs to be addressed (which impact is envisaged?)
- Project expected results (which are the benefits?)
- Target groups for the dissemination activities (to whom?)
- Types of dissemination activities (what?)
- The most appropriate channels (how to do it?)
- The most efficient calendar (when?)
- The available human and financial resources (to what extent?)

➤ **Highest possible participation rate to WP3 graduates’ tracking survey**

Impact:

Provision of a documentary evidence on the graduates’ situation in the Vietnamese labour market so to monitor the external effectiveness of educational supply, to tune up the enrolment rates, and to implement policy reforms adjusting curricula in line with labour marker needs.

Secondary school leavers and their families will have a documentary-based guidance tool for a better choice of the university path.

Benefits:

Contribution to the improvement of the curricula offer of the graduates’ belonging universities.

Target:

Graduates population according to Ministry requirements.

Activities and channels:

Promotion of the survey start on the university webpages, the project website and the national graduates’ tracking centre; internal meetings at each Vietnamese institution level so to tune the dissemination actions according to resources available and local best practices; direct mailing and/or phone contact to the alumni network explaining the benefits related to the survey participation.

Calendar:

One month ahead of the survey start, with eventual reminders during the survey implementation period so to raise the participation rate.

Key resources:

Quality assurance officers at Vietnamese universities level.

➤ Highest possible attendance to WP4 workshops and conferences**Impact:**

MOET and Vietnamese HEIs will benefit from ideas, suggestions and recommendation arising from international dialogue for strengthening governance reform of higher education in Vietnam and creating new path for policy reform with a look to European best practices.

Benefits:

Possibility to influence the management of universities through a contribution to the recommendation paper on university governance and strategic policies in higher education.

Target:

European and Vietnamese managers, professors and researchers; Vietnamese PhD students.

Activities and channels:

Promotion of the events on the university webpages, the project website and the national graduates' tracking center; display of advertising posters and distribution of events' promotional brochures at socialisation premises; direct mailing and/or phone contact to relevant target groups explaining the benefits related to attendance; press releases beforehand and afterwards.

Calendar:

At least two months ahead of the events, with reminders one month and one week ahead of each event.

Key resources:

European and Vietnamese project researchers and contact persons.

➤ Highest possible registration rate of newcoming students to the consortium web platform**Impact:**

Beneficiary university will share their graduates' data in a unique repository allowing the possibility for them and MOET to assess the internal efficacy of their education supply and to compare the results according to university, faculty and degree level.

Students and graduates will be able to upload and continuously update their CV in Europass format (English and Vietnamese versions) as well as to apply for internship and job offers.

Firms will be able to search the most relevant profile for recruitment purposes, to download the CVs and to publish internship and job offers.

Benefits:

Contribution to improve the academic supply of the belonging universities; gain of visibility for employability purposes; better match of supply of and demand for qualified labour.

Target:

Vietnamese students close to graduation; graduates; national and international firms.

Activities and channels:

Organization of local dissemination seminars and national dissemination conferences; distribution of promotional brochures at universities' and firms' premises; face-to-face guidance sessions with students at students' offices premises; letters by the Rectors inviting the students to register on the web platform.

Calendar:

Notably during the last year of studies for students; throughout project lifetime for firms.

Key resources:

Project contact persons; students' officers; Hanoi SME; associated partners.

➤ **Highest possible number of stakeholders involved in the WP6 network creation**

Impact:

The national centre for graduates' tracking will give a more structured framework of visibility to the higher education research and activities in graduates tracking, as a unique tool common to the Vietnamese universities for further events and studies.

Benefits:

Membership in the national centre for graduates' tracking.

Target:

Any institution or individual interested in graduates' tracking.

Activities and channels:

Promotion of the centre creation on the university webpages and the project website; spreading of project video presentation; organization of local dissemination seminars and national dissemination conferences; press releases announcing the centre creation.

Calendar:

Throughout the project lifetime.

Key resources:

MOET, European and Vietnamese researchers, associated partners.

➤ **Highest possible number of working papers published on the national centre for graduates' tracking**

Impact:

Raising of interest around the topics of graduates' tracking and higher education policy reform at national and international level.

Benefits:

Increased visibility for researchers' work.

Target:

European and Vietnamese professors and researchers.

Activities and channels:

Organization of local dissemination seminars and national dissemination conferences; direct mailing and/or phone contact to the researchers' peers encouraging the production of working papers.

Calendar:

Throughout the project lifetime.

Key resources:

Project contact persons.

4. Key recommendations from field experiences

The experience of MOTIVE consortium in terms of successful dissemination of projects carried out in different fields of expertise highlights how dissemination should start as soon as possible and has to be considered an ongoing activity to be implemented since the very beginning of the project life cycle and to be pursued beyond the end of the phase co-funded by the Erasmus+ programme.

The success of the process demands the appointment of key figures among the project staff at each partner level in charge of internal dissemination, scheduling the local events and promoting the project activities and expected results to the relevant target groups.

A good level of cooperation among partner institutions is also crucial, notably as concerns the organization of national events and the involvement of external stakeholders such as decision makers, social organization and political institutions which can help the project consortium to have a multiplier effect through the diffusion of results outside the consortium borders.

The Covid-19 pandemic influenced the project dissemination routines and strategies, creating new challenges but also windows of opportunity.

On the one side, the impossibility to hold onsite events and face-to-face meetings stays as the main current hindrance in carrying out international projects.

On the other side, flexibility and creativity have been stimulated: webinars and virtual meetings have become of common use and represent an effective substitute since they can be organized more frequently and can potentially reach a wider audience; dynamic video-oriented products (remote interviews, videobook, and short video presentations) have appeared as a complementary tool to more static dissemination materials (leaflets, brochures, etc.); social media campaigns have arisen stronger than ever allowing tailored messages for specific target groups (facebook, youtube, twitter, etc.).

5. Vietnamese partners best practices

The present handbook describe bellow the best practices of dissemination activities of Vietnamese partners. The activities are splitted in two parts: the first one refers to the meetings and events planned in the framework of the project, especially since the Covid emergency allowed the organization of meeting in presence.

As for the communication strategy, the social tool called “Zalo” that is the first chat tool used in the country, followed by “Messenger”. In this context, the National coordinator (Hanoi University) representative created a group on that specific application and is in contact at national level with more than 200 people from different higher education institutions.

5.1 Best practice in occasion of events planned in the project framework

As examples of best practices performed by project partners in occasion of the meetings and events planned in the framework of the MOTIVE project and encourage all the stakeholders to follow the best practices:

1st dissemination event at PTIT, Hanoi, November 2020:

Best practice: enlarge the invitation to different stakeholders: in that occasion at Project meeting participated **new universities** that are not partners of MOTIVE project, as University of Science and Technology of Hanoi (USTH), Nguyen Tat Thanh University (NTTU), Hanoi University of Industry (HaUI) as well as enterprises and press media.

2nd Dissemination Event at VNUA, Hanoi, June 2021

The event was organized on line due to Covid restrictions; best practice: enlarge the invitation to different stakeholders: in that occasion at Project meeting participated **new universities** that are not partners of MOTIVE project as Ha Tay Community College (HTCC), Tay Bac University (TBU), Phu Xuan University (PXU) and different Companies (the list can be seen by login on project website under the event news).

3rd Dissemination Event at TNU, Thai Nguyen City, October 2021

The event was organized partially on line due to Covid restrictions; best practice: enlarge the invitation to different stakeholders: in that occasion at Project meeting participated **staff of university** that is not involved directly in the project and the invitation was extended to students as well (more than 20 **students** attended the meeting).

4th Dissemination Event at Hanoi University of Home Affairs branch, Quang Nam City, March 2022

From 14 to 18 of March 2022 the Hanoi University of Home Affairs (HUHA) organized a dissemination event and workshops in the framework of MOTIVE Project. The event was organized in Quang Nam City at HUHA branch. The event took place in mixed method, in presence and virtually. In presence the event hosted more than 50 people, while on line the webinar was followed by more than 60 people connected. Participants of the meeting include representatives from Ministry of Education and Training as well as new universities not partner of our project. Participants

from programme country side (EU partners) participated on line from Italy, Spain and Austria. Participants from Vietnam include: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; Hanoi University of Home Affairs; Hanoi Tourism College; Halong University; Academy of Journalism and Communication, Hanoi SME. The workshops topic focuses on Center for Graduate Tracking creation, chaired by the IT representative of Hanoi University; the second workshops on graduates tracking report, was chaired by the research leader from Hanoi University and Vietnam National University of Agriculture, in charge with the centralized data collection and report draft.

5th Dissemination Event at AlmaLaurea, Bologna, Italy, May 2022

From 18 to 20 of May 2022, the project meeting “Graduates and labour market” took place in Bologna in the framework of MOTIVE (Monitoring Trends in Vietnamese graduates Employment) Erasmus+ Project. It was hosted by Almalaurea Interuniversity Consortium, Project coordinator. The Project was organized in presence and some partners participated also online via Zoom platform. Participants of the meeting include representatives from Ministry of Education and Training of Vietnam. Participants from Europe, National Agency for Quality Assurance and Accreditation ANECA (Spain), University of Barcelona UB (Spain), International Consulting and Mobility Agency INCOMA (Spain) and FH Joanneum, University of Applied Sciences (Austria). Participants from Vietnam include: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; Hanoi University of Home Affairs; Hanoi Tourism College; Halong University; Academy of Journalism and Communication as well as representatives of Business community, Hanoi Small and Medium Enterprise Association HanoiSME (Vietnam). At meeting participated almost 50 staff members of the Consortium and were presented also the preliminary results of the first Vietnamese aggregate Graduates Employment Status results of the universities involved in the Project; the European Partners transferred to the Vietnamese staff knowledge and best practices from European experiences and was also the only dissemination event organized outside Vietnam.

6th Dissemination Event at Halong University, Uong Bi City, July 2022

From 13 to 16 of July 2022 the Halong University (HALOU) organized a project meeting in Uong Bi City, Vietnam, at HALOU University premisses, that include a dissemination event, a steering committee and capacity building workshops. For the first time since the beginning of the project, all partners – European and Vietnamese – attended the meeting in presence. The dissemination event hosted more than 100 participants; the participants of the event include representative of Ministry of Education and Training, partner of the project as well as **new stakeholders** as Provincial Department for Labour, Disables and Society, Association of Touristic Agencies of Quang Ninh Province and **new colleges and universities** as Quang Ninh University of Industry, College of Industry and Construction of Quang Ninh, Vietnam-Korea College in Quang Ninh and North East College of Agriculture and Forestry, Quang Ninh, Vietnam. At event participated as well local students. Participants from Vietnam include the Project partners: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; Hanoi University of Home Affairs; Hanoi Tourism College; Academy of Journalism and Communication; Hanoi SME. Participants from programme country side (EU partners) include AlmaLaurea as Project coordinator, Spanish National

Agency for Quality Assessment and Accreditation (ANECA), International Consulting and Mobility Agency (INCOMA), University of Barcelona and FJ Joanneum, University of Applied Sciences. The workshops topic focuses on “Skills, key competences and employment” chaired by INCOMA.

7th Dissemination Event at Hanoi Toursim College, Hanoi, September 2022

From 12 to 15 September 2022, the project dissemination event, training and workshops with the topic “Graduates data analysis: role and importance” took place in Hanoi, Vietnam, in the framework of MOTIVE (Monitoring Trends in Vietnamese graduates Employment) Erasmus+ Project. It was hosted by Hanoi Tourism College, partner of the Project. Participants of the meeting include representatives from Ministry of Education and Training of Vietnam and other stakeholders: several Colleges from the Tourism Sector from Center and South of Vietnam: Hai Phong Tourism College, Vũng Tàu Tourism College, Hue Tourism College, Da Nang Tourism College, Nha Trang Tourism College and Da Nang Tourism College) and also representative of some important companies representing the Business community: Hotel Melia, Hotel Lotte, Hotel Sheraton HN, Hotel Fraser Suites, Hotel Daewoo HN, Hotel Panpacific, Hotel Movenpick HN, AFG Group -Company Ltd Đức Nhân, Import- Export Company- World Seafood and RỒNG VIỆT Investment Company. Participants from Europe, the project Coordinator Interuniversity Consortium AlmaLaurea and FH Joanneum-University of Applied Sciences (Austria). Participants from Vietnam include the project partners: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; Hanoi University of Home Affairs; Hanoi Tourism College; Halong University; Academy of Journalism and Communication as well as representatives of Business community, Hanoi Small and Medium Enterprise Association HanoiSME (Vietnam). At meeting participated more than 60 people.

8th Dissemination Event at Academy of Journalism and Communication, Hanoi, October 2022

From 31st of October to 3rd of November 2022, the project conference “Evidence Based Policy and Higher Education: Progress, Pitfalls and Promise”, dissemination event, training and workshops took place in Hanoi, Vietnam, in the framework of MOTIVE (Monitoring Trends in Vietnamese graduates Employment) Erasmus+ Project. It was hosted by Academy of Journalism and Communication, partner of the Project. The Key Note Speaker was His Excellency Mr. Antonio Alessandro, Ambassador of Italy in Vietnam, representatives from Ministry of Education and Training of Vietnam and other stakeholders. At Conference participated as invited speakers and deliver scientific presentations: Ms. Nguyen Kim Ngan, Hanoi University former student, Mr. Vu Hoai Nam from Hanoi Toursim College, Ms. Elizabeth Knight from Victoria University, Melbourne, Australia, Ms. Daria Luchinskaya from University of Strathclyde, Glasgow, UK, Ms. Charoula Tzanakou from Oxford Brooks University, UK, Mr. Giulio Pedrini from Kore University, Enna, Italy, Mr. Luca Cattani from Gran Sasso Science Institute, l’Aquila, Italy. Participants from Vietnam include the project partners: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; Hanoi University of Home Affairs; Hanoi Tourism College; Halong University; Academy of Journalism and Communication as well as representatives of Business community, Hanoi Small and Medium Enterprise Association HanoiSME (Vietnam). At dissemination event were presented the Project objectives, expected and achieved results and outcomes, sustainability and dissemination future strategies as well as the preliminary results of the first Vietnamese aggregate Graduates Employment Status results of the universities involved in the Project.

9th Dissemination Event at Hanoi University –final conference, December 2023

From 11th to 14th of December 2023, the project final conference and dissemination event took place in Hanoi, Vietnam, in the framework of MOTIVE (Monitoring Trends in Vietnamese graduates Employment) Erasmus+ Project. It was hosted by Hanoi University, partner of the Project.

The Key Note Speaker was His Excellency Mr. Marco Della Seta, Ambassador of Italy in Vietnam, representative of Ministry of Education and Training of Vietnam, Higher Education Institutions leaders and other stakeholders.

Participants from Vietnam include the project partners: Hanoi University; Posts and Telecommunications Institute of Technology; National University of Arts Education; Vietnam National University of Agriculture; Thai Nguyen University; National Academy of Public Administration; Hanoi Tourism College; Halong University; Academy of Journalism and Communication as well as representatives of Business community, Hanoi Small and Medium Enterprise Association HanoiSME (Vietnam).

Participants from Europe, the project Coordinator Interuniversity Consortium AlmaLaurea and other Project partners: University of Barcelona UB (Spain), and FH Joanneum-University of Applied Sciences (Austria).

At dissemination event were presented the Project main results, especially the Graduates tracking comparative report of graduates surveys 2021 and 2022, the Higher Education Institutions Center for Graduates Tracking and the Fourth and last Quality report.

An official moment was represented by the signature of Sustainability agreement by all partners present at the event.

At meeting participated more than 50 people, staff members of the Consortium, local authorities, other universities staff and students.

5.2 Best practice in occasion of additional events not planned in the project

In addition to the meetings and events planned in the framework of the Project, the partners perform in active way to disseminate the initiative. Such activities are represented by different events organized ad-hoc or in occasion of invitations received by MOTIVE project partners for similar events. The best practices are reported below:

YEAR 2020:

Hanoi University, Hanoi

2020, April 25, On line horizontal training, Hanoi University: <https://motive-euproject.net/events/on-line-horizontal-training-hanu-25-april-2020/>

On 25th of April, 2020, seeing the emergency health situation at global level and despite the three months suspension of the project, we decided to act as “not sleepy participants” and to organize in advance first steps of the trainings. As it is uncertain when and if will be possible to organize trainings in presence, as planned. For these reasons, in order to reach better all project objectives, HANU organized this on line horizontal training dedicated to researchers, IT and administrative staff of partner universities.

Hanoi University, Hanoi

2020, May 6, On line dissemination event, Hanoi University: <https://motive-euproject.net/events/on-line-dissemination-event-at-hanoi-university-may-2020/>

On 6th of May, 2020, Hanoi University organized an online dissemination event, having as topic the registration process on the platform. The event was especially destined to the staff of new universities, in order to allow them the management of the registration process for students and companies.



Hanoi University, Hanoi

2020, July 1, Local training meeting and dissemination event at Hanoi University: <https://motive-euproject.net/events/local-training-meeting-and-dissemination-event-at-hanoi-university-july-2020/>

On 1st of July 2020, Hanoi University organized a dissemination event, presenting the MOTIVE project objectives and actions soon after the end of the suspension period due to COVID emergency.



Thai Nguyen University, Thai Nguyen City

On 16th of December 2020, Thai Nguyen University and Hanoi University organized a local event for dissemination in the Framework of MOTIVE Project in Thai Nguyen City, where the Thai Nguyen University is located. The delegation from Hanoi took part at the event as co-organizers, together with the hosting University.



YEAR 2021

Vietnam National University of Agriculture, Hanoi

2021, March 12, Local dissemination event at Vietnam National University of Agriculture, Hanoi: <https://motive-euproject.net/events/local-dissemination-meeting-at-vietnam-national-university-of-agriculture-march-2021/>

On 12 of March 2021, Vietnam National University of Agriculture organized a dissemination event, having as topic the registration process on the platform. The event was especially destined to the staff off university, students and companies on how to register on the platform.



Hanoi University, Hanoi

2021, March 14, Local dissemination event at Hanoi University, Hanoi: <https://motive-euproject.net/events/local-dissemination-event-at-hanu-14-march-2021/>

On 14th of March 2021, Hanoi University organized a local dissemination event in Hanoi, The HANU team met the delegation of Northwestern University from Vietnam (UTB). The topic of the event was the presentation to the UTB the Erasmus+ Projects and initiatives which involve the Hanoi University. In particular, were presented the platform and other Erasmus+ Projects as MOTIVE and LabMovie, projects in implementation phase. The meeting represent a baseline for future cooperation and comon goals for internationalization of the two universities.



Tay Bac University, Son La Province

2021, April 9-10, Local dissemination event at Tay Bac University, Son La Province: <https://motive-euproject.net/events/local-dissemination-event-at-tay-bac-university-tbu-9-10-april-2021/>

On April 9-10, 2021, a delegation of Hanoi University (national coordinator of MOTIVE Project) visited Tay Bac University (TBU), in the framework of MOTIVE Project. TBU is located in Son La Province, Nord-West of Vietnam. During the meeting hosted by Tay Bac University, the delegation of Hanoi University presented the Erasmus+ Projects that are in implementation phase and involve Hanoi University, in particular MOTIVE Project. Therefore, it was presented to TBU as well other initiatives and opportunities for cooperation between the Higher Education Institutions; a special attention was given to the presentation of the Voyage platform (developed in Vietnam in the framework of Erasmus+ Programme between 2015 and 2018 and hosted by Hanoi University), that represent the baseline for Graduates tracking action in implementation phase, in the framework of MOTIVE Project



Phu Xuan University, Hue City

2021, April 28, Local dissemination event at Phu Xuan University, Hue City: <https://motive-euproject.net/events/local-dissemination-event-at-phu-xuan-university-28-april-2021/>

On April 28th, 2021, the representative of Vietnam National University of Agriculture, Prof. Anh Tiep Chu, Chair of the scientific committee of the Monitoring Trends in Vietnamese graduates' Employment (MOTIVE) Project, visited Phu Xuan University. The University is located in Center of Vietnam, in Hue City. The representative of MOTIVE Project met the President of the Phu Xuan University, Prof. Ho Thi Hanh Tien and presented the Erasmus+ Projects that are in implementation phase and involve nine Vietnamese Universities. Therefore, it was presented to Phu Xuan University also other initiatives and opportunities for cooperation between the Higher Education Institutions; a special attention was given to the presentation of the Voyage platform (developed in Vietnam in the framework of Erasmus+ Programme between 2015 and 2018 and hosted by Hanoi University), that represent the baseline for Graduates tracking action in implementation phase, in the framework of MOTIVE Project.



Ministry of Education and Training, Nha Trang University, Nha Trang Province

2021, March 29, Local dissemination at Nha Trang University, Nha Trang Province; the representative of Ministry of Education and Training of Vietnam, Mr. Bui Tien Dung, presented the MOTIVE project at Nha Trang University (NTU): <https://motive-euproject.net/events/motive-project-presentation-by-moet/>



YEAR 2022:

Posts and Telecommunication Institute of Technology

2022, May 20-21, Participation at Symposium “ERASMUS+ capacity building programmes of yesterday and tomorrow” organized by International Center for Interdisciplinary Science and Education ICISE, Quy Nhon, Vietnam: <https://motive-euproject.net/events/>

On 20-21 May, 2022, at the International Center for Interdisciplinary Science and Education (ICISE) Quy Nhon, with the support of Ministry of Education and Training and Ministry of Science and Technology, the Delegation of the European Union to Vietnam, the French Embassy and the Italian Embassy in Vietnam represented Team Europe in collaboration with Rencontres du Vietnam and EURAXESS ASEAN to organize the International Symposium: ‘Erasmus+ Capacity Building in Higher Education – Yesterday and Tomorrow’. With the participation of 200 participants, including representatives of Vietnamese universities, representatives of the Ministry of Education and Training, representatives of Binh Dinh province’s leaders and representatives of the diplomatic mission: European Union Delegation, French and Italian Embassies in Vietnam attended physically at the Symposium. Furthermore, the symposium also created an opportunity to evaluate the quality of projects with the participation of Vietnam in the period 2015-2020 as well as share information and experiences for other Vietnamese universities who want to participate in the project but have not applied yet, in order to create motivation and encouragement for the preparation of new proposals from 2023 with the cooperation of the EU, its member states, partners in Southeast Asia and especially Vietnam. The symposium is organized with the aim of supporting universities in Vietnam to prepare proposals for the Erasmus+ Capacity Building in Higher Education for the period of 2021 – 2027, based on the experiences and feedbacks from previously participating universities. Furthermore, the symposium also created an opportunity to evaluate the quality of projects with the participation of Vietnam in the period 2015-2020 as well as share information and experiences for other Vietnamese universities who want to participate in the project but have not applied yet, in order to create motivation and encouragement for the preparation of new proposals from 2023 with the cooperation of the EU, its member states, partners in Southeast Asia and especially Vietnam. The MOTIVE project was presented by Prof. HOANG Huu Hanh, Director of Center of International Education from Posts and Telecommunications Institute of Technology (PTIT), Partner of MOTIVE Project.



Posts and Telecommunication Institute of Technology

2022, September 16-17, Networking events in occasion of 25th Anniversary of Posts and Telecommunications Institute of Technology.

At the event participated the Project coordinator and the representative of the Italian Embassy in Hanoi.



Hanoi University Of Home Affaires, Da Lat City

2022, September 19-21, Local dissemination event at da Lat Center, Da Lat City: <https://motive-euproject.net/events/2022-september-19-21-local-dissemination-event-at-da-lat-center-da-lat-city/>

From 19 to 21 of September 2022, HUHA, partner of the Erasmus+ Project MOTIVE, organized a dissemination event and workshops, in cooperation with **Ho Chi Minh City Campus** of HUHA and **Da Lat Center for Trainings in Public Administration**. The Dissemination event and workshops took place in Da Lat City, at Da Lat Center premisses. From Hanoi participated: Ms. Nguyen Thị Kim Thao, Senior Official of Department of International Cooperation, Ministry of Home Affairs; Mr Truong Cong Hoa, Permanent Director of HUHA Hochiminh City Campus; Ms. Nguyen Thi Ngoc Hien, Deputy head International Cooperation Department of HUHA; Ms. Ha Thi Thu Thuy, Deputy head of Financial and Planning Department of HUHA; Ms. Cao Thi Mai Huong Staff member of International Cooperation Department of HUHA; Mr. Dorel Manitiu, MOTIVE project coordinator, AlmaLaurea, Italy. On 19th of September, the delegation was welcomed by Prof. Truong Cong Hoa, Director of Ho Chi Minh Campus of Hanoi University of Home Affaire present in Da lat City together with 14 staff members (professors and researchers) from Ho Chi Minh City and by Prof. Tran Thi Xuyen, Director of Da Lat Center and more then 10 staff members from Da Lat Center.



Halong University, Uong Bi City

2022, June 02, 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-students-career-day-2022-at-halong-university-province-of-quang-ninh/>

MOTIVE Project dissemination activities in occasion of University-Employer Forum and Student Career Day 2022” organized by Halong University in Uong Bi City; it was presented in a demo the platform and MOTIVE project objectives and importance of graduates tracking survey to the students present at workshop;- the project staff informed also the enterprises by the possibility of publishing job and internship offers on the platform and the possibility find the graduates for hiring by register on the platform, as an important tool for connection between supply and demand for labour.



YEAR 2023:

HANOI ASSOCIATION OF SMALL AND MEDIUM ENTERPRISES – HanoiSME, Hanoi

2023, August 24, Local dissemination event at Hanoi Association of Small and Medium Enterprises, Hanoi, Vietnam: <https://motive-euproject.net/events/local-dissemination-event-at-hanoisme/>

Hanoi Association of Small and Medium Enterprises organized a local dissemination event, presenting the results of the MOTIVE project (employment status survey results) to the local enterprises. The networking of Higher Education Institutions with the Business community represents a crucial pillar to ensure better jobs for students and graduates.



HỘI THẢO

GIÁM SÁT XU HƯỚNG TÌM VIỆC LÀM CỦA SINH VIÊN TỐT NGHIỆP Ở VIỆT NAM

Posts and Telecommunication Institute of Technology, Ho Chi Minh City

From **21 to 22 September 2023**, the project dissemination events and workshop with the took place in Ho Chi Minh City, Vietnam, in the framework of MOTIVE (Monitoring Trends in Vietnamese graduates Employment) Erasmus+ Project. On 21st Of September was hosted by Posts and Telecommunications Institute of Technology (PTIT), Ho Chi Minh Branch and on 22nd of September Quality Tech Solution Complex (QTSC) (namely called Quang Trung Software Park) and at Huong Vuong University of Ho Chi Minh City.



PTIT Branch in Ho Chi Minh City



Quality Tech Solution Complex (QTSC), Ho Chi Minh City



Huong Vuong University of Ho Chi Minh City.

Planned for 2024

Synergies with other Erasmus+ projects:

Presentation of the MOTIVE Project 609781 main results to the Vietnamese guests, during the kick of meeting in the framework of EMSIV Project (March 2024, Bologna, Italy)

Involvement of new Vietnamese universities in the MOTIVE action, during the meetings planned in Vietnam in the frameworlk of other Erasmus9+ Project (e.i. STRIVE, EMSIV)

*Document to be updated step
by step with best practices*