



D2.4 PROMOTIONAL MATERIAL FOR EACH TRAINING COURSE

Deliverable D2.4
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Deliverable Information

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Table of contents

Deliverable Information	2
Table of contents.....	3
List of Figures.....	5
List of Tables.....	5
About the Level Up project	6
Executive Summary.....	7
Introduction	9
Key Performance Indicators (KPIs)	11
Development of Promotional Leaflets	13
Coordination and Implementation Approach.....	13
Coordination of the collection and review process.....	13
Responsibilities of the training providers.....	14
Structure and common content elements.....	14
Format, Language and Branding Guidelines	19
Summary statistics	19
Visual Identity and Design Standards.....	22
Visual elements and layout structure	22
Use of logos, icons, font, and colour schemes.....	22
Adaptation across course leaflets for consistency and recognisability	23
Production of Promotional Videos.....	24

Level Up Free Digital Skills Courses in February 2024	25
Level Up Free Digital Skills Courses in March	26
Level Up Data Analytics, Data Literacy and Data-Driven Decisions Courses	27
Level Up Boost Your Digital Skills with Free June Courses	28
Level Up Success Stories: How Our Courses Make a Difference	29
New Month, New Skills: Discover Our September 2024 Course Lineup	30
Boost Your Skills with Expert-Led Courses Hear from Our Learners!	32
Level Up Project 2025 Transforming Digital Skills Across Europe	33
Additional Social Media Video Assets	34
Meet the Partners Campaign videos	35
Milestone Celebration Video: 1,000 Followers on LinkedIn	36
Event Promotion Video: Level Up at the 4th Youth Festival (Larissa, Greece)	36
Dissemination and Promotion Strategy	37
Use on the project website	37
Distribution through social media	37
Conclusions and Impact Outlook	39
Effectiveness of the Promotional Materials	39
Support to Course Uptake and Outreach	39
Next Steps and Post-Project Sustainability	40
Annexes	41
Annex I: Table of all courses and corresponding leaflet titles/links	41
Annex II: List of promotional videos, with descriptions and access links	58

List of Figures

Figure 1: General ICT Skills Leaflet Template	16
Figure 2: Data Analytics, Data Literacy and Data Driven Decisions Leaflet template.....	16
Figure 3: Artificial Intelligence (AI) Leaflet Template	17
Figure 4: Cybersecurity Leaflet Template	17
Figure 5: Cloud and Software / Programming Leaflet Template	18
Figure 6: Internet of Things (IoT) Leaflet Template	18
Figure 7: 3D printing / Engineering Leaflet Template.....	19
Figure 8: Digital Leaflets Distribution by Thematic Category	21

List of Tables

Table 1: Summary of KPIs addressed in this report	11
Table 2: Distribution of the 188 digital leaflets produced in Level Up across thematic categories	20
Table 3: Promotional Videos of the Level Up project	24
Table 4: Catalogue of Digital Leaflets Produced	41
Table 5: Catalogue of Videos produced	58

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.

Executive Summary

This deliverable presents the full portfolio of promotional materials developed to support the visibility, outreach, and learner engagement of the Level Up training programme. The project offered more than one hundred digital-skills courses across Europe, delivered by a diverse consortium of training providers. To effectively promote this wide training offer and ensure clear, accessible communication to SMEs, professionals, and jobseekers, a comprehensive suite of digital leaflets and promotional videos was produced. These materials were designed to be consistent, professional, aligned with the project's visual identity, and fully optimised for digital dissemination.

A total of **188 digital course leaflets** were developed, covering seven thematic domains: General ICT Skills, Data Analytics/Data Literacy, Artificial Intelligence, Cloud & Programming, Cybersecurity, Internet of Things, and 3D Printing/Engineering. Each leaflet followed a harmonised structure and included interactive elements such as embedded links, clear learning objectives, logistics information, and calls to action leading directly to course enrolment. The materials ensured that learners could quickly understand course value, content, and participation requirements, supporting an efficient decision-making process and contributing directly to high enrolment numbers throughout the project.

In addition to the leaflets, **eight promotional videos** were produced and disseminated across multiple channels. These included monthly course line-ups, thematic showcases, learner-testimonial videos, and an overall impact video summarising the project's achievements. Short-form videos were also created exclusively for social media, including the "Meet our Level Up Partners!" campaign and milestone celebration clips. These assets enhanced engagement, broadened the project's digital presence, and helped reach thousands of users across LinkedIn, Facebook, Instagram, and the project website.

The promotional materials were systematically integrated into the project's dissemination strategy. All course leaflets were embedded in the project website's course catalogue, while videos were shared through social media, newsletters, partner networks, and event promotions. This multi-channel approach strengthened visibility, amplified outreach efforts, and supported the project in surpassing its training participation targets.

The deliverable concludes with an assessment of the impact, effectiveness, and sustainability of the materials produced. The leaflet templates, branding guidelines, and video assets remain valuable

resources that can continue to be used by partners beyond the project's duration—contributing to long-term visibility, future training activities, and wider dissemination of digital-skills opportunities in Europe.

Annex I presents the full catalogue of digital leaflets, while Annex II provides the complete collection of videos and social-media-based promotional assets.

Introduction

Deliverable D2.4 documents the design, production and use of the promotional materials developed to showcase and support the Level Up training offer. Within the project's wider communication and dissemination activities, digital leaflets and videos have played a central role in presenting the course portfolio in a structured, attractive and accessible way to SMEs, professionals and jobseekers across Europe. By providing clear, visually coherent and interactive information for each training course, these materials have helped increase the visibility of the project, highlight its added value, and facilitate informed participation.

The promotional materials developed under this deliverable consist primarily of a comprehensive set of digital course leaflets and a series of thematic and campaign-style videos. The leaflets were created for all courses in the Level Up catalogue and were designed as interactive PDFs that combine concise descriptions, learning objectives, logistical details and direct enrolment links. The videos were produced to introduce the training offer, promote specific thematic areas or time-bound course line-ups, and showcase impact through learner testimonials and project highlights. Together, these assets form a coherent promotional toolkit that can be used across multiple channels, including the project website, social media, partner platforms, email campaigns and events.

Beyond supporting immediate course promotion, the materials described in this deliverable also contribute to the longer-term sustainability and outreach of the project's results. Their standardised structure and strong visual identity make them suitable for continued use after the formal end of the project, whether to promote recurring course editions, inspire similar initiatives, or serve as best-practice examples in the field of digital skills training. As such, this deliverable not only reports on what has been produced, but also demonstrates how a carefully designed set of promotional tools can enhance learner engagement, strengthen the project's brand, and extend the impact of its training activities over time.

The deliverable is structured to provide a comprehensive and transparent overview of the development, coordination, and use of all promotional materials. Following the introduction, a dedicated section presents the Key Performance Indicators (KPIs) associated with the production of promotional leaflets and videos, summarising the targets set in the project proposal and the actual achievements. This is followed by a detailed description of the structure, components, and design logic

behind the digital leaflets, including the templates and branding standards applied. A quantitative overview of the materials produced is provided, highlighting the distribution of over one hundred leaflets across thematic categories.

Subsequent sections present the portfolio of promotional videos, including content summaries, release dates, and dissemination channels. The deliverable then outlines how all materials were integrated into the overall dissemination strategy, covering website integration, social-media promotion, and additional outreach activities. The final section offers conclusions and reflections on the impact, effectiveness, and long-term value of the promotional materials.

The document is complemented by two annexes:

- **Annex I** provides the complete catalogue of digital course leaflets.
- **Annex II** includes the catalogue of promotional video assets and social-media-exclusive clips.

Together, these annexes provide full transparency regarding the materials produced and serve as a comprehensive reference for future use and reporting.

Key Performance Indicators (KPIs)

The development of digital promotional leaflets and videos under Level Up contributes directly to the project's dissemination-related Key Performance Indicators (KPIs). Table 1 summarises the relevant KPIs as defined in the project proposal, together with the actual values achieved and the corresponding evidence provided in this document.

Table 1: Summary of KPIs addressed in this report

KPI	Target	Achieved	Evidence	/
				Reference
Number of digital promotional leaflets for courses	At least 80 digital promotional leaflets; overall target of 100 course leaflets	188 digital promotional leaflets produced for the Level Up course portfolio, covering all thematic categories (General ICT Skills, Data Analytics/Data Literacy, Artificial Intelligence, Cloud & Programming, Cybersecurity, IoT, 3D Printing/Engineering).	Section “Development of Promotional Leaflets”; Table 1 “Distribution of the 188 digital leaflets produced in Level Up across thematic categories”; Annex I “Catalogue of Digital Course Leaflets”.	
Number of promotional videos for training courses	6 promotional videos for the training courses (one per key capacity area: Data	8 promotional videos produced, including monthly	Section “Production of Promotional Videos”; Table 2 “Promotional Videos of the Level	
	Analytics, AI, Cybersecurity, IoT, Cloud &	line-up videos, thematic		
		videos (e.g. Data Analytics/Data Literacy), learner-testimonial videos		

KPI	Target	Achieved	Evidence / Reference
	Software/Programming, 3D Printing/Engineering)	and an overall impact video. Together, these videos cover all key capacity areas and provide a richer portfolio than originally planned.	Up project"; Annex II "Catalogue of Promotional Video Assets".

The quantitative targets linked to promotional leaflets and videos have been fully achieved and exceeded. The number of digital leaflets significantly surpasses both the minimum threshold of 80 and the target of 100 course leaflets, while the production of eight promotional videos goes beyond the original requirement of six, providing broader thematic coverage and greater flexibility for dissemination and outreach activities.

Development of Promotional Leaflets

The digital leaflet was the **main promotional tool** for the Level Up training courses. Each leaflet was designed as an interactive PDF to attract and engage potential participants while ensuring a professional and recognisable presentation across more than 100 courses.

Coordination and Implementation Approach

The preparation of Deliverable 2.4 required close collaboration between the WP2 Leader and the consortium's training providers. The goal was to ensure the production of a large volume of promotional materials (over 100 digital leaflets and multiple videos) that were both consistent and tailored to each training course.

Coordination of the collection and review process

The WP2 Leader coordinated the process from start to finish. Key responsibilities included:

- **Template development:** Creation of seven customised templates (one general, six thematic) to ensure variety and thematic resonance.
- **Guidelines preparation:** Development of a detailed manual outlining structure, required content, file naming, uploading, and proofing rules.
- **Centralised repository:** Set up of a structured Google Drive directory with category-based subfolders to ensure order, version control, and easy access.
- **Review & feedback:** Collection of draft materials, checking for consistency, compliance with visual identity rules, and technical accuracy. Feedback was provided to each partner before approving final versions.
- **Support and troubleshooting:** Continuous availability to respond to partners' queries and resolve technical challenges, such as formatting, hyperlinking, or PDF conversion.

The WP2 Leader also ensured the materials followed the Level Up brand guidelines to maintain a strong and unified project identity. This covered:

- Placement of the **EU emblem, project logo, and disclaimer** in consistent locations.
- Use of **designated fonts, colour palette, and layout styles** across all templates.
- Embedding **interactive features** (hyperlinks, clickable contact info, direct enrollment links).
- Clear **naming conventions** (CategoryAbbreviation_ShortTitle_MonthYear.pdf).
- Final outputs optimised for **digital distribution** only, not for print.

Responsibilities of the training providers

Training providers were responsible for the course-specific content and for ensuring accuracy of all details. Their tasks included:

- Drafting content for their own courses (overview, objectives, detailed description, audience, logistics, trainer bio, and enrollment information).
- Proofreading and ensuring clarity, relevance, and accuracy.
- Providing high-quality trainer photos and bios.
- Uploading finalised PDFs into the correct Drive subfolder, using the naming conventions.

This collaborative workflow ensured that training providers contributed their **domain expertise**, while the WP2 Leader ensured **professional coherence and quality assurance** across all outputs.

Structure and common content elements

All digital leaflets followed a clear and standardised five- to six-page structure, which ensured consistency across the consortium and made it easy for potential participants to quickly find the most relevant information. The uniform structure also supported comparability among courses, while still allowing slight flexibility (e.g., inclusion of trainer details only where applicable).

- **Course Title & Training Provider:** The opening page included the official course title, designed to be both accurate and attractive to potential participants. Abbreviations were used only when universally understood (e.g., AI for Artificial Intelligence). The full official name of the training provider was always included, written consistently across all leaflets to maintain professionalism and brand coherence.

- **Course Summary:** A concise course overview (two to three sentences) was provided to introduce the training. This was complemented by a clear statement of course format (seminar, workshop, online module, asynchronous course, etc.), helping participants understand what to expect. Each leaflet also listed three to five learning objectives framed as measurable outcomes (e.g., “Apply basic data analytics techniques to real-world problems” rather than “Understand data analytics”), highlighting the practical value of the course.
- **Detailed Description:** The central section expanded on the course content, outlining the key modules, main techniques, and teaching methodologies used (such as case studies, group projects, quizzes, or short assessments). The target audience was clearly identified (e.g., IT professionals, SME employees, or jobseekers), and any prerequisites for participation were explicitly stated. The main topics were presented in bullet form for readability, often with short explanatory notes to underline their relevance.
- **Logistics:** This section provided all necessary organisational details in a user-friendly format. For face-to-face sessions, the venue and full address were included (often with a Google Maps link), while for online courses the specific platform was indicated, sometimes accompanied by short user guides. Dates and duration were written in clear, universally recognisable formats (e.g., “10–15 October 2024”), with explicit time-zone references for synchronous online sessions to accommodate international participants. Asynchronous courses included information on the timeframe during which materials would remain available. The cost field highlighted that courses were **offered free of charge thanks to EU funding**, while any additional costs (e.g., for optional materials) or discounts (early-bird, group rates) were made transparent.
- **Trainer Details** (optional page): Where applicable, an additional page introduced the trainer(s) delivering the course. This included the trainer’s full name, academic and professional qualifications, relevant experience, and a high-quality professional photo. Consistency was maintained across all trainer bios to ensure a uniform look and feel. For asynchronous courses, this page was treated as optional..
- **Enrollment & Contact:** The final section provided a direct “Enroll Now” button, hyperlinked to the course registration page, ensuring a seamless sign-up process. Contact details were always included, typically featuring the email address or phone number of a designated staff member at the training provider. Multiple contact options were encouraged to accommodate participant

preferences. Importantly, providers committed to ensuring timely responses to all enquiries, reinforcing the professional and user-friendly image of the project.

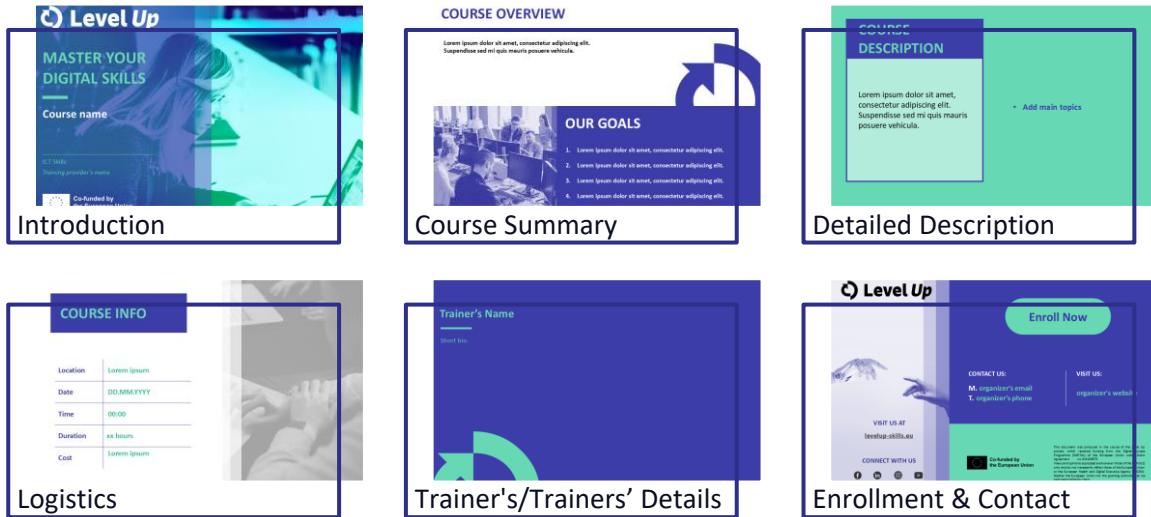


Figure 1: General ICT Skills Leaflet Template

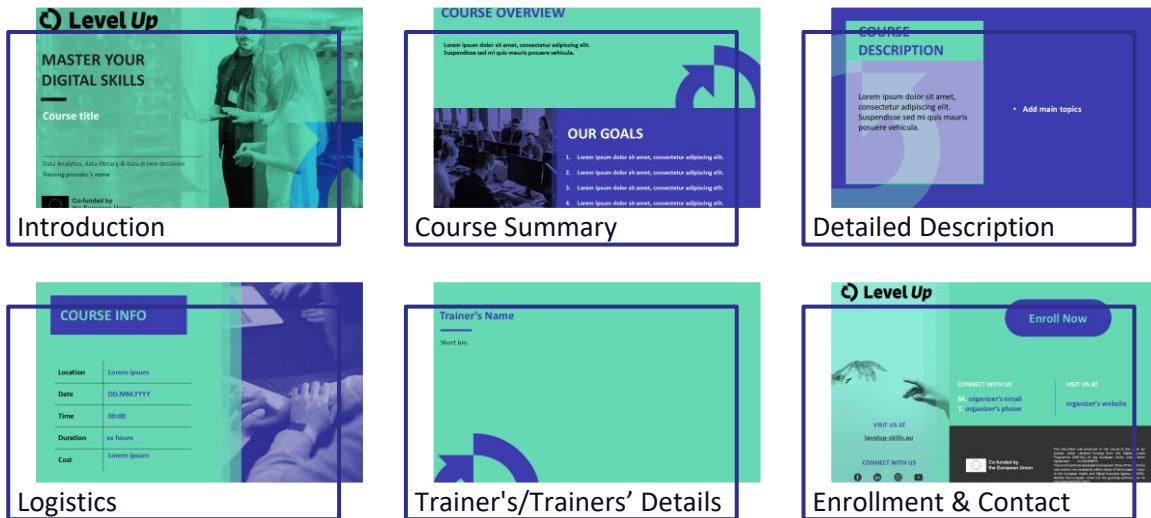


Figure 2: Data Analytics, Data Literacy and Data Driven Decisions Leaflet template

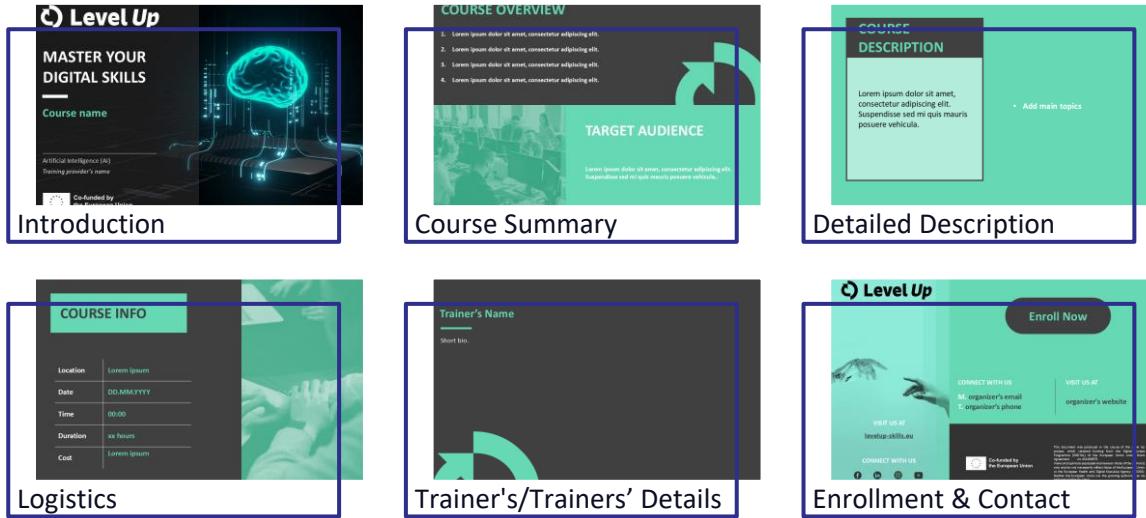


Figure 3: Artificial Intelligence (AI) Leaflet Template

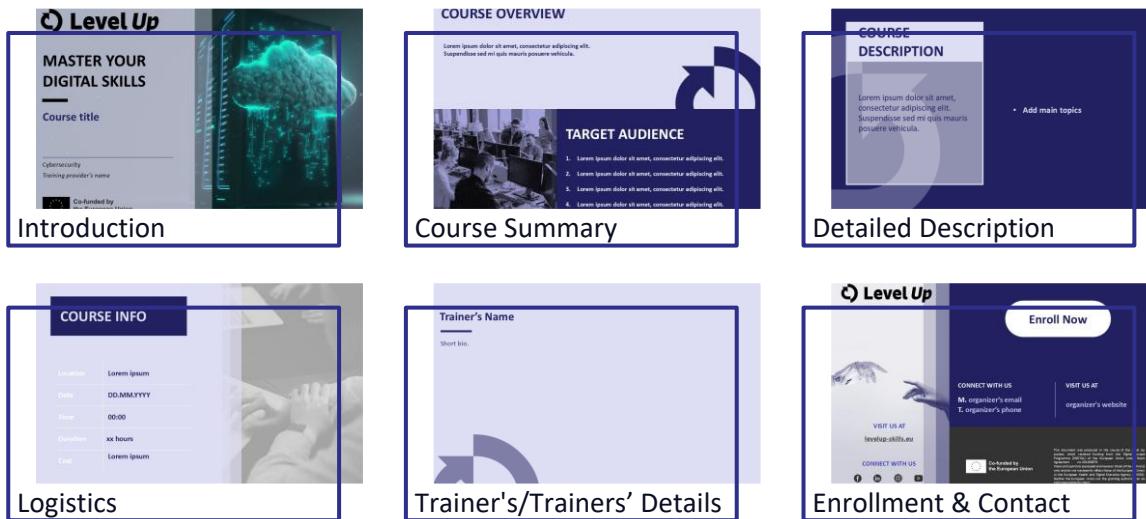


Figure 4: Cybersecurity Leaflet Template

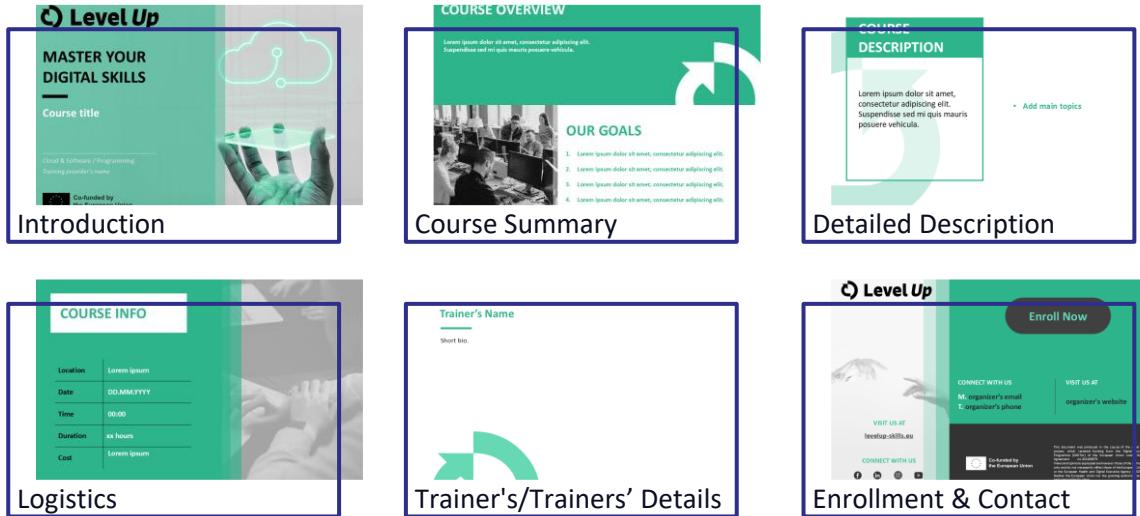


Figure 5: Cloud and Software / Programming Leaflet Template

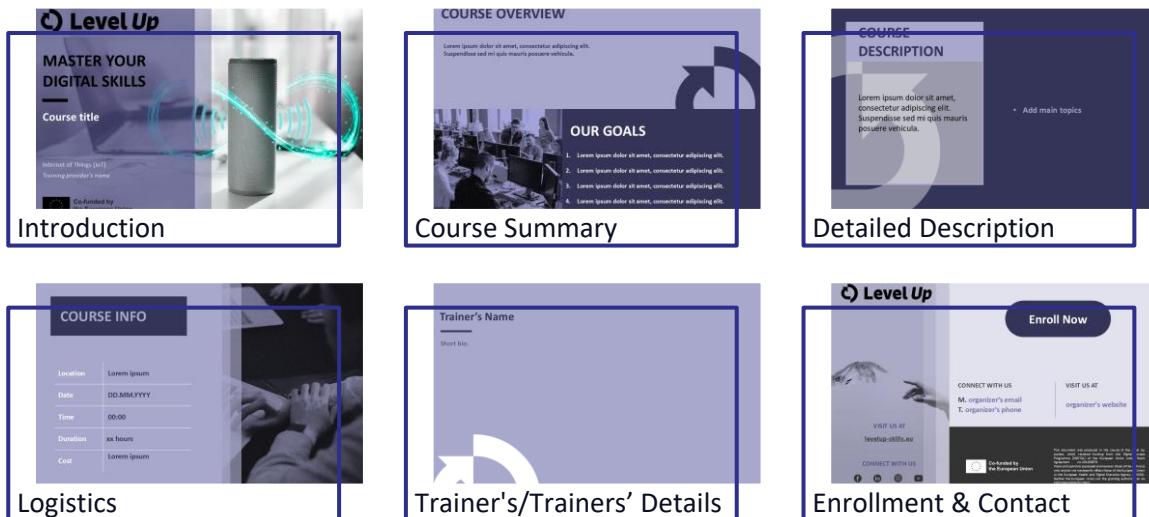


Figure 6: Internet of Things (IoT) Leaflet Template

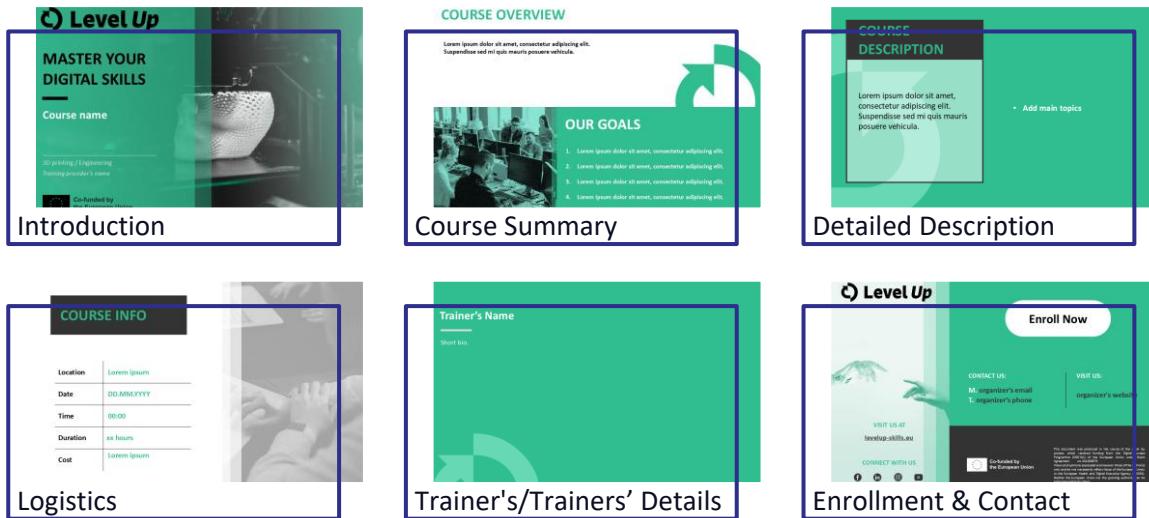


Figure 7: 3D printing / Engineering Leaflet Template

Format, Language and Branding Guidelines

All promotional leaflets were developed using a harmonised layout based on the templates prepared by the WP2 Leader, ensuring visual coherence across the entire collection. While each domain retained slight adaptations—such as tailored colour schemes or iconography—the overall design remained consistent, reinforcing the recognisability of the project's brand. The materials were produced exclusively in digital format, with embedded clickable links to facilitate direct access to enrollment pages, contacts, and supporting resources. To maximise accessibility and usability across international audiences, all leaflets were prepared in English and saved as PDF files, allowing easy sharing through email, websites, and social media channels.

Summary statistics

This section provides a quantitative overview of the digital leaflets produced within the Level Up project across all thematic categories. The final catalogue includes training offers developed by all

consortium training providers, covering both unique courses and multiple-session variants delivered throughout the project. The distribution illustrates the breadth of the training portfolio, with strong representation in Artificial Intelligence, Data Literacy, and General ICT Skills—reflecting the project’s focus on equipping SMEs and professionals with high-impact, industry-relevant digital competencies. Table 2 summarises the number of promotional leaflets produced per thematic category, based on the final consolidated list of 188 entries.

Table 2: Distribution of the 188 digital leaflets produced in Level Up across thematic categories

Thematic Category	Number of Leaflets
General ICT Skills	51
Data Analytics / Data Literacy / Data-Driven Decisions	46
Artificial Intelligence (AI)	60
Cloud & Software / Programming	17
Cybersecurity	13
Internet of Things (IoT)	1
3D Printing / Engineering	0

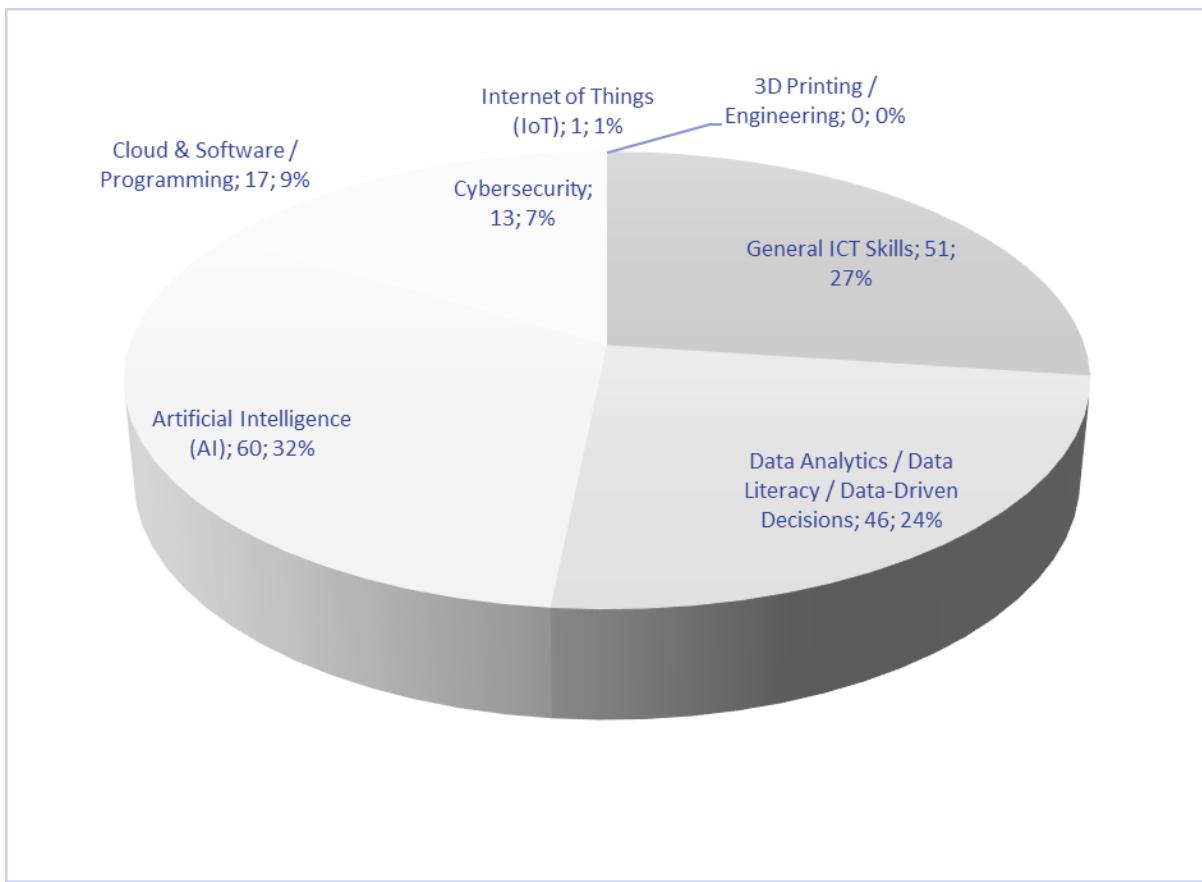


Figure 8: Digital Leaflets Distribution by Thematic Category

Note: While the project delivered **251 training courses**, fewer individual leaflets were required due to the following reasons:

- In cases where a course was delivered in multiple languages, only the English version of the leaflet was produced.
- When updated versions of a course were released, the original leaflet was maintained.
- Courses delivered across several sessions or repeated delivery cycles often used the same promotional leaflet.

Visual Identity and Design Standards

The design of the promotional materials reflects the **visual identity of the Level Up project**, ensuring professional coherence and recognisability across all outputs.

Visual elements and layout structure

The visual elements and overall layout of the digital leaflets were carefully designed to ensure clarity, usability, and a professional appearance. Each leaflet follows a uniform six-page sequence that guides the reader through the content in a logical and familiar order, making it easy for participants to navigate. To enhance interactivity, all enrollment buttons, contact details, and references were embedded as active hyperlinks, allowing users to directly access registration forms or additional resources with a single click. The layout also strikes a deliberate balance between text and visuals: structured blocks of information are complemented by icons, trainer photographs, and course-related imagery, creating materials that are both informative and visually engaging.

Use of logos, icons, font, and colour schemes

The use of logos, icons, fonts, and color schemes was standardised across all promotional materials to reinforce the Level Up brand identity and ensure professional consistency. These elements were applied systematically, providing a coherent visual language that made each leaflet easily recognisable as part of the project while still allowing thematic variation across course categories.

- **Logos:** EU emblem, HADEA disclaimer, and Level Up logo included consistently.
- **Icons and graphics:** Standardised iconography was applied for categories (e.g., padlock for cybersecurity, cloud icon for programming).
- **Fonts:** Chosen for legibility and professionalism across both digital and print screens.
- **Colours:** Palette harmonised with the project's overall branding (blue, green, and accent colours aligned with Level Up identity).

Adaptation across course leaflets for consistency and recognisability

While each domain was assigned its own tailored template, consistency was carefully maintained in the placement of logos, the structure of section titles, the font hierarchy, and the overall navigation flow. This approach ensured that, regardless of the specific course category, participants could instantly identify the materials as part of the Level Up project.

Production of Promotional Videos

This section provides a comprehensive overview of the video assets developed to support the dissemination and promotion of the Level Up project. These videos aim to enhance visibility, engage learners, and drive enrolments by showcasing our digital-skills training portfolio, success stories, expert testimonials, key milestones and course highlights. Each video is tailored for targeted distribution—via the project website, social media channels, email campaigns and partner outreach—to reinforce the project's impact and expand its reach across Europe.

Table 3 presents an overview of the promotional videos produced within the Level Up project, including their titles, release dates, durations, and view counts as of the latest update. In total, eight videos were produced, exceeding the initial target of six. All videos were promoted through the project's social media channels and have been included in the dedicated [Videos](#) section of the Level Up website. The corresponding links to the videos on YouTube and social media channels are provided in **Annex II**.

Table 3: Promotional Videos of the Level Up project

#	Video Title	Release Date	Duration	Number of YouTube Views
1	Level Up Project 2025 Transforming Digital Skills Across Europe 🚀	November 2025	1:42	99
2	Boost Your Skills with Expert-Led Courses Hear from Our Learners!	January 2025	0:41	35
3	New Month, New Skills: Discover Our September 2024 Course Lineup	September 2024	2:36	28
4	Level Up Success Stories: How Our Courses Make a Difference	July 2024	0:41	28

#	Video Title	Release Date	Duration	Number of YouTube Views
5	Level Up Boost Your Digital Skills with Free June Courses	June 2024	2:12	12
6	Level Up Data Analytics, Data Literacy and Data Drives Decisions Courses	June 2024	3:27	29
7	Level Up Free Digital Skills Courses in March	March 2024	3:35	6
8	Level Up Free digital skills courses in February 2024	February 2024	2:48	3

Level Up | Free Digital Skills Courses in February 2024



Theme / Purpose: This video serves as a short, engaging introduction to the Level Up project's free digital skills training portfolio, specifically promoting the February 2024 intake. It aims to raise awareness among professionals and job-seekers about the opportunity to upgrade their digital competencies through accessible courses.

Summary of Content: The video opens with dynamic visuals and the project branding, emphasising that the courses are **free**, industry-oriented, and targeted at upskilling for digital transformation. It highlights the range of course topics available, invites viewers to "elevate your digital skills," and encourages exploration via the project website. The final part includes a call to action: "Explore more at: <https://levelup-skills.eu/courses/>".

Hashtags used: #LevelUp #DigitalSkills #DigitalEurope.

Target Audience:

- SME employees and managers looking to enhance or refresh digital skills.

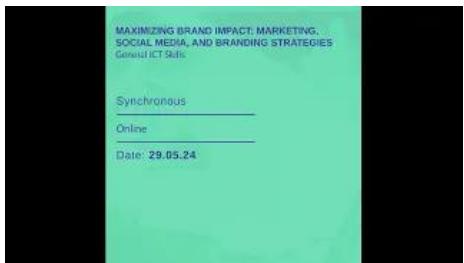
- Job-seekers and professionals aiming to reskill in digital domains.
- Training providers and dissemination partners to promote the course offering.

Usage / Distribution:

The video is intended to be embedded in the Level Up project website's "Courses" section, shared on social media channels (LinkedIn, Twitter, Facebook) and included in email campaigns to partner networks and SMEs. It will help boost engagement and direct traffic to the course landing pages.

Access Link: [Watch The Video On YouTube](#)

Level Up | Free Digital Skills Courses in March



Theme / Purpose: This video addresses the challenges professionals face in keeping up with rapid technological change and emphasises how the project removes common barriers—cost and time—for digital upskilling. It promotes the free courses offered under the project and invites

viewers to explore and take action.

Summary of Content: The video opens by recognising concerns about high training costs and time commitments. It then presents the project's offering: fully funded digital skills courses by European experts, flexible and designed for busy professionals. The message emphasises that the courses are free thanks to EU funding via the project. A clear call to action follows: "Visit Level Up Courses now: <https://levelup-skills.eu/courses/>".

Hashtags include #DigitalSkills #LevelUp #DigitalEurope #ICTSkills.

Target Audience:

- Professionals in SMEs who feel pressured by fast tech changes.
- Individuals wanting to upskill but hindered by cost or time.
- Training providers and partners who can help promote the programme to their networks.

Usage / Distribution: The video is designed for embedding on the project website, sharing on social media (LinkedIn, Twitter, Facebook), email campaigns, partner newsletters, and any dissemination channel aimed at driving enrolments.

Access Link: [Watch The Video On YouTube](#)

Level Up | Data Analytics, Data Literacy and Data-Driven Decisions Courses



actionable insights.

Theme / Purpose: This video promotes the suite of courses focused on data analytics, data literacy and using data to drive decisions. It emphasises how participants can master modern tools and techniques—analytics, visualization, Python, SQL—and thereby transform raw data into

Summary of Content: The video opens with a dynamic call to action: “Master Data Analytics with Our Latest Courses! ” It highlights the course content scope: decoding Meta’s marketing analytics, excelling in data reporting and presentation, diving into Python essentials and SQL databases, creating compelling visuals with Power BI and Tableau, and managing social media with Canva. Whether someone is a beginner or wishes to refine their existing skills, the courses promise to empower them to turn data into insights. The video then provides the link to the course page <https://levelup-skills.eu/courses/data-analytics-data-literacy-data-driven-decisions/>.

Hashtags include #DigitalEurope #LevelUp #FreeCourses #DataAnalytics #DataVisualization #DataLiteracy #DecisionMaking.

Target Audience:

- Professionals who need to build or strengthen skills in data analytics and decision-making within SMEs.
- Job-seekers or employees wishing to upskill in data-related domains (analytics, visualization, Python/SQL).

- Stakeholders and partners who promote data-driven upskilling in their networks.

Usage / Distribution: The video is designed for embedding on the project website (specifically the data analytics courses page), sharing on social media (LinkedIn, Twitter, Facebook) to attract interest in the data analytics suite, inclusion in email newsletters targeted at SMEs and training networks, and partner channels that focus on digital skills for data.

Access Link: [Watch The Video On YouTube](#)

Level Up | Boost Your Digital Skills with Free June Courses



Theme / Purpose: This video promotes the wide range of digital skills courses available during June 2024 under the Level Up project. It highlights how learners can elevate their competencies in areas such as UI/UX design, cybersecurity, artificial intelligence, data science, and e-commerce—all offered free of charge thanks to EU funding.

Summary of Content: The video begins with a strong motivational message: “Elevate Your Digital Skills with Our Free Courses!” It presents an overview of the month’s diverse training offerings, covering Adobe XD for UI/UX design, AR/VR applications in training, Instagram and Canva for digital marketing, cybersecurity essentials, AI and machine learning with Python, WooCommerce for e-commerce, Notion for project management, and Power Automate for business process optimisation. The content emphasises that the courses are suitable for both beginners and advanced learners. The video closes with a clear call to action: “Learn more and enroll today: <https://levelup-skills.eu/courses/>”.

Hashtags used are #DigitalSkills #LevelUp #DigitalEurope #FreeCourses #Cybersecurity #AI #ICTSkills.

Target Audience:

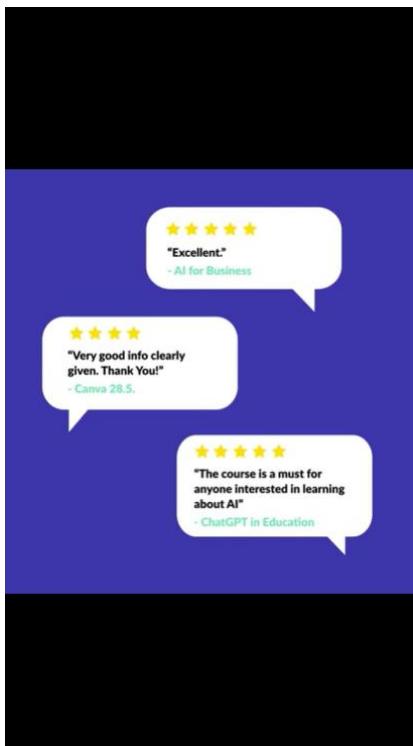
- SME professionals seeking practical digital skills for their daily operations.
- Individuals wishing to enhance or diversify their digital competencies.

- Employees, job-seekers, entrepreneurs, and freelancers interested in UI/UX, cybersecurity, AI, data science, e-commerce, and process automation.
- Partner organisations and stakeholders involved in promoting digital upskilling.

Usage / Distribution: This video is intended for use across the project website, social media platforms (LinkedIn, Facebook, Twitter), newsletters, partner networks, and email campaigns. Its broad range of topics makes it an excellent promotional asset for attracting diverse audiences and increasing course enrolments.

Access Link: [Watch The Video On YouTube](#)

Level Up | Success Stories: How Our Courses Make a Difference



Theme / Purpose: This video highlights real learner experiences and showcases the tangible impact of Level Up courses on professional development. It focuses on participant feedback to demonstrate how the training content supports upskilling in practical, career-relevant areas.

Summary of Content: The video presents a series of success stories from individuals who completed Level Up training courses. It features positive testimonials emphasising the clarity of presentations, the quality of content, and the usefulness of the practical exercises. Examples include AI for Business, Excel for Data Reporting, digital tools for productivity, and data analysis—illustrating the diverse domains covered by the project. The narrative reinforces how the courses empower learners with valuable digital skills that contribute to their personal and

professional growth. The video concludes with a call to action encouraging viewers to explore the full catalogue at <https://levelup-skills.eu/courses/> and to like, comment, and subscribe for more updates.

Hashtags include #digitaleurope #levelup #digitalskills #ictskills #freecourses.

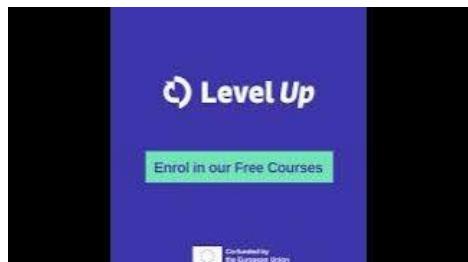
Target Audience:

- Potential learners considering joining a Level Up course.
- SME employees, job-seekers, and professionals looking for credible, impactful training opportunities.
- Stakeholders and partners seeking evidence of the project's real-world impact.
- General public interested in learner feedback and outcomes.

Usage / Distribution: This video is intended for use in dissemination activities, social media promotion, newsletters, presentations, and the project website. It is well-suited for showcasing qualitative impact and learner satisfaction, and can be used to boost credibility and encourage further enrollments.

Access Link: [Watch The Video On YouTube](#)

New Month, New Skills: Discover Our September 2024 Course Lineup



modern digital workflows.

Theme / Purpose: This video showcases the full range of digital skills courses available in September 2024. It aims to inspire learners to take advantage of the project's free, flexible training opportunities, highlighting the breadth of topics and the immediate relevance of these courses to

Summary of Content: The video opens with an inviting message: "Unlock your digital potential with our expansive lineup of online courses this September," setting a motivational tone. It highlights key themes and training topics, such as strengthening social media presence, integrating AI tools into business operations, mastering website creation with Wix, and advancing programming skills in Java and Python. The video also mentions specialised training in Meta's marketing tools and advanced applications of ChatGPT. The emphasis is on practical, applicable skills tailored to help individuals excel in an increasingly digital environment. The video concludes with a clear call to action: "Enroll and

explore the full list of courses here: <https://levelup-skills.eu/courses/>,” reinforcing urgency and accessibility.

Hashtags used include #DigitalSkills #LevelUp #DigitalEurope #ICTSkills.

Target Audience:

- Individuals seeking to expand or update their digital skillset.
- SME employees, entrepreneurs, and professionals looking to integrate AI and digital tools into their work.
- Job-seekers aiming to boost employability through programming, web design, and social media marketing skills.
- Partners and stakeholder networks promoting digital transformation.

Usage / Distribution: The video is suitable for distribution through the Level Up website, social media channels, newsletters, and partner outreach activities. Its strong month-specific messaging makes it ideal for campaign-based promotion and targeted dissemination during course enrollment periods.

Access Link: [Watch The Video On YouTube](#)

Boost Your Skills with Expert-Led Courses | Hear from Our Learners!



Theme / Purpose: This video amplifies the learner perspective, showcasing authentic testimonials and feedback from participants who have benefited from Level Up's expert-led digital skills courses. Its purpose is to highlight the practical value, accessibility, and impact of the project's training portfolio.

Summary of Content: The video introduces the value proposition of the Level Up courses—practical, engaging, and relevant to professionals across all industries. It features a series of learner quotes that illustrate the effectiveness and clarity of the training:

- “Clear explanations and real-life examples made it so easy to follow.”
- “I discovered tools and techniques I didn’t even know existed!”
- “The practical insights were immediately applicable to my work!”

These testimonials underline the high-quality teaching and immediate applicability of the acquired skills. The video ends with a strong call to action, encouraging viewers to explore the full course catalogue at <https://levelup-skills.eu/courses/> and to subscribe for future updates.

Hashtags include #LevelUp #DigitalSkills #DigitalEU #EUFunded.

Target Audience:

- Individuals seeking credible, expert-led digital skills courses.
- SME employees, job-seekers, entrepreneurs, and professionals needing practical upskilling.

- Stakeholder networks promoting evidence-based training offers.
- Partners and dissemination channels that highlight learner satisfaction and impact.

Usage / Distribution: The video is suitable for use in promotional campaigns, on the Level Up website, and across all social media platforms. It is also a strong asset for demonstrating qualitative impact during presentations, final events, reporting periods, and stakeholder outreach.

Access Link: [Watch The Video On YouTube](#)

Level Up Project 2025 | Transforming Digital Skills Across Europe



Theme / Purpose: This video serves as a high-level showcase of the overall impact, scope, and achievements of the Level Up project. It highlights how the project has transformed digital skills development across Europe and contributed to upskilling thousands of individuals and supporting SMEs throughout the project's duration.

Summary of Content: The video opens with the central question: “How do we empower 15,000+ learners, 4,000 SMEs, and millions of Europeans to thrive in the digital age?” It then presents the mission of the Level Up project and summarises its accomplishments—boosting digital skills, supporting businesses, and shaping the future European workforce through accessible, high-quality training. Key figures are highlighted visually:

- **15,000+ participants trained**
- **4,000 SMEs supported**
- **200+ courses delivered**
- **1M+ people reached**

The video reflects on training programmes, outreach activities, and the overall impact achieved during the EU-funded initiative. It concludes with a call to action directing viewers to the project website and encourages them to follow the project on LinkedIn.

Target Audience:

- Policy makers and EU stakeholders interested in digital skills development.
- Training providers, business associations, and SME representatives.
- Current and future learners seeking an overview of the project's impact.
- General public interested in the results of EU-funded initiatives.

Usage / Distribution: This is an impact-focused video designed to be used during final events, dissemination activities, reporting tasks, and public outreach. It is suitable for embedding on the project website, sharing on social media channels, including in newsletters, and using during presentations to demonstrate the reach and effectiveness of the project.

Access Link: [Watch The Video On YouTube](#)

Additional Social Media Video Assets

In addition to the eight promotional videos formally listed in Table 1, several shorter video assets were developed specifically for the project's social media channels (LinkedIn, Facebook, Instagram). These videos were designed to increase engagement, highlight consortium partners, celebrate key milestones, and promote participation in project-related events. While not embedded on the project website and YouTube channel, they contributed significantly to the project's online visibility and outreach across Europe.

Meet the Partners Campaign videos



A series of eight short-form videos titled “Meet our Level Up Partners!” was created and published across all project social media accounts. Each video introduced two partner organisations, including a short description of their role, national context, and expertise. The campaign aimed to increase visibility of the consortium’s diversity, expertise and collaborative strength. The eight videos covered the following partner pairs:

- **GrantXpert Training** (Coordinator - solo introduction)
- **JOIST & STHEV**
- **CSC (Finland) & CITEA (Cyprus)**
- **Workearly (Greece) & NCCI (Cyprus)**
- **European University Cyprus (EUC) & HDHC (Hungary)**
- **IVSZ (Hungary) & Robocoast (Finland)**
- **RIGP (Poland) & StackFuel (Germany)**
- **Berlin Partner for Economics and Technology (Germany)** (Associated Partner - solo introduction)

These videos received strong engagement due to their short, visually appealing format and the inclusion of partner branding, logos, and links to their main stakeholder networks.

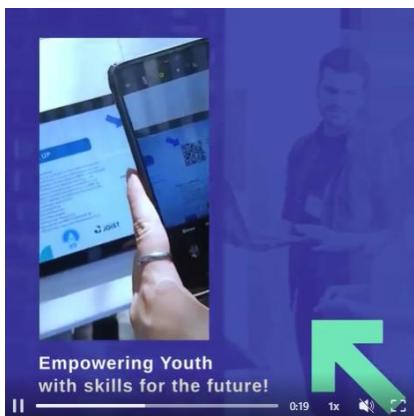
Milestone Celebration Video: 1,000 Followers on LinkedIn



A dedicated video was produced to celebrate reaching **1,000 followers** on the project's LinkedIn account.

Published exclusively on LinkedIn, this short clip thanked the community, highlighted the project's scale (100+ courses, 7 training providers, 3,000 SMEs), and encouraged continued engagement. The video helped strengthen community building and audience retention.

Event Promotion Video: Level Up at the 4th Youth Festival (Larissa, Greece)



Another social media-exclusive video showcased the presence of the Level Up project at the **4th Youth Festival in Larissa** (27 September 2024).

The video featured on-site footage from the city centre, highlighting interactions with young participants, presentation of Level Up courses, and engagement activities.

It served to promote visibility of the project among younger audiences and reinforce the connection to local innovation

events.

Dissemination and Promotion Strategy

The promotional materials developed under Task 2.4 – digital leaflets and videos – were systematically integrated into the project’s wider dissemination and promotion strategy. Their use was aligned with the project’s communication objectives, targeting both SMEs and individual learners, and supporting visibility, outreach, and course uptake throughout the project’s lifetime.

Use on the project website

The project website served as the central hub for all promotional materials. Each training course listed in the *Courses* section was accompanied by a dedicated landing page, which included:

- a short course description and key details (dates, format, language, target audience);
- a “Learn more” link or button leading to the corresponding digital leaflet in PDF format;
- an “Enrol now” button linking directly to the registration form or platform.

This integration ensured that visitors could move seamlessly from general information to detailed course content and, ultimately, to enrolment. The thematic structure of the website (ICT Skills, Data Analytics/Data Literacy, AI, Cybersecurity, Cloud & Programming, IoT, etc.) mirrored the leaflet categories, making navigation intuitive and supporting cross-promotion of related courses.

Promotional videos were also embedded in relevant sections of the website (see [link](#)), while general campaign videos were placed in the *News* feed.

Distribution through social media

Social media channels played a key role in amplifying the reach of the leaflets and videos. The project’s LinkedIn account, along with other social media channels used by partners, was systematically leveraged to:

- announce new courses and upcoming sessions using visuals derived from the leaflet templates;

- share direct links to course landing pages and digital leaflets;
- promote the monthly and thematic video campaigns (e.g. February and March 2024 course videos, data analytics video, June and September line-up videos);
- highlight learner testimonials and success stories through dedicated video posts.

The “Meet our Level Up Partners!” campaign and the milestone video celebrating 1,000 LinkedIn followers further showcased the consortium, strengthened community engagement, and reinforced the project’s brand identity. Short clips and social-media-specific videos were optimised for quick viewing and sharing, helping to attract new audiences and drive traffic back to the website and course catalogue.

Conclusions and Impact Outlook

The development of more than one hundred digital leaflets and multiple promotional videos represents a significant achievement within the Level Up project's dissemination and communication activities. The coordinated effort between all training providers resulted in a comprehensive, visually coherent, and user-friendly suite of promotional materials that effectively supported outreach, course visibility, and participant engagement across Europe.

Effectiveness of the Promotional Materials

The digital leaflets proved highly effective as the core promotional asset for the project's training offer. Their standardised structure and consistent visual identity ensured that learners could quickly understand key information across courses, regardless of provider or thematic category. The use of interactive PDF formats, embedded links, and professional design elements strengthened the materials' appeal and usability.

Similarly, the promotional videos enhanced the project's digital presence, enabling dynamic storytelling and greater visibility on social media platforms. The combination of monthly course announcements, thematic videos, learner testimonials, and impact-focused summaries created a varied and engaging multimedia portfolio that contributed to increased traffic to course landing pages and improved audience retention across dissemination channels.

Support to Course Uptake and Outreach

The promotional materials played a central role in raising awareness about the Level Up training opportunities among SMEs, jobseekers, and professionals. The clear learning objectives, structured course descriptions, and direct enrolment links in the leaflets facilitated quick decision-making for potential participants.

At the same time, videos helped humanise and contextualise the training offer—showcasing real learner experiences, monthly highlights, and thematic insights. This dual approach strengthened trust

in the project's training quality, encouraged registrations, and supported the project in surpassing its outreach and participation targets.

The materials were also widely repurposed by partners across newsletters, social media posts, email campaigns, and event presentations, multiplying their reach and ensuring consistent messaging across different countries and stakeholder communities.

Next Steps and Post-Project Sustainability

Although Deliverable 2.4 marks the completion of the promotional material development phase, the outputs produced remain valuable assets for continued dissemination beyond the official project duration. To support long-term sustainability, the following actions are recommended:

- **Continued hosting and accessibility:** Ensure that the digital leaflets and videos remain available on the project website or a successor platform after project closure, allowing stakeholders and learners to continue accessing the training offer and related information.
- **Updates and reusability:** Training providers may continue to use the templates and branding guidelines to update or expand their own training materials beyond Level Up, contributing to the legacy and further visibility of the project.
- **Integration into future initiatives:** The promotional materials can serve as reference assets or best-practice examples in future EU-funded projects focused on digital skills, upskilling, or SME capacity-building.

Deliverable 2.4 has made a substantial contribution to the project's broader objectives by presenting Level Up's diverse training portfolio in a compelling and accessible manner. The materials produced have supported the project in achieving high levels of engagement and uptake, and they will continue to provide value as part of the project's long-term dissemination and sustainability strategy.

Annexes

Annex I: Table of all courses and corresponding leaflet titles/links

Table 4: Catalogue of Digital Leaflets Produced

Course Title	Training Provider	Leaflet Link
ICT Skills		
1 Introduction to ERP	Workearly	Link
2 Notion AI: Wikis, Projects & CRM	Workearly	Link
3 API Literacy for Business	Workearly	Link
4 Mastering PowerPoint with AI tools	Workearly	Link
5 WooCommerce Essentials: Launch Your Own Online Store <i>Asynchronous version</i>	JOIST Innovation Park	Link
6 Optimize Workflow with Canva: Enhance Efficiency, Collaboration, and Design in Project Management	JOIST Innovation Park	Link
7 Mastering Project Management with Notion	JOIST Innovation Park	Link
8 Future-Ready Design: Adobe XD for Aspiring UI/UX Designers	JOIST Innovation Park	Link

Course Title	Training Provider	Leaflet Link	
9	Wellbeing at Work Through Technology	Robocoast	Link
10	Development through Games – Benefit and Fun	Robocoast	Link
11	Pinterest Ads Masterclass – Grow & Go Global with Pinterest	Robocoast	Link
12	Σειρά διαδικτυακών μαθημάτων στις τελευταίες Ψηφιακές Τάσεις και Δεξιότητες: Wix: Δημιουργησε ιστοσελίδες χωρίς γνώσεις προγραμματισμού	GrantXpert Consulting	Link
13	Σειρά διαδικτυακών μαθημάτων στις τελευταίες Ψηφιακές Τάσεις και Δεξιότητες: TikTok: Μάθε πώς να δημιουργείς εντυπωσιακά βίντεο	GrantXpert Consulting	Link
14	Experimental Techniques in Systems Biology	European University Cyprus	Link
15	Grow and Go Global with Pinterest!	Robocoast	Link
16	Power Automate: Automation and Optimisation of Business Processes	JOIST Innovation Park	Link
17	Introduction to Object Orientation using C++	European University Cyprus	Link
18	Introduction to Bioinformatics and Computational Biology	European University Cyprus	Link

Course Title	Training Provider	Leaflet Link	
19	Digital Marketing and Creative Tools Series: How to create engaging content with Canva and other tools?	GrantXpert Consulting	Link
20	Maximize Your Business's Free Search Visibility	Robocoast	Link
21	Optimize Your LinkedIn: The Secrets of Social Selling	Robocoast	Link
22	Optimize Your LinkedIn: The Secrets of Social Selling ONLINE	Robocoast	Link
23	Towards a More Sustainable Future - a Head Start with Responsible ICT	Robocoast	Link
24	From LinkedIn Skeptic to Million-Euro User	Robocoast	Link
25	Mastering Virtual Events: Effective Use and Management of Zoom	Robocoast	Link
26	Digital Marketing Tools for SME's - Create and Manage Meta Accounts	Robocoast	Link
27	Digital Marketing and Creative Tools Series: How to build a stunning website for your SME with Wix?	GrantXpert Consulting	Link
28	Digital Marketing and Creative Tools Series: How to grow your SME with viral TikTok strategies?	GrantXpert Consulting	Link

Course Title	Training Provider	Leaflet Link	
29	WooCommerce Essentials: Launch Your Own Online Store <i>21.06.2024 session</i>	JOIST Innovation Park	Link
30	Digital Marketing Tools – Instagram <i>13.06.2024 session</i>	Robocoast	Link
31	How can I utilize AR & VR in my virtual training <i>12.06.2024 session</i>	Robocoast	Link
32	Digital Marketing Tools - Canva Videos	Robocoast	Link
33	Digital Marketing Tools – Instagram <i>11.06.2024 session</i>	Robocoast	Link
34	How can I utilize AR & VR in my virtual training <i>06.06.2024 session</i>	Robocoast	Link
35	Digital Marketing Tools – Instagram <i>03.06.2024 session</i>	Robocoast	Link
36	Maximizing Brand Impact: Marketing, Social Media, and Branding Strategies	GrantXpert Consulting	Link
37	How do I create a motivational virtual meeting for my staff? <i>28.05.2024 session</i>	Robocoast	Link
38	Digital Marketing Tools – Canva <i>28.05.2024 session</i>	Robocoast	Link
39	Digital Marketing Tools – Canva <i>23.05.2024 session</i>	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
40	How do I create a motivational virtual meeting for my staff? <i>22.05.2024 session</i>	Robocoast	Link
41	Digital Marketing Tools – Canva <i>22.05.2024 session</i>	Robocoast	Link
42	Advanced ICT skills for Career Advancement	European University Cyprus	Link
43	Junior Business Analyst Bootcamp <i>2024</i>	European University Cyprus	Link
44	Digital Efficiency for SMEs	GrantXpert Consulting	Link
45	Essential Digital Currency Skills: Accounting and Auditing of Crypto Assets	GrantXpert Consulting	Link
46	Compliance for Crypto Assets	GrantXpert Consulting	Link
47	Google tools to run your business more efficiently	GrantXpert Consulting	Link
48	Introduction to Blockchain Technology	GrantXpert Consulting	Link
49	Simple Digital Tools for Businesspeople and Start-ups	GrantXpert Consulting	Link
50	Junior Business Analyst Bootcamp <i>2023</i>	European University Cyprus	Link
51	Personalised Nutritional Plan through DNA Analysis	European University Cyprus	Link

Course Title	Training Provider	Leaflet Link
Data Analytics, Data Literacy And Data Driven Decisions		
52 AI and Data Literacy Level 1	Stackfuel GmbH	Link
53 Excel for Marketing Analytics: Campaign ROI, Attribution & Budget Pacing	Workearly	Link
54 SQL for Product & Event Analytics: Funnels, Cohorts & Retention	Workearly	Link
55 Analytics for Project Management	Workearly	Link
56 SEO Fundamentals	Workearly	Link
57 Excel for HR Analytics: Headcount, Attrition & Capacity Planning	Workearly	Link
58 Excel for Sales Compensation: Quotas, Territories & Incentives	Workearly	Link
59 VBA	Workearly	Link
60 Python in Excel	Workearly	Link
61 Supply Chain Analytics	Workearly	Link
62 Time Series Analysis with Python	Stackfuel GmbH	Link
63 Data Visualisation with Python	Stackfuel GmbH	Link
64 Excel Basics	Stackfuel GmbH	Link
65 Quickstart Tutorial – Data Visualization with Power BI	Stackfuel GmbH	Link

Course Title	Training Provider	Leaflet Link	
66	Introduction to Time Series Analysis and Visualization in Excel	JOIST Innovation Park	Link
67	Excel for Data Reporting	JOIST Innovation Park	Link
68	Excel for Data Visualization and Presentation	JOIST Innovation Park	Link
69	Social Media Management for SMEs: a practical approach with Canva	Centro Per Lo Sviluppo Creativo Danilo Dolci	Link
70	Introduction to Microcontrollers through Arduino	Centro Per Lo Sviluppo Creativo Danilo Dolci	Link
71	Visualizing Categories	Stackfuel GmbH	Link
72	Structured Data	Stackfuel GmbH	Link
73	Preparing a presentation	Stackfuel GmbH	Link
74	Advanced Excel tools for management reporting and data analysis	GrantXpert Consulting	Link
75	Analyse the Future: Data and Artificial Intelligence in Business Development	GrantXpert Consulting	Link
76	Making Sustainability Visible – Data and Tools for Sustainable Business	Robocoast	Link
77	Making Sustainability Visible – Data and Tools for Sustainable Business PRIVATE EVENT IN KEUKE	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
78	Αναλύστε το Μέλλον: Δεδομένα και Τεχνητή Νοημοσύνη στην Επιχειρηματική Ανάπτυξη	GrantXpert Consulting	Link
79	Python Essentials	DIGIAN (Workearly)	Link
80	Excel	DIGIAN (Workearly)	Link
81	Databases - SQL	DIGIAN (Workearly)	Link
82	Tableau	DIGIAN (Workearly)	Link
83	Power BI	DIGIAN (Workearly)	Link
84	Training series: Getting Control of SMEs Financial Data with the Help of Power BI 4/4	Robocoast	Link
85	Training series: Getting Control of SMEs Financial Data with the Help of Power BI 3/4	Robocoast	Link
86	Training series: Getting Control of SMEs Financial Data with the Help of Power BI 2/4	Robocoast	Link
87	Training series: Getting Control of SMEs Financial Data with the Help of Power BI 1/4	Robocoast	Link
88	Some marketing - How to interpret meta's data analytics in marketing	Robocoast	Link
89	Some marketing - How to create an effective some ad	Robocoast	Link
90	Prepare and visualize data with Pandas	Stackfuel GmbH	Link

Course Title		Training Provider	Leaflet Link
91	Introduction to Data Analysis for SMEs	European University Cyprus	Link
92	Open data in marketing	Robocoast	Link
93	Community Impact Wheel how to collect Data and Lead with it	Robocoast	Link
94	Power BI Essentials: Unlock the Pipeline	Workearly	Link
95	Learn Python with NBA: Become the League's Analyst	Workearly	Link
96	Learn Python with F1: Engineer the Winning Strategy	Workearly	Link
97	Digital Marketing Analytics: Prove ROI Under Pressure	Workearly	Link
Artificial Intelligence (Ai)			
98	Machine Learning Overview	Stackfuel GmbH	Link
99	Bildverarbeitung: Farbsegmentierung mit K-means Clustering <i>Asynchronous course</i>	Stackfuel GmbH	Link
100	Prompt Engineering for Work: ChatGPT & Prompt Patterns	Workearly	Link
101	Vibe coding fundamentals from prompt to your first web app	Workearly	Link

Course Title	Training Provider	Leaflet Link	
102	Use of Artificial Intelligence for rapid reporting and automation of management processes	Centro Per Lo Sviluppo Creativo Danilo Dolci	Link
103	ChatGPT for Digital Excellence: From Basics to Advanced Applications	JOIST Innovation Park	Link
104	ChatGPT & Co: The Basics of Generative AI	Stackfuel GmbH	Link
105	Σειρά διαδικτυακών μαθημάτων στις τελευταίες Ψηφιακές Τάσεις και Δεξιότητες: Τεχνητή Νοημοσύνη: Ανάπτυξη τις δεξιότητές σου για τη σωστή χρήση της	GrantXpert Consulting	Link
106	Automating Business Processes with the assistance of AI tools	Workearly	Link
107	Lead Qualification with AI using FlowXO	Workearly	Link
108	AI in Finance	Workearly	Link
109	AI in Project Management	Workearly	Link
110	AI in Marketing	Workearly	Link
111	Introduction to Machine Learning	Stackfuel GmbH	Link
112	Mastering Scholar GPT for Research Excellence	JOIST Innovation Park	Link
113	SME's AI: Midjourney	Robocoast	Link
114	SME's AI: Prompts and new AI tools <i>Session 15.05.2025</i>	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
115	SME's AI: Prompts and new AI tools <i>Session 16.01.2025</i>	Robocoast	Link
116	SME's AI: Prompts and new AI tools <i>Session 20.03.2025</i>	Robocoast	Link
117	Next Level AI in B2B Sales: Introduction for Workshops	Robocoast	Link
118	Next Level AI in B2B Sales: Small Group Workshop, Group 1 <i>Session 12.03.2025</i>	Robocoast	Link
119	Next Level AI in B2B Sales: Small Group Workshop, Group 1 <i>Session 19.03.2025</i>	Robocoast	Link
120	AI in Education	European University Cyprus	Link
121	AI Mindset	European University Cyprus	Link
122	The Superpowers of AI for Event Planning – From Idea to Execution in No Time	Robocoast	Link
123	Benefits of AI in B2B Sales	Robocoast	Link
124	The Superpowers of AI for Event Planning – From Idea to Execution in No Time - TOUR IN Satakunta - KOKEMÄKI	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
125	The Superpowers of AI for Event Planning – From Idea to Execution in No Time - TOUR IN SATAKUNTA - ULVILA	Robocoast	Link
126	The Superpowers of AI for Event Planning – From Idea to Execution in No Time - TOUR IN SATAKUNTA - EURA	Robocoast	Link
127	Understanding and Leading the Legal AI Revolution	GrantXpert Consulting	Link
128	Harnessing the power of Gemini for Google Workspace to drive your business forward	GrantXpert Consulting	Link
129	SME's AI: Integrating Tools for an Efficient Workflow KEUKE PRIVATE EVENT	Robocoast	Link
130	SME's AI: Basics, Prompts, and Practical Applications	Robocoast	Link
131	SME's AI: Integrating Tools for an Efficient Workflow Prompt and Bots 2/2 - Workpower PRIVATE EVENT	Robocoast	Link
132	Digital Marketing and Creative Tools Series: How to use AI tools to market your products and services?	GrantXpert Consulting	Link
133	SME's AI: Integrating Tools for an Efficient Workflow	Robocoast	Link

Course Title		Training Provider	Leaflet Link
134	SME'S AI: Basics, prompts and applications in practice	Robocoast	Link
135	AI assistant to support entrepreneurs	Robocoast	Link
136	Benefits of AI in B2B Sales: Introduction	Robocoast	Link
137	Build your own ai assistant – training for the visually impaired	Robocoast	Link
138	SME's AI: Integrating Tools for an Efficient Workflow Prompts and bots 1/2 Workpower PRIVATE EVENT	Robocoast	Link
139	SME's AI: Integrating Tools for an Efficient Workflow Workpower PRIVATE EVENT	Robocoast	Link
140	SME's AI: Basics, Prompts, and Practical Applications	Robocoast	Link
141	Exploring Data Science and AI in Analytics with Python	JOIST Innovation Park	Link
142	Bildverarbeitung: Farbsegmentierung mit K-means Clustering <i>Synchronous course</i>	Stackfuel GmbH	Link
143	AI: Basics, prompts and applications in practice 05.06.2024	Robocoast	Link
144	AI: Basics, prompts and applications in practice 04.06.2024	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
145	AI: Basics, prompts and applications in practice	Robocoast	Link
30.05.2024			
146	Artificial Intelligence in Businesses	European University Cyprus	Link
147	Advanced AI Techniques with GPT-4 (part 2)	Robocoast	Link
148	Advanced AI Techniques with GPT-4 (part 1)	Robocoast	Link
149	ChatGPT in Education	GrantXpert Consulting	Link
29.11.2023			
150	Unleash Your Creativity with AI	Robocoast	Link
151	ChatGPT in Education	GrantXpert Consulting	Link
22.11.2023			
152	Introduction to AI in Epidemiology: Improving	European University	Link
Infection Prevention and Control	Cyprus		
153	AI & Data Ethics	Workearly	Link
154	AI Applications in Data Science	Workearly	Link
155	AI for HR	Workearly	Link
156	AI Critical Thinking	European University	Link
Cyprus			
157	Boosting your research with Generative AI	European University	Link
Cyprus			

Course Title	Training Provider	Leaflet Link
Internet Of Things (IoT)		
158 Prototype your tech idea using Microcontrollers	GrantXpert Consulting	Link
Cloud And Software/ Programming		
159 Cloud Computing Basics	Workearly	Link
160 Manipulating objects with Python	Workearly	Link
161 Introduction to Tensorflow	Workearly	Link
162 Moving from Javascript to Typescript	Workearly	Link
163 Email Marketing with Mailchimp: Segments & Automations	Workearly	Link
164 No-Code Automation with Make	Workearly	Link
165 Git & GitHub Essentials: Version Control for Everyone	Workearly	Link
166 Introduction to Selenium	Workearly	Link
167 Introduction to programming using Java	European University Cyprus	Link
168 Python Quickstart	Stackfuel GmbH	Link
169 Language models in the coder's toolbox 07.06.2024	Robocoast	Link
170 Language models in the coder's toolbox 26.04.2024	Robocoast	Link

Course Title		Training Provider	Leaflet Link
171	Language models in the coder's toolbox 19.04.2024	Robocoast	Link
172	Language models in the coder's toolbox 15.04.2024	Robocoast	Link
173	LLM - Driven Development for Machine Learning	European University Cyprus	Link
174	Introduction to Programming using C++	European University Cyprus	Link
175	Introduction to Object Orientation using Java	European University Cyprus	Link
Cybersecurity			
176	Practical Cybersecurity Compliance for SMEs	JOIST Innovation Park	Link
177	Cyber Hygiene	JOIST Innovation Park	Link
178	SME's Cybersecurity - Building an Easily Defensible Environment	Robocoast	Link
179	SME's Cybersecurity - Mapping and Understanding Your Digital Environment	Robocoast	Link
180	SME's Cybersecurity - Deep Diving	Robocoast	Link
181	SME's Cybersecurity - Basic Concepts of Cybersecurity and Business Risk Assessment	Robocoast	Link

Course Title	Training Provider	Leaflet Link	
182	SME's Cybersecurity - Deep Diving KEUKE PRIVATE EVENT	Robocoast	Link
183	The Importance of Cybersecurity for SMEs	Robocoast	Link
184	Cyber security of companies <i>Session 12.06.2024</i>	Robocoast	Link
185	SMB cybersecurity - What should I do if my business is attacked?	Robocoast	Link
186	Cyber security of companies in the City of Kokemäki	Robocoast	Link
187	CyberSafe	European University Cyprus	Link
188	Cybersecurity Fundamentals	European University Cyprus	Link

Annex II: List of promotional videos, with descriptions and access links

Table 5: Catalogue of Videos produced

Video Title	Description	Access Link	
1	Level Up Project 2025 Transforming Digital Skills Across Europe 	High-level project impact video summarising achievements: 15,000+ learners trained, 4,000 SMEs supported, 200+ courses delivered, and 1M+ people reached.	YouTube LinkedIn Instagram Facebook
2	Boost Your Skills with Expert-Led Courses Hear from Our Learners!	Learner-focused promotional video featuring testimonial quotes from participants. Emphasises expert-led training and the practical benefits of the Level Up courses.	YouTube LinkedIn Instagram Facebook
3	New Month, New Skills: Discover Our September 2024 Course Lineup	Overview of the September 2024 course offering, covering social media, AI tools, web design, and programming. Encourages learners to enrol and expand their digital skills.	YouTube LinkedIn Instagram Facebook
4	Level Up Success Stories: How Our Courses Make a Difference	Testimonial-based video featuring learner feedback and real experiences. Highlights clarity, practicality, and immediate applicability of the training content.	YouTube LinkedIn Instagram Facebook

Video Title	Description	Access Link
5	Level Up Boost Your Digital Skills with Free June Courses	Monthly promotion presenting the June 2024 lineup, including UI/UX, cybersecurity, AI, data science, e-commerce, and process automation courses. Emphasises accessibility and variety.
6	Level Up Data Analytics, Data Literacy and Data Drives Decisions Courses	Focused video showcasing data-related courses, including analytics, data literacy, Python, SQL, and visualisation tools. Highlights practical skills for data-driven decision-making.
7	Level Up Free Digital Skills Courses in March	Promotional video addressing common barriers to digital training, emphasising that the courses are fully funded and flexible. Encourages professionals to enrol and explore the Level Up course catalogue.
8	Level Up Free digital skills courses in February 2024	Short promotional video presenting the free digital skills courses available in February 2024. Highlights industry-oriented content, learner opportunities, and a direct call to action to explore the courses on the Level Up website.

Video Title	Description	Access Link			
9	<i>Meet the Partners – GrantXpert</i>	Short introduction to the Level Up Coordinator.	LinkedIn	Instagram	Facebook
10	<i>Meet the Partners – JOIST & STHEV</i>	Short introduction of partners JOIST (training provider) and STHEV (business association)	LinkedIn	Instagram	Facebook
11	<i>Meet the Partners – CSC & CITEA</i>	Short introduction of partners CSC (training provider) and CITEA (business association)	LinkedIn	Instagram	Facebook
12	<i>Meet the Partners – Workearly & NCCI</i>	Short introduction of partners Workearly (training provider) and NCCI (business association)	LinkedIn	Instagram	Facebook
13	<i>Meet the Partners – EUC & HDHC</i>	Short introduction of partners EUC (training provider) and HDHC (business association)	LinkedIn	Instagram	Facebook
14	<i>Meet the Partners – IVSZ & Robocoast</i>	Short introduction of partners Robocoast (training provider) and IVSZ (business association)	LinkedIn	Instagram	Facebook
15	<i>Meet the Partners – RIGP & StackFuel</i>	Short introduction of partners Stackfuel (training provider) and RIGP (business association)	LinkedIn	Instagram	Facebook

Video Title	Description	Access Link	
16	<i>Meet the Partners – Berlin Partner of Economics and Technology GmbH</i>	Introduction of the Berlin partner (associated partner).	LinkedIn Instagram Facebook
17	1,000 Followers Celebration Video	Celebrates milestone achievement on LinkedIn.	LinkedIn
18	Level Up at the 4th Youth Festival (Larissa)	Event promotion video featuring youth engagement.	LinkedIn Instagram Facebook

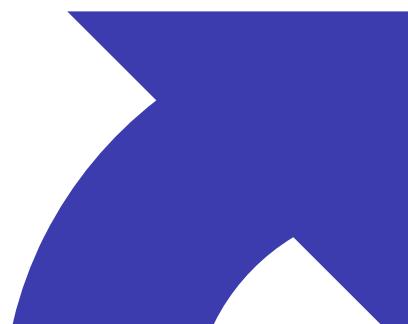
Coordinator

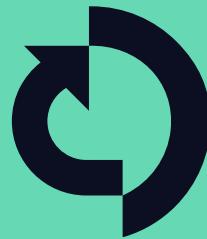


Partners



Associated Partner





Level Up

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