



DISSEMINATION REPORT

BUSINESS ANALYTICS SKILLS FOR THE FUTURE- PROOF SUPPLY CHAINS



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Purpose of the Report

The purpose of this report is to comprehensively present the information, promotional, and dissemination activities of the BAS4SC (Business Analytics Skills for Future-proof Supply Chains) project, implemented under the Erasmus+ program. The report covers the period from July 2022 to end of September 2025 and outlines the activities of the project partners, including their contributions to promoting, communicating, and disseminating the achieved results.

The BAS4SC project focused on developing competencies in business analytics and supply chain management to address the challenges arising from dynamic economic, technological, and geopolitical changes. Its main goal was to strengthen student competencies by creating and implementing modern educational tools, training programs, and teaching materials that support the development of "**future-proof supply chains**" – resilient and flexible supply chains of the future.

This report aims not only to summarize and assess the effectiveness of the information and promotional activities undertaken, but also to identify best practices in disseminating information about the project and its results. It serves as an important tool for enhancing the visibility of the BAS4SC project and demonstrates its impact on developing supply chain management competencies in the context of digital transformation and global market changes.

The dissemination table in the BAS4 SC project played a key role as a tool for overseeing and monitoring dissemination activities implemented by all partners. It enabled the systematic collection of information on initiatives, their scope, and outcomes, allowing the project coordinator to continuously monitor progress and identify any gaps or areas requiring support. Using the table enabled the development of reports, verification of activities' compliance with the project's schedule and communication plan, and data-driven decision-making. This tool increased transparency and accountability among partners, supported effective collaboration, and contributed to achieving the intended dissemination goals.



Project Partners

The BAS4SC (Business Analytics Skills for Future-Proof Supply Chains) project was implemented by an international consortium of five academic and educational institutions from Central and Eastern Europe. The partners shared a common goal: developing analytical and managerial competencies in managing modern, resilient supply chains.

- PUT – Poznan University of Technology (coordinator)
- PSL – Poznan School of Logistics
- UM – University of Maribor
- EFOS – Faculty of Economics, J.J. Strossmayer University of Osijek
- UNS – University of Novi Sad

Partner Involvement in the Dissemination Process

Collaboration among the partners was based on the principles of openness, mutual learning, and experience sharing. The diverse nature of the partner institutions gave the project a broad perspective – combining scientific, educational, and practical dimensions – which contributed to the successful achievement of its goals and a lasting impact on the development of competencies in business analytics and supply chain management.

The dissemination process in the BAS4SC project was collaborative and integrated. Its effectiveness stemmed from the active contributions of all consortium partners, who complemented each other in building the project’s visibility and ensuring the sustainability of its results. Each partner played a specific role in the communication network, leveraging their expertise, experience, and institutional resources to achieve a common goal: promoting analytical competencies for future-proof supply chains.

Poznan University of Technology (PUT), as the project leader, coordinated information activities, prepared key communication materials, and ensured consistency of content. PUT maintained the project website and published articles and event reports. The university also hosted key events, such as the WIZ-BIZ-LOG Day conference and the Final Conference in 2025, which were international in scope and attracted a wide audience.

Poznan School of Logistics (PSL) served as the lead partner for media communications. It managed and developed the project’s social media profiles (LinkedIn, Facebook, YouTube, Instagram, X/Twitter, TikTok), enabling outreach to a younger audience – including students, practitioners, and



business representatives. PSL also initiated the creation of short promotional videos, newsletters, and graphic materials that strengthened the BAS4SC brand's digital presence.

The University of Maribor (UM) and **the University of Novi Sad (UNS)** actively participated in the international dissemination of the project's results. Both universities promoted the project at scientific conferences, seminars, and through academic publications. UM focused on integrating the project's outcomes into existing curricula, while UNS emphasized knowledge transfer to the logistics community in Serbia. Both institutions regularly reported on project progress in local languages, broadening its geographic and cultural reach.

J. J. Strossmayer University of Osijek (EFOS) played a significant role in organizing multiplier events and disseminating results within the academic and business communities in Croatia. EFOS also presented the project at the Business Logistics in Modern Management conference and co-authored scientific articles related to analytical competencies.

The dissemination process was guided by shared responsibility and continuous information exchange among partners. Regular online and in-person meetings facilitated activity planning, prevented duplication of efforts, and strengthened synergies. Each institution communicated within its own country, adapting messages to local audiences while maintaining a consistent visual and substantive identity for the project.

Thanks to this collaborative model, the BAS4SC project achieved a sustainable and international dissemination approach. Its results were effectively shared within both the academic community and the business sector. The activities of all partners contributed to building a strong project brand, characterized by academic credibility, modern communication tools, and lasting educational impact.



Introduction

This summary of the dissemination activities of the BAS4SC – Business Analytics Skills for Future-proof Supply Chains project covers all information and dissemination efforts carried out by the consortium partners between July 2022 and September 2025. The purpose of this report is to present how the project's results were communicated to a wide audience and to demonstrate the diversity of channels and tools used to promote these results.

The dissemination activities aimed to:

- increase the visibility of the project and its results within the academic and business communities;
- promote the idea of developing analytical skills in the context of future-proof supply chains;
- encourage stakeholders (students, teachers, decision-makers) to use the developed teaching materials;
- disseminate the intellectual outputs (IOPs) developed as part of the project, including curricula and competency sets.

The summary provides a chronological overview of communication activities, divided into four stages of project implementation:

- **Stage I – Project Initiation (2022):** commencement of promotional activities, creation of a visual identity, and establishment of communication channels;
- **Stage II – Development of Cooperation (2023):** promotion of the project within academic and industry communities, first publications, and international events;
- **Stage III – Implementation of Results (2024):** organization of Multiplier Events, workshops, and training sessions, and presentation of results;
- **Stage IV – Project Summary (2025):** final activities, Final Conference, and publications summarizing the project's outcomes.

This dissemination report reflects the commitment of all partners to creating a lasting impact of the BAS4SC project on education in business analytics and supply chain management.



Phase I: Project Initiation

The first phase of the BAS4SC – Business Analytics Skills for the Future-proof Supply Chains project focused on launching the project, building its visibility, and laying the foundation for effective communication throughout its duration. The activities conducted during this period were preparatory and organizational in nature, with the primary goal of informing stakeholders about the launch and shaping a coherent communication identity for the project.

From September to December 2022, the consortium partners focused on developing the project's visual identity (logo, graphics, document templates, promotional materials) and launching online communication channels, including a website and social media profiles (LinkedIn, Facebook, Instagram, and Twitter). During this period, the first information about the project was published on the websites of the partner universities (Tab.1).

Information and promotional activities within the academic communities of the partner universities played a particularly important role. Through website publications, social media posts, and kick-off events, the consortium announced the project's launch and presented its main goals and expected outcomes.

Phase I enabled the development of the project's basic communication infrastructure, the establishment of consistent visual and editorial standards, and the initiation of a community around the idea of developing analytical competencies in supply chain management. This phase allowed the BAS4SC project to gain recognition, initiate collaboration between partners, and activate communication channels that, in subsequent years, became the primary tools for disseminating project results.

Period: September – December 2022

Goals:

- Announce the launch of the project;
- Establish an image and communication identity (logo and online channels);
- Activate partners on social media.



Table 1. Selected key activities for the period October – December 2022

Activity Type	Date	Partner	Description / Goal	Channel	Participants / Reach
Posts on LinkedIn (PUT, PSL, UM, EFOS)	10–25/10/2022	all partners	Information about the project launch	LinkedIn, Facebook, university websites	total reach >20,000
Creation of official project profiles	20/12/2022	PSL	Profiles: YouTube, Twitter, Instagram, LinkedIn, Facebook	Social media	followers
Publication of “First impressions” videos	20–23/12/2022	PSL + partners	Short introductory videos about the project (PL, SI, RS, HR)	YouTube, Twitter, Instagram, LinkedIn, Facebook	total reach >11,000
WIZ-BIZ-LOG Day	29/11/2022	PUT	Project presentation for students and business	WIZ, Poznan	approx. 150 people



Phase II: Development and International Cooperation

The second phase of the BAS4SC project focused on implementing key substantive activities and expanding information and promotional efforts. This period was marked by intensified cooperation between the partners and the first visible results in both the academic and industry communities.

In 2023, the project partners concentrated on developing the main intellectual outputs, including the curriculum concept, competency framework, and the structure of teaching modules. At the same time, the process of testing analytical tools and preparing materials for the next implementation phases began. Communication activities were also carried out to increase awareness of the project among target groups and to promote its progress.

Poznan University of Technology (PUT) and the Poznan School of Logistics (PSL) actively promoted the project through university media and social media platforms, publishing news, reports, and event invitations. In May 2023, the first Multiplier Event was organized. During this period, the project gained significant online visibility, and BAS4SC's social media profiles began to attract a growing audience. Regular publications on LinkedIn and Facebook, primarily managed by PSL, contributed to the rapid expansion of the project's communication reach (Tab. 2).

The partners focused on building a network of contacts with universities, research institutions, and businesses, while promoting the development of analytical competencies in supply chains. Activities included presentations at international conferences (ICPR, BLMM), industry meetings, and scientific articles related to the project's themes.

Another important element of this phase was the strengthening of partnerships through project meetings, experience sharing, and joint planning of intellectual outputs. The activities conducted during this period laid a solid foundation for implementing the developed solutions in the next phase of the project. Joint project meetings, held both online and in person, facilitated the coordination of work and the exchange of best practices among partners.

By the end of 2023, the BAS4SC project had achieved full communication and organizational operationalization. All information channels operated in an integrated manner, and the partners consistently promoted the project in their respective countries. This phase strengthened the foundation



for further implementation and educational activities, preparing the ground for the extensive testing and training phase planned for 2024.

Period: January – December 2023

Goals:

- Build a collaboration network;
- Present the project to the academic community;
- Promote initial results and scientific publications.

Table 2. Selected key activities for the period January – December 2023

Activity Type	Date	Partner	Description / Goal	Channel	Participants / Reach
WIZ-BIZ-LOG Day	January 2023	PUT	Project presentation in the context of business applications	PUT, Poznan	approx. 100 people
Matchmaking with Scandinavian institutions	29/03/2023	PSL	Presentation of the project and cooperation with PIT Łukasiewicz	Poznan	13 people
Science Day	23/05/2023	PUT	Stand and poster of the project	Poznan	large number of visitors
Scientific article	10.2023	EFOS & UM	Scientific publication with recognition of the project	BLMM conference, Osijek	approx. 50 people
Participation in ICPR 2023	23–28/07/2023	PSL/PUT	Project presentation at the international conference	Cluj-Napoca (Romania)	300+
EU Project Day	07/11/2023	EFOS	Project presentation	Osijek	40+



Phase III: Implementation of Results and Product Promotion

The third phase of the BAS4SC project was a key stage in which the previously developed teaching materials, tools, and concepts were subjected to practical testing and wide dissemination. This was a period of intensive collaboration among partners, combining substantive results with promotional activities and implementing outcomes within academic and educational communities. In 2024, the project team focused on the pilot implementation of the developed teaching modules at partner universities in Poland, Slovenia, Croatia, and Serbia. Activities during this period aimed to promote the developed educational materials and curricula, as well as to encourage academic communities, students, and business representatives to apply them in practice.

In 2024, the partners organized a series of dissemination events, such as Multiplier Events, workshops, and scientific conferences, including LOGIDEAS, InterLog, and the WSL Forum (Tab. 3). During these events, project results were presented, including analytical competencies, teaching modules, and recommendations for business analytics education.

Through diverse forms of communication – from in-person meetings to social media – the project reached a wide audience across multiple countries. This phase not only facilitated the dissemination of results but also strengthened the links between education. These activities were widely promoted through university websites and social media, increasing the visibility of the BAS4SC project. By the end of 2024, BAS4SC had reached full operational maturity.

Period: January – December 2024

Goals:

- Present outcomes (curricula, competencies, materials);
- Organize Multiplier Events;
- Engage students and businesses.



Table 3. Selected key activities for the period January – December 2023

Activity Type	Date	Partner	Description / Goal	Channel	Participants / Reach
WIZ-BIZ-LOG Day	26/01/2024	PUT	Workshops and presentations of the project	Poznan	100 people
Multiplier Event LOGIDEAS	17/05/2024	PSL	Event for students and companies, newsletter promotion	Poznan	120 people
LOGIS 2024 Conference	17/05/2024	NS	Project presentation during the logistics conference	Belgrad	50 people
Conferece ICPR AEM i InterLog	July 2024	PUT	Poster and presentation of the results of the project	Poznan	60 people
WSL Forum – BAS4SC Debate	26/09/2024	PSL	Discussion on analytical competences	Poznan	27 people



Phase IV: Final Phase and Project Summary

The final phase of the BAS4SC project focused on summarizing achievements, evaluating results, and disseminating them. Activities during this period aimed to consolidate the project's outcomes and ensure their long-term impact within the academic and business communities (Tab. 4).

This period was characterized by intensified communication, evaluation, and promotional activities aimed at presenting the project's achievements, consolidating its effects, and ensuring the sustainability of the results achieved after the funding ended.

A series of debriefing meetings and internal consultations were held, which allowed for the refinement of the content and preparation of materials for public release. In parallel, informational activities were conducted on social media, publishing reports from the final tests, interviews with participants, and visual summaries of the project stages.

As part of the final phase, a Final Conference was organized in Poznan (September 2025), during which the project's final results, teaching materials, and conclusions were presented. The partners also prepared publications and summary posts on social media, and issued a final newsletter announcing the conclusion of project activities.

Thanks to consistent and diverse communication efforts, the BAS4SC project concluded with a high level of visibility, and its results – including the developed analytical competency framework – became a lasting tool supporting the education of future business analytics and logistics specialists.

The final stage not only consolidated the project's achievements but also ensured its long-term sustainability – the results, teaching materials, and publications are available online, supporting the further development of analytical competences in education and business practice.

Period: January – October 2025

Goals:

- Disseminate final results;
- Summarize and close the project;
- Promote educational materials.



Table 4. Selected key activities for the period January – October 2025

Activity Type	Date	Partner	Description / Goal	Channel	Participants / Reach
Final Conference – Poznan	25/09/2025	PUT, PSL, EFOS, UM, UNS	Presentation of results, debate, thematic sessions	Poznan	171 people



Summary of the BAS4SC Project Dissemination Activities

The dissemination activities conducted within the BAS4SC – Business Analytics Skills for Future-proof Supply Chains project were characterized by a high level of coherence, diversity, and sustainability. The project partners effectively utilized a wide range of communication tools, enabling them to reach diverse audiences, including both academics and business practitioners.

Diversified Communication Channels

The project's promotion was based on a comprehensive, multi-channel approach, encompassing both traditional and modern communication methods. Partners regularly published information about BAS4SC activities on their institutions' websites, including dedicated sections for the project, ensuring transparency and formal visibility.

Social media – particularly LinkedIn, Facebook, Instagram, X (formerly Twitter), and YouTube – also played a key role, providing continuous updates on project progress, events, and publications. Content included project news, webinar announcements, workshop and conference reports, as well as videos showcasing research results and practical applications of BAS4SC solutions.

Newsletters were additionally used to reach a specialized audience interested in sustainable supply chains and to foster networking.

This diversified approach ensured broad outreach while tailoring the message to different audiences, from academic and business communities to stakeholders engaged in sustainable development at an international level.

Continuity and Consistency of Activities

Promotional activities were conducted systematically throughout the project's implementation period (2022–2025), maintaining communication continuity. Each partner participated in the dissemination process at every stage, ensuring an even distribution of activities over time and maintaining audience engagement.



Regular publications, newsletters, and event coverage ensured that BAS4SC maintained a presence in both academic and industry spaces, significantly contributing to its recognition.

Increased Project Visibility and Reach

Over the course of three years, the project maintained a stable number of social media followers and online publication readers, including regular visitors to the BAS4SC project website. Despite this stable audience size, engagement increased, with posts related to international events, conferences, and educational materials on the project website generating particularly strong interest. This reflects the growing value of the information shared and its relevance to both the academic community and business practitioners.

Sustainability of Results and International Dissemination

The results developed within the project were widely disseminated internationally, both within and outside the partner countries.

Making the educational materials available in digital format, organizing Multiplier Events, and presenting the project at scientific conferences contributed to the sustainability of its results and ensured their continued availability after the end of the funding period.



Analysis of Dissemination Activities in the BAS4SC Project

This summary presents the results of an analysis of the effectiveness of dissemination activities implemented as part of the BAS4SC – Business Analytics Skills for Future-proof Supply Chains project from September 2022 to September 2025. The scope, impact, and quality of result dissemination across various types of activities were assessed.

The analysis was conducted according to the main types of dissemination activities:

- Social media activity
- Project website
- Conferences and scientific events
- Workshops and training
- Other forms of dissemination

The aim of the study was to determine the dynamics of reach growth, the impact of individual channels, and their influence on the visibility and sustainability of project results. The collected data confirms the systematic expansion of communication reach, the high effectiveness of activities within the academic and business communities, and the international consolidation of BAS4SC results.

Social Media

During the implementation of activities in digital communication channels, the number of followers and interactions remained at a stable level:

- Facebook – reach exceeded 11,000 followers, mainly due to PSL activities;
- LinkedIn – increase from approximately 5,000 to over 9,000 followers of the PSL profile;
- Instagram and TikTok – to expanding reach among students and younger audiences;
- YouTube – used to publish teaching materials and videos promoting the courses (modules C1–C3), with consistently high engagement levels (average 300–400 views per video).

Social media was characterized by the highest intensity of communication, combining regularity (an average of 2–3 publications per month) with an attractive visual format. Audience growth was



particularly noticeable during the testing and pilot phase (2024–2025), which translated into a steady increase in BAS4SC brand awareness in the four partner countries (Tab. 5).

Key outcomes:

- Building a coherent image for the project on international social media;
- High interactivity and recognition of BAS4SC within academic and business environments;
- Effective engagement with target groups – students, academics, and logistics practitioners;
- Real-time promotion of results.

Table 5. Dissemination Activities in the BAS4SC Project – Social media

Proposed Actions	Increased reach (2022–2025)	Impact	Dissemination quality assessment
Social media	<p>Very high</p> <ul style="list-style-type: none"> • Constant coverage and activities 	<p>Very strong</p> <ul style="list-style-type: none"> • Highest audience engagement • Especially among students and practitioners 	<p>High</p> <ul style="list-style-type: none"> • Attractive visual format • Consistent message • Regular communication

Project website

During the BAS4SC – Business Analytics Skills for the Future-proof Supply Chains project, the website served as a central information platform and a repository for educational and promotional materials. It was continuously updated and maintained by Poznan University of Technology (PUT), the project leader, with the support of all partners.

The website provided comprehensive information on the project's objectives, intellectual outputs, team, events, scientific publications, and multimedia materials. Its content is available in English, ensuring international reach and accessibility for users from various countries.

Regularly published news documented the project's progress from its launch in 2022 to the final events in 2025. A steady increase in visits was recorded between 2023 and 2025, with a total of 9,083 visits. The competition description attracted the most attention, with 1,157 visits.

Thanks to its clear structure and user-friendly design, the BAS4SC project website serves not only informational but also educational and promotional purposes.



Key results:

- Provided a central and international source of information about the project and its outcomes (Fig. 1);
- Maintained regular online communication and documented project progress;
- Increased the visibility of the BAS4SC project within the European community (Tab. 6).

Table 6. Dissemination Activities in the BAS4SC Project – Project website

Proposed Actions	Increased reach (2022–2025)	Impact	Dissemination quality assessment
Project website	<p>High</p> <ul style="list-style-type: none"> • consistent reach and activity 	<p>Very strong</p> <ul style="list-style-type: none"> • highest engagement among students. 	<p>High</p> <ul style="list-style-type: none"> • consistent message • regular communication.

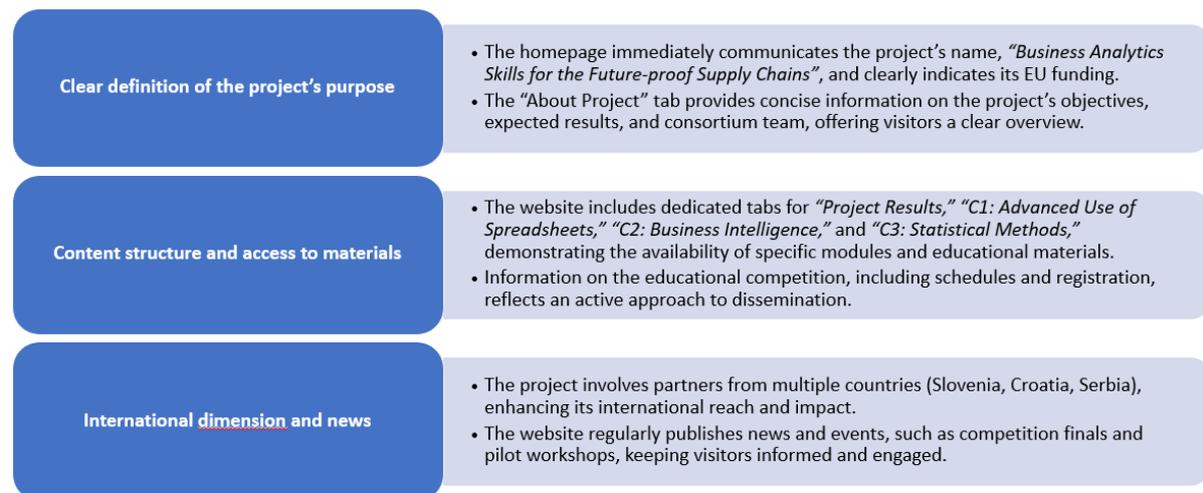


Fig. 1. Project Strengths

Conferences and Scientific Events

The project was promoted at international and national conferences, including LOGiDEAS, INTERLOG 2024 and 2025, ICPR 2024, and BLMM. Partners contributed through paper presentations, special sessions, and scientific publications. The estimated direct reach of these activities was approximately 1,000 recipients, including conference attendees and readers of the published materials.



Scientific conferences represented the most prestigious dissemination channel, enhancing the project’s scientific credibility. These activities also had a strong multiplier effect, as information about the project was shared through university media and conference websites (Tab. 7).

Key outcomes:

- Strengthening the position of BAS4SC within the academic community;
- Integrating the topic of business analytics in supply chains into teaching practice;
- Achieving a lasting impact through publications in peer-reviewed conference proceedings.

Table 7. Dissemination Activities in the BAS4SC Project – Conferences and scientific events

Proposed Actions	Increased reach (2022–2025)	Impact	Dissemination quality assessment
Conferences and scientific events	<p>High</p> <ul style="list-style-type: none"> • increase in the number of events • expansion of international reach 	<p>Very strong</p> <ul style="list-style-type: none"> • direct impact on the scientific and industry community 	<p>Very high</p> <ul style="list-style-type: none"> • high substantive and scientific value of the presentations • direct impact • knowledge transfer

Workshops and Training

Since 2023, numerous workshops and pilot training sessions have been organized, involving students and academic teachers from Poland, Slovenia, Croatia, and Serbia. Each phase (test, pilot, implementation) contributed to an increase in the number of dissemination materials.

The workshops had a direct educational impact, allowing for the testing of BAS4SC courses in real-world learning environments and the collection of feedback, which confirmed the high usefulness of the materials (Tab. 8).

Key outcomes:

- Development of digital and analytical competencies among participants;
- Testing of innovative teaching methods;
- Dissemination of results within the partners' educational communities.

Table 8. Dissemination Activities in the BAS4SC Project – Workshops and training



Proposed Actions	Increased reach (2022–2025)	Impact	Dissemination quality assessment
Workshops and training	<p>High</p> <ul style="list-style-type: none"> • Increase in the number of events • Expanding international reach 	<p>Strong</p> <ul style="list-style-type: none"> • Educational and practical impact 	<p>Very high</p> <ul style="list-style-type: none"> • High level of interaction • Positive feedback • Knowledge transfer

Other Activities

The project produced seven newsletters, which reached over 180 key recipients (Multiplier Event Participants) in four countries. Partner university websites experienced a steady increase in visits.

These activities were highly sustainable – much of the content will remain available after the project's conclusion, supporting its long-term impact (Tab. 9).

Key outcomes:

- increased accessibility of educational and informational materials,
- strengthened BAS4SC's position as a source of knowledge on logistics analytics,
- ensured the long-term availability of informational materials,
- strengthened institutional credibility,
- maintained a permanent presence in the university's institutional communications.

Table 9. Dissemination Activities in the BAS4SC Project – Other activities

Proposed Actions	Increased reach (2022–2025)	Impact	Dissemination quality assessment
Other activities	<p>Moderate, stable</p> <ul style="list-style-type: none"> • gradual increase in newsletter subscribers • increase in website visits 	<p>Medium</p> <ul style="list-style-type: none"> • high sustainability • formal project visibility 	<p>High</p> <ul style="list-style-type: none"> • consistent communication • high content availability

General Conclusions

All types of dissemination activities demonstrated a clear and systematic increase in reach and impact quality throughout the 2022–2025 period. This growth was continuous, from the initial phase to the project's conclusion. Social media and conferences proved to be the strongest communication channels, generating the highest levels of interaction, engagement, and international visibility for the



project. Workshops and training played a key role in transferring knowledge and competencies to academic and educational communities, while publications, newsletters, and university websites ensured the sustainability of results and their formal recognition in the public sphere.

The communication model employed, balancing media visibility with substantive value, serves as an exemplary model of an effective dissemination strategy in international educational projects. The project's impact stemmed from the synergy of communication channels, combining online activities (social media, newsletters) with face-to-face activities (conferences, workshops, training). The international visibility of the BAS4SC project steadily increased, and the coordinated efforts of partners from four countries enabled it to effectively reach a wide audience, both academic and business.



Project Partner Activity Analysis

This analysis of the BAS4SC – Business Analytics Skills for Future-proof Supply Chains project partners provides an overview of the dissemination activities implemented by individual consortium institutions during the 2022–2025 period. Each partner contributed uniquely to the project, based on their profile and experience – ranging from scientific coordination and event organization (PUT), through intensive media promotion (PSL), to international and academic activities (UM, EFOS, UNS). The overview demonstrates the diversity of roles and communication channels, which together formed a coherent, multifaceted dissemination strategy for the BAS4SC project.

Poznan University of Technology (PUT) – Project Leader

PUT was the most active partner in terms of coordination, organization, and scientific communication. Its contributions included publications on the university website, social media updates, participation in conferences, and the organization of events such as *Science Day* and *WIZ-BIZ-LOG Day*. Activities were conducted systematically on the Faculty of Management Engineering website (fem.put.poznan.pl) from July 2022 to September 2025. The university actively promoted the project during academic events such as Science Day, InterLOG, and WIZ-BIZ-LOG Day, presenting its goals, results, and relevance for the development of analytical competencies in logistics. Additionally, PUT was responsible for maintaining consistency in the project's visual identity and substantive communication, ensuring a uniform message and high quality of published content.

PUT served as the core of the project's academic communication. The high frequency of publications and participation in key events ensured the project's visibility in the academic community and the sustainability of its results, including through publications and an online gallery.

Poznan School of Logistics (PSL) – Lead Partner for Media Communications

PSL was responsible for the project's intensive presence on social media and at student events. The university was most active in online promotion, including managing the project's profiles on LinkedIn, Facebook, YouTube, Instagram, and TikTok.

PSL conducted extensive information and promotional activities on both the university's websites and external media since October 2022. Regular social media posts on platforms such as



Facebook and LinkedIn achieved a combined reach exceeding 10,000. These activities significantly increased the BAS4SC project's visibility among students, academics, and business representatives. PSL was the project's strongest media channel, and thanks to modern media formats (graphics, videos, reports, posts), it reached young audiences and students most effectively. PSL substantially contributed to the recognition of the BAS4SC brand in the digital space and to the dissemination of its results.

University of Maribor (UM) – Scientific and Educational Partner

The University of Maribor actively promoted BAS4SC internationally and integrated its content into the Slovenian academic community. UM's activities included publishing information about the project in Slovenian and English on the university's website and official Facebook page, increasing visibility among both local and international academic audiences. The university promoted the project's results at numerous educational events and conferences, presenting its objectives, progress, and implementation outcomes. UM's activities were systematic and international. Publications in two languages increased accessibility and visibility in Central Europe, while educational cooperation contributed to the project's lasting impact.

J. J. Strossmayer University of Osijek (EFOS)

EFOS focused on scientific promotion and university events. It was a leading partner in organizing scientific conferences and academic publications. EFOS activities included regular updates on the university's website and social media platforms, including LinkedIn and Facebook. The university actively promoted the project by organizing events and presenting its objectives and results. EFOS played a key role in consolidating the project's scientific achievements, contributing to the continued presence of BAS4SC in the scientific community through publications and presentations. The high quality and formal nature of these activities enhanced the project's credibility in the Balkans and Central European region.

University of Novi Sad (UNS) – Network and Promotional Partner

UNS actively participated in educational and partner networks (CEEPUS, Erasmus+), combining academic communication with the promotion of international projects.

The university's activities included participation in numerous partner events, such as CEEPUS meetings, Erasmus meetings, and cooperation with Politehnica Timisoara. During these events, university representatives presented the objectives, goals, and results of the BAS4SC project,



contributing to its international promotion. UNS also actively participated in international weeks and meetings with partner universities, presenting the project as an example of good practice in academic cooperation.

Additionally, the university conducted promotional activities on social media, publishing posts and stories on LinkedIn, which enabled it to reach a wide audience across Southeastern Europe. UNS's activities were international in scope and focused on networking. The university aimed to expand the project's reach in the Western Balkans region, engaging academic communities, scientists, and students in Serbia, Romania, and Hungary.



Number of dissemination announcements of the BAS4SC project

During the project implementation period (October 2022 – September 2025), a total of 329 dissemination announcements were recorded and published in various forms – on university websites, on social media, and during conferences, workshops, and promotional events (Tab. 10). The data come from the project partners’ activity summary, which includes entries in the Dissemination Log_ALL spreadsheet.

Table 10. List of registered entries promoting the BAS4SC project

Year	2022	2023	2024	2025	Sum
Sum	44	42	49	194	329

In 2022, dissemination activities were introductory and informative in nature. The partners focused on publishing announcements about the project’s launch, its objectives, and the consortium structure. During this period, 44 entries were recorded, consisting primarily of university publications and initial social media posts. In 2023, the partners published 42 new announcements, including event reports, social media posts, and materials presenting progress on project results. In 2024, 49 additional entries were recorded, covering information about pilot workshops, teaching tests, scientific conferences, and multiplier events. The year 2025 was the busiest for communication and dissemination of results – 194 entries were recorded, focusing on summarizing results, final events, and presenting project outcomes in the media. The partners published final materials, infographics, and videos, and the project was widely promoted in the context of its completion and the further exploitation of results.

An analysis of the number and structure of the messages indicates systematic and regular dissemination activity. A significant increase in communication efforts has been observed in the final phase of the project. Partner activities were characterized by a diversity of communication formats. This collaborative model contributed to maintaining the continuity of promotion and ensuring the international visibility of the BAS4SC project.



Conclusions

From September, 2022 (first informal entry) to September 30, 2025, the number of partner activities promoting the BAS4SC project was impressive – 329 activities were recorded. PSL (Poznan School of Logistics) demonstrated the highest level of dissemination, consistently documenting its promotional activities and sharing results and experiences in a regular and thoughtful manner. PSL accounted for over half of all dissemination activities.

PUT and EFOS also actively participated in dissemination activities, as evidenced by the stable number of entries, reflecting their systematic commitment to sharing information about the project with a wider audience. The dissemination activities of the UM and UNS further demonstrate that all partners contributed to promotional efforts, even if to a lesser extent. This created a coherent and coordinated picture of cooperation within BAS4SC.

The overall regularity of entries indicates a growing awareness of the importance of documenting and disseminating project activities, positively impacting the project's visibility and reception within scientific and practical communities. The average number of entries per month, approximately seven, indicates stable activity throughout the period.