



DigiMarkt



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

WP Leader: Int@E UG

D4.2	Internal reports – Evaluation – Kick-off Meeting 07-08.02.2025
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D4.1 Project Meeting and Workshop Evaluation

Work Package (WP)	WP4: Quality Evaluation and Assurance
Task	4.2 Evaluate and monitor project activities
WP Leader	Int@E UG
WP members	Steinbeis Beratungszentren GmbH 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
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Project Coordinator	Jonathan Berth
Address	Steinbeis Beratungszentren GmbH Hohe Str. 11a 04107 Leipzig Germany
Phone	+49 0341-22 54 13 52
E-mail	jonathan.bARTH@steinbeis-mediation.com
Project Website	http://digimarkt.aamusted.edu.gh/index.html

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D4.1 Project Meeting and Workshop Evaluation

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D4.1 Project Meeting and Workshop Evaluation

1 Executive Summary

The present report summarizes the outcome of the independent evaluation of the kick-off meeting of the project DigiMarkt. According to the minutes, 19 representatives of the partners took part in the kick-off meeting. The report is based on the 19 responses received in the online questionnaire. The report composed of the mean scores of the questions presented for each section as well as the percentage in each section, and also comments from representatives of each partner.

2 Introduction

The kick-off meeting was held on 07-08 February 2025 at the kind invitation of the DigiMarkt team from the Int@E UG in Leipzig, Germany. The meeting was held with the participation of the Project partners: Steinbeis Beratungszentren (Germany), Aketen Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED), Bolgatanga Technical University (BTU), Cape- Coast Technical University (CCTU), (Ghana), Slovak University of Agriculture in Nitra (Slovakia) and Int@E UG (Germany) in a hybrid form – with participants in person as well as online via Zoom. The Kick-off meeting aimed at discussing the whole activities, meetings, and tasks of the project, considering all the aspects, both technical and administrative. Also, the scheduled program, outputs, progress meetings, workshops, staff training event, dissemination activities and responsibilities of each partner were discussed during the two days.

The report is the first evaluation activity of the DigiMarkt project. It is expected that the assessment will provide valuable information about the quality of the meeting and the level of achieving the objectives of the meeting. Moreover, it is envisaged that the findings will be a useful source of information for organizing more efficient and effective subsequent project meetings.

The evaluation form was prepared in the Google platform and shared to the participants. The E-mail which invited the participants to evaluate the meeting was sent to the participants on 08 February, 2025. Two reminder E-mails were sent. After these reminders all participants

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from 6 partner institutions answered the survey. Descriptive analyses were used for the evaluation of the meeting.

The content of the meeting was rated in 5-points Likert scale from 1: strongly disagree to 5: strongly agree, shown in Figure 1. The questionnaire can be found in the D4.1. Project Meeting and Workshop Evaluation.

1	2	3	4	5
Strongly Disagree	Disagree	Undecided/ Neutral	Agree	Strongly Agree

Figure 1. Likert scale used in the in the evaluation

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3 Findings

3.1 Meeting Organization Evaluation

The meeting organization questionnaire consisted of six questions. The questions and the key elements that we used in order to evaluate each answer are shown in Figure 2. The answers of the participants show a high agreement on the success of the meeting organization. The mean score of the answers in section "Meeting Organization Evaluation" was 4.8 points which means 96% agreement percentage on this section. The question 1.3 "In general, the organization during the meeting was appropriate" obtained the highest mean score 4.9 points (98% agreement percentage). The question 1.2 "The information received about the organization of the meeting (location, timing, agenda, etc.) was sufficient" got the lowest mean score 4.6.

1 response on the question "Any comment or suggestion for improving next meeting" was received with the answer "No".

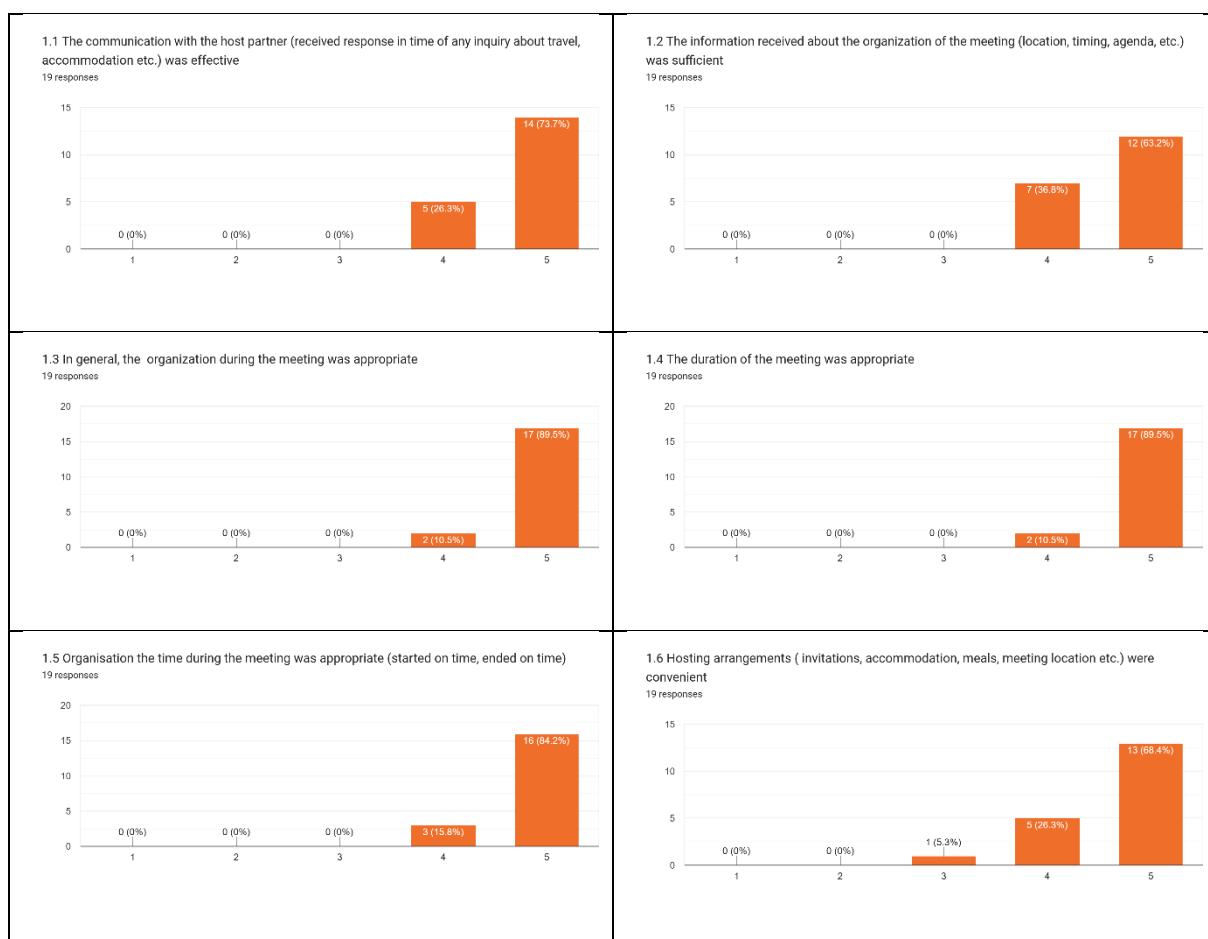


Figure 2. Evaluation Questions 1.1- 1.6: Meeting Organization Evaluation.

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3.2 Fulfillment of the meeting objectives

The responses on the section "Fulfillment of the meeting objectives" are shown in Figure 3. The answers in figure 3 show that, there was a high agreement among participants on this section during the meeting. The mean score of Fulfillment of the meeting objectives is 4.8 which also mean 96% agreement percentage. The question 2.4 "The meeting facilitated understanding of the objectives and work plan for the next period" got the highest mean score 4.95 and the questions 2.3 and 2.4 obtained the same mean score 4.7. Question 2.5 "The meeting fulfilled the established objectives" got the lowest mean score 4.8. Regarding to the question "Any comment or suggestion for improving next meeting", one comment was received with the answer "No".

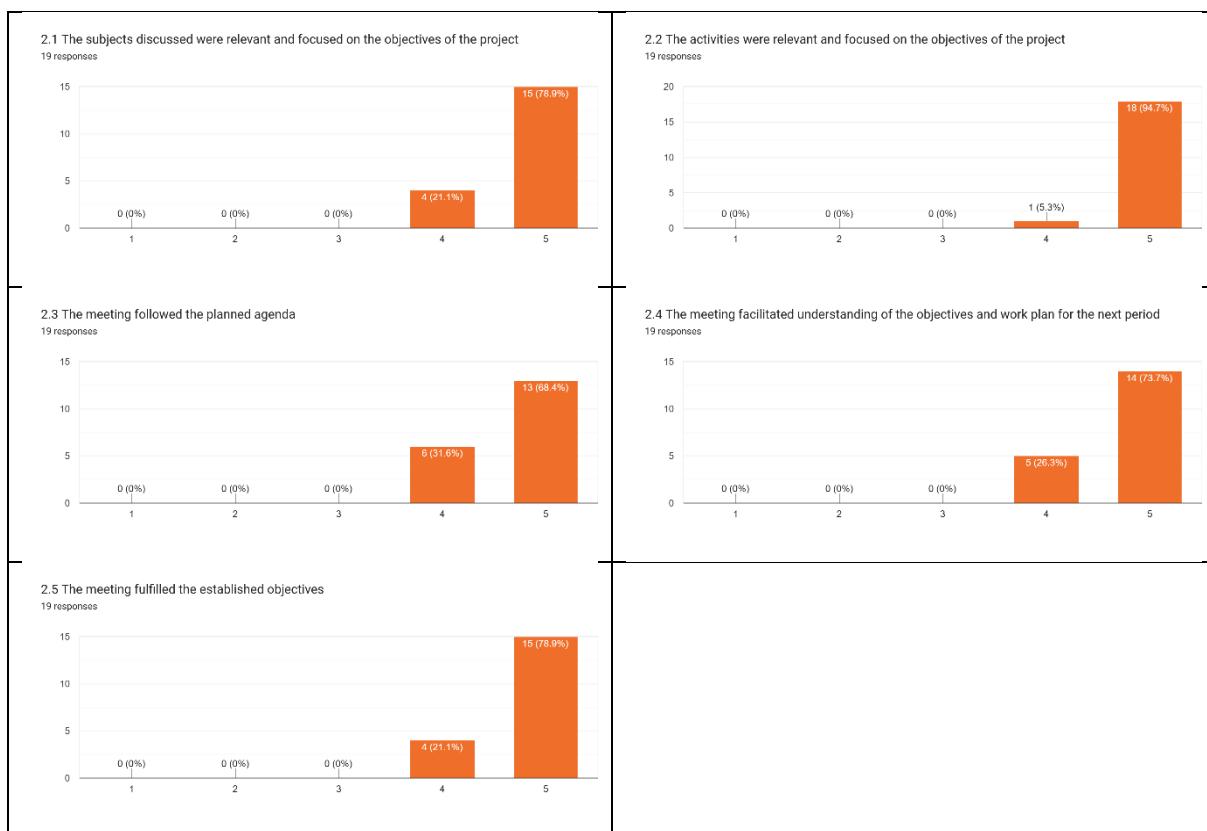


Figure 3. Evaluation Questions 2.1- 2.5: Fulfillment of the meeting objectives Evaluation

3.3 Project Communication and Partnership

The answers regarding point 3 "Project Communication and Partnership "are shown in Figure 4. The responses in figure 4 show that, there is strong communication and partnership among

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the project partners with mean score 4.76 and 95% agreement percentage. The questions 3.1 "All the partners were committed to the project and contributed to the meeting (were prepared for the meeting, shared responsibility for the meeting)" got the highest mean score 4.75. The mean score of the question 3.2 "The communication among partners was effective" was 4.7 which the lowest score in section Project Communication and Partnership.

With reference to the question "Any comment or suggestion for improving next meeting" 4, one comment was received with the answer "No".

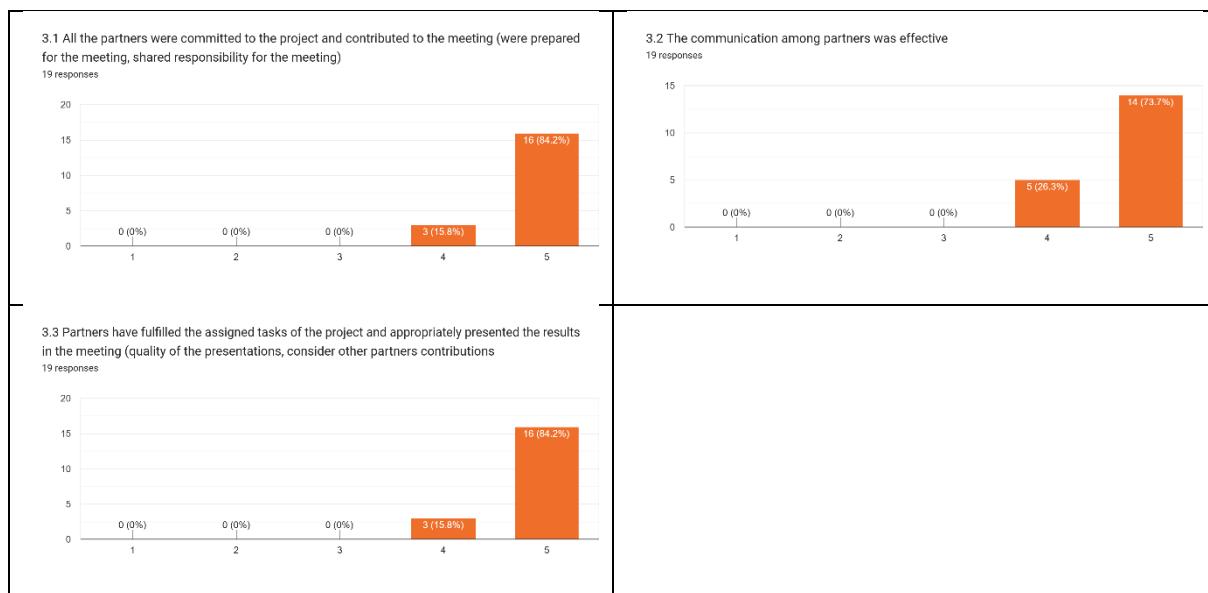


Figure 4. Evaluation Questions 3.1-3.3: Project Partnership and Communication

3.4 Tasks Management and Coordination

Figure 5 shows the answers of each question in section 4. The responses regarding the questions in "Tasks Management and Coordination" show a high agreement among participants on the project management and coordination issues, with a mean score of 4.77 points and 95% agreement percentage. The questions 4.1 "The information (on tasks, materials for the meeting etc.) received before the meeting from the coordinator was sufficient" and 4.2 "The coordinator facilitated understanding the objectives, work plan and tasks for the next period" have the same mean score 4.7 points. The question 4.4 "The tasks and deadlines for the next period are clear for each partner" obtained the highest mean score with 4.9 points.

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With reference to the question "Any comment or suggestion for improving next meeting", one comment was received with the answer "No".

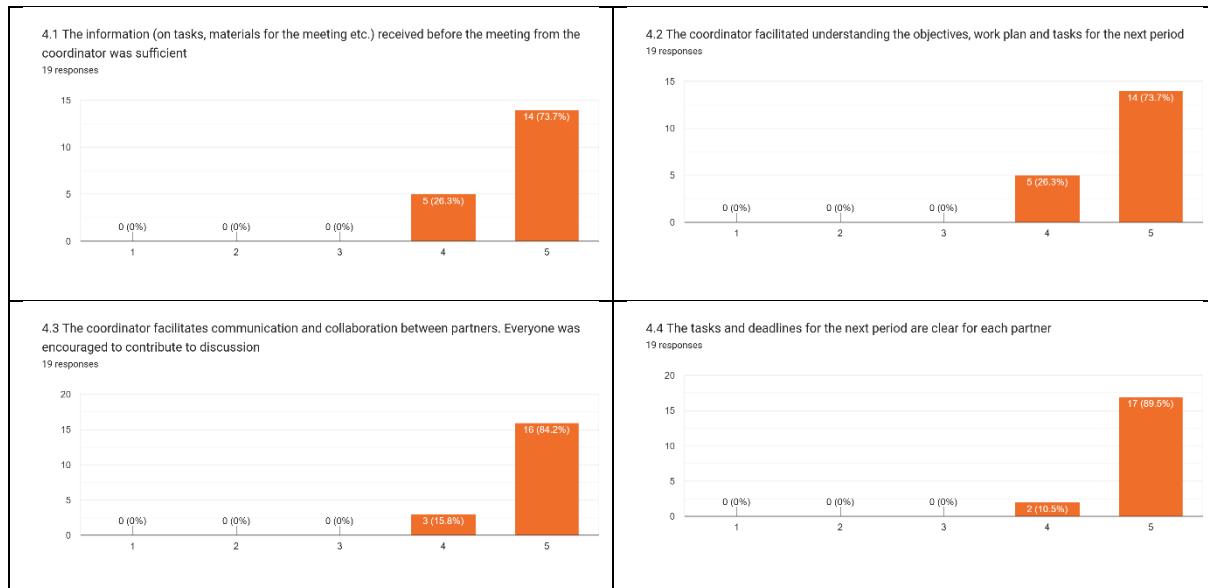


Figure 5. Evaluation Questions 4.1-4.3: Project Management and Coordination

3.5 General Impression

Figure 5 shows the answers of the two questions in section 5. The responses regarding these questions in "General Impression" show a high agreement among participants on the project management and coordination issues, with a mean score of 4.8 points and 96% agreement percentage.

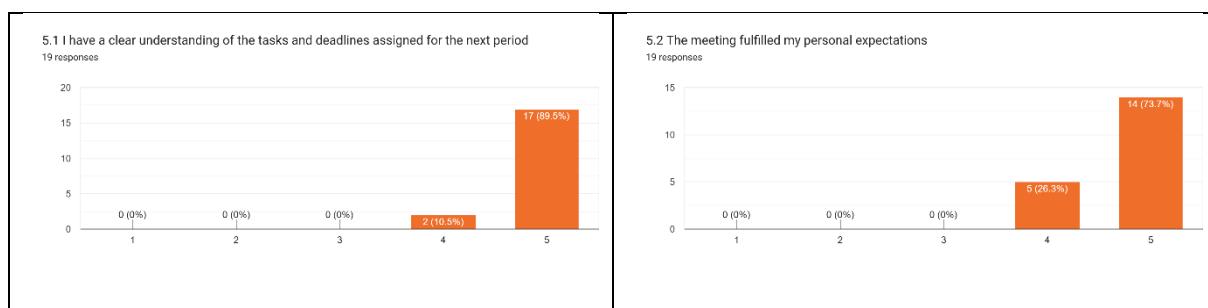


Figure 6. Evaluation Questions 5.1 and 5.2: General Impression

The following aspects were pointed about the Kick-off Meeting

- *Well organised. Coordination should be improved*
- *strength: effective decision making, weakness: none*
- *Proper Communication*

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- *The meeting went on well as I envisaged, the arrangement was good, and the critical issues discussed*
- *The meeting was well organized, however, there was a little technical IT challenges that is expected with technology.*
- *strength: clear agenda, effective communication, weakness: some technical problems, but they were solved quickly*
- *Meeting was timely*

4 Conclusions

This report summarizes the results of the independent evaluation of the kick-off meeting of the project DigiMarkt, which was held on 07-08 February 2025, at Int@E UG in Leipzig. 19 representatives of the partners took part in the kick-off meeting. The report is based on the 19 responses received in the online questions. The report composed of the mean scores as well as the percentage and also the suggestions and comments from representatives.

The evaluation form was prepared in the Google platform and shared. The results of the evaluation questionnaire show that kick-off meeting was successful, and participants were satisfied. Partners are eager to communicate, cooperate and support every aspect of the project. The responses collected with the kick-off meeting evaluation questionnaire had a mean score higher than 4.77. The mean score 4.77 shows that there was a high agreement among participants on all subjects during the meeting. The steering committee will consider the comments from participants.

In general, it can be concluded that the meeting was very efficient and accomplished planned aims. Issues obtained in the deficiencies of the meeting will be taken into account in the further meetings, and it will contribute to increasing the quality and effectiveness of the following meetings.

5 References

- [1] DigiMarkt – Evaluation Questionnaire for Management Meetings. *Kick off Meeting, Feb. 07-08.2025, Leipzig, Germany*
<https://docs.google.com/forms/d/1tECFxhsrps1C9Ppe15GkcdJ9FBftd9WsU-f2UzV-bDO/edit#responses>