



Deliverable 7.1.

Dissemination material and activities

May 2026



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Glossary

AI	Artificial Intelligence
EHMA	European Health Management Association
EU	European Union
MS	Milestone
RVEH	Regional Vocational Excellence Hubs
VET	Vocational Education and Training
WP	Work Package
XR	Extended Reality

Introduction

The EUVECA project was developed with the ambition of strengthening vocational excellence, innovation capacity and skills development within the European healthcare sector through the creation of Regional Vocational Excellence Hubs and the development of the Education4Health platform. Given the project's strong collaborative and ecosystem-oriented approach, dissemination activities were not conceived solely as communication outputs, but as a strategic mechanism to support stakeholder engagement, knowledge exchange, transferability and long-term sustainability of the project results.

Work Package 7 - Dissemination, transferability and uptake, therefore, focused on creating a coherent and multi-level dissemination ecosystem capable of connecting European, national and regional stakeholders involved in healthcare, vocational education and training, research, innovation and policymaking. Dissemination activities aimed not only to increase the visibility of the project and its outputs, but also to facilitate dialogue between educational institutions, healthcare organisations, regional authorities, professional networks and innovation actors across Europe.

The dissemination approach combined European-level visibility activities with strong regional engagement mechanisms implemented through the Regional Vocational Excellence Hubs. This enabled project partners to adapt communication and stakeholder engagement activities to their local contexts while maintaining a coherent European project identity and shared strategic objectives.

Particular emphasis was placed on ensuring accessibility, continuity and practical relevance of dissemination activities throughout the implementation period. The dissemination ecosystem developed within EUVECA therefore combined digital communication channels, scientific dissemination, stakeholder workshops, regional conferences, expert consultations, newsletters, social media communication and participation in third-party events in order to support continuous interaction with stakeholders and strengthen the uptake and transferability of project results.

This deliverable presents the dissemination materials, communication activities and stakeholder engagement initiatives implemented throughout the project duration. It provides an overview of the communication strategy, online dissemination activities, events, publications and regional dissemination initiatives that contributed to strengthening the visibility, sustainability and European dimension of the EUVECA project.

1. Communication and dissemination strategy

During the initial phase of the project, EHMA, WP7 Leader, developed a comprehensive Communication and Dissemination Strategy (MS36) to support the visibility, stakeholder engagement, transferability and long-term sustainability of the EUVECA project and its outcomes. The strategy established a coordinated dissemination framework across all partners, ensuring coherent communication activities throughout the project duration while allowing sufficient flexibility for regional adaptation and stakeholder-specific engagement approaches.

The Communication and Dissemination Strategy defined the overall objectives and operational approach for project dissemination activities. In particular, it outlined the project's communication principles, dissemination priorities, target audiences, communication channels, stakeholder engagement mechanisms and reporting processes. The strategy further established a common framework for the production and approval of dissemination materials, ensuring consistency in messaging, visual identity and use of EU funding acknowledgement across all consortium activities.

A central component of the strategy focused on audience segmentation and stakeholder mapping. The consortium identified a broad range of target groups at European, national and regional levels, including vocational education and training providers, universities, healthcare organisations, healthcare professionals, regional authorities, policymakers, students, researchers, innovation agencies, employers, professional associations and wider health ecosystem stakeholders. Particular attention was given to stakeholders directly involved in vocational excellence, lifelong learning, skills development and regional innovation ecosystems within the healthcare sector.

To support effective engagement with these audiences, the strategy mapped the most appropriate communication channels and dissemination approaches for different stakeholder categories. These included project meetings and workshops, conferences, webinars, newsletters, social media campaigns, scientific dissemination activities, regional media engagement and the project website. The strategy also provided guidance on how dissemination activities could support stakeholder mobilisation around the Regional Vocational Excellence Hubs and the development of the Education4Health Platform.

The strategy established a structured approach to dissemination and coordination within the consortium. Roles and responsibilities for communication activities were distributed among project partners, while EHMA coordinated the overall dissemination implementation and monitoring process. Internal procedures were developed to facilitate the collection of dissemination data, reporting of dissemination activities and continuous exchange of communication materials among consortium members.

In parallel, a common visual identity was developed to support recognisable and coherent project communication across all dissemination outputs and activities. The visual identity included the project logo, colour palette, typography, graphic elements, templates and communication principles to be used throughout the project duration. This common branding framework contributed to strengthening the visibility and recognisability of EUVECA activities across European and regional dissemination channels.

1.1. Communication templates and dissemination guidebook

To support the operational implementation of the Communication and Dissemination Strategy, a comprehensive Communication and Dissemination Guidebook and associated templates were developed and shared with all consortium partners. The guidebook served both as a practical communication manual

and as a coordination tool to ensure consistency in dissemination activities implemented across the different regions and organisations participating in the project.

The guidebook included detailed instructions on the use of the project visual identity, including logo application, colour schemes, typography, layout principles and use of EU funding acknowledgement and disclaimers. In addition, it provided guidance on dissemination workflows, communication approval processes, stakeholder engagement approaches, website contributions, social media communication and dissemination reporting procedures.

Alongside the guidebook, a standardised set of templates (MS37) was developed to support coherent communication and reporting practices across the consortium. These included templates for presentations, agendas, meeting minutes, deliverables, newsletters, social media visuals, dissemination materials and internal reporting activities. The use of shared templates strengthened the consistency and recognisability of EUVECA communication outputs while facilitating collaboration between partners.

The guidebook and templates were used throughout the project duration and constituted an important operational resource supporting both European-level dissemination and regional communication activities.

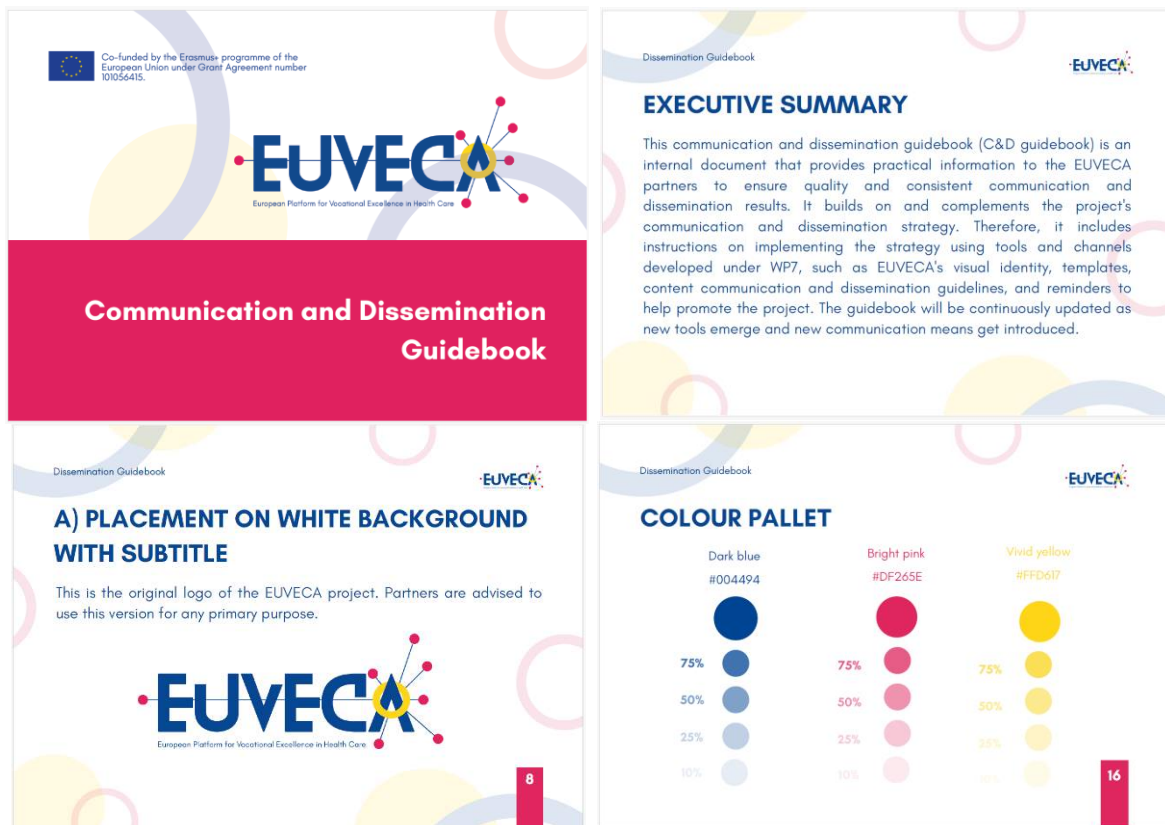


Figure 1 - Extract from Communication and Dissemination Guidebook

1.2. Flyers, banners and roll-up materials

Dissemination materials were developed throughout the project duration to support communication, stakeholder engagement and visibility activities across European, national and regional contexts. These materials played an important role in promoting the project objectives, presenting the consortium and

supporting dissemination activities during conferences, workshops, webinars, meetings and external stakeholder events.

The dissemination materials included a project roll-up and a [flyer](#) (MS39), and banners designed for both digital and physical dissemination purposes. The materials presented the overall objectives and methodology of the project, the structure of the consortium, the establishment of the Regional Vocational Excellence Hubs and the broader ambition of strengthening vocational excellence, lifelong learning and innovation capacity within the European healthcare sector.

During the early implementation phase, dissemination materials primarily focused on introducing the project concept, partnership structure, regional dimension and expected impact of the initiative. As the project progressed, a second generation of dissemination materials was developed to communicate concrete project achievements and outputs. These updated materials focused more specifically on the Education4Health Platform, the activities implemented within the Regional Vocational Excellence Hubs, examples of training and collaboration initiatives, stakeholder engagement activities and the broader contribution of the project to skills development and vocational excellence within healthcare ecosystems.

The dissemination materials were used throughout the project duration and contributed to establishing a coherent and recognisable project identity across dissemination channels and stakeholder communities.



EUVECA
European Platform for Vocational Excellence in Health Care

Visit our new education platform
www.edu4health.eu

EDU4HEALTH

Our missions for Edu4Health

- Create overview and transparency of health education and training programmes in Europe
- Ensure better learning among health education and training providers in Europe and sharing of excellence
- Stop reinventing the wheel in European health education and training

The training activities focus on

21st Century Skills

- Communication
- Collaboration
- Critical thinking and problem solving
- Social and cultural skills
- Leadership
- Group skills
- Creativity and Innovation
- ICT and media literacy

6 Megatrends

- The ageing population
- The growing importance of chronic disease and co-morbidity among patients
- The Information Technology Revolution and the general digitalisation of the society
- Personalised Medicine
- The modern health consumer
- The climate challenge

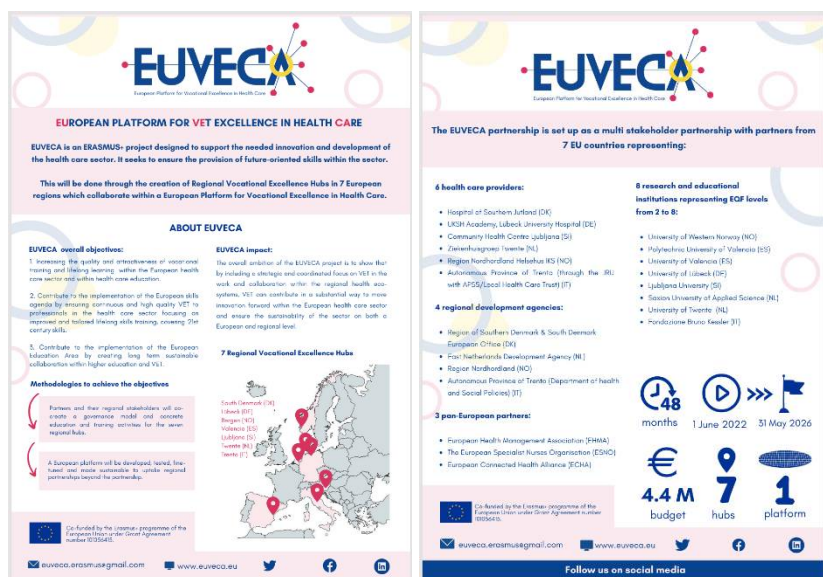
Want to join our community? Drop us an email to EU4healthsupport@fbk.eu or hhaesouthdenmark.eu.

Why join Edu4Health?

- Get access to the newest education and training material within health education around Europe
- Promote your own health education and training programmes to a broader European audience
- Become a part of an established European Health Education Ecosystem that can be used for innovation and mobility

Co-funded by the European Union

Figure 2 - Roll up



EUVECA
European Platform for Vocational Excellence in Health Care

EUROPEAN PLATFORM FOR VET EXCELLENCE IN HEALTH CARE

EUVECA is an ERASMUS+ project designed to support the needed innovation and development of the health care sector. It seeks to ensure the provision of future-oriented skills within the sector.

This will be done through the creation of Regional Vocational Excellence Hubs in 7 European regions which collaborate within a European Platform for Vocational Excellence in Health Care.

ABOUT EUVECA

EUVECA overall objectives:

1. Increasing the quality and attractiveness of vocational training and lifelong learning within the European health care sector and within health care education
2. Contribute to the implementation of the European skills agenda by ensuring continuous and high quality VET to professionals in the health care sector focusing on improved and tailored learning skills training covering 21st century skills
3. Contribute to the implementation of the European Education Area by creating long term sustainable collaboration within higher education and VET

Methodologies to achieve the objectives

- Partners and their regional stakeholders will co-create a governance model and concrete education and training activities for the seven regional hubs
- A European platform will be developed, tested, fine-tuned and made sustainable to enable regional partnerships beyond the partnership

EUVECA impact:

The overall ambition of the EUVECA project is to show that by including a strategic and coordinated focus on VET in the work and collaboration within the regional health ecosystems, VET can contribute in a substantial way to more innovation forward within the European health care sector and assure the sustainability of the sector on both a European and regional level

7 Regional Vocational Excellence Hubs

- South Denmark (DK)
- Ulster (IE)
- Region (VE)
- Valencia (ES)
- Lithuania (LT)
- London (UK)
- Centre (PL)
- Weste (IT)

The EUVECA partnership is set up as a multi stakeholder partnership with partners from 7 EU countries representing:

- 6 health care providers:**
 - Hospital of Southern Jutland (DK)
 - UKSH Academy, Lübeck University Hospital (DE)
 - Community Health Centre - Galbarga (IS)
 - Zdravstveniški zavodi (NL)
 - Region Nordhordland Helsehus RS (NO)
 - Aktivitetss: Prævention af Tarmt (through the IR) with APSS (Local Health Care Trust) (IT)
- 8 research and educational institutions representing EOF levels from 2 to 8:**
 - University of Western Norway (NO)
 - Polytechnic University of Valencia (ES)
 - University of Valencia (ES)
 - University of Lübeck (DE)
 - Lithuania University (LT)
 - Saxonia University of Applied Science (NL)
 - University of Twente (NL)
 - Pedagogische Brunos Kweeker (IT)
- 4 regional development agencies:**
 - Region of Southern Denmark & South Denmark, European Office (DK)
 - Fair Northlands Development Agency (NI)
 - Region Nordhordland (NO)
 - Autoritatea Regională de Dezvoltare (Department of Health and Social Policies) (IT)
- 3 pan-European partners:**
 - European Health Management Association (EHMA)
 - The European Specialist Nurses Organisation (ESNO)
 - European Connected Health Alliance (ECHA)

Co-funded by the Erasmus+ programme of the European Union under Grant Agreement number 101019242

48 months | 1 June 2022 | 31 May 2026

4.4 M budget | 7 hubs | 1 platform

Co-funded by the Erasmus+ programme of the European Union under Grant Agreement number 101019242

euveca.erasmus@gmail.com | www.euveca.eu

Follow us on social media

Figure 3 - Flyer

2. Online dissemination

Online dissemination activities played a central role in the communication and visibility strategy of the EUVECA project. Given the geographically distributed nature of the consortium and the project's European dimension, digital dissemination channels were used extensively to support stakeholder engagement, visibility of activities and dissemination of results throughout the implementation period.

The online dissemination approach combined a project website, regular publication of news articles and updates, social media communication and periodic newsletters targeting stakeholders from the healthcare, VET, research and policy sectors. Together, these tools supported the creation of continuous communications around the project, enabling the consortium to disseminate activities and results in a timely and accessible manner while strengthening the visibility of the EUVECA initiative across Europe.

Particular emphasis was placed on ensuring that online dissemination activities supported both European-level visibility and regional stakeholder engagement. The dissemination channels therefore combined centralised project communication with region-specific news, activities and updates produced by consortium partners across the participating Regional Vocational Excellence Hubs.

2.1. Project website

The EUVECA project website (<https://euveca.eu/>) (MS38) was developed and maintained throughout the project duration as the central online dissemination and communication platform of the project. The website functioned both as a public information hub and as a repository for dissemination materials, project updates and outputs, supporting the visibility, accessibility and long-term sustainability of the project activities and results.

The website provided comprehensive information on the [project objectives](#), [consortium partners](#), [Regional Vocational Excellence Hubs](#), events and project activities. In addition, it served as the primary platform for the publication of [news](#), dissemination materials and project results generated throughout the implementation period. Particular attention was given to ensuring that project outputs remained openly accessible to external stakeholders, and all public deliverables developed within the project were made available through the website in the '[Results](#)' section.

The website is also closely linked to the [Education4Health platform](#), ensuring coherence between the project dissemination activities and the broader European learning and collaboration ecosystem developed within EUVECA. The interconnection between the two platforms supported visibility, accessibility and transferability of outputs and learning activities across European and regional stakeholder communities.

The website was continuously updated during the project lifecycle and played an important role in ensuring regular communication with external stakeholders and wider audiences. It further supported the dissemination of project results by providing openly accessible information and materials relevant to healthcare organisations, vocational education and training providers, policymakers, regional authorities, researchers and wider health ecosystem stakeholders.

In order to support the continued visibility and accessibility of the project results beyond the end of the implementation period, the project website will remain online and maintained for at least 12 months following the end of the project, namely until May 2027.

2.1.1. Regional articles and news feeds

The project website served as the primary dissemination platform for updates and news feeds (MS41) developed by consortium partners. These publications played an important role in ensuring continuous communication around project activities while also strengthening the visibility of regional initiatives implemented across the participating Regional Vocational Excellence Hubs.

The news articles covered a broad range of topics related to the implementation and development of the project, including regional workshops and meetings, stakeholder engagement activities, platform developments, dissemination events, conferences, training activities, collaborative initiatives and project milestones. The publications further highlighted examples of regional collaboration, innovation practices and vocational education and training activities implemented within the different regional ecosystems participating in the project.

The publication of regular news feeds contributed to maintaining active communication with external stakeholders and enabled consortium partners to disseminate project developments in a dynamic and accessible manner throughout the project duration. In addition, the regional dimension of the publications supported the visibility of local and regional stakeholder activities while reinforcing the broader European identity and objectives of the project.

In total, 42 news items were published on the project website during the implementation period.

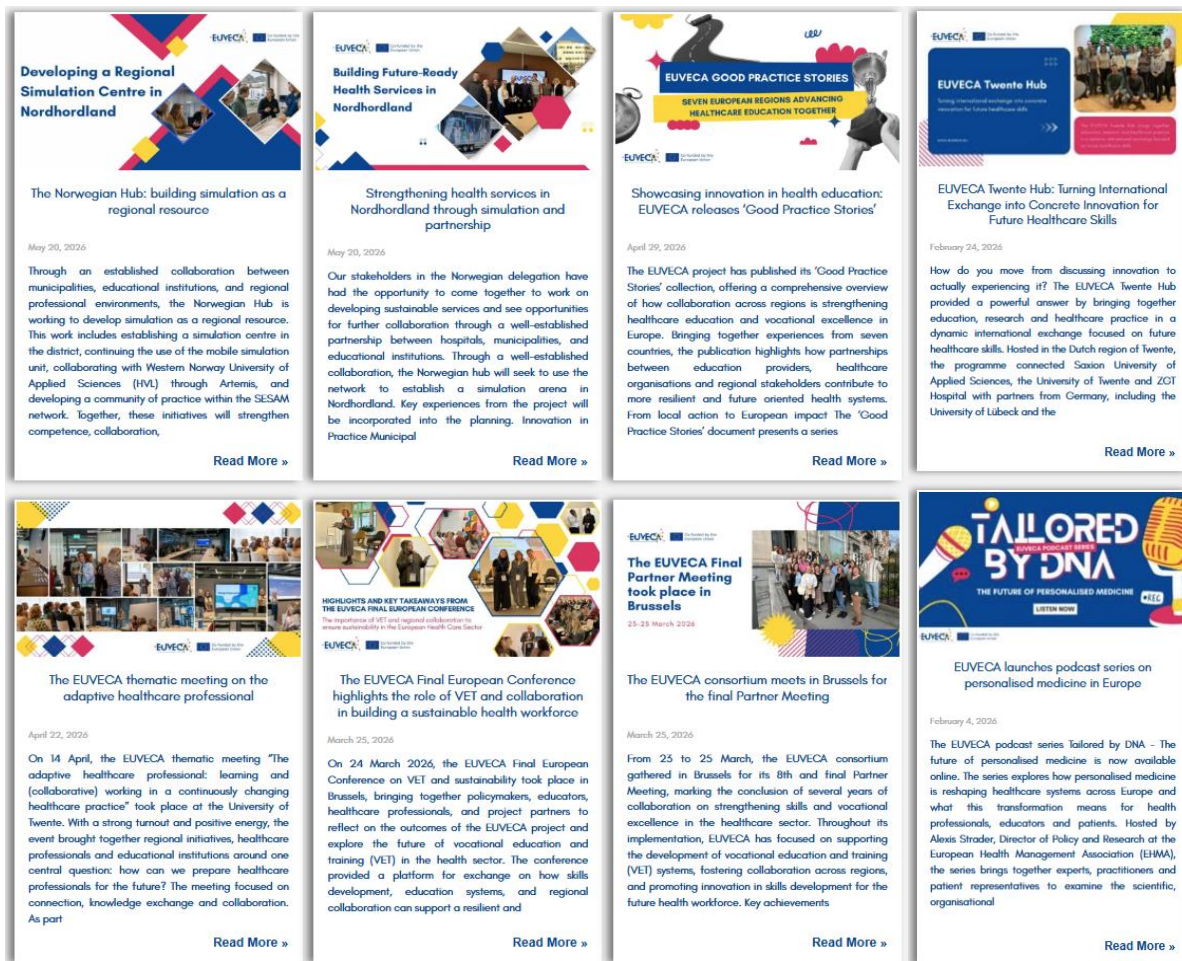


Figure 4 - Extracts from the News section of the EUVECA website

2.2. Social media dissemination

Social media constituted a key component of the EUVECA dissemination and supported continuous visibility, stakeholder engagement and promotion of project activities throughout the implementation period. Dedicated project channels were established to disseminate project updates, publications, event announcements, platform developments and project results to a broad European audience.

At the beginning of the project, the consortium evaluated the most appropriate social media channels to support effective outreach towards the identified target audiences, particularly stakeholders active within the healthcare, vocational education and training, policy and innovation sectors. Based on this assessment, the project prioritised [LinkedIn](#) and [X/Twitter](#) as the main social media channels, as these platforms were considered the most relevant and widely used among the professional and institutional communities targeted by the project. Although Facebook had initially been considered as part of the dissemination strategy, the consortium ultimately decided not to prioritise this platform due to its more limited use among the project’s primary stakeholder groups.

Throughout the implementation period, LinkedIn progressively became the main social media dissemination channel of the project, particularly for promoting project milestones, dissemination events, publications, regional activities and stakeholder engagement initiatives. The platform proved especially effective in reaching professional audiences from healthcare organisations, educational institutions, regional authorities, European networks and policy communities. The project also maintained an active presence on X/Twitter; however, the platform experienced a visible decline in engagement, reach and overall relevance among the project’s target audiences.

The social media activities aimed not only to increase awareness of the project but also to foster interaction and engagement with stakeholders involved in healthcare, vocational education and training, regional development, innovation and policymaking. The channels were used to promote project milestones, dissemination events, webinars, regional activities, publications and collaborative initiatives implemented across the Regional Vocational Excellence Hubs. Particular attention was given to ensuring regularity and consistency in social media communication through the use of coordinated visual materials, shared dissemination messaging and alignment with the broader project communication strategy. Social media also played an important role in amplifying the visibility of dissemination activities implemented by individual consortium partners at regional and national level.

The social media activities generated consistent visibility and stakeholder interaction throughout the project duration, particularly among audiences active in healthcare, education, innovation and policymaking. The indicators below provide an overview of the outreach and engagement achieved through the project’s main social media channels during the implementation period.

Indicator	LinkedIn	X/Twitter
Followers	596	143
Posts published	107	381
Impressions	+26,600	+5,800
Engagement rate	9.3%	4.4%
Click-through rate (CTR)	4.7%	-

2.3. Newsletters

Throughout the implementation period, six project newsletters (MS40) were developed to communicate major milestones, activities, deliverables and project results to external stakeholders and wider professional networks. The newsletters constituted an important dissemination tool supporting regular communication with audiences involved in healthcare, vocational education and training, regional innovation, policymaking and research.

The newsletters were designed to provide concise but comprehensive updates on project developments and combined information on strategic project progress with highlights from regional activities, dissemination events, collaborative initiatives and project outputs. In addition to increasing project visibility, the newsletters contributed to maintaining stakeholder engagement over the duration of the project and supported the dissemination of results beyond the immediate consortium network.

The thematic focus of the newsletters evolved throughout the implementation period in line with the progression of the project activities. Early newsletters primarily introduced the project objectives, consortium structure and the baseline report, while later editions focused increasingly on the establishment and activities of the Regional Vocational Excellence Hubs, development of the Education4Health Platform, stakeholder engagement activities, good practice examples and dissemination of project achievements. The following newsletters were produced:

- [First edition](#) - released: 23.07.2023

The newsletter introduced the project objectives, consortium structure and overall vision of strengthening vocational excellence and competence development within the European healthcare sector. The newsletter presented the six healthcare megatrends and the 21st-century skills identified by the project as key priorities for future healthcare workforce development. In addition, the newsletter highlighted the publication of the Baseline Report, including findings from the interregional survey involving more than 3,600 healthcare students and professionals, and outlined the transition of the project into the practical implementation phase involving the establishment of Regional Vocational Excellence Hubs and the development of the Education4Health platform.

- [Second edition](#) - released: 05.12.2024

The second issue focused on the transition from the analytical phase of the project to the practical implementation and testing phase. The newsletter presented the development of the Education4Health platform and highlighted the preparation of more than 60 learning and training activities based on the findings of the European Baseline Report. In addition, the newsletter showcased the activities and strategic priorities of several Regional Vocational Excellence Hubs, including The Netherlands, Spain and Italy, and presented EUVECA participation in European vocational excellence and healthcare education events focused on sustainability, collaboration and future healthcare workforce development.

- [Third edition](#) - released: 19.11.2025

The third newsletter focused on the launch and further development of the Edu4Health platform, highlighting its role in strengthening collaboration, sharing learning materials and supporting future-oriented healthcare education across Europe. The newsletter also addressed the sustainability and governance discussions taking place during the final phase of the project. In addition, the newsletter showcased implementation experiences from the Regional Hubs, including student engagement activities in The Netherlands and simulation-based mobile healthcare training initiatives in Norway.

It further reported on consortium meetings held in Valencia and Trento, including discussions on platform governance, future cooperation models and collaboration with the BeWell project on digital, green and soft skills for healthcare professionals.

- [Fourth edition](#) - released: 14.04.2026

The fourth edition focused on the Final European Conference held in Brussels on 24 March 2026. The newsletter presented the key discussions and materials emerging from the conference, including reflections on megatrends, future skills needs, digital transformation and the role of collaboration in strengthening healthcare education ecosystems. The newsletter also highlighted discussions on innovative educational approaches, including simulation-based learning, virtual reality and competency-based digital skills frameworks, as well as the importance of moving from project-based initiatives towards more integrated and sustainable European collaboration models supported by platforms such as Education4Health.

- [Fifth edition](#) - released: 05.05.2026

The fifth issue focused on the publication of the *Good Practice Stories*, showcasing implementation experiences and collaborative initiatives developed across the Regional Hubs in Denmark, Germany, Italy, The Netherlands, Norway, Slovenia and Spain. The newsletter highlighted how cooperation between healthcare organisations, educational institutions and regional stakeholders contributed to strengthening vocational excellence, skills development and innovation within healthcare education ecosystems.

- [Sixth edition](#) - released: 29.05.2026

The final newsletter provided an overview of the main achievements, activities and results developed throughout the project duration. The newsletter reflected on the establishment of the Regional Hubs, the development of the Education4Health platform, the creation of innovative learning and training activities and the strengthening of collaboration between healthcare organisations, educational institutions and regional stakeholders across Europe.

The newsletters were disseminated through the communication channels and mailing lists of consortium partners, enabling broad outreach across European and regional stakeholder communities.

2.4. Scientific articles

Scientific articles were an important component of the EUVECA dissemination activities. They aimed to contribute to broader European discussions on healthcare workforce development, vocational excellence, regional collaboration and innovation within vocational education and training ecosystems. Through scientific publications, the consortium sought to ensure that the knowledge, methodologies and implementation experiences generated throughout the project could contribute not only to project visibility but also to wider academic, policy and professional debates related to healthcare education and workforce transformation.

A first scientific article titled ‘*21st-century skills and training needs of nursing students and professionals: a cross-sectional study across seven European countries*’ was developed and submitted to BMC Nursing, where it is currently undergoing peer review. The article presents the findings of a cross-sectional survey conducted across seven European regions involving nursing students and professionals and focuses on the training needs related to 21st-century skills within the nursing workforce.

The study examined perceived importance and self-assessed performance across a broad range of transversal competencies, including communication, collaboration, critical thinking, leadership, ICT literacy and social and cultural skills. The findings highlighted significant training needs related particularly to ICT literacy, critical thinking and leadership, while also identifying differences between nursing students and employed professionals as well as minor regional variations across participating countries.

In addition, the pan-European partners, together with the coordinators and colleagues from WP2 and WP5, also developed a European scientific article (MS42) focusing on the relationship between regional collaboration, vocational education and training ecosystems and upward convergence within European health systems. The manuscript, '*Strengthening regional collaboration and vocational education to support upward convergence in European health systems*', was submitted to the International Journal of Health Planning and Management and is currently undergoing a review process following a request for revisions.

The article explores how strengthened regional collaboration between education providers, healthcare organisations, public authorities and innovation actors can contribute to skills development, innovation capacity and regional convergence across Europe. Drawing on the implementation experience of the EUVECA project, the publication analyses the role of Regional Vocational Excellence Hubs as collaborative governance mechanisms supporting workforce development and regional innovation ecosystems. The scientific article further integrates findings from the needs analysis conducted within the project, which involved nearly 4,000 respondents and examined training needs related to digital competencies, leadership, communication, collaboration and other transversal skills within the health and social care workforce.

Particular attention is given to governance coordination, stakeholder engagement and the alignment between vocational education and training systems, labour market needs and regional innovation strategies. The article also reflects on implementation lessons emerging from the Regional Vocational Excellence Hubs, including factors supporting successful regional collaboration as well as structural barriers linked to governance fragmentation, institutional coordination and long-term sustainability.

Through these scientific dissemination activities, the consortium aimed to support long-term knowledge transfer and contribute to ongoing European discussions on vocational excellence, lifelong learning, healthcare workforce transformation and regional innovation ecosystems.

3. Events and conferences

Events and conferences constituted a central component of the EUVECA dissemination and stakeholder engagement approach. Throughout the implementation period, the consortium organised and participated in a broad range of European, national and regional events aimed at promoting the project objectives, disseminating project activities and results, facilitating knowledge exchange and strengthening collaboration among stakeholders involved in healthcare, vocational education and training, regional development and innovation ecosystems.

The events organised within the framework of the project created important opportunities for dialogue between educational institutions, healthcare organisations, policymakers, researchers, innovation actors and professional networks. They further contributed to increasing the visibility of the Regional Vocational Excellence Hubs and supported the exchange of experiences and good practices emerging from the different regional ecosystems participating in the project.

The event-based dissemination activities combined online and in-person formats and included European expert and policy webinars, participation in third-party events and conferences, regional dissemination events organised by consortium partners and the final European conference. Together, these activities contributed to strengthening stakeholder engagement, fostering European collaboration and supporting the transferability and sustainability of the project results beyond the implementation period.

3.1. European expert and policy webinars

Throughout the implementation period, the project organised a series of European expert and policy webinars (MS43) aimed at facilitating dialogue, knowledge exchange and stakeholder engagement around the key themes addressed by EUVECA. The webinars brought together representatives from healthcare organisations, vocational education and training institutions, universities, regional authorities, European networks, policymakers, researchers and innovation actors to discuss project developments, emerging findings and strategic perspectives related to vocational excellence and healthcare workforce development.

The expert meetings served as an important dissemination and stakeholder consultation mechanism throughout the project. In addition to presenting project activities and results, the events created opportunities for expert reflection and external input on the development of the Education4Health Platform, the Regional Vocational Excellence Hubs and the broader governance and sustainability dimensions of the initiative.

3.1.1. First European expert workshop – translating the Baseline Report into practice

Date: 8 September 2023

The first European expert workshop focused on the findings of the EUVECA Baseline Report and explored how the theoretical and analytical insights emerging from the report could be translated into practical implementation approaches within healthcare education and vocational training ecosystems. Discussions focused on the future of healthcare education, the skills needed to respond to major healthcare megatrends and the role of vocational excellence in strengthening healthcare workforce preparedness across Europe.

A key theme emerging from the workshop was the importance of developing 21st-century skills among healthcare professionals, particularly in areas such as creativity, innovation, ICT literacy, adaptability and

interdisciplinary collaboration. Participants also discussed the increasing relevance of simulation-based learning, interprofessional training and practical learning environments in healthcare education. The workshop further provided an opportunity to discuss the vision and future role of the EUVECA platform as a collaborative European space supporting knowledge exchange, international cooperation and innovative approaches to healthcare education and training.

3.1.2. Second European expert meeting – launch of the Education4Health platform

Date: 11 December 2024

The second European expert meeting marked an important milestone in the project through the official launch of the Education4Health platform, the collaborative platform developed within EUVECA to support innovation, cooperation and lifelong learning in healthcare vocational education and training across Europe.

The meeting focused on the strategic vision, governance and long-term sustainability of the platform. Discussions explored how the platform could support improved accessibility and quality of healthcare education, facilitate mobility and collaboration across regions and strengthen skills development opportunities for students and healthcare professionals. Participants also discussed the long-term sustainability of the platform, including governance structures, partnership models and financial sustainability mechanisms required to ensure continuity beyond the project duration.

3.1.3. Third European expert meeting – sustainability, governance and regional implementation

Date: 28 January 2026

The third European expert meeting focused on reviewing the progress of the project as it entered its final implementation phase and on discussing the long-term sustainability and governance of the Education4Health platform and the Regional Vocational Excellence Hubs.

A significant part of the discussions focused on the continued development of the Education4Health platform, including its integrated learning management and content systems, the growing catalogue of learning resources and its role in supporting collaboration, mobility and innovation across regional healthcare education ecosystems. Particular emphasis was placed on the platform's contribution to addressing major healthcare megatrends.

The meeting also provided an opportunity to review the implementation experiences emerging from the Regional Vocational Excellence Hubs. Discussions addressed stakeholder engagement processes, alignment with regional priorities, experimentation with innovative learning formats and implementation challenges linked to governance complexity, resource constraints and institutional coordination. In parallel, participants explored sustainability scenarios and governance models for the continuation of the platform beyond the project duration. Discussions examined operational structures, partnership approaches, future funding opportunities and the possible establishment of long-term coordination mechanisms capable of supporting the continuation and further expansion of the initiative at European level.

3.2. Presence at third-party events

In addition to project-organised dissemination activities, EUVECA was actively promoted through participation in a broad range of third-party conferences, workshops, events and European stakeholder initiatives throughout the implementation period. Participation in external events constituted an important

dissemination channel for increasing the visibility of the project, engaging with relevant stakeholder communities and positioning EUVECA within broader European discussions on healthcare workforce development, vocational education and training, skills ecosystems and innovation.

The consortium participated in European policy discussions, healthcare conferences, vocational excellence events and stakeholder initiatives linked to skills development, digital transformation, regional innovation and healthcare education. These activities provided opportunities to present the objectives and results of the project, exchange experiences with external stakeholders and identify synergies with other European initiatives and networks.

Particular emphasis was placed on events addressing future healthcare workforce needs, vocational excellence, digital and green skills, regional cooperation and lifelong learning. Participation in these events contributed to strengthening the European visibility of the project while also supporting stakeholder engagement and networking activities beyond the immediate project consortium.

Examples of third-party events and dissemination activities included:

- participation in the launch event of the Pact for Skills Large Scale Partnership for the Health Ecosystem;
- contributions to the European Health Tech Summit;
- participation in the Forum for Vocational Excellence 2022 in San Sebastian, Spain; 2023 in Amsterdam, The Netherlands; 2024 in Lyon, France;
- organisation of and presence at the Forum for Vocational Excellence 2025 in Kolding, South Denmark;
- participation in the European Public Health Conference 2022 and 2023;
- participation in the European Week of Regions and Cities;
- participation in the FINE European Conference 2024;
- presentations delivered through the ProMIS network;
- participation in events organised by the European Specialist Nurses Organisation;
- participation in the European Health Management Conference 2023, 2024 and 2025.

These dissemination activities enabled the consortium to engage with policymakers, healthcare professionals, educators, researchers, regional authorities, European networks and innovation stakeholders while promoting the EUVECA approach to regional collaboration and vocational excellence in healthcare education and training.

3.3. Regional conferences

Regional conferences (MS44) organised by consortium partners constituted an important component of the EUVECA stakeholder engagement and dissemination approach. These events enabled partners to present project activities, results and regional implementation experiences directly to local and national stakeholders, while also strengthening collaboration between healthcare organisations, education providers, regional authorities and innovation actors within the participating ecosystems.

The regional events reflected the diversity of contexts and priorities across the participating RVEH and provided opportunities to discuss skills development, vocational excellence, lifelong learning and healthcare workforce challenges in relation to regional realities and stakeholder needs. In addition to disseminating project results, the conferences contributed to strengthening regional ownership, stakeholder mobilisation and the long-term sustainability of collaboration mechanisms established through the project.

3.3.1. Denmark

Date: 14 April 2026

The [regional dissemination event organised in Southern Denmark](#) focused on competence development, lifelong learning and interdisciplinary collaboration within the future healthcare workforce. The conference, *Together for the health education of the future*, brought together representatives from educational institutions, healthcare organisations and regional stakeholders to discuss how healthcare education and training systems can respond to digital transformation and evolving workforce needs and complexity.

The event highlighted the implementation experiences and collaboration developed within the Southern Denmark Hub. Discussions focused on the importance of strengthening interaction between educational institutions and healthcare providers in order to ensure that competence development activities remain aligned with future healthcare system needs and technological transformation processes.

Conference presentations explored themes including future skills needs, digital transformation, artificial intelligence, lifelong learning and interdisciplinary collaboration within healthcare education ecosystems. The event also emphasised the role of regional collaboration networks in translating strategic ambitions into concrete training initiatives, partnerships and long-term cooperation structures capable of supporting healthcare workforce resilience and innovation capacity.

The conference further contributed to strengthening stakeholder engagement and consolidating the interdisciplinary network developed throughout the project duration, while reinforcing the sustainability and future continuation of collaboration activities beyond the implementation period of EUVECA.

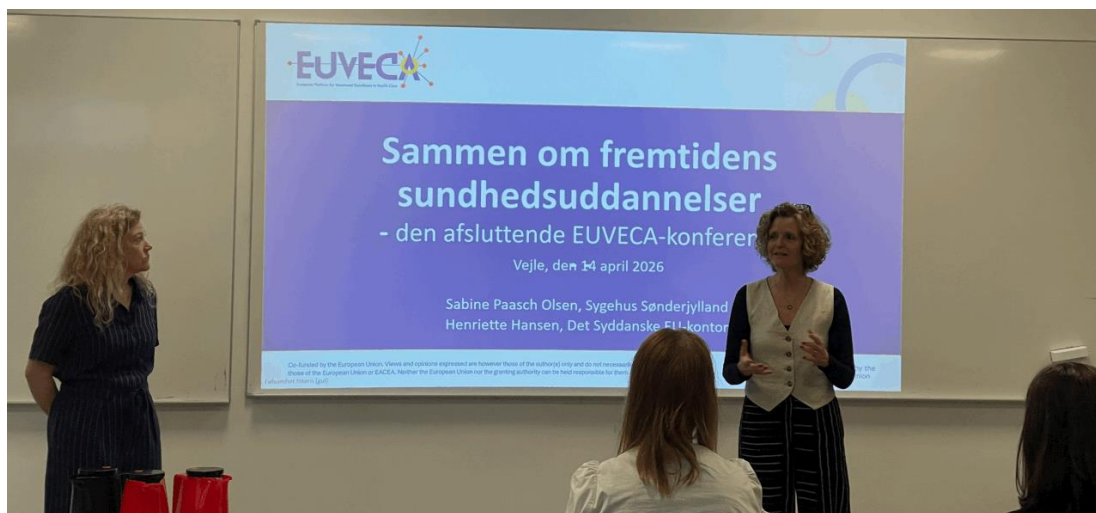


Figure 5 - Final conference of the Danish RVEH

3.3.2. Germany

Date: 4 May 2026

The [German Hub regional dissemination event](#) took the form of a specialised symposium dedicated to the use of Extended Reality (XR), virtual reality and artificial intelligence within healthcare education and training. Organised jointly by the Universität zu Lübeck and the Academy of the Universitätsklinikum Schleswig-Holstein, the event brought together educators, healthcare professionals and innovation stakeholders to explore emerging technologies and innovative learning approaches within healthcare VET.

The symposium featured a series of expert presentations addressing the intersection between XR technologies, simulation-based learning, artificial intelligence and healthcare workforce training. Topics included the use of virtual emergency room environments, virtual reality learning applications, AI-supported simulation systems and digital approaches to nursing and healthcare education. The event also provided an opportunity to exchange experiences and showcase practical examples of immersive and technology-enabled training approaches developed within different European contexts.

Through the combination of expert presentations, technology-focused discussions and international collaboration, the symposium contributed to strengthening dialogue around innovation, digital transformation and future-oriented skills development within healthcare education ecosystems. The event further highlighted the growing importance of simulation, XR technologies and interdisciplinary collaboration in preparing healthcare professionals for increasingly complex clinical environments.

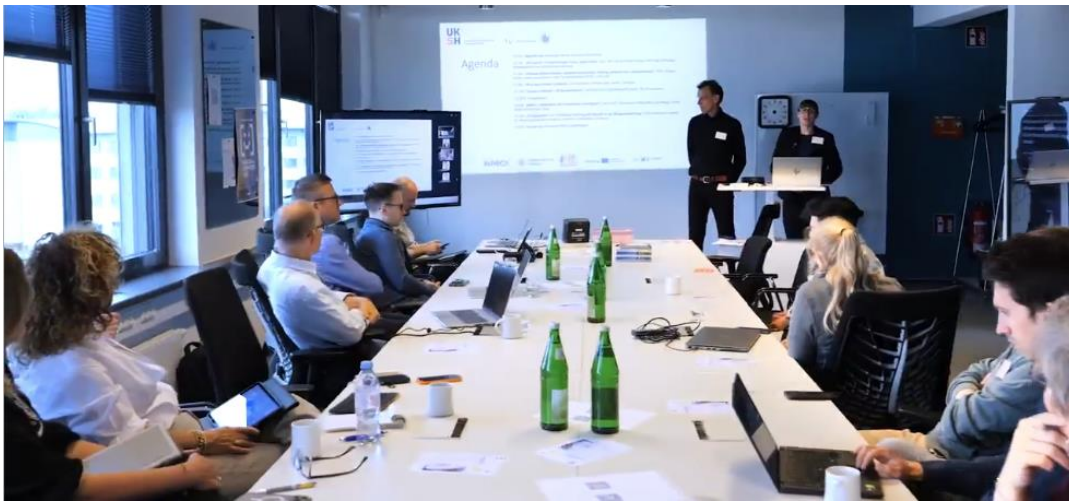


Figure 6 - Final conference of the German RVEH

3.3.3. Italy

Date: 8 May 2026

The [regional dissemination event organised in Trentino](#) focused on the relationship between European policy frameworks, territorial implementation and digital transformation within healthcare education and training systems. The conference brought together regional stakeholders, healthcare professionals, policymakers, educational actors and project partners to reflect on the results of the EUVECA project and discuss future perspectives for healthcare workforce development and digital skills ecosystems.

The event highlighted how the implementation of EUVECA in the Trentino region contributed to strengthening synergies between European vocational excellence initiatives, regional innovation ecosystems and national digital health strategies. Discussions addressed the creation of a provincial VET excellence hub, the development and use of the Education4Health platform and the role of digital learning pathways in supporting mobility and exchange of good practices across Europe.

Particular emphasis was placed on the digital transformation of healthcare systems and the importance of structured approaches to digital skills development among healthcare professionals. Presentations explored the alignment between EUVECA activities, the Italian National Recovery and Resilience Plan, the development of the Electronic Health Record and regional initiatives aimed at strengthening digital competencies within the healthcare workforce.

The conference also presented the FormLab model, an innovative regional methodology based on the principle of ‘Learning by Innovating’, which integrates research and artificial intelligence applications into clinical practice and healthcare workforce training. Overall, the event demonstrated how regional collaboration and vocational excellence approaches can support the development of sustainable and innovation-oriented healthcare education ecosystems at both regional and European level.



Figure 7 - Final conference of the Italian RVEH

3.3.4. The Netherlands

Date: 14 April 2026

The [regional dissemination event organised in The Netherlands](#) focused on the future role of adaptive healthcare professionals and the importance of collaboration between healthcare, education and innovation ecosystems in responding to ongoing transformation within the healthcare sector. The event brought together stakeholders from universities, healthcare organisations, regional development agencies and innovation actors to discuss how healthcare workforce development can better respond to technological change, digitalisation and evolving models of care.

The event formed part of the activities implemented within the EUVECA project by regional partners including Saxion, the University of Twente, ZGT and Oost NL. Discussions focused on the concept of the ‘adaptive healthcare professional’, emphasising the importance of interdisciplinary collaboration, technological literacy, innovation capacity and flexibility in future healthcare education and practice.

The programme combined presentations, regional pitches and interactive workshops addressing themes such as healthcare technology, simulation-based learning, change management and workplace learning. Particular emphasis was placed on translating European collaboration and knowledge exchange into practical regional implementation activities and strengthening cooperation between stakeholders operating at the intersection of healthcare, education and innovation.

The event further highlighted the importance of regional collaboration mechanisms in supporting long-term healthcare workforce development and innovation capacity. Discussions demonstrated how the Regional Vocational Excellence Hub approach can facilitate new partnerships, strengthen regional ecosystems and create opportunities for continued cooperation and knowledge exchange beyond the duration of the project.



Figure 8 - Final conference of the Dutch RVEH

3.3.5. Norway

Date: 22 October 2025 (1st event) and 30 April 2026 (2nd event)

The local conferences organised by the Norwegian Hub focused on the role of collaboration and innovation in strengthening the sustainability and adaptability of healthcare and care services. The events brought together municipalities, hospitals, universities and regional stakeholders to discuss practical approaches to workforce planning, competence development and cross-sector cooperation.

The conferences explored how stronger collaboration between healthcare providers, educational institutions and public authorities can support future-oriented healthcare workforce development and improve the capacity of health systems to respond to changing demographic, technological and organisational challenges. Through interactive group work, participants reflected on future scenarios for regional collaboration and explored what effective and sustainable collaboration models could look like. The events encouraged participants to move beyond conceptual discussions and identify concrete actions and collaboration opportunities to supporting long-term healthcare workforce resilience and innovation.

The conferences further demonstrated the importance of regional collaboration mechanisms in connecting strategic ambitions with operational implementation and highlighted the contribution of EUVECA in fostering sustainable and innovation-oriented healthcare ecosystems at both regional and European level.



Figure 9 - Final conference of the Norwegian RVEH

3.3.6. Slovenia

Date: 14 May 2026

The [Slovenian regional conference](#), *Interdisciplinarity for Superior Results and Safe Practice in Healthcare*, focused on the role of interdisciplinary collaboration and simulation-based learning in strengthening healthcare education and patient safety. The event brought together representatives from universities, healthcare organisations, public authorities and professional associations to discuss innovative approaches to vocational education and training within the healthcare sector.

The conference showcased the implementation experiences and results achieved within the Slovenian Hub, particularly in relation to simulation-based education and interprofessional collaboration. Presentations highlighted how simulation training contributed to improving the preparedness of healthcare professionals and students for complex and unpredictable clinical situations, while also strengthening communication, coordination and teamwork within healthcare settings.

Particular attention was given to the impact of interdisciplinary and experiential learning approaches on patient safety and healthcare quality. The conference discussions emphasised the importance of integrating innovative training methodologies into healthcare education systems and strengthening collaboration between educational institutions, healthcare providers and public authorities to support long-term workforce development and system resilience. The event also provided an opportunity to discuss the sustainability and future integration of such approaches within broader healthcare and vocational education ecosystems in Slovenia and across Europe.



Figure 10 - Final conference of the Slovenian RVEH

3.3.7. Spain

Date: 14 April 2026

The [Valencia regional dissemination event](#) brought together representatives from universities, healthcare organisations, professional bodies and regional stakeholders to present the results and implementation experiences of the EUVECA project, with a particular focus on innovation and vocational excellence within healthcare education and nursing training, showing different successful use cases and exchanging lessons learnt. Juanjo Tirado (CECOVA) talked about the different training opportunities AI brings to nursing education; Daniela Manda (VITHAS group) showed the importance of nursing education and innovation in

private hospitals; and Jorge Navarro gave some examples about training needs have been identified in primary care settings.

The event provided an opportunity to discuss how healthcare education systems must adapt to major transformations linked to digitalisation, evolving models of care and changing workforce needs. Discussions addressed themes including educational innovation, cooperation between healthcare and educational institutions, clinical training, digital transformation, primary care and the future sustainability of regional collaboration mechanisms within the Valencian healthcare ecosystem.

The conference also served as a platform to present the sustainability proposal for the Valencian Regional Hub and to reinforce collaboration between universities, healthcare providers and professional stakeholders involved in healthcare workforce development and vocational education and training.



Figure 11 - Final conference of the Spanish RVEH

3.4. Final European conference

The EUVECA Final European Conference (MS45) took place on 24 March 2026 in Brussels and represented the main concluding dissemination event of the project. The conference brought together 98 participants from across Europe, including representatives from healthcare organisations, vocational education and training institutions, universities, regional authorities, European networks, policymakers, researchers, innovation actors and project partners.

The event provided an opportunity to present the main achievements and lessons learnt from the project while fostering discussion on the future of vocational education and training, regional collaboration and skills development within the European healthcare sector. The conference also served as a platform to consolidate the project's dissemination and stakeholder engagement activities by bringing together actors involved in healthcare workforce development, innovation and vocational excellence.

The opening session introduced the overall objectives, achievements and future perspectives of the EUVECA project, including the establishment of the Regional Vocational Excellence Hubs and the development of the Education4Health platform. The conference also featured a contribution from Hjørdis V. Dalsgaard from the European Commission Directorate-General for Employment, Social Affairs and

Inclusion (DG EMPL), who presented the European vocational education and training strategy and its relevance for supporting healthcare workforce sustainability and skills development across Europe.

The first thematic session, *From Megatrends to Skills Needs and Education*, explored how societal, technological and environmental transformations are reshaping healthcare workforce needs and education systems. Discussions focused on the importance of transversal skills such as communication, collaboration and adaptability, as well as the need to strengthen alignment between education systems, policy frameworks and real workforce needs.

The second session, *Excellence in VET: The Role of Educators and Innovation*, examined the role of educators, innovation and new learning approaches in strengthening healthcare training systems. Participants discussed competency-based approaches to digital skills, virtual reality applications, simulation-based learning and broader challenges linked to fragmentation within healthcare education systems and mismatches between qualifications and professional practice.

The third session, *Regional and European Collaboration in VET*, focused on the role of regional and European cooperation in supporting healthcare skills ecosystems and innovation capacity. Discussions highlighted the importance of moving beyond isolated project-based initiatives towards more integrated and sustainable cooperation models involving regional authorities, education providers, healthcare organisations and European collaborative platforms such as Education4Health.

Overall, the Final European Conference provided an important opportunity to disseminate the project results, facilitate dialogue between stakeholders and reflect on future perspectives for sustaining collaboration and advancing vocational excellence and healthcare workforce development across Europe.



Figure 12 - Photo collage from the Final European Conference

Conclusions

The dissemination activities implemented throughout the EUVECA project contributed significantly to strengthening the visibility, accessibility and transferability of the project results across European, national and regional levels. Through the combination of digital communication activities, stakeholder engagement initiatives, scientific dissemination, conferences, webinars and regional dissemination events, the consortium established a broad dissemination ecosystem capable of reaching diverse stakeholder communities involved in healthcare, vocational education and training, innovation and policymaking.

A key strength of the dissemination approach was the integration of European coordination with strong regional engagement. The Regional Vocational Excellence Hubs played an important role not only as implementation structures, but also as dissemination and stakeholder mobilisation ecosystems capable of connecting educational institutions, healthcare organisations, regional authorities and innovation actors around shared workforce development challenges and opportunities.

The dissemination activities further supported the development and visibility of the Education4Health platform and contributed to strengthening dialogue around vocational excellence, lifelong learning, digital transformation and innovation within the healthcare sector. Through conferences, workshops, scientific dissemination activities and continuous online communication, the project created opportunities for knowledge exchange and collaboration extending beyond the immediate consortium partnership.

Importantly, dissemination within EUVECA evolved beyond traditional communication activities and became an enabling mechanism for collaboration, stakeholder engagement and sustainability building. The activities implemented throughout the project helped create stronger connections between regional ecosystems while reinforcing the European dimension of healthcare workforce development and vocational excellence.

The dissemination outputs and stakeholder networks established during the implementation period provide an important foundation for the continuation and sustainability of collaboration activities beyond the lifetime of the project. In this respect, the dissemination activities contributed not only to the visibility of EUVECA, but also to supporting broader European discussions on healthcare workforce transformation, skills development and regional innovation ecosystems.