



REPORT ON D4.1 – PROJECT WEBSITE & RESOURCE HUB

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V-EXCHANGE - VIRTUAL EXCHANGE FOR GLOBAL CITIZENSHIP AND DIGITAL SKILLS

Project: 101252513 - ERASMUS-EDU-2025-VIRT-EXCH-WB





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v.01	20 June 2026	First version of the D4.1 report prepared, describing the development, structure, content and deployment of the V-EXCHANGE website and resource hub.	YRCI

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1. Deliverable executive summary

This deliverable presents the development and launch of the V-EXCHANGE Project Website and Resource Hub, developed under WP4 – Communication, Dissemination & Policy Influence and led by Youth Rights and Citizenship Initiative – YRCI.

The website is available at: <https://vexproject.eu/>

The V-EXCHANGE website has been designed as the main digital communication, dissemination and visibility platform of the project. It provides public access to key information about the project,



including its objectives, consortium partners, work packages, deliverables, milestones, activities, news, media kit, project results and contact information.

The website also functions as a resource hub, where project outputs, reports, publications, templates, visibility materials and learning resources will be made available during the project implementation period. It supports transparency, public access to project information, stakeholder engagement and the long-term visibility of project results.

The platform has been developed with a user-friendly and responsive structure, allowing visitors to easily navigate across the main sections of the website. It also includes dedicated pages for the project overview, Virtual Exchange methodology, activities, results, partners, media kit, news and contact information.

The website follows EU visibility requirements by displaying the project identity, EU funding acknowledgement and disclaimer. It also includes legal and information pages such as Privacy Policy, Cookie Policy, Accessibility and Sitemap, supporting transparency and responsible digital communication.

D4.1 confirms that the V-EXCHANGE Project Website and Resource Hub has been successfully developed and made operational within the planned deadline of M3 / 30 June 2026. The website will continue to be updated throughout the project lifecycle with new activities, outputs, deliverables, reports, media content and dissemination materials.

2. Introduction

V-EXCHANGE – Virtual Exchange for Global Citizenship and Digital Skills is an Erasmus+ project aimed at promoting inclusive international learning through Virtual Exchange, digital skills development, intercultural dialogue and global citizenship education.

The project brings together a consortium of six partner organisations from North Macedonia, Bulgaria, Kosovo and Albania, combining academic expertise, research capacity, youth work experience and communication skills. The project is coordinated by Mother Teresa University and implemented over a period of 36 months, from April 2026 to March 2029.

Deliverable D4.1 – Project Website & Resource Hub represents the development and launch of the official online platform of V-EXCHANGE. The website has been developed under WP4 – Communication, Dissemination & Policy Influence and serves as the central public platform for project information, communication, dissemination, visibility and access to project resources.

The official V-EXCHANGE website is available at: <https://vexproject.eu/>

The website provides structured information on the project objectives, consortium partners, work packages, deliverables, milestones, activities, results, news, media kit and contact details. It also functions as a resource hub where public project outputs, reports, learning materials, communication resources and visibility materials will be made available throughout the project lifecycle.



The website supports the following project needs:

- public visibility of the V-EXCHANGE project;
- access to information on project objectives, partners, work packages, deliverables and milestones;
- dissemination of news, activities, events and project updates;
- publication of project results, reports, learning materials and resources;
- presentation of the project's visual identity and media kit;
- support for stakeholder communication and public enquiries;
- compliance with EU communication and visibility requirements;
- contribution to the sustainability and long-term accessibility of project results.

The website has been developed in English to ensure accessibility for all consortium partners, international stakeholders and wider European audiences. It is a live and dynamic communication tool that will be updated regularly in line with project progress, activities, outputs and dissemination needs.

3. Website Purpose and Objectives

3.1 Purpose of the Website and Resource Hub

The V-EXCHANGE Project Website and Resource Hub has been developed as the main online communication, dissemination and visibility platform of the project. Its purpose is to provide clear, structured and accessible information about the project, its objectives, consortium, activities, results and expected impact.

The website serves as a central reference point for all target groups and stakeholders interested in the project, including students, educators, youth workers, facilitators, higher education institutions, youth organizations, public authorities, policy stakeholders and the wider public.

Through the website, visitors can access information on the project background, Virtual Exchange approach, work packages, deliverables, milestones, consortium partners, project activities, news, media kit, project results and contact details.

The Resource Hub section of the website will support the publication and dissemination of project outputs, including reports, guides, learning materials, templates, visibility materials, policy documents and other resources developed during the project lifecycle.

The website also supports transparency and accountability by making relevant public information available in one accessible digital space. It contributes to the visibility of EU-funded cooperation and promotes the values of inclusion, digital transformation, intercultural dialogue, active citizenship and global learning.

3.2 Website Objectives

The main objectives of the V-EXCHANGE website are to:

- present the V-EXCHANGE project, its objectives, activities, partners and expected results;



- promote Virtual Exchange as an inclusive and innovative methodology for international learning;
- increase the visibility of the project among students, educators, youth workers, institutions, civil society organizations and policy stakeholders;
- provide public access to project information, news, events, deliverables, milestones and outputs;
- serve as a Resource Hub for project materials, reports, publications, methodologies, templates and learning resources;
- support dissemination of project results at local, national, regional and European levels;
- strengthen stakeholder engagement through accessible information and contact opportunities;
- promote the project's communication channels, including social media pages and public updates;
- ensure compliance with EU visibility requirements, including the use of the EU emblem, funding acknowledgement and disclaimer;
- support accessibility, transparency and responsible communication through legal pages, including Privacy Policy, Cookie Policy, Accessibility and Sitemap;
- contribute to the long-term sustainability and transferability of project results beyond the project implementation period.

4. Website Development and Structure

The V-EXCHANGE Project Website and Resource Hub was developed as the main digital platform for project communication, dissemination, visibility and public access to project information. It represents one of the key outputs of WP4 – Communication, Dissemination & Policy Influence and directly supports the project's need for transparent, accessible and continuous communication with target groups and stakeholders.

The website has been designed to present the project in a clear and structured way, providing information on the project background, objectives, consortium partners, work packages, deliverables, milestones, activities, expected results and dissemination materials. It also functions as a resource hub where public outputs, reports, publications, learning materials, templates and visibility resources will be made available throughout the project lifecycle.

The structure of the website reflects the main communication and dissemination needs of V-EXCHANGE. It enables different audiences, including students, educators, youth workers, facilitators, higher education institutions, civil society organizations, policy stakeholders, media and the wider public, to easily access relevant information about the project.

In addition to providing general project information, the website supports EU visibility requirements by displaying the project identity, EU funding acknowledgement, European Union emblem and disclaimer. It also includes dedicated legal and information pages to support transparency, accessibility and responsible digital communication.

The following sections describe the website address, technical set-up, navigation structure, content areas and evidence of deployment.

4.1 Website Address and Technical Set-up

The official V-EXCHANGE Project Website and Resource Hub is available at: <https://vexproject.eu/>

The website has been developed as the central digital platform for communication, dissemination, visibility and access to project resources. It provides public information about the project, its

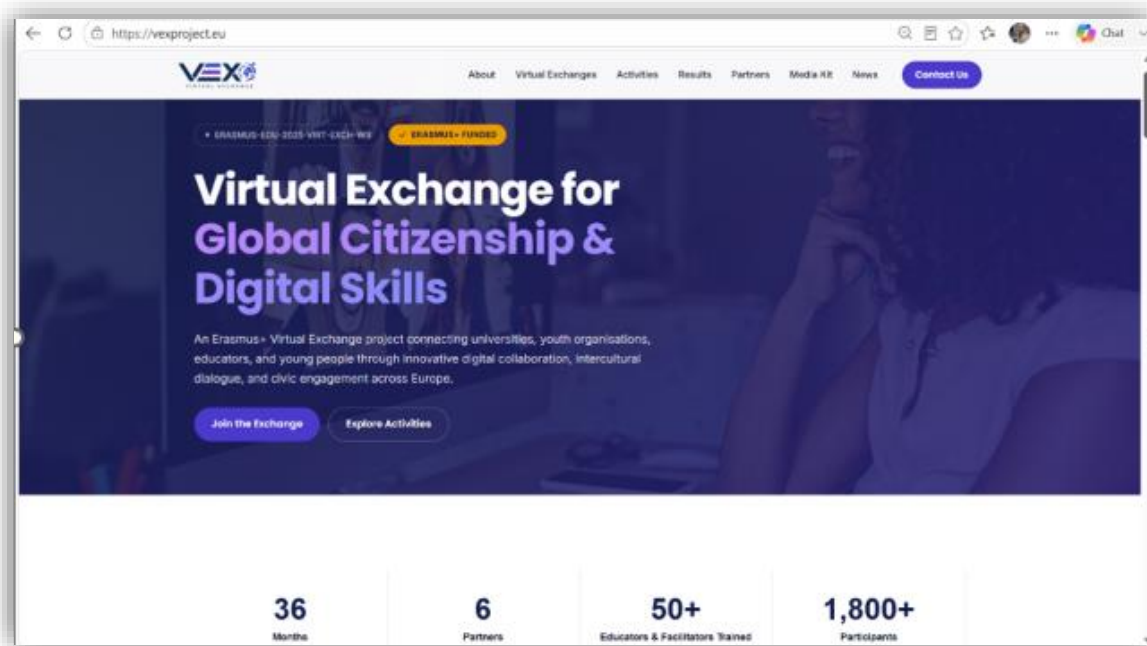


objectives, consortium, work packages, deliverables, milestones, activities, news, media kit, project results and contact details.

The website has been designed with a clear, user-friendly and responsive structure, allowing visitors to access information easily from desktop and mobile devices. The platform supports regular content updates and will be maintained throughout the project lifecycle.

The website follows EU visibility requirements by displaying the project identity, EU funding acknowledgement, EU emblem and disclaimer. It also includes legal and information pages such as Privacy Policy and Sitemap.

Figure 1. V-EXCHANGE official website homepage and main navigation menu



4.2 Homepage

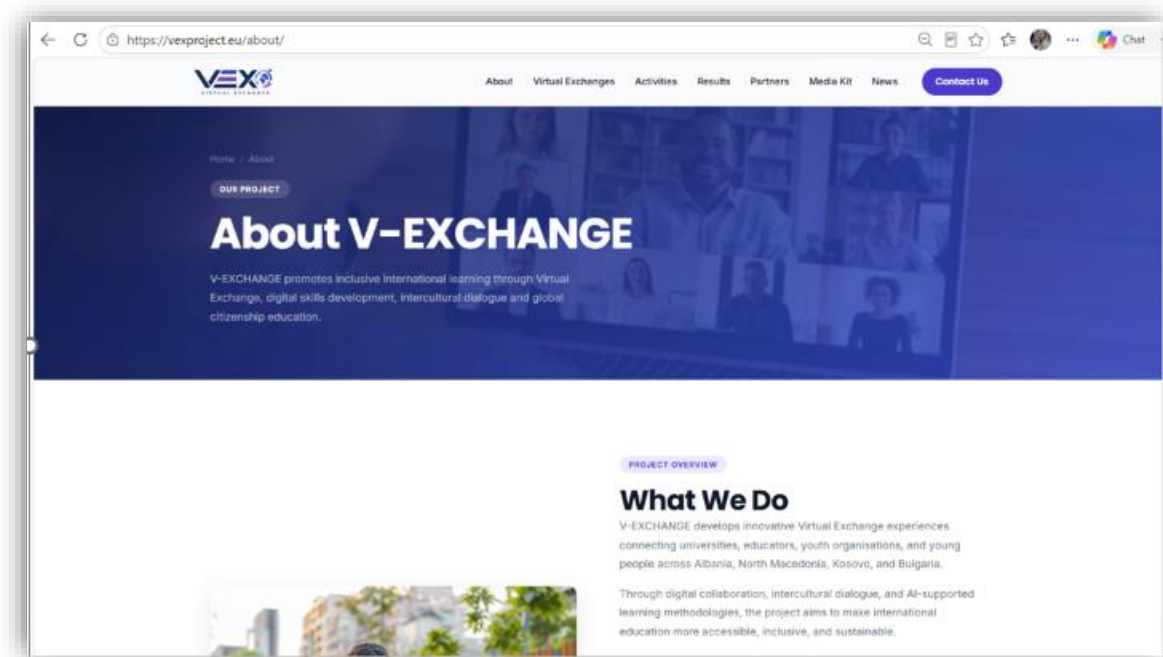
The homepage introduces the V-EXCHANGE project as an Erasmus+ Virtual Exchange initiative focused on global citizenship and digital skills. It presents the project's main identity, key message, short description, call-to-action buttons and key project figures.

The homepage includes the following key elements:

- project title and program reference;
- short description of the project;
- key project figures, including duration, number of partners and participants;
- brief introduction to the project;
- project pillars;
- overview of the work packages and outputs;
- partner network and partner profiles;
- gallery and latest news;
- footer with EU visibility information and useful links.

This structure allows visitors to quickly understand the scope, objectives and main components of the project.

Figure 2. V-EXCHANGE homepage presenting the project identity, key figures and introductory information



4.3 Website Navigation and Main Sections

The website navigation is organized through a clear menu that allows users to access the main sections of the platform.

The main sections are:

- **Home**
- **About**
- **Virtual Exchanges**
- **Activities**
- **Results**
- **Partners**
- **Media Kit**
- **News**
- **Contact Us**

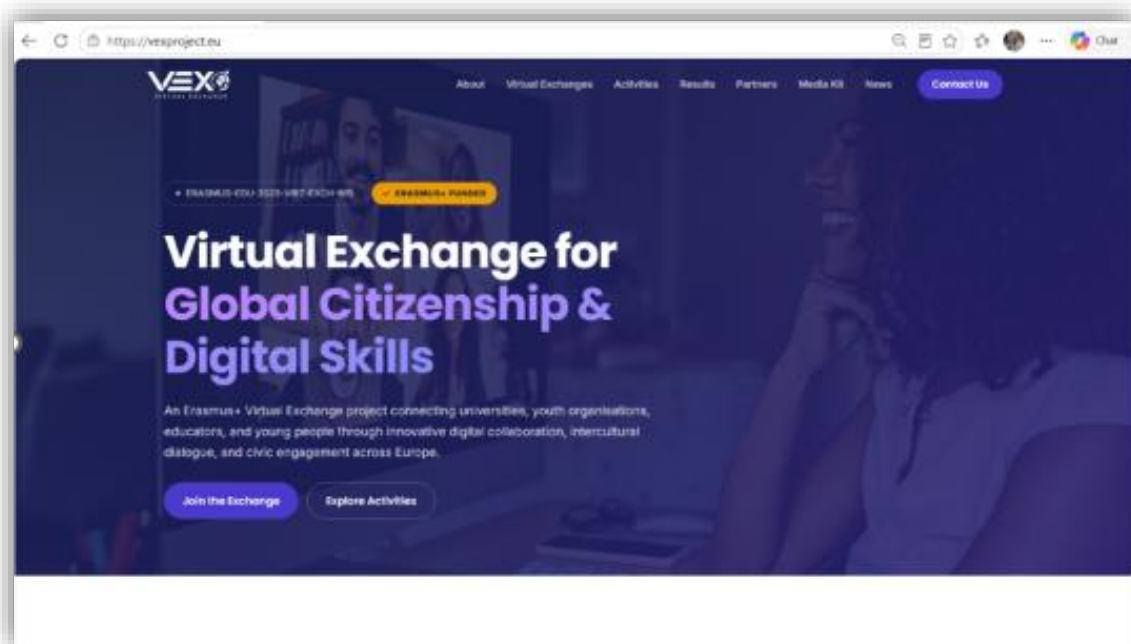
This menu structure makes the website easy to navigate and supports access to information for different target groups, including students, educators, youth workers, partner institutions, stakeholders and the wider public.





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Figure 3. Main navigation structure of the V-EXCHANGE website.



4.4 About Page

The **About** page provides a detailed overview of the V-EXCHANGE project, its purpose, objectives and implementation timeline. This section was developed to give visitors a clear understanding of the project background, its relevance and its contribution to inclusive Virtual Exchange, digital skills development, intercultural dialogue and global citizenship education.

The page presents V-EXCHANGE as an Erasmus+ project that aims to expand access to international learning through structured online collaboration. It explains the project's focus on connecting students, educators and young people from North Macedonia, Bulgaria, Kosovo and Albania, while promoting digital transformation, inclusion, civic participation and intercultural cooperation.

The About page includes the following key elements:

- a general presentation of the V-EXCHANGE project;
- the project's main objectives;
- information on the project duration and implementation logic;
- the project timeline divided into key implementation phases;
- a clear explanation of how the project contributes to Virtual Exchange, digital skills and global citizenship education.

This page is important because it helps stakeholders, participants and the wider public understand the strategic purpose of the project and the expected contribution of V-EXCHANGE to education, youth work and international cooperation.

Figure 4. About page presenting the project overview and main purpose.



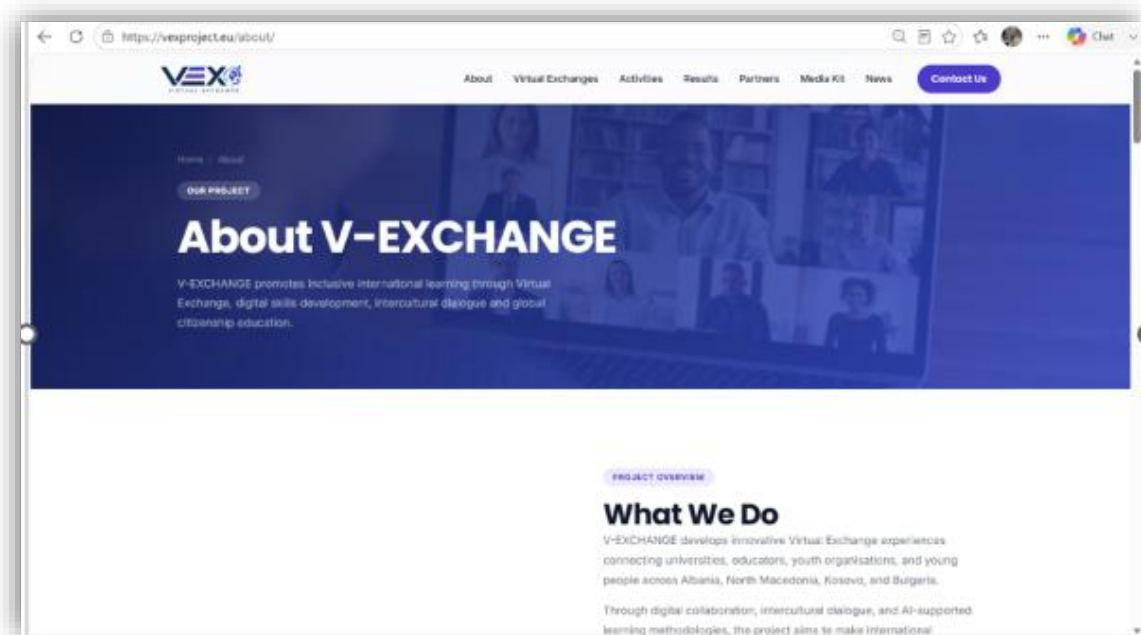


Figure 5. Project objectives displayed on the About page

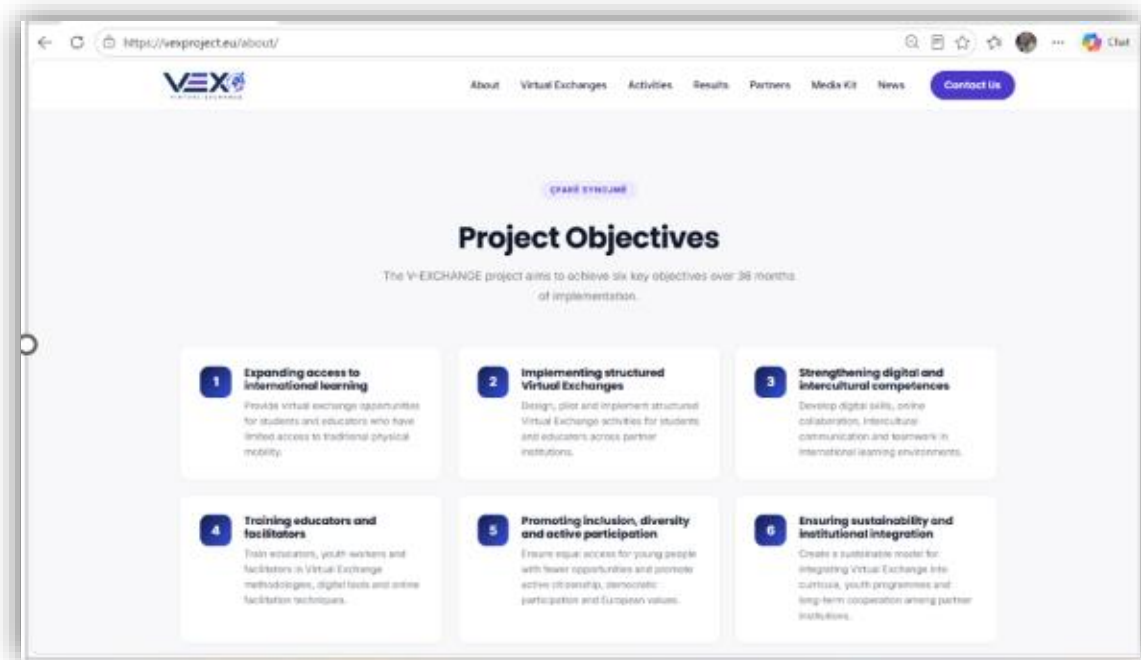
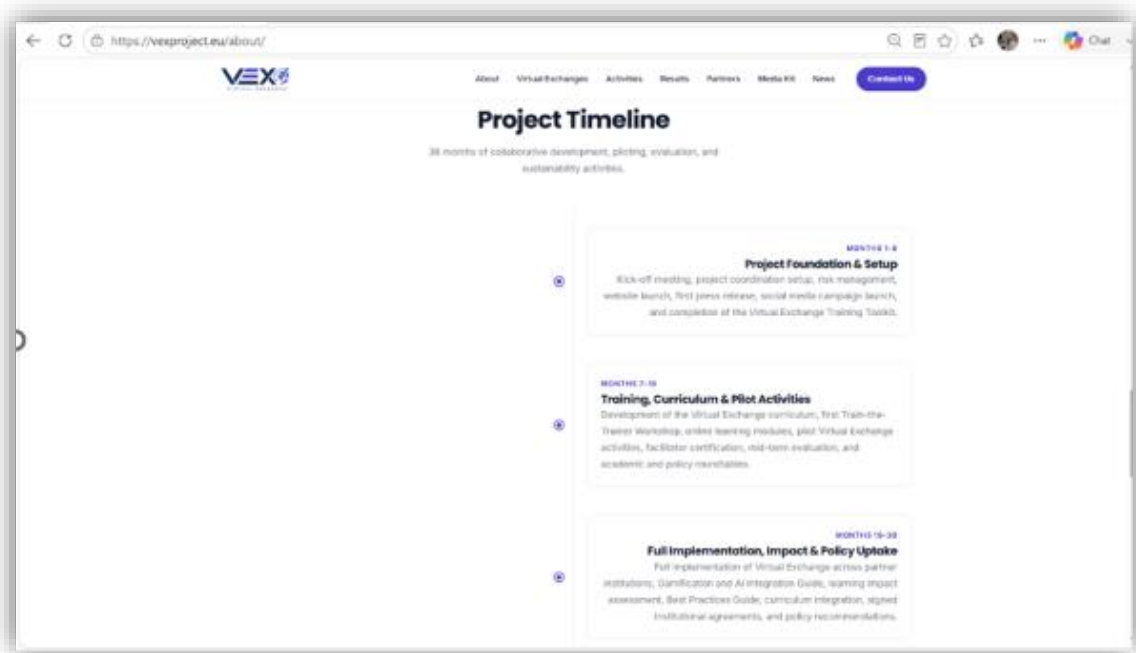


Figure 6. Project timeline presenting the main implementation phases of V-EXCHANGE.



4.5 Virtual Exchanges Page

The **Virtual Exchanges** page explains the core methodology promoted by the V-EXCHANGE project. It presents Virtual Exchange as an inclusive, digital and intercultural learning approach that enables students, educators and young people to connect across borders through structured online collaboration.

This page was developed to help visitors understand what Virtual Exchange means in the context of the project and how it contributes to international learning, digital skills, intercultural dialogue and global citizenship education. It highlights the importance of online collaboration as a flexible and accessible alternative or complement to traditional physical mobility.

The page presents the main learning approach of V-EXCHANGE and shows how participants will engage in online exchanges, collaborative tasks, discussions and digital learning activities. It also introduces the key thematic areas addressed through the project, including digital transformation, intercultural dialogue, global citizenship, inclusion and sustainability.

The Virtual Exchanges page includes the following key elements:

- an introduction to the Virtual Exchange methodology;
- explanation of the online intercultural learning approach;
- presentation of the benefits for students, educators and young people;
- information on the core themes of the exchanges;
- reference to digital collaboration, intercultural communication and active participation;
- a clear link between Virtual Exchange, digital skills and global citizenship education.

This section is important because it translates the project concept into a practical and understandable format for participants, educators, institutions and stakeholders. It also supports wider awareness of



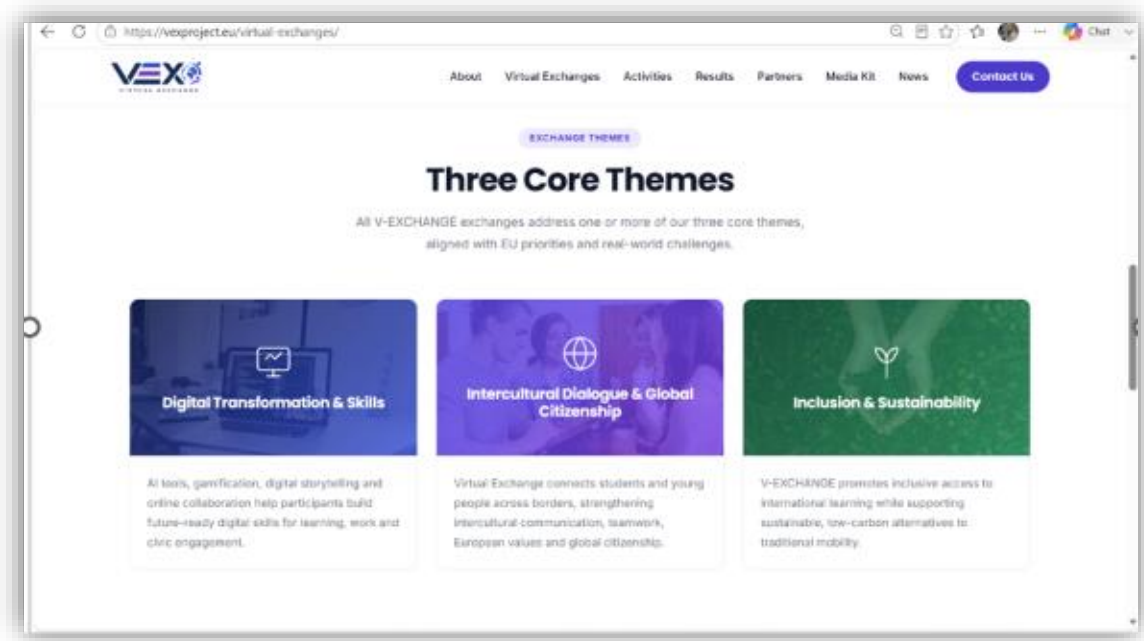
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Virtual Exchange as an innovative and inclusive model for international cooperation in education and youth work.

Figure 7. Virtual Exchanges page explaining the project's online intercultural learning approach.



Figure 8. Core Virtual Exchange themes and learning process presented on the website.



4.6 Activities, Deliverables and Milestones

The Activities page presents the implementation structure of the V-EXCHANGE project. It provides public information on the project work packages, planned activities, deliverables and milestones, making the project implementation process transparent and accessible to stakeholders.

This page was developed to show how the project is organized and how the different work packages contribute to the achievement of the overall project objectives. It helps visitors understand the logical flow of the project, from coordination and training to Virtual Exchange implementation, dissemination, policy influence and sustainability.

The Activities page presents the five work packages of V-EXCHANGE:

- WP1 – Project Coordination & Management
- WP2 – Training of Educators & Facilitators
- WP3 – Virtual Exchange Implementation
- WP4 – Communication, Dissemination & Policy Influence
- WP5 – Sustainability & Long-Term Impact

Each work package is presented with a short description of its purpose and contribution to the project. This supports public understanding of the project management structure and the role of each implementation area.

The page also includes dedicated sections for deliverables and milestones. These sections present the planned project outputs, reporting items and key implementation steps. The deliverables and milestones are displayed with relevant information such as title, work package, responsible partner, deadline and status, where applicable.

This structure supports transparency, monitoring and dissemination by making the project's planned outputs and progress visible to the public. It also allows stakeholders to follow the development of key resources, reports, guides, training materials, policy outputs and dissemination activities throughout the project lifecycle.

The Activities page includes the following key elements:

- overview of the project implementation structure;
- presentation of the five project work packages;
- description of planned project activities;
- list of project deliverables;
- list of project milestones;
- indication of deadlines, responsible partners and status where applicable;
- public evidence of the project's implementation timeline and expected outputs.

This section of the website is important because it links the project's strategic objectives with its concrete implementation plan, ensuring that stakeholders can clearly understand what the project will deliver and when.

Figure 9. Activities page presenting the five V-EXCHANGE work packages.

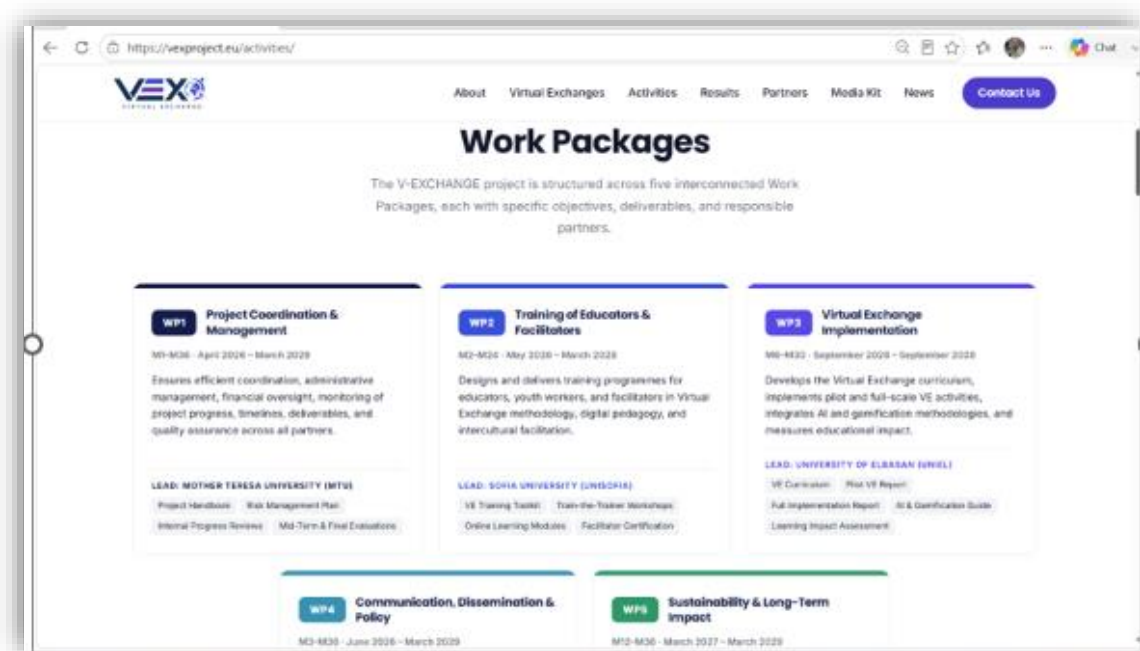


Figure 10. The progress bar of each work packages

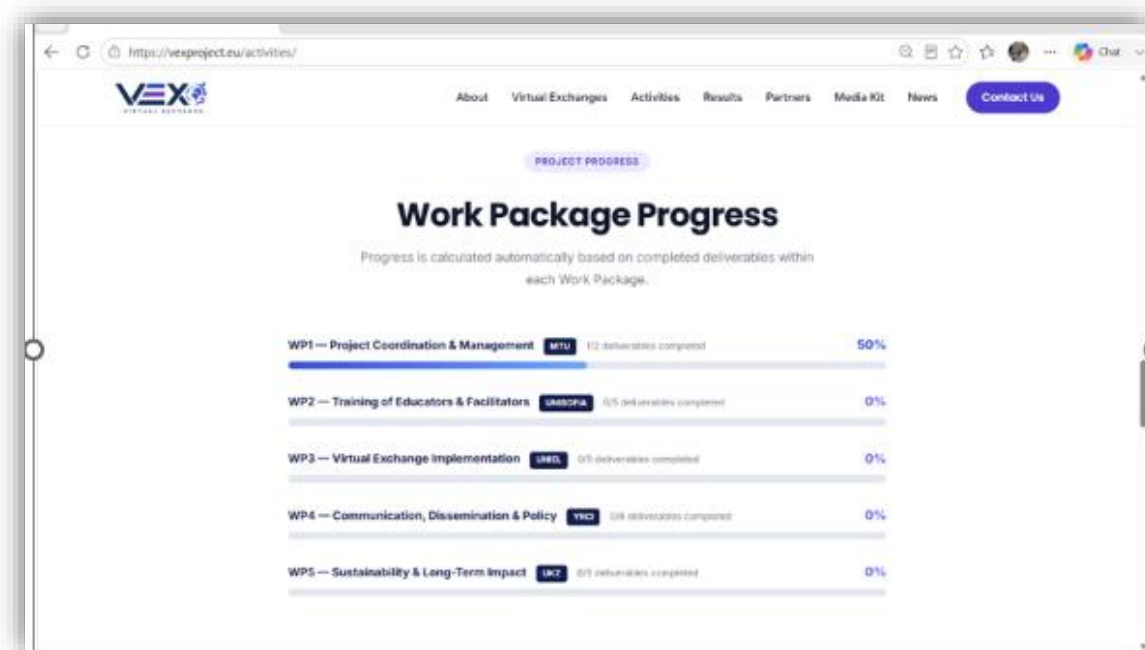


Figure 11. Deliverables section showing planned project outputs and their implementation

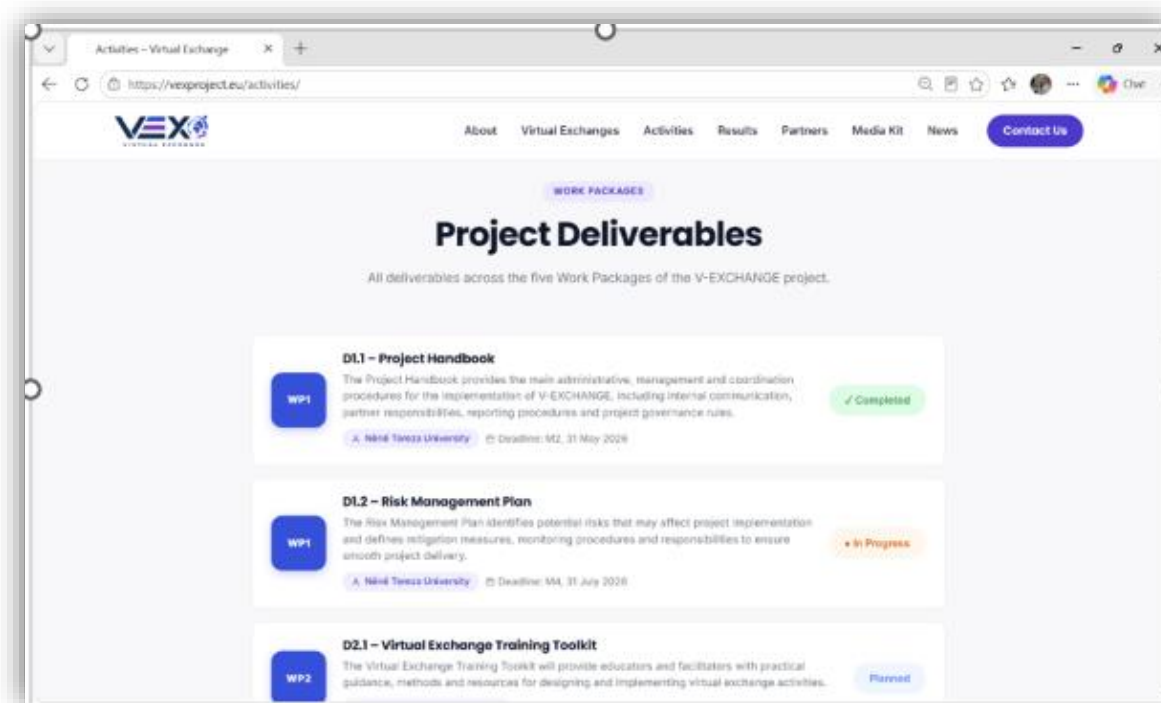
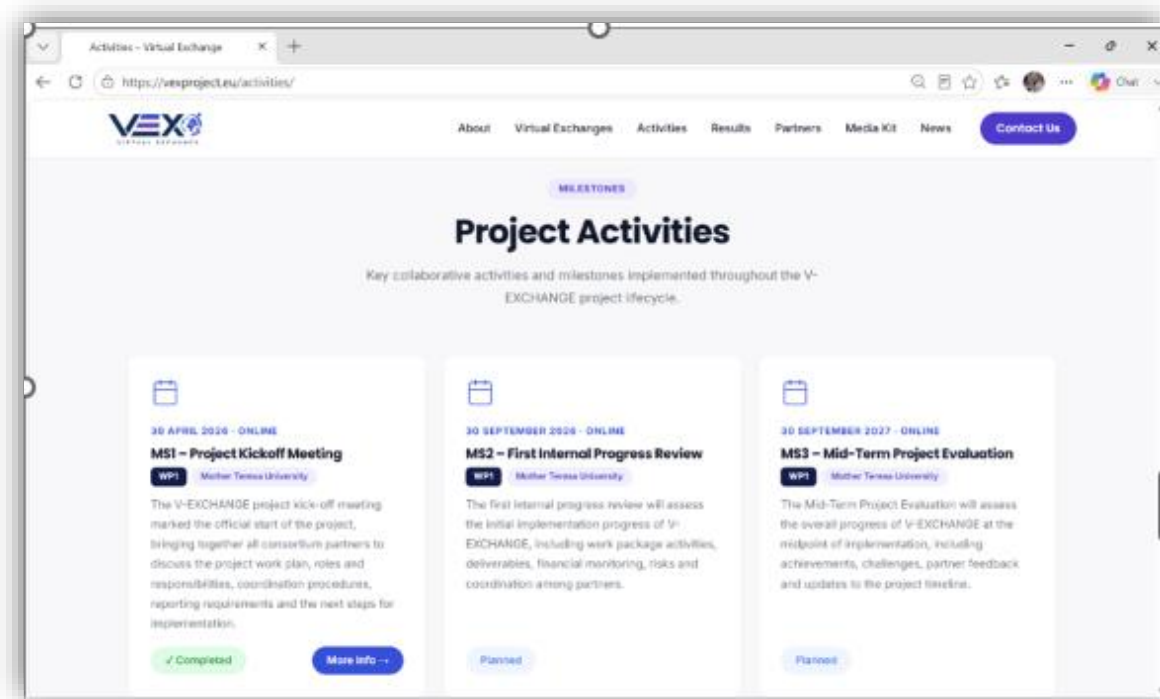


Figure 12. Milestones section presenting key implementation steps and timeline.



4.7 Results and Resource Hub

The **Results** page functions as the V-EXCHANGE **Resource Hub**, providing a dedicated space for the publication and dissemination of project outputs, documents, reports, methodologies, learning materials and other public resources developed during the project lifecycle.

This section was created to ensure that project results are accessible, organised and easy to consult by target groups, stakeholders and the wider public. It supports the project's commitment to transparency, open access, dissemination and long-term use of outputs beyond the project implementation period.

The Resource Hub will gradually be populated with project materials as they are developed, reviewed and approved by the consortium. These may include public deliverables, training resources, guides, reports, policy documents, publications, templates, good practices and other outputs related to Virtual Exchange, digital skills, intercultural learning and global citizenship education.

The Results and Resource Hub page includes the following key elements:

- presentation of the project results section;
- access to downloadable documents and publications;
- publication of public deliverables and reports;
- visibility of learning materials, methodologies and guides;
- organization of project resources by type or category;
- support for long-term availability and transferability of project outputs.

This section is particularly important because it transforms the website from a communication platform into a knowledge and dissemination hub. It ensures that the materials produced by V-



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EXCHANGE remain available to students, educators, facilitators, institutions, youth organizations and stakeholders interested in adopting or adapting Virtual Exchange practices.

As project implementation progresses, Resource Hub will be updated with new outputs in accordance with the project timeline, dissemination level and internal approval procedures.

Figure 13. Results page introducing the V-EXCHANGE Resource Hub.

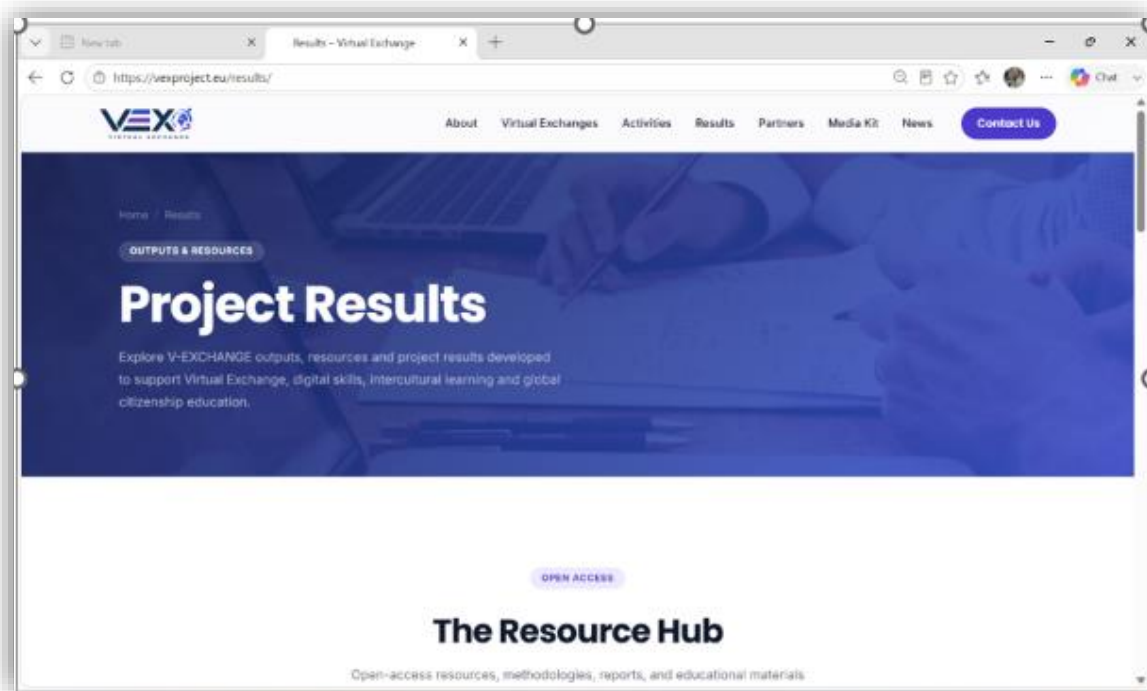
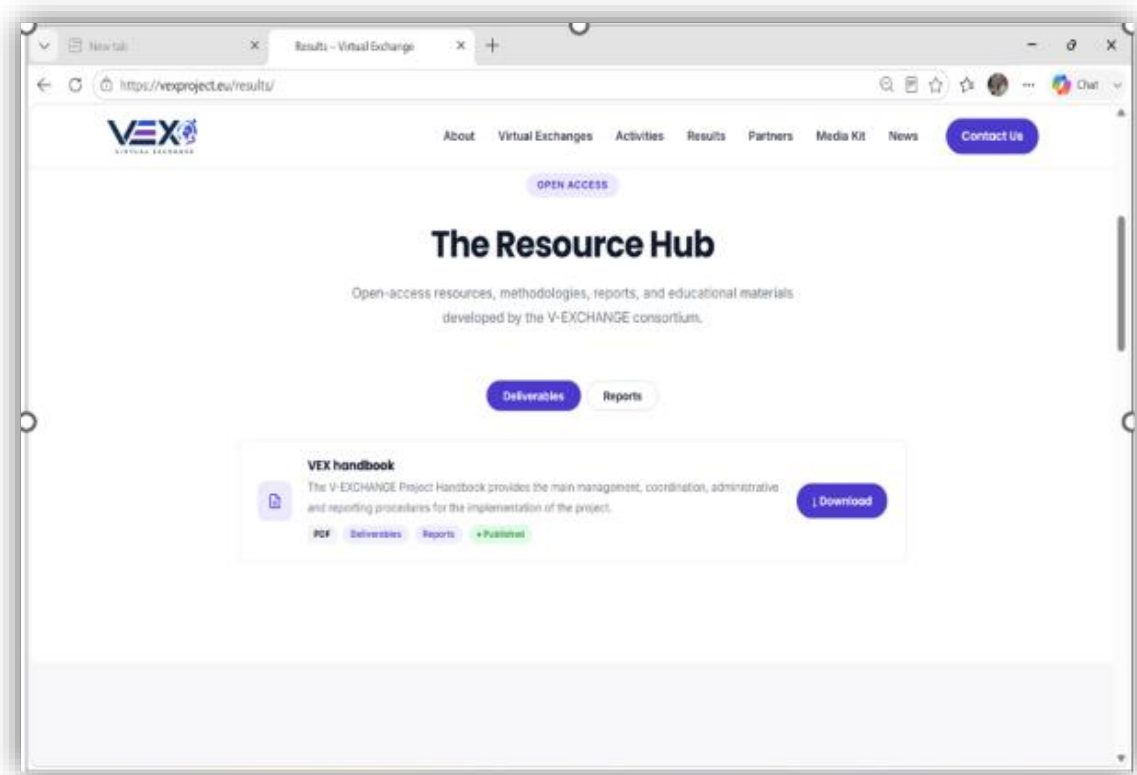


Figure 14. Resource Hub section providing access to project outputs, reports and publications.



4.8 Partners Page

The Partners page presents the V-EXCHANGE consortium and provides information on the organizations involved in the implementation of the project. This section supports transparency, institutional visibility and public understanding of the expertise and responsibilities of each partner.

The V-EXCHANGE consortium brings together six partner organizations from North Macedonia, Bulgaria, Kosovo and Albania. The partnership combines higher education institutions, research expertise and youth work experience, creating a multidisciplinary consortium able to support Virtual Exchange development, implementation, communication and sustainability.

The Partners page includes information on each partner's country, institutional profile, role in the project and contribution to the relevant work packages. It also provides links to partner websites, supporting wider visibility of the consortium members and enabling visitors to access more information about each institution or organization.

The consortium includes:

- Mother Teresa University – North Macedonia, Project Coordinator;
- Sofia University St. Kliment Ohridski – Bulgaria;
- Kadri Zeka University – Kosovo;
- University of Elbasan "Aleksandër Xhuvani" – Albania;
- Research and Innovation for Future Education – Albania;
- Youth Rights and Citizenship Initiative – Albania.



This section is important because it highlights the collaborative nature of V-EXCHANGE and presents the partners responsible for delivering the project's activities, outputs and long-term impact. It also demonstrates the regional and European dimension of the project, connecting institutions and organisations across borders through digital learning and intercultural cooperation.

The Partners page includes the following key elements:

- overview of the V-EXCHANGE consortium;
- presentation of the six partner organisations;
- partner country and location;
- partner role and project responsibilities;
- work package involvement;
- links to partner institutional websites;
- visibility of the academic, research and youth work expertise within the consortium.

Figure 15. Partners page presenting the V-EXCHANGE consortium overview.

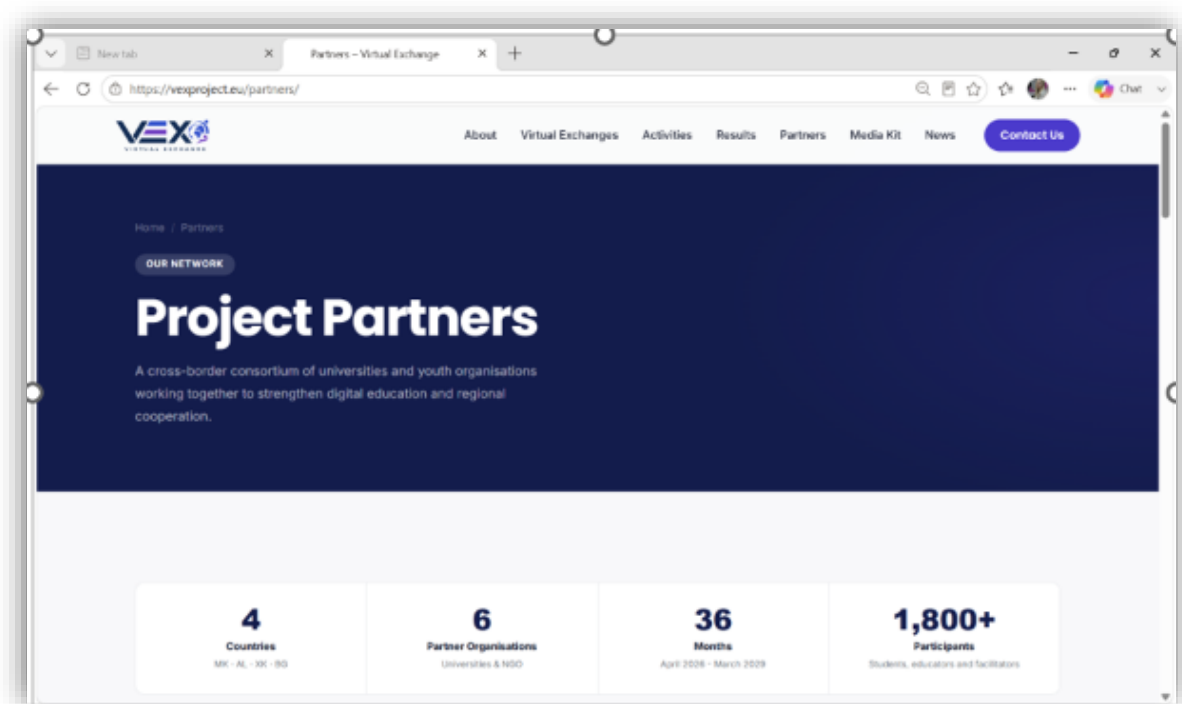
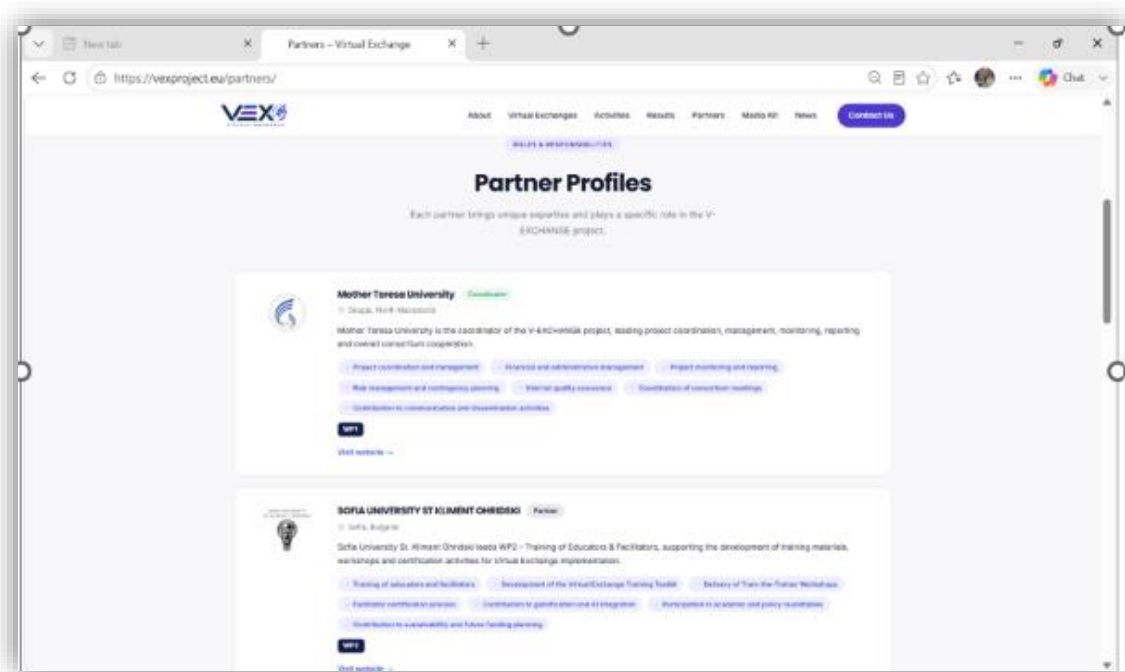


Figure 16. Partner profiles displaying consortium members, countries and work package roles.





4.9 Media Kit and Visual Identity Materials

The **Media Kit** page has been developed to provide access to the V-EXCHANGE visual identity and communication materials. This section supports coherent and consistent project communication across all partners and dissemination channels.

The Media Kit serves as a central repository for branding and visibility materials that can be used by the consortium when preparing project documents, presentations, social media posts, promotional materials, event materials and other communication outputs. By making these materials available through the website, the project ensures that all partners can apply a common visual identity and follow the same communication standards.

The Media Kit supports compliance with EU visibility requirements by ensuring that communication materials are aligned with the project identity, funding acknowledgement and visibility rules applicable to Erasmus+ projects. It also contributes to the professional presentation of V-EXCHANGE to external audiences, stakeholders and the wider public.

The Media Kit page includes or will include the following materials:

- project logo and visual identity elements;
- document templates;
- presentation templates;
- social media templates;
- visibility and promotional materials;
- branding guidance for project communication;
- materials supporting the public promotion of project activities and results.

As part of the development of the V-EXCHANGE visual identity, three logo proposals were prepared and shared with the consortium. Following the review and discussion process, the consortium agreed



to use the third logo proposal as the official V-EXCHANGE project logo. This is the logo currently displayed on the official project website, and it will be used consistently across project templates, visibility materials, social media communication, reports, presentations and other official project outputs.

This section is important because it strengthens the visibility and recognizability of the V-EXCHANGE project. It also helps partners produce communication materials that are visually coherent, professionally designed and consistent with the overall project identity.

As the project progresses, the Media Kit may be updated with additional visibility materials, promotional products, templates and communication resources developed by the consortium.

Figure 17. Media Kit page provides access to V-EXCHANGE branding and visibility materials.

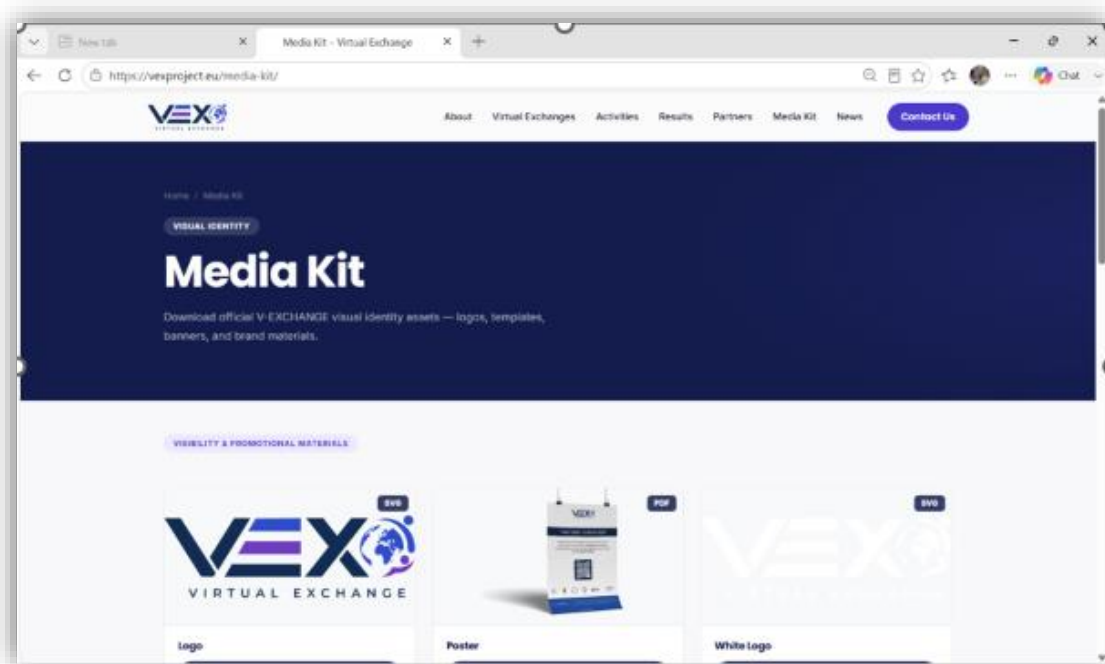


Figure 18. Visual identity and communication materials supporting consistent project branding

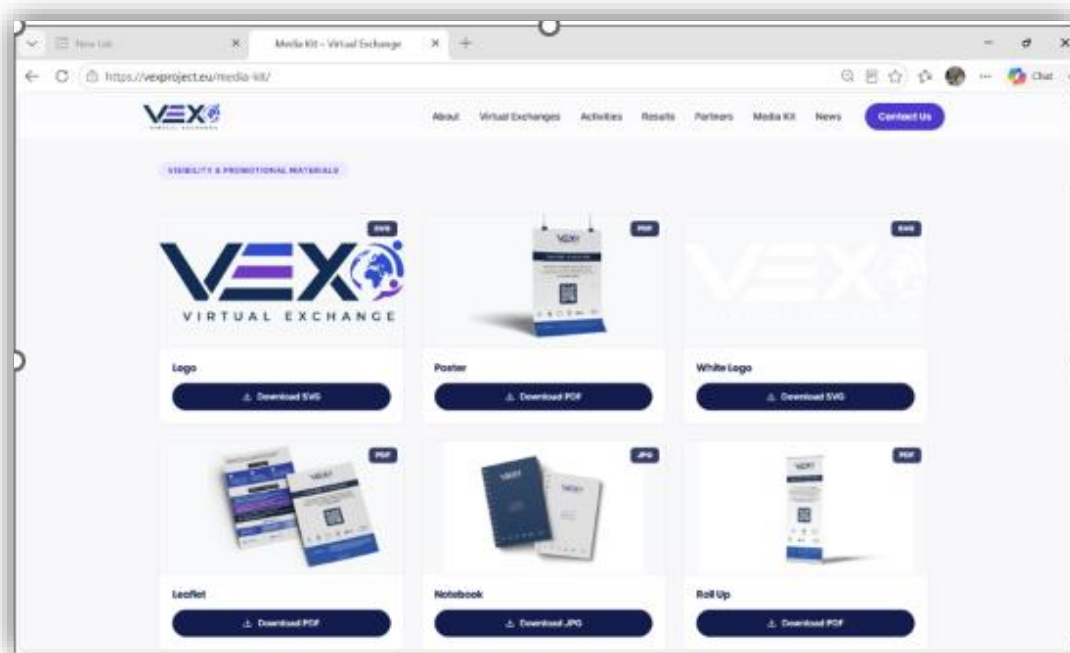
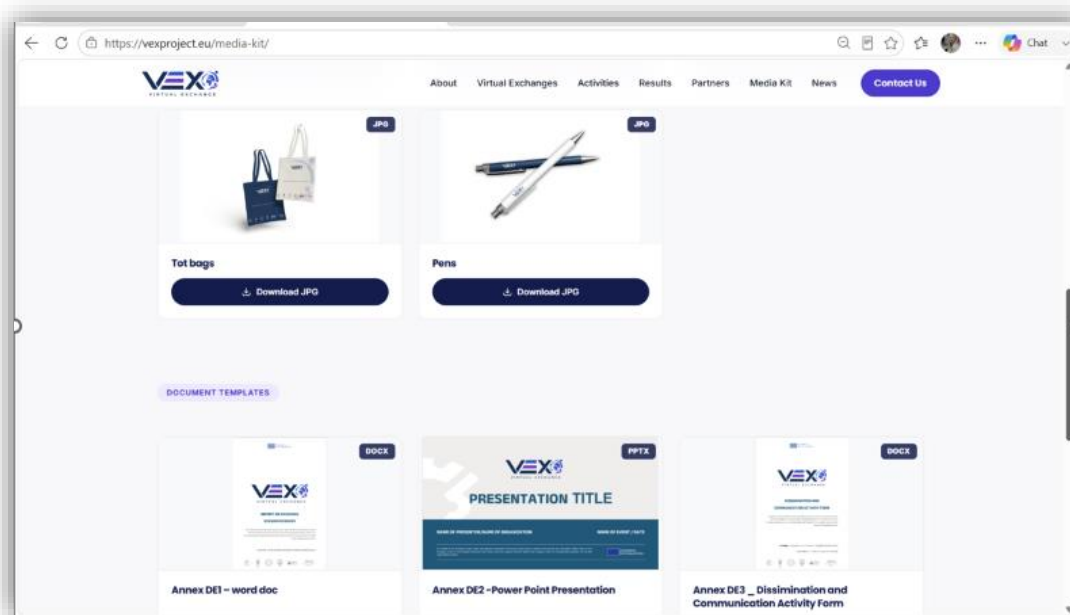


Figure 19. Visual identity and communication materials supporting consistent project branding



4.10 News Section

The **News** section has been developed to support continuous project communication, dissemination and public visibility. It provides a dedicated space for publishing project updates, announcements,



milestones, activity summaries, articles and other relevant information related to the implementation of V-EXCHANGE.

This section will be used throughout the project lifecycle to document and communicate the main steps of project implementation, including meetings, trainings, Virtual Exchange activities, publication of deliverables, events, policy dialogue activities, dissemination actions and final results.

The News section supports the project's communication strategy by ensuring that stakeholders and the wider public can follow the progress of V-EXCHANGE in a clear and accessible way. It also provides content that can be shared through partner websites, institutional communication channels and official social media pages.

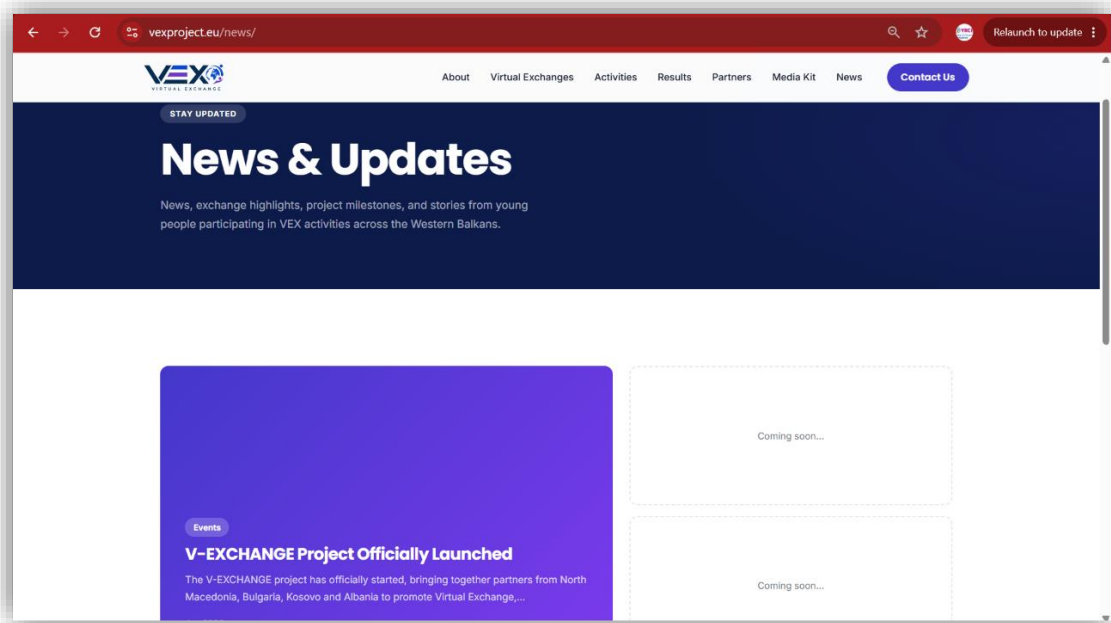
The first news items published on the website present the launch and early visibility of the project, including the official start of V-EXCHANGE and the establishment of the project's online presence. As the project progresses, the section will be regularly updated with new posts reflecting key achievements and activities.

The News section includes the following key elements:

- project launch announcements;
- updates on project activities and meetings;
- information on training activities and Virtual Exchange sessions;
- publication of deliverables and project outputs;
- dissemination and visibility articles;
- event announcements and summaries;
- partner contributions and success stories;
- communication materials supporting public outreach.

This section is important because it provides evidence of project progress and dissemination activity. It also strengthens the visibility of V-EXCHANGE by keeping target groups, stakeholders and the wider public informed about the project's implementation and results.

Figure 20. News section presenting project updates and dissemination articles.



4.11 Contact Page and FAQ

The **Contact** page has been developed to support communication between the V-EXCHANGE project team, stakeholders, target groups and the wider public. It provides a direct communication channel for users interested in learning more about the project, asking questions, requesting information or engaging with project activities.

The page includes a contact form that allows visitors to submit their name, email address, country, type of enquiry and message. This supports structured communication and helps the project team respond to enquiries in an organized and timely manner.

In addition to the contact form, the page includes a **Frequently Asked Questions** section. This section provides short and clear answers to common questions related to the project, participation, language, certificates, skills development and ways to stay updated.

The Contact page includes the following key elements:

- project contact form;
- fields for name, email address, country, enquiry type and message;
- Frequently Asked Questions section;
- information on project participation and updates;
- links to social media channels and website sections where relevant;
- support for stakeholder communication and public engagement.

This section is important because it transforms the website from an information platform into an interactive communication tool. It enables students, educators, youth workers, institutions, organizations and other stakeholders to contact the project team and engage with the V-EXCHANGE



initiative. The Contact page also supports transparency and accessibility by ensuring that visitors can easily identify how to reach the project and obtain further information.

Figure 21. Contact page enabling visitors and stakeholders to communicate with the project team.

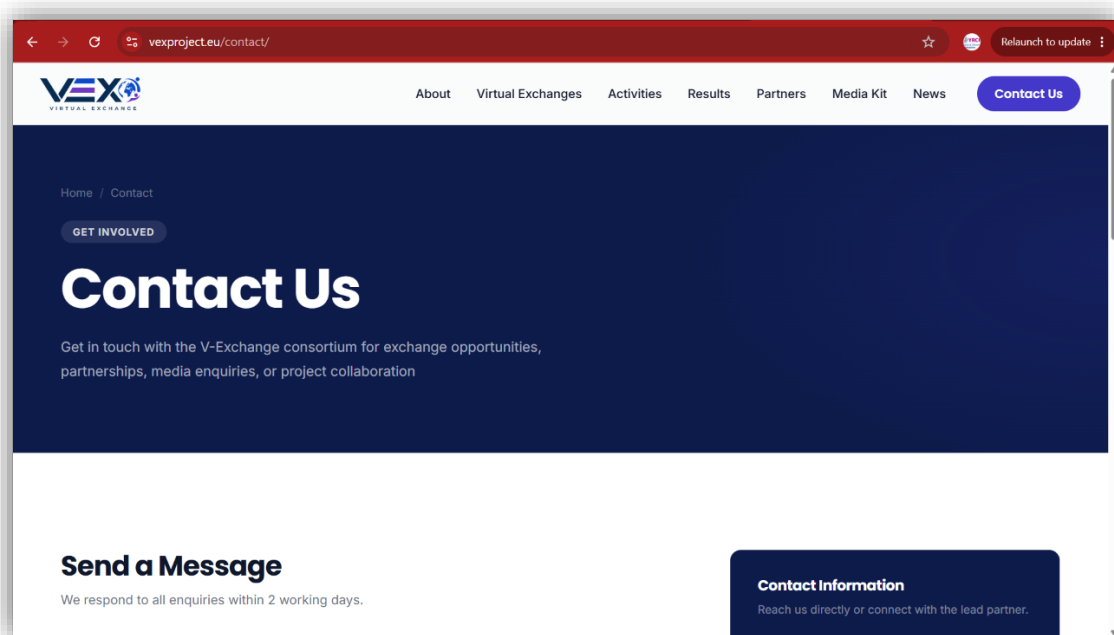
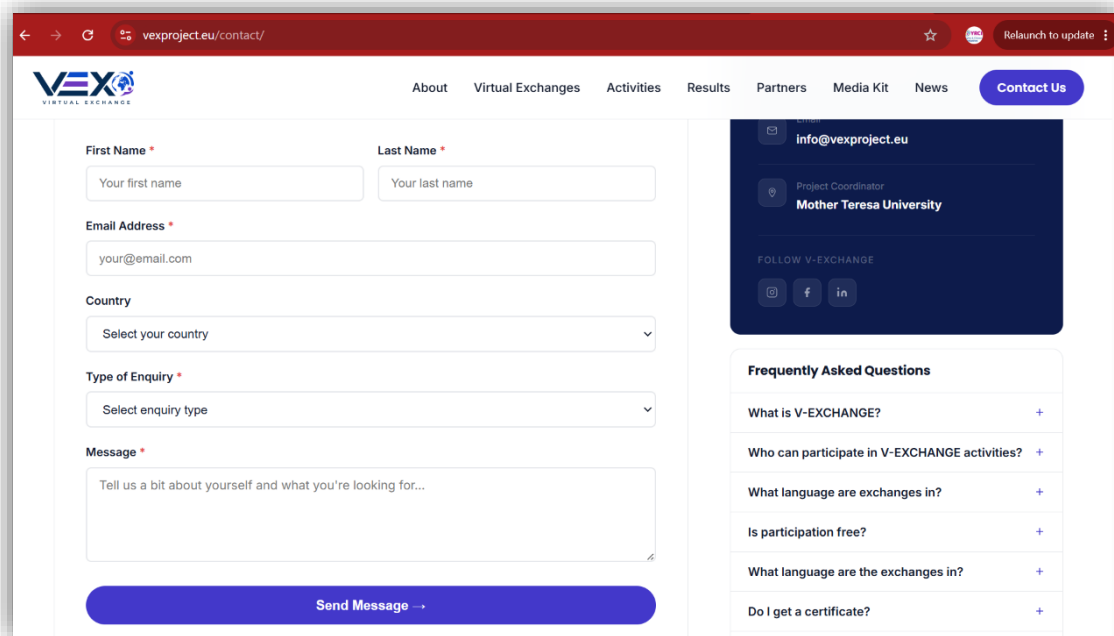


Figure 22. FAQ section provides quick information about participation, language, certificates and project updates.



The development of the V-EXCHANGE Project Website and Resource Hub represents an important step in the implementation of WP4 – Communication, Dissemination & Policy Influence. The website provides the project with a professional, accessible and structured online presence, supporting both immediate communication needs and long-term dissemination objectives.

By combining project information, partner visibility, activities, outputs, resources, news, media materials and contact opportunities, the website functions as the central communication and dissemination tool of V-EXCHANGE. It also supports transparency, public access to project results, EU visibility and stakeholder engagement.

The website is live, functional and ready to support the communication and dissemination activities of the project throughout its 36-month implementation period.

5. EU Visibility and Project Branding

The V-EXCHANGE website has been developed in line with the communication and visibility requirements applicable to Erasmus+ projects co-funded by the European Union. As the main public platform of the project, the website ensures that the European Union's financial support is clearly acknowledged and that the project identity is presented in a consistent and professional way.

This section describes the main visibility and branding elements integrated into the website, including the EU funding acknowledgement, disclaimer, project logo, visual identity, media kit and communication materials.

5.1 EU Funding Visibility

Internal The V-EXCHANGE website clearly acknowledges that the project is co-funded by the European Union. The EU emblem and funding statement are displayed on the website, together with the official disclaimer required for EU-funded projects.

The funding acknowledgement and disclaimer are included in the website footer, ensuring that they remain visible across the website pages. This supports compliance with EU visibility rules and ensures that visitors are informed about the source of project funding.

The following disclaimer is displayed on the website:

Co-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. Neither the European Union nor EACEA can be held responsible for them.

The website also includes the project reference information, supporting transparency and proper identification of the project:

Project Reference: 101252513 – V-EXCHANGE – ERASMUS-EDU-2025-VIRT-EXCH-WB

The inclusion of these elements ensures that the website respects the communication obligations of the project and strengthens the visibility of EU support for Virtual Exchange, digital skills and global citizenship education.



5.2 V-EXCHANGE Project Logo

The V-EXCHANGE project logo is one of the main elements of the project's visual identity. It is displayed on the website header and used across the project's communication and visibility materials.

As part of the development of the V-EXCHANGE visual identity, three logo proposals were prepared and shared with the consortium for review and discussion. The purpose of this process was to select a logo that would best represent the project's focus on Virtual Exchange, digital skills, intercultural dialogue and global citizenship education.

Following the review of the proposed options, the consortium agreed to use the third logo proposal as the official V-EXCHANGE project logo. This logo is currently displayed on the official project website and will be used consistently across project communication and dissemination materials.

The selected logo will be applied on:

- the project website;
- document templates;
- deliverable reports;
- presentations;
- social media visuals;
- promotional materials;
- event materials;
- newsletters and news articles;
- other official project outputs.

The consistent use of the selected logo supports the recognizability of V-EXCHANGE and contributes to a coherent visual identity throughout the project lifecycle.

Figure 23. Three logo proposals prepared for the V-EXCHANGE visual identity.



Figure 24. Final V-EXCHANGE logo selected by the consortium and displayed on the official website.



5.3 Visual Identity and Branding Approach

The V-EXCHANGE visual identity has been developed to ensure a coherent and recognizable presentation of the project across different communication channels and materials. The branding approach supports professional communication and helps create a unified public image for the project.

Visual identity is used to ensure consistency in:

- website design;
- project documents;
- deliverable templates;
- presentations;
- social media posts;
- promotional materials;
- event materials;
- dissemination products;
- communication with stakeholders.

The use of a common visual identity helps all partners communicate the project in a coordinated way. It also supports the public recognition of V-EXCHANGE and ensures that project outputs are clearly linked to the same initiative.

The website reflects the selected visual identity through its logo placement, colour scheme, layout, typography, icons, visual sections and project branding elements.

5.4 Media Kit and Communication Materials

The website includes a dedicated **Media Kit** section, which provides access to the project's visual identity and communication materials. This section was created to support all partners in preparing coherent, professional and EU-compliant communication outputs.

The Media Kit includes or will include:

- project logo;
- visual identity elements;
- document templates;
- presentation templates;
- social media templates;
- visibility materials;
- promotional materials;
- communication guidance for partners.

The Media Kit supports the implementation of WP4 by ensuring that partners have access to the tools needed to communicate about the project in a consistent way. It also helps avoid fragmented or inconsistent communication and reinforces the visibility of V-EXCHANGE across different platforms and countries.

As project implementation progresses, the Media Kit may be updated with additional materials, including flyers, posters, banners, event visuals, social media packs and dissemination templates.



5.5 Social Media and Online Visibility

The V-EXCHANGE website is connected with the official project social media channels. These channels support wider visibility, faster communication and engagement with young people, students, educators, youth workers, stakeholders and the public.

The project's social media channels include:

- Instagram;
- Facebook;
- LinkedIn.

Social media links are integrated into the website, allowing visitors to follow project updates and share project-related information. The website and social media channels will be used in a complementary way: the website will remain the official source of structured project information, while social media will support regular updates, visual communication, campaign visibility and audience engagement.

Social media communication will also help promote:

- project news;
- open calls and opportunities;
- training activities;
- Virtual Exchange sessions;
- project outputs and publications;
- partner contributions;
- events and dissemination actions;
- policy and sustainability results.

The V-EXCHANGE website and Media Kit support consistent communication across the consortium. All partners are expected to use the approved project logo, templates, EU funding acknowledgement and disclaimer when preparing communication and dissemination materials.

This consistency is important for:

- strengthening the visibility of the project;
- ensuring professional presentation of outputs;
- complying with EU visibility requirements;
- supporting recognisability across countries and audiences;
- maintaining a common communication standard among partners.

The website therefore serves not only as a public information platform, but also as a reference point for project branding and communication standards.

The integration of EU visibility and project branding elements into the V-EXCHANGE website ensures that the project is presented in a coherent, professional and compliant manner. The website includes the required EU funding acknowledgement and disclaimer, displays the official project logo, provides access to the Media Kit and supports social media visibility.

These elements strengthen the public identity of V-EXCHANGE and support the project's communication, dissemination and policy influence objectives under WP4.



6. Monitoring, Maintenance and Content Updates

The V-EXCHANGE website is not a static communication product, but a dynamic platform that will be continuously updated throughout the project lifecycle. Its maintenance and regular updating are essential to ensure that the website remains accurate, relevant, accessible and useful for all target groups and stakeholders.

The website will be maintained under WP4 – Communication, Dissemination & Policy Influence, with YRCI responsible for the website and resource hub. Consortium partners will contribute by providing information, news, photos, activity descriptions, deliverables, publications and dissemination materials related to their project tasks.

Content updates will be carried out regularly and particularly after key project activities, including consortium meetings, training activities, Virtual Exchange sessions, workshops, roundtables, dissemination events and the final conference.

Website updates may include:

- publication of project news and announcements;
- upload of public deliverables and reports;
- publication of training materials, guides and resources;
- updates on work packages, milestones and project progress;
- publication of event information and activity summaries;
- upload of media materials, photos and visibility resources;
- updates to partner information where needed;
- updates to legal, contact and information pages;
- correction of links, documents or outdated information.

The website will also be monitored to ensure technical functionality, including page accessibility, loading performance, working links, downloadable documents, contact form functionality and responsive display across devices.

Where analytics tools are used, website traffic and engagement data may support dissemination reporting by providing information on website visits, user engagement and audience reach.

This approach ensures that the V-EXCHANGE website remains an active dissemination tool and a reliable public source of information throughout the 36-month implementation period.

7. Accessibility, Data Protection and Legal Information

The V-EXCHANGE website has been developed with attention to accessibility, transparency and responsible digital communication. As an EU-funded project website, it is important that information is presented in a clear, structured and user-friendly way, allowing different audiences to access project content easily.

The website uses a responsive structure that allows access from desktop computers, laptops, tablets and mobile phones. This is particularly important for reaching students, young people, educators and stakeholders who may access information through different devices.

The website supports accessibility through:

- clear navigation menus;
- structured page layout;



- readable content;
- visible buttons and links;
- responsive design;
- organised website sections;
- availability of key information through public pages;
- sitemap access for easier navigation.

The website also includes legal and information pages to support transparency and responsible communication. These include:

- **Privacy Policy;**
- **Sitemap.**

The Privacy Policy explains how personal data submitted through the website, especially through the contact form, may be collected, processed and protected. This is relevant because users may voluntarily provide personal data such as name, email address, country, enquiry type and message content.

The data protection approach is based on the principles of lawful, fair and transparent processing, purpose limitation, data minimization, accuracy, storage limitation, integrity and confidentiality. The website will not use personal data for unrelated commercial purposes.

The Sitemap supports easier navigation and helps users understand the structure of the website.

If additional tools such as cookies or analytics are used, the website may be further updated with a dedicated Cookie Policy or cookie consent notice, in line with applicable data protection and electronic communication rules.

8. Contribution to Dissemination and Stakeholder Engagement

The V-EXCHANGE website directly contributes to the communication, dissemination and policy influence objectives of WP4. It provides the project with a central public platform where information, updates, resources and results can be shared with target groups and stakeholders.

The website supports dissemination by making project information publicly available and by creating a structured space for the publication of outputs and updates. It allows the consortium to communicate project progress in a transparent and accessible way.

The website contributes to stakeholder engagement by addressing different audiences, including:

- students and young people;
- educators and academic staff;
- youth workers and facilitators;
- higher education institutions;
- civil society organisations;
- policy stakeholders and public authorities;
- media representatives;
- the wider public.





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Through its structure, the website supports engagement with these groups by presenting the project objectives, Virtual Exchange methodology, activities, results, partner roles, news and contact opportunities.

The website also complements the project's social media channels. While social media supports fast communication and public engagement, the website remains the official and structured source of information for V-EXCHANGE.

The website contributes to dissemination and stakeholder engagement through:

- public visibility of the project;
- presentation of project objectives and activities;
- publication of news and updates;
- access to public deliverables and resources;
- visibility of partners and their roles;
- promotion of Virtual Exchange methodology;
- support for events, trainings and dissemination activities;
- connection with social media channels;
- contact opportunities for interested stakeholders.

By providing accessible and reliable information, the website strengthens the public presence of V-EXCHANGE and supports wider awareness of Virtual Exchange, digital skills, intercultural dialogue and global citizenship education.

9. Sustainability and Long-Term Availability

The V-EXCHANGE website and Resource Hub will contribute to the sustainability and long-term impact of the project. Beyond its role as a communication tool during implementation, the website will serve as a repository for project outputs and resources that can be consulted and reused by stakeholders after the project ends.

The Resource Hub will support the long-term availability of:

- project deliverables;
- reports and publications;
- training materials;
- Virtual Exchange guides and methodologies;
- best practices;
- policy recommendations;
- dissemination materials;
- visibility resources;
- other public project outputs.

This ensures that the knowledge, tools and results developed by V-EXCHANGE remain accessible to educators, institutions, youth organizations, students, facilitators and stakeholders interested in adopting or adapting Virtual Exchange practices.

The website will also support the transferability of project results by making practical resources available beyond the consortium. This is especially important for higher education institutions, youth



organizations and other stakeholders who may wish to replicate or build upon the V-EXCHANGE methodology.

The long-term value of the website is linked to its role as:

- a public archive of project results;
- a resource hub for Virtual Exchange materials;
- a dissemination platform for good practices;
- a reference point for policy and sustainability outputs;
- a visibility tool for the project's long-term impact.

Through the website, V-EXCHANGE will continue to promote inclusive digital international learning, intercultural dialogue and global citizenship education beyond the project implementation period.

10. Conclusions

Deliverable D4.1 – Project Website and Resource Hub has been successfully completed. The official V-EXCHANGE website is live and publicly accessible at: <https://vexproject.eu/>

The website was developed within the planned timeframe of M3 / 30 June 2026 and provides the project with a professional, structured and accessible online presence.

The platform includes the main sections required to support communication, dissemination and visibility, including the homepage, About page, Virtual Exchanges page, Activities page, Results and Resource Hub, Partners page, Media Kit, News section, Contact page, legal information and EU visibility elements.

The website presents the project identity, objectives, consortium, work packages, deliverables, milestones, resources and communication materials. It also supports public engagement through news, contact options, social media links and accessible project information.

The development of the website represents an important achievement under WP4 – Communication, Dissemination & Policy Influence. It creates the foundation for continuous project communication, stakeholder engagement, public access to project outputs and long-term dissemination of results.

The website will continue to be updated throughout the 36-month project implementation period with new activities, outputs, reports, resources, news and dissemination materials.

