



101128310 — LISS24 — ERASMUS-EDU-2023-CBHE  
**Learn - Innovate - Sell - Succeed (LISS24)**

## ***LISS24 SOCIAL MEDIA REPORT (D6.2)***

November 2025

Updated Version

Project No. 101128310 — Erasmus+ Capacity Building in Higher Education

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## 1. Digital Communication Channels Overview

You can easily find each social media channel of LISS24 project via website: <http://liss24-am.liss24.com/Social>

Moreover, screenshots of social media channels can be found from Annexes of this report.

Platform	Status	Link	Compliance Summary
Website	Active	<a href="http://www.liss24.com">www.liss24.com</a>	EU emblem, funding statement, and disclaimer in footer
Facebook	Active	<a href="#">Facebook page</a>	Profile includes mandatory EU visibility elements
LinkedIn	Active	<a href="#">LinkedIn page</a>	Disclaimer visible on landing page
YouTube	Active	<a href="#">YouTube channel</a>	Descriptions include EU disclaimer
Telegram	Active	<a href="#">Telegram channel</a>	Regional communication tool; compliant where applicable

## 2. Article 17 Compliance

All digital outputs of LISS24 comply with **Article 17** of the Grant Agreement:

- **EU Emblem:** Displayed in line with EU visibility guidelines.
- **Funding Statement:**  
*“Co-funded by the Erasmus+ Programme of the European Union.”*
- **Disclaimer:**  
*“Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the EACEA can be held responsible for them.”*

Compliance is verified through **quarterly audits** using a standardized checklist.

## 3. Target Audiences and Channel Mapping

Target Group	Key Messages	Channels
Students	Skills development, international mobility	Facebook, LinkedIn, Website
Faculty & Educators	Pedagogical innovation, B2B teaching resources	Webinars, Website, Newsletters
University Management	Institutional impact, EU alignment	Reports, Briefings, Events

Target Group	Key Messages	Channels
Industry & Employers	Talent pipeline, collaboration	LinkedIn, Events, Sales Labs
Policymakers	Higher education reform, digitalisation	Conferences, Policy Briefs
General Public	Awareness of Erasmus+ impact	Facebook, YouTube, Newsletters

#### 4. Key Performance Indicators (KPIs)

KPI	Target by M36	Means of Verification
Issued Newsletters	6 issues	Hard/e-copies, links
Leaflets & Brochures	≥ 12 issues	Partner uploads
Posters/Banners	6–8 issues	Copies
Press Statements	4–6 statements	Links, e-copies
Media Coverage	10–12 mentions	Screenshots, links
Academic/Professional Publications	≥ 6 titles	Hard/e-copies
Multiplier Events	≥ 12 events	Reports, agendas, photos
Participants in Events	200–250	Attendance sheets
Cooperation Agreements	4–6	Copies of MoUs
Website Visitors	≥ 5,000	Analytics reports
Social Media Reach	≥ 20,000 impressions	Platform analytics

#### 5. Corrective Actions

- All digital channels aligned with Article 17 requirements.
- Implementation of a **quantitative KPI framework**.
- Introduction of **audience segmentation** and tailored messaging.
- Standardized partner reporting templates for dissemination content.
- Establishment of a **quarterly visibility audit mechanism**.

## 6. Risk Management Plan

Risk	Mitigation Strategy
Non-compliance with Article 17	Quarterly audits, compliance checklist
Low social media engagement	Content diversification, partner resharing
Platform access restrictions	Backup editors, centralized admin access
Delays in partner dissemination inputs	Templates and internal deadlines

Sustainability is ensured through **Zenodo repository uploads** and **Creative Commons licensing (CC BY 4.0)**.

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## 7. Conclusion

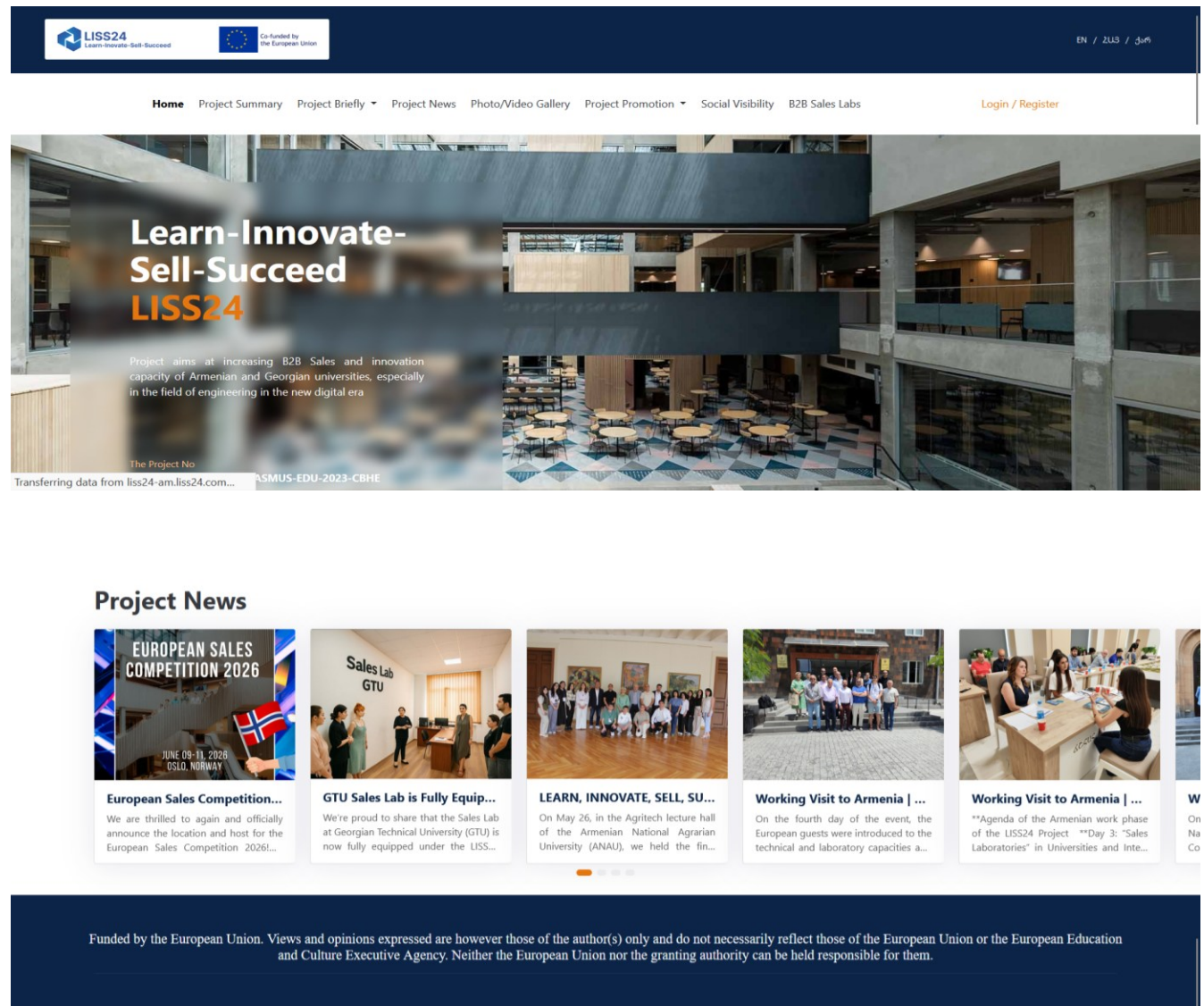
Deliverable D6.2 confirms that LISS24's digital communication activities are:

- **Fully compliant** with Article 17 of the Grant Agreement.
- **Strategically aligned** to reach key target audiences.
- **Guided by forward-looking KPIs** to ensure measurable dissemination impact.
- **Reinforced by corrective actions and risk management measures.**





This updated version addresses all Project Officer feedback and secures approval readiness for submission via the EU Funding & Tenders Portal.


## Annexes (Screenshots from social media channels)


### Annex1: Website





## Annex 2: Facebook





**LISS24**  
Learn-Innovate-Sell-Succeed

  
**Co-funded by  
the European Union**

**Learn Innovate Sell Succeed**  
19 tykkäystä • 25 seuraajaa

 Tykkäty

 Lähetä viesti



 Hae

[Julkaisut](#) [Tietoja](#) [Mentions](#) [Arvostelut](#) [Seuraajat](#) [Kuvat](#) [Lisää ▾](#) ...

**Esittely**

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**Julkaisut** Suodattimet

 **Learn Innovate Sell Succeed**  
4. elokuu klo 11.49 ·   
<https://www.linkedin.com/.../learn-innovate-sell-succeed.....> Näytä lisää


## Annex 3: LinkedIn





## About us

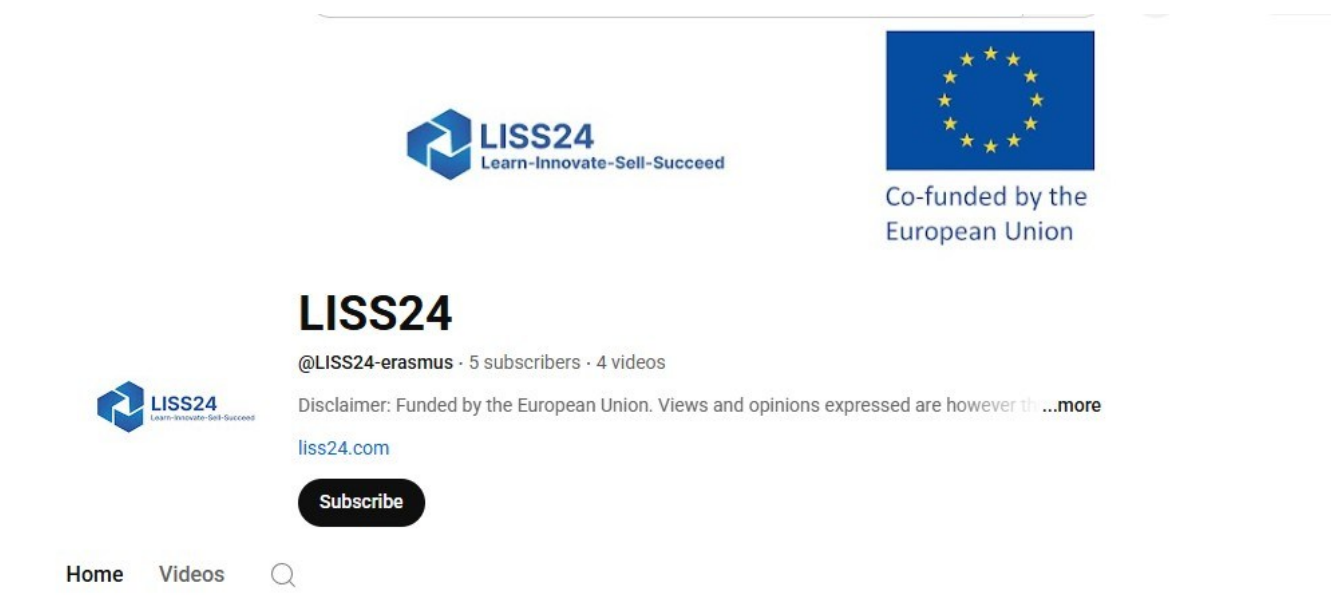
Learn-Innovate-Sell-Succeed LISS24 project is co-funded by European Union. The project aims at increasing B2B Sales and innovation capacity of Armenian and Georgian universities, especially in the field of engineering in the new digital era. The methodology of the project is built on three core elements: main substance, pedagogical practices, and knowledge transfer. All these cornerstones are linked to serve the purposes of an effective and sustainable capacity building process. Project partners: Turku University of Applied Sciences (Coordinator) National Polytechnic University of Armenia Foundation, Armenian National Agrarian University, Armenia National University of Architecture and Construction of Armenia, Armenia Akaki Tsereteli State University, Georgia Shota Rustaveli State University, Georgia Georgian Technical University, Georgia Universitat Politècnica de València, Spain Fachhochschule Wiener Neustadt GMBH, Austria Kungliga Tekniska Högskolan, Sweden Want to know more about the project? Contact Dr. Arto Kuuluvainen (Turku University of Applied Sciences, Finland; arto.kuuluvainen@turkuamk.fi) Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Website	<a href="http://www.liss24.com">www.liss24.com</a> 
Industry	Higher Education
Company size	51-200 employees
Type	Educational
Founded	2023
Specialties	sales, universities, sales labs, and B2B sales

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## Annex 4: YouTube



## Kuvaus

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Turku University of Applied Sciences (Coordinator)  
National Polytechnic University of Armenia Foundation,  
Armenian National Agrarian University, Armenia  
National University of Architecture and Construction of Armenia  
Akaki Tsereteli State University, Georgia  
Shota Rustaveli State University, Georgia  
Georgian Technical University, Georgia  
Universitat Politècnica de Valencia, Spain  
Fachhochschule Wiener Neustadt GMBH, Austria  
Kungliga Tekniska Högskolan, Sweden


## Linkit




Home page

[liiss24.com](https://liiss24.com)

## Annex 5: Social media links from the website



LISS24  
Learn Innovative Skills Successful



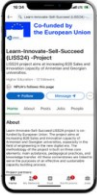
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EN / ՀԱՅ / ՀԱ

HomeProject SummaryProject BrieflyProject NewsPhoto/Video GalleryProject PromotionSocial VisibilityB2B Sales Labs


Login / Register

Social Visibility



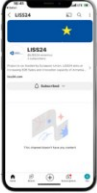
Dear Customer, to become better acquainted with the aims, objectives, and services offered by the LISS24 project, we invite you to connect with us on LinkedIn. By following us, you will access to valuable insights, updates, and information about our project.

➔ Go To LinkedIn




Dear Customer, to become better acquainted with the aims, objectives, and services offered by the LISS24 project, we invite you to connect with us on Facebook. By following us, you will access to valuable insights, updates, and information about our project.

➔ Go To Facebook



Dear Customer, to become better acquainted with the aims, objectives, and services offered by the LISS24 project, we invite you to connect with us on YouTube. By following us, you will access to valuable insights, updates, and information about our project.

➔ Go To YouTube




Dear Customer, to become better acquainted with the aims, objectives, and services offered by the LISS24 project, we invite you to connect with us on Telegram. By following us, you will access to valuable insights, updates, and information about our project.


➔ Go To Telegram

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Location  
Armenia, Yerevan, Teryan 105, 0009

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Visitors: 52877

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## Annex 6 Examples of websites (subsections on partners websites)

Turku University of Applied Sciences: <https://www.turkuamk.fi/projekti/liss24-learn-innovate-sell-succeed-2/>

Finnish version

[etusivu](#) [koulutus](#) [yrityksiine ja organisaatioille](#) [tutkimus ja kehitys](#) [turun AMK](#)

# LISS24 – Learn – Innovate – Sell – Succeed

## Lisäämme B2B-myyntin osaamista Georgian ja Armenian yliopistoissa

Projektin kesto	Rahoituslähde	Kokonaisrahoitus
1.12.2023 – 30.11.2026	Erasmus + (Euroopan komissio)	798 760 €

EU:n itäiset kumppanivaltiot parantavat kilpailukykyään. Vuoden 2019 Global Competitiveness 4.0 -indeksissä Armenia oli sijalla 69 ja Georgia sijalla 74. Johtuen melko pienistä sisämarkkinoista, näillä valtioilla on kasvava tarve kansainvälisen liiketoiminnan ammattilaisille. Armenian ja Georgian korkeakouluista puuttuu kuitenkin Business-to-Business (B2B) -myyntin koulutus ja tutkimus.

Learn-Innovate-Sell-Succeed LISS24 -projektin tavoitteena on lisätä Armenian ja Georgian yliopistojen B2B-myyntin ja innovoinnin osaamista erityisesti insinööritieteiden alalla.

Projektin metodologia perustuu kolmeen keskeiseen osa-alueeseen: ydinsisältö, pedagogiset käytännöt ja tiedonsiirto. Kaikki nämä projektin kulmakivet liittyvät toisiinsa ja edesauttavat kapasiteettien ja osaamisen kehittämistä.


Projektin aikana viemme B2B-myyntin osaamista kaikkoihin partnerikorkeakouluihin. Käytännössä oppimista arvioidaan mm. myyntikilpailujen muodossa. Lisäksi järjestetään innovaatiokilpailuja, jotka mahdollistavat tehokkaan oppimisen ja potentiaalisten uusien tuotteiden sekä palveluiden syntyminen. Projektissa käynnistetään myös myyntilaboratorioita, jotka auttavat lisäämään ymmärrystä asiakkaiden käyttäytymisestä. Nämä myös edesauttavat yliopistojen ja yritysten välisen yhteistyön syntyä niin koulutuksessa kuin tutkimuksessa.

Projektin lopputulemana armenialaiset ja georgialaiset yritykset saavat pätevämpiä insinöörejä. Pidemällä tähtäimellä tämä parantaa kumppanivaltioiden kilpailukykyä.

[Projektin nettisivut](#)

[Tutustu Erasmus+ -ohjelmaan](#)

[Projektin LinkedInissä](#)

**Euroopan unionin osarahoittama**

Esitetyt näkemykset ja mielipiteet ovat ainoastaan tämän tekstin laatijoiden näkemyksiä eivätkä välttämättä vastaa Euroopan unionin tai Euroopan koulutuksen ja kulttuurin toimeenpanovirasto (EACEA) kantaa. Euroopan unioni ja EACEA eivät ole vastuussa niistä.



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# LISS24 – Learn – Innovate – Sell – Succeed

## We increase B2B sales capacity in Armenian and Georgian universities

Duration of the project	Source of funding	Total funding
1.12.2023 – 30.11.2026	Erasmus+ (European Commission)	798 760 €

Eastern Partnership countries of the European Union should improve their competitiveness. Armenia had a ranking of 69th and Georgia 74th in the latest 2019 Global Competitiveness Index 4.0. Additionally, due to rather small internal markets, there is an urgent need for future professionals armed with the mindset and competences needed in modern international businesses.

Higher education graduates can't rely on old business models, especially not with the focus only in Business-to-Customer (B2C) commerce. However, Armenian and Georgian universities are lacking of Business-to-Business (B2B) sales education and research.

Learn-Innovate-Sell-Succeed LISS21 project is aiming at increasing B2B Sales and innovation capacity of Armenian and Georgian universities, especially in the field of engineering. The methodology of the project is built on three core elements: main substance, pedagogical practices and knowledge transfer. All these cornerstones are linked in to serve the purposes of effective and sustainable capacity building process.

Tangible outcomes of the project are strongly linked to the Knowledge Triangle approach. We will introduce B2B Sales courses in all six Armenian and Georgian partner universities and the assessment of students' learning outcomes will be conducted in Sales Competitions. Secondly, Innovation Competitions enable effective learning and creation of potential new products and services.

Thirdly, Sales Labs will be launched to foster understanding about salesperson's and customer's behavior as well as accelerate new university-business cooperation in education and research. Active dissemination and stakeholder cooperation enable other universities to utilize results and experiences of the LISS21 project.

As a short-term impact, companies will get more qualified engineers with competences needed to accelerate international businesses. In the long run, this will lead to increased competitiveness of partner countries.

[See the project's website](#)

[Erasmus+](#)

[Project in LinkedIn](#)




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National Erasmus office of Armenia (<https://erasmusplus.am/course/learn-innovate-sell-succeed-liss24/>)



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## LEARN – INNOVATE – SELL – SUCCEED (LISS24)

**Project number** 101128310


**Duration** 36 months (2024- 2027)

**Grant** 799,914.00 €

**Applicant (Coordinator)** **TURKU UNIVERSITY OF APPLIED SCIENCES LTD TUAS, Finland.**  
Juhani Soini Juhani, soini@turkuamk.fi

**Local**

1. - **National Polytechnic University of Armenia Foundation**, Armenia, Ruben Aghgashyan, rubag@seua.am
2. - **Armenian National Agrarian University**, Armenia, Ara Amiryan, ara.k.amiryan@gmail.com
3. - **National University of Architecture and Construction**



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businesses. In the long run, this will lead to increased competitiveness of partner countries.

**Website** [www.liiss24.com](http://www.liiss24.com)

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## Examples of project sub-sections added under university websites this far (2<sup>nd</sup> of October 2025)

ANAU - <https://anau.am/en/international-relations/liss24/>

BSU - <https://bsu.edu.ge/sub-55/page/2-385/index.html?lang=en>

ATSU - <https://atsu.edu.ge/en/office/14-fa/fpage/NWMxY2ZkZWU>

FHWN - <https://www.fhwn.ac.at/hochschule/institute/marketing/learn---innovate---sell---succeed-liss24#liss24-learn-innovate-sell-succeed>

GTU - <https://gtu.ge/en/dir/Projects.php> / [liss24-eng1.pdf](#)

NPUA - <https://visit-am.liss24.com/>

NUACA - <https://nuaca.am/archives/132091/?lang=en>

TUAS - <https://www.turkuamk.fi/en/project/liss24-learn-innovate-sell-succeed-3/>





## **Annex 7. Template & instructions sent to all partner universities (with logos as attachment)**

### **Learn – Innovate – Sell – Succeed (LISS24)**

Capacity Building in Higher Education (CBHE), Erasmus+ Programme

Project No.: 101128310 · Duration: 2023–2026

#### **About the Project**

The LISS24 project (2023–2026) enhances B2B sales and innovation capacity in Armenian and Georgian universities by strengthening teaching, research, and collaboration with industry. The project promotes sustainable university–business cooperation and contributes to student employability and institutional development.

#### **Project Objectives**

The main aim of the project is to strengthen Armenian and Georgian universities' capacity to provide highly skilled business-oriented engineers to emerging international markets. European best practices are matched with local business cultures, with companies actively contributing to university-level engineering education in planning, funding, implementation, and assessment.

Specific Objectives:

- Enhance B2B Sales and Innovation capacity through professionalized training at Bachelor's, Master's, and in-service levels, aligned with industry needs.
- Renew assessment culture via B2B Sales and Innovation Competitions and Sales Labs, improving multicultural competences and performance evaluation.
- Increase private investment in higher education by organizing showcase events and leveraging Sales Labs for new business opportunities.

#### **Core Contents**

Enhancing B2B Sales Competency

- Initial B2B Sales Trainings for lecturers
- Visiting European Sales Competition in Helsinki Finland
- New courses/course contents regarding B2B Sales
- University level Sales Competitions

Sales Laboratories

- Initial training and site visit in European Sales Lab
- Purchase of equipment



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- Launching of Sales Labs

#### Enhancing Innovation Competency

- Innovation Facilitator Trainings for lecturers
- Innovation Trainings/courses
- University level Innovation Competitions

#### International Sales and Innovation Competitions

### Consortium Partners

- Turku University of Applied Sciences (TUAS) – Coordinator, Finland
- Universitat Politècnica de València (UPV), Spain
- Fachhochschule Wiener Neustadt (FHWN), Austria
- Kungliga Tekniska Högskolan (KTH), Sweden
- National Polytechnic University of Armenia (NPUA)
- Armenian National Agrarian University (ANAU)
- National University of Architecture and Construction of Armenia (NUACA)
- Akaki Tsereteli State University (ATSU), Georgia
- Shota Rustaveli State University (RSU), Georgia
- Georgian Technical University (GTU)

### More Information

Official LISS24 website: <http://liss24-am.liss24.com/>

LISS24 LinkedIn: <https://www.linkedin.com/company/learn-innovate-sell-succeed-liss24-project>

Erasmus+ Programme Guide (Introduction): <https://erasmus-plus.ec.europa.eu/programme-guide/erasmus-programme-guide/introduction>

### Contact

[Name, Title] · [Department/Unit, University] · [Email] · [Phone]

### EU Funding Acknowledgement (mandatory visibility block)

[Place the EU emblem image here — official version only, correct proportions; recommended on-screen height ≥ 1 cm.]

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### **(Optional) Local Language Version**

Add a translated version of the About, Objectives, and Contact sections below. Keep the funding line and disclaimer verbatim in that language. If you need more than two languages, create separate blocks per language.

Last updated: [DD Month YYYY]

### **Implementation notes for your web team (do not display on the public page):**

- Use the official EU emblem; do not stretch, recolour, or merge with other graphics.
- Ensure the emblem is at least as large as the biggest other logo and clearly visible; if on a coloured/photo background, add a white border  $\approx 1/25$  of emblem height.
- Keep the emblem + funding line + disclaimer together on the page; also add the visibility block to the site footer where possible.
- Recommended fonts: Arial/Calibri/Garamond/Tahoma/Trebuchet/Ubuntu/Verdana; colours: Reflex Blue/black/white.