



Pro-GREEN-LABs - 101129466

Promoting Green Competences for Integrated Sustainable Development in Architectural Education through Experiential, Lab-based, Active Learning.

D8.1. Communication, Dissemination and Exploitation Plan

Issued by: AASTMT



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1. Introduction

This document describes the Communication Plan to be adopted by Pro-GREEN-LABs. The Communication Plan elaborately documents **communication, dissemination, and exploitation actions** planned throughout the lifetime of the project, serving as a roadmap for organizing the **external dissemination** of key activities. These activities are primarily concerned with increasing the **visibility** of the project, raising **awareness** of its progress, attracting relevant stakeholders, thereby ensuring **sustainability** beyond the lifetime of the project.

The Communication Plan aims to facilitate the communication of these activities by ensuring that information is shared with the targeted audience on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- To establish and maintain mechanisms for effective and timely communication
- To inform stakeholders of the progress of the development
- To attract relevant stakeholders and foster their engagement
- To coordinate all levels and types of communication related to the project

In order for Project Partners to capitalize on this Communication Plan, a clear definition of the following terms must be established first:

- Communication: informing about projects and their results
- Dissemination: describing and making results available for use
- Exploitation: making use of results

2. Communication and Dissemination Strategy

In line with Erasmus+ guidelines, Pro-GREEN-LABs communication plan clarifies a distinguish between communication and dissemination activities as follows.

- **Communication** involves promoting the project and raising awareness and engage broad audiences using engaging formats and channels (e.g., social media, storytelling, Info-Days, press).
- **Dissemination** focuses on the targeted sharing of concrete project results—curricula, lab outputs, training tools—to specific audiences who can adopt, adapt, or expand upon them.

2.1. Communication and Dissemination Objectives

Communication and dissemination objectives set up by the Pro-GREEN-LABs project to:

- Promote Pro-GREEN-LABs project at the local level among students at each SEMED-HEI and stakeholders.
- Promote Pro-GREEN-LABs project at the national level among interested stakeholders, including other organizations and institutions within the field of urban planning and design and education.
- Promote Pro-GREEN-LABs project at the international level as an ongoing successful Erasmus+ projects, which fosters capacity building in the field of urban planning and design education.

2.2. Guiding principles of the Communication Strategy

- Communication processes must be clear and known to all consortium partners.
- Communication and dissemination must be purposeful and timely.
- Dissemination and communication must be open, honest and frank.
- In general, relevant information will be available on an open basis.
- Communication is a two-way process. A top-down communication approach between coordinators and partners is not sufficient. Bottom-up and horizontal communication are equally important.

2.3. Responsibilities

The Arab Academy for Science and Technology and Maritime Transport (AASTMT) will be responsible for the management of communication channels. However, each task within WP8 is delegated to a specific Project Partner, who is responsible for the organization and implementation of the indicated Task. Moreover, all Project Partners should contribute to the local dissemination of the project within their HEIs.

2.4. Dissemination and Communication Levels

The dissemination plan is divided into three strategic focus areas, so that the focus is based on where and when the effort of the dissemination is most needed and effective.

- Dissemination at Local level
- Dissemination at National level
- Dissemination at International level

2.5. Target Audience

The Dissemination and Communication Plan contemplates activities and actions to attract the diverse target audiences. These target audiences are ordered by their strategic relevance to the **project objectives**. Each group will be engaged through tailored dissemination activities to maximize outreach, participation, and impact.

Priority 1 – Students (Primary Beneficiaries)

Target:

- students enrolled in courses
- students placed in internships
- students involved in mobility/virtual exchange

Dissemination Activities:

- Info-days at the start of the semester
- Posters and leaflets on campus
- Social media campaigns (FB/Instagram/LinkedIn)
- Student testimonials and videos/reels (storytelling)
- Local Networking events

Priority 2 – Academic and Administrative Staff

Target:

- academic staff
- administrative staff

Dissemination Activities:

- Internal newsletters
- Training workshops (ToT)
- Multiplication workshops
- Presentations in department meetings
- Academic mailing lists
- Resource sharing via website
- Promotional videos and reels (storytelling)
- Local Networking events

Priority 3 – People with Fewer Opportunities

Target:

- people facing geographical barriers
- people with disabilities

Dissemination Activities:

- Inclusive design of all materials (accessible PDFs, captions, multilingual)
- Community outreach via NGOs and local centers
- Promotion through inclusive education platforms
- Local Networking events

Priority 4 – External Universities & Research Centers

Key to long-term sustainability and replication of project models.

Dissemination Activities:

- Final Conference invitations
- Local Networking events
- Conference presentations (national/regional/international)
- Sharing of results via academic networks

- Open access to project outputs via website
- Joint publications and panels

Priority 5 – Industry and Employers

Dissemination Activities:

- Local Networking events
- LinkedIn posts and targeted email outreach
- Lab tours and demonstration days
- Matchmaking sessions with students
- Final Conference invitations

Priority 6 – Public Authorities & Ministries

Target:

- public authority staff

Dissemination Activities:

- Policy briefs summarizing project relevance
- Local Networking events
- Final Conference invitations
- Advocacy meetings at national level
- Dedicated summaries of project impact reports

The strategy is designed to ensure communication and dissemination efforts are **efficient**, **inclusive**, and **impact-driven**, supporting the strategic success of Pro-GREEN-LABs.

2.6. Communication Messages

The consortium shall define the message or messages to be transmitted to the several target groups. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project. Inconsistent facts, figures, emphases and viewpoints are to be avoided at all costs.

Besides real data, they will inject a narrative (storytelling) along the lines of the Pro-GREEN-LABs project as feature in all communication materials to humanize the Pro-GREEN-LABs results so that it resonates with readers. Through successful stories, and real examples from students, educators and industry partners, the project will establish an emotional connection and a trust for the impact Green competency can have on education. Every step in the project, from a curriculum kick-off, the launch of a lab, or an exchange student, will be shared by students as not just a milestone, but an experience to put the human experience into focus.

These story-telling messages will provide insight into how the Pro-GREEN-LABs experience will change education, develop abilities and open up tangible opportunities for future employment and innovation. Emphasis will be given to:

- The journey of a student learning through immersive labs and applying those skills in the market.
- An academic staff member's development through international exposure and training.
- An industry partner's engagement with the labs and potential recruitment of Pro-GREEN-LABs graduates.

Key messages to be transmitted:

- What is the project about?
- Aim of the project
- Potential impact of the project
- Who is involved in the project?
- What are the project conferences, workshops and events?
- Major developments
- Deliverables and activities
- Key milestones of the project

2.7. Dissemination Tools

2.7.1. Visual Identity

The AASTMT is responsible for creating the project's logo and visual identity, including typography and color scheme. A set of visual identity guidelines will also be established. Project Partners will be advised to adhere to the visual identity guidelines upon communication and dissemination of Pro-GREEN LABs.

2.7.2. Dissemination Material

The AASTMT will also create different dissemination material in the following formats:

Digital Dissemination Material:

- Letterhead
- PowerPoint Presentation
- Social Media Posts

Printable Dissemination Material:

- Banner
- Roll-up
- Leaflets
- Handouts

Dissemination material will be shared with Project Partners via the Project Drive. Each partner will take charge to print and disseminate at local and regional level.

2.7.3. Templates

The following templates are prepared by AASTMT in an editable format:

- Deliverable Template (Appendix 1)
- Reporting Template (Appendix 2)
- Communication Template (Appendix 3)

Templates will be uploaded to the project drive and shared with all partners. Project Partners will be encouraged to utilize these templates in order to communicate any task, activity or deliverable related to the project.

2.8. Dissemination Channels

In order to reach out the above audiences, PRO-GREEN LABs will use a number of channels. The following channels will be used for information dissemination of the activities and results of the project:

- Project website
- E-mail lists
- Social Media Platforms (Facebook, Twitter, Instagram and LinkedIn)
- Periodical Newsletter

2.8.1. Project Website

The AASTMT will be responsible for the construction and management of the Project Website. This includes web-hosting and frequent updates.

The website will be the primary online public dissemination channel for the project, presenting progressive updates on project results, upcoming events and key milestones. Public deliverables and dissemination materials will also be uploaded to the website. The website will allow users to retrieve information about the project and its activities, which might be of interest to stakeholders.

The website should be launched by the 6th month of the project.

The list below provides a brief of items to be published on the Website

- Project brief, objectives and timeline
- Project Consortium (with links to partners' websites)
- A brief of project Work packages
- Project Publications
- Upcoming and conducted events
- Project publications

2.8.2. E-mail Lists

E-mail lists will help disseminate the project to interested stakeholders. Website visitors will be invited to subscribe to a mailing list in order to be informed with the latest project updates, activities and results.

2.8.3. Social Media Platforms

The AASTMT will also be responsible for the construction of social media pages/accounts for the dissemination of the project. Acknowledging the vital role of social media at reaching out to relevant stakeholders (especially students), management of these pages/accounts will comprise utilizing the tools provided by these platforms (e.g. posts, stories, and reels) to reach out to a wider segment of these stakeholders.

2.8.4. Periodical Newsletter

A Periodical Newsletter will be issued every 9 months, comprising a brief of all conducted project activities throughout the 9 months period. The AASTMT will be responsible for compiling and issuing the newsletter. It will utilize project progress reports and dissemination events' reports previously issued by responsible Project Partners and shared on the project drive, in order to construct the newsletter.

The Periodical Newsletter will also be shared on the project's website, on social media platforms, and sent to email subscribers.

2.9. Dissemination Events

A number of dissemination events is planned throughout the lifetime of the project. These events may vary according to their scale, purpose and host. For means of differentiation between them, they have been categorized as follows:

- Project Progress Events
- Local Dissemination Events
- International Dissemination Event
- Participatory Dissemination Events

2.9.1. Project Progress Events

Project Progress Events refer to any event that aims to announce or document a milestone or a deliverable indicating the project's progress. They are directly linked to planned activities (e.g. Benchmarking Visits, Lab Inauguration Event, Best Practices, Training, Launch of New/Updated Courses). The task leaders of these activities will be responsible for the organization of these events, in collaboration with the WP leader for each.

Two weeks prior to the event, the task and WP leader(s) should be arranging with the AASTMT for publicly announcing the event on the project's website and social media platforms. They should provide necessary information in the form of a **Pre-Event Form** (Appendix I), indicating the event's date, purpose, targeted audience, venue, etc. The task and WP leader(s) are free to request dissemination material, to be prepared by the AASTMT team specifically for the event.

The AASTMT team will be responsible for preparing the requested dissemination material, and sending them to the task leader within an appropriate time frame prior to the event date.

Within 3 days after the event is held, each task leader will be required to submit a **Post-Event Form** (Appendix II), providing an event brief, pictures from the event and attaching the attendance sheet of participants. The AASTMT will be using this form to prepare a documentation of the conducted event, and publish it on the project's website and social media platforms.

2.9.2. Local Dissemination Events

Local Dissemination Events should be held at each SEMED-HEI for the purpose of dissemination of the project at a local level, among faculty, staff and students at the HEI and among interested local stakeholders. The organization and management of these events is the responsibility of hosting SEMED-HEIs.

Two weeks prior to the event, the hosting SEMED-HEI should be arranging with the AASTMT for publicly announcing the event on the project's website and social media platforms. The hosting SEMED-HEI should provide necessary information in the form of a **Pre-Event Form**, indicating the event's date, purpose, targeted audience, venue, etc. The hosting SEMED-HEI is also free to request dissemination material, to be prepared by the AASTMT team specifically for the event.

The AASTMT team will be responsible for preparing the requested dissemination material, and sending them to the SEMED-HEI within an appropriate time frame prior to the event date.

Within 3 days after the event is held, each hosting SEMED-HEI will be required to submit a **Post-Event Form**, providing an event brief, pictures from the event and attaching the attendance sheet of participants. The AASTMT will be using this form to prepare a documentation of the conducted event, and publish it on the project's website and social media platforms.

2.9.3. International Dissemination Event

The International Dissemination Event is the final event attended by all members of the consortium in Jordan, in order to document the results of the project (Final Conference + Exhibition). The organization and management of this events is the responsibility of UoP.

9-6 months prior to the event, UoP should be arranging with the AASTMT for publicly announcing the event on the project's website and social media platforms. UoP should provide necessary information in the form of a **Pre-Event Form**, indicating the conference and exhibition's date, purpose, targeted audience, venue, etc. The AASTMT will be responsible for preparing dissemination material for the event.

Within 3 days after the event is held, UoP will be required to submit a **Post-Event Form**, providing an event brief and pictures from the conference and exhibition. The AASTMT will be using this form to prepare a documentation of the conducted event, and publish it on the project's website and social media platforms.

2.9.4. Participatory Dissemination Events

Participatory Dissemination Events are not part of Pro-GREEN LABs, but may be part of other ongoing projects which may be relevant to Pro-Green LABs, and/or planned by other institutions that Partner HEIs wish to establish collaborations with. Representatives from the project's consortium are usually invited to participate in these events, in order to disseminate the project to a wider audience, attracting a larger segment of stakeholders, and establishing connections with other institutions within the same field.

Partner HEIs attending these events should provide a **Post-Event Form** within 3 days after the event, providing an event brief and pictures from the event. The AASTMT will be using this form to prepare a documentation of the event, and publish it on the project's website and social media platforms.

Appendices

Appendix 1: Deliverable Template



Pro-GREEN-LABs - 101129466

Promoting Green Competences for Integrated Sustainable Development in Architectural Education through Experiential, Lab-based, Active Learning.

Deliverable Title

Lead Beneficiary: **XXX**

Issued by: **XXX**



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Action:	Capacity Building in Higher Education		
Project Strand:	Strand 2 - Partnerships for transformation in higher education		
Call for Proposal:	ERASMUS-EDU-2023-CBHE-STRAND-2		
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Abbreviations

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Executive summary

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Introduction

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- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3



Figure 1: Figure example

Section 2

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Sub-section 2.1

Text, text, text¹

Sub-section 2.1.1

¹ APA ReferenceStyle

Section 3

Table 1: Table example

Column 1	Column 2	Column 3

References

The citations of references must be in APA style, and arranged in alphabetic order. Some examples of citations are shown below:

Book:

Smith, T. (2020). *The citation manual for students: A quick guide* (2nd ed.). Wiley.

Journal article:

Andreff, W. (2000). The evolving European model of professional sports finance. *Journal of Sports Economics*, 1(3), 257–276. <https://doi.org/10.1177/152700250000100304>

Webpage:

Slat, B. (2019, April 10). *Whales likely impacted by Great Pacific garbage patch*. The Ocean Cleanup. <https://www.theoceancleanup.com/updates/whales-likely-impacted-by-great-pacific-garbage-patch/>

Video:

Scribbr. (2020, August 20). *Develop a theoretical framework in three steps* [Video]. YouTube. <https://youtu.be/4y1BAqOnhMM>

Appendices

Text, text, text

Appendix 1

Text, text, text

Appendix 2

Text, text, text

Appendix 2: Reporting Template



Pro-GREEN-LABs - 101129466

Promoting Green Competences for Integrated Sustainable Development in Architectural Education through Experiential, Lab-based, Active Learning.

Report Title

Lead Beneficiary: **XXX**

Issued by: **XXX**



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Website:	https://progreenlabs.com/		
Project Coordinator:	BAUHAUS-UNIVERSITAET WEIMAR (BUW)		

Title of the Event

Day 1

Date:	
Time:	
Venue:	
Host:	
Moderator:	
Partner Attendees (Physical):	
Partner Attendees (Online):	
Absent partners:	

1. Content of the event

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2. Content of the event

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3. Content of the event

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Day 2

Date:	
Time:	
Venue:	
Host:	
Moderator:	
Partner Attendees (Physical):	
Partner Attendees (Online):	
Absent partners:	

1. Content of the event

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2. Content of the event

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3. Content of the event

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Evaluation

Participant's evaluation of the event:

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Next Steps:

1. Text
2. Text

Event pictures

Group photo of participants

Picture title

event photo 1

event photo 2

Picture title

event photo 3

event photo 4

Picture title

Social media posts by each partner:

- on University website
- on Facebook
- on Instagram
- on Twitter

Appendix 3: Communication Template



Pro-GREEN-LABs - 101129466

Promoting Green Competences for Integrated Sustainable Development in Architectural Education through Experiential, Lab-based, Active Learning.

Subject Title

Lead Beneficiary: XXX

Issued by: XXX



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Project Coordinator:	BAUHAUS-UNIVERSITAET WEIMAR (BUW)		

Subject title

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Appendix 4: Pre-Event Form

Pre-Event Form		
Event Details		
Event Title:		
Event Date:	From:	To:
Venue:		
Purpose:		
Organized by:		
Workpackage:	Task:	
Attendance:	Physical ☐	Online ☐
Requested Dissemination Material		
Banner	☐	Leaflets ☐
Flyer	☐	Handouts ☐
Roll-up	☐	Other Please specify
Target Audience		
1 ST Hand Beneficiaries	☐	
Semi-Public Stakeholders	☐	
Public Stakeholders	☐	

Appendix 5: Post-Event Form

Post-Event Form	
Event Brief Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Commmodo elit at imperdiet dui accumsan sit amet. Arcu odio ut sem nulla pharetra diam sit. Sagittis nisl rhoncus mattis rhoncus urna neque viverra justo. Vitae congue eu consequat .	
Pictures from the Event	
Picture 1 Figure 2 Caption	Picture 2 Figure 2 Caption
Picture 3 Figure 3 Caption	Picture 4 Figure 4 Caption
List of Attendees	
<u>Name</u>	<u>Institution</u>
Relevant Links	
<u>Link Description</u>	<u>URL</u>

Appendix 6: Disclaimer

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