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# Dissemination and sustainability plan

Strengthening capacities for the implementation of dual education in  
BH higher education  
**[DUALSCI]**

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Abstract	This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. Some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and observed effects of dissemination process.
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## **Aims of the DUALSCI project**

The main aim of the DUALSCI project is to improve the competences of higher education graduates in Bosnia and Herzegovina, through the development of generic model of dual education (DUALSCI model) and legal framework for introduction of dual education in order to support different needs and interests of students, companies, higher education institutions (HEIs) in different cantons/entities of BIH and to provide recommendations to HEIs for implementation of dual education in the entire BIH. The model will be implemented, as a pilot test, in four universities in Bosnia and Herzegovina: University of East Sarajevo, University of Sarajevo, University of Mostar, and University of Zenica.

Development of generic model of dual education (DUALSCI model) will be conducted through transfer of knowledge from HE institutions from programme countries: University of Novi Sad (Serbia), FH Joanneum Gesellschaft M.B.H. (Austria), Duale Hochschule Baden-Württemberg (DHWB, Germany), and IMH Dual Engineering University School (Spain).

The overall aims of the project are:

- Improvement of the competencies of higher education graduates in cantons and entities of Bosnia and Herzegovina, according to the needs of employers,
- Increase motivation to study as well as to improve the employability of graduate students,
- Enable students from lower income families to access higher education, and
- Improvement of legal framework and accreditation standards in cantons and entities of Bosnia and Herzegovina in order to adapt to dual education.

Dual Higher Education (DHE) will enable students to acquire more relevant knowledge and skills by combining formal education with training acquired at the work place. The result of this type of education is reflected in the student's higher competencies in accordance with the requirements of the employer, which makes it easier to find a job. Internship in the company often leads to the employment of a student in the same company. This will increase interest of companies to offer internships, but also the student's motivation to study, as well as the desire to acquire professional

skills during education. Possibilities for career development, more secure first job, and higher possibility for gaining employment will motivate young educated people to invest in themselves and study at the university.

Besides, the project will enable innovation and changes in the area of legal framework of accreditation process in Bosnia and Herzegovina, because it aims at creating amendments to the cantonal/entity laws on HE and labour laws, which will be submitted to the authorities, development of drafts of new laws on dual education which will also be submitted to authorities, and creating amendments to accreditation standards which will be submitted to the authorities for approval and integration into the practice. These elements will lead to the greater match between universities in Bosnia and Herzegovina and business companies, and between universities from this country and universities from other countries with well-developed dual education programs.

Also, it is expected that the companies would provide scholarships to selected students realizing their internships during their studies. This will help students, especially those from lower income families, to cover their costs during studies (tuition fees, accommodation costs etc.). The significance of this approach is reflected in the ability of students to earn during studies and to become more employable on the market.

In order to achieve these aims, the project needs to realize the following specific objectives:

- Define the specific needs of companies in various industrial sectors and find companies that are willing to participate in pilot implementation of dual higher education during the project;
- To develop a generic Dual Higher Education Model (DUALSCI model) to support different needs and interests of employers, higher education institutions (HEIs) and students in different industrial and business sectors and to provide recommendations to HEIs for implementation of Dual Higher Education;
- To test the specific dual models generated from the developed generic DUALSCI model, by realizing their pilot implementations during the project and to analyse achieved results; and

- To propose changes to legislation/regulations to implement dual higher education in involved cantons and entities of Bosnia and Herzegovina.

Since political situation in BIH is very complicated on the state level, it is impossible to propose changes of the legal framework at the level of BIH. Every canton, entity and district in BIH has its own law on HE and labour law. Therefore, our strategy is to change the legal framework in the entity Republika Srpska, Sarajevo canton, West Herzegovina canton, and Zenica Doboje canton (four largest and most developed cantons/entities). These changes will initiate the changes of legal framework in other cantons of BIH, enabling implementation of dual higher education in entire country. Each of BIH partner universities will develop specific dual education model.

The aims of the project, set as creation of the generic model of dual education (DUALSCI model) to support different needs and interests of various stakeholders in different cantons/entities of BIH, changes of legislation/regulations in this area, and provision of recommendations to HEIs for implementation of dual education in the entire BIH, are in the line with the national and international contexts. Creation of more universal educational trajectories through dual education, and better connection between HE and companies in cantons/entities in Bosnia and Herzegovina is in line with the action of Capacity-Building in the Field of Higher Education. In the context of the partner country, the project will be bedrock for introducing practice-integrated dual study education as known in EU.

Dual HE will enable students to acquire more relevant knowledge and skills by combining formal education with training acquired at the work place (internships). As a consequence, this will provide them with competences that are more in line with needs of companies, and they will get the opportunity to get jobs easier. In most cases, it is expected that they will get a job offer by the company that provided their internships, or at least a good recommendation for future employment. This will not only raise the motivation of students to study, but also raise the interest of companies to offer internships and scholarships to students practising dual HE. Dual education will bring better and more intensive cooperation between industry and higher education and it will contribute towards increase of innovation capacities. Students on dual education will be the channel for transferring knowledge and ideas from companies to academia and vice versa.

This is very important if we bear in mind several facts:

- a high unemployment rate of young people between 19 and 30, around 45%, in BIH (in all cantons and entities),
- a trend of growing inactivity of young people, early dropout of education and long-term unemployment,
- low level of work experience of graduates,
- employers rarely recognize the graduates' degree of competence,
- problems are in legislation, which does not recognize the student labour in manner of reducing the administrative procedures and tax obligations for employers enough to make the students a desirable workforce, etc.

Governments of most of the cantons and entities in BIH are striving to introduce dual secondary education in order to solve the most of the problems related to the youth unemployment, since this problem leads to another one, called brain drain. The cantonal employment agencies implement advanced retraining or additional training in order to reduce unemployment among the surplus occupations. Project consortium sees this project as a long-term solution.

## **About DUALSCI dissemination and sustainability plan**

This document is aimed to specify the dissemination and sustainability activities, time-frame and responsibilities for their realization. It is mainly based on plan of the Work Package 4 (Dissemination and exploitation). However, some parts of this document are subject to modification and improvements, particularly segments related to dissemination activities. Modifications and improvements will be performed according to the insights from the meetings with project partners and realized dissemination results recorded through permanent monitoring of dissemination process.



## **Dissemination strategy aims and objectives**

The dissemination of project activities and results was given much attention in the project, because one of the goals is to attract students to follow new DUAL model of higher education as a specific new model in BH HEI. Consequently, during the course of the project, a number of different communication and dissemination tools will be used, such as advertising on websites and social networks, seminars, conferences, social events, television and radio broadcasts, regular press releases, newsletters, etc.

The distribution strategy involves conducting several lectures for college students and schoolchildren in order to provide detailed information about the new dual program. In addition, one-day workshops will be organized at 4 centers in Bosnia and Herzegovina to promote the LLL program dedicated to professionals and E-learning models for students and employees (part time students).

The project will create and will maintain its own website so that all beneficiaries are constantly informed about the activities and results of the project. The DUALSCI website will be maintained for at least five years after the end of the project. Detailed information on the developed dual programmes (curriculum, teaching staff, information about students, factories for practices, etc.) will be provided on a separate web page of the project website.

Accessibility and suitability analytics will be used to monitor and monitor the visibility of the project website.

A distribution strategy involves promoting project results through several short television interviews and documentaries. Regional television (cantonal level or Republic of Srpska level) have a wide coverage and suitable time intervals in order to cover the activities of B&H universities, and we will use it to promote and disseminate the project results.

The project and new research will also be promoted during social and scientific events that attract target groups.

Finally, the most important results of the project will be presented to all interested parties at press conferences on the final conference of the project, and through comprehensive final publication.

The distribution strategy includes all the activities planned in the project proposal under WP4 (Distribution and Operation), and also offers an action plan for further distribution actions necessary for the sustainability of the project.

The document is explaining in details all important aspects of dissemination activities:

- The methods and mechanisms of dissemination
- Reporting about dissemination activities
- Dissemination strategies for the individual target groups
- The resources – people and budget.

## Leading partner for implementation of dissemination

The basic details on Work Package 4 (WP4) and leading partner are given below.

Leading partner	UNZE
Starts	15 <sup>th</sup> January 2020
Ends	31 <sup>st</sup> December 2022
General activities	4.1 Set-up dissemination and exploitation plan 4.2 Design of project visual identity 4.3 Design and setup of project website ( <a href="http://dualsci.ba/">http://dualsci.ba/</a> ) 4.4 Raising awareness for DUALSCI 4.5 Final Conference

## The methods and mechanisms of dissemination

The dissemination of DUALSCI project activities and results will be implemented through:

- DUALSCI website platform for exchange of knowledge, expertise, baseline measurement reports, papers, brochures, assessment reports (<http://dualsci.ba/>),
- Project newsletter, to be sent regularly via e-mail,
- TV and radio appearances,
- University/Faculty websites with information about developed pilot-undergraduate dual study program:
  - <http://www.unze.ba>,
- Informative lectures for college students and schoolchildren for study program promotion
- University/Faculty websites with information about dual and LLL program,
- One-day seminars for dual and LLL program promotion,
- Social networks: LinkedIn ([upisati konekcije](#)), Instagram ([upisati konekcije](#)) and Facebook (<https://www.facebook.com/Dualsci-Erasmus-108759917476515>) page,
- Various events where representatives of DUALSCI consortium will participate. Every year project partners will submit to UNZE and UNS list of events where DUALSCI will be promoted, with basic information about the event (conferences, seminars, round tables, meetings, etc.).
- Final conference publication.

## Reporting about dissemination activities

Each partner, before disseminating information on any activity under the project, must provide it to the UNZE team member responsible for the dissemination activities within 24 hours after the end of the event according to the developed template.

**Table 1. Information Template for Publishing**

Title of publication/event/news	
Date and place	
Publication text	
Images	
Author (if necessary)	

Each of the information during the project must be provided to all three contact persons:

- ✓ Prof.dr Darko Petković, University of Zenica, darko.petkovic@mail.com
- ✓ Mag. Mirza Oruč, University of Zenica, mirza.oruc@gmail.com
- ✓ Prof. Dr. Mirko Savić, University of Novi Sad, savicmirko@ef.uns.ac.rs

and, also to BH national coordinator for project activities:

- ✓ University of East Sarajevo, dr.sc. Nenad Markovic, QA manager, qaofficeuis@gmail.com

The person responsible for the dissemination activities examines the information for completeness and compliance with the following requirements: information content, correct style, spelling literacy, non-discriminatory nature, and then sends it to all partners for posting on all websites and pages of the project's social networks.

When the project partners organize joint events, the person responsible for the dissemination activities prepares information for publication within 24 hours after the end of the event and sends it to all partners for posting on all websites and pages of the project's social networks.

For reporting on dissemination activities, it is necessary to use the reporting forms developed by DUALSCI consortium, uploaded at Google Drive of the project. These reports should be submitted by each partner institution to person responsible for the dissemination activities of UNZE in accordance with the following schedule:

**Table 2. Reporting Periods about Dissemination Activities**

Reporting period:	From-To	Deadline for submission of the partnership reports by the beneficiary to the coordinator
The 1 <sup>st</sup> reporting period	15/01/2020 – 14/7/2020	20/07/2020
The 2 <sup>nd</sup> reporting period	15/7/2020 – 14/01/2021	20/01/2021
The 3 <sup>rd</sup> reporting period	15/01/2021 – 14/07/2021	20/07/2021
The 4 <sup>th</sup> reporting period	15/07/2021 – 14/01/2022	20/01/2022
The 5 <sup>th</sup> reporting period	15/01/2022 – 14/07/2022	20/07/2022
The 6 <sup>th</sup> reporting period	15/07/2022 – 14/01/2023	10/02/2023

## Target groups and different stakeholders

There are several identified target groups and stakeholders impacted by DUALSCI project results and outputs:

- 1. Participating universities from Bosnia and Herzegovina**, because they will gain expertise from international partners and business, get modern undergraduate study program in top science, with implemented Dual Education, and with B&H teachers trained by experienced lecturers from program

countries. At the first place increased relevance of engineering curricula through tight cooperation with the industry, improved national ranking rates. They will build sustainable and reliable relation to the industrial sector, and expand international network of academic and industrial partners and reveal new opportunities for scientific and mobility projects. Partner universities from B&H will recognize main industrial or social areas (e.g. metal-processing, wood-processing, IT sector, food-production, health-care education, tourism etc.) for dual education programmes and develop adequate programs (curriculas) for these new model of education.

**2. Relevant ministries from Bosnia and Herzegovina** (Zenica-Doboj Canton-ZDC Ministry of education, sport, science-ESS, West Herzegovina Canton Ministry ESS, Sarajevo Canton – Ministry ESS and Republic of Srpska Ministry of science and technology development) which need to develop new legislation for DUAL education at the higher education level together with project HEI and other stakeholders. In process of development new regulation (new Law of HE or innovation/supplement regulation) will need other stakeholders at the entity level as Bureau of unemployment, Ministry of finance, Chamber of Commerce at the entity levels etc.

**3. Chamber of Commerce (Federation of BH Chamber of Commerce and Republic of Srpska Chamber of Commerce) and companies**, which will gain expertise from international partners and business and highly competent professionals in the field of dual education. Also, cooperation with academia via reliable contact person (academic supervisor) will be significantly improved offering additionally new opportunities for scientific projects. Short-term benefits for companies are involvement into education process and defined approach to cooperate with universities in fostering employer branding, direct influence over the required skills, gained experience in curriculum delivery, close relation with students at very early stage & opportunity to recognise the best students, better screening and placement on the optimal job position, and selected students participating in the pilots continue their employment with the company. Long-term benefits are faster integration of employees, reduced costs for adaptation of the recruited graduates to the requirements of the own business, better human resource planning and securing permanent high recruitment, improved performance of business and strengthen innovation capacities through availability of qualified employees in long-term resulting in improved competitiveness on the market, positive impact on business innovation and skills, and access to research findings.

4. **Teachers** from partner institutions, who will be able to network with their colleagues from other European universities, to exchange the know-how in the field of dual education (DE), better connection to business sector, modern teaching methodologies in dual education and to increase their teaching competences in the field of DE and internationalization of HE.

5. **Students**, who will be able to obtain a set of cross-disciplinary competences, better knowledge of practical work and practices (more practices than theoretical hours) and to be trained to use the set of tools from various disciplines that are necessary in the field of DE. Increased number of students, higher employment rate of graduates, and lower dropout rates. Students, who will be able to acquire more relevant knowledge and skills by combining formal education with training acquired at the work place. As a consequence, this will provide them with competences that are more in line with needs of companies, and they will get the opportunity to get jobs easier. This will not only raise the motivation of students to study, but also raise the interest of companies to offer internships and scholarships to students practising dual HE. Students on dual education will be the channel for transferring knowledge and ideas from companies to academia and vice versa.

6. **Professionals** already working in companies, enabled to develop or improve their competences in the field through LLL and E-distance program, cooperation with academic society and experts from program countries.

7. **HE system in Bosnia and Herzegovina** as a whole (policy makers in HE). Successful dual study program will be incentive for other departments and universities to start thinking about implementation of DE in other fields. Access to methodology for modernising further programmes and continuous exploitation of results.

## Overview of target groups:

Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
Potential students	Live presentations website, Facebook, LinkedIn, YouTube channel, flyers and posters, regular press releases, newsletters, TV and radio appearances	During and after the end of the project, at the meetings of student associations, classes, classes in high schools, at workshops, fairs of HE.	Number of students, number of classes, number of high schools, number of releases, number of presentations, number of appearances, number of website visitors, number of contacts on social networks.
Higher educational institutions	Personal contact with HEI representatives, website, social networks, printed material, regular press releases, newsletters, TV and radio appearances	During and after the end of the project, at conferences, fairs of HE, meetings of association of universities, visits to universities.	Number of university representatives, number of universities, number of conferences, number of fairs, number of releases, number of presentations, number of appearances, number of website visitors, number of contacts on social networks.
Companies	Personal contact, social network, website, workshops,	During and after the end of the project, through visits of	Number of companies, number of visits, number of



	conferences, printed and video materials, live presentations, regular press releases, newsletters, TV and radio appearances	consortium representatives, at meetings of association of companies.	meetings, number of contacts on social networks.
Cantonal/entity/district ministries for higher education	Workshops, conferences, printed and video materials, live presentations regular press releases, newsletters, TV and radio appearances, visits of consortium representatives	During and after the end of the project, at meetings of policy makers.	Number of policy makers, number of cantonal bodies in HE, number of visitors, number of meetings.
Accreditation commission	Personal contact, project website, live presentations	During and after the end of the project, at meeting of commission	Number of meetings
Employment agencies	Workshops, conferences, printed and video materials, live presentation, regular press releases, newsletters, TV and radio appearances	During and after the end of the project	Number of meetings
General public	Project website, regular press releases, newsletters, TV and radio appearances, social networks	During and after the end of the project, at fairs of HE, at conferences.	Number of website visitors, number of contacts on social networks, number of visitors at fairs

## Dissemination strategies for the individual target groups

Identified DUALSCI target groups and stakeholders will be reached in various ways:

1. Teachers from partner institutions will receive e-mail with information on events, lectures, meetings, etc. related to the DUALSCI project, as well as through the DUALSCI website and the websites of universities / faculties, as well as internal training platforms.

2. Ministries, companies (through different list of companies inside chamber of commerce activities), professionals, the public sector and other non-academic stakeholders will be informed about the activities / results of the project through the newsletter of the project and assistance to the activities of the Chamber of Commerce (FBIH and RS) and BIT Alliance (project partner). One-day seminars for the presentation of the dual and LLL program, dedicated to professionals, will be organized in every project partners centers in B&H through cooperation with regional and local development agencies. Representatives of the public sector and companies will be invited to the final conference to receive information on the benefits of the dual education program for B&H business sector. In addition, the DUALSCI project will be promoted at international conferences or forums, such as the international scientific-practical conference, which is held at every B&H HEI on an annual basis (e.g. Conference Quality at University of Zenica - <http://www.quality.unze.ba/zbornici/index.php>, COMET-a University of East Sarajevo - <http://www.maf.ues.rs.ba/index.php/nauka-i-istrzivanje/naucne-konferencije-i-skupovi>, etc.) and this is an international event that attracts many people interested in this topic and those who potentially interested in a new dual training program.

3. Students using various dissemination tools: the DUALSCI website, as well as the websites of universities / faculties with detailed information about the pilot-designed undergraduate program, notifications from internal learning platforms, a series of information lectures, social networks (LinkedIn, Instagram and Facebook) and Google advertising tools. In future, our goal is to attract students abroad, the bilateral relations of B&H universities with universities in Asia, Africa, Europe and other countries will be used to promote the developed educational program (specially in health-

care education, engineering education IT etc). Advertising tools on social networks will also be used as an effective tool for promotion around the world, which will allow focusing on individual applicants. In addition, this type of advertising tool is very suitable for promoting abroad due to low costs and the ability to easily adapt to different languages and cultural specific requirements.

## **Approach to potential student recruitment during project lifetime**

Students will be recruited using various communication and promotion tools:

- The DUALSCI website and the websites of B&H universities will provide:
  - detailed information about the pilot-designed dual program (curriculum, teaching staff, information about students, involved companies etc.),
  - information on important dates of the educational program (date of enrollment, etc.),
  - information on advertising lectures for undergraduate students,
  - Information on the employment of graduates of the dual program.
- Promotional lectures for undergraduate students,
- TV and radio performances,
- Advertising on social networks (posting news on social media profiles, advertisements, etc.),
- Flyers, banners and regular press releases.

## **The languages that will be used**

Distribution of the DUALSCI project will be carried out in B&H (Bosnian, Serbian and Croatian languages), English and other informations for potential foreign students (Turkish language, Arabic language etc).

## Project logo

The project logo, as the main element of the visual identification of the project, will relate to the main idea of the project and should be bright and attractive. The project logo was developed during the 3 months of the DUALSCI project, the leader of work package 4 DISSEMINATION & EXPLOITATION.

**Image 1. Project logo**



The project logo will be used in all official documents of the project (reports, presentations, website, posters, flyers, etc.). All work carried out within the framework of the project is accompanied by the Erasmus + logo, as well as the European Union Disclaimer, according to the Guidelines on the application of the visual identity on studies and publications [https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en).

## The resources – people and budget

The adopted distribution strategy is designed so that the project can be implemented in the most cost-effective way.

The total amount for WP distribution and operation is 111 418,00 euros, distributed as follows:

- Personnel/staff: Total 58 128,00 €-euros (xxx staff days (category 1), xxx staff days (category 2), xxx staff days (category 3) and xxxstaff days (category 4).
- Mobility: Travel - 1, with expenses of 3 580,00 € for travel expenses and 15 360.00 for living expenses.
- Subcontracting: 34 350,00 €.

The following tables provide a detailed description of the tasks and subcontracting.

**Table 1. Overview of tasks and allocated human resources in the WP4**

Partn er nr	Partner acronym	Country	Number of staff days					Exact Role and tasks of each person in the work package
			Cate gory 1	Cate gory 2	Cate gory 3	Cate gory 4	Total	
P1	UNS	Serbia						<b>Manager:</b> Local management of dissemination activities. <b>Teacher, technical, administrative:</b> Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DUALSCI, Final conference.
P2	FHJ	Austria						<b>Manager:</b> Local management of dissemination activities. <b>Teacher, technical, administrative:</b> Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DUALSCI, Final conference.
P3	DHBW	Germany						<b>Manager:</b> Local management of dissemination activities. <b>Teacher, technical, administrative:</b> Participation in development of D&E plan, Design of project visual identity, Design of project website, Raising awareness of DUALSCI, Final conference.

P4	IMH	Spain						
P5	UES	B&H						
P6	UNSA	B&H						
P7	SUM	B&H						
P8	UNZE	B&H						
P9	MNRVOID	B&H						
P10	MONKS	B&H						
P10	MOKS	B&H						
P11	MOZSKZZH	B&H						
P12	MONKS	B&H						
P13	WUS	Austria						
P14	CCIRS	B&H						
P15	PKFBIH	B&H						
P16	BIT	B&H						
<b>SUBTOTAL</b>			xx	xx	xx	xx	xx	

**Table 2. Subcontracting costs for WP4**

Partner No.	Partner acronym	Nature, type and specification of the item	Total (EUR)
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		Project logo, motto and promotional materials	
		Advertising in media	
		Flyers and posters	
		Printing of Final Report	
		Project logo, motto and promotional materials	
		Translation of Final Report in BHS	
		Advertising in media	
		Flyers and posters	
		Printing of promotion material for the final conference	
		Project logo, motto and promotional materials	
		Advertising in media	
		Flyers and posters	
		Project logo, motto and promotional materials	
			<b>Total</b>

## Detailed dissemination plan

Dissemination and sustainability plan activities are designed and scheduled in line to other project work activities. For each dissemination activity, a realization time frame and responsible partner is defined (Table 3).

**Table 3. Detailed dissemination plan with time framework and assigned responsibilities**

Year	Activity No.	Partner	Description	Project month	Work package and Outcome no.
1	1	UNZE UES UNS	Set-up Dissemination and exploitation plan	M1-3	4.1

1	2	All partners	Design of project visual identity	M1-2	4.2
1	3	UNZE UES	Design and setup of project web site <a href="http://dualsci.ba">http://dualsci.ba</a>	M3-4	4.3
1	4		Set-up selected social networks' profiles	M3-4	4.4
1	5		Maintaining project website and updating information on results, events and activities	M3-12	4.3
1	6		Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
1	7		Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity.	M7-12	4.4
1	8		Upgrading project website with pages related to the developed dual study program	M11-12	4.3
2	1		Maintaining project website and updating information on results, events and activities	M1-12	4.3
2	2		Providing information on project website about passing the expertise and entering into the register a dual study program with detailed syllabi of all courses and ECTS	M6	4.3
2	3		Providing information on B&H HEI partners' web sites about passing the expertise and entering into the register a dual study program with detailed syllabi of all courses and ECTS	M6	4.4
2	4		Preparation and printing of flyers, posters and promotional material	M6-7	4.4
2	5		Providing information about accreditation of dual study program by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M6-12	4.4
2	6		Organizing a series of promotional lectures for students	M6-12	4.4
2	7		Providing information about dual study program to the companies in B&H and regional partners in WBC	M6-12	4.4
2	8		Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
2	9		Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for	M7-12	4.4



			each activity.		
3	1		Maintaining project website and updating information on results, events and activities	M1-12	4.3
3	2		One-day seminar for presentation of LLL and E-learning program	M1-2	4.4
3	3		Providing information on project web site about LLL program	M1-2	4.3
3	4		Providing information on B&H HEI partners' websites about LLL program	M1-2	4.4
3	5		Providing information about LLL programs by using social networks advertising tools, TV and radio appearances, regular press releases, newsletters	M1-2	4.4
3	6	KEEU, InEU, WKATU	Providing information on project website about participants' experience on LLL program	M9-10	4.3
3	7		Providing information on project website about students' experience with DUALSCI program	M11-12	4.3
3	8		Creating action plan for social networks advertising and promotion of the project and its outcomes during the next year. Action plan will contain details related to advertising campaign in terms of appropriate period of advertising, dedicated budget, targeted countries and promotion languages, targeted population, as well as performance indicators and target values for each activity, etc.	M7-12	4.4
3	9		Creating action plan for advertising and promotion of the project and its outcomes during the next year on social events and scientific conferences especially those dedicated to data science, as well as performance indicators and target values for each activity.	M7-12	4.4
3	10		Providing information on project website about developed of dual study program with detailed syllabi of all courses and ECTS	M11	4.4
3	11		Providing information on B&H HEI partners' web sites about developed of dual study program with detailed syllabi of all courses and ECTS	M11	4.4
3	12		Translation and printing of Final Report	M9-12	4.5
3	13		Printing of promotion material for the final conference	M9-12	4.5
3	14		Final report publication on project website	M12	4.5

## The methods and mechanisms of sustainability

The three main expected results of project are:

1. Generic Dual Higher Education Model, developed aiming maximal effectiveness of collaboration between HE students, HEIs and companies in Bosnia and Herzegovina
2. The legislative framework, needed for establishment of Dual Higher Education Model in Bosnia and Herzegovina
3. Pilot implementations, needed to test proposed flexible Dual Higher Education Model with its variants.

Higher education system in Bosnia and Herzegovina will benefit significantly from these results because it will be more compatible with higher education in other EHEA countries, and especially with HE systems in EU countries. At first it will be compatible only in 4 engaged cantons/entities of Bosnia and Herzegovina, but later on it will spread out in other parts of the country.

The project will enhance better internationalisation of HE system in Bosnia and Herzegovina. At regional level, this innovation will improve the ground for better cooperation and mobility with HEIs, companies and students from neighbouring countries.

Dual education in higher education will raise the quality not only in the case of learning outcomes and competences of dual students, but also in the case of teachers teaching in dual HE programs. Cooperation with companies will be raised on the higher level and it will be consistent, enabling stakeholders to exchange knowledge in the triangle companies-students-HEIs (teachers) faster and more intensively. Dual education will provide better cooperation and understanding between involved parties. The spin-off effect will be better cooperation between stakeholders in the field of scientific research because of intensive and constant circulation of new ideas and knowledge.

Consequently, HEIs will deliver graduates already prepared to enter the world of labour, because they will be already familiar with the work in companies. These students will have higher employability and it will cause the increased satisfaction of all stakeholders and raised confidence into higher educational system in Bosnia and Herzegovina. Additionally, it will improve the role of HE system in the society of Bosnia and Herzegovina, because the students with lower socioeconomic background will be able to finish their education and to find the job more easily.

The effects of dual study program will produce a spin-off effects to other types of education, like classical teaching and e-learning, putting pressure on the stakeholders in those fields to improve the quality of education due to better employability of dual students.

Introduction of legislative framework, with amendments on the cantonal/entity laws on higher education, labour laws and related legislation, and development of laws on dual higher education will provide opportunity for policy makers, HEIs, companies and students from 4 different cantons/entities of BIH to work together and cooperate in order to develop best legislative solutions for their cantons/entities. This will cause the snowball effect motivating policy makers in other cantons/entities/districts of Bosnia and Herzegovina to introduce dual higher education into their higher educational system. Therefore, the project will be the showcase how bottom-up approach in the development of legal framework can produce impact on the entire country with complicated political background as in Bosnia and Herzegovina.

Inside many different strategies at the state or entity level in B&H (education, general development, innovation development, economy etc.) one of the priorities is to ensure that the skills of graduates meet the requirements of the economy and the involvement of employers in the training of personnel. The funds of the state and entity budgets, World Bank, EU and other funds and investments will be allocated for the implementation of the different strategy programmes. In this connection, after accreditation of the DUALSCI programmes, it can be financed by the entities budget.

Secondly, given that in BH industry and business/service sectors there is an increasing need for specialists with better skills and competencies better connected with companies needs, and DUALSCI graduates should be hired shortly after the end of the educational program. It is very likely that bachelors will be very interested in paying for tuition. In order to facilitate the recognition by the employer of the skills and knowledge of bachelors, information on the degree of their employment will be posted on the project website. A list of graduates will also be compiled in order to keep in touch with them in the coming years and use them as distribution channels.

The third pillar of sustainability is LLL and E-learning courses. This belief is based on the fact that many companies in the region of West Balkan Countries will be interested in improving the skills of their employees in the field of business analytics.

The DUALSCI website will be maintained for at least five years after the end of the project, constantly providing information on the dual educational program and LLL programs that will be organized after the completion of the DUALSCI project. Advertising tools on social networks will be used to promote the developed dual program.