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# NextGEng Project

## WP6 Dissemination and exploitation

### Deliverable R6.7

### Project brochure and Press releases

September 2025





WP6.7	R6.7. Project brochure and Press releases
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#### Document History

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## 1. Introduction

This report presents the NextGEng brochure, roll-up, and press releases developed during the project implementation period. These tools were used to communicate the project's objectives, activities, and results, enhance visibility among target groups, and promote cooperation between higher education institutions and industry at both national and international levels. Together, these dissemination materials played a key role in increasing the project's visibility, fostering stakeholder engagement, and supporting the long-term sustainability and recognition of the NextGEng initiative.

## 2. Project Brochure and Roll-up

The project brochure and roll-up served as important dissemination tools to promote the objectives, activities, and outcomes of the NextGEng project to the project target groups and a wide audience. Their design followed the visual identity and graphic charter defined in the Communication Toolkit (R6.3), ensuring consistent use of the project's colors, typography, and logos, as well as alignment with the Erasmus+ visibility and branding guidelines.

The **NextGEng brochure** provides a clear and structured overview of the project's aims, partnership composition, target groups, and expected impact, highlighting its alignment with the European Education Area 2025 and its strong connection between higher education and industry needs. The brochure presents the project's three main lines of action: Tailored Training Process, which supports the development of innovative teaching methods through pedagogical training for HEI partners; the International Team-Teaching Pilot Program, which fosters collaboration between educators and industry experts in creating new course content; and Cases for Experiential Learning Projects, which promote project-based learning through real-life industrial and research case studies.



Fig.1. NextGEng Brochure a) front page b) back page

The design of the brochure follows the project's visual identity, ensuring consistency across dissemination materials. Figure 1a presents the front page of the brochure, and Figure 1b shows the back page. The electronic version of the brochure is provided in Annex 1 of this report.

Besides English, the brochure was translated into Spanish, Finnish, and Romanian.

The **NextGEng roll-up** is presented in Figure 2. The design of the roll-up reflects the NextGEng visual identity and includes the project title, the project's three main lines of action: Tailored Training Process, International Team-Teaching Pilot Program, and Cases for Experiential Learning Projects, and the project website address.

The roll-up was designed in accordance with the project's visual identity guidelines, ensuring a coherent and consistent appearance across all dissemination materials. The electronic version of the roll-up is included in Annex 2 of this report.



*Fig.2. NextGEng brochure – roll-up*

Each HEI partner produced a NextGEng roll-up to ensure strong visual identity and visibility throughout the project's implementation period. The roll-ups were displayed during project meetings, training sessions, dissemination events, and other institutional activities, serving as a key promotional tool to communicate the project's mission and core objectives.

### 3. Press releases

As part of the dissemination strategy, the consortium prepared and published periodic press releases to ensure continuous communication of the project's progress and achievements. The press releases were issued at key milestones throughout the project's implementation, including the project launch, training sessions, and dissemination events. Their purpose was to inform the public, stakeholders, and media, thereby fostering awareness and engagement at both national and international levels.

In total, seven press releases were published during the implementation period. Details on the topics covered in each press release are provided below, and the full versions are included as annexes to this report. Each press release was translated into Finnish (Fi), Romanian (Ro), and Spanish (Es) to ensure accessibility across partner countries. All press releases were published on the official project website and actively promoted through the project's social media platforms to maximize visibility and outreach.

**Table 1.** NextGEng press releases

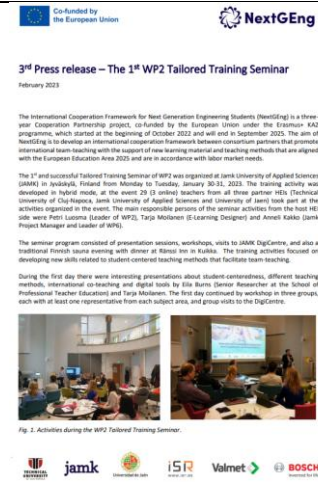
<b>1<sup>st</sup> Press Release – Start of NextGEng Project</b> <a href="#">[Web Link]</a>	
<p>This release announced the official launch of the NextGEng project, a Cooperation Partnership funded under the Erasmus+ KA2 programme, running from October 2022 to September 2025. It outlined the project's goal of establishing an international cooperation framework between higher education institutions and industry, aimed at aligning engineering education with labour market needs and the objectives of the European Education Area 2025.</p>	 <p>The image shows the cover of the 1st press release. It features the European Union flag, the NextGEng logo, and the title '1<sup>st</sup> Press release – Start of NextGEng Project'. The text describes the project's goals and objectives, mentioning the Erasmus+ KA2 programme and the European Education Area 2025. It also lists the project partners: jamk, Universidad de Jaén, ISR, Valmet, and BOSCH.</p>
<b>2<sup>nd</sup> Press Release – Official Kick-Off in Jaén, Spain</b> <a href="#">[Web Link]</a>	
<p>This release covered the project's first consortium meeting held at the P2-University of Jaén (UJA), Spain, on 28–29 November 2022. Attendees included project managers, WP leaders, company representatives, and UJA teachers, along with an Erasmus+ Agency representative (online). The meeting marked the transition from planning to active implementation and reinforced the partners' commitment to collaborative innovation in engineering education.</p>	 <p>The image shows the cover of the 2nd press release. It features the European Union flag, the NextGEng logo, and the title '2<sup>nd</sup> Press release – The official NextGEng kick-off in Jaén, Spain'. The text describes the project's first consortium meeting, held at the P2-University of Jaén (UJA) on 28–29 November 2022. It mentions the attendees, including project managers, WP leaders, company representatives, and UJA teachers, along with an Erasmus+ Agency representative (online). The image also shows a group photo of the project managers and work package leaders.</p>





### 3<sup>rd</sup> Press Release – 1<sup>st</sup> WP2 Tailored Training Seminar [\[Web Link\]](#)

This release reported on the first training seminar of WP2, held at P1-JAMK University of Applied Sciences in Jyväskylä, Finland, on 30–31 January 2023 in hybrid format. It described the participation of 29 teachers (including 3 online) from all partner HEIs and introduced the new pedagogical methods developed to support international team-teaching and experiential learning.



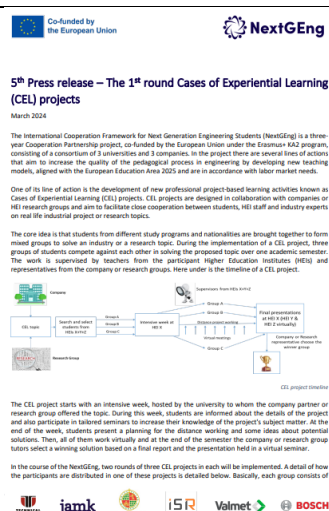
### 4<sup>th</sup> Press Release – 1<sup>st</sup> Round Team-Teaching Pilot Program [\[Web Link\]](#)

This release presented the launch of the Team-Teaching Pilot Program (TTPP), a key activity designed to bring an international and cooperative dimension to existing engineering courses. It highlighted the collaboration between HEI lecturers and industry experts in co-creating innovative course content and teaching methodologies.



### 5<sup>th</sup> Press Release – 1<sup>st</sup> Round Cases of Experiential Learning (CEL) Projects [\[Web Link\]](#)

This release focused on the first round of Cases of Experiential Learning (CEL) projects, which engaged students, academic staff, and company experts in solving real-world industrial and research problems. The CEL projects represented a significant step toward integrating applied, project-based learning approaches that strengthen the connection between education and industry.

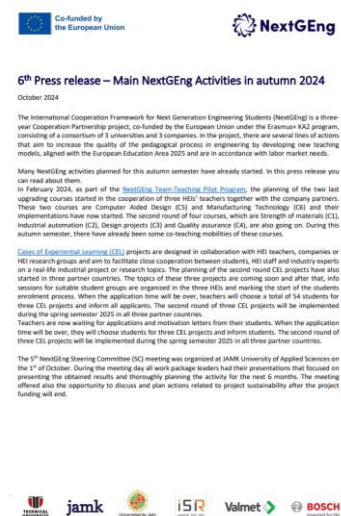






## 6th Press Release – Main NextGEng Activities in Autumn 2024 [\[Web Link\]](#)

This release described the progress of the Team-Teaching Pilot Program and the CEL projects in early 2024, when the final upgrading courses were planned and implemented jointly by the HEIs and company partners. It underlined how these activities consolidated the project's outcomes and demonstrated the effectiveness of the developed international cooperation framework.



## 7th Press Release – NextGEng Final Meeting and Project Results [\[Web Link\]](#)

This release described the NextGEng project Final Meeting, that was held on 26 September 2025, online via MS Teams, with the participation of all partner institutions. The meeting agenda focused on the final reporting phase, the evaluation of project results, and discussions on sustainability and future collaboration opportunities. The press release also summarized the project's key achievements, including the establishment of the international cooperation framework, the development of new pedagogical methods, and the successful implementation of team-teaching and experiential learning activities.



All press releases were prepared using the official Word templates developed as part of the Communication Toolkit (R6.3), ensuring consistency in formatting, visual identity, and compliance with the project's dissemination guidelines.

## 4. Conclusion

As part of the dissemination activities under WP6, the consortium partners developed the project brochure, roll-up, and seven press releases to promote the objectives, activities, and results of the NextGEng project. These materials were designed in line with the visual identity guidelines and graphic charter defined in the Communication Toolkit (R6.3). This ensured a coherent visual style, proper use of logos and colors, and compliance with Erasmus+ visibility requirements. Together, they enhanced the project's visibility, ensured consistent communication across all partners, and effectively engaged key target groups from academia, industry, and the wider public.

All qualitative and quantitative indicators associated with the activity A6.6 were achieved 100%. A detailed presentation of these indicators is presented in Table 2.

**Table 2.** Qualitative and quantitative indicators for A6.6

Indicator code	Qualitative/Quantitative indicators	Result
Q1	- the degree in which the project brochure in EN presents the project objectives, activities, project and EU logos, partners logo, contact info	- <b>achieved 100%</b> <i>Details:</i> the brochure includes information on project objectives, activities, project and EU logos, partner logos, contact info
Q2	- the degree in which all Press releases are published in EN and partners languages (RO, FI and ES)	- <b>achieved 100%</b> <i>Details:</i> all NextGEng press releases were published in En, Es, Fi and Ro
Q3	- at least 6 articles	- <b>achieved 100%</b> <i>Details:</i> a total of 6 conference papers were published
Q4	- 1 project brochure	- <b>achieved 100%</b> <i>Details:</i> 1 NexGEng brochure was designed and printed
Q5	- 1 project roll-up	- <b>achieved 100%</b> <i>Details:</i> 1 NexGEng roll-up was designed and produced by all HEI partners
Q6	- 7 project press releases	- <b>achieved 100%</b> <i>Details:</i> 7 NexGEng press releases were published



## Annexes

R6.7.a Annex 1 – NextGEng Brochure En. Es, Fi, Ro

R6.7.b Annex 2 – NextGEng roll-up

R6.7.c Annex 3 – 1<sup>st</sup> Press release

R6.7.d Annex 4 – 2<sup>nd</sup> Press release

R6.7.e Annex 5 – 3<sup>rd</sup> Press release

R6.7.f Annex 6 – 4<sup>th</sup> Press release

R6.7.g Annex 7 - 5<sup>th</sup> Press release

R6.7.h Annex 8 - 6<sup>th</sup> Press release

R6.7.i Annex 9 - 7<sup>th</sup> Press release