



Knowledge & Creativity
European University



D1.2

Monitoring & Evaluation Plan



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Acronyms

Benef.	Beneficiary
GB	Government bodies
M&E_Team	Monitoring and Evaluation Team
PT1 -	POLYTECHNIC UNIVERSITY OF TOMAR (IPT), Portugal,
PT2.	STOPANSKA AKADEMIA DIMITAR A. TSENOV (TAE), Bulgaria
PT3.	JIHOESKA UNIVERZITA V CESKYCH BUDEJOVICICH (USB), Czechia
PT4.	UNIVERSITA DEGLI STUDI DI CAMERINO (UNICAM), Italy
PT5.	UNIVERSITAET GREIFSWALD (UG), Germany
PT6.	STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES (BUAs), Netherlands
PT7.	POLITECHNIKA OPOLSKA (OUTech), Poland
PT8.	UNIVERSITATEA VALAHIA TARGOVISTE (VUT), Romania
PT9.	TRNAVSKA UNIVERZITA V TRNAVE (TUT), Slovakia
PT10.	SODERTORNS HOGSKOLA (SH), Sweden
PT 11.	ADANA ALPARSLAN TURKES BILIM VE TEKNOLOJI UNIVERSITESI (ATU), Türkiye
WP	Work Package
WP1	Work package 1 - Governance and Management;
WP2	Work package 2 - Education;
WP3	Work package 3 - Research;
WP4	Work package 4 - KreativEU Culture with and for society;
WP5	Work package 5 - KreativEU knowledge-creation and design network on smart sustainability;
WP6	Work package 6 - KreativEU Heritage European campus;
WP7	Work package 7 - KreativEU Mobility;

		Changed: "The name was changed from " Data Flow & Monitoring Process " to " Data Flow, Monitoring & Evaluation Process "	
1.0	06/06/2025	Section 3: Data Flow, Monitoring & Evaluation Process Added: "Section3.3 Evaluation Process "	Clarification of the Evaluation Process

with other Work Packages, all address a specific theme:

This plan is outlined in a logic model frame, describing the activities, outputs and outputs indicators that lead to desired results in the work packages.

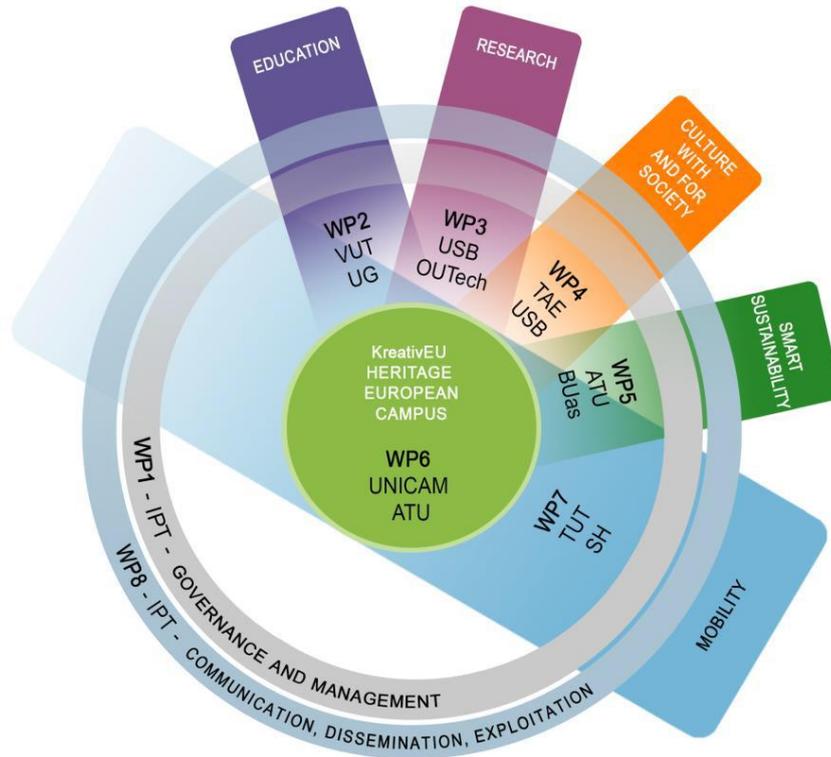


Figure 2. KreativEU Work Plan

2.1 Activities, Indicators & Targets

WP1 - KreativEU Governance and Management

Leading Organisation: POLYTECHNIC UNIVERSITY OF TOMAR (IPT), Portugal

Start date: 01/01/2025

End date: 31/12/2028

OBJECTIVES:

- 1) To establish and ensure first-level governance for the Alliance of HEIs.
- 2) To ensure a transparent and effective decision-making and risk management process.
- 3) To coordinate day-by-day activities while keeping track of the delivery of the strategic goals.
- 4) To report and keep constant communication with the Agency.
- 5) To monitor the progress of the four-year European grant and evaluate its results.
- 6) To monitor the quality of deliverables and activities.
- 7) To monitor the implementation of relevant legislation on data protection, while being in line with the EU Cybersecurity ACT.

OUTCOMES:

Ensured an effective governance and management structure to the pilot phase and to the Alliance, with 90% of project tasks carried out and 90% of project deliverables produced on time, 75% of involved staff satisfied with the overall process.

OUTPUTS:

D1.1 – Multi-level KreativEU organigram

Type: R - Document, report

Dissemination Level: PU – Public

6	Final Evaluation	<p>Description: An internal final evaluation will be performed. Main recommendations will be considered for the subsequent four-year implementation phase.</p> <p>Means of Verification: Delivery of the Final Reports on the implementation of the Quality Control, Data Protection and Diversity and Inclusion Plans and of the Micro-Credentials Regulation.</p>	48
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ACTIVITIES, INDICATORS & TARGETS

Activities	Indicators	Target
T1.1 - Setting-up and functioning of the Network Governance structure	<ul style="list-style-type: none"> • % of tasks completed in time and according to Plan. 	90%
T1.2 - Setting-up and functioning of the Project Governance structure	<ul style="list-style-type: none"> • % of deliverables produced in time and according to plan. 	90%
T1.3 - Day-by-day coordination	<ul style="list-style-type: none"> • No. of meetings of the General Assembly Hosted. 	8
T1.4 - Technical and financial reporting	<ul style="list-style-type: none"> • No. of meetings of the Steering Committee hosted. 	8
T1.5 - Quality Control	<ul style="list-style-type: none"> • % of reported financial expenditure in line with the financial planning and the reporting compliance. 	95%
T1.6 - Cybersecurity and Data Protection policies, procedures, and reporting	<ul style="list-style-type: none"> • % of staff from the eleven HEIs declaring satisfaction about the process implementation processes. 	75%

WP3 - KreativEU Research

Leading Organisation: JIHOČESKA UNIVERZITA V ČESKÝCH BUDEJOVICÍCH (USB), Czechia

Co-leading Benef.: OPOLE UNIVERSITY OF TECHNOLOGY (OUTech), Poland

Start date: 01/04/2025

End date: 31/12/2028

OBJECTIVES:

Promote novel, high-quality and highly relevant learning opportunities for students at bachelor, master, and doctoral levels and in the realm of life-long learning and continuing professional development, by fostering student-led learning, research-oriented learning and experiential learning outside the classroom and by promoting the open and the digital education paradigms.

Recognising the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, folklore, and ecocultural identity, the courses and study programmes offered by KreativEU will re-evaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age, across different academic disciplines and fields of expertise.

OUTCOMES:

By 2028, at least 220 experts from the eleven HEIs will have been involved in the KreativEU joint thematic endeavour in the field of intangible and tangible cultural heritage, producing at least 330 products and disseminating their findings to at least 16500 students, while supporting the establishment of at least 5 transnational working groups.

Task 4.4 - Digital and research support to the Art and Heritage Incubator	<ul style="list-style-type: none"> • % of incubated individuals/start-ups supported in searching for extra funding 	25%
Task 4.5 - Acquisition of lessons learned, fine-tuning and set-up of the transnational Art and Heritage incubator	<ul style="list-style-type: none"> • A digital compendium of innovative and sustainable CCI business models will be created 	R_Document Repprt

WP5 - KreativEU knowledge-creation and design network on smart sustainability

Leading Organisation: STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES (BUas), Netherlands

Co-leading Benef.: ADANA ALPARSLAN TURKES BILIM VE TEKNOLOJI UNIVERSITESI (ATU),
Türkiye

Start date: 01/01/2025

End date: 31/12/2028

OBJECTIVES:

Establish a European knowledge-creation and design network that mobilises the four missions of Higher Education (Education, Research, Innovation and Service to Society) to develop, through a challenge-based approach, Ethical-by- Design and Sustainable-by- Design AI systems based on European values. The challenge-based approaches through which these AI systems will be developed purposely account for European values, identity, and diversity, resting on the premise that European history and both tangible and intangible European heritage are key components of a future that is enriching, sustainable, and inclusive. Consequently, the resulting innovative yet feasible and effective AI systems will have the potential to contribute significantly to addressing global challenges, such as climate change, digital transition, biodiversity loss, inequality, and social exclusion in a way that aligns with European values and policies.

OUTCOMES:

By 2028, a total number of 300 students, lecturers, researchers, entrepreneurs, local and regional actors and civil society actors will have joined either the permanent or one of the temporary knowledge-creation and design teams, together representing at least the

WP6 - KreativEU Heritage European campus.

Leading Organisation: UNIVERSITA DEGLI STUDI DI CAMERINO (UNICAM), Italy

Co-leading Benef.: ADANA ALPARSLAN TURKES BILIM VE TEKNOLOJI UNIVERSITESI (ATU),
Türkiye

Start date: 01/01/2025

End date: 31/12/2028

OBJECTIVES:

Establish a fully European University as a long-term institutional structural and strategic cooperation that permits the implementation of a competitive and attractive educational model for the enhancement of European cohesion by fostering its artistic and cultural diversity and by linking education, research, innovation and service to society, through the KreativEU Inter-University Heritage European Campus where students, staff and researchers can enjoy seamless mobility and create new knowledge and innovation together, across countries and disciplines.

OUTCOMES:

By 2028, a joint physical and digital infrastructure shared by all eleven members of the alliance, the KreativEU Inter- University Campus, is fully operative and can be further developed to integrate new functions; the KreativEU Seed Funding Initiative will also be up and running, with at least 22 small/medium-scale innovative and interdisciplinary projects, and 20 competitions being supported with a high level of satisfaction.

OUTPUTS:

Deliverable D6.1 – Common protocols and flow charts for the sharing of spaces and resources

Type: R — Document, report

Dissemination Level: SEN – Sensitive

WP8 - KreativEU communication, dissemination, exploitation

Leading Organisation: POLYTECHNIC UNIVERSITY OF TOMAR (IPT), Portugal

Start date: 01/01/2025

End date: 31/12/2028

OBJECTIVES:

1) To actively and effectively engage our target groups in activities. 2) To communicate an integrated and unique image of the Network to build on for future activities. 3) To give adequate information and evidence of the European Union financing. 4) To extensively disseminate and exploit scientific outputs, as well as all activities implemented during the four-year pilot phase.

OUTCOMES:

By 2028, KreativEU activities are widely known thanks to a wide outreach of the alliance website, at least 88 dissemination activities, the outreach of at least 1200 stakeholder organisations.

OUTPUTS:

Deliverable D8.1 – Dissemination and Communication Plan

Type: R — Document report **Dissemination Level:** SEN- Sensitive

Due Date: (month) 6

Description: pdf file with graphics; Language: English

The communication and dissemination plan sets out a strategy to maximise the impact of the KreativEU Alliance, to increase its visibility, and to ensure that its outputs reach a wide audience of relevant stakeholders. It will also define what information should be communicated, who should receive that information, when that information should be

ACTIVITIES, INDICATORS & TARGETS

Activities	Indicators	Target
T8.1 - Joint communication strategy	<ul style="list-style-type: none"> • Joint Communication Strategy to be translated into the Dissemination and Communication Plan 	1
T8.2 - Communication and dissemination activities	<ul style="list-style-type: none"> • No. of web visitors reached by the project website 	2M
	<ul style="list-style-type: none"> • No. of dissemination events hosted/participated in 	88
	<ul style="list-style-type: none"> • No. of podcast series released within the framework of the podcast Science, Heritage & Technology 	1 per month
	<ul style="list-style-type: none"> • No. of stakeholder organisations reached with dissemination activities 	1200
T8.3 - Outreach activities	<ul style="list-style-type: none"> • No. of public and society lectures open to general public 	88
	<ul style="list-style-type: none"> • No. of Student's Festivals organised 	13
T8.4 - Joint internationalisation strategy	<ul style="list-style-type: none"> • Plan of internationalization 	1
	<ul style="list-style-type: none"> • Toolbox of good practices 	1
T8.5 - Exploitation of results	<ul style="list-style-type: none"> • Strategy focused on sustainably exploiting and maintaining activities trialled with the Erasmus+ grant 	1

- **Responsible**

In each WP, the person ultimately responsible for validating and submitting the information produced to the WP_Team, will be the WP_Leader's, or whoever he delegates.

- **Reporting**

The assessment of the performance of each of the indicators, in each of the activities of each of the WPs will be carried out **(1) online**, in real time, as soon as the information is validated by the M&E_Team, and **(2)** in a half-yearly report to be submitted by the M&E_Team to the Steering Committee.

Data Collection	Data collection produced by the WP_Team
Data Carrier	Documents produced by the WP_Team
Frequency	Monthly (until the last day of the month)
Responsible	WP_Leader & WP_Co-Leader
Reporting	(1) Online pre-report and (2) final report every 6 months

Figure 3. Monitoring Tools.

3 Data Flow, Monitoring & Evaluation Process

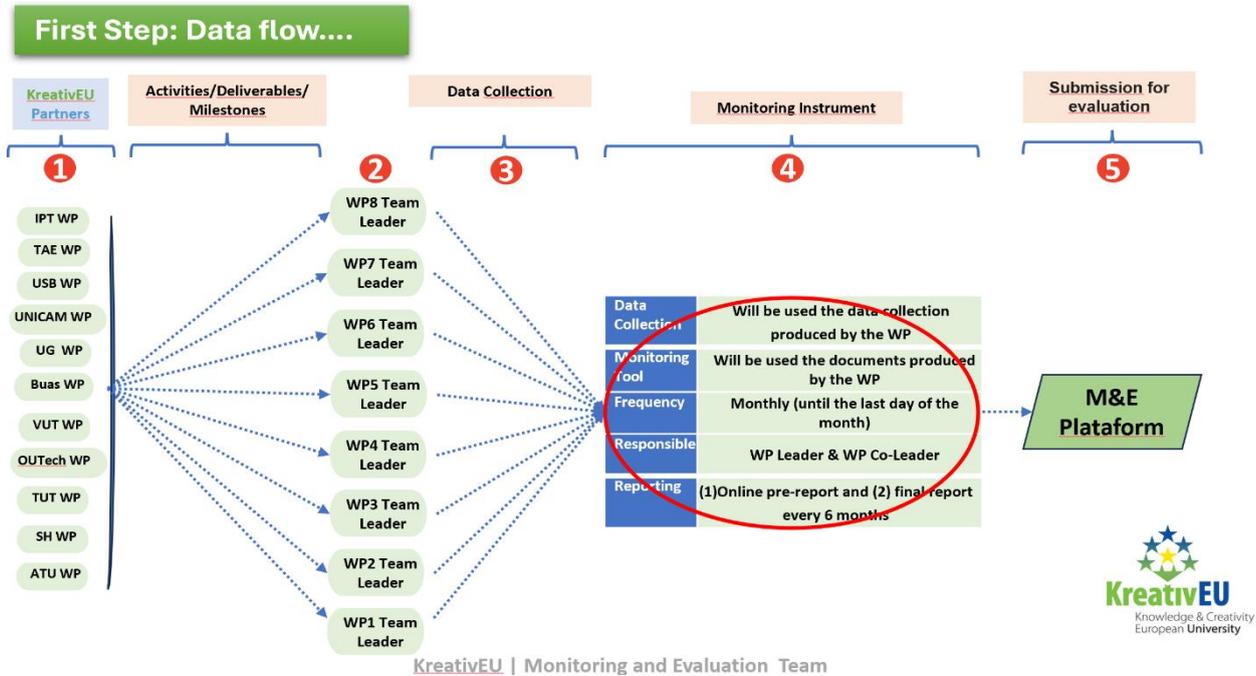
This chapter has been organized into three sections.

The first part describes the **Data Flow** from its origin, the Institutional WP_Team to the WP_Leaders and subsequent submission to the data storage platform.

The second part describes the **Monitoring Process** from the data storage platform, through the process of assigning an information evaluator, making the information available online, to the final report preparation phase.

The third part describes the **Evaluation Process** and the threshold conditions for the project's success

3.1 Data Flow



- 1** The WP's institutional representatives are responsible for initiating the process of implementing an activity.
- 2** In the course of the implementation of an Activity, the institutional representatives of the WP send all the documentation in digital format (Documents) to the respective WP_Leader, who triggers the approval process.
- 3, 4, 5** The WP_Leader is responsible for collecting all received information according to each of the categories (Activities / Deliverables / Milestones) and submitting it to the monitoring platform.

Signatures



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Date

June 2025



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