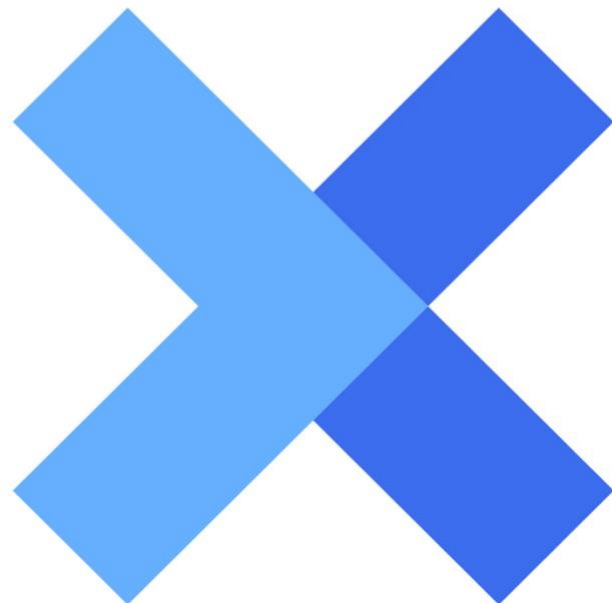


# D4.5 Impact Audit



Co-funded by the  
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of the European Union





## About VALEU-X

VALEU-X supports the internationalization of Albanian universities by introducing Virtual Blended Mobility as an internationalization at home instrument. VALEU-X is co-funded by the Erasmus+ programme of the European Union during the period January 2020-January 2022.

## Members of the Consortium

- Technische Universitaet Dresden (TUD), Germany (coordinator)
- International School for Social and Business Studies (ISSBS), Slovenia
- Mediterranean Universities Union (UNIMED), Italy
- European University of Tirana (UET), Albania
- Epoka University (EPOKA), Albania
- University of Shkodra (USHK), Albania
- "FAN S. NOLI" University of Korca (UNIKO), Albania
- University of Elbasan (UNIEL), Albania
- Aleksander Moisiu University of Durrës (AMU), Albania

## More at

[www.valeu-x.eu](http://www.valeu-x.eu)



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<b>Abstract (for dissemination)</b>	The deliverable provides a recap of the dissemination strategy and tools adopted by the project and an overview on the impact of the dissemination activities undertaken in terms of outreach to and engagement of relevant stakeholders and target groups.



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# 1. Background and Introduction

VALEU-X offers HEIs in the partner country Albania a chance to explore, implement, and disseminate Internationalisation at Home practices to increase their students' and staff exposure to a European and international academic, economic, and societal context. A comprehensive capacity building programme has been developed and implemented to facilitate intensive know-how transfer between the consortium members to address the problems of limited physical academic mobility, limited international perspective in university teaching modules, gap between learning outcomes and job market needs, and ineffective use of ICT in formal higher education in Albanian HEIs.

VALEU-X aims to:

- Introduce and promote learner-centered teaching and learning methodologies: Social collaborative learning approaches are proposed based on constructivist and connectivist learning methodologies to encourage learners' interaction and active knowledge construction for a long-lasting learning impact (Jonassen, 1996). Well-constructed project-based learning activities will be implemented to facilitate.
- Modernise teaching practices in Albanian HEIs with innovative technologies: Virtual Collaborative Learning (VCL) arrangements are proposed as an effective mean to improve students' professional competence, team competence, media competence, and intercultural awareness.
- Augment internationalisation at home with "Virtual Mobility": Modern ICT-based international academic exchange approaches are proposed to overcome limited physical academic mobility between Albanian and European HEIs and provide Albanian students and academic staff with an international experience at their home university using affordable flexible technologies (Tawileh, 2016).

The specific objectives of VALEU-X are defined as follows:

1. Enhance Qualification of academic staff at Albanian HEIs on modern pedagogical and didactical methodologies for innovative virtual teaching and learning settings.
2. Support Albanian HEIs in adopting and implementing effective ICT-based internationalisation at home activities and integrate Albanian HEIs in a global network for "Virtual Mobility".
3. Enhance Qualification of administrative staff at Albanian HEIs on adopting and recognising Virtual/Blended Mobility as part of their institutional internationalisation strategy.

In this report, we provide information on:

- The dissemination approach and strategy of VALEU-X
- The main dissemination tools and the visual identity of VALEU-X (their look, features and structure)
- The impact of dissemination measured through web site and social media analytics and level of engagement and participation in events.



## 2. Dissemination strategy

In line with the approach described in D.4.1, the dissemination in VALUE-x developed around the following tasks:

T4.1: Drawing up of dissemination & Exploitation strategy

T4.2: Preparing a Vision and Mission Statement

T4.3: Implementing a multimedia and paper dissemination strategy

T4.4: Implementing an event strategy

T4.5: Identification of long-term beneficiaries and other target groups for future exploitation

T4.6: Organisation of a final plenary workshop with decision makers

The main principles of the VALUE-X dissemination policy have been:

- availability: key messages and outcomes of the project available and accessible for the target groups;
- relevance: key messages and outcomes relevant and customised to different target groups;
- closeness and involvement: end-users as integral part of the Project dissemination activities through their continuous needs analysis and feedback;
- sustainability: long term impact of project outcomes to promote results beyond the end of the project.

Dissemination activities have developed across three main strands:

- **Communication and Visibility strand** - Dissemination for awareness on the project aimed at ensuring that the project outcomes are visible and are known during and beyond the end of the project. The target group is the public that does not need in-depth knowledge about the project. Specific dissemination media, conferences, newsletters or widely read journals have been used as tools to reach target groups and to ensure transparency of EU expenditure. This was done by giving visibility to the main activities carried out in the framework of the project, by publishing all the news and information on the project website and partners' institutional websites and newsletters, by distributing gadgets and animating debates on social media and joining conversations on the project topics
- **Stakeholders' engagement and networking strand** - aimed at involving other higher education institutions in Albania and in the Western Balkan region to join and engage in VALEU-X activities. The main source of information for these target groups have been the website of the project, the Expert Forums, project-related seminars, conferences, and mailing.
- **Sustainability strand** – in this case dissemination was aimed at ensuring continuous promotion of the project outcomes within the six Albanian universities who have joined this project with the objective for them to integrate the results of the project into their educational practices, policy and capacity-building activities for staff members, ensuring another avenue for continued sustainability of the results. This was done



through Expert forums, training events, meetings with stakeholders, regular presentations at conferences, academic publications, news, and newsletters.

Table 1 below summarises the dissemination strategy adopted for the outreach to the main target groups of the project. Clearly, the pillars of dissemination have been the web site and social media (for information and awareness raising) and events (for engagement, networking and sustainability).

Table 1: VALEU-X Dissemination strategy overview

Target group	Definition	Benefits of its interest	Dissemination strategy
General society	EU and Albanian community, its part interested in learning innovation and virtual exchanges, its part interested in transparency of EU expenditure	The opportunity to be informed on developing new learning pathways and engage in internationalisation at home processes; opportunity to be informed about EU public spending use and its transparency.	Media, conferences, news articles, widely read journals to present the outcomes.
EU and Albanian HEIs	Students Teaching staff Administrative staff Leaders of HE institutions in Albania Press offices (as intermediators)	The opportunity to enable the implementation of internationalisation at home activities. The opportunity to improve the competences of their staff members. The opportunity to share practice with community of institutions working towards virtual/blended mobility. The opportunity to adopt and recognise virtual/blended mobility as part of their institutional internationalisation strategy. The opportunity to exchange with others forward-thinking institutions gain first-mover advantage in a rapidly evolving field.	Expert Forums, on-line conferences, training events, mailing lists.
Multipliers	Organisations, institutions, networks, interested communities being or potentially being active in HE area and learning innovation	The opportunity to be a part of changing study processes and get involved into further study pathways development processes.	Expert Forums, one-one meeting with stakeholders, academic papers, conference appearance, website, social media, news articles.

In the next sections, we are going to provide information on: the visual identity of the project, the tools and strategies adopted for dissemination and the impact of dissemination in terms of outreach to the target groups of VALEU-X and relevant stakeholders' engagement.



## Measuring dissemination impact

### Mapping

Since the project started, a mapping exercise was conducted to properly address the project target groups and relevant stakeholders. The results of the mapping are presented in tables 2 and 3 below. Table 2 provides an overview of the key target groups identifying means of communication for the outreach and indicators to measure effectiveness. As evident from the table below, the main target group of the project is the population of HEIs including students as well as teaching and administrative staff. It also identifies in the last three lines key stakeholders to be engaged: Leaders of HEIs Albanian institutions, international research communities in the field of virtual mobility, open and online learning and Albanian educational stakeholders.

Table 2: VALEU-X target group mapping

Target Group	Means of Communication to Reach These Target Groups	Indicators to measure the effectiveness of the means of communication
Students	Webinars, website, brochure, social media Local events and workshops by the Albanian partners	Webinars participants, website traffic, social media reach N of participants to the local workshops
Teaching staff	Webinars, website, brochure, social media Institutional mailings Local events and workshops by the Albanian partners	Webinars participants, website traffic, social media reach N of recipients N of participants to the local workshops
Administrative staff	Website, brochure, social media, Institutional mailings	Webinars participants, website traffic, social media reach N of recipients
Leaders of HE institutions in Albania	Targeted communication by the project team	100% of leaders of partner universities fully supportive
International researchers' communities in the field of virtual exchange, virtual mobility, open and online learning	Scientific papers published Presentations in international conferences Webinars, website, brochure, social media	At least 5 papers published A least 8 presentations in international conferences Webinars participants, website traffic, social media reach
Educational stakeholders in Albania	Networking, mailings by the project team	N of relevant stakeholders fully engaged At least 100 registered participants to the project events





	<p>Targeted communication on project strategy and achievement</p> <p>Tailored invitation to key project events</p>	
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Table 3 below lists the stakeholders identified, contacted and engaged by the project to enhance project sustainability and exploitation by means of dissemination, awareness raising and outreach.

Table 3: VALEU-X stakeholders' mapping

Organisation	How can they contribute to the project / what do we want to get out of the collaboration	Stakeholder category *	Area of influence National / Regional (Balkans) / International
Coimbra Group	Outreach to their members Politically support internationalisation at home	HE Networks	International
EUA - European University Association	Outreach to their members Politically support internationalisation at home	HE Networks	International
UNICollaboration	Outreach to their members	HE Networks	International
Sharing Perspective Foundation	Outreach to their members	Educational Community	International
ESN - European Student Network	Outreach to their members	HE Networks	International
UNICA - Network of Universities from the Capitals of Europe	Outreach to their members about VX through their events and news	HE Networks	International
IAU - International Association of Universities	Outreach to their members about VX through their events and news	HE Networks	International
EDEN - European Distance and eLearning Network	Outreach to their members about VX through their events and news	HE Networks	International
National Erasmus Office Albania	Disseminate Project Results, Attend Final Conference	HE Networks	National
EU Delegation in Albania	Disseminate Project Results, Attend Final Conference	International Organisations	International



VTECH Erasmus+ Project	Disseminate Project Results, Attend Final Conference	HE Networks	International
Group for Democracy and Integration	Outreach to their members	Educational Community	National
RYCO	Outreach to their members	International Organisations	Regional (Western Balkans)
UNOPS	Outreach to their members	International Organisations	International
Alumni and Career Office	Outreach alumni and mobility feedback	HE Networks	National
Curricula Office	Disseminate Project Results to decision-taking bodies	Educational Community	Local
EMUNI - Euro-Mediterranean University, Slovenia	Outreach to their members Disseminate Project Results to decision-taking bodies	HE Networks	International
Ministry of Education and Sport	Disseminate Project Results to decision-taking bodies		National
Universum College, Kosovo	Disseminate the project results with the Universum staff and look for opportunities in developing similar logics idea so to create synergy with VALEU-X	Higher Education Institution	Regional (Western Balkans)
University Sarajevo School of Science and Technology	Disseminate the project results with the Universum staff and look for opportunities in developing similar logics idea so to create synergy with VALEU-X	Higher Education Institution	Regional (Western Balkans)
Mother Teresa University, North Macedonia	Disseminate the project results with the Universum staff and look for opportunities in developing similar logics idea so to create synergy with VALEU-X	Higher Education Institution	Regional (Western Balkans)
University of Veliko Tarnovo St. Cyril and St. Methodius	Provide sustainable structure of virtual mobility after the project/ focus on internationalisation	Higher Education Institution	International



HERE - Higher Education reform experts Albania

Outreach to their members

ERASMUS PLUS EXPERTS

NATIONAL

In the coming sections, we are going to analyse the impact of the dissemination actions carried out at the level of web site and social media outreach, participation in events and level of engagement reached with key stakeholders.

## Website analytics

This section presents a report on the different website metrics throughout the project duration i.e. the period starting January 2020 up to January 2023. The following indicators are analysed in the next sections: Number of visitors, top accessed pages in terms of visits and traffic referrals.

### Number of visitors

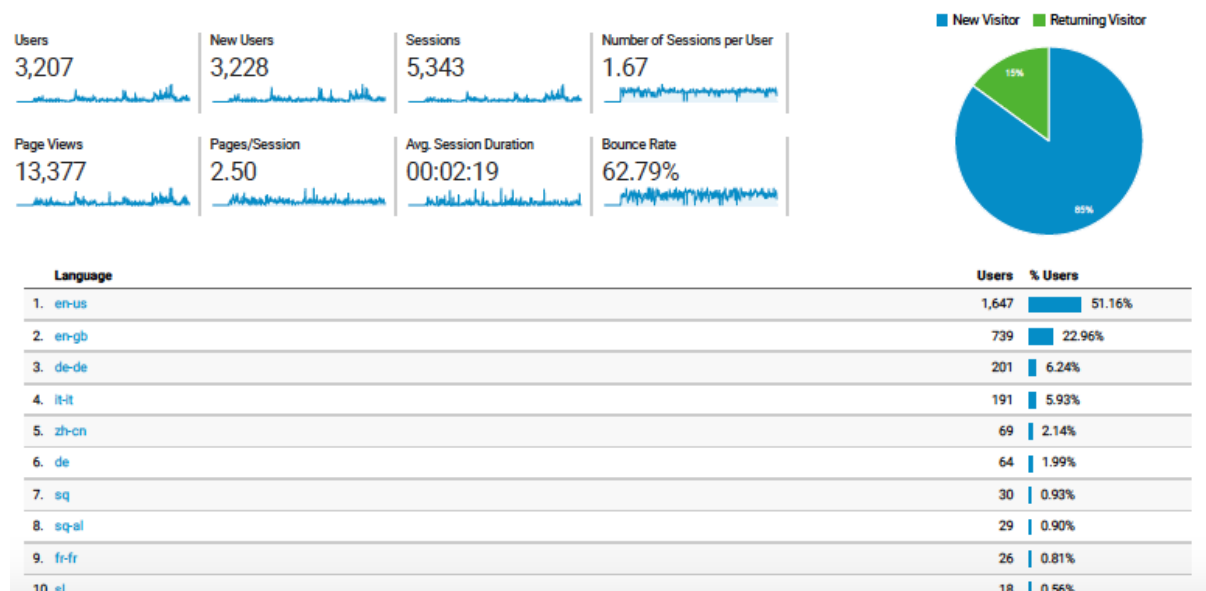


Fig. 1: Number of visitors and visits

The following figure shows the histogram of visitors/visits and highlights the moments of highest engagement.



Fig. 2: Histogram of visits and visitors



## Top accessed webpages

Page	Page Views ↓	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	13,377 % of Total: 100.00% (13,377)	10,312 % of Total: 100.00% (10,312)	00:01:32 Avg for View: 00:01:32 (0.00%)	5,343 % of Total: 100.00% (5,343)	62.79% Avg for View: 62.79% (0.00%)	39.94% Avg for View: 39.94% (0.00%)	€0.00 % of Total: 0.00% (€0.00)
1. /	3,423 (25.59%)	2,579 (25.01%)	00:01:22	2,363 (44.23%)	48.75%	43.09%	€0.00 (0.00%)
2. /virtual-balkans-virtual-collaborative-learning-in-higher-education/	941 (7.03%)	764 (7.41%)	00:02:57	579 (10.84%)	73.92%	64.51%	€0.00 (0.00%)
3. /events/	783 (5.85%)	557 (5.40%)	00:00:41	65 (1.22%)	55.38%	19.16%	€0.00 (0.00%)
4. /results/	567 (4.24%)	380 (3.69%)	00:01:04	36 (0.67%)	50.00%	16.75%	€0.00 (0.00%)
5. /blog/	550 (4.11%)	352 (3.41%)	00:01:04	41 (0.77%)	31.71%	12.55%	€0.00 (0.00%)
6. /about/	431 (3.22%)	346 (3.36%)	00:01:16	43 (0.80%)	51.16%	25.52%	€0.00 (0.00%)
7. /media-kit/	411 (3.07%)	336 (3.26%)	00:02:05	47 (0.88%)	72.34%	45.01%	€0.00 (0.00%)
8. /partners/	354 (2.65%)	249 (2.41%)	00:00:39	60 (1.12%)	56.67%	24.29%	€0.00 (0.00%)
9. /sq/	274 (2.05%)	200 (1.94%)	00:00:58	130 (2.43%)	60.77%	41.97%	€0.00 (0.00%)
10. /call-for-contribution/	269 (2.01%)	233 (2.26%)	00:03:38	112 (2.10%)	83.04%	69.89%	€0.00 (0.00%)

Fig. 3: Most visited webpages

## Traffic referrals

Another interesting aspect to consider when analysing the website performance in terms of visits and content engagement is the traffic referrals, i.e., the sites from where visitors are redirected/referred to the VALEU-X website.

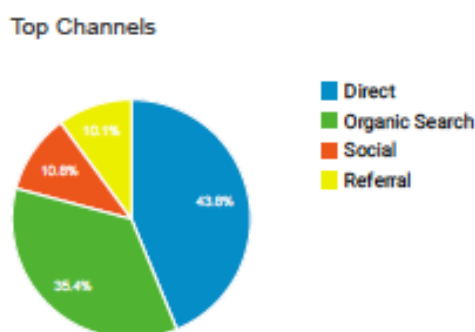


Fig. 4: Top traffic referrals to the VALEU-X website

## Social media policy and analytics

VALEU-X was promoted on social media through the following channels:

- Facebook: <https://www.facebook.com/people/Valeu-x-project/100066808686560/>
- Twitter: <https://twitter.com/valeupro>
- LinkedIn: <https://www.linkedin.com/showcase/valeu-x/?viewAsMember=true>
- YouTube: <https://www.youtube.com/channel/UCmwp0XF4yRaZJTzpxYhpkQ>
- SlideShare: <https://www.slideshare.net/VALEUXproject>



Social media were used to disseminate events and key moments in the project lifetime. In particular, Facebook, Twitter and LinkedIn worked as promotion platforms to make project achievements visible and engage potentially interest parties in joining the project activities.

Social Media channels have been created aiming at presenting the outcomes of the project and helping in spreading the project purposes and different dissemination/ promotion announcements such as the needs assessment report on Virtual Collaborative Teaching and Learning in Albania, or most recently to promote for the VALEU-X Final Conference in November 2022. Among all social media, LinkedIn has been the most successful one.

#VALEUX, #virtualmobility, and #vcl were the main hashtags used for the different posts, and other hashtags were used accordingly to fit the different content of each post, like #Balkans #highereducation #albania #Observationvisit #culturalexchange.

The VALEU-X Social Media channels grow steadily, yet different from one another. We noticed since the beginning that Twitter, despite the efforts made to make it active by following relative pages or sending different emails to partners to ask for follow back the page, tweeting or interacting with its content. was not useful, because the partners themselves, and the Albanian audience we seek was not on Twitter.

### **LinkedIn**

- Followers: 124
- Visitors/views: 30215 / 615
- Organic impressions: 9.6K

Available at: <https://www.linkedin.com/showcase/valeu-x/>

The LinkedIn showcase page was launched in November 2021. Organic followers (124) comes mainly from Higher Education (43.6%), Research Services (6.0%), and Education Administration Programs (4.3%). The engagement rate and impressions are very positive, and the page can be considered successful.

The LinkedIn page proved that it was the best Social media platform option for the project, and this is reflected in the numbers and analytics. It fits well with the targeted audience (mainly Higher Education Institutions, academia, students, faculty staff, and others). It serves for dissemination of the project outcomes, event/news promotion, news about the project, etc. Also, the platform serves in keeping in touch with the project partners, visualize their work, and events, and promote them when relevant, as well as keep engagement with our target audience.

60+ posts have been shared since the page launch. Post varies from events promotion, partners meeting, video testimonials, news sharing, achievements, and so on. For instance:

- [VALEU-X Dissemination Video](#) 12/07/2022 (Organic impressions: 459, reactions: 23)
- [VALEU-X project Final Conference of the “Virtual #Balkans. Virtual Collaborative Learning in Higher Education”](#) 12/05/2022 (Organic impressions: 625, reactions: 27)
- Live posting from the final conference ([post](#)) 30/11/2022 (Organic impressions: 2,047, reactions: 63)
- Countdown post to the final conference and registration call ([post](#)) 30/11/2022 (Organic impressions: 217, reactions: 24)



- VALEU-X partners in Rome ([post](#)) 30/11/2022 (Organic impressions: 686, reactions: 23)
- Student testimonial video ([post](#)) 29/09/2022 (Organic impressions:418, reactions: 15)
- Call for contributions ([post](#)) 16/09/2022 (Organic impressions:178, reactions: 10)
- Albania's next Unicorn winner ([post](#)) 29/07/2022 (Organic impressions:1009, reactions: 28)

More posts about different events and announcements were shared all along the year, with very positive engagement rates. In November 2022, and thanks to the VALEU-X final conference, the page gained 23 new followers.

### Twitter

- Followers: 8
- Likes: 1 to 3 likes on average
- Impressions: 418

Available here: <https://twitter.com/valeupro>

The Twitter account was created in March 2021.

The account follows 25 accounts and it has only 8 followers. Despite the efforts to make it active and visible, Twitter wasn't successful in attracting the target group for the project or even the partners. However, some of the key moments were still shared on the platform. The following are some posts shared:

- [VALEU-X Final Conference](#), 05/12/2022
- [Kicking off of the Final Conference](#), 30/11/ 2022
- [Countdown VALEU-X project final conference](#), 24/11/2022

### YouTube

- 13 subscribers: 13
- Total views: 1.358 views
- Videos: 28

Available here: <https://www.youtube.com/channel/UCmwp0XF4yRaZJTzpxYhpkQ>

The YouTube channel was created in October 2020. It was used to host the project videos, including interviews, testimonials, recordings of training and webinars, which were shared on the project website and other social media channels.

A dissemination video has been created for the project, available at: <https://www.youtube.com/watch?v=QWq0cySOEA>. To date, the video counts with 75 visualisations. Overall, the YouTube channel counts with 800+ visualisations of the videos and shorts uploaded.

## Events Engagement

VALEU-X strongly relied on the organisation of events to ensure networking and stakeholders' engagement in a perspective oriented to project sustainability beyond the contractual end. This proved to be an effective strategy, given the high participation rate and the significant



results achieved in terms of increased awareness on the project and on the opportunities offered by internationalisation at home. The following events have been **organised by the consortium** in the reporting period:

Table 4: VALEU-X events organised by the project

Title of the event	Short description	Organising partner	Date, Location and delivery mode	N. of participants
First Expert Forum	<p>Expert Forum on “Innovative Virtual Teaching and Learning”. Organised in three sessions, one for academic staff, one for students and one for Albanian experts and decision makers (including the Ministry of Education). The sessions were arranged as a free room for discussion on topics that included, among others: Virtual Collaborative Learning; Technical and didactic learning practices; e-Learning environment and spaces; Students/staff digital literacy; Digital learning tools and platforms.</p> <p>More at: <a href="https://valeu-x.eu/results/first-expert-forum/">https://valeu-x.eu/results/first-expert-forum/</a></p>	TUD	12-13/05/2020 online	147
Launch event of the E-Tutor qualifications	<p>Presentation of the training aims of the project (addressing students to become e-tutors and virtual community managers and staff of the International offices to adopt and recognize virtual mobility as an element of internationalisation at home.</p> <p>More at: <a href="https://valeu-x.eu/blog/launch-event-of-the-e-tutor-qualifications-on-april-23rd/">https://valeu-x.eu/blog/launch-event-of-the-e-tutor-qualifications-on-april-23rd/</a></p>	TUD	23/04/2021 online	36
Second Expert Forum in Durres	<p>The forum aimed at: Designing and implementing an integrated Virtual Collaborative Learning environment; Designing didactical teaching and learning materials of selected pilot VCL courses; Organizing and facilitating local undergraduate pilot VCL course delivery, Enhance the availability and ability of experts in innovative teaching and learning practices to actively attend and contribute to the experts' forum in the partner country.</p> <p>More at: <a href="https://valeu-x.eu/results/second-expert-forum/">https://valeu-x.eu/results/second-expert-forum/</a></p>	AMU	23-27/09/2021 Hybrid (in Durres and online)	51 on-site 28 online
Expert Forum III in Elbasan	<p>The event included a presentation of the results of the local Virtual Collaborative Learning at each Albanian university. Each Albanian Partner presented its own experience, underlying</p>	UNIEL	27-29/04/2022 Elbasan	27 on-site



	<p>challenges, lessons learnt, positive outcomes and more.</p> <p>More at: <a href="https://valeu-x.eu/blog/the-third-expert-forum-is-hosted-at-the-university-aleksander-xhuvani-of-elbasan-on-27-29-april-2022/">https://valeu-x.eu/blog/the-third-expert-forum-is-hosted-at-the-university-aleksander-xhuvani-of-elbasan-on-27-29-april-2022/</a></p>			
<p>Summer School and Staff Observation visit at TUD</p>	<p>Summer School with 24 online qualified e-tutors and Observation visit by 24 professors and lecturers from six Albanian partner universities who visited TUD and gained insights into current teaching and learning projects, as well as strategies in the field of Virtual Mobility and Internationalisation at home.</p> <p>More at: <a href="https://valeu-x.eu/blog/summer-school-and-staff-observation-visit-at-technische-universitat-dresden-may-2-6/">https://valeu-x.eu/blog/summer-school-and-staff-observation-visit-at-technische-universitat-dresden-may-2-6/</a></p>	TUD	<p>02-06/05/2022</p> <p>Dresden</p>	48
<p>Staff Observation visit at UNIMED</p>	<p>The observation visit provided participants with information about the functioning and activities of the UNIMED network, with a specific focus on internationalisation and internationalisation at home in higher education. The visit revolved around these objectives: <b>learn</b> about digital transformation and learning innovation initiatives implemented by some of the UNIMED members and partners; <b>share</b> participants' experiences on VCL; <b>reflect</b> on long term strategies for IaH in Albanian universities.</p> <p>More at: <a href="https://valeu-x.eu/blog/albanian-universities-visited-unimed-in-rome-for-the-staff-observation-visit/">https://valeu-x.eu/blog/albanian-universities-visited-unimed-in-rome-for-the-staff-observation-visit/</a></p>	UNIMED	<p>19-21/09/2022</p> <p>Rome</p>	30
<p>Final Conference "Virtual Balkans. Virtual Collaborative Learning in Higher Education"</p>	<p>The conference gathered management of the Higher Education Institutions (HEIs), teaching staff, students, trainees, international relations offices, managerial level of higher education in Albania and in the Western Balkan countries to discuss innovative virtual teaching and learning settings for academic staff at Albanian HEIs, ICT-based internationalisation at home, adaptation and recognising virtual/blended mobility as part of the HEIs' internationalisation strategy.</p> <p>More at: <a href="https://valeu-x.eu/virtual-balkans-virtual-collaborative-learning-in-higher-education/">https://valeu-x.eu/virtual-balkans-virtual-collaborative-learning-in-higher-education/</a></p>	UNIMED & EPOKA	<p>30/11/2022</p> <p>Hybrid (in Tirana and online)</p>	78





Consortium members promoted the project across many **relevant external events**, as detailed below:

Table 5 VALEU-X participation in external events

Title of the event	Short description	Resp. partner	Date, Location and delivery mode	N. of participants
Erasmus Days 2020	<p>An online event organised by VALEU-X in the frame of the Erasmus Days to: provide an overview on the project aims and activities; launch the report publication “Needs assessment report on Virtual Collaborative teaching and learning in Albania”; offer hands-on training on Virtual Mobility, distance teaching &amp; VCL.</p> <p>Video presentations:  <a href="https://www.youtube.com/watch?v=VRqhzLdKz90&amp;t=20s">https://www.youtube.com/watch?v=VRqhzLdKz90&amp;t=20s</a>  <a href="https://www.youtube.com/watch?v=ArXZcuUNzo4&amp;t=2s">https://www.youtube.com/watch?v=ArXZcuUNzo4&amp;t=2s</a>            More at: <a href="https://valeu-x.eu/past-events/the-valeu-x-project-on-the-occasion-of-the-erasmus-days-2020/">https://valeu-x.eu/past-events/the-valeu-x-project-on-the-occasion-of-the-erasmus-days-2020/</a></p>	EPOKA	16/10/2020 online	65
Erasmus Days 2020	<p>Erasmus Days 2020: “International Erasmus+ project challenges and learning opportunities”. Overview of the key project at ISSBS.</p> <p>More at: <a href="https://mfdps.si/erasmus-days-2020-at-issbs-two-events/">https://mfdps.si/erasmus-days-2020-at-issbs-two-events/</a></p>	ISSBS	16/10/2020 online	6
Erasmus Days 2020	VALEU-X Laboratory Inauguration	UNIEL	16/10/2020	NA
Erasmus Days 2020	Be UET, Be International, Erasmus Days 2020	UET	16/10/2020	NA
MakeLearn & TIIM 2020 conference	<p>Presentation of the project in the frame of the MakeLearn &amp; TIIM 2020 conference: “Expanding Horizons; Business, Management and Technology for Better Society”, aimed at encouraging the sharing of knowledge and offering a space for discussion between academia and businesses.</p> <p>Project dissemination within forum “Dissemination of projects and cooperation opportunities”            URL: <a href="https://youtu.be/BZRHnMsPA8k">https://youtu.be/BZRHnMsPA8k</a></p>	ISSBS & TUD	21-22/05/2020 online	260



	More at: <a href="https://valeu-x.eu/blog/valeu-x-presented-at-the-makelearn-tiim-2020-conference/">https://valeu-x.eu/blog/valeu-x-presented-at-the-makelearn-tiim-2020-conference/</a>			
PICConf 2020	<p>Presentation: “The Role of Albanian Higher Educational Institutions for Successful Integration in the European Union: Project VALEU-X” within the PICConf 2020 “Online Education without Social Distance: Challenges for Internationalisation and Culture of Peace”</p> <p>URL: <a href="https://www.youtube.com/watch?v=TsHgUXpLTTU&amp;ab_channel=ValerijDermol">https://www.youtube.com/watch?v=TsHgUXpLTTU&amp;ab_channel=ValerijDermol</a></p> <p>More at: <a href="https://valeu-x.eu/blog/project-valeu-x-was-presented-at-picconf2020/">https://valeu-x.eu/blog/project-valeu-x-was-presented-at-picconf2020/</a></p>	ISSBS & UET	23-24/10/2020 online	180
“Soft Skills of Students” Conference	<p>The VALEU-X project was presented during the final Conference of the “Soft skills of Students” project and offered a chance for an inter-project exchange in the field of capacity building &amp; strategic partnership building.</p> <p>More at: <a href="https://valeu-x.eu/blog/valeu-x-visit-soft-skills-students/">https://valeu-x.eu/blog/valeu-x-visit-soft-skills-students/</a></p>	ISSBS	14/01/2021 online	Approx . 100
Webinar by the MED2laH project	<p>Presentation of the VALEU-X during the webinar “Implementing Virtual Collaborative Learning (VCL) as an affordable inclusive Virtual Mobility instrument to overcome the social distance challenge” organised within the Capacity Building series of webinars by the MED2laH project (MEDiterranean countries: Towards Internationalisation at Home), designed to have an impact at system level and trigger reform processes at national level in Mediterranean Partner Countries.</p> <p>More at: <a href="https://valeu-x.eu/blog/valeu-x-presentation-at-the-capacity-building-webinar/">https://valeu-x.eu/blog/valeu-x-presentation-at-the-capacity-building-webinar/</a></p>	ISSBS	16/03/2021 online	Approx . 500
MakeLearn & TIIM 2021 conference	<p>Presentation of the project in the frame of the MakeLearn &amp; TIIM 2021 conference: “Economy for a New Normal: Digitalisation and Human Relations in Business and Education”, aimed at encouraging the sharing of knowledge and offering a space for discussion between academia and businesses. The project was presented within the “Project Dissemination Session and Networking”</p> <p>URL: <a href="https://youtu.be/wehc-8rLHo8">https://youtu.be/wehc-8rLHo8</a></p> <p>More at: <a href="https://valeu-x.eu/blog/valeu-x-at-the-makelearn-tiim-conference-in-e-environment-20-21-may-2021/">https://valeu-x.eu/blog/valeu-x-at-the-makelearn-tiim-conference-in-e-environment-20-21-may-2021/</a></p>	ISSBS	20-21/05/2021 online	141



Erasmus Days 2021	VALEU-X project presented by project partners in different locations in Albania and Slovenia. Details and recordings available <a href="#">here</a>	EPOKA, ISSBS, UET, UNIEL	14-16/10/2021	70 participants 516 online views
SIM 2021: 16th International Symposium in Management	Presentation of “Modernization of HE Through Collaborative Online Teaching and Learning: The Case of Albania and Jordan” (Trunk Aleš, Valerij Dermol, Nada Trunk Širca, Mattis Altmann) focused on the collaborative virtual learning environment as a methodology to promote the development of transversal skills such as communication, intercultural competencies, and problem-solving  More at: <a href="https://valeu-x.eu/blog/valeu-x-sim-2021-16th-international-symposium-in-management/">https://valeu-x.eu/blog/valeu-x-sim-2021-16th-international-symposium-in-management/</a>	ISSBS	22-23/10/2021	150
PICConf 2021	Project dissemination within the session “Project Dissemination Session and Networking Opportunities” of the PICConf 2021 “Challenges for a Global Higher Education: Digitalisation, Open Science, and Bioethics”  Video presentation: <a href="https://youtu.be/CqJunRRjPRs">https://youtu.be/CqJunRRjPRs</a>  Conference proceedings: <a href="https://picconf.net/2021/proceedings.pdf">https://picconf.net/2021/proceedings.pdf</a>	ISSBS	29-30/10/2021 online	120
DAAD Projektmarkt	Presentation of the project main achievements in the frame of the Digital Conference Erasmus+ Forum for partnerships and cooperation projects - from idea to project”, an event is intended to provide information on current and upcoming funding opportunities, provide inspiration for project ideas and support networking.  More at: <a href="https://valeu-x.eu/blog/valeu-x-daad-projektmarkt-on-november-8th-2021/">https://valeu-x.eu/blog/valeu-x-daad-projektmarkt-on-november-8th-2021/</a>	TUD	08/11/2021	NA (data were collected by DAAD)
Online Symposium International Teaching at TU Braunschweig	Overview of the VALEU-X experience during the presentation “Developing cross-locational cooperations for Virtual Collaborative Learning in practice”.  More at: <a href="https://valeu-x.eu/blog/best-practice-contribution-in-the-online-symposium-international-teaching/">https://valeu-x.eu/blog/best-practice-contribution-in-the-online-symposium-international-teaching/</a>	TUD	19/11/2021	85
International Partners Day of the	Presentation “This Is How Teaching Works Today – 2 Universities, 1 Joint Virtual Module” focused on the impact of COVID-19 on teaching and learning and how the Virtual Collaborative	TUD	21/01/2022	60



University of Gdańsk, Poland	<p>Learning (VCL) approach worked as an alternative to face-to-face learning, and the VALEU-X project from an international perspective.</p> <p>More at: <a href="https://valeu-x.eu/blog/how-teaching-works-today-vcl-concept-and-valeu-x-project-as-examples-at-the-international-partners-day/">https://valeu-x.eu/blog/how-teaching-works-today-vcl-concept-and-valeu-x-project-as-examples-at-the-international-partners-day/</a></p>			
Albanian Study Days Conference	<p>Presentation of VALEU-x aims and achievement in the frame of the Albanian Studies Days (ASD) Conference organised by European University of Tirana. The conference aims to create an environment where the ideas and experiences of Albanian and foreign researchers and specialists in relevant fields are exchanged.</p> <p>More at: <a href="https://valeu-x.eu/blog/valeu-x-presented-at-the-albanian-study-days-conference/">https://valeu-x.eu/blog/valeu-x-presented-at-the-albanian-study-days-conference/</a></p>	UET	29-30/04/2022	NA
MakeLearn & TIIM conference 2022	<p>Presentation of the project at the MakeLearn &amp; TIIM conference 2022 “Digital Transformation: The Harmonic Convergence of People, Culture, Process, and Technology in the New Normal” (<a href="https://makelearn.mfdps.si/">https://makelearn.mfdps.si/</a>) within the session “Project opportunities, dissemination and international networking”</p> <p>Video presentation: <a href="https://youtu.be/vThk-i92NG4">https://youtu.be/vThk-i92NG4</a></p> <p>Conference Proceedings <a href="https://www.toknowpress.net/ISBN/978-961-6914-29-1.pdf">https://www.toknowpress.net/ISBN/978-961-6914-29-1.pdf</a> (page 29)</p> <p>More at: <a href="https://valeu-x.eu/blog/valeu-x-at-the-makelearn-tiim-conference/">https://valeu-x.eu/blog/valeu-x-at-the-makelearn-tiim-conference/</a></p>	ISSBS	19-20/05/2022	130
Erasmus Days 2022	<p>Mobilisation of project partners to support Erasmus and to promote VALEU-X results. See activities carried out <a href="#">here</a>.</p>	UNIKO, ISSBS	13-15/10/2022	41 including academic staff & students
PICon 2022	<p>Project dissemination at the PICon 2022 “Inclusive Sustainability in Africa-Europe through Dialogue and Technology” through two sessions:</p> <p>i) a presentation in the session “Project Dissemination Session and Networking Opportunities”</p> <p>ii) participation in a discussion about virtual mobility representing the VALEU-X’s perspective</p>	ISSBS	21-22/10/2022 online	100



	Video presentation: <a href="https://youtu.be/eZp4B6E794w">https://youtu.be/eZp4B6E794w</a>  Proceedings <a href="https://www.toknowpress.net/ISBN/978-83-65020-41-3.pdf">https://www.toknowpress.net/ISBN/978-83-65020-41-3.pdf</a>  More at: <a href="https://valeu-x.eu/blog/project-valeu-x-presented-at-piconf-2022-21-22-october-2022/">https://valeu-x.eu/blog/project-valeu-x-presented-at-piconf-2022-21-22-october-2022/</a>			
National Erasmus+ Info Day	Presentation on ICM AND Virtual Exchange application, by Dr. Benita Strave within the Erasmus+ Info Day organised by the NEO in Albania		21/12/2022 online	65

## Publications

Altmann, M., Ukhova, N., Hilse, L. (2022). Lessons Learned from an International and Interdisciplinary Virtual Collaborative Learning Module with 8 Institutions from the facilitator's perspective. (paper presented at the International Conference “Virtual Balkans. Virtual Collaborative Learning in Higher Education”, and included in the Book of abstracts at [https://valeu-x.eu/wp-content/uploads/VX\\_Book-of-Abstracts-final-conference.pdf](https://valeu-x.eu/wp-content/uploads/VX_Book-of-Abstracts-final-conference.pdf))

Alushllari, G., Demaj, E. (2022). Assessing Virtual Collaborative Learning (VCL) as an Innovative Teaching and Learning Approach. A Case Application in Albania (paper presented at the International Conference “Virtual Balkans. Virtual Collaborative Learning in Higher Education”, Tirana, Albania and included in the Book of abstracts at [https://valeu-x.eu/wp-content/uploads/VX\\_Book-of-Abstracts-final-conference.pdf](https://valeu-x.eu/wp-content/uploads/VX_Book-of-Abstracts-final-conference.pdf))

Clauss, A., Altmann, M., Schoop, E. (2020). International Teamwork as Everyday Teaching Practice - Virtual Mobility Despite COVID19, ICERI2020 Proceedings, pp. 7092-7098.

Qafzezi, E. (2022). Being virtually (t)here: engaging online learners to foster collaboration in the virtual classroom, 1<sup>st</sup> International Conference Linguistic Perspectives in the light of social developments – e-learning approaches to linguistic acquisition. Conference proceedings, pp.58-72: <http://www.unkorce.edu.al/wp-content/uploads/2023/02/Proceedings-of-the-1-st-Conference-online.pdf> ISBN 978-9928-4731-4-1 (online)

Rubarth, G., Aschenbrenner, L., Salhi, M., Altmann, M. (2022). Implementation of Virtual Mobility and Internationalization at Home in Albania’s Higher Education: A Catalogue of Recommendations for Actions. (paper presented at the International Conference “Virtual Balkans. Virtual Collaborative Learning in Higher Education and included in the Book of abstracts at [https://valeu-x.eu/wp-content/uploads/VX\\_Book-of-Abstracts-final-conference.pdf](https://valeu-x.eu/wp-content/uploads/VX_Book-of-Abstracts-final-conference.pdf))

Stavre, B. (2022). Foreign language virtual mobilities. An enhancement of Higher Education Internationalisation, Opening Speech 1<sup>st</sup> International Conference Linguistic Perspectives in the light of social developments – e-learning approaches to linguistic acquisition.



Trunk, A., Dermol, S., Vladi O., Trunk Širca, N., Kasaj, A. (2020). The Role of Albanian Higher Educational Institutions for Successful Integration in the European Union: Project VALEU-X. In Online Education without Social Distance: challenges for internationalization and Culture of Peace (PICConf 2020), p. 64. Conference proceedings <https://piconf.net/2020/proceedings.pdf>

Vladi, B., Demaj, E., Stavre, B., Leka, K., Priku, M., Idrizi, A. (2020). "A Needs Assessment report on virtual collaborative teaching and learning in Albania". <https://doi.org/10.5281/zenodo.4290969>

## Peer-reviewed journal articles

Altmann, M., Langesee, L.M., Berger, V., Höflich, M.A., Materna, A. (2022). Determining Factors of International E-Tutoring" in International Journal of Management, Knowledge and Learning (IJMKL) Vol 11. DOI: <https://doi.org/10.53615/2232-5697.11.105-115>

Langesee, L.M. (2022). "Future Competencies and E-Tutor Competencies: A Chance for Higher Education Institutions to Support Their Student Staff" in International Journal of Management, Knowledge and Learning (IJMKL) Vol 11. DOI: <https://doi.org/10.53615/2232-5697.11.297-314>

## 3. Conclusions

Overall, we can say that the quantitative indicators of success set in the project application have been achieved:

- We had more than 440 participants in the events organised by the project
- We presented the project in 17 external events, reaching out to more than 2500 Stakeholders
- We published 8 papers related to VALEU-X and presented its results in 17 external events.

In general, we can say that events have ensured a much higher engagement than social media and this is in line with the nature and objectives of the project: only by means of a direct contact with the staff and governance and with the students of HEIs we were able to discuss challenges and solutions to support the digital transformation of Albanian HEIs and increase virtual mobility and learning opportunities for HE students. All target groups have been addressed and engaged, with particular reference to HE staff and students, who have actively participated in the organised events and engaged in project activities where possible and relevant. Table 6 below measures the impact of the project in terms of dissemination and outreach.

Table 6: Dissemination Impact overview

N of dissemination events organised by the Consortium in the reporting period	8
N of participants in the dissemination events organised by the Consortium	445



N of external events attended by the Consortium in the reporting period	17
N. of presentations given at external events	23
N. of participants in the dissemination events attended by the Consortium	2580+
N. of unique visits/visitors to the web site in the reporting period	2783
LinkedIn: n of followers	124
LinkedIn: n of visitors/views	615/ 30215
LinkedIn: organic impressions	9.6K
N of papers accepted (including conferences and journals)	10



## Members of the Consortium

Technische Universitaet Dresden (TUD), Germany (coordinator)  
International School for Social and Business Studies (ISSBS), Slovenia  
Mediterranean Universities Union (UNIMED), Italy  
European University of Tirana (UET), Albania  
Epoka University (EPOKA), Albania  
University of Shkodra (USHK), Albania  
"FAN S. NOLI" University of Korka (UNIKO), Albania  
University of Elbasan (UNIEL), Albania  
Aleksander Moisiu University of Durres (AMU), Albania

