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Dissemination Plan

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Eco Minds

Enhancing Environmental Data Collection through Machine Learning and Database Systems

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Identification Sheet

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Keywords	Communication, awareness-raising, dissemination, use, mainstreaming
Abstract	The Dissemination Plan provides the general framework for Eco Minds' dissemination and exploitation activities. It establishes guidelines for the approach to be followed, defines tasks to be developed and offers key dates related to the planned events and actions to ensure that the appropriate audiences are reached on a timely basis and by the most effective means.
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1. INTRODUCTION

The European Commission has urgently identified the dual challenge of making Europe greener and more digital as essential for improving the quality of life for European citizens. Technological advancements are critical to balancing economic progress with environmental sustainability, creating a virtuous cycle of further technological development. With the exponential growth in data generation, there is an increasing need for data analytics and machine learning to process and analyze this data effectively. These technologies are vital for understanding trends, constructing predictive models, and identifying solutions to both local and global challenges, including climate change and environmental sustainability.

The Eco Minds project aims to contribute to the digital and green transformation of higher education through cross-sectoral transnational cooperation and the modernization of the IT curriculum. This will be achieved by developing educators' competencies, enhancing students' skills, and creating an inclusive and accessible education through multidisciplinary courses and a blended learning model, ensuring that no one is left behind in the digital and green transformation.

The project introduces two new courses and adopts a multidisciplinary approach to curriculum development. It provides flexibility and competency-based learning, enabling lifelong learning and improving digital skills in a practical context. The use of local environmental data and a research-led learning model ensures that the project is not just technologically advanced but also socially innovative. The project materials and curricula will be freely available, promoting open and independent learning.

The project builds on the partners' previous experiences with Erasmus+ projects and other collaborations, enhancing their curricula, human resources, and international cooperation.

By engaging in transnational, multidisciplinary, and cross-sectoral cooperation, the project addresses the global nature of the IT labor market and interconnected environmental challenges. This cooperation leads to expertise exchange, best practices sharing, and the creation of a digital education ecosystem at the EU level. The project not only aligns with the Digital Education Action Plan (2021-2027) but also aims to significantly contribute to its objectives, including increasing employment, economic growth, and environmental protection through IT curriculum modernization and international collaboration, thereby underlining its impact and influence on the global IT labor



market.

Eco Minds' activities include five (5) work packages, which will be achieved during five stages of work: Research, Design, Implementation, Evaluation, and Finalization. Furthermore, the project will focus on disseminating information about the project and its results and preparing appropriate mechanisms/processes for their further exploitation.

The project is implemented by a consortium of 6 partners from 5 countries: Croatia, Italy, Ukraine, North Macedonia and Slovenia:

- ✓ Polytechnic of Šibenik (E10070906 – HR)
- ✓ LUISS Guido Carli (E10209217 - IT)
- ✓ University of Zadar (E10182730 – HR)
- ✓ National Technical University of Ukraine Igor Sikorsky Kyiv Polytechnic Institute (E10200141 - UA)
- ✓ Ss. Cyril and Methodius University in Skopje (E10207970 - MK)
- ✓ The Upper-Secondary School of Electrical and Computer Engineering and Technical Gymnasium Ljubljana (E10021842 - SI)

2.AIMS OF THE DISSEMINATION AND USE OF PROJECT'S RESULTS PLAN

The objective of the Dissemination Plan (**Plan**) is twofold:

- ✓ to disseminate the project results, lessons learned, and the experience gained to the target audiences;
- ✓ to use and maximize the project results' impact, transferring them to be integrated and actively used in systems and practices at local, regional, national, and European levels.

Dissemination (which includes information diffusion and awareness-raising) can take place from the very beginning of the project and intensify as results become available; use is a process that goes beyond the project lifespan and can happen only when it becomes possible to transfer results and lessons learned into improved practices or policies.

The **objectives** of the Plan are the following:

- ✓ To disseminate information about the project to the target groups, to show the



advantages, perspectives and development opportunities of Eco Minds and to introduce the training program developed;

- ✓ To raise awareness of Eco Minds among stakeholders and the general public regarding Eco Minds' capacity to increase students' chances of finding employment or contract work in ICT.
- ✓ To prepare for further exploitation of project results.

Therefore, the Plan is intended to ensure that the target groups will use the project results beyond the project environment. The Plan was outlined based on essential principles referring to close connections with the target groups and stakeholders, the mobilization of all the partners' national and international networks, and the use of the project website as a vital dissemination channel. Taking full benefit from the diverse experiences within the pan-European partnership, the dissemination activities will be developed step-by-step throughout the project lifetime to maximize the impact upon the target groups and guarantee continuous interaction between project partners, target groups, potential beneficiaries, and end-users.

Based on these principles, the Plan will help the partners develop well-targeted and efficient dissemination activities and prepare to exploit project results.

Consequently, the **operational purpose** of the Plan is to provide the general framework for the Eco Minds dissemination and exploitation activities, in particular, establish guidelines for the approach to be followed, define tasks to be developed and key dates related to the planned events and actions, to ensure that the appropriate audiences are reached on a timely basis and by the most effective means. More specifically, the Plan:

- ✓ Presents an integrated overview of the communication methods, mechanisms, and techniques to be adopted using the available resources within the project;
- ✓ Sets the basis for the joint understanding of the tasks and responsibilities of all partners involved;
- ✓ Defines the timetable for the different activities;
- ✓ Integrates dissemination (and exploitation) across all project Work Packages;
- ✓ Outlines further exploitation of Eco Minds results.

Project dissemination should be jointly planned and cooperatively and systematically implemented by all project partners. Therefore, the Plan is intended to be a live tool that will be enriched with



contributions from partners and the project achievements. The Guiding Principles for **internal communication** in the scope of the Dissemination Strategy are as follows:

- ✓ Communication processes must be transparent and known to all consortium partners;
- ✓ Communication must be purposeful and timely delivered;
- ✓ Communication must be open and truthful;
- ✓ Relevant information will be available on an open basis.
- ✓ Communication is a two-way process. It is not just a matter of messages being passed down from the project coordinator or WP coordinator to partners: upward and horizontal communications are equally important.

3. TARGET GROUPS

The project is designed to have more than a short-term impact on the educators and learners directly participating. The project team's vision is to contribute to the local communities of higher education institutions and members of the project consortium by activating underutilized human resources. The role of the dissemination activities is crucial for the realization of this vision as they will ensure that a large enough number of people are reached to initiate change. The target groups of the dissemination activities are connected to the target groups of the project and are as follows:

Local-level

- **Inside the partnership:** The project targets IT and aquaculture educators, including 15 professors, lecturers, postgraduate teaching assistants, and vocational secondary school teachers. These educators will participate in training and exchange of expertise, particularly a 5-day summer program focused on environmental data collection, modeling, and data analysis. Additionally, the project aims to engage 90 bachelor-level students enrolled in undergraduate programs at the five participating higher education institutions. These students will be involved in two piloted elective courses on machine learning and database design, utilizing environmental data from sea and freshwater sources. Furthermore, the project includes ten secondary vocational IT school pupils and 2 NEET (Not in Employment, Education, or Training) youth aged 18-29. This group will complete a digital seminar on machine learning, which will be accessible online for independent



learning.

- **Outside the partnership:** The project engages local businesses and industry stakeholders, particularly those in the IT and environmental sectors, by collaborating to provide real-world data for course projects and potential internships for students. Local government officials and policymakers are also targeted, involving them through dissemination events and discussions on the project's impact on local environmental policies and practices. Additionally, the project includes local community groups and NGOs focused on environmental protection, who will participate in multiplier events, raising awareness and leveraging project findings for community-based environmental initiatives. Finally, other educational institutions in the region are targeted to share best practices and educational resources developed through the project, with potential collaboration in future initiatives.

Regional, national and European level

- **Regional level:** At the regional level, the project aims to engage local businesses, particularly small and medium-sized enterprises (SMEs) in the IT and environmental sectors. These businesses will collaborate by providing real-world data for course projects and offering potential internships for students. Local government officials and policymakers will be involved through dissemination events and discussions on the project's impact on regional environmental policies and practices. Additionally, the project includes local community groups and NGOs focused on environmental protection, who will participate in multiplier events to raise awareness and leverage project findings for community-based environmental initiatives.
- **National level:** On a national scale, the project seeks to involve secondary vocational IT schools and their teachers across the country. This includes organizing meetings and presentations to inform and encourage the use of project outputs, such as the developed curricula and teaching materials. National educational institutions and adult learning centers will benefit from the open-access educational resources created by the project, promoting the use of these materials beyond the immediate project consortium. National business associations and environmental organizations will also be targeted to expand the project's reach and impact, ensuring the sustainability of its outcomes.



- **European level:** At the European level, the project aims to contribute to the digital and green transformation of higher education through cross-sectoral transnational cooperation. This includes developing new and innovative courses and a digital seminar on machine learning and database design, addressing environmental data analysis. The project will engage European higher education institutions and research networks to disseminate results widely. Through academic conferences, publications, and online platforms like the School Education Gateway and EPALE, the project will share its outputs, fostering further collaboration and adoption across Europe. Additionally, the involvement of a large IT employer, Oracle, will help disseminate the project's findings and materials through its extensive European network.

All project partners should prepare contact lists to ensure that the target audiences are efficiently reached. The first version of the contact lists shall be regularly updated and improved throughout the project's lifespan.

4. DISSEMINATION METHODS AND COMMUNICATION TOOLS

A mix of mechanisms and tools was outlined to ensure dissemination and subsequent usage towards the target groups. These mechanisms and tools were grouped as follows:

- ✓ Communication basis and institutional image;
- ✓ Communication channels;
- ✓ Dissemination and promotion materials (e.g., leaflets, press releases, newsletters, demo USBs);
- ✓ Exploitation channels and materials.

4.1. Communication basis and institutional image

To consistently communicate and disseminate the project, a visual identity shall be established to support the definition of the Eco Minds identity. This visual identity will ensure the harmonized presentation of all project-related documents and promotional materials.

4.1.1. Project logo

Three different project logos were designed and proposed by the Polytechnic of Šibenik.



Logo 1 was selected by the partners and was adopted as the official Eco Minds logo.

Figure 1: Eco Minds logo



The Eco Minds logo shall be used mandatorily in all project documents and communication materials.

4.1.2. Document templates

To ensure the consistency of the graphic image, all documents (e-documents and printed materials) will be based on a standard corporate design with the logos.

The templates for Reports (Word Document) and Presentations (PowerPoint Document) follow this document's basic layout graphic rules.

Templates will also save time and effort for the partners since no further design work will be required.

4.1.3. Recognition of Commission funding and use of Erasmus+ logo

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem. Examples of acknowledgment of EU funding and translations of the text are available at http://eacea.ec.europa.eu/abouteacea/visual-identity_en. The brand name of 'Erasmus+' shall not be translated.

Guidelines for beneficiaries on using the EU emblem in the context of EU programs are available at https://commission.europa.eu/resources-partners/european-commission-visual-identity_en.

4.2. Communication Channels

To reach out to the target audiences, Eco Minds will use various channels and cooperate with



other relevant national and international organizations and projects sharing similar objectives. The following channels will be used for communication and dissemination of the project activities and results:

- ✓ Project website;
- ✓ Media;
- ✓ Social networks
- ✓ Project events (e.g., workshops and field visits);
- ✓ Multiplier events.

4.2.1. Project Website

A project website shall be developed to be the backbone of the project's public image. The website will provide easily accessible information about Eco Minds to the target audiences and will also serve as the entrance portal to:

- Partners' websites
- Digital seminar

The website will be structured to cover the following topics:

- Home
- About project
- Results
 - WP1 - Project management
 - WP2 - Transnational project team meetings
 - WP3 - Training and exchange of expertise for educational staff
 - WP4 - Development and piloting of two bachelor's elective courses and a digital seminar
 - WP5 - Multiplier events
- News



- Partners
- Contact

Website URL: <https://www.ecominds.eu>

Partners are expected to link their websites to the project website and to provide updated information about Eco Minds on their websites along with the project life.

Table 1 summarises the required tasks and responsibilities related to implementing and subsequent regular updates of the website.

Table 1 Required tasks and responsibilities

Tasks	Responsible Partners	Deadline
Initial information about the project on partners' websites	All partners	November /2024
Website implementation and website English version	Polytechnic of Šibenik	November /2024
Link on partner's websites to the project website	All partners	November /2024
Regular maintenance and update of the Website	Polytechnic of Šibenik	November /2024 – April / 2027
Regular updates of information about the project on the partner's websites	All partners	November /2024 – April / 2027

4.2.2. Media and press contacts

All partners should establish professional, friendly relations with relevant local, regional and national media to disseminate information about Eco Minds.

The dialogue with media representatives should cover selected relevant general media and specialized media in the territories addressed by the project.

Professional and accurate information about Eco Minds should be provided, differentiating, however, between wide-ranging media (the actual contents of the project and its activities easily understandable by the general public) and specialized media (more detailed technical information).



4.2.3. Social networks

Social networks will be a relevant and straightforward distribution channel for disseminating information about the project to the appropriate target groups based on the project's YouTube and LinkedIn channels.

4.2.4. Project events

The second day of each project meeting will be devoted to dissemination activities, addressing the local/regional target audiences and relevant stakeholders, and promoting transnational networking.

The partners should organize appropriate events (e.g., project presentations, workshops, field visits) according to the specific local/regional conditions and consider the project evolution (e.g., needs analysis, training program, e-learning platform) to ensure the broad diffusion of the project activities and results.

4.2.5. Final transnational project team meeting

The final transnational meeting will be organized at the end of the project, and it is intended to be a forum:

- ✓ to present and discuss the project results with the target groups and stakeholders
- ✓ to look for opportunities to use the project results, experiences and lessons together with the target groups and stakeholders
- ✓ to consider further development perspectives.

5. USE OF PROJECT RESULTS AND EXPERIENCES

The Eco Minds website with project results will be accessible at least two years after the project's conclusion to facilitate long-lasting exploitation by potential users and ensure the sustainability of the project's results and experiences.

By the end of the project, the partners will organize meetings with policymakers, decision-makers, training organizations and possible end-users at the local/regional level, viewing to transfer outputs and experiences to a broader context beyond the partnership environment.



All partners' national and international networks will also be involved in mainstreaming efforts.

More detailed use plans per partner are presented hereafter, focusing on the following central issues:

- Activities that will be carried out in order to share the results of the Eco Minds project
- Activities and results that will be maintained after the end of the project

5.1. Polytechnic of Šibenik

Activities that will be carried out in order to share the results of the Eco Minds project

News on project results and activities will be regularly published on the Polytechnic's website and social networks. A special promotion will be organized at the scientific conference COT 2025, which the Polytechnic will organize in October 2025. The results of project activities will be published on local and national portals. Existing cooperation with local business incubators (Trokut, ABC Center) and companies will also be used to share project results.

Project team members will publish at least one scientific paper describing the project's results. Some will promote the project at various events within the Oracle Academy program. Project team members will also encourage project results at various academic events in which they participate, such as seminars and scientific conferences. They will also promote the project's results on their LinkedIn profiles.

Activities and results that will be maintained after the end of the project

The Polytechnic will contact stakeholders who express interest in the training materials and prepare more events to present the project's outputs. Furthermore, the Polytechnic will organize workshops and seminars on the themes relevant to the project.

5.2. LUISS Guido Carli

Activities that will be carried out in order to share the results of the Eco Minds project

LUISS will share the results of the project through regular updates on its website, blogs, and social media channels, ensuring the academic community and beyond are well-informed. The university will leverage academic conferences and events throughout 2025 and beyond, dedicating sessions



to present the project's findings. Collaboration with educational and training organizations will further promote the project's outcomes through workshops and presentations. The promotion efforts will extend through the LUISS alum network and professional connections, including sharing information via newsletters and special events. Engagements with the business community through local businesses, incubators, and innovation hubs will help disseminate the project's results effectively. Project team members will aim to publish scientific papers and present their findings at various conferences and seminars, utilizing platforms such as LinkedIn to reach a wider audience.

Activities and results that will be maintained after the end of the project

After the project ends, LUISS plans to organize ongoing workshops and seminars, integrate project outputs into curricula, pursue further research and collaboration opportunities, and maintain communication with all stakeholders interested in the project. This approach ensures that the project's impact continues to benefit relevant fields and communities, promoting continuous learning and innovation.

5.3. University of Zadar

Activities that will be carried out in order to share the results of the Eco Minds project

For the University of Zadar's engagement with the project, an integrated and dynamic approach will be adopted to share its results and ensure its sustainability. The university will leverage its digital platforms, including the official website, social media channels, and specialized blogs, to regularly update the academic community and the public on the project's progress and outcomes. Particular emphasis will be placed on presenting the project at educational conferences and symposiums hosted by or associated with the University of Zadar, allowing for direct engagement with scholars, students, and industry professionals.

Activities and results that will be maintained after the end of the project

Following the project's completion, the University of Zadar is committed to sustaining its impact through continuous workshops and seminars, integrating project outputs into academic curricula, and seeking further research opportunities in related domains. This ongoing engagement aims to solidify the project's legacy and encourage future collaboration and innovation within the University



of Aveiro's community and beyond.

5.4. National Technical University of Ukraine Igor Sikorsky Kyiv Polytechnic Institute

Activities that will be carried out in order to share the results of the Eco Minds project

Kyiv Polytechnic Institute (KPI) plans to regularly publish news about the project's results and activities on its official website and social media channels. The university will organize seminars and workshops for students, faculty, and industry partners to present the project's findings. Results will be published in local and national media and professional journals. Project team members will participate in scientific conferences and events to present results and encourage discussion on the project's topics. They will also promote the project through their LinkedIn profiles and other professional networks.

Activities and results that will be maintained after the end of the project

After the project's completion, the KPI will continue collaborating with interested stakeholders and organize additional events to present the project's outputs. They plan to integrate the project's materials and findings into their curricula and continue research in related areas. Workshops and seminars will be held to encourage the ongoing application and development of ideas derived from the project.

5.5. Ss. Cyril and Methodius University in Skopje

Activities that will be carried out in order to share the results of the Eco Minds project

Ss. Cyril and Methodius University will share the project's results through regular updates on its website, blogs, and social media channels, keeping the academic community and the public informed. The university plans to organize conferences and events throughout 2025 and beyond dedicated to presenting the project's findings. Collaboration with educational and training organizations will help promote the results through workshops and presentations. Promotion efforts will extend through the university's alum network and professional contacts, including sharing information via newsletters and special events. Engagement with the business community through local companies, incubators, and innovation hubs will ensure effective dissemination of



the project's results. Project team members will aim to publish scientific papers and present their findings at various conferences and seminars, utilizing platforms like LinkedIn to reach a wider audience.

Activities and results that will be maintained after the end of the project

After the project ends, the university plans to organize ongoing workshops and seminars, integrate the project's outputs into curricula, pursue further research and collaboration opportunities, and maintain communication with all stakeholders interested in the project. This approach ensures that the project's impact continues to benefit relevant fields and communities, promoting continuous learning and innovation.

5.6. The Upper-Secondary School of Electrical and Computer Engineering and Technical Gymnasium Ljubljana

Activities that will be carried out in order to share the results of the Eco Minds project

The Upper-Secondary School of Electrical and Computer Engineering and Technical Gymnasium Ljubljana (Vegova) plans to actively disseminate the results of the Eco Minds project through several initiatives. The school will organize interactive workshops and seminars for students and teachers, focusing on the application of environmentally friendly solutions in electrical engineering and computer science. Leveraging existing partnerships with local businesses and technology incubators, Vegova aims to promote the project's outcomes and encourage collaborative initiatives. Regular updates on the project's progress and achievements will be shared on the school's official website and social media platforms to inform the broader community. Additionally, students and faculty will participate in local and national conferences and fairs to present the project's findings and exchange experiences with other educational institutions.

Activities and results that will be maintained after the end of the project

After the project's conclusion, Vegova intends to continue organizing workshops and seminars to ensure that the knowledge acquired during the project remains current and applicable. The school plans to maintain and develop collaborations with industry partners to promote the implementation of environmentally friendly technologies in practice. Regular monitoring and evaluation of the project's results in teaching and training will be conducted to assess their impact on educational



outcomes and students' professional development. These activities align with Vegova's mission to provide quality education in electrical engineering and computer science, integrating modern technologies and environmental awareness into its programs.

5.7. Oracle Academy

Activities that will be carried out in order to share the results of the Eco Minds project

Oracle Academy plans to actively disseminate the project's results through targeted online engagement and content publication. An online panel dedicated to the EMEA region is scheduled for November 2026, aiming to reach a broad audience of educators, students, and IT professionals. This event will focus on sharing insights, outcomes, and practical applications derived from the project, facilitating an interactive dialogue among participants from various backgrounds.

In addition to the live event, Oracle Academy will utilize the Oracle Blogs platform to publish at least one detailed post about the project. This post will highlight key findings, the project's impact on education and technology, and potential future directions for research and application. By leveraging Oracle's established communication channels, the project's visibility and accessibility to a global audience will be significantly enhanced.

Activities and results that will be maintained after the end of the project

To ensure the longevity of the project's impact, Oracle Academy will incorporate the project's outcomes and resources into its ongoing educational offerings and resources. This includes integrating findings into curriculum materials, online courses, and professional development resources available to the Oracle Academy community. By embedding the project's results into its educational ecosystem, Oracle Academy commits to maintaining the momentum and relevance of the project beyond its formal conclusion, continuing to support innovation and learning in technology and education.



CONCLUSION

Within the partnership, sharing and promotion activities will be in the form of academic publishing, direct communication, networking via social media and events, participation in joint activities, and organizing of devoted events. Beyond the partnership, on a local level, all partner institutions have closely established cooperation with vocational schools, IT companies, and public institutions in the environmental sector in their communities, which will help to disseminate the outputs among pupils, teachers, employers and public servants. The Oracle Academy network, which spans 120 countries and includes educators, researchers and education managers, will be used as a means to get in contact with target audiences through the organizing of webinars.

Two different strategies will be used to share results at the local, regional, and national levels, as well as at the European and international levels. The project team's previous experience indicates that results are most effectively promoted and shared using multiple communication channels, including direct interaction with target groups.

The strategy for local, regional and national dissemination will consist of more personalized activities where direct contact will be used to share information through presentations, word of mouth, and participation in educational events.

The strategy for dissemination on European and international levels will rely on academic journals, social media, online communities and portals, international conferences, and webinars to disseminate information.

Specifically, the following activities will be organized:

Local, regional & national activities:

- team members will disseminate information to colleagues in higher education through word of mouth and direct contact,
- team members will participate in physical and virtual events for the higher education sector (seminars, conferences, webinars) promoting the project outputs,
- team members will disseminate information to secondary vocational school teachers and pupils through presentations and participating in national educational events (conferences, competitions, fairs),



- team members will disseminate information to representatives of the business community & the environmental sector through meetings and participation in cross-sectoral networking events,
- team members will share information about the project online,
- a press conference will be organized at the end of the project.

European & international activities:

- team members will publish a joint academic paper and case study,
- team members will present the project at international conferences, promotional materials will be shared on educational portals and online communities,
- a showcase of student's work will be distributed online,
- a project website will be built,
- four (4) webinars with members of the Oracle Academy will be organized