

The logo for ENVHEI is a large dark blue circle containing the text "ENVHEI" in white. The letter "V" is stylized with a green plant sprout growing from its center. The logo is positioned in the upper middle of the page, overlapping a light grey vertical bar on the left and a cluster of smaller, multi-colored circles on the right.

ENVHEI

## DELIVERABLE REPORT

**WP4.** Dissemination, transferability, and Sustainability

**D4\_1**

**Dissemination Plan**

P. No. 2024-1-ES01-KA220-HED-000246733

WP Leader: MUL

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## PROJECT DETAILS

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## ENVIHEI CONSORTIUM



## DOCUMENT INFORMATION

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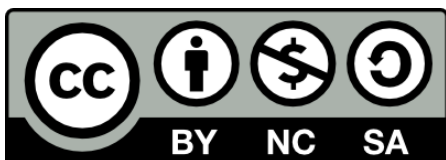
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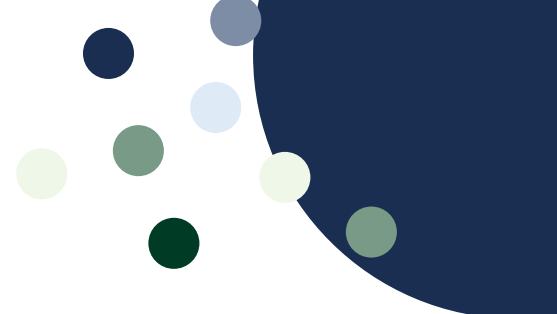
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## PROJECT SUMMARY

The ENVIHEI project (Student-centered learning for ENVIRONMENTAL sustainability at Higher Education Institutions) is a two-year Erasmus+ KA220-HED initiative that brings together five European universities: Universidad de León (Spain, coordinator), Montanuniversität Leoben (Austria), Silesian University of Technology (Poland), Hasselt University (Belgium), and Aalborg University (Denmark).

The project addresses one of the most pressing challenges for Europe: the need to integrate environmental sustainability and green competences into higher education curricula in order to support the goals of the European Green Deal and the EU's GreenComp framework. Despite the publication of the GreenComp conceptual model in 2022, there is a lack of tested tools and approaches for adapting these competences to real higher education environments and, in particular, to technical and engineering study programs.

## WORK PACKAGE 4 – MAIN AIMS & TASKS

Work Package 4 (WP4) focuses on Dissemination, Transferability and Sustainability of the ENVIHEI project results. It ensures that the project's activities and outputs reach all relevant stakeholders - students, educators, decision-makers, and the broader public - while also creating tools and strategies that ensure long-term impact.

The main aims of WP4 are:

1. **Create a strong communication and dissemination strategy** through a dedicated website, newsletters, and active social media presence.
2. **Promote awareness and engagement** among the academic community and beyond about the importance of integrating green competences into higher education.
3. **Ensure transferability and long-term use** of project results, including open-access teaching materials and tools.
4. **Showcase and celebrate achievements** through storytelling events and the sharing of good practices.
5. **Build a community of practice** across partner institutions and stakeholders that will continue beyond the lifetime of the project.





## ENVIHEI Dissemination Plan

### Objectives

- Raise awareness about ENVIHEI's objectives, activities, and progress.
- Promote participation in project activities (e.g., PDP, Winter School, multiplier events).
- Share outcomes and tools (e.g., educational materials, frameworks) with academic and professional communities.
- Support engagement and sustainability of the project beyond its duration.

### Key Audiences

- Academic staff and students in higher education
- University leadership and decision-makers
- Educational policymakers
- Sustainability networks and initiatives
- General public interested in education and sustainability

### Channels & Tools

- ENVIHEI website and blog (news section, results uploads)
- Quarterly newsletter
- Social media (LinkedIn, Instagram)
- Academic and professional conferences / fairs
- Internal university channels (e.g., mailing lists, staff newsletters)
- Publications and open-access repositories
- Press releases and stakeholder emails

### Core Dissemination Activities

1. Regular social media updates and visual content
2. Maintenance of project website and regular news/blog posts





3. Quarterly project newsletter sent via institutional mailing lists and external sign-ups
4. Dissemination of training opportunities (e.g., PDP, Winter School)
5. Poster or oral presentations at relevant events and conferences
6. Publication of results, guides, and training materials on open platforms
7. Final promotional push around Multiplier Events

## ROLES AND RESPONSABILITIES

Each partner university will contribute to dissemination by leveraging their institutional channels, translating key messages where necessary, and participating in content creation.

The specific tasks of the project, their planned timeline, the partner leading each task, as well as the supporting partners, are detailed in the following table. This table offers a comprehensive overview of the work structure and responsibilities across the consortium.

Task	Timeline	Lead Partner	Supporting Partners	Notes
<b>Project website content updates (news, events, outputs)</b>	Continuous (monthly)	ULE	All	ULE manages backend; partners submit updates and event summaries.
<b>Social media posts (LinkedIn, Instagram)</b>	Bi-weekly	MUL	All	Each partner provides content ideas, images, or updates when relevant.
<b>Quarterly newsletter (drafting and distribution)</b>	Every 3 months	HU	MUL (design), All (contributions)	Content gathered 2 weeks before release.





<b>Promotion of PDP and Winter School</b>	Feb 2025–Feb 2026	MUL	All	Includes workshop highlights, calls, reminders.
<b>Presentation at academic events/conferences</b>	Throughout project	All	—	Each partner presents at minimum 1 event locally or internationally.
<b>Translation/adaptation for national university channels</b>	As needed per campaign	All	—	Partners translate and promote updates in local channels.
<b>Repository uploads (educational materials, open-access results)</b>	May 2025 onward	AAU	All	Includes teaching guides, PDP materials, reflection tools, etc.
<b>Final dissemination campaign for Multiplier Events</b>	Jan–Feb 2026	SUT	All	Strong push on social media and university communication channels.
<b>Collection of dissemination evidence for reporting</b>	Continuous / WP reports	MUL	All	Partners submit screenshots, links, analytics data quarterly.

## CONCLUSIONS

The dissemination strategy of the ENVIHEI project (Work Package 4) aims to ensure that the project's goals, activities, and results reach the appropriate audiences in a timely and effective manner. The strategy focuses on increasing visibility, encouraging engagement, and supporting the long-term impact of ENVIHEI outcomes across European higher education.

