

SoftSkills

FOR KNOWLDEGE TRANSFER

Dissemination & Sustainability Report

Basic Information About the Project

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|----------------|---|
| TITLE | Soft Skills for Knowledge Transfer |
| ACRONYM | KTSoftSkills |
| START | 01/12/2022 |
| END | 30/11/2025 |
| FUNDING SCHEME | Erasmus+ Cooperation partnerships in higher education |
| PROJECT N. | 2022-1-IT02-KA220-HED-000089663 |
| EU GRANT | € 400,00.00 |

Introduction

According to the KT SoftSkills project Dissemination and Sustainability Strategy, this report aims to evaluate and analyse the dissemination activities, qualitative and quantitative indicators, and the impact of the project.

This is the second Dissemination and Sustainability report, covering the dissemination of the project from beginning to the end (1.6.2023–31.11.2025).

This report aims to a) provide a detailed overview of the realised dissemination activities, b) show the situation of both qualitative and quantitative indicators that have been recognised for the project and c) show the impact of both dissemination and sustainability activities.

Dissemination Objectives & Activities

To build strong project branding and a distinctive image, several objectives were mentioned in the Dissemination & Strategy. The project dissemination is focused on the project concept and main goals.

The KT SoftSkills aimed at improving the impact of knowledge transfer (KT) activities within and outside Higher Education Institutions (HEIs) to foster the real and expected contribution of collaborative projects and build more inclusive and effective partnerships.

The direct target group of KT SoftSkills included KT professionals, interested in improving their soft skills and conducting more effective, inclusive, and impactful KT activities. KT professionals were included in the different activities, and dissemination activities aimed at reaching a large number of individual KT professionals in various institutions at the national and international levels.

In addition to the direct target group, the project had multiple indirect target groups. The indirect target groups included HEIs, businesses, institutions (e.g., NGOs, governments), and students. By disseminating the project to the indirect target groups, the project can strengthen the ecosystem and allow collaboration between current and future KT professionals as well as provide a platform for the stakeholders to make an impact to the project deliverables.

Online promotion

- Content and promotion of the activities on the project website
- A project website was introduced to different stakeholders
- 6 interviews (WP2) were transformed into short articles for dissemination
- Results were promoted via social media (X, LinkedIn), as well as institutional channels
- Project results were uploaded on the Erasmus+ project platform

Offline promotion

- Strong project branding and a distinctive image (a designed logo, and branding materials) was developed
- Presentation of the project during local events by each partner to reach regional stakeholders and the international launch

THINK was the partner responsible for the dissemination activities, such as social media and website. The project website (ktsoftskills.eu) is the main source of dissemination and information for the project. Project Social Media Accounts X ([link here](#)) and LinkedIn ([link here](#)) updated interested stakeholders on the activities and development of the project while drawing them to the website to discover more about the goals of the project.

The project website was designed with the goal that its contents are easily approachable and that the language is understandable for anyone interested. The website lander includes basic information about the project, an updated project timeline, and a live X feed that shows the newest posts. All project results are uploaded together with various blog posts, which give valuable insights on the project activities. This ensures that the results are easily accessible to various stakeholders and KT professionals around Europe.

Indicators

The process and impact of the project is followed with various qualitative and quantitative indicators across the different WPs.

Qualitative Indicators

The following qualitative indicators were used in measuring the quality of the dissemination activities of KT SoftSkills, and are inspected in this report.

WP5 - Qualitative results

- Social media analytics

- Website and social media visits and interactions (likes, retweets, tags, etc.)
- On-time/with quality/on-budget deliverables
- Identified sustainability strategies

Social Media Analytics

Social media analytics were collected from LinkedIn and X. The main metrics from both platforms are collected to Table 1 and Table 2.

Table 1. Social media metrics from LinkedIn

| LinkedIn | Total | Average |
|--------------|-------|---------|
| Followers | 258 | - |
| Reactions | 106 | 17 |
| CTR % | 20,73 | 4,56 |
| Engagement % | 44,73 | 7,45 |

Table 2. Social media metrics from X.

| X | Total | Average |
|--------------|-------|---------|
| Followers | 28 | - |
| Reactions | 9 | 1,8 |
| CTR % | 13,3 | 2,66 |
| Engagement % | 29,4 | 5,88 |

According to the social media analytics, the social media dissemination has been successful. LinkedIn and X have reached a large crowd based on the reactions and impressions, Both CTR % (click-through rate %) and engagement rate indicate that the social media dissemination is effective.

Website Analytics

The project websites were developed in the spring of 2023 and published on 1.6.2023. Think followed website analytics with Google Analytics, the data focusing on website visitors and sessions. The data was collected from Google Analytics.

In 2025, the overall traffic on the webpages consisted of a total 1,589 sessions, with 1,036 users. The most common traffic sources are direct links (753), Google (170) and Unibo.it (42). The most popular page is the landing page with 1,220 views, followed by results with 421 views. Visits per country are shown in Figure 1.

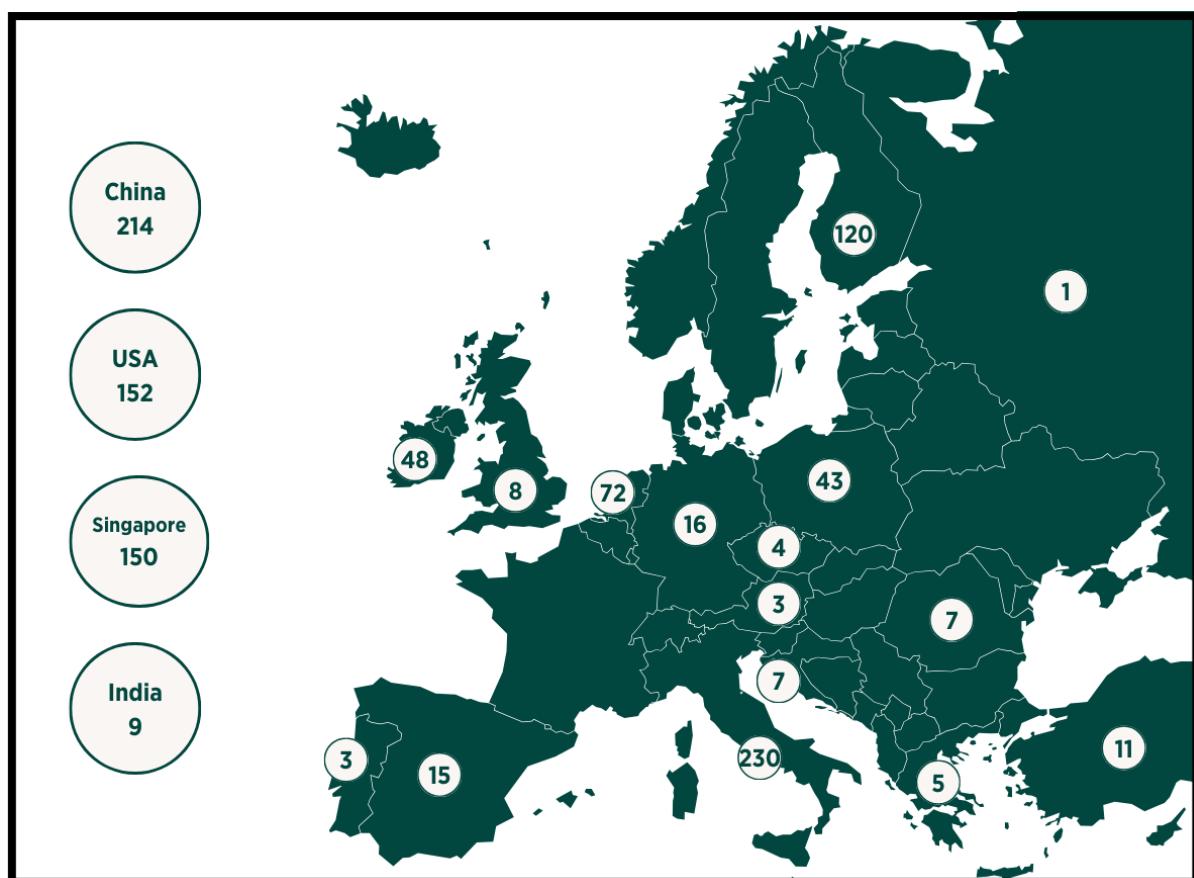


Figure 1. Website audience by location.

From the data, we can see that the websites are gaining visitors, and the visitors find the websites both from our online dissemination materials and offline dissemination activities. The project has gained a large international audience since the webpage has had visitors from 46 countries, with top visitors living in Italy, China and USA. The majority of the visits happened to the landing page, but people are also visiting the blog posts and results.

The goal is to keep on getting new and returning visitors to the website by posting engaging content. The dissemination focused also on the transnational audience, so to strengthen our message across the KT professional ecosystem in Europe.

Quantitative Indicators

Quantitative indicators that were identified for the dissemination activities of KT SoftSkills are listed in Table 3.

Table 3. Qualitative indicators for KT SoftSkills.

| Qualitative Indicator | Goal of the indicator |
|--|-----------------------|
| # of project dissemination and sustainability strategy | 1/1 |
| # of social media content plan | 1/1 |
| # of sustainability and impact reports | 2/2 |
| # of project website | 1/1 |
| # of press releases | 36/36 |
| # of interviews transformed in short online articles | 6/6 |
| # of scientific publications | 2/2 |
| # of KT professionals reached by email or directly | 6026/3000 |
| # of HEI reached by email or directly | 1626/1000 |
| # of business reached by email or directly | 4532/3000 |
| # of other organisations reached by email or directly | 7642/1000 |
| #of downloads of the project results | 383/1000 |

The project reached all the qualitative indicators in a timely fashion. The project has been disseminated vastly across Europe to universities, businesses, startup hubs and other institutions with KT professionals. Dissemination utilised live meetings, press releases, newsletters, conferences and other online and on-site media to gain the largest possible reach for the project. The only indicator that the project has not reached is the downloads of the results. Also, although already reached a good level of development, the scientific articles are still in the making as they needed the final results of the project. We expect that The downloads will increase in the following months, since the training course with all the materials was published at the beginning of 2026.

Sustainability

KT SoftSkills committed to several sustainability goals, which were tracked during the project timeline. Concrete actions were considered to reach these goals and make an actual impact.

KT SoftSkills implemented good green practices during the project lifetime. As stated in the strategy, the amount of printed material was kept minimal, and most of the dissemination activities happened online.

All monthly project meetings were held online, as well as all workshops and additional meetings of the consortium. Events, interviews and training regarding the work packages were held online, unless the live implementation created significant additional value to the meeting, for example in the pilot trainings and national events. The project consortium had five on-site meetings, two in Helsinki, one in Leiden, one in Zagreb and one in Bologna. To minimize the travel, we also combined one of the validation events to the Zagreb meeting as well as the final conference and final on-site meeting in Bologna. These on-site meetings were necessary to maintain the quality and impact of the meetings.

As stated in the Dissemination and Sustainability Strategy, KT SoftSkills committed to contributing to the achievement of two Sustainability Development Goals (SDGs), SDG 9 (Industry, Innovation and Infrastructure) and SDG 17 Partnerships for the Goals).

We contributed to SDG 17 by enhancing the skills and competencies for encouraging and promoting effective public, public-private, and civil society partnerships and strengthening the skills for promoting effective public-private and civil society partnerships, as well as SDG 9 by supporting innovation and making research more impactful in the ecosystem.

The project objectives contributed to the European Green Deal (EGID) aiming at fostering competences, enhancing career prospects, and engaging participants. Concerning KT SoftSkills the main area of intervention refers to KT skills enhancement for establishing better and more effective KT practices, creating more inclusive KT activities and providing more skilled KT professionals. Those competences are fundamental also for the green sector.

More in general, soft skills also play a crucial role in supporting EGID, which aims to transform the EU into a fair and prosperous society with a modern, resource-efficient, and competitive economy. The project aimed to develop certain skills in KT professionals that point directly to this objective.

In both SDG 9 and SDG 17, soft skills are fundamental for articulating conversations among industry, try, innovation, and infrastructure (SDG 9) and for constructing better partnerships that look at long-term relationships and goals (SDG 17). The same importance of soft skills management and learning goes for the EGID. We have participated in these goals by identifying several soft skills and making a concrete effort to enhance those in the project activities. These skills include collaboration and teamwork (SDG 9 and EGID), problem-solving and critical thinking (SDG 9 and EGID), adaptability and resilience (SDG 9 and EGID), negotiation (SDG 17), cultural awareness and inclusivity (SDG 17 and EGID), and leadership (SDG 17).

In summary, soft skills complement technical expertise, enabling KT professionals to drive positive environmental change. Whether it's negotiating climate agreements, designing eco-friendly products, or advocating for sustainable practices, soft skills are essential for a successful green transition.

Impact Evaluation

The project intends to create long-term impact at different geographical scales. The main scales to follow are local, national, and European scales. KT SoftSkills aims to raise awareness of the importance of soft skills in KT activities and the KT SoftSkills project.

Locally, all partners have been disseminating the project activities to their contacts and ecosystem via internal communication channels, inviting KT professionals to participate in various WP2 and WP3 activities and face-to-face meetings. Additionally, the project has been presented to students and scientific staff in local settings across Europe.

To reach national-level impact, the partners have been disseminating the project in their external communication channels, inviting KT professionals to participate in various WP2 and WP3 activities, and collaborating with the larger ecosystem of HEIs and KT organisations in Europe.

European-level impact has been reached by coordinated dissemination activities on each consortium member's social media, email lists, and other online channels. European-level impact is also gained by creating new collaborations between new stakeholders and spreading the word about the project to them and their networks. KTSoftSkills will continue on making impact across its target groups by keeping the websites online until the end of 2027 with all the project results on it. After this, the partners will continue using and disseminating the results in their own activities, and the project results will be available online after 2027 in partner websites and as an OneDrive folder.

Conclusions

The project has reached its dissemination and sustainability goals and all the partners have actively participated in disseminating the results and project goals to the target audiences following the scheduled timeline.

The proactive planning and high-level engagement between the partners have made sure that the WP5 has reached its goals and has reached all indicators. The project has already made a great impact to the European KT professional community, and it will continue to gain more interested parties to the training course.