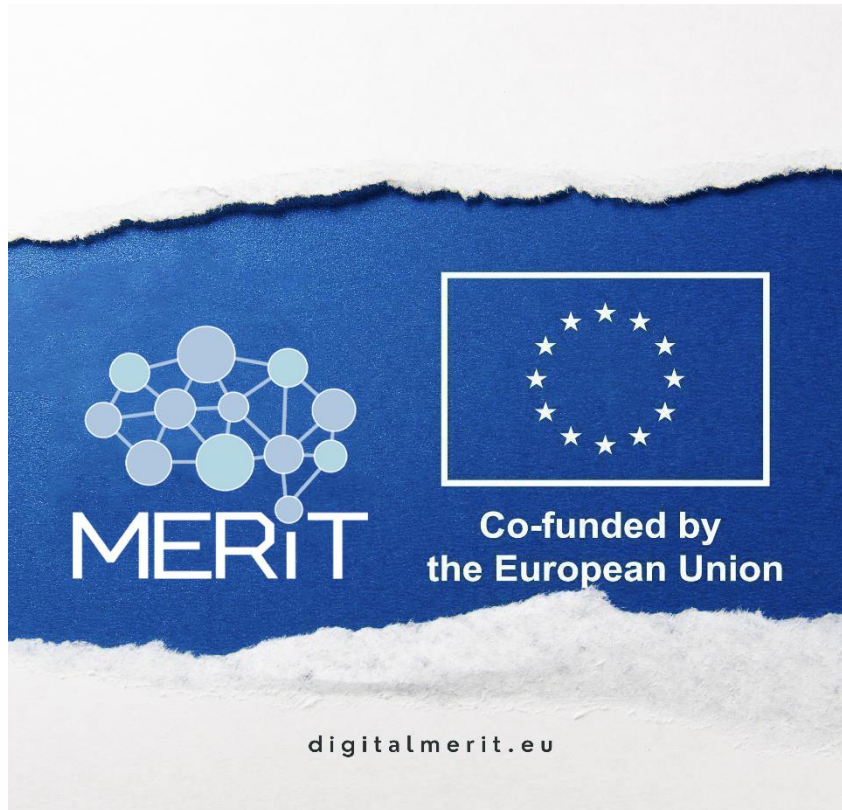




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D2.3 Updated dissemination, exploitation, and communication plan

Project Title: *Master of Science in Smart, Secure, Interconnected Systems*

Project Start Date: October 1st, 2022

Duration: 48 months

Call: DIGITAL-2021-SKILLS-01

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1 Executive Summary

This document is Deliverable 2.3, presenting the second update of the Dissemination, Communication, and Exploitation (D&C&E) Plan for MERIT. The foundation for the project's dissemination and communication efforts was laid in Deliverable 2.1, which focused on establishing branding, templates, social media accounts, the project website, and the necessary guidelines and procedures. Deliverable 2.2 marked the transition to implementation, assessing and adjusting strategies based on the experiences and developments from the project's first year.

During 2024, several key initiatives were successfully launched, including the introduction of the Master Programmes at three of the four participating universities, the execution of two MERIThON events, three Industry Engagement Workshops, and the rollout of short courses. These activities enabled the consortium to standardize and templatize D&C campaigns, directly aligning with the WP2 objective of enhancing visibility and promoting sustainable collaborations. Explicit links to the measurable outcomes (e.g., enrolment numbers, engagement metrics) have been established.

This current update outlines the strategy for further enhancing student engagement, streamlining campaign implementation, and refining communication processes. The focus is on leveraging lessons learned, expanding contributions from partners, and optimizing impact to ensure the long-term sustainability of the project's outcomes.



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2 Introduction

2.1 Background and project overview

The MERIT project is dedicated to developing several Master of Science programmes in Smart, Secure, and Interconnected Systems, with a strong focus on advanced digital skills in Artificial Intelligence (AI), Internet of Things (IoT), and cybersecurity. Work Package 2 (WP2) has been implemented to define and execute a comprehensive Dissemination, Communication, and Exploitation (D&C&E) strategy to ensure the project's outputs are visible, impactful, and aligned with stakeholder needs.

The general objective of WP2 is to create meaningful synergies between academia, industry, and research organizations, making MERIT's results more accessible to various stakeholders and maximizing their potential to contribute to Europe's digital transformation.

The following specific objectives define WP2's scope:

- **Build sustainable collaborations:** Increase synergies with stakeholders by establishing productive and long-lasting relationships, while maintaining and extending existing networks.
- **Enhance visibility:** Ensure that the project's activities, outputs, and the benefits of digital skills are widely recognized.
- **Promote knowledge transfer:** Facilitate the integration of research results into the study program, student projects, and applications within SMEs.

To achieve these objectives, MERIT undertakes the following activities:

- **Create a community of interest:** Raise awareness about digital skills and their societal and professional benefits.
- **Engage companies and research institutions:** Develop tailored content for the Master Programmes, ensuring its alignment with industry needs.
- **Develop a communication framework:** Define target groups, tools, and timelines for effective and impactful dissemination of MERIT's achievements.

2.2 Purpose of the D2.3

Deliverable 2.3 represents the second update of the D&C&E Plan. It builds on the foundations established in Deliverable 2.1, which introduced the project's visual identity, tools, and procedures, and the progress detailed in Deliverable 2.2, which marked the transition to implementation and the refinement of strategies based on early outcomes.

This updated version serves several purposes:

- **Consolidating Achievements:** Reflect on the successful execution of Year 2 activities, including the launch of the Master Programmes in three universities and the organization of key events such as two MERIThONS and three Industry Engagement Workshops. These events, along with the introduction of short courses, provided valuable opportunities to engage students, industry partners,



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and other stakeholders. Their outcomes and the lessons learned from their implementation will serve as a foundation for refining strategies and maximizing future impact.

- **Refining Campaign Strategies:** Standardize and templatize D&C campaigns based on proven approaches and feedback from involved partners to enhance efficiency and scalability.
- **Maximising Student Engagement:** Leverage strategies to increase enrolment and participation in MERIT's programs by tailoring content to highlight career relevance and practical applications of digital skills.
- **Strengthening Industry Links:** Expand collaboration with industry partners through workshops, alumni engagement, and tailored training offerings.
- **Planning for Sustainability:** Propose measures to ensure the long-term impact of project outputs, including the development of an alumni network and strengthened ties with European Digital Innovation Hubs (EDIH).

This deliverable sets a roadmap for Year 3, identifying strategic focus areas, new initiatives, and milestones to enhance MERIT's dissemination, communication, and exploitation efforts.

2.3 Structure of the Document

This document builds on the structure of the previous deliverables, with adjustments to incorporate the latest insights and strategies:

- **Executive Summary.**
- **Introduction.** Outlines the background, objectives, and purpose of the updated D&C&E Plan
- **Year 2 Achievements.** Summarizes key results, lessons learned, and the progress made in D&C&E activities.
- **Updated Strategy for Year 3.** Details the strategic focus areas, campaigns, and tools to be implemented in the third year of the project.
- **Updated Key Performance Indicators.** Sets new benchmarks for dissemination and engagement.
- **Sustainability and Long-Term Impact.** Proposes measures to ensure continued relevance and impact of MERIT outputs.

By building on prior successes and lessons learned, Deliverable 2.3 aims to ensure the MERIT project remains on track to achieve its goals, strengthen its stakeholder network, and maximize its contribution to the digital skills ecosystem.



3 Year 2 Achievements

3.1 Key Metrics and KPIs

Year 2 marked significant progress in dissemination, communication, and exploitation activities, with social media key metrics demonstrating strong engagement:

- **Website Traffic:** Sustained over 330 page views per month, exceeding the original goal of 200. This reflects the success of targeted promotional campaigns such as newsletters and event-specific outreach (e.g., MERIThON and industry workshops)
- **Social Media Followers and Engagement:**
 - LinkedIn: Achieved **285** followers, more than double the target of 110.
 - Instagram: Surpassed the target of 75 followers with a current total of **79**, reflecting steady growth.
 - YouTube: Gained **48** subscribers, with promotional videos consistently averaging 240-300 views, showcasing strong engagement.
 - X (formerly Twitter): Reached nearly the target of **100** followers, but current count falling below 50. The recent decline of followers may be attributed to significant changes on the platform in 2024 in X, including several disruptions and a user exodus. Additionally, updates to X’s privacy and security policies—such as banning accounts suspected of being bots or linked to inappropriate content—may have contributed to this trend (see ANNEX 1).
- **Newsletter Subscribers:** Secured 57 subscribers, establishing a solid and steadily growing audience base.

These results highlight the effectiveness of the strategies set in Deliverable 2.2 and underscore the increasing visibility and engagement with MERIT’s activities.

To provide a clear and accessible overview of key achievements from Year 2, the summary table below visually represents the progress of KPIs, including engagement metrics across social media, website traffic, and the figure on short courses conducted. This format simplifies the analysis of outcomes, highlights successes such as LinkedIn engagement, and identifies areas for improvement. This approach will also aid in aligning future planning efforts more effectively.

KPI	Target	Achieved (2024)	Percentage Achieved
Website Traffic	200 views/month	330 views/month	165%
LinkedIn Followers	110	285	259%
Instagram Followers	75	79	105%
YouTube Subscribers	50	48	96%
X (Formerly Twitter) Followers	100	<50	<50%



KPI	Target	Achieved (2024)	Percentage Achieved
Newsletter Subscribers	50	57	114%
Blog Articles	15	16	107%
Short Courses Conducted	6	6	100%

Table 1 Summary Table of Year 2 social media KPIs and Metrics

3.2 Implementation Milestones

The main 2024 figures and achievements of the dissemination and communication (D&C) activities were:

- **Press Releases:** The second press release (PR) was released in July 2024 as planned, generating awareness about the project's progress and milestones.
- **Newsletters:** Three newsletters (NL) were issued in June (25th June), September (30th September), and December 2024 (see ANNEX 2). This exceeded the original plan due to a midterm review that emphasized the importance of the Newsletter in boosting student engagement. As a result, the number of releases has increased from 2 to 3, aligning with the quarters, and it is expected to reach a frequency of 4/year starting in 2025.
- **Content Production for the Website:** To ensure a steady pipeline of engaging and informative content, three distinct types of content were produced and published:
 - **Blog Articles:** Covering general topics such as insights, expert opinions, and trends in digital skills. A total of **16** blog articles were created.
 - **Project-Based Results Articles:** Focused pieces highlighting key project results, achievements, trends and innovations, with **5** articles produced during the year.
 - **News Updates:** Frequent updates providing coverage of the master's programmes, trainings and events where MERIT partners presented the project's outputs, ensuring stakeholders are kept informed and engaged. A total of **41 pieces of news** were created.

These content formats collectively contribute to a dynamic and up-to-date website, catering to a diverse audience with varying interests and informational needs.

- **Audio-Visual Content**
 - A **YouTube repository** has been built featuring **45** videos with diverse content, including promotional materials, and event highlights. Five playlists have been created: partners' insights, events, study programmes, experience sharing and community members. Key outputs included videos for the Master Programmes campaign and industry workshops (see ANNEX 3).
 - Guidelines for video creation were shared across the consortium to standardize content quality.
 - Contributions from all partners were facilitated through shared tools on MS Teams (see ANNEX 4).



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- **The logo** (see ANNEX 5), **the brochure** (see ANNEX 6) and **the roll-up** (see ANNEX 7) have been updated. The reason behind is that the minimal adjustments made to the MERIT logo in 2022/23, such as connecting the bars and standardizing the font, proved insufficient. The black lettering has consistently clashed with the blue tones, complicating the design of cohesive communication materials. Replacing black with navy blue would harmonize the logo's palette, enhance its versatility across different backgrounds, and align with the naturally incorporated navy blue used in project materials. This change ensures a more appealing and unified visual identity, simplifying future design efforts.
- We particularly highlight the development and implementation of the following promotional campaigns described in the section below:

3.2.1 Promotional Campaigns for Key Activities

Several dedicated promotional campaigns were designed and implemented, each tailored to highlight the unique value and relevance of the following key project initiatives.

- **Master Programmes**
 - A significant milestone was reached with the successful **definition and launch of the MERIT Master Programmes at three universities**—VILNIUS TECH, TALTECH, and UPC—featuring unified branding and messaging, as detailed in Section 3.2.2.
 - This rollout served as a focal point for collective efforts, aligning all D&C activities to ensure visibility and engagement.
- **MERIThONS**
 - Two ideathon-style events brought together students and industry partners to tackle innovative challenges in digital skills. These events were pivotal in boosting student involvement and industry collaboration.
- **Industry Engagement Workshops:** Three workshops addressing the co-creation of a set of relevant digital skills to include in MERIT Programme in **IoT, AI, and Cybersecurity**. These workshops are addressing the academia, industry, students and contribute to the creation of new connections between the previously mentioned participants.
- **Local SMEs meetings:** The local SMEs meetings have the objective to help the co-creation of a set of industrially relevant digital skills to include in MERIT's short courses on relevant subjects addressed by the project such as AI, IoT and Cybersecurity.
- **Short Courses** Introduced **6** short courses (**3 online** editions: 1 Business Analytics, 1 Fundamentals of Artificial Intelligence, 1 Ethical, Legal and Human Aspects of AI and Cybersecurity -offered at VILNIUS TECH, RTU and UPC- and other **3 on-site**: 1 Business Analytics, 1 Artificial Intelligence System Engineering -offered at VILNIUS TECH-, and 1 Sustainable product development and a green turn in materials technology (Jätkusuutlik tootarendus ja rohepöore materjalitehnoloogias) -offered at TALTECH-), targeting students, as well as ICT employees and SMEs for upskilling and reskilling. These courses were widely promoted and received strong interest from industry stakeholders.
- **Conferences and Fairs** MERIT was presented at numerous conferences and fairs (see ANNEX 8) These events provided platforms to showcase the Master Programmes and other project activities to diverse audiences. A new Google form was created to facilitate reporting of this kind of activity from partners (see ANNEX 9).



3.2.2 Alignment with Deliverable 2.2 Objectives

The Year 2 activities were designed to align with the objectives and strategies outlined in Deliverable 2.2 for the Master Programmes. Key elements included:

- **Unified Branding and Messaging**
 - Developed a cohesive brand identity for the Master Programme, emphasizing collaboration across the four universities. (See ANNEX 7).
 - Highlighted the unique strengths and expertise of each university to attract diverse students.
- **Staggered Marketing Campaigns**
 - **Awareness Campaigns:** Dedicated website sections and social media posts promoted the program's value and collaborative nature. (See ANNEXES 10 and 11).
 - **Continuous Engagement:** Testimonials from experts in the field and professors (e.g. MERIT Experience Sharing YouTube videos), blog articles, and regular newsletters to maintain interest and engagement. (See ANNEXES 1,3, 10 and 11)
- **Handling Delays in Accreditation**
 - Announced interim opportunities, such as short-term online courses and activities as the MERIThONS, to keep prospective students engaged despite staggered start dates.
- **EU Project Visibility**
 - Leveraged EU branding and platforms, including the Digital Skills and Jobs platform, to boost credibility and outreach. Our activity on the Digital Skills & Jobs Platform (DSJP) focuses on promoting MERIT initiatives and fostering engagement in digital skills development. Through published articles, event announcements, and training opportunities, we highlight key activities and resources for the community. Published Content:
 - MERIT Project Overview – [MERIT Page](#)
 - MERIThON 2024 - Upskill yourself with MERIT! – [Event Announcement](#)
 - Building Europe's Digital Future: MERIT's Approach to Advanced Digital Skills – [News Article](#)
 - Fundamentals of Artificial Intelligence (Short-Term Course) – [Training Opportunity](#)
 - Online International Industry Engagement Workshop on IoT – [Event Announcement](#)
 - MERIT Network Group – [Community Group](#)
 - MERIT's Approach to Short-Term Courses – [Discussion Post](#)
 - MERIT Project Presentation – [Discussion Post](#)
 - Vilnius Tech MERIT Project Targeted Scholarship Call – [Funding Opportunity](#)
 - MERIThON 2024 - 2nd Edition Announcement – [Event Announcement](#)
 - Online International Industry Engagement Workshop on Cybersecurity – [Event Announcement](#)

Through these contributions, we aim to enhance visibility for MERIT activities, engage with the digital skills community, and support knowledge-sharing on key topics such as AI, Cybersecurity, and IoT.



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3.3 Lessons Learned

Video content (e.g., first-hand testimonial videos from students who have participated in the short courses –see ANNEX 11– and promotional clips) helps enhance credibility and increase awareness and engagement with the MERIT project's training and study programmes.

Collaboration with industry partners enriched the content, helping contextualize the relevance of MERIT for students' career paths.

Campaign standardization and templating facilitated scalability and improved efficiency for future dissemination efforts.

3.3.1 Communication Gaps

Challenges were identified in reaching specific demographics, such as ICT professionals. To address these gaps, tailored messaging and targeted outreach campaigns will be prioritized in Year 3.

3.3.2 Student Engagement

While student testimonials boosted interest, engagement levels varied significantly across regions. This indicates a need for localized campaigns that consider cultural and regional differences to maximize impact.

3.3.3 Industry Collaboration

Feedback loops with SMEs revealed areas where course content could be refined to better align with industry needs. Strengthening these collaborations will be crucial to ensuring the curriculum remains relevant and impactful.



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4 Year 3 Goals and Priorities

The goals to drive Year 3 activities have been outlined building on the achievements and lessons learned from Year 2. The transition ensures that insights gained, such as the importance of visual content and student testimonials, inform future dissemination strategies.

This alignment of past achievements with future objectives will enable the project to maintain momentum, maximize impact, and refine its approach to dissemination and communication activities.

In its third year, the MERIT project seeks to scale engagement efforts by building upon the insights and tools developed during the first two years. With a growing foundation of established strategies, the focus shifts toward expanding impact, deepening collaboration, and creating lasting value through well-defined dissemination, communication, and exploitation (D&C&E) activities.

4.1 Strategic Priorities

Maximise Student Engagement

- **Enhanced Enrolment Campaigns:** Refine targeted messaging for TG1 (students) and TG2 (ICT professionals) to boost enrolment in the Master's Programme.
- **Storytelling as Strategy:** Strengthen the narrative connecting MERIT's offerings to students' career aspirations, leveraging testimonials, success stories, and digital pathways.

Strengthen Industry Collaboration

- **Broaden Workshop Reach:** Adapting the Industry Engagement Workshops to new sectors and regions if necessary and requested by universities, addressing emerging topics such as AI, IoT, and cybersecurity.
- **Feedback-Driven Curriculum Refinement:** Actively engage with SMEs to define and update the topics and competencies needed in the industry, ensuring that the courses align with current market demands and address emerging needs effectively.

Optimise Dissemination and Communication Campaigns

- **Standardized Templates:** Utilize campaign templates developed in Year 2 to improve efficiency and consistency, and therefore consolidate the messages.
- **Student-Centric Content:** Prioritize visually engaging, relatable content that resonates with diverse audiences, tailored for cultural and regional nuances.



4.2 Updated Action Plan

Key activities planned for Year 3 build on the lessons and successes of previous years, with a focus on enhancing engagement, refining strategies, and maximizing outreach:

4.2.1 Master's Programme Promotion

- **Planned Launches:** At least five launches are planned for 2025, including the first edition of the RTU Master's Programme at the beginning of the year and a second edition in September for the remaining programs.
- **Tailored Campaigns:** Promotional efforts will include university-specific campaigns, aligned with each institution's resources, needs, and insights into what performs well in their respective regions.
- **Content Creation:** To maximize visibility, each university will contribute by creating new posts and videos targeting both international and local students. These materials will emphasize the opportunities offered by participating in an EU-wide network and program, with localized versions in each university's language to better engage regional audiences and highlight the future value of engagement for prospective and current students.

4.2.2 MERIThON 3.0

- **Timeline and Locations:** UPC plans to lead a MERIThON event in Q2 2025, trying to integrate it with a scientific conference to foster a tighter connection between research ideas and their practical implementation. TalTech is expected to organize another event later in the year, adopting a similar approach to enhance the synergy between academic research and practical applications.
- **Enhanced Format:** These ideathon-style events will focus on idea generation, presentation, and fostering collaboration opportunities. While industry mentors will continue to guide participants, the events will also incorporate new elements such as collecting and publishing video pitches. This approach aims to attract business angels, investors, and interested SMEs for potential collaboration and commercialization opportunities. In the future, the event format could further evolve to integrate commercialization aspects directly into the ideation and presentation process.



4.2.3 Short Course Campaigns

- **Schedule:** UPC will offer a set of short courses in May-June 2025, followed by TalTech's offerings in Autumn 2025.
- **Focus:** The campaigns will prioritize promoting short courses to local SMEs, emphasizing their relevance to industry needs and the professional benefits they offer. For now, the focus will remain on addressing local audiences in their respective languages to ensure accessibility and relevance..
- **Content Strategy:**
 - Highlight Regional and Collaborative Benefits: Create testimonials from participants to emphasize the diverse experiences and benefits of the courses, such as mobility opportunities and collaboration. While some testimonials may reflect regional perspectives, they can still demonstrate the broader value of participating in a dynamic and interconnected digital skills network, fostering local and cross-regional engagement.
 - Visual Content: When possible, utilize realistic, engaging short-form vertical videos, to appeal to a wider audience. Video testimonials will play a central role in connecting prospective students with relatable, authentic experiences.
 - Platform Integration: Intensify dissemination efforts through platforms like the Digital Skills and Jobs platform, to ensure wider access to course information and promote engagement.
- **Promotional Tactics:**
 - Social media posts will precede the courses to build anticipation. Post-course promotions will leverage feedback and outcomes to reinforce their value.
 - Short courses will be grouped strategically based on the campaign focus and leadership, such as by subject areas like AI, IoT, and Cybersecurity. This approach ensures cohesive and targeted campaigns that align seamlessly with the broader objectives of the Master Programmes.
 - All campaigns will direct audiences to detailed information hosted on the MERIT website, as part of a calendar of offerings.
 - Short courses will be promoted on the Digital Skills and Jobs Platform (DSJP)

This approach ensures that short course campaigns not only promote specific offerings but also reinforce MERIT's positioning as a leader in advanced digital skills training, enhancing the visibility of both the courses and the overarching Master Programme.

4.2.4 Industry Engagement Workshops

- **Technologies Covered:** Workshops will focus on IoT, AI, and Cybersecurity, ensuring relevance to current and future industry demands.



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- **Integrated Event:** One of the workshops will coincide with the on-site General Assembly in Vilnius in June, boosting synergies between the project's academic and industrial stakeholders.

4.2.5 Local SMEs meetings

- **Technologies Covered:** The local SMEs meetings will focus on IoT, AI, and Cybersecurity, ensuring the adaptation of the MERIT short term courses to the industry needs.
- **Integrated Event:** These meetings are organized by partners, and they have the freedom of doing one to one meeting and fill in the Worksheet provided by task leader or to organize it with a few companies on a specific topic and write a meeting report that delivers the meeting results.

4.2.6 Leveraging EDIH Network

A renewed focus will be placed on collaborating with local industry through events and leveraging the EDIH network to expand visibility. These efforts will highlight regional contributions and foster synergies with local ecosystems, ensuring that dissemination and engagement efforts are tailored to the specific needs and strengths of each region.

Dedicated EDIH Outreach Campaign:

- Incorporate relevant content for EDIHs into the MERIT project newsletter, highlighting updates on the project's digital skills initiatives and opportunities for synergy.
- Local industry events will be developed in partnership with EDIHs, focusing on digital transformation themes such as AI, IoT, and Cybersecurity, which are relevant to their regional ecosystems.

4.2.7 Content Initiatives for feeding the website

To maintain a steady flow of engaging and diverse content for the MERIT website, the following integrated content strategy combines contributions from all partners, ensuring alignment with project goals and the varied target audiences.

4.2.7.1 Key Themes and Content Areas

- **Training Programs for Dedicated Target Groups**
 - Highlight training initiatives tailored for schools, associations, high-school pupils, and other dedicated target groups.
 - Create content showcasing lectures and talks conducted at partner universities and during external events to emphasize MERIT's outreach and impact on diverse communities.
 - Focus on innovative methods and topics that resonate with specific groups, such as elder learners or students preparing for advanced studies.
 - Regularly feature industry partners' contributions to MERIT on digital channels, emphasizing collaboration benefits and shared achievements.



- **Event Highlights**

- Develop news articles and blog posts covering participation in international key events, such as MWC Barcelona (3-6 March 2025), Foro Transfiere in Malaga (12-14 March 2025) and the Smart City Expo World Congress in Barcelona (4-6 November 2025).
- Include updates and insights from presentations, workshops, and networking sessions held at these events to demonstrate MERIT's active presence in the digital skills ecosystem.

- **Project Results and News**

- Regularly publish project-based articles and blog posts that showcase achievements, milestones, and innovations.
- Create a planned content calendar to allocate topics among partners, ensuring consistent coverage of themes such as student engagement, industry collaborations, and program outcomes.
- Use concise, engaging formats for broader accessibility, including news updates and short articles.

- **Visual and Video Content**

- Leverage short, impactful videos and infographics to enhance engagement.
- Incorporate testimonials and success stories, emphasizing the EU character of MERIT and its collaborative nature.
- Develop realistic and relatable videos to move away from "stock" visuals and better connect with audiences.

- **Collaborative EU Focus:**

- Use footage and interviews from events like the General Assembly and student exchanges to highlight the value of an EU-wide educational initiative.
- Emphasize the opportunities for networking, professional growth, and the shared European perspective offered by MERIT.

4.2.7.2 Planning and Coordination

- **Content Calendar**

- Establish a shared content calendar to schedule and assign contributions from all partners. Themes could include:
 - Articles addressing students, academia, and industry stakeholders.
 - Short posts and videos tied to key project events.
 - Plan at least three content submissions per partner per year to ensure a continuous stream of updates.



- **Content Formats**

- Balance between articles, blog posts, and videos to cater to different audience preferences.
- Integrate short-form videos for social media and more detailed articles for the website.

4.2.7.3 Newsletter

To expand the reach and impact of the MERIT Newsletter (see ANNEX 2), we aim to grow its subscriber base by actively incorporating subscription opportunities at all project-related events. Wherever feasible, we will include an opt-in mechanism or secure explicit authorisation from participants to join the newsletter mailing list. This approach ensures full compliance with data protection regulations while broadening audience engagement with project news, events, and outcomes.

Additionally, we recommend leveraging collaborators and stakeholders and their events to further extend the newsletter's reach. This strategy will help strengthen communication with key target audiences of the MERIT project and maximise the dissemination of its results.

4.2.8 Student Ambassador Program

- **Recruitment:** Current students and alumni will be enlisted as brand ambassadors to provide authentic testimonials and foster peer-to-peer engagement. This will be done via launching a "Student Success Stories" campaign featuring testimonials, videos, and articles authored by students and alumni. It will also be done by creating student-driven content (e.g., day-in-the-life videos or blogs) showcasing real-world applications of skills learned.
- **Outreach Goals:** Ambassadors will play a key role in amplifying MERIT's visibility across digital platforms and at promotional events.

This action plan ensures that Year 3 activities not only build on the momentum of prior efforts but also align with the evolving needs of students, industry partners, and academic stakeholders.



5 Updated KPIs for Year 3

The Key Performance Indicators (KPIs) for 2025 are designed to measure the effectiveness of MERIT's dissemination, communication, and exploitation (D&C&E) efforts in its third year. These KPIs align with the strategic priorities of maximizing student engagement, strengthening industry collaboration, and optimizing campaign delivery. They provide measurable benchmarks to track progress across various channels, ensuring alignment with project objectives and sustained visibility. By focusing on enrolment, stakeholder engagement, content performance, and outreach impact, these KPIs will help assess the success of Year 3 initiatives and identify areas for continuous improvement.

Tool/Channel	Year 3 Target	What it Measures
Master's Programme Enrolment	15% increase compared to 2024	Measures the effectiveness of student engagement and enrolment campaigns.
LinkedIn	350 followers	Tracks growth and engagement with professional audiences.
Instagram	100 followers	Measures engagement with visually driven student-focused content.
YouTube	100 subscribers	Evaluates reach and impact of video storytelling campaigns.
Newsletter Subscribers	80 subscribers	Tracks the growth and engagement of a dedicated audience for updates.
Short Courses (website traffic)	Visible on targeted platforms	Tracks awareness and accessibility of short course offerings.
Industry Engagement Workshops	3 workshops, 30 participants each	Assesses participation and relevance of workshops for industry stakeholders.
Alumni Testimonials	10 testimonials (articles, videos, infographics)	Measures connection between program offerings and student career aspirations.
News, Blog and Project Articles	10 news, 10 blog articles, 10 project results articles	Evaluates communication of project milestones and stakeholder engagement.
Website	Maintain 250+ average monthly views	Measures overall website performance and user engagement.
Short Videos	3 EU-focused videos showcasing collaboration (e.g. MERIThON, Industry Engagement Workshop)	Tracks visibility and impact of EU-wide project character and partnerships.

Table 2 - Summary of KPIs for 2025



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6 Standardization of D&C Campaigns

- **Templatization of Campaigns**
 - **Event Promotion:** Templates for promoting events across platforms.
 - **Social Media Posts:** Pre-designed layouts optimized for student and professional audiences.
 - **Video Scripts:** Guidelines tailored for alumni testimonials, workshop highlights, and promotional videos.



7 Sustainability and Long-term Impact

- **Collaboration with EDIH:** Expand partnerships with European Digital Innovation Hubs (EDIH) to integrate MERIT graduates into their ecosystems.
- **Content Repository:** Maintain in Teams open-access repository of campaign templates and resources for future use.
- **Social Media Strategy:** To enhance the impact of the MERIT project's dissemination activities, we will review and refine the thematic focus of posts on Platform X (formerly Twitter). A tailored engagement strategy will be implemented to effectively target the platform's specific audience. This strategy will be trialed over a three-month period, with its performance closely monitored to assess its effectiveness.

Should current challenges persist—such as new policies or changes that negatively affect follower growth and engagement metrics—this approach will be re-evaluated. If necessary, resources will be redirected to LinkedIn (refer to ANNEX 1), which has consistently delivered superior results in terms of engagement and visibility.

LinkedIn has proven to be the most effective platform for reaching MERIT's target audience. It offers enhanced capabilities for mentioning and tagging individuals and organizations, facilitating broader reach and interaction. Additionally, LinkedIn has the highest presence of consortium partners, SMEs, and collaborators associated with the MERIT project, further solidifying its strategic importance for communication and outreach.

This adaptive approach ensures that dissemination resources are allocated to platforms with the greatest potential for achieving MERIT's objectives, prioritizing inclusivity, transparency, and measurable impact.

- **Alumni Network:** A formal alumni network will be launched in 2026, fostering connections and promoting lifelong learning opportunities.



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8 Conclusion and Next Steps

The third year represents a pivotal moment in the MERIT project, as dissemination and communication activities shift from initial implementation to strategic scaling and impact maximization. By refining and expanding successful campaigns, leveraging students, alumni and industry partnerships, and focusing on student-centric engagement, MERIT is poised to further establish its legacy as a premier program for advanced digital skills.



9 ANNEXES

ANNEX 1: EXAMPLE OF POST PERFORMANCE IN LINKEDIN POSTS VERSUS X (FORMER TWITTER) POSTS, AND SOCIAL MEDIA ENGAGEMENT

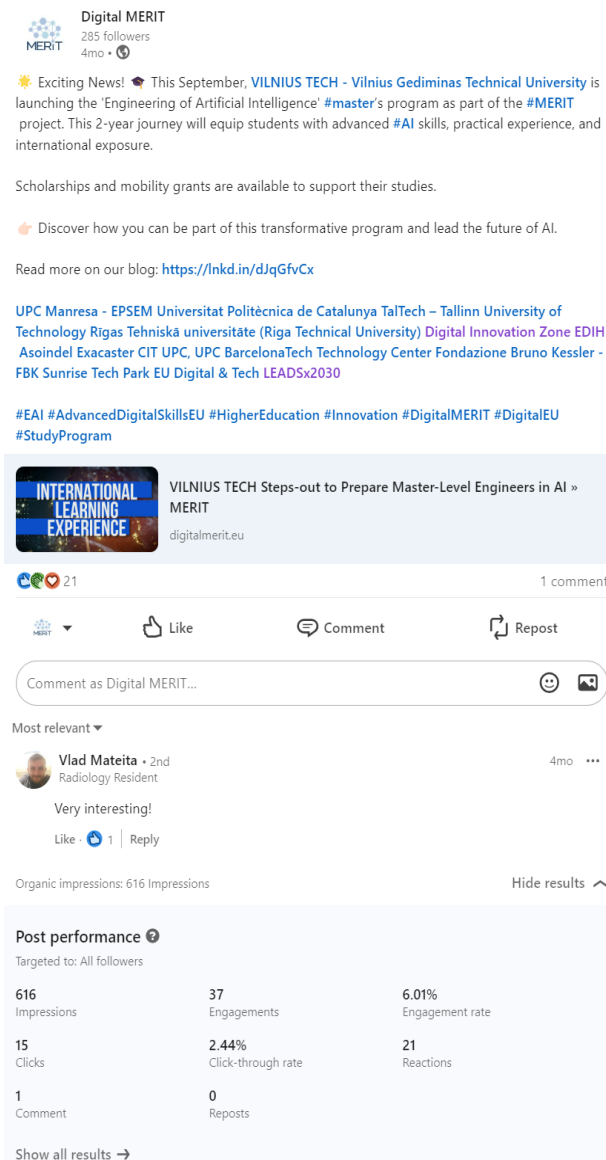


Figure 1- LinkedIn



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Digital MERIT

@digitalmeriteu

Promote



Elevate your career with VILNIUS TECH's new Master's program in #AIManagement! 🤖

Master the skills to lead AI-driven transformations and stay competitive in today's tech landscape. 🌐📈

Learn more ↓

digitalmerit.eu/article/the-un...

#MAIS #CareerGrowth #MERIT #VILNIUSTECH



Rīga Business School and 9 others

9:15 AM · Aug 13, 2024 · 306 Views

View post engagements



1



3



Post your reply

Reply



Digital MERIT @digitalmeriteu · Aug 13

Watch our YouTube video #MAIS #MERIT #AIRevolution



youtube.com
VILNIUS TECH - Master programs in the Artificial Inte
Meet #VILNIUSTECH new Master's programs.
Starting in September 2024. 💡 EAI: Engineering of ...



3



48



Add another post

Figure 2 X former Twitter



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Digital MERIT
285 followers
2mo • Edited

IoT Insights from European SMEs


We recently hosted an outstanding **Online International Industry Engagement** ...more



MANUFACTURING OPERATIONS MANAGEMENT SYSTEM

Octavic representative showcased a Manufacturing Operations Management System that provides real-time production data to minimize waste, reduce downtime, and keep factories running efficiently.

Learn how you can integrate it into your operations!



Gabriel Dinu
Sales Director

[Read more in the blog article](#)

Co-funded by the European Union | This project has received funding from the European Union under grant agreement No 101083531.

IoT insights from European SMEs

Cristina Bulat and 17 others • 3 comments • 5 reposts

Like Comment Repost

Comment as Digital MERIT...

Most relevant

Florin Gabriel DINU • 2nd
Digital Consultant for the Manufacturing Industry | I help factories to reduce losses in prod... 2mo

Proud to be part of the workshop organized by **Digital MERIT** and collaborate with other industrial professionals and academics to innovate for the manufacturing industry to become more efficient and productive.

Like • 2 Replies

Video views: 549 total

Video performance

549 Total views

Post performance

496 Impressions	74 Engagements	14.92% Engagement rate
48 Clicks	9.68% Click-through rate	18 Reactions
3 Comments	5 Reposts	

Figure 3 LinkedIn



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Digital MERIT
@digitalmeriteu

Promote ...

🚀 IoT insights from European SMEs! 🌐

We had a fantastic workshop exploring the latest advancements in #IoT.

Thank you to all our speakers and attendees for an inspiring session! 🎉

👉 Read the blog article for more insights! digitalmerit.eu/article/where-...

#MERIT #DigitalEU



11:03 AM · Oct 11, 2024 · 211 Views

📺 View post engagements



👍 1



Post your reply

Reply

Figure 4 X former Twitter



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Digital MERIT
285 followers
3w • Edited

📌 The International Industry Engagement Workshop on Cybersecurity was a tremendous success!

As part of #DeepTechSkillsDays2024, over 40 participants joined this hybrid event, organised by EIT Deep Tech Talent Initiative in collaboration with Digital MERIT project partners. The workshop covered cutting-edge topics, including AI-driven cybersecurity threats, collaborative systems, and the essential skills needed in the digital era.

🙏 A huge thank you to all participants and collaborators who made this workshop possible!

Special thanks to speakers and MERIT experts for their valuable contributions:

- Andrei Resmerita (Fort)
- Tiberiu Baraboi (Expertware)
- Rūta Pirta (Rīgas Tehniskā universitāte (Riga Technical University))
- Simona Ramanaukaitė (VILNIUS TECH - Vilnius Gediminas Technical University)
- Georgios Bakirtzis (Universitat Politècnica de Catalunya UPC Manresa - EPSEM)
- Umberto Morelli (Fondazione Bruno Kessler - FBK)

More insights and updates coming soon!

🔗 Learn more: <https://lnkd.in/dGaRUYC7>

Digital Innovation Zone EDIH Riga Business School TalTech – Tallinn University of Technology
Asoindel Exacaster Sunrise Tech Park CIT UPC, UPC BarcelonaTech Technology Center
LEAD5x2030 European Health and Digital Executive Agency (HaDEA) EU Digital & Tech

#EITDeepTechTalent #DeepTechSkillsDays #Cybersecurity #Innovation #MERIT #MERITProject #DigitalEU



Esther Parra and 23 others 1 comment · 1 repost

Like Comment Repost

Comment as Digital MERIT...

Most relevant

EIT Deep Tech Talent 7,034 followers 3w

It was a fantastic session! Thank you for being part of the #DeepTechSkillsDays2024 🌟

Like · 1 | Reply

Organic impressions: 280 impressions

Hide results

Post performance

Targeted to: All followers Employees notified

280 Impressions	78 Engagements	27.86% Engagement rate
52 Clicks	18.57% Click-through rate	24 Reactions
1 Comment	1 Repost	

Figure 5 LinkedIn




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 Digital MERIT 
@digitalmeriteu

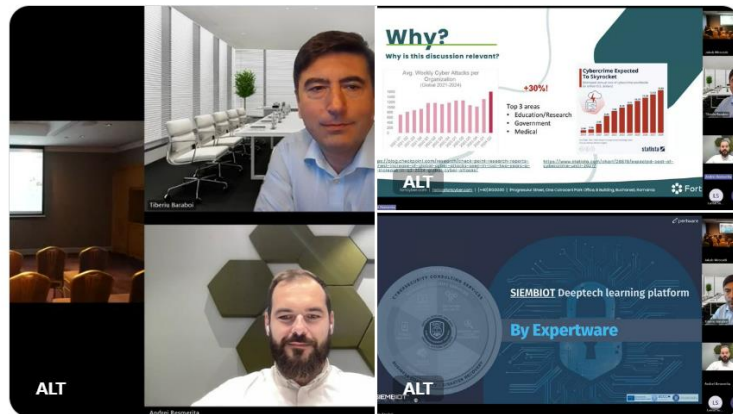
Promote ...

 The International Industry Engagement Workshop on Cybersecurity was a success!

Over 40 participants joined us to tackle AI-driven threats & skills for the digital era. #DeepTechSkillsDays2024 #MERIT

 Thanks to all speakers & experts!

 Read more: digitalmerit.eu/successful-int...



 Riga Business School and 9 others

12:40 PM · Nov 14, 2024 · 329 Views

 View post engagements



 Post your reply

Reply

Figure 6 X former Twitter



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MERIT Deliverable



Digital MERIT

285 followers
2mo • Edited •

MERIT at the 6th Romanian Entrepreneurship and Innovation Network Conference!

Our partner, Digital Innovation Zone EDIH, showcased the Digital MERIT project at the 6th Entrepreneurship and Innovation Network Conference in Iași, where over 170 academia, innovators, start-ups, and industry experts came together to explore the future of #Entrepreneurship and #TechTransfer.

Key moments included:

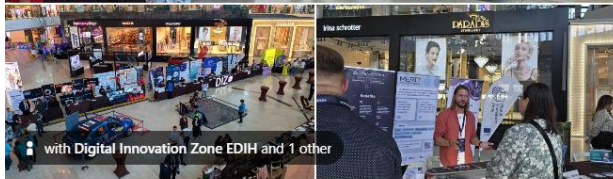
- Engaging discussions on funding, intellectual property, and collaboration opportunities
- Presenting MERIT to key stakeholders during the event expo
- Building connections to support innovation across sectors

MERIT's presence was a great success in drawing attention to our mission of empowering innovation ecosystems. Looking forward to more impactful collaborations!

Read more: <https://lnkd.in/dGmJNG4q>

VILNIUS TECH - Vilnius Gediminas Technical University Rigas Tehniskā universitāte (Riga Technical University) Universitat Politècnica de Catalunya UPC Manresa - EPSEM TalTech – Tallinn University of Technology Asoindel Exacaster CIT UPC, UPC BarcelonaTech Technology Center Fondazione Bruno Kessler - FBK Sunrise Tech Park EU Digital Tech LEADSx2030

#Innovation #MERIT #Startups #TechnologyTransfer #Partnerships #TechInnovation #CRAI #DigitalInnovation #DIZNE #Iasi #MERITProject #DigitalEU



Laura Peraita and 32 others

Like Comment Repost

Comment as Digital MERIT...

Organic impressions: 658 Impressions

Hide results

Post performance

Targeted to: All followers

658 Impressions	142 Engagements	21.58% Engagement rate
109 Clicks	16.57% Click-through rate	33 Reactions
0 Comments	0 Reposts	

Show all results

Figure 7 LinkedIn



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Digital MERIT
@digitalmeriteu

Promote

#MERIT was showcased at the 6th Romanian Entrepreneurship & #Innovation Network Conference in Iași!

💡 Over 170 innovators, #startups & experts explored #TechTransfer & entrepreneurship, building exciting new connections!

Learn more: digitalmerit.eu/merit-particip...

@DIZ_romania #CRAI



Riga Business School and 9 others

5:55 PM · Oct 8, 2024 · 330 Views

View post engagements



1



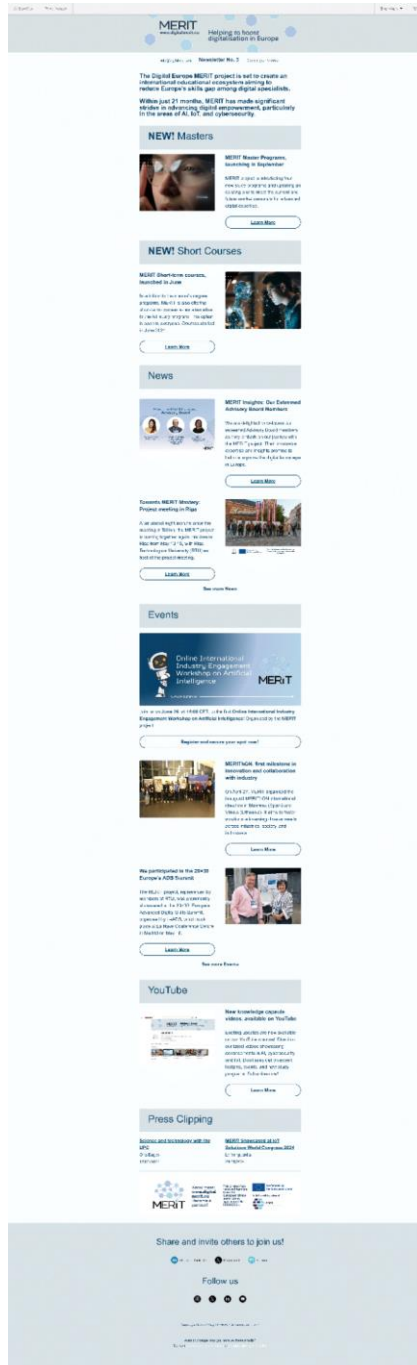
Post your reply

Reply

Figure 8 X former Twitter



ANNEX 2: NEWSLETTER No.3, No.4, SUBSCRIPTION FORM UPDATE AND VISIBILITY IN THE HOMEPAGE





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MERIT Helping to boost digitalisation in Europe

Newsletter No. 4

The Digital Europe MERIT project has developed four new Master's programmes and updated an existing one all shaped by technological market trends and industry needs, with a focus on AI, IoT, and cybersecurity. The project contributes to the digital economy by enhancing young people's capacities for innovation, entrepreneurship, and employability.

Masters

MERIT Master's Programmes, launched in September

Learn More

Short Courses

New edition of "Fundamentals of Artificial Intelligence", and upcoming courses

Learn More

News

AI4 event in Las Vegas: A Convergence of AI Experts and Visionaries

Learn More

Local meeting in Romania to explore future innovation strategies

Learn More

Events

Successful Online International Industry Engagement Workshop on IoT

Learn More

NEW! Articles

MERIT Master's programme at ITIS: Management of Smart, Resilient, and Interconnected Systems (COMING SOON)

Learn More

YouTube

Experts: Innovation and Experience in Cybersecurity

Learn More

Share and invite others to join us!

Follow us



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Masters ▾

Short Courses ▾

News & Events ▾

Publications ▾

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Newsletter

Latest Newsletter

info@digitamerit.eu **Newsletter No. 4** [Open in your browser](#)

The Digital Europe MERIT project has developed four new Master's programmes and updated an existing one, all shaped by technological market trends and industry needs, with a focus on AI, IoT, and cybersecurity.

The project contributes to the digital economy by enhancing young people's capacities for innovation, entrepreneurship, and employability.

Masters



MERIT Master's Programmes, launched in September

In September 2024, the MERIT project successfully launched four master's programmes aimed at equipping students with advanced digital skills.

[Learn More](#)

Short Courses

New edition of "Fundamentals of Artificial Intelligence", and upcoming courses

To support upskilling in AI, cybersecurity, and IoT, MERIT offers short-term courses. A new on-site edition was launched at VILNIUS TECH in September.

[Learn More](#)

Newsletters

[MERIT Newsletter No. 4](#)

[MERIT Newsletter No. 3](#)

[MERIT Newsletter No. 2](#)

[MERIT Newsletter No. 1](#)

Newsletter

Subscribe

* indicates required

Email Address *

Name and surname *

Organisation *

Position *

Privacy Policy

I have read and accept the [privacy policy](#)



[Privacy Policy](#)

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This project has received funding from the European Union under the Digital Europe Programme (GA 101083531).



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Newsletter Visibility (Homepage)

FOLLOW US



JOIN OUR NEWSLETTER COMMUNITY!

Subscribe to MERIT Newsletter

* indicates required

Email Address *

Name and Surname *

Organization *

Position *

Privacy Policy

I agree to the privacy policy

Subscribe





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ANNEX 3: EVIDENCE OF YOUTUBE VIDEOS AND EXISTING PLAYLISTS




Digital MERIT
 @digitalmeriteu · 48 subscribers · 46 videos
 Master of Science in Smart, Secure, Interconnected Systems (MERIT). Co-funded by the ...more
digitalmerit.eu and 3 more links


Customise channel Manage videos

Home Videos Playlists Posts


Latest Popular Oldest




MERIT Partners' Insights: The concept of MLOps - Exacaster
 16 views · 3 days ago




MERIT Partners' Insights: Different analytical roles in the data field - Exacaster
 17 views · 10 days ago




2nd MERIThON in Vilnius 19-22.11.2024
 40 views · 13 days ago




MERIT analyser app - Moodle analytics for lecturers
 14 views · 2 weeks ago




MERIT analyser app - Moodle analytics for students
 20 views · 1 month ago




MERIT International Industry Engagement Workshop on Cybersecurity, Deep Tech Skill...
 40 views · 1 month ago




MERIT Experience Sharing: FBK OpenIoT Research Unit and Edge AI
 87 views · 1 month ago



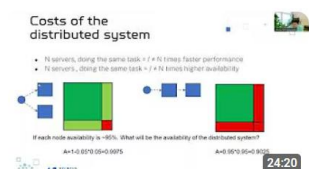
MERIT Partners' Insights: FBK OpenIoT Research Vision and Topics
 16 views · 1 month ago




MERIT Community Members: FBK OpenIoT Research Unit Introduction
 14 views · 2 months ago



MERIT - Online International Industry Engagement Workshop on Internet of Thin...
 83 views · 2 months ago



Distributed systems: The main principles
 119 views · 2 months ago



Cybersecurity and balance between security and usability
 25 views · 3 months ago



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Created playlists

Sort by



MERIT Events

Public

[View full playlist](#)

⇒ 10 videos

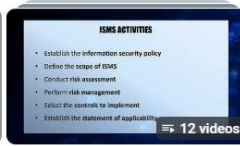


MERIT Study Programs

Public

[View full playlist](#)

⇒ 5 videos



MERIT Experience Sharing

Public

[View full playlist](#)

⇒ 12 videos



MERIT Community Members

Public

[View full playlist](#)

⇒ 10 videos



MERIT Partners' Insights

Public

[View full playlist](#)

⇒ 8 videos



MERIT Deliverable



ANNEX 5: NEW LOGO AND BRAND BOOK UPDATE (JULY 2024)

View in [MERIT's website](#)





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View in [MERIT's website](#)

Colour Brand Book | 7

MAIN COLOUR PALETTE
MERIT uses 4 colours on the logo.

	#80C9E3 RGB: 128 / 199 / 227 CMYK: 38 / 13 / 4 / 0
	#FFFFFF RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0
	#87D9E8 RGB: 135 / 217 / 232 CMYK: 38 / 11 / 9 / 0
	#004369 RGB: 010 / 067 / 105 CMYK: 90 / 36 / 0 / 59

MERIT logo Brand Book | 3

VERTICAL FORMAT
LOGO = ICON OR MARK + LOGOTYPE OR WORD MARK

ICON OR MARK

LOGOTYPE OR WORD MARK

MERIT logo Brand Book | 4

LANDSCAPE FORMAT
LOGO = ICON OR MARK + LOGOTYPE OR WORD MARK *



* You can use the elements separately



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ANNEX 6: UPDATE OF THE BROCHURE

View in [MERIT's website](#)

MERIT
www.digitalmerit.eu

Helping to boost digitalisation in Europe

The Digital Europe MERIT project will build a **dynamic and international educational ecosystem** aiming to reduce Europe's skills gap among digital specialists.

The Challenges:

- Two-fifths of the EU workforce have limited or no digital skills. Both industry and society need to acquire or improve their digital skills so that digital innovations can be fully exploited in industry and daily life.
- Society edification and **life-long learning programs** are also needed to support requalification and upskilling of the existing working force.
- The education programs are **not aligned enough with the industry needs**. Therefore, a close collaboration between different institutions is needed to develop transferable digital skills.
- Currently, the education system is not capable of boosting the digital skill level. **New master study programs are needed** to increase the number of experts in the area of advanced digital skills.
- MERIT contributes to the digital economy by the enhancement of people's capacities for innovation, entrepreneurship and employability. **It will be achieved through academic training as well as enhanced on-the-job training at the university level - supported by continued education.**

Master Programs

- Master of Engineering of Artificial Intelligence (EAI)
- Master of Machine Learning and Cybersecurity for Internet-Connected Systems (MERIT)
- Master of Management of Artificial Intelligence Solutions (MAIS)
- Master of Industrial Engineering and Management (MARM)
- Master of Management of Smart, Resilient, and Interconnected Systems

The MERIT project addresses to:

- Undergraduates
- ICT Related Sector Employees
- SME and Public Bodies
- Digital Innovation Hubs
- Clusters
- General Public

Partners:

Know more: [digitalmerit.eu](http://digitalmerit.eu/contacts/)
Contact us: <http://digitalmerit.eu/contacts/>

This project has received funding from the European Union under grant agreement No 101083531.

Co-funded by the European Union



Co-funded by the European Union

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ANNEX 7: UPDATE OF THE ROLL-UP

MERIT
www.digitalmerit.eu

Helping to boost digitalisation in Europe

The Master of Science in Smart, Secure and Interconnected Systems (MERIT) will help to boost digitalisation in Europe by:

- Building a dynamic and international educational ecosystem
- Creating an industry-driven Master programme focused on AI, IoT and cybersecurity

- Masters**
- Master of Engineering of Artificial Intelligence (EAI) - VILNIUS TECH
 - Master of Machine Learning and Cybersecurity for Internet-Connected Systems (MERIT) - UNIVERSITAT POLITEHNICA DE CONSTANTA
 - Master of Management of Artificial Intelligence Solutions (MAIS) - VILNIUS TECH
 - Master of Industrial Engineering and Management (MARM) - TAL TECH
 - Master of Management of Smart, Resilient, and Interconnected Systems - RIGA TECHNICAL UNIVERSITY

The MERIT project addresses to:

- Undergraduates
- ICT Related Sector Employees
- SME and Public Bodies
- Digital Innovation Hubs
- Clusters
- General Public

Partners

Grant agreement

This project has received funding from the European Union under grant agreement No 101083531.

With the collaboration of LEADS



ANNEX 8. EVENTS ATTENDED IN 2024

Event date (YY-MM-DD)	Event title (City/region, Country)	Target Group	Partner involved	KPI (number of people reached)
2024-05-07	LEADS Thematic Webinar: Good Practices in SPECIALISED Courses' Communication (Online)	TG2, TG6	DIZNE	NA
2024-05-16	20x30: Europe's Advanced Digital Skills Summit (Madrid, Spain)	TG3, TG5, TG6	RTU	NA
2024-08-12	Ai4 (Las Vegas, USA)	TG3, TG5	VILNIUS TECH	10+
2024-09-09	Training for ITT Marconi Rovereto teachers on AI (Rovereto, Italy)	TG1, TG5	VILNIUS TECH, FBK	
2024-09-26	Design Meets Science: The 3D Printed World (Tallinn, Estonia)	TG2, TG3, TG5, TG6	TALTECH	40
2024-09-27	ICL2024 Futureproofing Engineering Education for Global Responsibility (Tallinn, Estonia)	TG1, TG2, TG3, TG4, TG6	TALTECH	20
2024-06-26	Online International Industry Engagement Workshop on Artificial Intelligence (Online)	TG1, TG2, TG3	UPC, VILNIUS TECH, RTU, TALTECH, FBK, CIT UPC, DIZNE, SSMTP, Exacaster, Asoindel	36 (45 people registered)
2024-09-25	Online International Industry Engagement Workshop on IoT (Online)	TG1, TG2, TG3, TG6	UPC, VILNIUS TECH, RTU, TALTECH, FBK, CIT UPC, DIZNE, SSMTP, Exacaster, Asoindel	41 (50 people registered)
2024-11-13	Online International Industry Engagement Workshop on Cybersecurity (Online & Warsaw, Poland)	TG1, TG2, TG3, TG6	UPC, VILNIUS TECH, RTU, FBK, CIT UPC, DIZNE	42 (53 people registered)
2024-09-23	Entrepreneurship and Innovation Network Conference (CRAI) – 6th Edition (Iasi, Romania)	TG1, TG3, TG5, TG6	DIZNE	170+
2024-10-04	BalticAIHack (Riga, Latvia)	TG1	VILNIUS TECH, RTU, TALTECH	150



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2024-11-13	Drop-in session dedicated to the DEP masters and short-term courses (Online)	TG6	DIZNE	120+
2024-11-19	2nd MERIThON 2024 (Vilnius, Lithuania)	TG1, TG3, TG5, TG6	UPC, VILNIUS TECH, RTU, FBK, DIZNE	~50
2024-11-29	15th Conference "Data Analysis Methods for Software Systems" (Druskininkai, Lithuania)	TG5	VILNIUS TECH, FBK, DIZNE, Exacaster	~30
2024-11-05	EDIH Vilnius consortium members meeting (Vilnius, Lithuania)	TG4	SSMTP	8
26-29 February 2024	MWC Barcelona 2024 (Barcelona, Spain)	TG1, TG2, TG3, TG4, TG5	CIT UPC	223
21-23 May 2024	IoT Solutions World Congress 2024 (Barcelona, Spain)	TG1, TG2, TG3, TG4, TG5, TG6	CIT UPC, Asoindel, UPC	123
5-7 November 2024	Smart City Expo World Congress 2024 (Barcelona, Spain)	TG1, TG2, TG3, TG4, TG5, TG6	CIT UPC	60



ANNEX 9: GOOGLE FORM FOR EVENT REPORTING (IN REPLACEMENT OF THE EVENT ATTENDANCE REPORT)

<https://docs.google.com/forms/d/1AeG0ccFx6nN1tpkNMcdjMMwMKRJRAuixeOV/S9bGAuN8/viewform>

MERIT

MERIT WP2 T2.4 - Required Info for Reporting Events

This form has been created in replacement of the Excel file "[2024 MERIT Communication Planning Report.xlsx](#)" to facilitate partners the reporting of D&C activities in T2.4 WP2 within the MERIT project.

Please note that it is complementary to the Communication via **C&D Events chats on Teams** between organisations partners and CIT UPC. Following these answers, CIT UPC or DIZNE may ask for more information if applicable.

monica.cuyas@upc.edu [Canvia de compte](#)

El nom i la foto associats al teu Compte de Google es registraran quan pengis fitxers i envïis aquest formulari. Només l'adreça electrònica que introdueixis formarà part de la resposta. Tots els fitxers que es pengin es compartiran fora de l'organització a què pertanyen.

* Indica que la pregunta és obligatòria

Adreça electrònica *

El teu correu electrònic _____

Event title or name *

La vostra resposta _____

Event date(s): MM/DD/YYYY *

Data
dd/mm/yyyy

Location (city, country or region) *

La vostra resposta _____

[Info for EU] What? - Type of dissemination activity (Type of event) *

- Clustering activities
- Collaboration with EU-funded projects
- Conferences
- Education and training events
- Meetings
- Other scientific collaboration
- Altres: _____

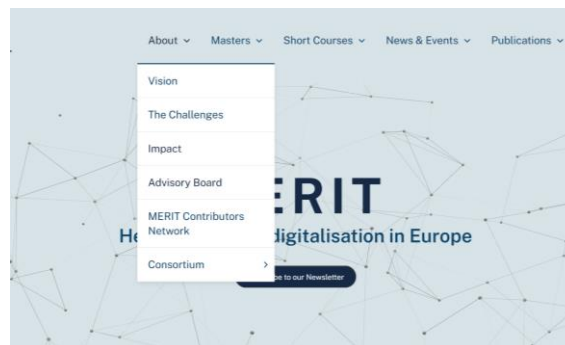


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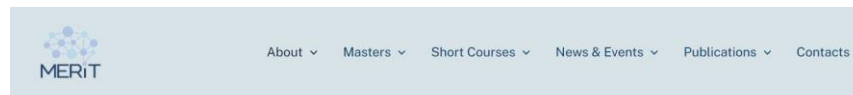
MERIT Deliverable



ANNEX 10: WEBSITE. UPDATE OF THE LOGO AND CONTENTS IN THE MAIN MENU (ADVISORY BOARD, MERIT CONTRIBUTORS NETWORK), HOMEPAGE AND DEDICATED LANDING PAGES (MASTERS, SHORT COURSES, NEWS, AND BLOG ARTICLES AND PROJECT RESULTS ARTICLES)



Advisory Board



Meet our Advisory Board

MERIT project invites not only organizations, but individuals too. We always welcome experts in their field. Our biggest contributors at the moment are:



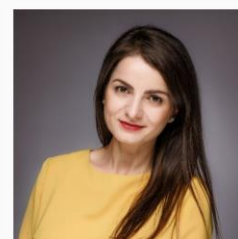
Prof. Na Fu

Position and company:
Professor in Human Resource Management at Trinity Business School, Fellow at Trinity College Dublin.
Expertise:
Strategic, digital, and sustainable human resource management.



Prof. Tomas Krilavičius

Position and company:
Dean of the Faculty of Informatics, Vytautas Magnus University.
Expertise:
Ph.D. in Hybrid Techniques for Hybrid Methods, with interests in AI, Language Technologies, and scientific infrastructures.



Raluca Apostol

Position and company:
Co-founder and Chief Product Officer at Nestor.
Expertise:
Ph.D. in machine learning, specializing in engaging, developing, and retaining talent in hybrid work environments.



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MERIT Contributors Network

MERIT

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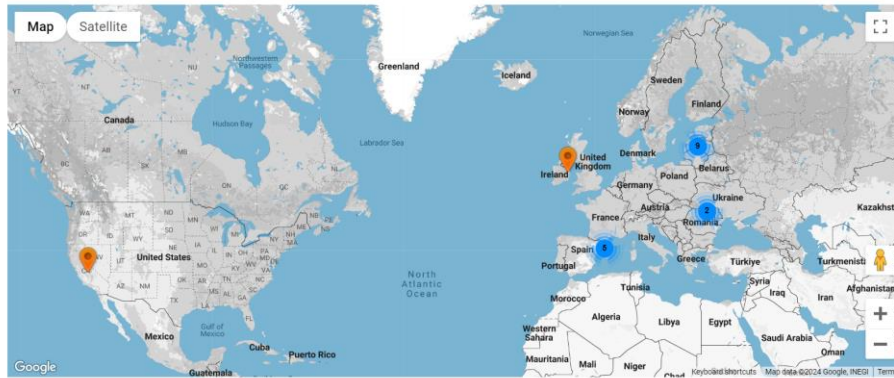
MERIT Contributors Network

Digital Merit project brings together a diverse network of innovators, combining the expertise of academic institutions, industry leaders, and research organizations across Europe. Our network works collaboratively to tackle the challenges and opportunities in the field of advanced digital skills with focus on Artificial Intelligence (AI), Cybersecurity, and the Internet of Things (IoT). Together with our contributors we foster digital transformation and support the development of future skills that will be used by the employees of tomorrow.

Our growing network represents a dynamic platform for innovation, collaboration, and knowledge sharing across disciplines and borders.

Are you part of an institution or organization looking to collaborate with digital upskilling projects? We are always open to expanding our network and welcoming new contributors. Whether you're an academic institution, a tech company, a research organization, or a professional passionate about the field we invite you to become part of the MERIT Network.

Join Our Network by filling the contributor's form [available here!](#)



Meet our contributors

Organizations contributing to MERIT project

Organizations contribute to MERIT project in different ways:

-  Participation in MERITHON, proposing challenges, mentoring the teams, sponsoring it, etc.
-  Participation in industry engagement workshops, presenting their experience, competencies or other relevant information.
-  Mentoring or teaching the MERIT study program students.
-  Participation in society edification activities.



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December 3, 2024 Read more >



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Successful International Industry Engagement Workshop on Cybersecurity, organised by EIT Deep Tech Talent Initiative and the MERIT Project
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The MERIT Project at the Smart City Expo World Congress 2024
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Securing the Future: Key Insights from the International Industry Engagement Workshop on Cybersecurity
November 29, 2024

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Accessibility and Motivations to Study Master Level Advanced Digital Skills
October 30, 2024

In today's rapidly evolving digital landscape, advanced skills in areas like artificial intelligence (AI), the Internet of Things (IoT), and cybersecurity have become fundamental for innovation and security. As Europe seeks to lead in digital transformation, there's an increasing demand for highly skilled professionals. Meanwhile Eurostat data indicates the lack of ICT specialists and struggle to find ones.


Where IoT is Shaping the Future: Key Trends and Innovations Driving Industry Transformation
October 10, 2024

The Online International Industry Engagement Workshop on IoT brought together global experts, industry leaders, and academic professionals to explore the latest innovations, applications, and challenges in IoT. This dynamic event served as a platform for knowledge sharing, showcasing cutting-edge solutions, and fostering collaborations across a wide range of sectors.


MERIT: Shaping Europe's Future in AI, Cybersecurity, and IoT
September 30, 2024

In an era defined by rapid technological advancements, acquiring the right skills is paramount to thriving in the European job market. The Master of Science in Smart, Secure, Interconnected Systems (MERIT) programme recognizes this demand and focuses on equipping students with in-demand expertise in three key domains: Artificial Intelligence (AI), Cybersecurity (CS), and the Internet of Things (IoT).


Latest on our YouTube channel [↗](#)



Mira a




Mira a




Mira a

Advisory Board




Prof. Na Fu

Position and company:
Professor in Human Resource Management at Trinity Business School, Fellow at Trinity College Dublin.
Expertise:
Strategic, digital, and sustainable human resource management.



Prof. Tomas Krilavičius

Position and company:
Dean of the Faculty of Informatics, Vytautas Magnus University.
Expertise:
Ph.D. in Hybrid Techniques for Hybrid Methods, with interests in AI, Language Technologies, and scientific infrastructures.



Raluca Apostol

Position and company:
Co-founder and Chief Product Officer at Nestor.
Expertise:
Ph.D. in machine learning, specializing in engaging, developing, and retaining talent in hybrid work environments.



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MERIT contributors network

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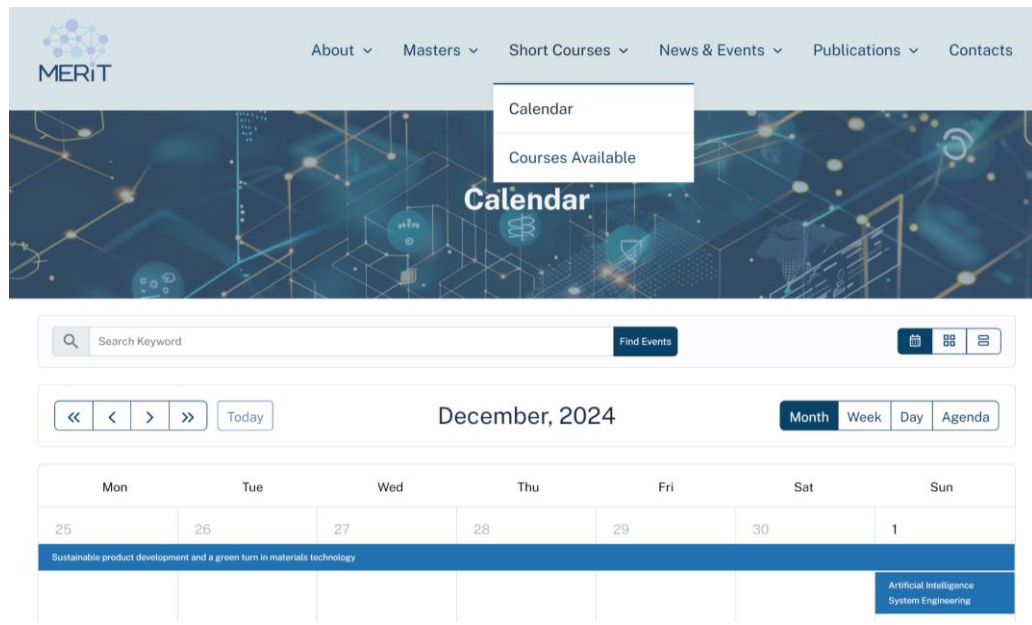
Masters (Main Menu and Landing Page - Unified Branding and Messaging)

The image displays two screenshots of the MERIT website. The top screenshot shows the navigation menu with the 'Masters' dropdown expanded, listing five programs: Master of Engineering of Artificial Intelligence (EAI), Master of Machine Learning and Cybersecurity for Internet-Connected Systems (MERIT), Master of Management of Artificial Intelligence Solutions (MAIS), Master of Industrial engineering and management (MARM), and Master of Management of Smart, Resilient, and Interconnected Systems. The bottom screenshot shows the 'Masters' landing page, which features a grid of five program cards, each with the program name and the logo of the host institution: Vilnius Tech, University of Latvia, Vilnius Tech, Tal Tech, and Riga Technical University.

Program Name	Host Institution
Master of Engineering of Artificial Intelligence (EAI)	VILNIUS TECH
Master of Machine Learning and Cybersecurity for Internet-Connected Systems (MERIT)	UNIVERSITĀTIS PULTEHNĀKA UNIVERSITĀTE LATVIJĀ
Master of Management of Artificial Intelligence Solutions (MAIS)	VILNIUS TECH
Master of Industrial Engineering and Management (MARM)	TAL TECH
Master of Management of Smart, Resilient, and Interconnected Systems (COMING SOON)	1862 RĪGA TECHNICAL UNIVERSITY

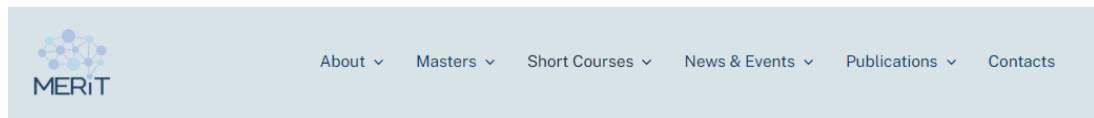


Short Courses (Calendar, Courses Available in the Main Menu and Landing Page)



The screenshot shows the MERIT website navigation menu with 'Short Courses' selected. A dropdown menu shows 'Calendar' and 'Courses Available'. Below is a calendar for December 2024 with a search bar and event listings.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	29	30	1
Sustainable product development and a green turn in materials technology						Artificial Intelligence System Engineering



The screenshot shows the 'Business Analytics' course page on the MERIT website, including the navigation menu and the course title.

Business Analytics

Course topics include data quality, governance, process automation using solutions like RPA, and statistical techniques such as regression analysis and hypothesis testing. The curriculum covers time series analysis, forecasting methods, and explores linear and nonlinear optimization, including integer programming. Decision support through data analytics is addressed, covering areas like customer segmentation, supply chain analytics, and spatial analytics. A/B testing, key metrics for AI projects, and a review of Business Intelligence tools are included, along with an examination of the latest advancements in business analytics.

APPLY NOW



Duration / ECTS credits:
5 weeks / 6 ECTS

Places available: 10

Format: On-site

Language:
Lithuanian

Target:
ICT graduates

Price:
Free of charge

Available from (date):
February - March 2025

Dates and timetable:
Starts in February 2025 and will be held in the evenings, 2-3 days per week. More information [here](#)

Admission dates and procedure:
Registration will be available until **16 January 2025**. Up to 10 candidates will be selected for the course. All registered persons will be contacted before 23 January 2025 regarding their acceptance.

Contact:
simona.ramanauskaitė@vilniustech.lt



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News Updates

2nd MERIThON in Vilnius: Driving Innovation Through Collaboration

News / December 3, 2024

From 19 to 22 November, the 2nd MERIThON took place at Vilnius Gediminas Technical University (VILNIUS TECH), uniting creative minds from across Europe in an inspiring ideathon. Co-organised by the MERIT and SustAIInLivWork projects, this dynamic event gathered participants from diverse backgrounds and institutions to tackle artificial intelligence (AI)-driven challenges, showcasing creativity, problem-solving skills, and technological expertise.

[Read More »](#)



Upcoming Short Courses for Digital Skills Development

News / November 29, 2024

The MERIT Project continues to equip individuals and professionals with cutting-edge knowledge through its diverse range of short courses. These programmes are designed to enhance expertise in various technological fields, including AI, cybersecurity, and organisational transformation. Below is an overview of the courses currently underway or set to begin soon in December 2024 and 2025 – stay tuned for further updates!

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Blog and Project Results Articles

Securing the Future: Key Insights from the International Industry Engagement Workshop on Cybersecurity

Blog / November 29, 2024

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Accessibility and Motivations to Study Master Level Advanced Digital Skills

Blog / October 30, 2024

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Industry Needs in Cybersecurity and IoT: highlighting the latest industry needs and trends in cybersecurity and IoT as identified by various reports

Project Results / June 14, 2024

Cybersecurity and IoT are two rapidly evolving industries, presenting challenges and opportunities for businesses of all sizes and sectors. In this article, we present key industry needs and trends provided by ENISA, CLUSIT, Gartner and Frost & Sullivan as reported in the first annual market and state of the art analysis in the context of IoT, AI and Cybersecurity of the European MERIT project.

[Read More »](#)

MERIT Project: Aligning Academic Programs with Industry Needs in AI, Cybersecurity, and IoT

Project Results / May 15, 2024

The rapid pace of technological advancements in fields like Artificial Intelligence (AI), Cybersecurity (CS), and the Internet of Things (IoT) has created a growing demand for skilled professionals who can navigate the complexities of these domains

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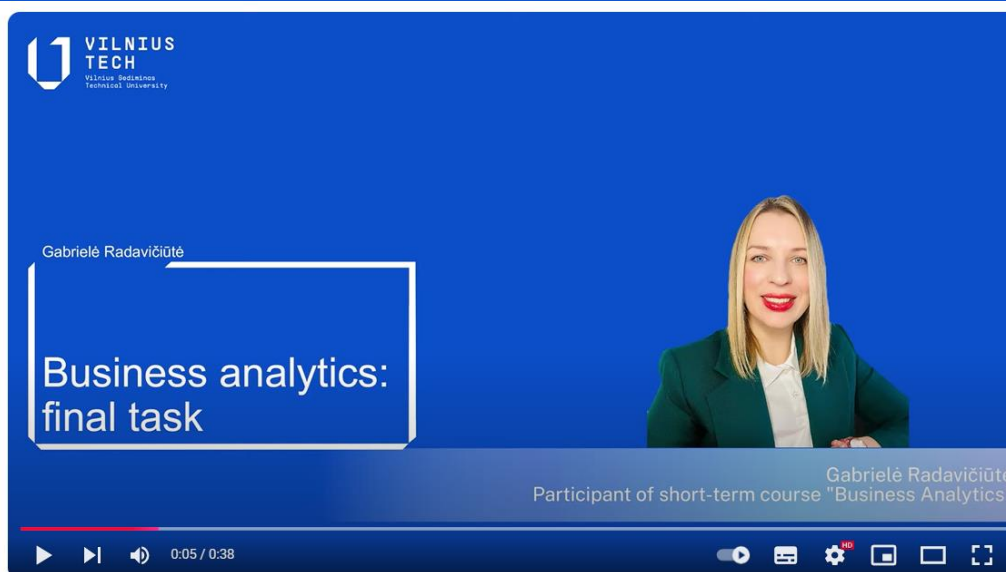
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ANNEX 11: EVIDENCE OF VIDEO TESTIMONIALS FROM STUDENTS WHO PARTICIPATED IN MERIT SHORT COURSES (AVAILABLE ON YOUTUBE CHANNEL)



Testimonial - MERIT Short course on Business Analytics. Marija Ābola



Testimonial - MERIT Short course on Business Analytics. Gabrielė Radavičiūtė



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