



MICRO-credentials for life-long learning and employability:
**Building Capacities for Developing Agile Educational
Interventions in Southeast Asian Universities**

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Deliverable D5.1
Project Dissemination Plan



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Executive Summary: Project Dissemination Plan for MICROCASA

The MICROCASA project presents a transformative initiative aimed at fostering competence-oriented education through micro-credentials in Southeast Asia. With the goal of addressing economic and social challenges, the project's comprehensive dissemination plan strategically engages stakeholders across diverse platforms.

Target Audience and Channels

The project targets a broad demographic spanning ages 16 to 65, residing mainly in Malaysia, Indonesia, and the Philippines. Utilizing a multi-platform approach, MICROCASA's tailored content will be delivered through blog articles in the official MICROCASA website, social media platforms (LinkedIn, Twitter, Instagram, TikTok, Facebook, and YouTube), and targeted e-mail campaigns.

Dissemination Activities and Strategies

The dissemination plan emphasizes professional and informative communication, creating a welcoming space for learners seeking upskilling, reskilling, and lifelong learning opportunities. Content creation will focus on success stories, industry insights, and micro-credential benefits. Joint webinars, workshops, and expert-led sessions will leverage European partners' expertise to enhance the dissemination impact.

Engagement Metrics and Assessment

To gauge effectiveness, engagement metrics such as social media interactions, e-mail campaign performance, webinar participation and collaboration outcomes will be monitored. The project's success will be measured through increased enrollment, completion rates, and positive audience feedback.

Partner Contributions and Collaborations

Partnerships with European institutions will elevate the project's credibility, driving discussions on micro-credentials' role in education. Collaboration with regional authorities and initiatives (e.g., Malaysian Qualification Agency, Indonesian Research and Education Networks, and Philippines's Department of Health, Health Human Resource Bureau and Department of Agriculture, Agriculture Training Institute) will facilitate joint events, workshops, and knowledge-sharing.

Conference, Training Workshops and Roundtable Series

The project's initiatives include a Micro-credentials Regional Study and Roundtable series, fostering discussions on challenges and opportunities as well as capacity building workshops. Additionally, a conference titled "Microcredentialing in Higher and Vocational Education of

SEA" will convene experts, educators, and stakeholders to explore micro-credential impact and solutions.

In conclusion, the MICROCASE project's dissemination plan showcases a comprehensive strategy to engage, inform, and empower learners in Southeast Asia. Through collaborative efforts, targeted content, and impactful events, the project is poised to create a lasting impact in addressing economic and social challenges through micro-credentials.