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NextGEng Project

WORK PACKAGE 6

Dissemination and Exploitation

Deliverable 6.4

NextGEng website and social media platforms

November 2023



WP6	D6.4 NextGEng website and social media platforms
Authors	Anneli Kakko, Petri Luosma
Short Description	The report presents the NextGEng website and social media platforms that were created for disseminating and sharing project information and especially the results of the project
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1. Introduction

During the first months of the project, the 1st drafts of the NextGEng website and social media platforms were created by P1-JAMK. The aim of the website and social media platforms is to show the progress of the project and share its outcomes with all possible audiences, but especially the project target groups.

The NextGEng website and social media platforms' content were regularly updated as the project progressed. The **website** is the main public entry point to the project. It provides key information on **project objectives, public results, consortium partners** and it has a dedicated space for **recent posts, press releases, articles** and other **dissemination materials**. The website is linked to the NextGEng social platforms channels. The website, together with the social media platforms, is an important tool that facilitates interaction with the dissemination target groups that were defined in the Dissemination Plan (R6.1).

All consortium partners promote these important channels with their partners and other stakeholders during project dissemination activities. In the next two sections, there is more information about the contents of the website and the social media platforms.

2. NextGEng Website

The NextGEng website address is <https://nextgeng.eu>. In designing the website content, the visual identity elements and guidelines defined in R6.3 – Communication Toolkit were fully applied. The toolkit provided the official project logo, color palette, and graphic templates, as well as detailed instructions on the correct use of the EU Erasmus+ logo and disclaimer text. The aim of the website is to introduce information about the project activities, news, results, participants of HEI and company partners, and main contact information.

The website consists of 6 main pages: **Home** (landing page), **Newsroom**, **About Project**, **Outputs**, **Partners** and **Contact**. The main menu of the website is presented in Figure 1.



Fig. 1. NextGEng website menu

The **Home** webpage (Figure 2) presents the main information about the project and the latest news that was posted on the website. The page is a good starting point for visitors to find information about the project activities and objectives and contact info for each consortium partner.



Fig. 2. NextGEng – “Home” webpage



Each project website page displays the **EU logo**, **funding information**, and the **disclaimer** as presented in Figure 3.

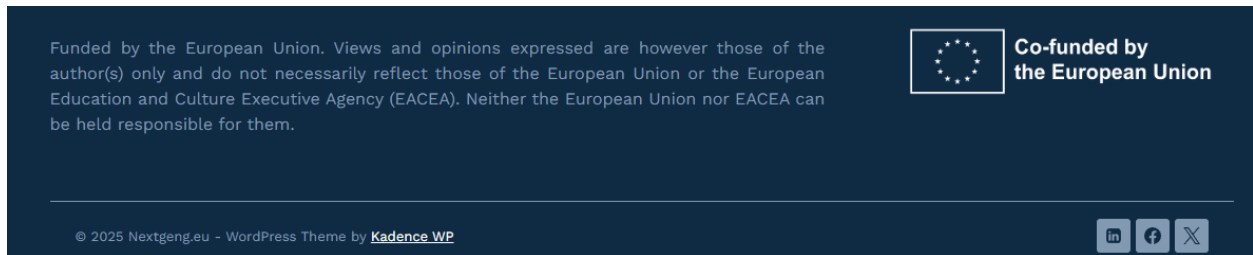


Fig. 3. Funding information and disclaimer as displayed on the website

The **Newsroom** webpage (Figure 4) contains all public announcements related to the project's implementation and results, published both during and after the implementation period.



Fig. 4. NextGEng – “Newsroom” webpage

The **About Project** webpage (Figure 5), contains information about the project funding, duration, partners, aims of the project and planned activities.

Nextgeng.eu Home Newsroom **About** Outputs Partners Contact

About Project

International Cooperation Framework for Next Generation Engineering Students (ID: 2022-1-RO01-KA220-HED-000088365) is a three-year [Erasmus+ Cooperation Partnership](#) project that started in October 2022. The consortium include [g](#) [partners](#) from 3 European countries, Technical University of Cluj-Napoca is coordinating this EU project. Total project budget is 400000 €.

The NextGEng project main objective is to develop an international cooperation framework which promotes international team-teaching with the support of new learning materials for existing courses in the curricula. The new course materials integrate student-centered approaches which make use of experiential learning in close collaboration with real-life case studies developed with the industry partners.

The novel teaching models developed in the project are aligned with the European Education Area 2025 and are in accordance with labor market needs.

Project comprises three types of activities

- Experts in pedagogy and teacher training sustain the skill improvement of HEIs partners in new/innovative teaching methods.
- Upgrade a set of engineering courses, belonging to the HEI partners curricula, in close collaboration with companies' partners.
- Type of projects where students learn by doing in an

Results and outcomes of the project

- Development of a pedagogical tailored training program for sustaining the skill improvement of HEIs partners through workshops and guidance material.
- Development of an international team-teaching pilot program for upgrading a number of six joint courses belonging to the HEI partners curricula.
- Implementation of six CEL projects where international teams of students are involved in solving a research or an

Fig.5. NextGEng – “About project” webpage

The **Outputs** web page (Figure 6) introduces the results of the project, published press releases of the project, scientific articles, information on the delivered conference presentations etc. In the first part of implementation, the page contained a description of the estimated outputs, and it was updated along the way as the reports/results were developed along with the implementation of the NextGEng activities.

The Output section is structured in 5 submenus that present:

- *NextGEng Tailored Training Program,*
- *Team-Teaching Pilot Program,*
- *Cases for Experiential Learning Projects*
- *Published materials and Dissemination*
- *Intellectual Outputs.*



Fig. 6. NextGEng Outputs page

The **Partners** webpage (Figure 7) presents the participants from the three HEIs and three companies who are taking part in implementing the tasks of the project.



The project consortium consists of three universities and three company partners from Romania, Finland and Spain. The partners have long term regional cooperation at different levels such as training, student projects and company based research. The project is coordinated by Technical University of Cluj-Napoca.

University partners

Technical University of Cluj-Napoca

Project Coordinator (CO)

CO Team Members

Ciprian LAPUSAN (Project Coordinator)
Ciprian RAD (WP3 Leader)
Codruta RADESCU (NextGEng Secretary)
Violeta FIRESCU
Mihaela SIMION
Simona NOVEANU
Cristian DUDESCU
Radu CHIOREAN
Glad CONTIU
Olimpiu HANCU
Sorin BESOIU
Calin RUSU
Crina IANCHIS
Laura NECHITA
Florentina DRAGAN



Jamk University of Applied Sciences

Partner Organisation (P1)

P1 Team Members

University of Jaen

Partner Organisation (P2)

P2 Team Members



Fig. 7. NextGEng – “Partners” webpage

The **Contact** webpage (Figure 8) introduces the project managers for each of the six NextGEng project partners. The page contains info on the main contact persons in their organizations, their e-mail addresses, and photos.

Nextgeng.eu Home Newsroom About Outputs Partners **Contact**

Contact

If you have any questions about the project, don't hesitate to contact us!

Name	Organization	Title	Email
Ciprian Lapusan	NextGEng	Project Manager	ciprian.lapusan@mdm.ut-cluj.ro
Petri Luosma	Jamk	NextGEng Manager	petri.luosma@jamk.fi
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Arturo López	ISR	NextGEng Manager	arturo.lopez@isr.es
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Sampo Immonen	Valmet	NextGEng Manager	sampo.immonen@valmet.com
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Fig. 8. NextGEng Contact page

3. NextGEng Social media platforms

At the beginning of the project, three social media platforms were selected as channels for communication and dissemination activities. The visual and graphical elements used across these platforms were developed in accordance with the Communication Toolkit (R6.3) to ensure consistency with the overall NextGEng visual identity. Profile and cover images, post templates, and visual layouts followed the same color palette, typography, and logo placement rules defined in the toolkit.

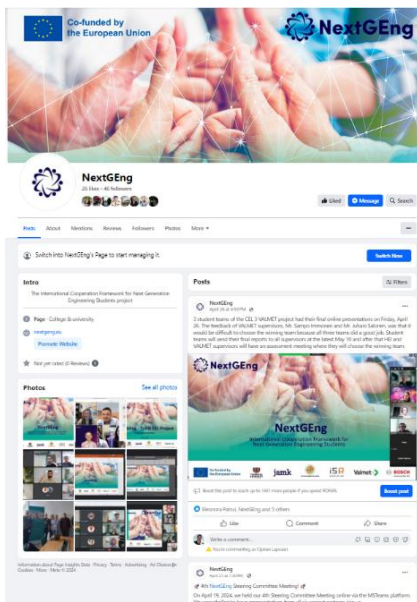
The social media platforms – Facebook, LinkedIn, and Twitter (X) – are used to share project updates, results, and outcomes with project target groups and a wider public. Facebook serves as a tool for reaching the general public and fostering community engagement, LinkedIn targets teachers, students, company experts and stakeholders in the academic and industrial sectors, while Twitter (X) aimed at disseminating project news within a broad audience.

The addresses of the three chosen social media platforms are:

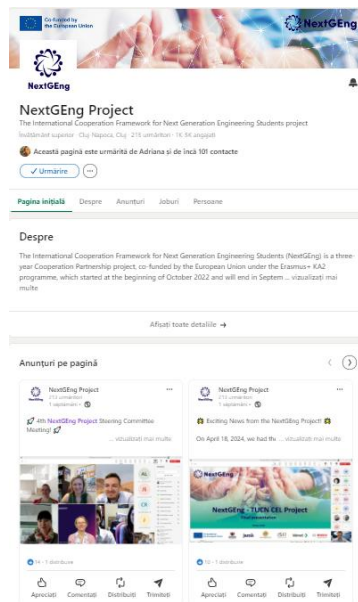
Facebook page: <https://www.facebook.com/NextGEng.eu/>

LinkedIn page: <https://www.linkedin.com/company/nextgeng-project>

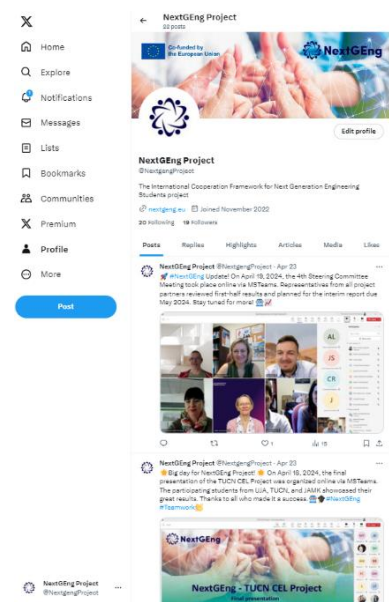
Twitter page: <https://twitter.com/NextgengProject>



a)



b)



c)

Fig. 9. NextGEng Social media platforms a) Facebook b) LinkedIn c) Twitter/X

4. Website and Social Media monitoring

The activity and visibility of the NextGEng website were periodically evaluated (every six months) by the WP6 leader, in coordination with WP5 quality assurance. The results obtained were presented and discussed during the Steering Committee meetings. Monitoring website traffic aimed to assess the reach and effectiveness of the project's dissemination activities and provide insights into the engagement of target audiences.

Figure 10 presents the evolution of visitors to the project website. As of 1 October 2025, the website had a total of 2,218 visitors. The graph shows that visitor numbers increased monthly throughout the project, with noticeable spikes corresponding to specific project activities, such as the CEL Project student selection, the intensive week, laboratory and course implementations etc.

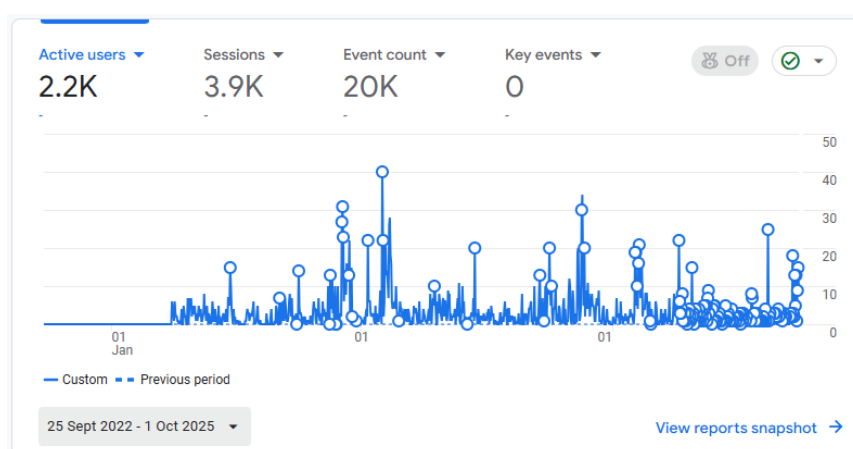


Fig. 10. Evolution of the number of visitors to the project website

The geographic distribution of visitors is presented in Figure 11. It can be observed that the project website was accessed by users from all continents, demonstrating that the project's dissemination activities reached a global audience, well beyond the three participating countries (Romania, Finland, and Spain).

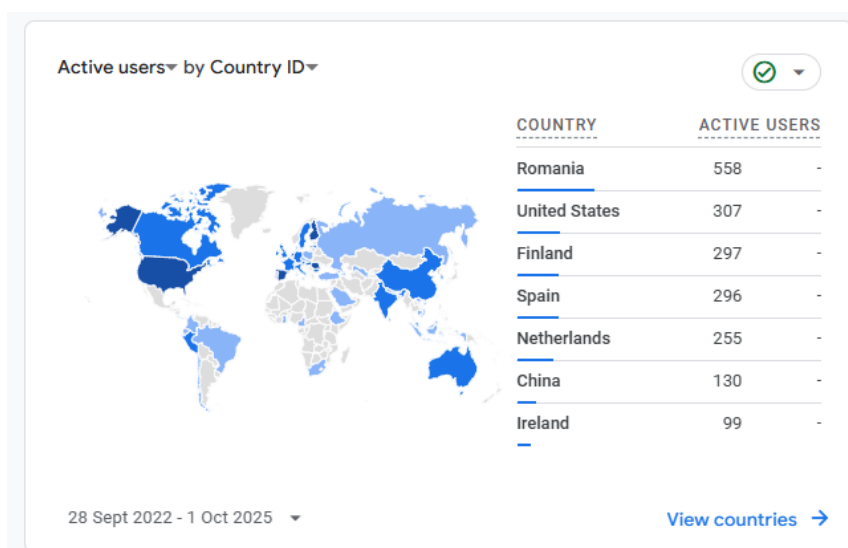


Fig. 11. Geographic distribution of visitors to the project website

The project's social media platforms were monitored every six months by the WP6 leader, in coordination with WP5 (Quality Assurance), with a focus on the number of followers, the number of posts, and their impact on target groups. The results were presented and discussed during Steering Committee meetings to assess the effectiveness of dissemination activities. This monitoring enabled the project team to identify trends in audience engagement, evaluate the impact of specific communication campaigns, and adjust the dissemination strategy when necessary.

Figure 12 presents the growth of the project's followers across X (Twitter), Facebook, and LinkedIn. The data shows a steady and consistent increase across all three platforms, with LinkedIn experiencing the most significant growth, reaching nearly 300 followers by month 36.

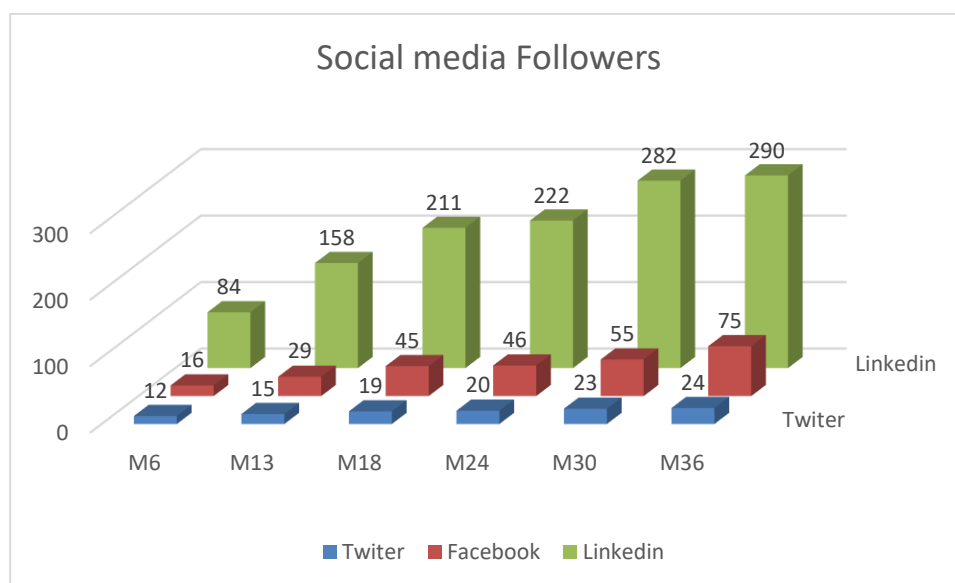


Fig. 12. Number of followers evolution on the NextGEng Social media platforms

In Table 1, the number of posts, the total reach / impression (number of times a post was displayed to users), the engagement (actions users take related to a post: likes, shares, comments, clicks), and engagement rate across the three platforms are presented for period M1 - M36.

Table 1. NextGEng Social platforms engagement rate

Platform	Number of posts (before end) project	Total reach/impressions	Total engagements	Engagement rate (%)
LinkedIn	65	30413	7027	23.1%
Facebook	69	8889	963	10.8%
X/Twitter	37	3641	451	12.3%

The analysis in Table 1 shows that LinkedIn was the most effective platform, with the highest reach and engagement, ensuring strong interaction with academic, industrial, and student communities. Facebook provided wider visibility to the general public but with lower interaction, while X/Twitter, though smaller in audience, showed a good engagement rate and helped increase international visibility. Overall, the project's social media strategy reached diverse target groups and supported active engagement during the implementation period.

5. Conclusion

The NextGEng website and social media platforms were highly effective in achieving the project's dissemination goals. The website served as the main hub for sharing project results, while Facebook, LinkedIn, and X provided interactive channels to engage students, academics, industry experts, and the wider public. Supported by the Communication Toolkit (R6.3), all platforms maintained a consistent and professional visual identity that strengthened the impact of the project.

Continuous monitoring showed steady growth in visibility and engagement, confirming the success of the project's dissemination strategy. All qualitative and quantitative indicators associated with A6.4 were 100% achieved. A detailed presentation of these indicators is presented in Table 2.

Table 2. Qualitative and quantitative indicators for A6.4

Indicator code	Qualitative/Quantitative indicators	Result
Q1	- the website consists of: Home page (general info, most recent news feed on the project, info on implemented activities) About NextGEng (project type, main /specific objectives, details on the planned activities), News Room , Outputs (all public results, dissemination documents/materials, published materials), Partners	- achieved 100% <i>Details:</i> the NextGEng website contains the following main pages: Home (landing page), Newsroom , About Project , Outputs , Partners and Contact
Q2	- the website has the EU Logo, EU disclaimer, project coordinator's contact details, links to social media pages, links to all project's partners and project's team members	- achieved 100% <i>Details:</i> Each project website page displays the EU logo , funding information , and the disclaimer ; a dedicated Contact web page was created that contains info on how to contact the project coordinator and all partners' project managers; a dedicated page was created that presents the partners (link to the web page) and the team members that participated in the project
Q3	- social media platforms have the project visual identity, EU logo, presents the latest project news, activities and results	- achieved 100% <i>Details:</i> all NextGEng social media pages contain project visual identity, EU logo, and present the latest project news, activities and results
Q4	- increase in number of posts related to the project activities on the project website and social media platforms (an average of at least one new post each month)	- achieved 100% <i>Details:</i> a number of 65 posts on LinkedIn, 69 posts on Facebook, and 37 posts on X(Twitter) were created during the project implementation period (months M1-M36). The average of posts/month are : LinkedIn 1.91; Facebook 2.02; X(Twitter) 1.08



Q5	- increase in the number of visitors (website, social media platforms) during the project implementation period	- achieved 100% <i>Details:</i> the number of visitors on the project website and social media had increased continuously during the project implementation; the number of followers increased continuously during the project implementation period
Q6	- 1 project website	- achieved 100% <i>Details:</i> www.nextgeng.eu
Q7	- at least 3 social media platforms	- achieved 100% <i>Details:</i> https://www.facebook.com/NextGEng.eu/ https://www.linkedin.com/company/nextgeng-project https://twitter.com/NextgengProject