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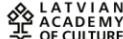
Tamara Jovanov Apasieva

Academics / Professor - Co-coordinator in WP8

21.11.2024 – 31.03.2025



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Involvement in project activities 2024 - 2025

- Actively engaged in the ACE2EU project, particularly within the scope of Work Package 8 (WP8) – Communication and Dissemination.
- Participation in the initial team kickoff meeting (21.11.2024).
- Involved in creating documents and setting the groundwork for future activities.
- Presentation of the WP8 team members and discussions on the mission, vision, and overarching goals of the ACE2EU Alliance.
- Prepared and presented a presentation introducing the UGD WP8 team, developed in coordination with colleagues at the University "Goce Delčev" (UGD).
- Presented UGD's capacities for content creation and event organization during a dedicated session where each partner university shared their institutional strengths.

Involvement in project activities 2024 - 2025

- Analyzed the ACE2EU application document, identified key milestones, and contributed to the review and refinement of essential documents such as the Identity Guidelines and Communication Strategy.
- Provided input and proposals for the development of the final ACE2EU Identity Guide and ensured UGD's branding materials, including vector logo files, were submitted as required.
- Participated in regular WP8 meetings, where we discussed ongoing and upcoming activities, including promotional ideas for the Alliance and strategic planning for content dissemination.
- Created multiple PowerPoint presentations—highlighting both institutional capacities and best practices in content creation.
- Took part in the conceptual development of the podcast format, initiated brainstorming sessions with the team, and coordinated the creation and sharing of podcast ideas and plans.
- The first ACECast episode, produced by UGD, was successfully published on YouTube during this reporting period: https://www.youtube.com/watch?v=0Y_t6THtzFA&pp=0gcJCbEJAYcqIYzv



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Involvement in project activities 2024 - 2025

- Developed and sent input for the ACE2EU Promotional Strategy and prepared a tailored Communication Strategy for UGD, aligning internal efforts with Alliance-wide goals. These strategic documents aim to reinforce visibility and coherence across all partner institutions.
- Coordinated UGD students' participation in the ACE2EU Virtual Coffee event.
- Took part in both planning and execution, as well as follow-up discussions on enhancing student engagement within the Alliance. During one of the Virtual Coffees, the Microsoft internal communication platform was introduced, marking a step forward in strengthening inter-institutional collaboration.
- Supported the coordination and distribution of ACE2EU promotional materials, such as banners, through collaboration with external partners.
- Initiated the idea for a promotional video involving president Joao Moutao to enhance Alliance visibility.
- Contributed to external outreach by drafting a PR text promoting the Alliance for publication on the online educational portal *Fakulteti.mk* (<https://www.fakulteti.mk/news/28042025/pridruzhi-mu-se-na-univerzitetot-goce-delchev---shtip-i-stani-del-od-evropskata-akademska-idnina-preku-ace2eu>). This activity aims to raise public awareness and attract broader interest in the project and its activities.



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