



GREENFIT

GREEN AND RESILIENT FUTURE INDUSTRIAL TRAINING

Communication and Dissemination Strategy

WP5



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1. Introduction

The Communication and Dissemination Plan represents the main implementation framework for the GREENFIT communication and dissemination strategy. The document should be considered a dynamic and continuously evolving instrument, which will be reviewed, updated, and further developed throughout the project lifetime whenever required. Adjustments will be introduced based on project progress, participants feedback, communication performance monitoring, and emerging dissemination opportunities identified by the consortium partners.

Effective communication will play a central role in ensuring the visibility, accessibility, and long-term impact of GREENFIT results. The strategy will address different target audiences, including manufacturing companies, vocational education and training providers, educators, learners, sustainability professionals, policymakers, and other stakeholders interested in supporting the green transition of European industries.

Communication activities targeting the general public, as well as specific groups such as VET learners, educators, and manufacturing sector professionals, will be coordinated through close cooperation among all consortium partners. Each partner will contribute to increasing awareness of the project objectives, activities, and outcomes by using their institutional communication channels, professional networks, and stakeholder connections.

Networking activities and cooperation with relevant European initiatives, organisations, and professional communities will support the wider dissemination and uptake of GREENFIT results. Through active engagement with stakeholders and potential beneficiaries, the consortium will promote the practical application of project outputs and maximise their contribution to sustainability skills development within the manufacturing sector.

Throughout the entire project duration and beyond its completion, the coordinator and project partners will maintain continuous interaction with relevant stakeholders, ensuring that GREENFIT outcomes remain connected with real sectoral needs and can be effectively transferred into educational and professional environments.

1. Introduction

Each consortium partner will play an active and proactive role in communication, dissemination, and exploitation activities. Responsibilities will be implemented according to the agreed communication objectives, target groups, dissemination channels, and monitoring procedures described in the following sections of this plan.

The project coordinator, supported by all partners, will oversee the implementation and monitoring of communication, dissemination, and visibility activities. This coordination mechanism will ensure consistency of communication messages, effective use of dissemination channels, and achievement of the overall objectives related to project visibility, impact creation, and sustainability of GREENFIT results.

2. Communication and dissemination strategy

2.1 General considerations

The Communication and Dissemination Plan serves as the practical framework for implementing the GREENFIT project's communication and dissemination strategy. It should be considered a “living” document, subject to continuous review, refinement, and further development throughout the project lifecycle. Updates will be introduced, whenever necessary, by the project partners during consortium meetings and other relevant coordination activities.

Each project partner will play a proactive role in implementing communication and dissemination activities, coordinated by the University of Gdańsk, in line with the specific communication objectives, target audiences, and dissemination channels outlined in the following section. The University of Gdańsk, with the support of the project coordinator, will oversee and monitor the implementation of communication, dissemination, and visibility activities to ensure their effectiveness and to maximise their contribution to achieving the overall project objectives.

2.2 Communication and dissemination objectives

In line with the overall communication strategy described above, the following communication and dissemination objectives have been defined for the GREENFIT project:

- To ensure efficient, targeted, and effective communication of GREENFIT objectives, activities, achievements, and results to relevant stakeholder groups, including industry representatives, VET providers, educators, learners, and policymakers.
- To increase the visibility, recognition, and impact of GREENFIT activities and outcomes among project partners, direct beneficiaries, and external stakeholders involved in sustainability education and the green transformation of the manufacturing sector.

2. Communication and dissemination strategy

- To actively engage and mobilise relevant stakeholders in order to encourage participation in project activities, promote knowledge exchange, and support the practical implementation of GREENFIT solutions.
- To empower target groups by providing them with accessible learning resources, practical tools, and knowledge necessary for the effective adoption and further exploitation of GREENFIT results.
- To establish favourable conditions for the long-term continuation, transferability, and sustainability of GREENFIT outputs beyond the official project lifetime.
- To develop a recognisable GREENFIT identity within the broader European context of green skills development, sustainable industry transformation, and vocational education innovation.

The Communication and Dissemination Plan will therefore contribute directly to increasing the impact, sustainability, and replicability of GREENFIT results by ensuring that developed resources reach relevant users and continue to generate value after the project completion.

2.3 Target groups

The primary target group of the GREENFIT project consists of professionals directly involved in vocational education and training, including educators, trainers, researchers, and staff members from partner organisations responsible for developing and implementing sustainability-related learning solutions. Within this group, 12 staff members from partner organisations will be trained and certified as sustainability experts by M19, following the completion of the Training for Trainers activities. This group will benefit from access to innovative training materials, digital resources, and methodologies designed to strengthen their capacity to deliver high-quality sustainability education.

2. Communication and dissemination strategy

The secondary target group includes selected manufacturing companies that will participate in pilot testing activities and contribute to the validation of GREENFIT training solutions. By M21, the pilot activities will involve 50 manufacturing companies and provide training to a total of 100 professionals across the participating countries. These organisations will benefit from improved access to sustainability knowledge, practical tools, and trained experts capable of supporting the implementation of greener operational approaches.

Another important target group consists of VET educators and students who require dedicated sustainability competences to better respond to the evolving requirements of green and circular labour markets. GREENFIT will support these groups by providing accessible educational resources that enhance understanding of environmental challenges, sustainable production methods, and resource-efficient practices.

By addressing the needs of these diverse stakeholder groups, GREENFIT will contribute to strengthening cooperation between education providers and industry, supporting the development of a skilled workforce capable of accelerating the green transformation of the European manufacturing sector.

2.4 Channels and tools

The GREENFIT consortium will implement a comprehensive communication and dissemination strategy by combining digital communication, stakeholder engagement, academic dissemination, networking activities, and promotional events. The selected communication channels and tools have been designed to maximise the visibility, accessibility, and long-term impact of the project while ensuring effective interaction with all identified target groups.

Each communication activity will contribute to increasing awareness of the project's objectives, facilitating access to its results, and encouraging the adoption of GREENFIT outputs by vocational education providers, manufacturing companies, policymakers, and other relevant stakeholders.

2. Communication and dissemination strategy

2.4.1 Visual identity

A strong and consistent visual identity has been established at the beginning of the project to ensure coherent communication across all activities, publications, and dissemination channels. UNINA, in cooperation with the consortium partners, has developed the GREENFIT visual identity, including the project logo, colour palette, typography and useful templates.

A dedicated Visual Identity Guidelines document has been prepared and shared with all partners to ensure the consistent application of the project branding throughout the entire project lifetime. The guidelines include instructions for the use of the Programme logo, acknowledgement requirements, accessibility considerations, and recommendations for digital and printed communication materials.

The common visual identity provides a coherent framework for all GREENFIT communication and dissemination activities, strengthens the recognition of the project, enhances the professionalism of its outreach activities, and supports its visibility at both national and European levels.

Positive versions (for light backgrounds)

HORIZONTAL - PRIMARY VERSION



Figure 1 – Extract from the project's visual identity document

2. Communication and dissemination strategy

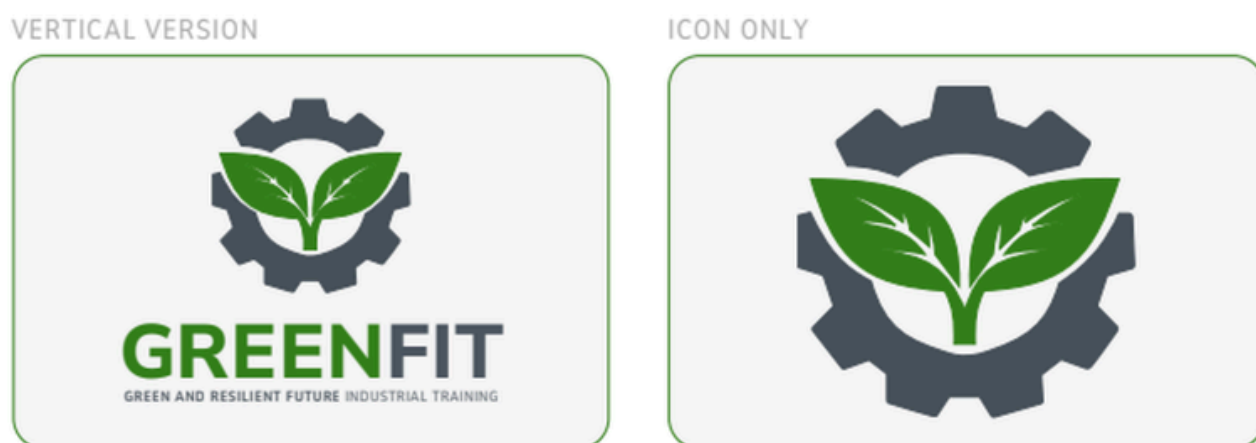


Figure 2 – Extract from the project's visual identity document

2.4.2 Website

The GREENFIT project website is being developed by UNINA and will serve as the central communication and information platform for all stakeholders throughout the project lifecycle. It will provide comprehensive information about the project's objectives, partnership, activities, news, events, training opportunities, deliverables, and publicly available results.

The website will also host the multilingual e-learning platform and provide access to training materials, publications, downloadable resources, and relevant project documentation. Particular attention is being given to ensuring user-friendly navigation, responsive design, multilingual accessibility, and compliance with recognised web accessibility standards.

The website will remain operational throughout the entire project duration and, where feasible, beyond the end of the project to ensure continued access to project outputs and learning resources. UNINA will be responsible for the development and maintenance of the website, in cooperation with the consortium partners who will contribute relevant content and updates throughout the project lifetime.

2. Communication and dissemination strategy

The website will include:

- project description and objectives,
- partnership information,
- news and project updates,
- dissemination events,
- downloadable deliverables and publications,
- access to the multilingual learning platform,
- contact information,
- links to project social media channels.

Target indicators:

- At least 400 annual website visitors.
- At least 10 news articles or project updates.
- At least 10 external references or backlinks to the project website.
- Compliance with WCAG (Web Content Accessibility Guidelines).

2.4.3 Social media

Social media will constitute one of the primary communication channels for increasing the visibility of GREENFIT and engaging with stakeholders throughout Europe. The consortium will actively promote project activities, milestones, events, publications, and success stories through partners' institutional communication channels as well as dedicated GREENFIT social media accounts.

LinkedIn will serve as the primary platform for reaching manufacturing companies, professionals, researchers, policymakers, vocational education and training (VET) providers, and other key stakeholders. Facebook and Instagram will support communication with wider audiences, educational communities, students, and the general public by sharing project updates, visual content, and engagement-focused materials. YouTube will host promotional videos, interviews, webinars, training demonstrations, educational materials, and testimonials developed throughout the project.

2. Communication and dissemination strategy

Social media activities will include:

- announcements of project milestones,
- dissemination of project results,
- promotion of training opportunities,
- coverage of project meetings and events,
- interviews with consortium members and stakeholders,
- dissemination of sustainability-related knowledge,
- presentation of success stories and pilot experiences.

The consortium will establish a common editorial calendar to ensure regular publication of content and consistency of communication messages across all channels. The University of Gdańsk will be responsible for creating, launching, and managing the official GREENFIT social media accounts (LinkedIn, Instagram, Facebook, and YouTube), coordinating the publication schedule, and monitoring communication performance. All consortium partners will actively contribute to content creation and disseminate project news and results through their institutional communication channels, ensuring broad and continuous outreach throughout the project.

The project will promote common hashtags, including:

- #GREENFIT
- #greenskills
- #industrialskills
- #sustainability
- #circulareconomy
- #greenfitindustrialskills

Target indicators:

- Minimum 2 social media posts per month across the GREENFIT social media channels.
- Continuous dissemination through partners' accounts.
- At least 4 promotional or educational short videos published on YouTube.
- At least 1,000 combined video views.

2. Communication and dissemination strategy

2.4.4 Newsletters

Regular newsletters will be prepared throughout the project to ensure continuous communication with stakeholders and maintain awareness of GREENFIT activities and achievements.

Newsletters will summarise project progress, highlight important milestones, present newly developed outputs and showcase examples of good practice emerging from pilot activities. They will be distributed electronically through the website, partner mailing lists, institutional databases, professional associations, and stakeholder networks.

This communication channel will contribute to maintaining stakeholder engagement throughout the project and increasing the visibility of GREENFIT at regional, national, and European levels.

Target indicators:

- Publication of 5 project newsletters,
- At least 50 newsletter subscribers,
- Distribution through partner communication channels and project website.

2.4.5 Press releases

Press releases will be prepared at key stages of the project to communicate major milestones, events, publications, training activities, and project results to wider audiences. They will be distributed through the institutional communication channels of consortium partners, relevant media contacts, stakeholder networks, and the GREENFIT website. This activity will support continuous project visibility and help disseminate GREENFIT studies, reports, training opportunities, and achievements at regional, national, and European levels.

2. Communication and dissemination strategy

2.4.6 Trainings

GREENFIT will organise a series of webinars, pilot training activities and stakeholder meetings to disseminate project results and encourage the practical use of developed learning materials.

These activities will create opportunities for direct interaction between educators, manufacturing companies, sustainability experts, policymakers, and other stakeholders. Participants will gain practical experience with the GREENFIT learning modules, digital platform, and sustainability tools while providing valuable feedback for their further improvement.

The trainings will also promote networking between education providers and industry representatives, supporting the exchange of experiences and good practices in green skills development.

Training events will focus on topics including:

- sustainability competences for manufacturing,
- circular economy principles,
- resource efficiency,
- green production processes,
- climate resilience,
- implementation of sustainability strategies in companies,
- use of the GREENFIT platform.

A practical handbook summarising the developed methodology, recommendations, and learning resources will also be prepared and distributed to relevant stakeholders.

Target indicators:

- Organisation of pilot training activities in partner countries,
- Distribution of at least 50 handbook guide copies,
- Availability of the handbook in the languages of partner countries.

2. Communication and dissemination strategy

A set of online courses covering the key topics and learning resources developed within the project will also be prepared and published on the project website. The courses will provide accessible learning opportunities for education providers, industry representatives, and other relevant stakeholders, supporting the uptake and wider dissemination of the project results.

Target indicators:

- Development of 2 sustainability training modules: Circular Economy and Climate Change,
- Development of the first versions of the e-learning courses (MOOC) in English, including audiovisual and digital learning content,
- Translation and availability of the e-learning course contents in Turkish, Italian, Swedish and Polish,
- Finalisation of the training curriculum and MOOC following testing and feedback,
- Publication of the final online courses on the project website.

2.4.7 Policy networks

The GREENFIT consortium will actively contribute to European discussions concerning sustainability skills, vocational education, green transition, and workforce development by engaging with relevant policy networks, European initiatives, sectoral alliances, and professional associations.

The project will seek opportunities to cooperate with organisations promoting sustainability, vocational education, industrial innovation, and lifelong learning at both European and national levels. Participation in conferences, policy dialogues, expert meetings, and networking initiatives will support the wider dissemination of project results and facilitate their integration into future educational and industrial initiatives.

The consortium will also establish cooperation with relevant stakeholders, including chambers of commerce, manufacturing associations, VET networks, regional authorities, and organisations supporting the green transition.

2. Communication and dissemination strategy

These collaborations will contribute to increasing the long-term sustainability, transferability, and policy relevance of GREENFIT outcomes.

2.4.8 Academic publications

The consortium will promote the academic dissemination of project results through handbook publication, scientific presentations, and professional articles.

Whenever appropriate, research findings, methodologies, evaluation results, and lessons learned during project implementation will be published in accordance with the principles of project dissemination requirements.

Academic dissemination will contribute to increasing the scientific credibility of the project while encouraging further research on sustainability skills, vocational education, and green industrial transformation.

Target indicators:

- At least one journal article or conference paper,
- Presentation of project results at academic or professional conferences,
- Open-access availability of publications whenever possible.

2.4.9 Communication in print

The project communication strategy is eco-friendly and thus, it aims to remain mainly paperless.

Printed communication materials will only be produced when necessary for conferences, workshops, multiplier events, or meetings with external stakeholders. Whenever printing is required, environmentally friendly production methods, recycled paper, and sustainable printing practices will be preferred.

This approach reflects the project's commitment to sustainability while maintaining effective communication with all relevant audiences.

2. Communication and dissemination strategy

2.4.10 Final Conference

The GREENFIT Final Conference will be organised in Ankara in M24 as the main closing and dissemination event of the project. METU will host the conference as the lead implementing organisation, while the University of Gdańsk and UNINA will coordinate its programme and dissemination activities, with support from ACI and the Sustainability Collaborative.

The conference will be organised in a hybrid format, enabling both onsite participation and online access. It will bring together representatives of vocational and higher education institutions, manufacturing companies, sustainability experts, researchers, industry leaders, policymakers, professional associations, and other stakeholders involved in the green transformation.

The event will present the main GREENFIT achievements, including the developed training modules, the online learning platform, research findings, pilot training results, educational resources, and recommendations for strengthening sustainability competences in the manufacturing sector. It will also provide opportunities for networking, knowledge exchange, and discussion of future cooperation and the continued use of project results after the end of the funding period.

Target indicators:

- At least 150 participants,
- Onsite participation combined with online streaming,
- Participation of representatives from education, industry, research, and policymaking,
- Collection of feedback from at least 90% of participants.

2. Communication and dissemination strategy

2.5 Communication commitments of the GREENFIT consortium

The GREENFIT consortium agrees to implement communication and dissemination activities in accordance with the following principles:

Relevance and usefulness

Communication activities will focus on presenting GREENFIT objectives, activities and results in a way that highlights their relevance and practical usefulness for VET and education stakeholders.

Clarity and accessibility

Information about the project and its results will be presented in a clear, concise and accessible manner, taking into account the needs of different target groups.

European dimension and visibility

All communication activities will ensure proper visibility of the Erasmus+ Programme and highlight the European added value of the project.

Consistency and coherence

Partners will use the common visual identity and agreed key messages in order to ensure coherence across communication channels and materials.

Partner involvement

All partners will contribute to communication and dissemination activities through their institutional channels and professional networks, in line with their role in the project.

Openness and accessibility of results

Key project results, training materials and publications will be made available in open access whenever possible.

2. Communication and dissemination strategy

Support for sustainability and uptake

Communication and dissemination activities will support the uptake and further use of GREENFIT results beyond the project lifetime.

Monitoring and adjustment

Communication and dissemination activities will be monitored and, if necessary, adjusted to improve their effectiveness and reach.

2.6 Key messages & driving ideas

The GREENFIT communication strategy will be based on a set of key messages reflecting the main objectives, values, and expected impact of the project. These messages will guide all communication activities and ensure a consistent presentation of GREENFIT across different channels and target groups.

GREENFIT supports green and resilient skills for the future of Europe

GREENFIT contributes to preparing the European workforce for the challenges of the green transition by developing sustainability competences that enable professionals to adapt to changing environmental, economic, and technological requirements.

Through innovative training solutions, the project supports the creation of a skilled and resilient workforce capable of contributing to sustainable industrial development.

Vocational education and training plays a key role in the green transition

The project highlights the strategic importance of vocational education and training in preparing workers and professionals for emerging green labour market needs.

By strengthening cooperation between VET providers and manufacturing companies, GREENFIT promotes education models that respond directly to industry challenges and sustainability objectives.

2. Communication and dissemination strategy

GREENFIT delivers practical, usable, and scalable training solutions

The project provides accessible and practice-oriented learning resources designed to support real-world implementation of sustainability principles.

The multilingual e-learning platform, training modules, and expert development activities ensure that GREENFIT solutions can be adapted and transferred across different educational and industrial contexts.

European cooperation drives green skills innovation

GREENFIT demonstrates the value of international cooperation in developing effective approaches to sustainability education.

By bringing together organisations from different European countries, the project promotes exchange of knowledge, sharing of good practices, and creation of innovative solutions supporting the green transition.

Educators and trainers are key change agents of sustainability

GREENFIT recognises the essential role of educators, trainers, and sustainability experts in creating long-term behavioural and organisational change.

By strengthening their competences and providing innovative teaching resources, the project empowers educators to become drivers of sustainability transformation.

2.7 Key performance indicators

Considering the different target groups, communication channels, and dissemination activities planned within the GREENFIT project, a set of Key Performance Indicators (KPIs) has been established to monitor progress and evaluate the effectiveness of communication, dissemination, and exploitation activities.

The KPIs will provide measurable indicators for assessing the visibility, outreach, stakeholder engagement, and overall impact of project communication activities.

2. Communication and dissemination strategy

Whenever relevant, indicators will be monitored throughout different project phases, including mid-term and final evaluation periods. The consortium will analyse both quantitative and qualitative results, including participation levels, stakeholder feedback, online engagement, and uptake of project resources.

The monitoring process will allow the consortium to identify successful communication approaches and introduce adjustments whenever necessary to improve effectiveness.

The following KPIs will be monitored:

Communication activity	Key Performance Indicator	Responsible partner(s)	Monitoring frequency / target deadline
Project website	>400 annual visitors	UNINA	Annual monitoring; final reporting by M26
Website content	>10 published news and updates	UNINA, University of Gdańsk	Quarterly monitoring; target achieved by M26
External visibility	>10 references on external websites	UNINA	Quarterly monitoring; target achieved by M26
Social media	Minimum 2 posts per month	University of Gdańsk	Monthly, throughout the project
Video communication	>4 videos and >1,000 views	University of Gdańsk	Quarterly monitoring; target achieved by M26
Newsletter activities	5 newsletters published	University of Gdańsk	After each publication; target achieved by M26
Newsletter audience	>50 subscribers	University of Gdańsk	Quarterly monitoring; target achieved by M26

2. Communication and dissemination strategy

Communication activity	Key Performance Indicator	Responsible partner(s)	Monitoring frequency / target deadline
Training dissemination	100 trained professionals	All partners	Following pilot training activities; target achieved by M21
Industry engagement	50 participating companies	All partners	Following pilot training activities; target achieved by M21
Sustainability experts	12 trained and certified experts	Sustainability Collaborative	Following the Training for Trainers activities; target achieved by M19
MOOC	2 training modules: Circular Economy and Climate Change	Sustainability Collaborative	Target achieved by M21
Publications	Minimum 1 academic article or conference paper	University of Gdańsk, in cooperation with METU and UNINA	Target achieved by M11
Sustainability Handbook	>50 distributed guide copies	ACI	Target achieved by M26
Final Conference	More than 150 participants, with onsite and online accessibility	University of Gdańsk and UNINA coordinating programme and dissemination activities, with support from all partners	M24; evaluation immediately after the event

The monitoring of KPIs will be coordinated by the project coordinator (METU), with the active contribution of the consortium partners responsible for the respective KPIs. Regular internal reviews will ensure that communication objectives remain aligned with project progress, stakeholder needs, and the overall project objectives.

3. Exploitation

The exploitation strategy of GREENFIT aims to maximise the long-term value, usability, and sustainability of project results by supporting their continued application beyond the official project lifetime.

The exploitation approach will facilitate both individual and joint use of project outcomes by consortium partners, educational institutions, companies, and other relevant stakeholders.

The main objectives of the exploitation strategy are:

- To identify and describe the exploitable assets generated within GREENFIT, including training materials, digital resources, methodologies, knowledge products, and cooperation models.
- To analyse the potential application of GREENFIT outputs within partner organisations and external stakeholder environments.
- To support the integration of project results into existing educational programmes, professional training activities, and company sustainability strategies.
- To encourage the transferability and replication of GREENFIT solutions across different European regions and sectors.
- To ensure that developed resources continue generating benefits after project completion.

Training, engagement, and exploitation indicators:

Activity or result	Indicator	Target	Responsible partner(s)	Target deadline
Training effectiveness	Training programme success rate	More than 80%	METU, with contributions from all partners	01/07/2027 -30/09/2027
Post-training assessment	Post-training evaluation surveys completed	More than 90%	METU, with contributions from all partners	01/07/2027 -30/09/2027
Partner and participant feedback	Feedback collected	More than 90%	METU, with contributions from all partners	01/07/2027 -30/09/2027

3. Exploitation

Activity or result	Indicator	Target	Responsible partner(s)	Target deadline
Competency framework	Approval by the advisory board	At least 70%	Sustainability Collaborative and University of Gdańsk	01/09/2026 -31/07/2027
Training content	Participants rating the content as satisfactory or better	At least 90%	Sustainability Collaborative and University of Gdańsk	Following the relevant training
Manufacturing company progress	Improvement in assessment parameters	At least 50% of assessed parameters per company	Sustainability Collaborative and national pilot partners	Following training and mentorship
E-learning courses	Positive feedback from platform users	At least 50%	UNINA and relevant training-content leads	By M26

The main exploitable results of GREENFIT include:

- the multilingual e-learning platform,
- sustainability training modules,
- the methodology for sustainability competence development,
- trained sustainability experts,
- knowledge and recommendations generated through pilot activities,
- stakeholder networks established during the project.

The consortium will actively promote the adoption of these results through dissemination activities, cooperation with stakeholders, and integration into existing educational and professional frameworks.

3. Exploitation

3.1 Monitoring and Sustainability Plan

To support the long-term exploitation of GREENFIT results, concrete mechanisms will be implemented under D.7 to ensure the accessibility and continued use of project outputs after the funding period ends, including the multilingual e-learning platform, training materials, educational methodologies, and the stakeholder network. The University of Gdańsk will lead the development and implementation of these sustainability actions, in cooperation with METU and with contributions from all consortium partners.

The plan will define measures to support the long-term sustainability, transferability, and continued impact of the project results. Two years after the project's completion, an Impact Assessment Report will be prepared and published. The report will be based on: (a) quantitative reach and usage indicators available at that point (e.g. the number of training sessions delivered, the number of participants, downloads and active users of the e-learning materials, and continued institutional or corporate use of the training modules), and (b) qualitative feedback collected through follow-up surveys or interviews with a sample of former participants and partner organizations, capturing self-reported changes in practice, continued use of project outputs, and perceived barriers or opportunities for further development. Building on this evidence, the report will evaluate the extent to which the project's objectives and expected outcomes appear to have been sustained, and will identify longer-term effects, challenges, or opportunities for further development, while acknowledging the methodological limitations of attributing broader societal outcomes to the project two years after its completion.

A key element ensuring the sustainability of the project will be the permanent availability of the GREENFIT courses to trainees undertaking placements through the Centre for Sustainable Development at the University of Gdańsk and through METU, as well as to other individuals participating in training at both institutions. The relevant training modules will be offered as a standing, optional component of the internship and training programmes, and both institutions will actively encourage participants to complete them, for example by including the courses in the onboarding materials provided to every new trainee. This will ensure that each future cohort has access to the training content regardless of the project's funding status.

3. Exploitation

The courses will be made directly available at the institutions implementing this requirement — the Centre for Sustainable Development at the University of Gdańsk and METU in Ankara. As a unit that cooperates on an ongoing basis with the socio-economic environment of the region, the Centre for Sustainable Development UG will additionally facilitate the transfer of the training content to companies and organisations outside the university with which it collaborates, extending the reach of the project's results beyond the academic community.

The permanent integration of GREENFIT modules into the internship programmes of the Centre for Sustainable Development UG and METU ensures that the project's results will continue to be actively used, generating usage data (number of completed courses, number of trainees covered by the training requirement, engagement of organisations cooperating with the Centre) long after the funding period ends, thereby directly extending the practical sustainability and impact of the project.

4. Resources

Within the GREENFIT project, dedicated resources will be allocated to ensure effective implementation of communication and dissemination activities.

Communication and dissemination activities will be integrated across the entire project work plan, ensuring that visibility, stakeholder engagement, and knowledge transfer remain continuous priorities throughout the project lifecycle.

The consortium will assign appropriate human resources, expertise, and working time to support the implementation of the Strategy.

Each partner organisation will contribute according to its role, responsibilities, and expertise, allocating personnel time for activities including:

- preparation of communication materials,
- website and social media management,
- stakeholder engagement,
- promotion of training activities,
- monitoring of communication indicators,
- exploitation of project results.

The project coordinator will oversee the overall implementation of communication activities, ensuring consistency, coordination, and alignment with project objectives.

All partners will be responsible for implementing dissemination actions within their national and professional networks, supporting the visibility of GREENFIT and increasing the uptake of project outcomes.

Through effective allocation of resources and active cooperation among consortium members, GREENFIT will ensure that communication and dissemination activities contribute significantly to achieving project impact, sustainability, and long-term European added value.



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