



UCG
Univerzitet Crne Gore

FH | JOANNEUM



PRIVREDNA
KOMORA
CRNE GORE



CRNOGORSKA PLOVIDBA

Final dissemination and exploitation report

Deliverable 6.4.2



Project acronym:	DUALMON
Project full title:	Strengthening capacities for the implementation of dual education in Montenegro higher education
Project No:	617392-EPP-1-2020-1-RS-EPPKA2-CBHE-SP
Funding scheme:	ERASMUS+
Project start date:	January 15, 2021
Project duration:	36 months

Abstract	This document contains the dissemination strategy and detailed description of all dissemination activities (e.g. time frame, responsibilities across project partners, distribution of financial funds, definition of a logo, organization of round tables, conferences, the printing of promotion material, etc.). The D&E plan assigns individual roles for the maintenance of the DUALMON website portal, and the preparation and dissemination of news articles and results for the national, regional, and EU media. On the other hand, the coordination and monitoring of the activities will be mutual.
----------	--

Title of document:	Final dissemination and exploitation report
Work package:	WP6. Dissemination & exploitation
Activity:	6.4 Final dissemination and exploitation report
Last version date:	30.12.2024.
File name:	6.3 Final dissemination and exploitation report
Number of pages:	23
Dissemination level:	International

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
V 1.0	30.12.2024.	The first draft	University of Montenegro – Faculty of Economics / Faculty of Tourism and Hotel Management - Working group



DUALMON

Co-funded by the
Erasmus+ Programme
of the European Union



V 2.0	02.01.2025.	Minor corrections	UNS
-------	-------------	-------------------	-----

DISCLAIMER

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



Contents

1. Dissemination activities – an overview.....	6
2. Defining dissemination and exploitation plan – WP6.....	7
3. Preparation of dissemination products.....	8
4. Raising awareness about DUALMON and dual education	14
5. Preparation of the interim report	19
6. Final conference on DHE	21
7. Concluding remarks.....	22

Introduction

This Information on the Dissemination and Exploitation Report is an integral part of the project "Strengthening capacities for the implementation of dual education in Montenegro higher education / DUALMON" which includes project's goals and activities, as well as applied dissemination channels, strategies and methodology.

Among academics dissemination is considered as a disclosure of the research results to the wide public (both professional and non-professional) by all appropriate means using all possible strategies, mediums and channels, which includes but is not limited to scientific publications. All four faculty units of the University of Montenegro participated in the dissemination of the results, in accordance with the activities carried out according to the defined work packages.

The leader of WP6: Dissemination and Exploitation is the University of Montenegro – Faculty of Tourism and Hotel Management. It was responsible for the development and maintenance of the project web portal, social media (Facebook, LinkedIn, YouTube) profiles, and the organization of dissemination events, in coordination with the team members from the Faculty of Economics and Uhura Solutions – a project partner.

Apart from introductory parts and conclusion, this report consists of the following chapters:

- An overview of dissemination activities;
- The role of the Dissemination and Exploitation Plan in creating the strategy for implementation and its execution;
- An overview of applied methods and mechanisms of dissemination;
- An overview of available resources for dissemination

A detailed description of all dissemination activities of the project is provided in the following sections of the document.



1. Dissemination activities – an overview

Dissemination aimed to bring project goals, benefits and results close to participants and stakeholders in the academic as well as the non-academic world of the participating countries and beyond. The key goal of dissemination was to raise awareness of all stakeholders about benefits of DUALMON which should ensure sustainability of project results and initiate development of dual study program across the entire Montenegro. Additionally, this was an opportunity to promote development of study programs based on dual education. With help of non-academic partners (ministry, chamber of commerce) and associated partners, wide range of stakeholders was reached with our dissemination activities and products.

This activity starts with project's visual identity (project logo, motto and web site). Further on, different kinds of activities were performed: social media sites, participation at education fairs, presentations of specific model of dual education to college students, etc. At the end, final conference was organized with the aim of demonstration of achievements of the project and working out plans for the sustainability of project result.

The basic details on Work Package 6 (WP6) and leading partner are given below in Table 1.

Table 1: Overview of activities within Work Package 6 (WP6)

Lead Organisation	University of Montenegro		
Participating Organisation	All partners are participating in this work package.		
Tasks	6.1 Defining dissemination and exploitation plan (D&E plan) 6.2 Preparation of dissemination products 6.3 Raising awareness about DUALMON and dual education 6.4 Preparation of the interim and final dissemination and exploitation report 6.5 Final Conference		
Start Date (dd-mm-yyyy)	15-01-2021	End Date (dd-mm-yyyy)	14-01-2025

Dissemination of DUALMON project was predominantly provided in Montenegrin, English and languages of other Western Balkan countries.

2. Defining dissemination and exploitation plan – WP6

All activities foreseen in work package WP6, related to the dissemination of the project, are thoroughly covered by the creation of the dissemination and exploitation plan. This was also the initial document, based on which all activities dedicated to the dissemination of the project results were designed and implemented.

For effective planning activities, the Dissemination and Exploitation Plan envisaged engagement of all partners to disseminate the knowledge in all participating countries, with especially emphasis placed on Montenegro, where the DUALMON program was piloted through universities and employers.

The Plan envisaged performing dissemination activities to be realised within three main steps:

1. Organization of the activity and preparation of all relevant staff (e.g. printing flyers, preparing presentations, etc.);
2. Performing the events (e.g. giving the presentation, chairing the workshop, sending newsletter, publishing press release, etc.);
3. Gathering all relevant pieces of information, data and feedback to report the activity.

The plan outlined various activities aimed at disseminating the project's results, targeting different groups based on their specific needs and requirements:

- **Creation of visual identity:** The plan envisaged the development of the project's visual identity, including the project logo and website. Following this, all partners were tasked with organizing dissemination events in their respective regions to raise public awareness about the DUALMON project and its focus on dual education.
- **Promotional materials:** The plan included the design of attractive promotional products to raise awareness about dual education and the DUALMON project.
- **Project website:** The development of a project website was foreseen in the plan as a key tool for disseminating information about the project's objectives, results (including developed tools, reports, scientific papers, and flyers on pilot programs), and upcoming events. The website features a downloadable output library for the developed tools and is available in both English and Montenegrin. It was designed according to the D&E plan and contains all relevant details about the project and consortium activities.
- **Social media promotion:** The plan also included the use of social media platforms, such as Facebook and Instagram, to enhance the visibility of the project and increase the website's reach. These platforms were used to engage a broader audience, including stakeholders, students, and the general public, by sharing project updates, key results, and upcoming events. Social media activities aimed to foster interaction, raise awareness about dual education, and encourage discussions around the DUALMON project's goals and outcomes.
- **Interim and final dissemination reports:** The plan outlined the preparation of interim and final dissemination and exploitation reports, documenting the ongoing dissemination

efforts and their outcomes throughout the project. Partners were responsible for organizing dissemination events aligned with the project's goals.

- **Final conference:** The plan included the organization of a final conference to showcase the project's major achievements and the complexity of the work carried out. The conference focused on the main aim of the project – the establishment of dual study programs in higher education in Montenegro. It also aimed to evaluate the sustainability of the project results, with participation from associated partners.

Other internal dissemination activities included mailing lists, working group meetings, emails, publications (such as scientific papers), project meetings etc.

The Dissemination and Exploitation Plan is available on the official project website for public access.

3. Preparation of dissemination products

Within the framework of the Dualmon project, various tools were used to disseminate the project's results and raise awareness about the importance of dual education. The use of these tools enabled the broad dissemination of information about the project to a wide audience, including students, the academic community, employers, and the general public. The tools employed for dissemination included social media platforms (Facebook and Instagram), promotional materials, and the official project website.

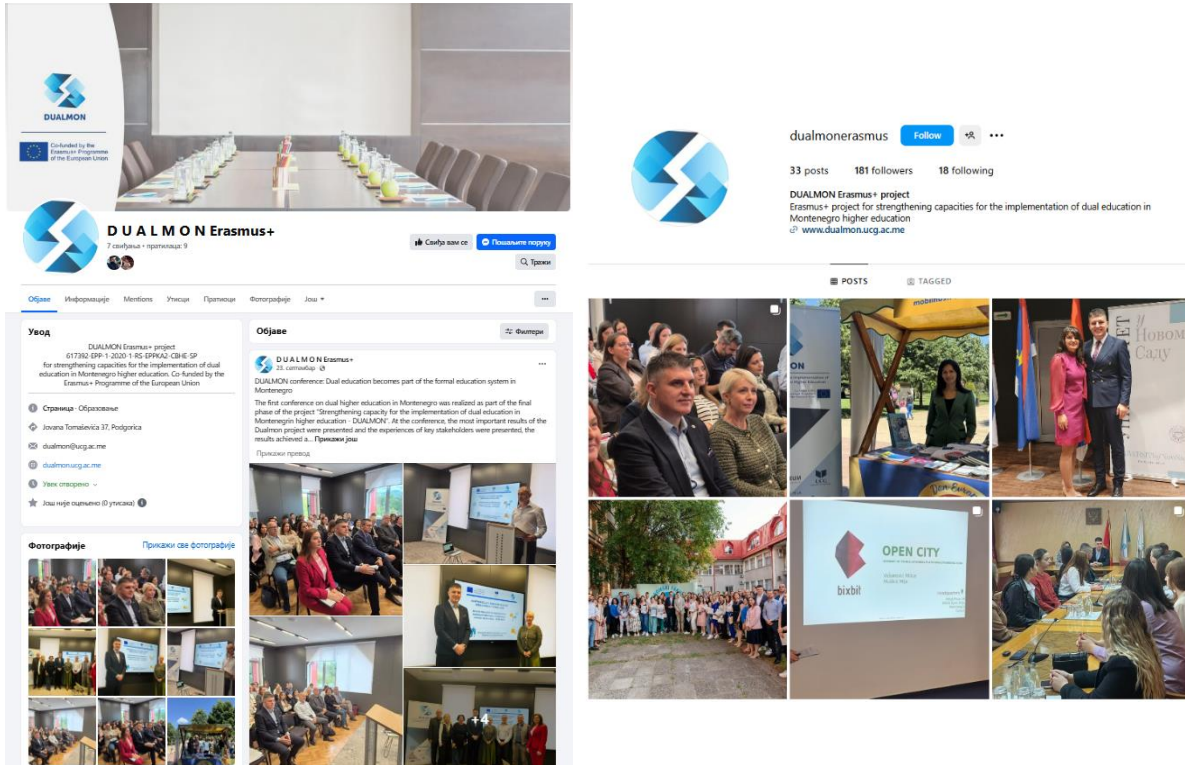
Project logo: the project logo, as the central element of the project's visual identity, reflects the main idea of the project and is designed to be striking and attractive. The logo was developed in the first two months of the project. The chosen logo has been prominently featured on all official project-related documents, including reports, presentations, the project website, posters, flyers, and other promotional materials. The logo serves as a visual representation of the project's goals and helps to create a unified and professional image across all communication platforms, strengthening the project's recognition among stakeholders and the broader public.



DUALMON

Social Media (Facebook and Instagram): for the purpose of disseminating the Dualmon project, official accounts were created on social media platforms, namely Facebook (DUALMON Erasmus+) and Instagram (dualmonerasmus). The profile pages created on mentioned social networks are given below (figure 1):

Figure 1: Facebook and Instagram profile pages of Dualmon project



These platforms were chosen as key tools for increasing the visibility of the project and extending the reach of information. These channels proved essential for engaging with key target groups, such as students, teachers, and experts in the field of education. Social media posts provided updates on the project's objectives and results, as well as announcements about upcoming events such as seminars, workshops, and conferences (Figure 2 and Figure 3). Through these platforms, the public was able to gain insight into the project and engage in discussions on dual education, fostering greater interest and awareness of the project's aims and achievements.

Figure 2: Examples of project activity posts on Instagram

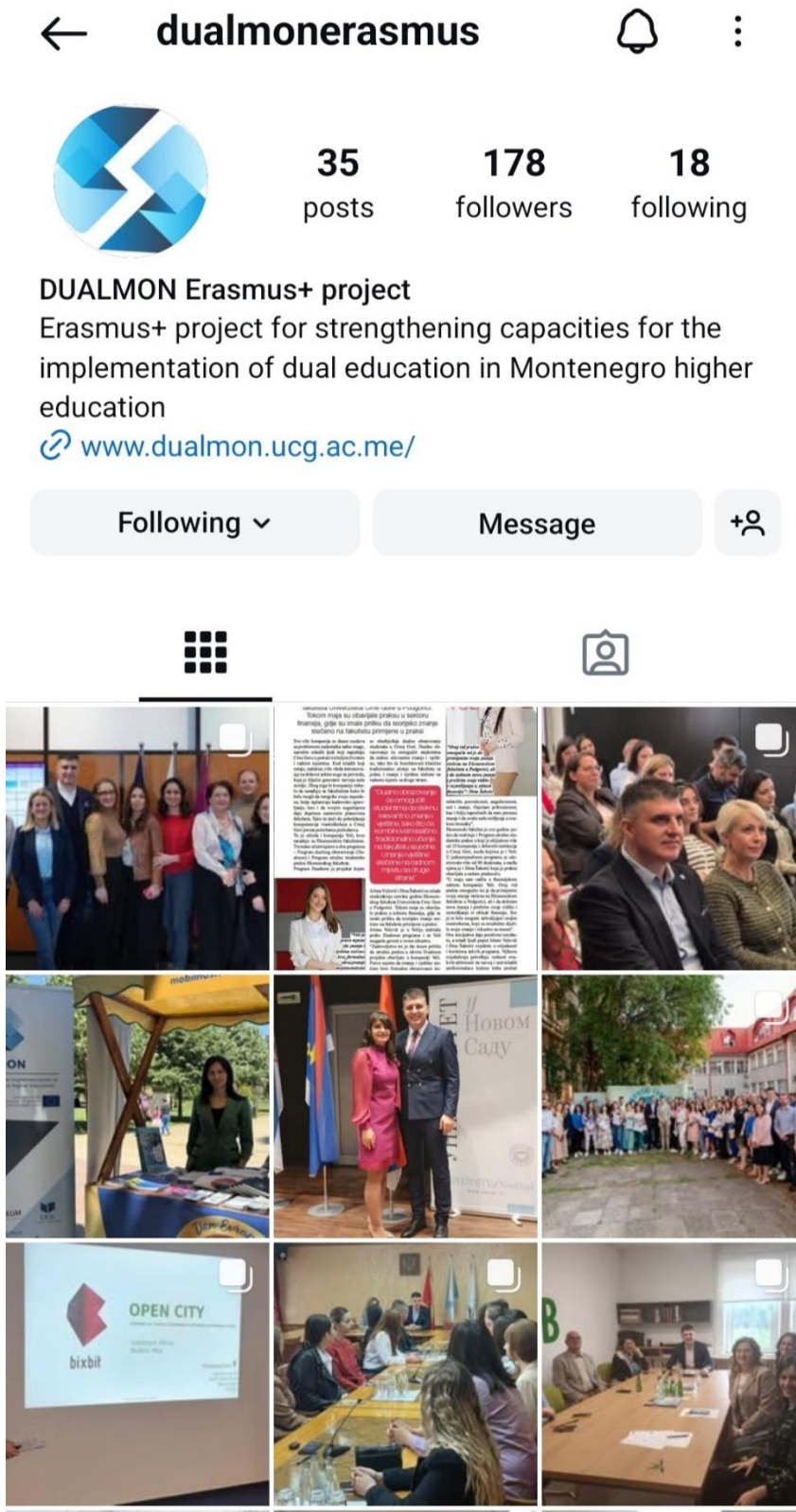


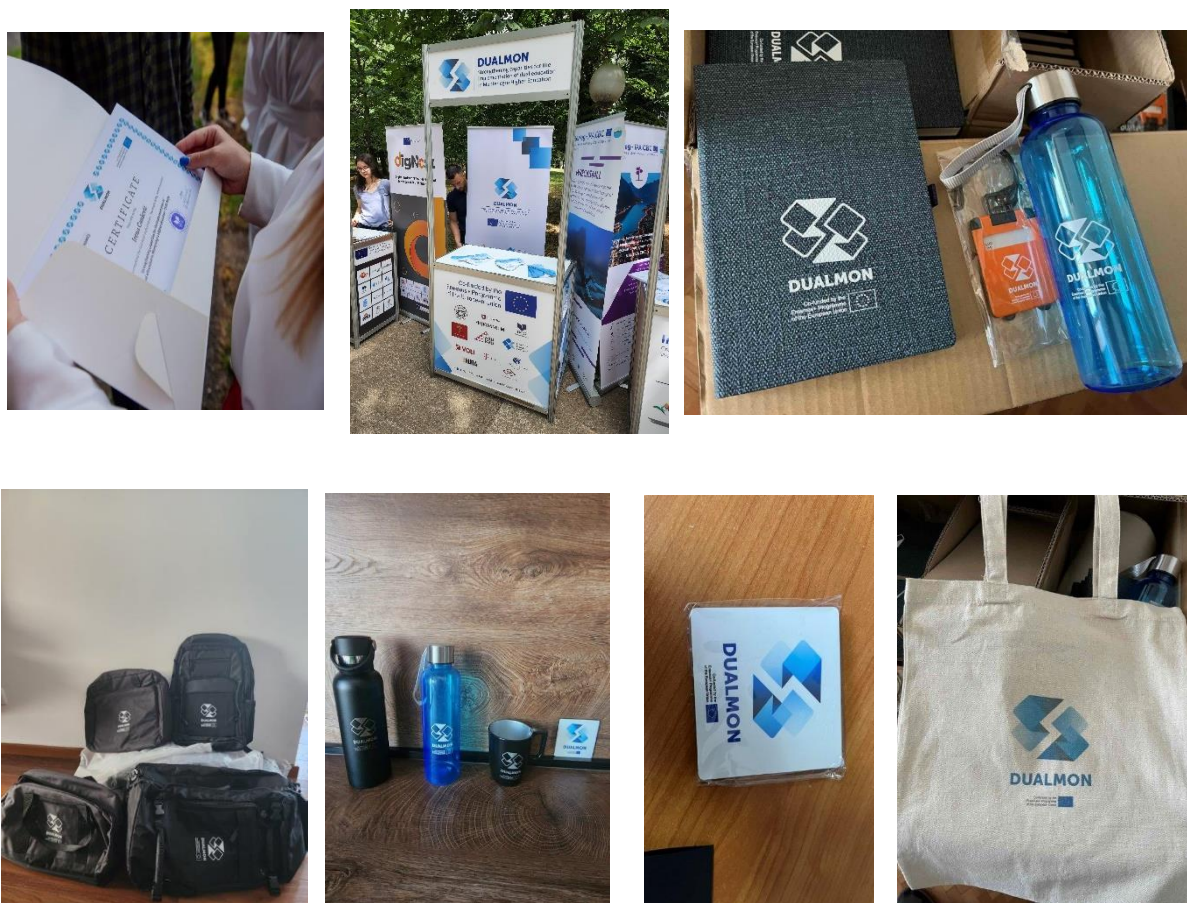
Figure 3: Examples of project activity posts on Facebook



Promotional Materials: in addition to social media, various promotional materials were designed and distributed for the purpose of raising awareness about the Dualmon project (Figure 4). These included pens, backpacks, mugs, umbrellas, bags, roll-up banners, and other branded items.

All materials prominently featured the project's logo and were used during events and meetings with partners and target groups. By incorporating the project branding into everyday objects, these materials helped reinforce the project's visibility in public spaces. These promotional products were not only practical but also served as a constant reminder of the project's goals and activities. Their distribution at events played a crucial role in ensuring that the project remained present in the minds of participants, creating additional touchpoints for interaction with the project and further spreading awareness.

Figure 4: Promotional materials



Website: the development of the official project website was a critical element of the dissemination plan. The website served as a central hub for providing detailed information about the project's objectives, activities, and results. It included essential resources such as reports, scientific papers, tools developed within the project, and flyers on the pilot programs (Figure 5). Furthermore, the website enabled interested parties to download the developed tools and resources directly from the output library. The website was available in both English



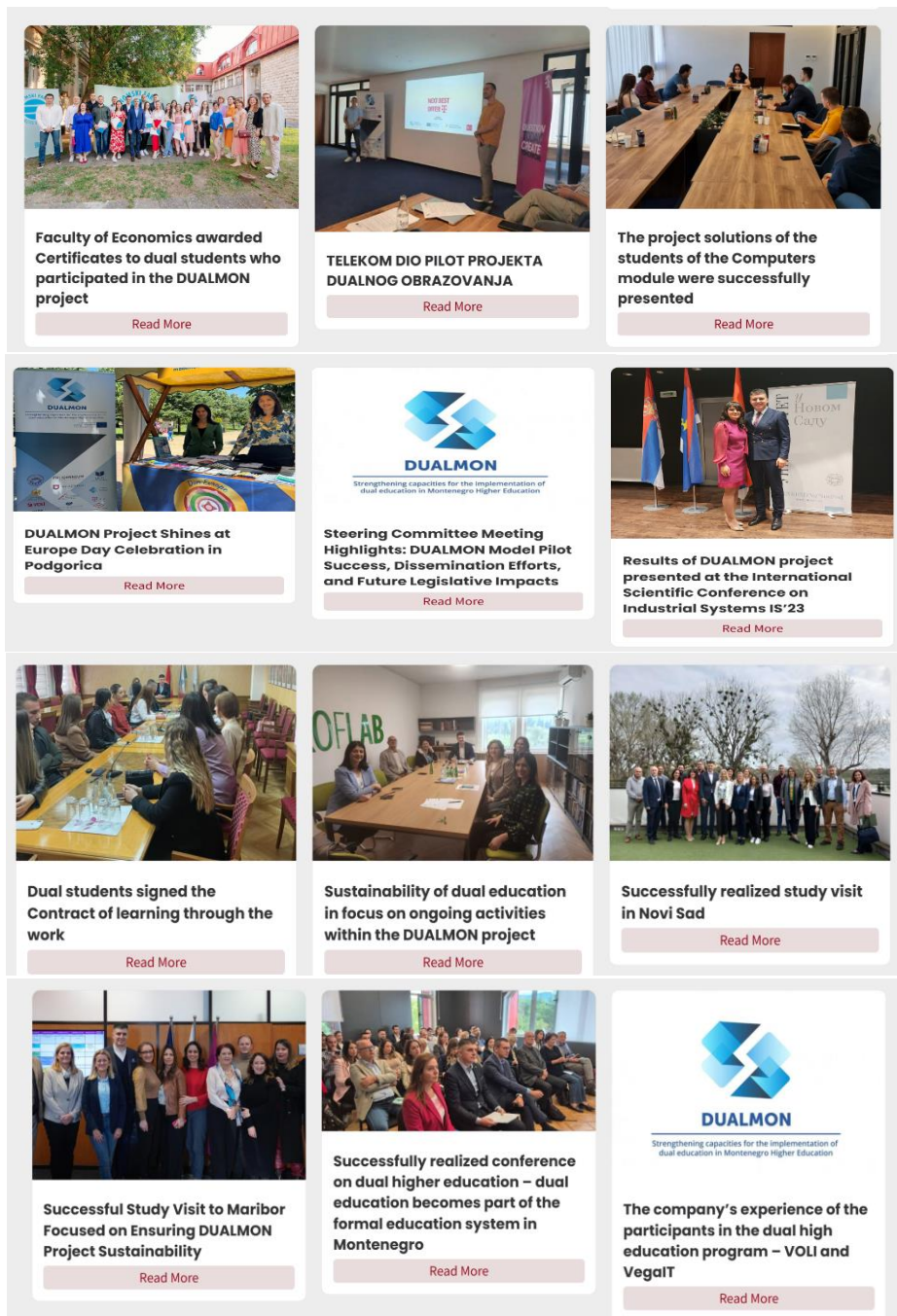
DUALMON

Co-funded by the
Erasmus+ Programme
of the European Union



and Montenegrin, making it accessible to a wider audience. By centralizing information in one location, the website facilitated easy access to project updates, enabling stakeholders to stay informed about the project's progress and outcomes.

Figure 5: Examples of posts on the project's web site <https://www.dualmon.ucg.ac.me/>



Interim Report: the report provided detailed documentation of the dissemination activities carried out throughout the project's duration, including an evaluation of the effectiveness of the dissemination efforts. The Interim Report was made after completing the first half of the

project and it was shared with all partners and stakeholders, ensuring that everyone involved had access to an overview of the dissemination activities and outcomes. The report helped track the progress of the dissemination efforts and made it possible to adjust strategies where needed to ensure the maximum impact of the project's results.

The use of social media platforms, promotional materials, and the official project website played a vital role in the dissemination of the Dualmon project. These tools were crucial for engaging with various target groups and for increasing the project's visibility at the local and regional levels. The social media platforms served as valuable channels for communication and interaction with key stakeholders. The promotional materials reinforced the project's branding, while the website ensured the continuous availability of information. Together, these tools successfully contributed to raising awareness about the project, engaging participants, and promoting the project's outcomes and objectives.

4. Raising awareness about DUALMON and dual education

The following section of the report will present a more detailed overview of the activities carried out with the aim of promoting the Dualmon project and disseminating the achieved results. This overview is divided into two parts: one covering the first half of the project and the other focusing on the second half. The activities included various outreach initiatives, such as workshops, conferences, and presentations, designed to increase awareness about the project's goals and its outcomes. Additionally, efforts were made to share key findings through publications, social media platforms, and partnerships with relevant stakeholders, ensuring the project's impact was widely communicated to both the academic community and the general public.

The First Part of the Project

In 2021, the DUALMON project focused on raising awareness about dual education. Following the initial project meeting in Podgorica, collaboration between the Maritime Faculty in Kotor and the Montenegrin Shipping Company began, resulting in working teams developing a dual education model tailored to technical and social study programs. Further discussions on this model took place in July 2021 at the Faculty of Economics, where participants explored its implementation within Montenegro's legal framework and the needs of educational institutions, companies, and students. A study visit to Slovenia in October 2021 provided insights into successful dual education practices. The Montenegrin team visited institutions such as Academia College Maribor and discussed with experts from Austria and Serbia. These exchanges highlighted practical approaches and legislative adjustments needed for Montenegro. During Erasmus+ Day in October, the project was showcased to key stakeholders, emphasizing its role in modernizing higher education. The Chamber of Economy of Montenegro also promoted DUALMON during sector meetings, encouraging private-sector involvement in developing practical programs for students. The year concluded



with a December cluster meeting analyzing the synergies of Erasmus+ projects. Discussions underscored the importance of adapting Montenegro's legal framework to ensure the sustainability of the dual education model.

In 2022, the DUALMON project strengthened the dual education framework in Montenegro, building on the progress made during its first year. Activities began in April with a cluster meeting involving the National Erasmus+ Office, the Ministry of Education, and project representatives. This meeting reviewed progress on four key structural projects, including DUALMON, and highlighted its significance for enhancing higher education. The generic model of dual education and tailored programs for individual faculties were presented, emphasizing the project's transformative potential. A study visit to Austria later that month provided an in-depth view of dual education practices recognized as among the best in Europe. Hosted by FH Joanneum in Graz, Montenegrin representatives from academia, regulatory bodies, and private sector partners explored Austrian dual education models. They engaged with dual students, visited companies like the Heineken Group and Zotter Chocolate Factory, and participated in workshops examining this education system's strengths and challenges. This visit solidified plans for implementing tailored models in Montenegro and advanced strategies for disseminating outcomes. May saw the presentation of DUALMON at the European Projects Fair in Podgorica, where the project's progress and future goals were discussed with key stakeholders. This high-profile event provided an opportunity to enhance visibility and foster collaboration with over 200 projects showcased. The introduction of dual education pilot programs marked a significant milestone in the project. Presented at the Faculties of Electrical Engineering and Economics, these programs integrated internships into the final semester of undergraduate studies. Through direct engagement with companies such as Addiko Bank, Voli Trade, and Crnogorski Telekom, the pilot programs received strong support from the business sector, showcasing their potential for enriching academic and practical learning. DUALMON's momentum extended to international platforms. It is important to highlight that companies such as Voli and Crnogorski Telekom, in addition to participating in the pilot phase of the project, made a significant contribution to its promotion, being satisfied with the results of the pilot testing and recognizing the benefits of this type of education for the business community. In this regard, the company Voli published an article in its magazine "Voli Magazine" dedicated to the experience of dual students (Figure 6).

Figure 6: Promotion of Dualmon project activities in “Voli magazine”



Source: Voli magazine

During year 2022., at events like the International Staff Week in Montenegro and a similar gathering in Romania, the project team also shared insights on the importance of dual education and opportunities for further collaboration. Round tables and conferences, such as "Maintenance 2022," highlighted dual education's role in strengthening industry-academia cooperation, drawing international recognition to DUALMON.

The year concluded with participation in the Conference on the Economy of Montenegro, where DUALMON's findings on aligning educational outcomes with labor market needs were presented. These engagements underscored the project's growing influence and paved the way for continued progress in integrating dual education into Montenegro's higher education system.



The Second Part of the Project

In 2023, the DUALMON project made notable progress in enhancing dual education in Montenegro. The year started with a presentation at the Fair of Seasonal Employment at the Faculty of Tourism and Hotel Management in Kotor. Vice Dean Ilija Moric, PhD shared the project's key activities and opportunities for students and companies. At the Faculty of Economics in Podgorica, a meeting with project partners discussed the collaboration between professors and companies, focusing on internships for dual students and mentor selection. The first monitoring visit followed this in March, where an EACEA representative met with university management, project members, and students to assess the project's progress, quality assurance, and dissemination. The project team visited the University of Novi Sad in Serbia in late March to learn from their dual education model. The discussions covered legal frameworks, accreditation standards, and future sustainability plans for the DUALMON project. By June, the University of Montenegro completed the pilot phase of dual education for Computer Engineering students, with positive feedback on their project solutions, confirming the potential for formalizing dual education. That same month, over 100 third-year students at the Faculty of Economics received certificates for completing internships with over 50 companies. This marked the Faculty's first implementation of the Student Professional Practice program.

The success of the DUALMON project was further validated at the International Scientific Conference on Industrial Systems in October, where a paper presented the positive outcomes of the pilot, including employer satisfaction with the networking and workforce development opportunities provided. The project's results underscored the importance of dual education in aligning higher education with labor market needs in Montenegro. To promote project activities, a project partner, Crnogorski Telekom, shared information about its participation in the Erasmus+ Dualmon Program with its employees (Figure 7). On this occasion, Telekom explained how it is involved in the project, which provides third-year students from the Faculty of Electrical Engineering and the Faculty of Economics with the opportunity to gain practical knowledge through working on projects in collaboration with company mentors. The projects covered customer service analytics, digital transformation, and financial management. Students shared their lessons through presentations, while mentors significantly contributed to the project's implementation.

Figure 7: Promotion of Dualmon project activities in company Crnogorski Telekom



TELEKOM DIO PILOT PROJEKTA DUALNOG OBRAZOVANJA

Zadovoljstvo nam je da vas obavijestimo da je Crnogorski Telekom jedan od partnera **Erasmus+ Dualmon Programa** na nivou države, na koji način kao Kompanija učestvujemo u jačanju kapaciteta za **implementaciju dualnog visokog obrazovanja u Crnoj Gori**.

Studenti treće godine bachelor studija Elektrotehničkog i Ekonomskog fakulteta Aleksa Matijašević, Albana Berišhaj, Ismail Alijčević i Sandra Peković su tokom prethodnog perioda imali priliku da, u okviru specifičnih projekata na kojima su radili sa svojim mentorima iz Kompanije, a u saradnji sa profesorima sa fakulteta, steknu praktična znanja i upoznaju se sa radnim okruženjem. Radi se o sledećim projektima:

- Aplikacija za analitiku korisničkih servisa, mentor **Srdan Folić**, Sektor tehnike
- NBO – Next Best Offer, mentor **Danijel Dušaj**, Sektor za razvoj servisa i digitalnu transformaciju
- Finansijski menadžment, mentor **Ivona Perazić**, Sektor Finansija

Navedeni projekti su predstavljani u okviru nedavno održanih studentskih prezentacija, sa naglaskom na sve ono što je naučeno tokom prethodnog perioda u kompanijama.



Koristimo priliku da se i na ovaj način zahvalimo našim kolegama Ivoni, Srdanu i Danijelu na doprinosu da kroz svoje mentorstvo daju lični i profesionalni doprinos uspešnoj realizaciji pilot projekta, dijeleći svoja praktična znanja i vještine sa našim studentima.



Na nedavno održanom sastanku studenti su podijelili svoja sjajna iskustva i utiske sa HR predstavnicima. Tom prilikom istaknuto je da smo kao Kompanija ponosni što smo prepoznati kao atraktivan poslodavac među studentima i što svojom ekspertizom pomažemo daljem unapređivanju obrazovanja u Crnoj Gori.

Sigurni smo da će nam iskustva sa pilot generacijom Erasmus+ Programa poslužiti kao osnov za jačanje saradnje sa pomenutim fakultetima u budućnosti, na obostrano zadovoljstvo.

Srdačno,
Sektor za ljudske resurse
Crnogorski Telekom

Source: Crnogorski Telekom internal report

In 2024, the central celebration of Europe Day, organized by the EU Delegation, provided an excellent opportunity to present the DUALMON project. The event occurred on May 11th in Podgorica, at University Square near the St. Petar Cetinjski monument. It was attended by the Ambassador of the European Union to Montenegro, Oana Kristina Popa, Minister of European Affairs Maida Gorčević, Mayor of Podgorica Olivera Injac, diplomatic representatives, and many citizens. On this occasion, project team members Milica Vukčević and Dragana Ćirović presented the results achieved during the pilot phase of the DUALMON project, highlighting the significance of dual higher education and the project's role in improving Montenegro's higher education system. From December 5th to 7th, 2024, members of the DUALMON project team participated in a study visit to their project partner in Maribor, Slovenia, marking an important phase in the project focused on ensuring the sustainability of the dual higher education model in Montenegro. During the visit, the team evaluated the pilot phase's results, exchanged best practices in managing dual education programs, and discussed the challenges faced during the project's implementation. Special attention was given to the future of dual education in the context of artificial intelligence, as well as developing concrete recommendations for Montenegrin higher education institutions. The visit concluded with strategic planning sessions focused on ensuring the project's long-term sustainability, including an analysis of Slovenian legislation and its relevance to the Montenegrin context.



Finally, It is important to note that, in addition to the official website and social media accounts dedicated to the Dualmon project, it was also promoted through the official website of the University of Montenegro. This helped to reach a wider audience, leveraging the university’s platform to enhance visibility and engagement. Below, a table 2 summarizes the total number of posts and publications related to the project.

Table 2: Summary of posts and publications through the official website of University of Montenegro (www.ucg.ac.me)

The total number of media publications related to the DUALMON project:	42
Print media:	5
Electronic media:	2
Internet publications – portals:	35

5. Preparation of the interim report

The Dualmon interim report was a crucial document prepared for the first half of the project, after that phase had passed, with the purpose of consolidating the achievements, strategies, and future directions realized up to that point. Its role was pivotal in ensuring that the project’s outcomes reached a wider audience and had a lasting impact, providing a detailed and comprehensive overview of the activities carried out by then. This report proved important for dissemination, functioning as a key tool to raise awareness and foster a deeper understanding of the project’s goals among various stakeholders. It also aimed to ensure the sustainability of the project’s outcomes by demonstrating how these achievements contributed to the development of dual education.

One of the primary purposes of the report was to showcase the achievements of the Dualmon project in its first phase, highlighting key milestones such as the development of a generic dual education model, the successful implementation of pilot programs, and the establishment of productive collaborations with industry stakeholders. By offering concrete examples of these successes, the report built credibility and emphasized the effectiveness of the strategies implemented thus far. This documentation of accomplishments was important in demonstrating the project's impact on both education and industry, facilitating engagement with and convincing external parties of its importance.

The report also underscored transparency and accountability, providing a detailed account of the activities, timelines and resource allocations during the first half of the project. This level of openness was critical for building trust with stakeholders, including representatives of Erasmus+ Programme, partner institutions, and the broader academic and industrial communities. By offering a clear picture of how resources were used and what had been

accomplished, the report reassured stakeholders that the project was on track and delivering on its promises. This transparency was not only beneficial for maintaining relationships with current partners but also for attracting future collaborators and supporters.

Engaging stakeholders was another key focus of the report. It highlighted how the DUALMON project addressed transversal issues such as inclusion, gender balance, and digital transformation, aligning itself with broader societal goals. By demonstrating this alignment, the report encouraged engagement from policymakers, industry representatives, and educational institutions, motivating them to support and collaborate with the project. The focus on these important topics expanded the project's relevance and appeal, making it more likely to continue receiving support from a wide range of stakeholders.

From a strategic standpoint, the report was a critical tool for raising awareness about the Dualmon project during its first half. It provided structured information essential for dissemination efforts, including clear summaries of the project's objectives, methodologies, and outcomes. This structured approach made it easier to communicate the project's purpose and achievements to diverse audiences, ensuring that the message was both accessible and compelling. By presenting a clear narrative of what the project had accomplished by that point and what it aimed to achieve moving forward, the report helped build a strong case for continued support and collaboration.

In addition to raising awareness, the report played a significant role in policy advocacy. It highlighted the legislative progress made, such as the incorporation of dual education into the draft Law on Higher Education in Montenegro. These legislative advancements were significant as they laid the foundation for systemic change in higher education. By documenting these achievements, the report served as a tool for policy advocacy, showing how the Dualmon project was already influencing educational policy at a national level. This, in turn, could inspire further legislative changes and encourage other countries to consider similar reforms.

The report also acted as a repository of best practices, documenting study visits, collaborations, and pilot implementations. This detailed documentation provided valuable insights into what had worked well up to that point, offering a source of inspiration for other institutions and projects looking to adopt or adapt similar approaches. By promoting these best practices, the report extended the project's influence beyond its immediate context, encouraging the spread of innovative dual education models.

In conclusion, the Dualmon Interim report for the first half of the project was much more than just a record of progress. It was an important tool for dissemination, providing comprehensive coverage of the project's objectives, methodologies, and outcomes up to that point. By effectively communicating the project's value and emphasizing its alignment with broader societal and legislative goals, the report fostered support from stakeholders and ensured the long-term sustainability and impact of the project. Through its thorough and transparent content, the report not only strengthened the project's credibility but also served as an important resource for future policy advocacy and the promotion of best practices in dual education.

6. Final conference on DHE

Final Conference: one of the most significant dissemination activities was the organization of a final conference (figure 8). The conference was organized on September 20th, 2024, at the Faculty of Economics, University of Montenegro, bringing together over 50 participants, including representatives from academia, industry, government institutions, and students, all united in their commitment to advancing dual higher education in Montenegro. This event represented a significant milestone in promoting an innovative educational model aimed at strengthening the synergy between higher education institutions and the business sector in Montenegro.

Figure 8: Final Conference on Dualmon projects



The successful organization of Montenegro's first conference on dual higher education marks a pivotal step in raising awareness about this innovative educational model and in promoting the outcomes of the DUALMON project. As part of the final phase of the project Dualmon, the conference presented key project results, shared experiences of stakeholders, highlighted the achievements to date, and provided a framework for the continued implementation of dual education in Montenegro.

This conference played a crucial role in strengthening collaboration between academia and industry, which is vital for improving the quality of higher education and enhancing the employability of graduates. It gathered representatives from educational institutions, businesses, and other relevant organizations, creating a valuable platform for networking and the exchange of ideas and best practices. Through dynamic discussions, participants explored how dual education could address the evolving needs of the labor market, aligning academic programs more closely with industry demands. Additionally, the conference tackled significant issues such as legal frameworks and the long-term sustainability of dual education, emphasizing its importance as a cornerstone of the country's educational system.

One of the highlights of the event was the presentation of the key outcomes of the DUALMON project, which included the development of a generic model for dual education and a detailed overview of the challenges ahead in expanding this model in Montenegro. It was emphasized that dual education is not only a way for students to acquire practical skills but also an essential

investment in the country's future. By preparing students to adapt to modern economic trends and equipping them with skills that meet the demands of employers, dual education is contributing to the development of a sustainable, competitive economic system in Montenegro. The conference reaffirmed the potential of this educational model to drive long-term economic growth by fostering a skilled, adaptable workforce.

The discussions at the conference also focused on the legislative support necessary for the successful implementation of dual education, with particular attention paid to the proposed amendments to the Law on Higher Education. Moreover, the conference addressed the specific challenges of implementing dual education across various fields of study. Representatives from several faculties discussed how dual education is being integrated into their curricula, offering insights into the unique opportunities and challenges within each discipline. These discussions highlighted the adaptability of dual education to a wide range of academic fields, further reinforcing its potential to transform the country's higher education landscape.

The event concluded with an open dialogue, allowing participants to exchange views on the future of dual education in Montenegro. This open forum underscored the transformative potential of dual education as both an educational tool and an economic driver. By fostering stronger partnerships between universities and businesses, creating supportive legal and institutional frameworks, and aligning academic programs with market needs, dual education is contributing to a more competitive and dynamic economic future for Montenegro.

The conference was instrumental in promoting the DUALMON project and raising awareness about the significance of dual education in Montenegro. It not only highlighted the project's achievements but also reinforced the importance of this educational model in building a skilled, adaptable workforce. The event engaged key stakeholders across academia, industry, and government, emphasizing the need for continued collaboration to ensure the sustainability and growth of dual education. As a result, the conference solidified dual education's role as a key strategy for enhancing higher education and driving economic innovation in Montenegro.

7. Concluding remarks

Building on the detailed overview of the activities carried out throughout the project, it is important to emphasize that the Dualmon project has not only made significant strides at the national level but has also been actively promoted internationally. The dissemination of the project's results at various international events, including conferences, staff weeks, and project fairs, played a crucial role in raising awareness about the benefits of dual higher education. These events provided a platform for sharing the project's outcomes with key stakeholders, particularly the academic, scientific, and professional communities. This was especially important as these groups are instrumental in the further development and implementation of this innovative education model. By engaging with international audiences, the Dualmon project helped to position dual higher education as a key strategy for bridging the gap between academic curricula and the practical needs of the labor market. Conferences like "Maintenance 2022" and "Industrial Systems IS'23," as well as international staff weeks, offered valuable opportunities to present the project's findings to a broad network of experts,



educators, and industry leaders. These interactions were essential in fostering a deeper understanding of the project's impact, as well as encouraging the adoption of dual education practices across different countries. Moreover, the support from companies like Voli and Crnogorski Telekom, which not only participated in the pilot phase of the project but also helped promote it through their networks, was a key factor in expanding its visibility. Through internal publications such as "Voli Magazine" and reports from Crnogorski Telekom, the project was shared with a wider audience, reinforcing the positive outcomes of dual education. These companies recognized the value of dual education in strengthening the connection between academic institutions and the business community, which is crucial for ensuring that students are equipped with the skills needed in the job market.

The international promotion of the Dualmon project has thus been instrumental in enhancing its impact, reaching not only the academic community but also industry stakeholders who are pivotal in shaping the future of education and workforce development. By showcasing the project's results at high-profile events, the Dualmon team successfully communicated the importance of dual education and its potential for transforming higher education systems. The project's visibility on international platforms has created a network of supporters who are committed to its sustainability and growth, further ensuring that the lessons learned from this initiative will continue to inform the future development of dual higher education in Montenegro and beyond.

In conclusion, the international dissemination of the Dualmon project has been a cornerstone of its success. The visibility gained at conferences, workshops, and through company collaborations has positioned the project as a leading example of how dual education can effectively meet the needs of both students and the labor market. This international engagement has not only promoted the project's goals but also fostered valuable partnerships that will support the long-term sustainability of dual education in Montenegro and serve as a model for other countries. Through these efforts, the Dualmon project has made a lasting impact on the future of higher education, emphasizing the importance of collaboration between academia, industry, and government in creating an education system that is both innovative and responsive to the needs of the modern workforce.