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Level Up

D2.2 MINI SITES ON PARTNERS' WEBSITES AND DEDICATED SOCIAL MEDIA

Deliverable D2.2
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Disclaimer

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Deliverable Information

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About the Level Up project

Empowering and modernising the way in which SMEs and labor workforce in general operate is an imperative need and priority across EU. Now, more than ever, SMEs need to follow the latest technological developments and become digitally transformed, otherwise they cannot survive nor compete in the highly competitive workplace. Providing the possibility to the current workforce to access industry-oriented and current training reflecting the latest developments in key ICT capacity areas, is essential towards achieving the digital transformation of the labor workforce.

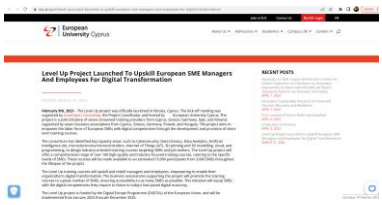
Level Up aims to empower the labor force of European SMEs in digital competencies, through the development and provision of short-term training courses focusing on the following key capacity areas: Cybersecurity, Data Literacy, Data Analytics, Artificial Intelligence, microelectronics/microcontrollers, Internet of Things, 3D printing and 3D modelling, cloud and programming. Seven renowned training providers from Cyprus, Greece, Germany, Italy, and Finland have joined forces in order to co-design and deliver high quality industry-oriented training courses targeting SMEs and job seekers, with the support of seven business associations from Cyprus, Greece, Germany, Poland and Hungary, who will largely promote Level Up and its training courses to a large number of SMEs.

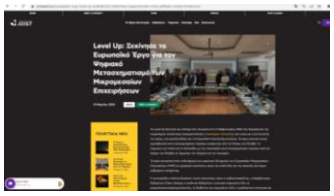
The consortium creates and delivers a new pool of training courses on the basis of the expertise knowledge and experience of the consortium training providers and account on the actual needs of the labor workforce. More than 100 training courses are created and also listed on the Digital Skills and Jobs Platform from the Level Up consortium, reaching out to an estimated number of 15000 participants from 3000 SMEs during the lifespan of the project.

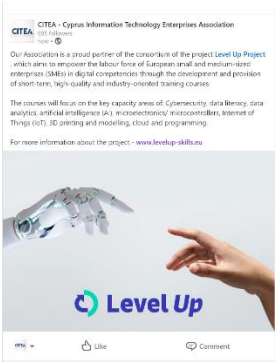
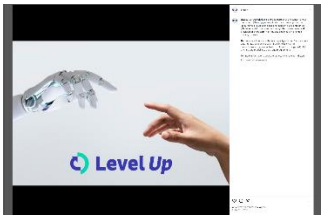
Project announcement on partners' websites

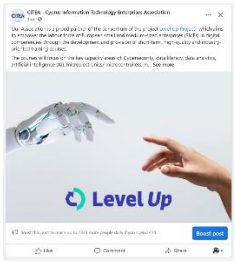
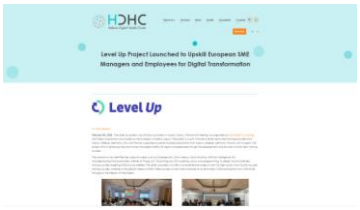
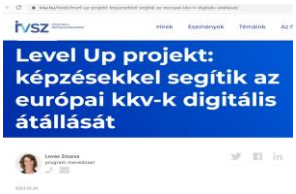
Each partner announced their participation in the project via a press release, which was disseminated through their respective communication channels. The dissemination activities related to the first press release are documented in Table 1 and provide an overview of the various platforms and channels utilized by each partner to promote their involvement in the project. These activities serve as a foundation for the project's wider dissemination efforts and are integral to promoting the project's objectives and outcomes to a diverse range of stakeholders across Europe.

Table 1: List of project announcements on partners' websites and social media

Beneficiary	Activity	
GrantXpert		link
EUC		link
StackFuel		link
DIGIAN (Workearly)		link

Beneficiary	Activity	
		link
JOIST		link
		link
CSC		link
		link
PRIZZTECH		link

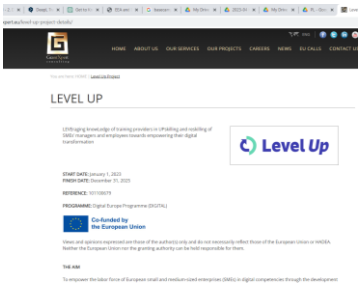
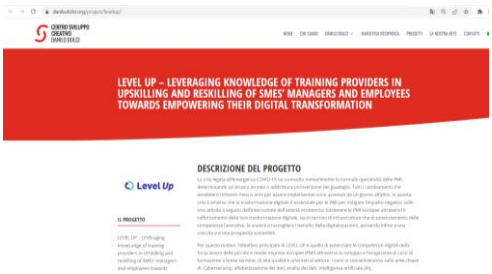
Beneficiary	Activity	
		link
NCCI		link
CITEA		link
		link

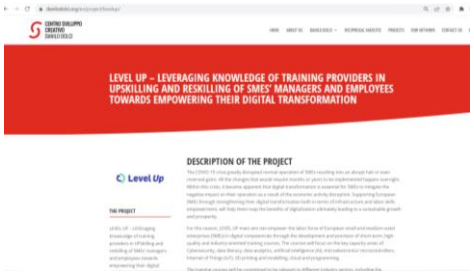
Beneficiary	Activity	
		link
STHEV		link
HDHC		link
IVSZ		link
RIGP		link
		link

Mini sites on partner websites

As a means of disseminating information about the Level Up project, dedicated mini sites were created on several partner's official websites. These sites will serve as communication tools, featuring news and events related to the project, and will be updated regularly with relevant content. It is the responsibility of each partner organization to develop and maintain their respective mini site, ensuring that it accurately reflects the Level Up project and its goals.

Table 2: List of mini sites on partners' websites

Beneficiary	Activity	
GrantXpert		link
JOIST		link
CSC		link

Beneficiary	Activity	
		link
RIGP		link
		link

The project website (Figure 1), located at **levelup-skills.eu**, serves as the primary online platform for disseminating information about the project, its objectives, and its outcomes to a broad audience. It provides stakeholders with access to project updates, resources, and key information about the project's objectives, work packages, and partnership. The website aims to increase project visibility, promote engagement with stakeholders, and facilitate knowledge transfer.

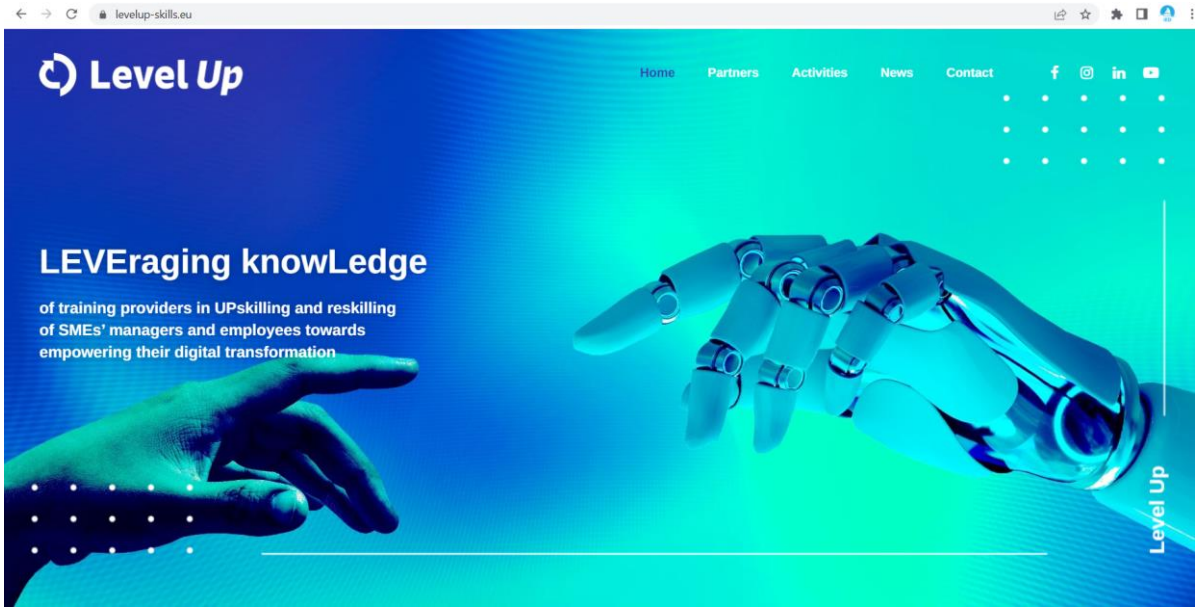


Figure 1: Home page of the Level Up website

Social media accounts

The purpose of the project's social media accounts is to increase awareness of the project and its activities among a wider audience. The social media accounts will serve as an additional communication channel to the project website, providing stakeholders with regular updates on project progress, outcomes, and events. Through social media, the project will also engage with stakeholders and encourage their participation in project activities and dissemination events.

The project will use the following social media platforms and channels:

- Facebook (https://www.facebook.com/euprojectlevelup): Facebook will be used for sharing news and updates about the project, including announcements about upcoming events and training courses.
- LinkedIn (https://www.linkedin.com/company/levelup-project/about/): LinkedIn will be used for sharing more professional and educational content, such as research articles, reports, and infographics.
- Instagram (https://www.instagram.com/levelup_euproject/): Instagram will be used for sharing visually engaging content, such as photos and videos that showcase the project's activities and outcomes.
- YouTube (https://www.youtube.com/channel/ucj6fyn_zhofqw3rgejtacfq): YouTube will be used for hosting and sharing video content, such as the videos produced for the training courses, as well as recordings of webinars and training sessions. The project team will adhere to all applicable data protection regulations and ensure that personal data of participants is protected when sharing recordings.

Coordinator

Partners

Associated Partner

Level *Up*

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