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Micro-GEAR

Micro-credentials for Higher Education systems of Georgia and Armenia: South Caucasus lighthouse project

Grant Agreement no.: 101127144

Deliverable D5.2

Project Website

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Authors: Main: Tamara Gvenetadze (GRENA)
Contributors: Ramaz Kvatadze (GRENA)

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Abstract

This deliverable describes the D5.2 Project Website for the Micro-credentials for Higher Education systems of Georgia and Armenia: South Caucasus lighthouse project (MICRO-GEAR) funded by European Commission ERASMUS+ Programme. The deliverable is related to Work Package 5 Task 2.



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Executive Summary

For the success and effectiveness of MICRO-GEAR project's communication and dissemination endeavors, several key requisites come into play. Among these, the development and establishment of a distinct brand identity play a crucial role. Additionally, the utilization of appropriate communication tools and channels, tailored to meet the project's requirements and the interests of its target audiences, is essential throughout the project's duration.

The comprehensive initial communication package of MICRO-GEAR, encompasses various elements including project branding and graphic identity, website as well as social media channels, particularly Facebook and LinkedIn accounts. These components are carefully designed and developed to guarantee an unified and influential approach to project communication.

It's imperative to note that the entire communication package, along with internal working document templates, will undergo continuous updates and enhancements. This process ensures that the communication strategy remains in contact with the evolving dynamics of the MICRO-GEAR project, thereby optimizing its efficiency over time. Effective communication stands as a cornerstone of the project's success, underscoring the indispensability of a well-structured communication plan and adept management strategies.



1. Introduction

This deliverable summarizes output of the MICRO-GEAR Work Package 5, Task 2 deliverable D5.2 Project website.

The first step taken towards the design of an unique image of the MICRO-GEAR project, has been the choice of the project logo and overall brand identity. It included the graphic logo which will be used to produce presentations, social media and communication materials to generate visually enhanced and high impact communication via multiple channels used by the project.

It was agreed to have an official web page of the project: <https://microgear.org/>

LinkedIn account : <https://www.linkedin.com/company/MICRO-GEAR/>

Facebook account: <https://www.facebook.com/MicroGeArProject/>

2. Visual identity

A visual identity has been crafted for the project, aiming to establish a distinct and unified brand across all communication channels. This identity not only ensures consistency but also highlights the project's core philosophy and objectives.

2.1 Project Logo

The logo for the MICRO-GEAR project has been chosen by the project partners. A survey was created in StrawPoll and partners voted for the desired logo. There was a reasonable deadline set for the voting period and four possible logo designs were offered. It was revealed that version 4 got the most votes. The logo has been designed by the designer and represents the idea behind the MICRO-GEAR project.

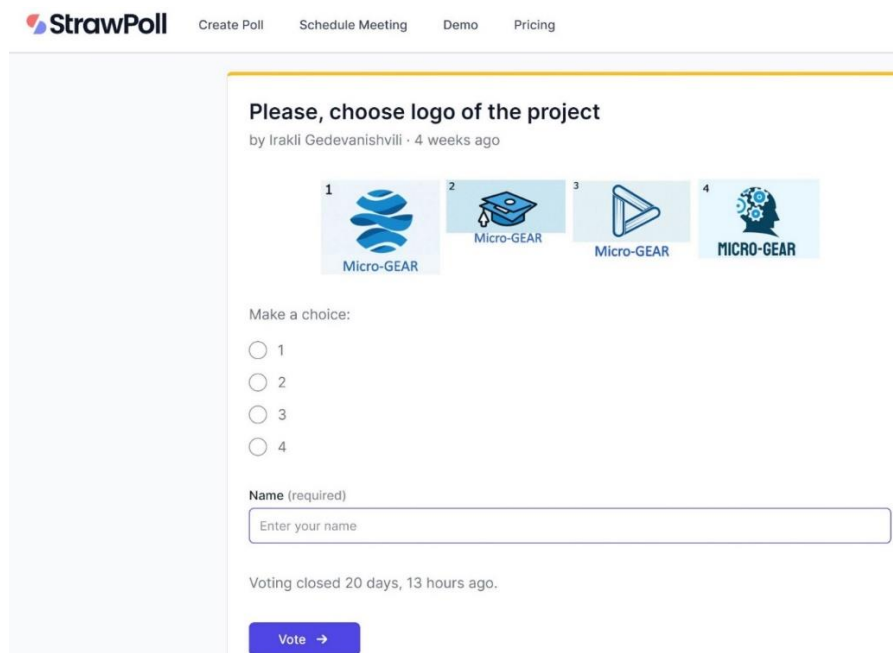


Figure 2.1 Initial Logo versions of the MICRO-GEAR project



Figure 2.2 Official logo of MICRO-GEAR project

3. Project website

The project website aims to provide comprehensive information about MICRO-GEAR project in a clear and concise manner as well as to inform the public about the progress and status of the project. The website is publically accessible at: <https://microgear.org/>. Each of the partners within the consortium contribute with material. The language used to communicate on the web page is English.

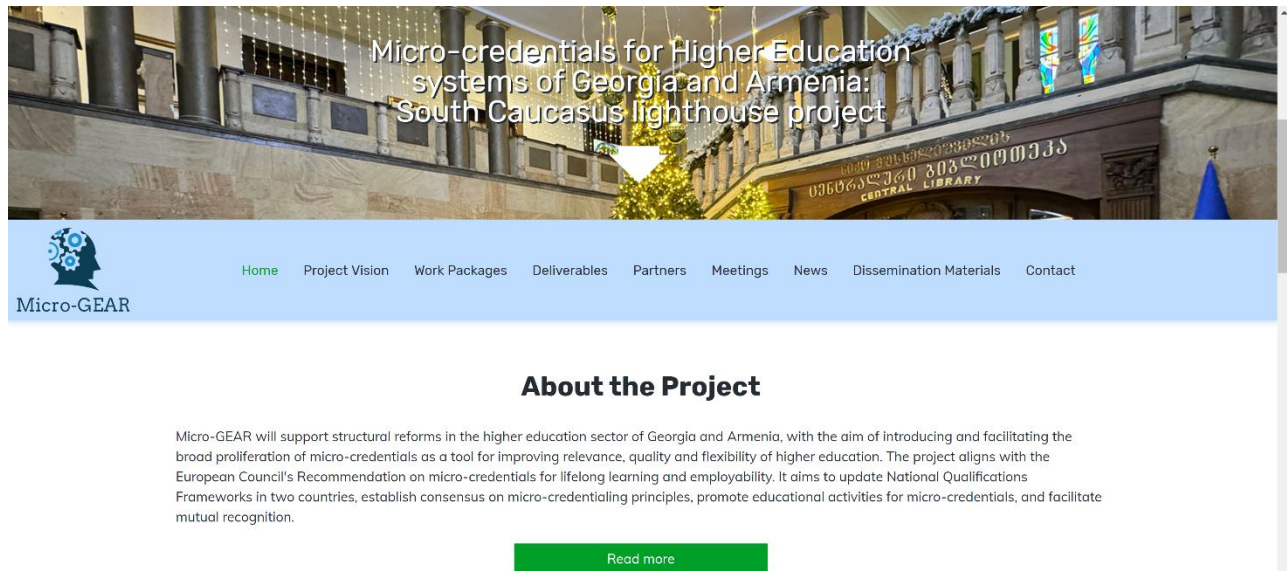


Figure 3.1 Home page of MICRO-GEAR website

3.1 Site structure

The homepage contains a navigation bar. This navigation bar includes links to various sections or pages of the website, providing easy access to different content areas such as:

- ✓ Project Vision
- ✓ Work Packages
- ✓ Deliverables
- ✓ Partners
- ✓ Meetings
- ✓ News
- ✓ Dissemination Material
- ✓ Contact



Project Vision

Micro-GEAR is supporting structural reforms in the higher education sector of the South Caucasus region, primarily focusing on Georgia and Armenia, with the aim of introducing and facilitating the broad proliferation of micro-credentials as a tool for improving relevance, quality and flexibility of higher education. In line with the European Council's Recommendation on a European approach to microcredentials for lifelong learning and employability, the project will update the National Qualifications Frameworks in both countries, build national consensus over principles of micro-credentialing, stimulate educational activities leading to micro-credentials and facilitate their mutual recognition. In order to validate the suggested reforms, to provide feedback to the policy level, as well as to facilitate the proliferation of micro-credentials, the project will implement the pilot programme covering the capacity building on micro-credentials and the development of educational units leading to micro-credentials.

Finally, the project dissemination and sustainability activities will spread the obtained results to all relevant education and training providers in the beneficiary countries and wider in the region. The Georgian and Armenian partners involved are: Ministries of Education, National Accreditation Agencies and ENIC Centres, Higher Education Institutions and representatives of training providers. On the European side, the project consortium includes 3 Higher Education Institutions with complementary competences, the Italian ENIC-NARIC Centre and a Quality Assurance Expert Company.



Figure 3.2 Project vision section of MICRO-GEAR website

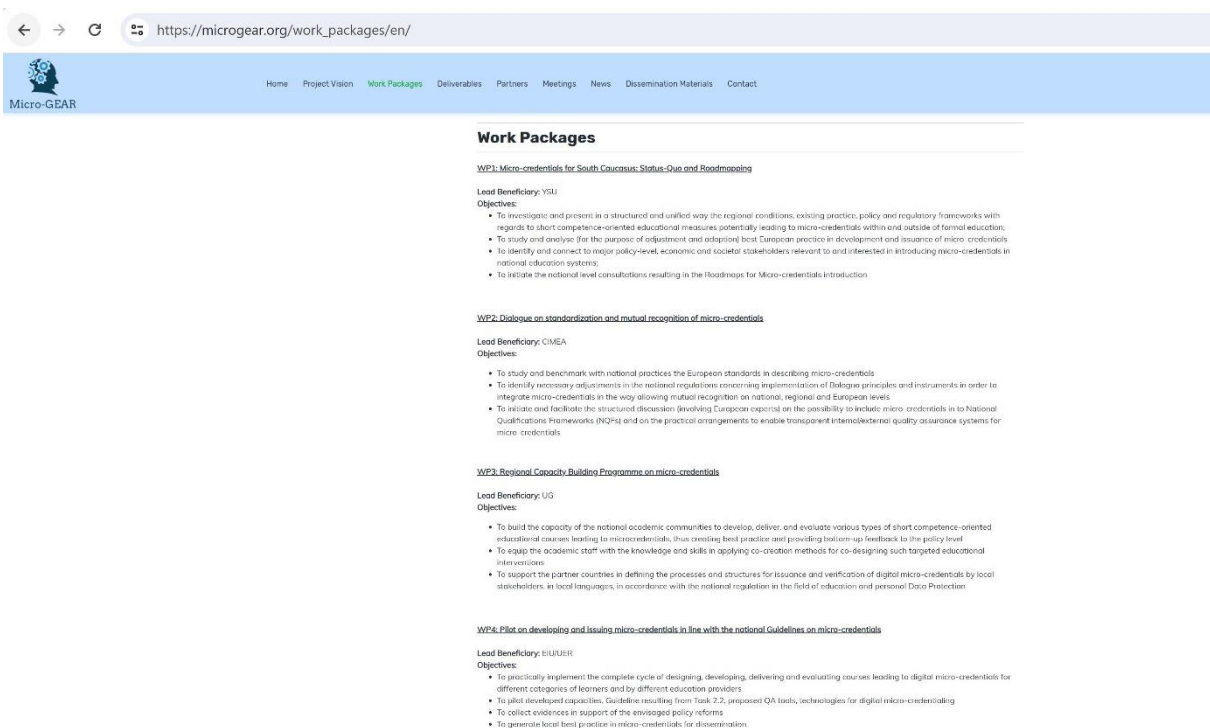


Figure 3.3 Work packages section of MICRO-GEAR website

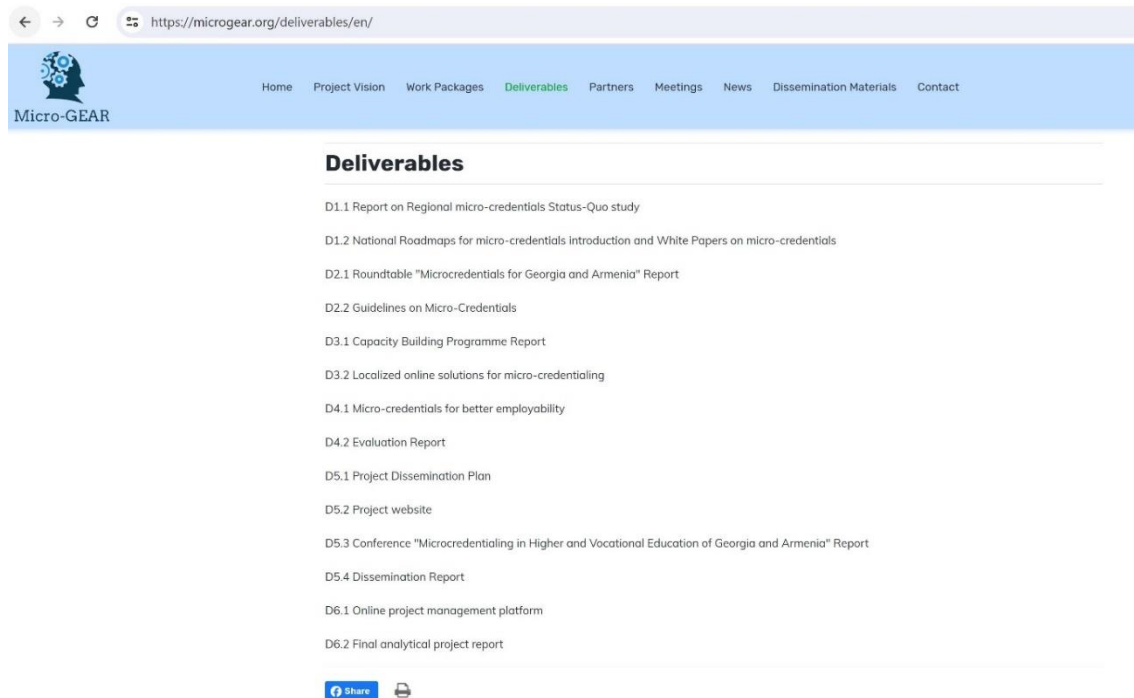


Figure 3.4 Deliverables section of MICRO-GEAR website

Under the "Partners" section, all partners within the consortium are listed, and visitors can access their respective webpages for more detailed information

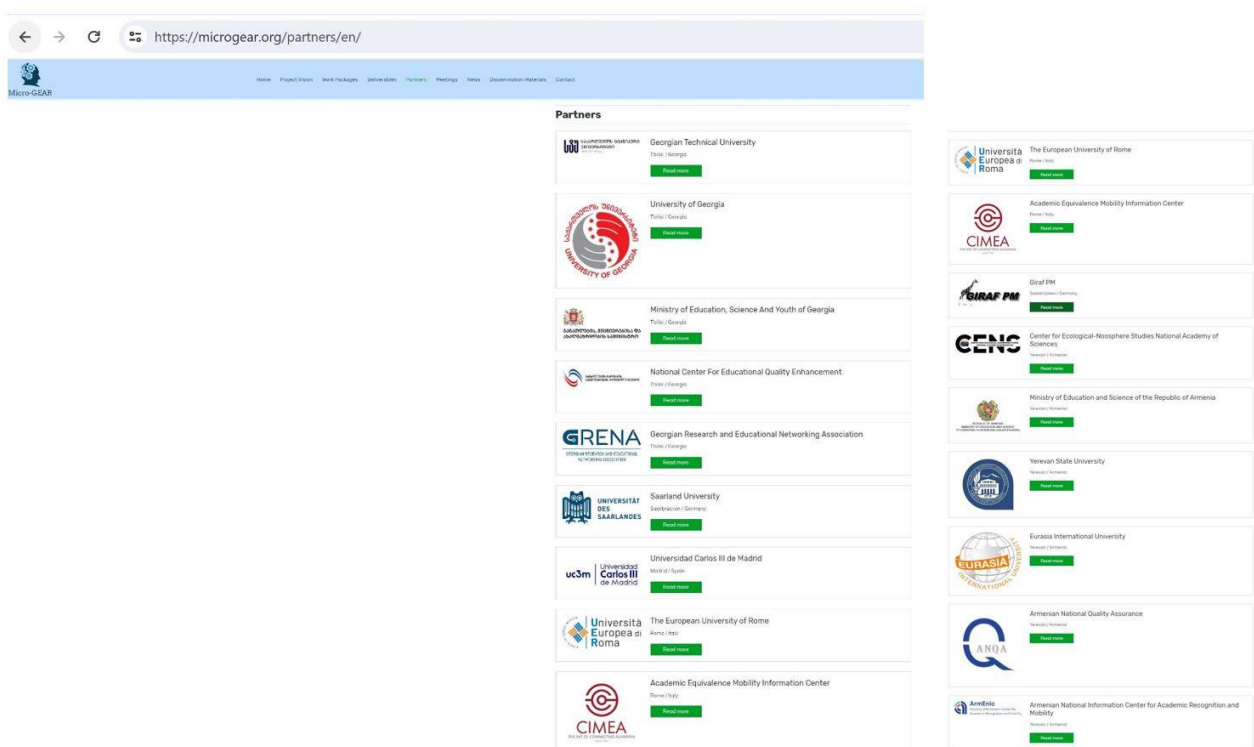


Figure 3.5 Partners section of MICRO-GEAR website



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← → ↺ https://microgear.org/meeting_tbilisi_2024/en/



Home Project Vision Work Packages Deliverables Partners Meetings News Dissemination Materials Contact

Kick off meeting in Tbilisi: 17-18 January 2024

The Micro-GEAR project kick-off meeting was held at the Georgian Technical University on January 17-18 and was attended by the project partners and main stakeholders. Representatives from various organizations, including Ministries of Education, educational institutions, and international partners, played an important role in the meeting.

During two intensive days of meetings, the Micro-GEAR partners worked together to review the project strategic plan and the lines of action, defined priorities and conducted detailed planning for future actions. The partners also shared information about the profile of their organization and role in the project. Partners agreed in the discussions that in the ever-evolving landscape of higher education, staying abreast of innovations and adapting to the changing needs of learners is crucial.

Project management discussed responsibilities, resources, online platforms, and quality evaluation. The meeting set the stage for collaborative efforts to implement micro-credentials in higher education systems of Georgia and Armenia. Partners presented the core aspects of the Micro-GEAR project, emphasizing its potential impact on the higher education systems of both countries. The meeting also featured partner presentations, offering a glimpse into the diverse roles that the organizations will play in the project. A significant portion of the meeting was dedicated to understand the background, status quo, and educational needs of both Georgia and Armenia.

The Micro-GEAR project kick-off meeting showed a group effort to improve higher education in the South Caucasus region. By bringing together diverse stakeholders, the project aims to fill gaps, share knowledge, and push forward the use of micro-credentials, helping advance education in Georgia and Armenia. As the project progresses, its influence is expected to go beyond the meeting, leaving a lasting impact on education in these countries.

Presentations

Photo Gallery



Figure 3.6 Meeting section of MICRO-GEAR website

← → ↺ https://microgear.org/news/en/



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News



A Framework for Effective Microcredential Design: Best Practices and Guidelines for Developing High-Quality Credentials

12.03.2024

Chiara Finocchietti, the Director of CIMEA – NARIC Italia, was the speaker at the webinar. As a Geographer with a background in research, she has authored numerous articles and publications focusing on credential evaluation, ethics in education, recognition of refugees' qualifications, transnational education, digitalization, and artificial intelligence.

[Read more](#)



Workshop at Yerevan State University

12.02.2024

We're excited to share the latest progress from the Micro-GEAR project, a collaborative effort aimed at revolutionizing the landscape of micro-credentials. On February 12, workshop took place at Yerevan State University, gathering experts and specialists from partner Armenian universities, ArmENIC, and ANQA.

[Read more](#)



Micro-credentials for Higher Education systems of Georgia and Armenia: South Caucasus lighthouse project (Micro-GEAR)

18.01.2024

Micro-GEAR is a project co-funded by the European Union ERASMUS+ Programme. Its kick-off meeting was held at the Georgian Technical University on January 17-18 and was attended by the project partners and main stakeholders. Representatives from various organizations, including Ministries of Education, educational institutions, and international partners, played an important role in the meeting.

[Read more](#)

Figure 3.7 News section of MICRO-GEAR website



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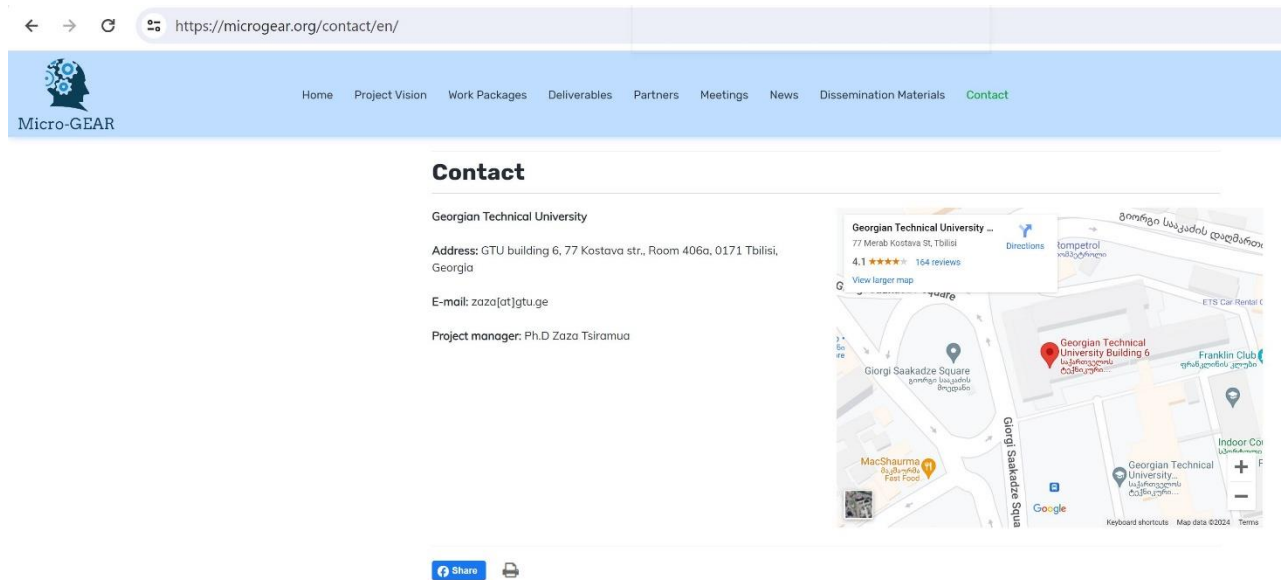


Figure 3.8 Contact section of MICRO-GEAR website

4. Project LinkedIn Account

The project LinkedIn account <https://www.linkedin.com/company/MICRO-GEAR/> has been successfully created to enhance networking, share project updates, and engage with stakeholders interested in our work.

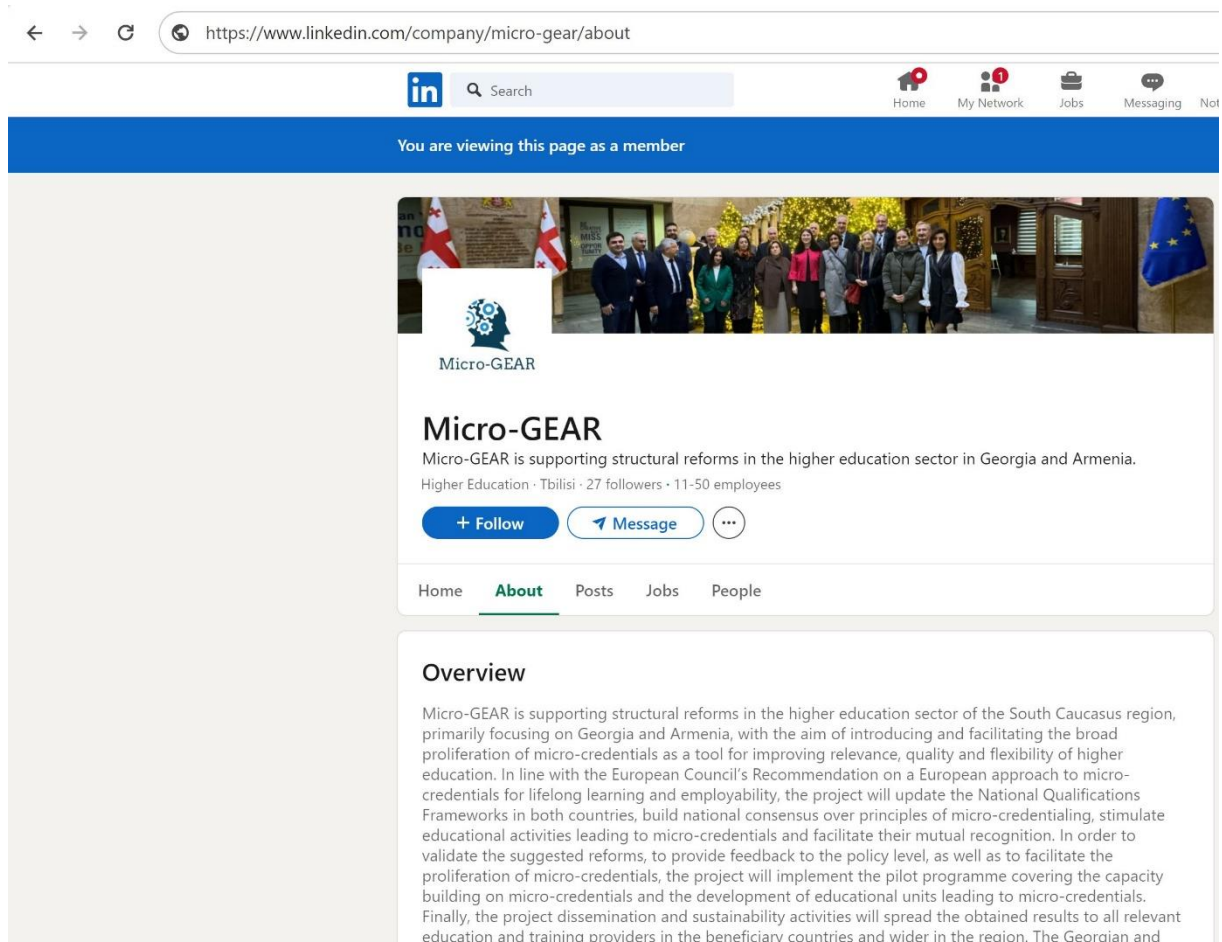


Figure 4.1 MICRO-GEAR Project LinkedIn account

5. Project Facebook Account

The project Facebook account <https://www.facebook.com/MicroGeArProject/> was created to foster community engagement, share project updates, and connect with interested individuals on a widely used social media platform.

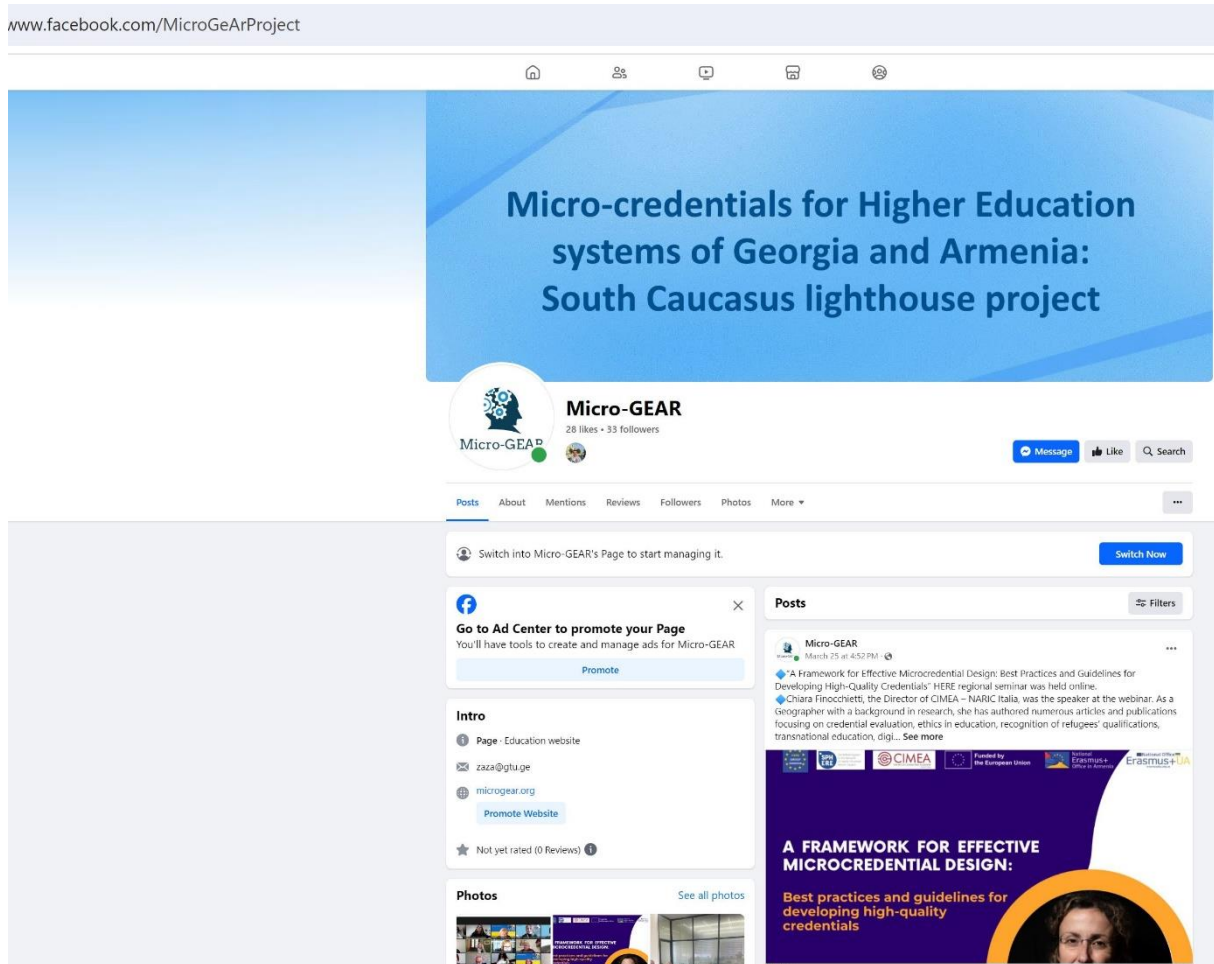


Figure 5.1 MICRO-GEAR Project Facebook account

6. Project Power Point template

The project PowerPoint template with the logo was created to provide a professional visual representation of the project's identity. It serves as a tool for presenting project information, progress, and outcomes to stakeholders, partners, and other interested parties in a clear and visually appealing manner. In order to ensure widespread project recognition at conferences, workshops and other dissemination events, the following templates have been prepared that reflect the visual style of the logo. EU flag graphic and the project logo are displayed on all templates.

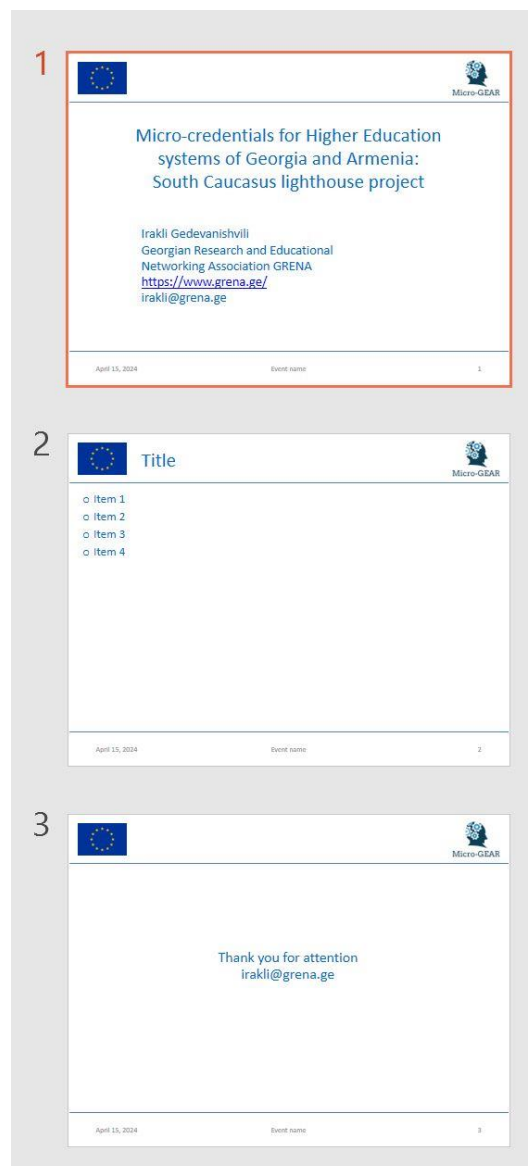


Figure 6.1 MICRO-GEAR Project Power point template



7. Conclusions

This document provides an overview of the design for the MICRO-GEAR project's logo, website, special media and power point presentation template. Effective usage of these communication and dissemination channels and tools are essential for the success of the project and will contribute towards further modernization and improving responsiveness of the system of Higher Education in Georgia and Armenia.



References

MICRO-GEAR <https://microgear.org/>

Glossary

D	Deliverable
EC	European Commission
EU	European Union
GRENA	Georgian Research and Educational Networking Association
T	Task
WP	Work Package