



DigiMarkt



Co-funded by
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ERASMUS+ VET PROGRAMME

DigiMarkt Number: 101182663

DigiMarkt:

**Towards Digital Marketing in Technical and Vocational Education
and Training in Ghana**

WP Leader: SBZ

D1.1

Minutes of Meeting - Kick Off Meeting
07-08 February 2025

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Work Package (WP)	WP1: Project administration and coordination
Task	1.1 Initial Meeting to kick off the project
WP Leader	Steinbeis Beratungszentren (SBZ)
WP members	Akerten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED) Bolgatanga Technical University (BTU) Cape- Coast Technical University (CCTU) Slovak University of Agriculture in Nitra (SUA) Int@E UG
Issue date	

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1 Summary

The kick off meeting of “Towards Digital Marketing in Technical and Vocational Education and Training in Ghana” (DigiMarkt), organized by the Int@E UG during the period from 7-8 February 2025 in Leipzig, Germany. It took place at Int@E and Steinbeis Beratungszentren for the first and second day, respectively.

The official opening of the DigiMarkt Project was launched under Project Coordinator Jonathan Barth on Friday, 7th February 2025. The present report summarizes the outcome of the kick-off meeting of the project DigiMarkt.

2 Introduction

This report is a deliverable related to the project DigiMarkt state of the art and network between partners, project start up activities.

This document aims at reporting the main activities carried out in the frame of work package, the presentations made for each partner and each WP, the main contributions emerged during the discussion and also at highlighting the interactions among different WPs in relation to the objectives of the project. However, information regarding the overall project structure is reported in these highlights.

The DigiMarkt kick off meeting has been organized by Int@E in Leipzig, Germany. The meeting was held on 7th-8th February 2025 in a hybrid form – with participants in person as well as online via Zoom. 19 participants from 3 countries attended the kick-off meeting. A detailed list of the participants is included in this report.

Managers, administrative and technical staff of Int@E, and partners in the project have been involved for the organization and management of the meeting.

3 Agenda

Day 1 07.02.2025	
09:00-09:30	Registration
09:30-09:50	Welcome Speech SBZ
09:50-10:10	Int@E Welcome in Leipzig
10:10-10:40	Steinbeis Beratungszentren-SBZ
10:40-11:10	Slovak University of Agriculture in Nitra (SUA)
Break	Coffee break
11:30-12:00	Int@E UG
12:00-13:00	Lunch
13:10-13:40	Akerten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED)
13:40-14:10	Bolgatanga Technical University (BTU)
Break	Coffee break
14:30-15:00	Cape- Coast Technical University (CCTU)
15:00-16:00	Discussion
16:00	Closing the first day

Day 2 08.02.2025	
09:00-09:30	Registration
09:30-10:30	WP1 Management - Steinbeis Beratungszentren-SRZ
Break	Coffee Break
10:45-11:45	WP2 AAMUSTED
11:45-12:15	Discussion WP1 and WP 2
Lunch	Lunch break
13:15-14:15	WP3 Slovak University of Agriculture in Nitra (SUA)
14:15-15:00	WP4 Int@E UG
Break	Coffee Break
15:00-16:00	Discussion
16:00	Closing the second day

4 Participant List

	Name	Organisation	Signature 07.02.2025	Signature 08.02.2025
1	Prof. Dr. Yarhands Dissou Arthur	AAMUSTED		
2	Prof. Dr. Frederick Kwaku Sarfo	AAMUSTED		
3	Dr. Courage Simon Kofi Dogbe	AAMUSTED		
4	Prof. Dr. Boakye Kwaku Adutwum Ayim	CCTU		
5	Dr. Wisdom Wise Kwabla Pomegbe	CCTU		
6	Benjamin Azembila, Asunka	BTU		
8	Erasmus Samuel Alnaa	BTU		
9	Dr. Riyadh Qashi	Int@E UG		
10	Juman Ebdah	Int@E UG		
11	Dr. Oleg Krikotov	Int@E UG		
12	Dr. Jana Gálová	SUA in Nitra		
13	Dr. Anna Mravcová	SUA in Nitra		

14	Assoc. prof. Jakub Berčík	SUA in Nitra		
15	Jonathan Barth	SBZ		
16	Verena Reinecke	SBZ		
17	Louis Lehmann	SBZ		
18	Ebdy Amer	SBZ		
19	Prof. Dr. Gernot Barth	SBZ		

5. Minutes of the 2 days meeting

1- Welcome

Dr. Riyadh Qashi of Int@E UG welcomed all participants to the meeting. He then summarized the project's idea and objectives, explained the agenda, and outlined what was expected from the meeting.

2- SBZ Coordinator official opening of the project

Jonathan Barth, Manager of SBZ, announced the launch of the project. He welcomed all partners and thanked them for working on an initiative that serves a very important segment of our societies—disadvantaged students. He also expressed openness to future cooperation in projects and research.

3- Partners presentations

Each partner provided information about their organization and explained their role in the project.

4- Work package discussions

Project Management

The first part of this session focused on the management of the project, led by SBZ. The management tasks and the role of each partner were explained. Partners also discussed the schedule of tasks for the first year and agreed on the start and end dates. Additionally, they established the Steering Committee and the Work Package (WP) Lead Committee.

Work Package (WP2)

The second part covered the preparation work package, led by CCTU. CCTU presented WP2, focusing on analyzing and assessing the project's needs in comparison to the current situation. Questions related to digital marketing for TVET-related products will be presented to stakeholders to help shape discussions on digital marketing in TVET. The needs analysis will also examine open innovation and the current collaboration between TVET institutions and youth in advancing digital marketing skills.

This WP will assist in identifying the training needs of future workers in innovation and entrepreneurship promotion centers in collaboration with enterprises and industrial bodies. A common questionnaire will be distributed to all stakeholders, and the survey results will be

analyzed to identify the required skills and the methodology for running the project. Based on the findings, a decision will be made regarding research fields in the partner countries.

Work Package (WP3)

The third part of the session focused on WP3, led by SUA. The tasks and the roles of each partner were outlined, and the discussion centered on the objectives of WP3.

The WP leader informed the meeting that four training courses will be provided for local start-ups and young enterprises in partner countries. Each course will last five days per topic, giving participants the opportunity to develop innovative business models and internationalization strategies. An innovation model for academia-industry collaboration will be developed, and an interactive web-based platform will be designed. GH organizations will create profiles on the platform and use its services for networking, studying, and creation.

The meeting agreed on the following date for the first training session for Ghanaian partners: April 28 – May 2, 2025. Additionally, the second management meeting will take place on May 2-3, 2025.

Work Package (WP4)

The fourth part of the session covered WP4, led by Int@E UG and BTU. Partners discussed the quality control framework, which will be prepared by Int@E UG. The WP4 team leaders elaborated on the necessary quality assurance, control measures, and evaluations of project results and activities, as outlined in the work plan submitted with the application.

A continuous assessment process will be implemented throughout the project's development, using six-month periodic performance checks as described in the management work package. All required templates will be prepared under WP4. Additionally, Int@E UG provided an update on the project logo, stating that it is nearly complete.

Work Package (WP5)

The fifth part of the session focused on dissemination, led by AAMUSTED. AAMUSTED presented the dissemination tasks and requested all partners to cooperate by sending project results for dissemination.

The WP lead emphasized that the consortium will develop a dissemination plan, strategy, and project website to support project activities from inception to completion. The meeting was informed that, for knowledge-sharing purposes, a workshop will be conducted in partner countries, bringing together universities, colleges, private-sector actors, and TVET entrepreneurs in SMEs to disseminate and share key findings.

Communication activities will include engaging with relevant stakeholders, potential users, promoters, and investors. Channels and tools for dissemination and exploitation will include:

- Project web portal
- Associations and networks
- Social media
- Professional magazines
- Internet portals
- TV media
- Published materials (newsletters, handbooks, leaflets, and booklets)

AAMUSTED will collaborate with Int@E to develop the project website and publish all related materials.

Actions

The partners agreed on the following actions:

- **SBZ**

- To put all partner presentations on the repository, deadline: 28 Feb 2025
- To prepare mailing lists, deadline: 28 Feb 2025
- To prepare collaboration platform, deadline: 28 Feb 2025
- To prepare the next management meeting, proposed place and date: SUA in Nitra, Slovakia, 2-3 May 2025

- **AAMUSTED**

- To create the project logo, Done
- To develop the project website, deadline 15 March 2025
- To cooperates with Int@E UG on web development so that the website can be accessible

- **Int@E UG**

Update on the quality framework

- To create and circulate templates (reports, presentations, etc.), deadline: 28 Feb 2025
- To prepare meeting/workshop evaluation plan
- To prepare Deliverable evaluation plan

- **CCTU**

Needs analysis

- To prepare the survey of analyzing the current situation in GH, deadline: 30 March 2025.
- To organize a meeting with GH HEIs partners to discuss the survey
- To organize an online meeting with EU partners to discuss task 2.3
- To prepare the final report of WP 4, deadline 15 April 2025

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- **BTU**

- To prepare the dissemination Strategy plan 4.1, deadline 30 April 2025

- **SUA in Nitra**

- To plan the first training and 2nd management meeting, proposed place and date: Nitra, Date: 28 April – 2 May 2025 (training), 2-3 may 2025 (meeting)

6 Photos

Group Photos of Kick-Off Meeting



Group Meeting of some Ghanaian partners with German partners



Kick-off Meeting Presentation time





Presentation by INT@E UG Project Partner



Presentation by BTU Vice-Chancellor



Presentation by AAMUSTED Vice-Chancellor



Presentation by CCTU Vice-Chancellor



Presentation by the Ghana Local Coordinator



7. Committee Formation

The meeting agreed and formed three major committees for effective implementation of the project. The tables below present the committees formed and the members from the respective partners.

Table 1 Project Steering Committee

S/No.	Steering Committee	
	Organisation	Name
1	Steinbeis	Jonathan Barth
2	Int@E UG	Juman Ebdah
3	BTU	Benjamin Asunka
4	CCTU	Wisdom W. K Pmegbe
5	AAMUSTED	Yarhands Dissou Arthur
6	SUA in Nitra	Jana Gálová

Table 2 Project Quality Committee

S/No.	Quality Committee	
1	Organisation	Name
2	AAMUSTED	Courage S.K. Dogbe
3	CCTU	Enoch Adje-Frimpong
4	BTU	Benjamin Asunka
5	Int@E UG	Riyadh Qashi
6	SBZ	Verena Reinecke
7	SUA in Nitra	Anna Mravcová

Table 2 Project Technical Committee

S/No.	Technical Committee	
1	Organisation	Name
2	CCTU	Wisdom W. K. Pomegbe
3	BTU	Oswin Aganda
4	AAMUSTED	Yarhands Dissou Arthur
5	Int@E UG	Riyadh Qashi
6	SBZ	Verena Reinecke
7	SUA in Nitra	Jana Gálová

7. Conclusion

The kick-off meeting was held at Int@E UG in Leipzig, Germany, on February 7–8, 2025. Participants (SPZ, INT@E UG, AAMUSTED, SUA in Nitra, CCTU, and BTU) presented their organizations, project rules, and work packages (WPs). All work packages, tasks, milestones, and deliverables were discussed. During the kick-off meeting, the work package leaders presented the specific objectives, work plans, deliverables, and indicators of each work package in detail. The agenda of the kick-off meeting is available on the project website. A new management meeting has been scheduled for all partners at SUA in Nitra on May 2–3, 2025. The first training session is planned at SUA in Nitra, Slovakia, from April 28 to May 2, 2025. Additional training sessions will take place in 2025 and 2026, with dates to be determined later. Int@E UG confirmed the initiation of the project website development in collaboration with AAMUSTED. AAMUSTED will develop the Dissemination Plan, while Int@E

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UG will be responsible for the Quality Assurance Plan. AAMUSTED will also develop the Sustainability Plan. Partners from Ghana will begin conducting a study needs survey and purchasing equipment. The partners agreed to communicate via email, Google Drive, and WhatsApp. Additionally, they will connect on Facebook and other social media platforms to promote their joint project.

