

# DISSEMINATION COMMUNICATION STRATEGY

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ABSTRACT	This deliverable presents the dissemination and communication strategy of the project, the brand toolkit and the initial communication activities developed.
KEYWORDS	Communication, Dissemination, Brand, Social Media, Website

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## Document Revision History

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTOR(S)
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PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION		
NATURE OF THE DELIVERABLE		R
DISSEMINATION LEVEL		
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)	PU
SEN	Sensitive, limited under the conditions of the Grant Agreement	
CLASSIFIED R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
CLASSIFIED C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
CLASSIFIED S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

\* **R:** Document, report (excluding the periodic and final reports)

**DEM:** Demonstrator, pilot, prototype, plan designs

**DEC:** Websites, patents filing, press & media actions, videos, etc.

**DATA:** Data sets, microdata, etc. **DMP:** Data management plan E

**ETHICS:** Deliverables related to ethics issues

**SECURITY:** Deliverables related to security issues

**OTHER:** Software, technical diagram, algorithms, models, etc.

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## ABBREVIATIONS

<b>COBOT</b>	Collaborative robot
<b>EC</b>	European Commission
<b>IP</b>	Internet Protocol
<b>KPI</b>	Key Performance Indicators
<b>TCP</b>	Transmission Control Protocol
<b>SME</b>	Small Medium Enterprise
<b>VET</b>	Vocational and Educational Training

## EXECUTIVE SUMMARY

The purpose of this Dissemination and Communication Strategy and Plan is to ensure that all MetaVET results and project outputs are effectively shared with key stakeholders, thereby supporting the project's broader objectives of awareness, engagement, scalability, and impact. MetaVET adopts an inclusive and participatory approach to dissemination, leveraging the diverse expertise of project partners while actively encouraging dialogue with stakeholders, related projects, and wider VET ecosystems.

Dissemination activities are planned and implemented with the full involvement of the project consortium, ensuring coherence across all communication outputs. As MetaVET places stakeholders at the heart of its approach, their continuous engagement is essential to the project's success. Well-coordinated dissemination activities will therefore ensure that the right messages reach the right audiences at the right time, promoting both the uptake and replication of project results.

The communication strategy outlined in Task 5.1 has focused on designing and launching an integrated framework to support widespread awareness of the project and its potential. Initial activities have included the development of the MetaVET Brand Identity Toolkit, consisting of a project logo, colour palette, and a consistent set of templates for presentations, reports, leaflets, bookmarks, and other materials. These branding assets are crucial to ensure a coherent and professional visual identity across all channels and stakeholder interactions.

During the first four months of the project, significant effort was invested to establish the foundational communication tools. These building blocks have enabled a strong start to the project's public visibility, supported early stakeholder engagement, and provided partners with the necessary assets to promote MetaVET within their respective ecosystems. Dissemination activities are expected to evolve throughout the project, reinforcing awareness and supporting the long-term sustainability of outcomes.

A comprehensive set of dissemination and communication channels has been developed, tailored to the needs of stakeholders and the general public across the participating countries—Romania, Italy, Bosnia and Herzegovina, and Montenegro. These include traditional materials such as roll-ups, bookmarks, brochures and flyers, particularly targeted at schools, SMEs, and VET providers, as well as a strong emphasis on digital outreach through the project website, podcast series, and social media platforms (X and LinkedIn). These online channels will serve as ongoing vehicles for disseminating project updates, events, reports, training materials, and key findings.

Content dissemination will include a diverse range of formats, such as infographics, short news items, video content, testimonials from key speakers, and summaries of metaverse-based training events. These digital storytelling tools will illustrate the project's outcomes in a clear, engaging, and accessible way, showcasing the scalability and real-world applicability of the MetaVET training programme focused on collaborative robotics (cobots) in VET contexts. To ensure maximum effectiveness, the project has defined Key Performance Indicators (KPIs) for the website and social media platforms as outlined in the Description of Action (DoA). These KPIs will measure reach, engagement, and the overall success of the communication and dissemination efforts. Data will be collected and analysed regularly, focusing on metrics such as impressions, follower growth, interaction rates, and user engagement trends. The MetaVET website will serve as one of the primary public-facing tools for communication and information dissemination. Continuously updated throughout the project's duration, it will act as a central repository for all project-related content and a platform to engage various audiences. This deliverable is structured into three main sections:

- Brand Identity
- Communication Toolkit
- Online Communication

It is intended to serve as a practical reference for all project partners, as well as for reviewers, advisors, and other external stakeholders. The dissemination and communication strategy detailed herein will directly influence other project actions and deliverables, playing a key role in shaping MetaVET's visibility, reach, and long-term impact.

# 1. INTRODUCTION

The purpose of this Dissemination and Communication Strategy and Plan is to ensure that all results and project outputs are made available to key stakeholders. The MetaVET approach to dissemination will be inclusive and participatory, leveraging the expertise of the partners and encouraging discussion with stakeholders and related projects. The project partners will be involved in the dissemination activities from planning to implementation. As MetaVET places key stakeholders at its centre, engaging them is essential for the project's success. Therefore, well-planned and executed dissemination efforts will ensure that targeted stakeholders become engaged. Digital and social channels will have a central role to play in the MetaVET dissemination strategy, as they provide extensive opportunities for MetaVET to inform, engage and promote the take-up of the MetaVET results, all the while building and strengthening relationships with target audiences. Key performance indicators – numerical targets that measure how well the project achieves its communication and dissemination goals – have been laid out in the Description of Action (DoA) for the website and selected social media channels. From month 1 to month 4 MetaVET has invested a significant effort to design and implement the Dissemination and Communication building blocks to ensure a jump start of the project's awareness, facilitate the ecosystem engagement, and offer all partners the essential communication assets to promote MetaVET project across their ecosystems. Dissemination activities have a central role during the project lifetime to foster widespread awareness of the project and strengthen a sustainable growth of the vulnerable communities through the Living Labs. Dedicated dissemination and communication channels have been established for all stakeholders and the general audience, and a comprehensive plan of target activities has been elaborated. The dissemination and communication channels aim to inform all stakeholders, the scientific community, the local communities and public institutions in the four countries involved (Romania, Italy, Bosnia Herzegovina, Montenegro), about the project activities and results. This document describes in detail the project branding toolkit, the initial promotional materials developed and the online communication activities already initiated. The MetaVET Brand Identity Toolkit includes a logo and a unique format for sharing templates for presentations, publications, leaflets, reports, posters, and guidelines specifications. The MetaVET project website will be one of the most important information channels for the public to become aware of MetaVET's goals and tools. It will be continuously updated and enriched throughout the project's duration. The Deliverable is organised into three main Sections:

- Brand Identity
- Communication Toolkit
- Online Communication

The document is intended to be a reference point for the project partners, reviewers, and advisors. Its outcomes will influence several other project actions and deliverables and shape and influence the project's awareness and ultimately its impact.

## 2.COMMUNICATION AND DISSEMINATION STRATEGY

The MetaVET brand strategy serves as the bedrock for all communication and dissemination activities, encapsulating every facet of the MetaVET brand and conveying its core values and essence. The deliverable D5.1 demonstrates progress towards project goals by outlining the approach to create and apply a unified brand for the MetaVET project.

A brand, in its simplest form, is a collection of perceptions and associations that the branded subject evokes in others. It's seldom left to chance and is typically a meticulously designed and systematically executed series of messages and actions that infuse significance into the product/service/concept's name and identity. This process unfolds in two stages: defining and agreeing on the brand, and then implementing a plan to reach the set goals. This document details the evolution of the MetaVET brand strategy, from the identification of each crucial component of the brand to the inclusion of the first comprehensive Brand Guidelines booklet for MetaVET as an annex.

This document is designed to serve as a reference for all project partners, reviewers, and advisors, and its results will have a significant impact on numerous other project activities and WP5 deliverables.

Task 5.1 is in charge of setting up appropriate communication channels with various target audiences and creating pertinent content and communication materials. Its responsibilities include: crafting the MetaVET visual identity, brand guidelines, and basic promotional toolkit; updating the project website; managing and engaging the project's social media platforms (LinkedIn, Twitter); and producing promotional and educational materials (such as roll-up banners, bookmarks, posters, flyers) for use and distribution at events, as well as editing and publishing quarterly newsletters.

### 2.1 COMMUNICATION AND DISSEMINATION OBJECTIVES

The dissemination, communication, and visibility activities within the MetaVET project are designed to maximise awareness, stakeholder engagement, and the overall impact of the initiative. These activities are central to supporting the project's wider objectives, which include: Conducting surveys within local communities to assess market needs and inform training design;

- Engaging small and medium-sized enterprises (SMEs) to facilitate employment pathways for learners;
- Promoting knowledge exchange, technology transfer, and collaboration between academia and SMEs;
- Ensuring that national and European audiences, including the media and general public, are aware of the European Commission's commitment to advancing digitalisation and sustainability in the Western Balkans.

To reach these objectives, the MetaVET project utilises a comprehensive set of communication tools, including:

- Mass media and social media outreach, targeting SMEs, VET providers, and unemployed youth, to raise awareness of the MetaVET training programmes;
- Metaverse events, which demonstrate the methodology and results of the project in an interactive and innovative format;

A dedicated project website and podcast series, designed to highlight the scalability and replicability of the MetaVET training model on collaborative robots (cobots) delivered through metaverse environments.

The communication strategy is designed to ensure a coherent and impactful approach to project branding, visibility, and dissemination. Central to this effort is the work undertaken in Task 1 – Brand Identity for MetaVET.

- Task 1 – Brand Identity for MetaVET

The primary objective of this task is to establish a strong and cohesive brand identity for MetaVET, creating a consistent and recognisable visual representation across all communication outputs. This task includes:



- a. Designing high-quality vector-based logo variations suitable for various media;
- b. Selecting appropriate fonts and typefaces that reflect the project's tone and character;
- c. Defining a representative colour palette;
- d. Developing a comprehensive brand guidelines document, detailing correct use of the brand elements, including logo application, colour codes, and spacing rules;
- e. Creating a suite of visual assets, such as templates for presentations, meetings, social media posts, and flyers, all aligned with the project's visual identity.

These assets serve to strengthen brand recognition, ensure consistency across communication materials, and enhance the overall impact of dissemination activities.

This deliverable outlines the foundation of MetaVET's dissemination and communication approach and provides a reference point for all partners, reviewers, and advisors. It is expected to guide future communication efforts and contribute significantly to the project's visibility, outreach, and long-term recognition.

- Task 2 – Stakeholder Engagement Strategy places a strong emphasis on fostering effective collaboration and curriculum co-creation within the MetaVET project. The objective of this task is to ensure structured and meaningful engagement with relevant stakeholders, particularly those involved in vocational education and training (VET), to inform curriculum planning and maximise the relevance, adoption, and scalability of the project outcomes.

This strategy comprises three core components: the identification of stakeholders, the definition of appropriate communication channels, and the development of a comprehensive stakeholder engagement plan.

### 2.1.1 Identification of Stakeholders in the Targeted Regions

The first step involves the systematic identification and mapping of stakeholders across the four participating countries—Romania, Italy, Bosnia and Herzegovina, and Montenegro. Activities under this component include:

- Compiling a detailed list of potential stakeholders relevant to the MetaVET project;
- Categorising stakeholders according to their sector, institutional capacity, and relevance to project objectives;
- Prioritising those stakeholders who are expected to contribute directly to the development and implementation of the MetaVET curriculum, including SMEs, VET providers, policy actors, and community-based organisations.

### 2.1.2 Definition of Communication Channels

To ensure effective and transparent stakeholder communication, a combination of channels will be used. These include:

- Virtual meetings and video conferencing;
- Direct communication via email;
- Collaborative platforms for document sharing and group interaction.

While English will serve as the mandatory language for official project communications, each partner is encouraged, though not obliged, to translate public-facing materials—such as social media posts, blog articles, and newsletters—into their respective national languages to improve local reach and accessibility.

### 2.1.3 Development of the Stakeholder Engagement Plan

A dedicated Stakeholder Engagement Plan will be developed to guide all interactions with stakeholders throughout the project lifecycle. This plan will include:

- A clear statement of the plan's objectives in relation to each target stakeholder group;
- Definition of the appropriate tone of voice to ensure communication is professional, inclusive, and well-received by the audience;
- A calendar or tracking list indicating the frequency of stakeholder interactions, with regular engagements planned around key project milestones;
- Structured feedback mechanisms to collect insights from stakeholders regarding the engagement process, curriculum relevance, and broader project activities;
- Periodic evaluations of the engagement strategy's effectiveness, based on the level of stakeholder participation and responsiveness;
- Thematic and visual content to support engagement, including relevant news, reports, analysis, and training materials. Communication materials will feature key speaker testimonials, short news articles, infographics, and videos, all designed to convey findings in a clear and compelling manner.

### 3. METAVET BRAND IDENTITY

The way a brand is perceived and recognised is strongly influenced by its visual identity—the unified and consistent appearance of all visual and communication elements associated with the project. This includes the strategic use of fonts, colours, graphics, and layout styles, which collectively shape how the brand is experienced by external audiences. A coherent visual identity is vital in distinguishing the project from others and in reinforcing its values and purpose.

For the MetaVET project, the development of a strong and distinctive visual identity is more than a graphic exercise; it is a deliberate effort to create an unmistakable and harmonious visual embodiment of the project's mission and ethos. The aim is not simply to design a logo, but to build a visual vocabulary that communicates the project's innovative approach to vocational education and training (VET) in a digital and industrial context.

This task transcends conventional branding by seeking to forge a recognisable and resonant identity that aligns with MetaVET's strategic goals. While the brand may be applied across a variety of platforms and media, its visual components remain consistent. This uniformity in design ensures the project is easily recognisable and supports long-term awareness, familiarity, and trust among stakeholders and the general public.

By employing a comprehensive and coherent visual language, the MetaVET brand identity strengthens the impact of all communication and dissemination efforts, thereby contributing to the project's visibility, reach, and legacy across Europe and beyond.

#### 3.1 METAVET LOGO

The MetaVET logo represents a future-focused vocational education initiative that equips young people with practical, technology-driven skills. The robotic arm icon symbolises automation, hands-on learning, and innovation, reflecting the program's emphasis on engineering, coding, and STEM education. The bold, geometric typography conveys structure and precision, while the underscore (" \_") hints at digital and coding elements, reinforcing a modern, tech-savvy approach to learning. The deep blue color evokes professionalism, trust, and technological excellence, positioning MetaVET as a forward-thinking institution that prepares youth for the evolving job market through interactive and skill-based training.

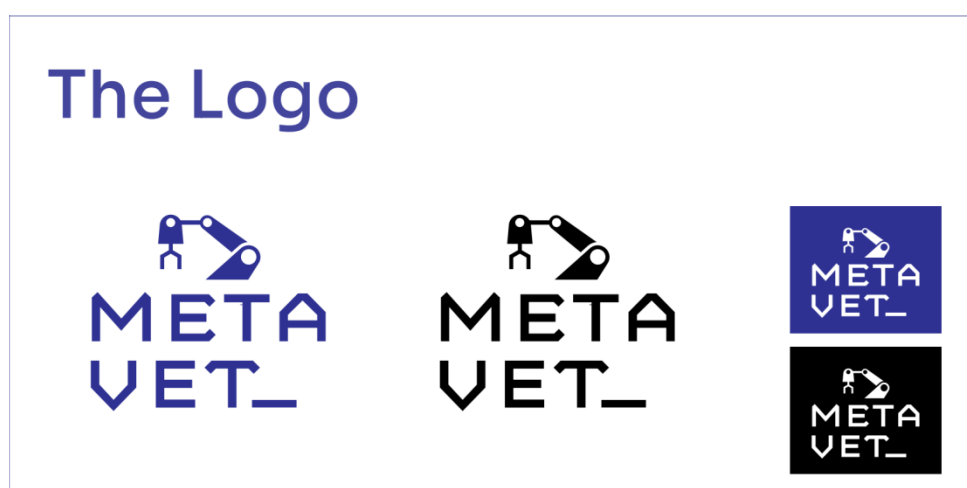


FIGURE 1: METAVET LOGO

#### 3.2 THE COLOUR

Our primary colour is a bold navy, chosen for its simplicity and strength. Our color palette reflects the unity of technology—a core pillar of our brand. These colours are essential to our identity and should never be altered, replaced, or substituted.



FIGURE 2: METAVET PRIMARY COLOURS

### 3.3 METAVET TYPOGRAPHY

MetaVET uses Google Fonts' open-source Sen font family for headlines and the Montserrat font family for body copy across all digital and promotional materials, including the website and presentations. These fonts reflect the clean, modern, and accessible tone of the brand. Use of alternate versions of these fonts is permitted when needed to maintain consistency across platforms or file formats. For project deliverables, we recommend using system versions of Montserrat (Light, Regular, and Bold) to avoid missing font issues, especially when documents are edited outside of design teams. Montserrat may also be used in presentations when the primary fonts are not available.

Sora is a contemporary, sans-serif typeface designed specifically for digital interfaces. Created by the Sora community and available through Google Fonts, it features clean lines, open shapes, and balanced proportions, making it highly readable on screens. Its modern and friendly appearance makes it ideal for presentations, apps, and web content, especially where clarity and professionalism are key.

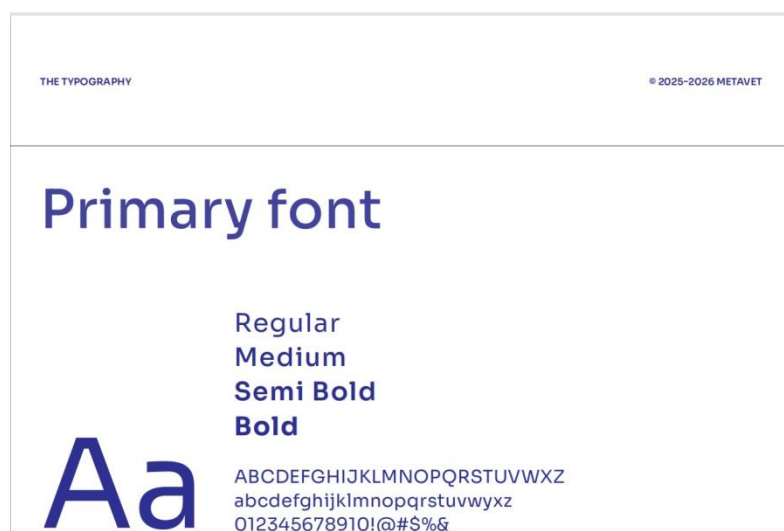


FIGURE 3: METAVET PRIMARY FONT

### 3.3.1 Secondary Font

Julieta Ulanovsky designed Montserrat to capture the essence of old posters and signs from the Montserrat neighborhood in Buenos Aires, preserving the unique urban typography of the early 20th century before it fades with modern development.



FIGURE 4: METAVET SECONDARY FONT

### 3.3.2 European Commission recognition

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g., flyers, posters, roll-ups, brochures, videos, website, etc).

## Full EU logo



FIGURE 5: EU FUNDING RECOGNITION

## 4. METAVET COMMUNICATION TOOLKIT

All outputs produced within the MetaVET project will be supported by a unified corporate design. This visual framework ensures consistency across all communication and dissemination materials, allowing for immediate recognition of the project and reinforcing its identity across diverse audiences.

To support communication, dissemination, and project reporting activities, a set of standardised templates has been developed and made available to all partners via the project's dedicated online repository. These templates facilitate coherent presentation and formatting of project outputs and include the following:

- PowerPoint presentation template (Appendix B)
- Deliverable report template (Appendix C)
- Meeting minutes template (Appendix D)

Each template incorporates the required European Commission recognition, the MetaVET project logo, logos of participating partners, and designated contact details. Furthermore, the templates provide guidance on the type of information that should be included in each document type, thereby supporting clarity, professionalism, and alignment with project branding.

### 4.1 TEMPLATES

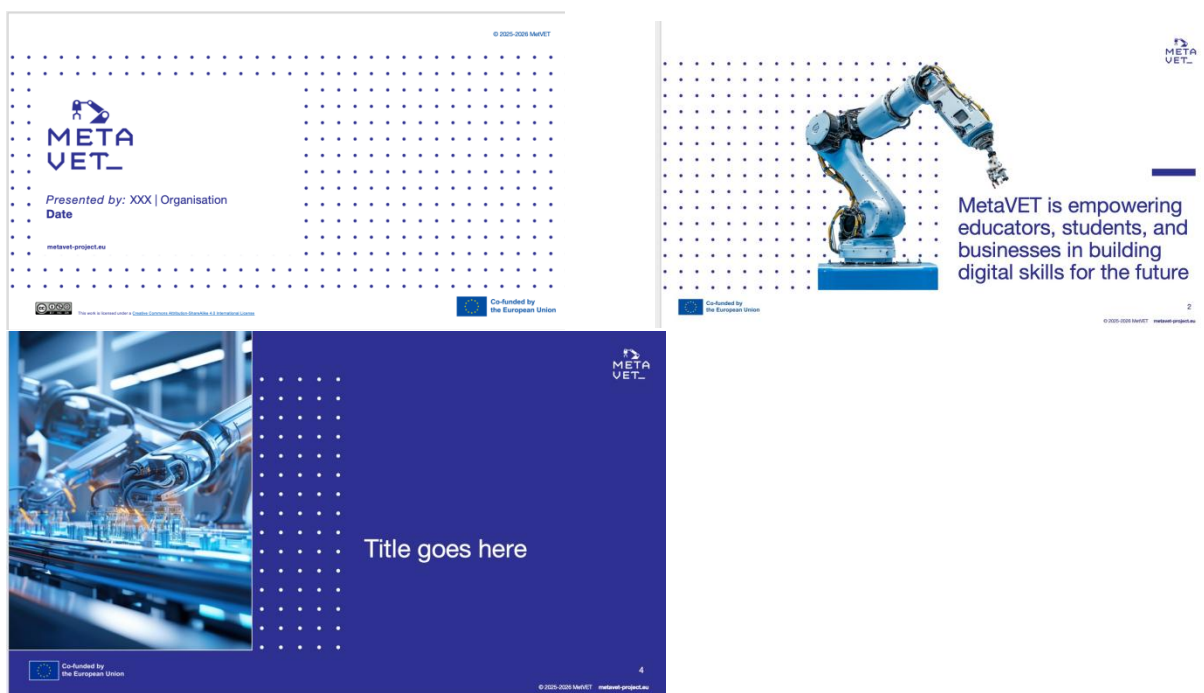
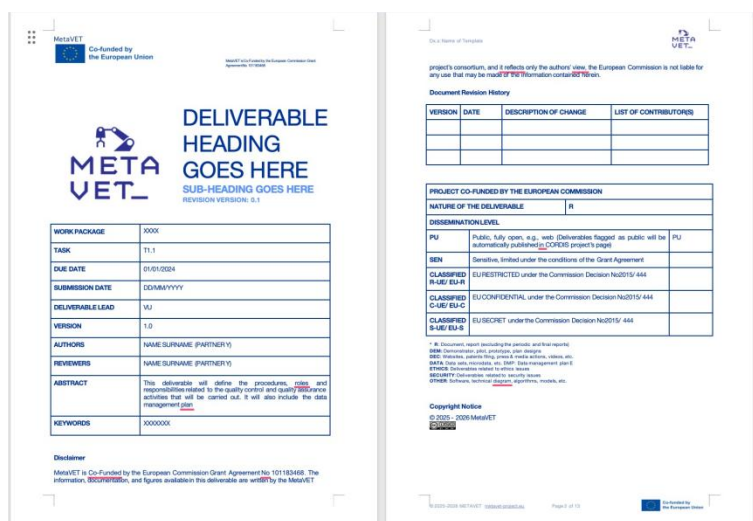


FIGURE 6: METAVET PPT TEMPLATE



The template is divided into two main sections. The left section contains a header with the MetaVET logo and a large heading area. Below this is a table for project details, followed by an abstract and keywords section. The right section contains a document revision history table, a project co-funded by the European Commission section, and a disclaimer.

WORK PACKAGE	XXXX
TASK	T1.1
DUE DATE	01/01/2024
SUBMISSION DATE	DDMMYYYY
DELIVERABLE LEAD	VU
VERSION	1.0
AUTHORS	NAME(S) NAME (PARTNER)
REVIEWERS	NAME(S) NAME (PARTNER)
ABSTRACT	This deliverable will define the procedures, roles, and responsibilities related to the quality control and quality assurance activities that will be carried out. It will also include the data management plan.
KEYWORDS	XXXXXXXX

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTORS

PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION	
NATURE OF THE DELIVERABLE	R
DISSEMINATION LEVEL	
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in COFORD project's page)
SEN	Sensitive, limited under the conditions of the Grant Agreement
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CLASSIFIED S-US/ EU-S	EU SECRET under the Commission Decision No2015/444

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FIGURE 7: METAVET DELIVERABLE TEMPLATE

## 4.2 PROMOTIONAL MATERIALS

To enhance visibility and effectively communicate the MetaVET project's objectives and achievements, a range of tailored promotional materials has been developed. These include bookmarks, roll-up banners, and a dedicated podcast series, each designed to highlight key aspects of the project in a clear and engaging format.

Such materials serve to support awareness-raising activities at events, presentations, and stakeholder meetings. The production and distribution of these resources are aligned with the project's dissemination schedule and coordinated around planned events and outreach opportunities. Together, these tools contribute to strengthening MetaVET's identity, expanding its reach, and fostering engagement with diverse audiences across the vocational education and training landscape.

### 4.2.1 Bookmarks

The MetaVET bookmark has been designed as a simple yet effective promotional tool to support project visibility in both formal and informal dissemination contexts. Compact and visually aligned with the project's brand identity, the bookmark provides a quick reference to the project's title, logo, website, and social media channels. It is particularly suited for distribution at conferences, workshops, meetings, and educational institutions. As a functional item, it encourages ongoing engagement by serving as a practical reminder of the MetaVET project, its objectives, and its online presence.



FIGURE 8: METAVET BOOKMARK

#### 4.2.2 Roll-up banner

The MetaVET roll-up banner is a key visual element used to enhance the project's presence at public events, conferences, workshops, and partner meetings. Designed in line with the project's visual identity, the banner prominently features the MetaVET logo, core messages, website link, key thematic areas and partners' logos. Its vertical, freestanding format makes it highly visible in event spaces, drawing attention and serving as a professional backdrop for presentations and networking. The roll-up banner is a valuable promotional asset, contributing to brand recognition and reinforcing the project's visibility in both physical and hybrid engagement settings.



FIGURE 9: METAVET ROLLUP

#### 4.2.3 Podcast

As part of its multimedia communication strategy, MetaVET will launch a short podcast series (2/3 episodes) to engage a broader audience and give voice to the diverse participants involved in the project. The episodes will feature interviews with project partners, TVET students, and entrepreneurs who share their perspectives on collaborative robotics (cobots) training within the metaverse environment. These conversations will offer authentic insights into the practical applications, opportunities, and transformative potential of the MetaVET approach. The podcast format provides an accessible and engaging medium to communicate project outcomes, showcase personal experiences, and highlight the relevance of MetaVET in addressing the digital skills gap. The episodes are disseminated via the project website and social media channels, contributing to outreach and long-term stakeholder engagement.

#### 4.2.4 Organisation of events

Throughout the project lifecycle, MetaVET will organise a series of events aimed at ensuring effective coordination, dissemination, and stakeholder engagement. These will include a project kick-off meeting, a final consortium meeting, and at least two Dissemination and Outreach Conferences. These key events will bring together project partners, stakeholders, and external participants to exchange knowledge, present progress, and promote the outcomes of the project.

In addition to these major milestones, MetaVET will host a combination of online and offline events, tailored to diverse audiences and formats. Where relevant and feasible, the project will also explore the use of metaverse-based environments to deliver innovative, interactive engagement experiences that reflect the project's focus on digital training technologies. These events will play a central role in communicating MetaVET's achievements, facilitating collaboration, and ensuring the visibility and scalability of its results across the VET ecosystem.



#### 4.2.5 Participation in International Events

In addition to organising its own dissemination activities, MetaVET will participate in some international events throughout the project's duration. These events will provide valuable opportunities to share project findings, showcase innovations in cobot training through the metaverse, and engage with the broader vocational education and training (TVET) and digital skills communities. Participation in these events will enhance the project's visibility, foster strategic partnerships, and support the uptake and replication of MetaVET's outcomes across Europe and the Western Balkans.

The project plans to be represented at the following international events, among others:

- European Vocational Skills Week (organised by the European Commission) – An annual flagship event highlighting best practices in VET across Europe.
- Didacta Italia – Fair of Education and Training (Italy) – A major education event addressing innovation in teaching, digital tools, and vocational training.
- VET Congress Western Balkans (location rotating across the region) – A regional forum for policymakers, educators, and industry stakeholders focused on the advancement of vocational education.
- EDUtech Europe (Netherlands) – A leading international conference exploring the future of education and emerging technologies, including XR and virtual learning environments.
- Robotics and Automation Society Conference (IEEE RAS) – A globally recognised event where MetaVET will share its contributions to collaborative robotics in education and training.

Participation in these and other relevant events will be aligned with the project's dissemination strategy and coordinated among partners to ensure consistent messaging and effective engagement with target audiences.

## 5. METAVET ONLINE COMMUNICATION

MetaVET already initiated its online communication across social media, newsletter and the upcoming website. Given MetaVET's focus on vocational training in collaborative robotics (cobots) within the metaverse, online communication plays a critical role in reaching and engaging the target audience. Digital channels are essential for effectively promoting the project's training offer, tools, and results to learners, educators, and industry stakeholders alike.

### 5.1 METAVET WEBSITE

The MetaVET website serves as the project's central online platform, providing access to key information, updates, resources, and dissemination materials. It supports visibility, stakeholder engagement, and the communication of project outcomes. A full overview of the website's structure, functionalities, and strategic role is provided in Deliverable 5.2.



FIGURE 10: METAVET WEBSITE

### 5.3 SOCIAL MEDIA

As a project centred on innovation in digital and vocational education, MetaVET maintains an active and strategic presence on two key social media platforms: X (formerly Twitter) and LinkedIn. These channels serve as vital tools for public engagement, visibility, and dissemination of project developments.

Both platforms are regularly updated with content aligned to MetaVET's core themes—collaborative robotics, vocational training, digital learning, and sustainability. Through weekly posts, the channels share news, project milestones, event highlights, and awareness campaigns, including those linked to relevant international days.

These platforms offer a dynamic space for engaging with the vocational education and training (VET) community, industry stakeholders, and the wider public. Content is amplified through the active involvement of project partners, who are encouraged to share and disseminate posts across their networks. Additionally, performance metrics such as impressions, engagement levels, and follower growth are monitored to guide and refine the project's communication strategy.

Together, X and LinkedIn function as essential extensions of MetaVET's communication ecosystem, supporting outreach, stakeholder interaction, and long-term impact.

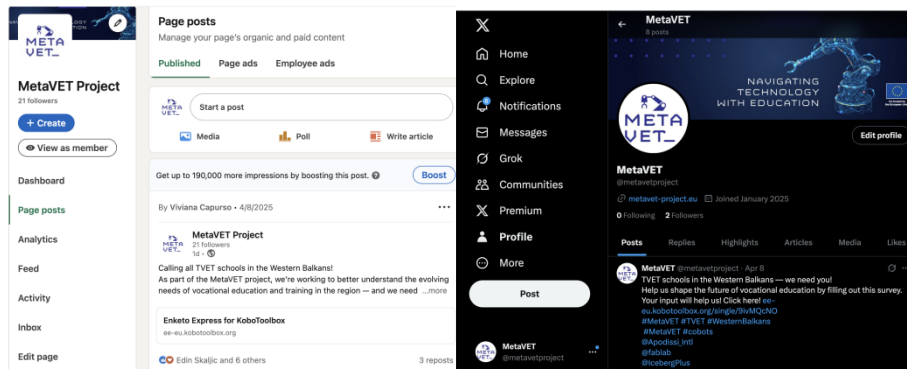


FIGURE 11: LINKEDIN AND X META VET PAGES

## 6. CONCLUSIONS AND NEXT STEPS

This document has outlined the core principles and strategic approach underlying each component of MetaVET's communication and dissemination plan, with particular attention to how these elements support the promotion of metaverse-based training in collaborative robotics (cobots) for technical and vocational education and training (TVET) institutions.

Each element of the communication strategy has been designed to remain dynamic and responsive, with updates and enhancements planned throughout the duration of the MetaVET project. The first quarter of 2025 has been dedicated to laying the foundation for a cohesive communication framework, establishing the project's brand identity and launching key online and social media channels.

The remainder of 2025 will focus on increasing awareness of MetaVET at both the local level—including in pilot TVET schools—and internationally, through participation in conferences, events, and targeted campaigns. To support this, the consortium is developing a wide range of informative materials in English and the national languages of participating countries (Romanian, Italian, Montenegrin, Bosnian), including short videos, blog articles, and visual content. These will be shared on the MetaVET website and social media platforms, providing a platform for local voices—students, teachers, and industry stakeholders—to share their experiences and insights.

The project is also exploring innovative and creative methods to promote its activities and deepen engagement with its audiences. These include:

- Recognition and Awards
- MetaVET Ambassador Programme: Identifying and celebrating students, educators, and local partners who actively promote the project and embody its values.
- Digital Certification and Badging: Offering participants the opportunity to earn and share digital badges or certificates recognising their acquired skills and participation in the training programme.

### Collaborative Content Development

- Storytelling Videos: Producing short films and testimonials that document the real-life impact of MetaVET's training—both from student and educator perspectives.

### Interactive Demonstrations and Open Days:

- Metaverse Experience Booths: Organising in-person events at TVET institutions where stakeholders, including policymakers, local authorities, and industry representatives, can experience MetaVET's VR training tools.
- Cobot Demonstrations: Hosting live or virtual demonstrations where students explain and showcase the practical skills they have developed through MetaVET.

### Digital Campaigns and Virtual Engagement

- Social Media Challenges: Launching interactive campaigns such as "Skills for the Future", inviting students and educators to share their MetaVET learning journeys on platforms such as Instagram, TikTok, and LinkedIn.
- Youth and Community Challenges: Encouraging students to lead community outreach initiatives or create digital content that promotes the benefits of MetaVET training within their local contexts.

While the central communication strategy will remain coherent and coordinated, the project recognises the need for localised approaches tailored to the unique profile of each implementation site. As such, partners are encouraged to adopt creative and context-specific methods, ensuring flexibility and relevance in their outreach efforts.

Task 5.1 will oversee the ongoing application of MetaVET's brand guidelines and provide support to partners in developing and adapting communication materials as the project evolves. The project website will be regularly

updated to reflect all activities and ensure that communication outputs across all channels adhere to the appropriate European Commission recognition requirements.

Through these efforts, MetaVET aims not only to inform but to inspire—demonstrating the transformative potential of digital and metaverse-based training in reshaping the future of vocational education across Europe and the Western Balkans.

# ANNEX 1- BRAND GUIDE

