

DISSEMINATION PLAN

WellBeing4VET - A sustainable and social
VET working environment focusing on well-being.



*Let's share, inspire and create
well-being together!*



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DISSEMINATION PLAN

*Let's share, inspire and create
well-being together!*

PURPOSE

To extend the **impact** of WellBeing4VET by sharing our results, raising awareness of employee **well-being** in VET and inspiring **positive change** across Europe.

WHAT

We share our project outcomes:

- CollaboraKit – digital toolbox
- Best practices & methods
- Training & event concepts
- Survey insights & recommendations
- Tools for sustainable well-being in VET

SHARE
EXPERIENCES,
METHODS, TOOLS
& BEST PRACTICES

TOGETHER FOR A STRONGER,
HEALTHIER VET COMMUNITY

WHY

To promote **supportive**, **sustainable** and **well-being-focused** VET environments through **knowledge exchange**, **collaboration** and **evidence-based** practices.

HOW

- Through our website, social media and newsletters
- Workshops, events and conferences
- Presentations and webinars
- Partnerships with networks and organisations (e.g. EfVET)
- Open, accessible and inclusive communication

WHEN

PRELIMINARY PHASE
Nov 2025 – Apr 2026

Launch, awareness
and communication

DEVELOPMENT PHASE
May 2026 – Apr 2028

Sharing results, tools,
workshops & activities

**EXPLOITATION &
SUSTAINABILITY PHASE**
May – Sep 2028
Final event, long-term impact
and continued use

TO WHOM

- VET employees & management
- Policymakers & education authorities
- Employers & stakeholders
- VET networks & organisations (e.g. EfVET)
- Students, community & the wider public

Every share makes a difference!



DISSEMINATION PLAN (WP5.2)

Sharing knowledge. Inspiring change. Enhancing well-being in VET.



PURPOSE

The Dissemination Plan ensures that the results of WellBeing4VET reach beyond the partnership and create long-term impact. It raises awareness of staff well-being in VET, shares our outputs with organisations, networks and policymakers, and supports the adoption of good practices across Europe.

WE AIM TO:

- ✓ Increase awareness of well-being in VET
- ✓ Share high-quality project results
- ✓ Engage stakeholders and decision-makers
- ✓ Promote use, sustainability and exploitation of our results
- ✓ Meet Erasmus+ visibility requirements



WHAT

Activity 5.2 focuses on developing and implementing a sustainable dissemination plan and a range of external dissemination activities. This includes:

- Sharing our key results (CollaboraKit, good practices, concepts, training materials, survey findings, etc.)
- Using both digital and face-to-face dissemination channels
- Organising workshops, events and presentations
- Collaborating with European and national organisations
- Using platforms such as Erasmus+ Project Results Platform and EPALE



WHY

Dissemination is essential to ensure that our work creates real change. It:

- Extends the project's influence
- Supports knowledge transfer and peer learning
- Encourages practice improvement in VET institutions
- Strengthens networks and collaboration
- Contributes to social sustainability and staff well-being



HOW

We will use a mix of communication channels and activities:

- Project website and social media (#WellBeing4VET)
- Press releases and media communication
- Workshops, webinars and events
- Conferences and professional meetings
- Stakeholder networks, panels and round tables
- All activities are recorded in a Dissemination Activities Record



TO WHOM

Our dissemination targets both direct and indirect audiences:

- VET staff: teachers, trainers, managers, support staff
- Policymakers and education authorities
- VET organisations and networks
- Employers and labour market stakeholders
- Local and regional organisations
- Students, learners and the broader public

WHEN – OUR DISSEMINATION JOURNEY



1. PRELIMINARY PHASE

Nov 2025 – Apr 2026

- Launch the project
- Build communication channels (website, social media)
- Introduce the project through press releases and outreach



2. DEVELOPMENT PHASE

May 2026 – Apr 2028

- Share project results and milestones
- Promote survey, CollaboraKit and other outputs
- Organise workshops, events and presentations
- Engage continuously with target groups and networks



3. EXPLOITATION & SUSTAINABILITY PHASE

May 2028 – Sept 2028

- Disseminate final results
- Promote long-term use and sustainability
- Host the #WellBeing4VET event in Brussels
- Ensure lasting impact beyond the project

WHO DOES WHAT?

Two teams work together to make dissemination happen.



DIGITAL TEAM (lead in WP5)

- Stefan cel Mare – leads A5.1 (Communication Strategy) and A5.3 (Impact Survey)
- Elorrieta-Erreka Mari – leads A5.2 (Dissemination Plan and External Activities)
- HumaCapiAct – leads A5.4 (#WellBeing4VET event)
- YA (Digital team member) – supports all activities



WELL-BEING TEAM

- ENGIM, EUROPEA, Necip Fazıl Kısakürek, Green Academy Aarhus, YA (Well-being team member)
- Provide content expertise, input and feedback across all activities.



Together we ensure that our messages are meaningful, our channels are effective, and our impact is real.

EXPECTED RESULTS



1. COMMUNICATION STRATEGY

Increased awareness and understanding of the project, strong engagement and better knowledge of the importance of well-being in VET.



2. DISSEMINATION PLAN & ACTIVITIES

Widespread sharing of project results and good practices, raising awareness and promoting adoption of supportive practices in VET.



3. IMPACT SURVEY

Evidence-based insights into staff well-being and the effectiveness of our interventions, informing decisions and continuous improvement.



4. #WELLBEING4VET SHOWCASE EVENT IN BELGIUM 2028

Knowledge exchange, collaboration and visibility at European level, celebrating achievements and strengthening long-term impact and sustainability.



FOLLOW OUR JOURNEY!

Website: www.wellbeing4vet.eu | Social media: #WellBeing4VET



Co-funded by
the European Union

Introduction

This Dissemination Plan is Deliverable WP5.2 of the WellBeing4VET project. It builds on Deliverable WP5.1, the Communication Strategy. What this plan adds is the external-facing side of the work: it sets out what will be disseminated, to whom, why, through which channels, and at what stages of the project. Detailed dissemination records, activity logs and audience figures are kept separately, updated continuously throughout implementation, rather than fixed here.

1. Objectives

- Raise awareness of WellBeing4VET among VET institutions and employees beyond the partnership.
- Share the project's outputs — CollaboraKit, best-practice collection, training and event concepts — with organisations that did not help develop them.
- Engage policymakers, VET networks, employers and other secondary target groups so that employee well-being gains traction at institutional and policy level.
- Generate measurable reach that feeds the planned indicators further below and meet the visibility and reporting obligations that come with EU funding.



AI generated illustration

2. Target Groups

Dissemination targets the same groups defined in the Communication Strategy: VET employees as the primary group (e.g. teachers, trainers, management, support employees), and policymakers, VET networks, employers, local stakeholders and students as secondary group. This plan focuses on how to effectively reach each group.



AI generated illustration

3. Key Messages for Dissemination

The Communication Strategy sets out the project's overall communication tone and messaging in detail. For dissemination purposes specifically — where the goal is to land a message quickly with an audience outside the partnership — partners should keep to a short, consistent core, aligned with the framing already live on wellbeing4vet.eu:

- Employee well-being is not an optional extra for VET providers — it is the foundation of quality education and of resilient, future-ready organisations.
- A workplace thrives on strong leadership, open communication, meaningful interaction, and a healthy way of handling stress and conflict — WellBeing4VET treats these as one connected framework, not five separate soft-skills topics.
- Investing in people strengthens organisations and improves learning environments at the same time — the two are directly linked, not separate goals.
- The project's practical tools — including the CollaboraKit — and its cross-border collaboration give any VET institution, not just the partnership, reusable ways to build a healthier, more inclusive workplace culture.

Partners should adapt the wording to their own language and context, but keep the substance of these points consistent with each other and with the public messaging on the project website.

4. Dissemination Phases

Phase	Period	Dissemination focus
Preliminary	Nov 2025 – April 2026	Announce the project; publish website and social channels; first press releases around the kick-off in Finland.
Development	May 2026 – April 2028	Disseminate around each milestone as it happens: survey results, the CollaboraKit, collaboration workshops, the employee well-being day concept, and the mid-project impact survey.
Exploitation & Sustainability	May 2028 – Sept 2028	Final outputs, the #WellBeing4VET event in Brussels, the final report, and hand-over materials for reuse after the project ends.

5. Dissemination Channels

Alongside the project's own shared channels (website, social media, hashtag #WellBeing4VET — described in the Communication Strategy), every partner draws on its own national and institutional networks. Rather than fixing which channel belongs to which partner, the plan sets out the categories of channel available across the whole partnership, since any partner may use more than one and the mix will keep evolving:

- National and local media — press, radio, and institutional broadcasters partners already have contact with.
- Social media — Instagram, Facebook, LinkedIn — used by each partner for its own audience alongside the shared project accounts.

- Institutional websites and newsletters, reaching each organisation's existing contacts and networks.
- Professional and sector networks — national VET associations, employee and teacher meetings, and equivalent bodies in each country.
- National assemblies, conferences and dissemination days run by partners or the networks they belong to.

All partners are expected to contribute across these categories over the life of the project; this is a shared responsibility rather than something delegated to whoever is closest to a given activity.

6. Dissemination Opportunities Across the Project Timeline

The project's work creates results and holds events at different points in time; turning each of these into a dissemination moment is a shared responsibility for every partner, not only the one leading that particular piece of work. The table below identifies where new material becomes available and is a natural opportunity to disseminate it — the work itself is not a dissemination activity, but each milestone opens a window for one:

Milestone	Location	Period	Dissemination opportunity
Project kick-off	Finland (Vaasa)	Nov 2025 – May 2026	Project launch: press, institutional announcements, first social media posts
Mapping and survey results	Spain (Molina de Segura)	Oct 2026	Share findings with wider VET networks
Website and CollaboraKit launch	All partners	Feb 2026 – Sep 2028	Ongoing hub for all dissemination materials
Best-practice collection	Türkiye (Istanbul)	Apr 2027	Share the CollaboraKit and best practices regionally
Employee well-being day concept	Italy (Turin)	Oct 2027	Disseminate the concept and training content
Impact survey results	All partners	Apr 2027 – Feb 2028	Evidence base for dissemination materials
#WellBeing4VET final event	Belgium (Brussels)	Apr 2027 – May 2028	Flagship event with policymakers and EU-level stakeholders

7. Professional and Sector-Level Dissemination

Beyond the project's own channels and events, partners will look for openings to bring WellBeing4VET into existing professional conversations in the VET and education sector, rather than relying only on project-branded output. This can take several forms:

- General presentations of the project's aims and results at sector conferences and national VET-association events (e.g. EfVET, national VET networks each partner already belongs to).
- More technical presentations of individual results — the CollaboraKit, the well-being survey findings, the employee well-being day concept — at events where those specific outputs are relevant.

- Participation in panels, round tables or webinars on employee well-being, workplace culture, or social sustainability in education, where partners can speak from direct project experience.
- Listing the project on EU-level dissemination channels such as the Erasmus+ Project Results Platform, and, where relevant to a partner's national context, platforms such as EPALE (Electronic Platform for Adult Learning in Europe).

The WP5 lead will keep a short, living list of relevant conferences, publications and platforms, built up with input from all partners as opportunities arise, rather than fixing it in advance.

8. Compliance, Data Protection and Partner Responsibilities

WellBeing4VET is an Erasmus+ Cooperation Partnership initiative, co-funded by the European Union. The project coordinator holds a Grant Agreement with the National Agency responsible for the programme in the coordinator's country — for WellBeing4VET, the Finnish National Agency for Education (EDUFI) — which requires that the project and its results receive appropriate visibility and that EU funding is acknowledged in all materials. Partners should be aware that Erasmus+ grant agreements typically link continued publicity/visibility obligations to the funding itself;

Any stakeholder or contact list built up for dissemination purposes must be handled in line with the EU's General Data Protection Regulation (GDPR) and applicable national data-protection law, with access limited to those who need it to coordinate outreach.

Dissemination only works if every partner plays their part. In practice, this means each partner:

- uses its own national and institutional channels to reach audiences the shared channels cannot;
- logs every activity in the Dissemination Activities Record, with evidence — a link or screenshot for online activity, an agenda/attendance list or photos for events, a saved copy for printed materials;
- and reports on time so the record can support the progress, periodic and final reports.

Typical activities that count towards dissemination include: sending informational emails to contacts; presenting the project at internal or external meetings, workshops or conferences; publishing press releases, articles or newsletter items; distributing promotional materials; and posting news on an institutional website or social media account.

9. Planned Indicators

Implementation itself — the record of activities carried out, by whom, and the audiences reached — is tracked separately from this plan, in a shared dissemination log kept up to date throughout the project. What belongs here are the targets the partnership is working towards:

Tool / channel	Indicator	Target
Partnership intranet/extranet	Contacts regularly informed	1,000
Website	Number of viewers	5,000
Website	Downloads of promotional materials	500
Instagram & Facebook	Page viewers	20,000
LinkedIn	Page viewers	5,000
Leaflets / Newsletters	Published on websites/social media	5,000 each
Dissemination events	Attendants / Multiplier events	100 / 1
Final #WellBeing4VET event	Attendants	100

10. Sustainability and Exploitation

Project materials will remain openly available on wellbeing4vet.eu for at least three years after project completion, under the Creative Commons terms set in the Communication Strategy. Partners are encouraged to fold the project's routines, methods and tools into their own regular employee-development activity and professional networks, so dissemination continues through everyday practice rather than only through project-branded activity, and to keep tracking reuse and feedback after the project ends.

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PURPOSE

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2. DEVELOPMENT PHASE

May 2026 – Apr 2028

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May 2028 – Sept 2028

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DIGITAL TEAM

- Stefan cel Mare
- Elorrieta-Erreka Mari
- HumaCapiAct
- YA

WELL-BEING TEAM

- ENGIM
- EUROPEA ESPAÑA
- Necip Fazıl Kısakürek Mesleki ve Teknik Anadolu Lisesi
- Green Academy Aarhus
- YA



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EXPECTED PROJECT RESULTS

WP2 – WORKPLACE CULTURE

- Mapping of existing routines and systems
- Survey of well-being



WP3 – MATERIALS & BEST PRACTICES

- CollaboraKit – digital toolbox
- Best practices collection
- Training and support materials



WP4 – CONCEPT FOR STAFF, WELL-BEING AND SOCIAL SUSTAINABILITY

- Staff well-being concept
- Staff well-being model
- Guidelines and recommendations



WP5 – IMPACT AND DISSEMINATION

- Communication strategy
- Dissemination plan and activities
- Impact survey report
- #WellBeing4VET showcase event in Belgium 2028



Deliverable Information

Field	Details
Deliverable Title	WP5.2 – Dissemination Plan
Project Number	2025-1-FI01-KA220-VET-000353798
Project Acronym	WELLBEING4VET
Work Package	WP5 – Dissemination and Impact
Project Duration	November 2025 – September 2028
Dissemination Level	Public
Lead Partner	Colegiul Național Pedagogic „Ștefan cel Mare” (Bacău, Romania)
Authors	Victoria Georgiana Băncilă & Luminița Maria Balaban — Colegiul Național Pedagogic „Ștefan cel Mare”
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