AI generated illustration

A Sustainable and Social VET Working Environment Focusing on Well-Being

www.wellbeing4vet.eu

Co-funded by the European Union

WellBeing4VET

Contents

Introduction 3
1. Objectives of Communication Strategy 4
1.2 Wellbeing4VET initiative objectives 6
1.3 Strengthening Wellbeing4VET activities 8
1.3.1 SWOT Activity 9
1.4 Strengthening outcomes and results 10
2. Target Groups 11
3. Focus areas 11
4. Communication Channels and Tools 13
4.1 Branding and WellBeing4VET Identity 13
4.2 Logo-concept description 13
4.3 Channels and Tools 17
4.4 Using AI Tools 18
4.5 Key Messages 18
4.6 Partnership networks, Roles and Responsibilities 18
4.7 Website and Social Media 19
5. Dissemination 21
6. Timeline and Deadlines 21
7. Follow-up and evaluation 23
8. Conclusion 25
Annexes 26

This Well-being 4 VET work is licensed under a Creative Commons Attribution-NonCommercial-No Derivatives 4.0 International License. CC BY-NC-ND: This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for noncommercial purposes only, and only so long as attribution is given to the creator

Co-funded by the European Union

Introduction

Clear communication is an essential part of successful cooperation and sustainable working environments. In vocational education and training (VET), where organisations work with different professions, responsibilities, and educational contexts, communication helps create shared understanding, trust, and engagement.

The WellBeing4VET project - A Sustainable and Social VET Working Environment Focusing on Well-Being, focuses on strengthening well-being and social sustainability in vocational education and training. The project brings together European VET organisations to develop practical methods, tools, and approaches that support healthy and supportive working environments for employees. In this context, employees include teachers, trainers, management, administrative staff, and support services that contribute to the daily functioning of VET organisations.

This Communication Strategy supports the overall implementation of the project by providing a common framework for internal and external communication. It defines how project activities, results, and outputs are communicated to different target groups during the project period.

It is important to distinguish the communication strategy from the overall project strategy. The project strategy defines the objectives, activities, work packages, and expected outputs of the project. The communication strategy explains how this work is presented, shared, and made accessible to different audiences. Its purpose is to ensure that project activities and results are visible, understandable, and useful for the people and organisations the project aims to support.

The strategy also supports cooperation between project partners by promoting consistent communication practices, shared visual identity, and coordinated

dissemination activities across participating countries and organisations. WellBeing4VET focuses on five key areas connected to staff well-being and workplace culture in VET organisations:

- leadership
- communication
- interaction
- stress management
- conflict resolution

These areas reflect practical working-life situations and support the development of more inclusive, supportive, and sustainable working environments.

AI generated illustration

The communication activities of the project are designed to support participation, cooperation, and long-term impact. Communication should therefore be clear, practical, accessible, and relevant for different target groups. The strategy combines digital communication, events, workshops, dissemination materials, and partner networks to ensure broad visibility and engagement throughout the project.

Developed within the Erasmus+ initiative WellBeing4VET, this strategy serves as a practical roadmap for communication and dissemination activities during the project period. It supports the sharing of knowledge, experiences, and project results while strengthening collaboration between vocational education organisations across Europe.

1. Objectives of Communication Strategy

The purpose of the communication strategy is to support the visibility, understanding, and long-term impact of the WellBeing4VET project.

The strategy aims to communicate the goals, activities, and results of the project in a clear, practical, and accessible way. It supports awareness of staff well-being in vocational education and training (VET) and promotes participation and engagement among the project's target groups.

Within WellBeing4VET, communication is not treated as a separate activity, but as a practical tool that supports cooperation, participation, and the sharing of knowledge and experiences across partner organisations. The strategy helps ensure that project activities and results are not only delivered, but also understood, visible, and applicable in everyday practice.

The communication strategy supports both internal communication between project partners and external communication towards target groups and wider audiences. It provides a shared framework for consistent communication across participating organisations and countries while allowing partners to adapt communication to their own national and organisational contexts.

An objective of the strategy is to support two-way communication that encourages dialogue, interaction, feedback, and shared learning. Communication should help employees feel informed, involved, and valued throughout the project. Clear and people-centred communication strengthens trust, supports engagement, and helps connect project activities with real working-life situations in VET organisations.

1. Raise awareness of the project's goals and illustrate how wellbeing enhances educational excellence.

2. Engage target groups through participatory activities, storytelling, and digital interaction.

3. Disseminate results in accessible, adaptable formats suitable for reuse by external institutions.

4. Secure sustainability so that communication outlives the project itself and embeds practices in VET systems.

The communication activities of WellBeing4VET focus especially on:

- communicating project activities, outputs, and results in a clear and understandable way
- raising awareness of staff well-being and sustainable workplace culture in VET
- supporting participation and cooperation among employees, partners, and target groups
- disseminating project results, tools, methods, and best practices
- ensuring visibility and accessibility of project materials and resources
- creating consistent communication practices and shared visual identity across the partnership
- supporting the sustainability and long-term use of project outputs after the project period

The communication strategy also supports the five core focus areas of the project: leadership, communication, interaction, stress management, and conflict resolution. Through clear and practical communication, these themes are connected to everyday work situations and organisational development within VET environments.

The overall project strategy defines the objectives, activities, work packages, and outputs of WellBeing4VET. The communication strategy complements this work by ensuring that project results are shared effectively and reach the people and organisations they are intended to support. Without clear and meaningful communication, even valuable project results may remain underused or unnoticed.

1.2 Wellbeing4VET initiative objectives

WellBeing4VET is a European cooperation project that aims to strengthen staff well-being and improve workplace culture in vocational education and training (VET). The project is based on the understanding that supportive and sustainable working environments contribute both to employee well-being and to the quality of education.

The initiative brings together VET organisations from different European countries to develop practical methods, tools, and approaches that support healthier and more inclusive workplaces. Through cooperation, exchange of experiences, workshops, and shared development activities, the project promotes stronger communication, collaboration, and engagement within VET organisations.

WellBeing4VET focuses on improving everyday working life for employees in different professional roles, including teachers, trainers, management, administrative staff, and support services. The project recognises that the well-being of employees is closely connected to motivation, participation, cooperation, and long-term organisational development.

The main objectives of WellBeing4VET are to:

- develop sustainable working environments that support employee well-being
- strengthen leadership, communication, and collaboration within VET organisations
- support inclusive and positive workplace culture across different roles and teams
- share practical methods, tools, and best practices through workshops and project activities
- support long-term organisational development and social sustainability in vocational education

AI generated illustration

Within the project, workplace culture is understood as a combination of social, professional, and well-being dimensions that influence how employees experience their daily work. These dimensions are closely connected and are developed through both everyday practices and structured project activities.

By working with these dimensions together, WellBeing4VET aims to create practical improvements in communication, cooperation, and employee well-being, contributing to stronger, healthier, and more sustainable VET environments.

1.3 Strengthening Wellbeing4VET activities

To achieve its aims, WellBeing4VET brings together understanding, action and collaboration in a structured and practical approach. Through surveys, mapping and analysis, the project builds a clear picture of staff well-being and the realities of everyday work, ensuring that development is grounded in real needs and experiences.

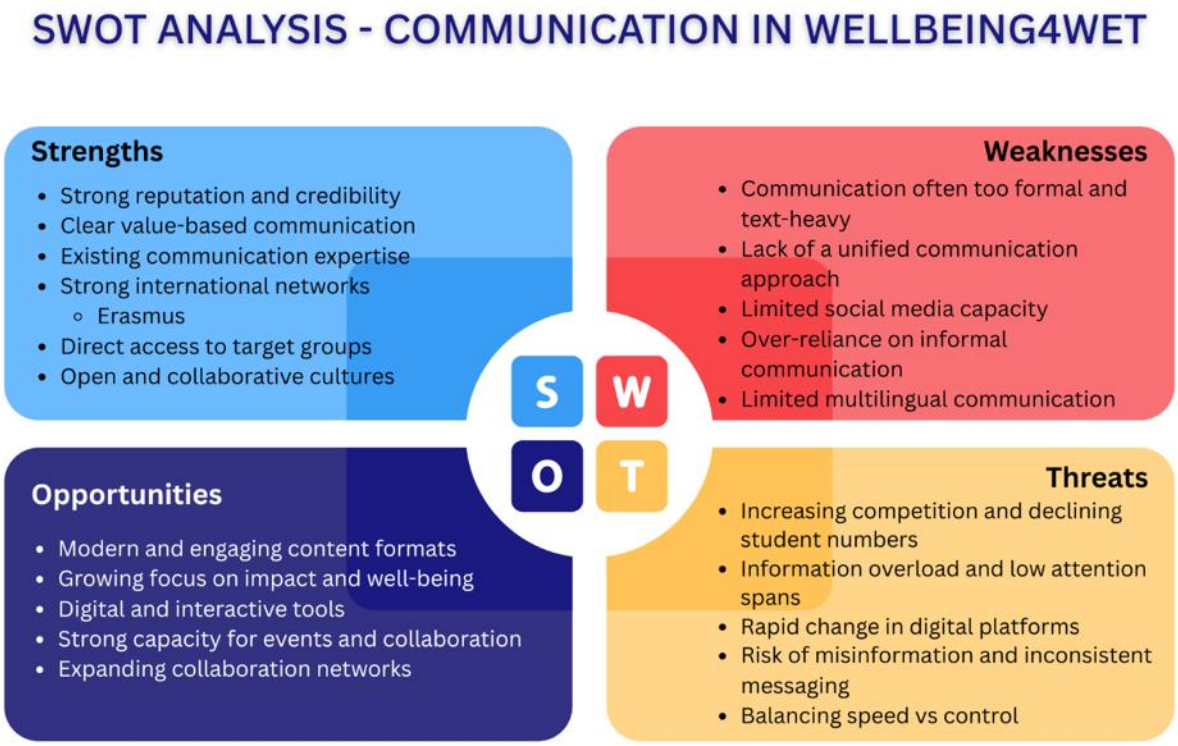
The activities interconnected and interdependent in time and go beyond partnership collaboration.

Table 1: WellBeing4VET activities

Key activities	Undertaken steps
1. Establishing the community and drawing the attention of the target groups	· Collecting information regarding contact person list, target groups, partners' institutional website, social media platforms, SWOT analysis of internal communication strategies
	. Creating the projects Logo
	. Launching the project website and social media presence.
2. Involving main target groups in project initiatives	. Informing target groups about the different WellBeing4VET engagement activities
	· Engaging target groups in piloting activities
	. Releasing the project promotion materials
	. Participate in key national and European events
	. Keeping the website and social media updated
	. *Crafting and releasing the Collaborative results*
3. Ensuring sustainability while expanding operations	. Raise stakeholders' commitment to the exploitation of the project results and methodologies
	. Informing target groups about the multiplier events and final conference, inviting them to attend and follow up their participation in these events
	· Performing follow-up activities, including forward-looking and exploitation actions

1.3.1 SWOT Activity

To better understand both the current situation and future potential of the WellBeing4VET partnership, a SWOT activity was carried out. This activity provided a structured way to reflect on strengths, identify areas for improvement, and explore opportunities and challenges, with a specific focus on communication practices.



Each partner contributed by assessing their own communication approach. These inputs were then analysed together, highlighting common patterns while also capturing different perspectives across organisations. The results offer a clear overview of where the partnership currently stands and provide a shared basis for further development and improvement.

1.4 Strengthening outcomes and results

These insights are then translated into concrete solutions that support employees in their daily work. This includes developing well-being routines and systems, conducting surveys, creating a communication strategy, designing a WellBeing4VET Day concept, and offering training concepts, workshops, shared tools and best practices. In this way, the project moves from understanding to action, ensuring that knowledge leads to meaningful change.

- mapping of well-being routines and systems
- surveys
- communication strategy
- The CollaboraKit with practical tools
- Well-being Day concept
- Training concepts. Clear routines and methods that support well-being in everyday work
- workshops
- a dedicated website and digital resources
- Best practices

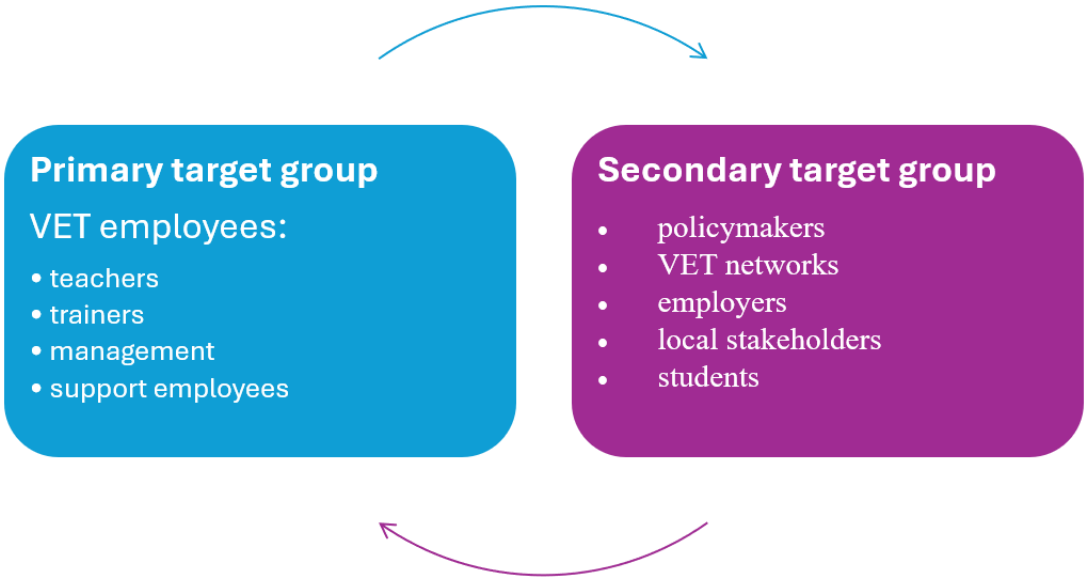
Together, these results contribute to a long-term shift towards a more sustainable, inclusive and well-being-oriented working environment in vocational education and training.

Communication is therefore not treated as a separate activity, but as a central driver that connects people, strengthens cooperation and enables active engagement across organizations and countries.

WellBeing4VET aims to create a sustainable culture where well-being, communication and leadership are actively integrated into daily work. By doing so, the initiative strengthens not only employees, but the entire educational ecosystem and makes VET more resilient, inclusive and future-oriented.

2. Target Groups

An innovative characteristic of our initiative is that it places VET employees in the centre.



Secondary target groups include community stakeholders, local authorities, VET networks, employers, students and social partners. Their support helps reinforce well-being initiatives and gives the project visibility beyond educational environments. At the policy level, regional and national agencies, inspectorates, and ministries represent an important group. Their involvement helps integrate well-being into lasting educational policies, teacher training, and regulations.

3. Focus areas

This strategy centers on five focus areas: *Leadership, Communication, Interaction, Stress Management,* and *Conflict Resolution*. To truly shape a culture of well-being, these five areas must be seen as more than soft skills competences. They work together as connected work areas that support how people lead, communicate, and collaborate in everyday work.

In an Erasmus+ setting, where partners come from different backgrounds, they also create a shared understanding, and a common language that helps build healthier, more supportive working environments across organization environment.

Leadership

Strong Leadership sets the direction for a supportive and inclusive workplace culture. Supportive leadership increases motivation, strengthens engagement, and ensures that well-being is embedded in everyday decision-making.

Communication

Open communication is the foundation of trust. Clear, constructive and two-way communication supports participation, aligns with EU priorities on civic engagement, and enables collaboration on all levels of employment.

Interaction

Meaningful Interaction brings people together. By strengthening teamwork and collaboration, organizations and workplaces create inclusive environments that reflect European values such as equality, participation, and social responsibility.

Stress Management

Healthy Stress Management helps prevent burnout, supports mental well-being, and promotes sustainable working conditions, in line with EU recommendations on health and safety at work.

Conflict Resolution

Constructive Conflict Resolution transforms challenges into opportunities. By equipping staff with constructive tools, organizations build respectful, safe and non-discriminatory workplaces—fully aligned with EU values of inclusion and equality.

These five areas create a holistic and practical framework for well-being, helping organizations and workplaces meet EU priorities while building stronger, more resilient and future-ready VET environments.

4. Communication Channels and Tools

WellBeing4VET uses a combination of digital communication, partner networks, events, and dissemination materials to support effective communication throughout the project.

The communication approach is based on straightforwardness, accessibility, cooperation, and practical relevance. Communication activities should support participation, visibility, and the sharing of project results across different target groups and partner organisations.

Digital tools play an important role in supporting communication and cooperation within the project. Shared platforms, online meetings, websites, and social media channels help partners communicate efficiently and ensure continuous visibility of project activities and outcomes.

The project combines internal communication between partners with external communication directed towards target groups, professional networks, and wider audiences. Communication materials should use plain language, accessible visuals, and consistent branding to ensure that information is understandable and useful in different national and organisational contexts.

4.1 Branding and WellBeing4VET Identity

WellBeing4VET uses a shared visual identity to support consistent and recognisable communication across all partner organisations and dissemination activities.

All partners should use the project logo, templates, and shared communication materials in both internal and external communication. Consistent use of the visual identity strengthens project visibility, supports cooperation between partners, and helps target groups recognise project-related materials and activities.

4.2 Logo-concept description

The WellBeing4VET logo reflects the project's focus on well-being, cooperation, sustainability, and development within vocational education and training.

The visual design combines digital and human elements to represent communication, collaboration, and continuous development across different organisations and countries. The colour scheme and graphic elements support the project's visual identity and create a recognisable and consistent appearance across communication materials.

Different logo versions and colour variations may be used depending on communication format and context while respecting the shared visual identity guidelines of the project.

Logo format	Image
Logo with full project name	WellBeing4VET
Logo with project acronym	WellBeing 4VET
Secondary logo	
Logo with full project name in negative	WellBeing4VET
Secondary logo in negative	

The primary **project logo**:

WellBeing4VET

All communication materials produced within the project, including printed, digital, audiovisual, and online content, must follow Erasmus+ visibility requirements.

The official European Union emblem together with the statement "Co-funded by the European Union" must be displayed in accordance with EU guidelines:

The funding **EU logo**:

Co-funded by
the European Union

Major publications and project outputs should also include the official Erasmus+ disclaimer:

"Funded by the European Union. Neither the European Union nor the European Education and Culture Executive Agency (EACEA) can be held responsible for the content of this publication."

In addition, partners are encouraged to display the following information:

Project number: 2025-1-FI01-KA220-VET-000353798

Official logo files and detailed usage rules are published on the European Education and Culture Executive Agency (EACEA) website within the EU Visual Identity section: https://www.eacea.ec.europa.eu/grants/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

Partners may additionally use their own institutional logos and national language versions when communicating locally or nationally.

All WellBeing4VET productions are licenced under the agreed Creative Commons Attribution 4.0 International License. The level of CC-license may differ between project results.

Creative Commons logos:

CC BY-NC-ND: This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for noncommercial purposes only, and only so long as attribution is given to the creator.

CC BY-NC-ND includes the following elements:

BY – Credit must be given to the creator

NC – Only noncommercial uses of the work are permitted

ND – No derivatives or adaptations of the work are permitted

The WellBeing4VET work is licensed under a Creative Commons Attribution-NonCommercial-No Derivatives 4.0 International License. CC BY-NC-ND: This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for non-commercial purposes only, and only so long as attribution is given to the creator.

CC BY-NC: This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator.
It includes the following elements:
BY – Credit must be given to the creator
NC – Only noncommercial uses of the work are permitted

The WellBeing4VET work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License. CC BY-NC: This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator.

We have also identified the UN global Sustainable Development Goals (SDG) logos which describe the main themes of our project.

SDG logos:

SDG 3 (Good Health and Well-Being) and SDG 4 (Quality Education)
The aim of the SDG logos is to create a universal visual language that helps everyone—governments, schools, companies, and the public—quickly recognize and understand the 17 Sustainable Development Goals. They use simple icons and distinct colors so the goals are easy to identify, remember, and communicate across all cultures.

The guidelines for their use can be found here:
https://www.un.org/sustainabledevelopment/news/communications-material/

4.3 Channels and Tools

WellBeing4VET uses a two-way and hybrid communication model that combines digital communication with personal interaction and dissemination activities.

The WellBeing4VET website shows, as the central platform and hub, where the project comes together and becomes visible. It gathers key information, shares outcomes, and provides access to tools, materials, and insights developed throughout the project. More than just an information source, it supports learning, collaboration, and the practical use of project outcomes.

Each partner organisation strengthens the project's visibility through its own communication channels and networks, helping to reach wider target groups and connect the project with everyday practice in different VET environments.

The website and partner communication ensure that the project is not only accessible, but also actively shared, used, and built upon.

Internal communication between partners will primarily use:

- email for official communication
- Microsoft Teams and Google Meet for online meetings
- shared online folders for project documents and materials
- messaging applications for practical coordination when needed

External communication activities include:

- project website updates
- social media communication
- workshops and multiplier events
- newsletters and dissemination materials
- conferences and professional networks
- local and national media opportunities when relevant

Social media channels such as Facebook, Instagram, LinkedIn, and YouTube may be used to share project activities, results, events, and practical examples connected to staff well-being and vocational education.

A shared hashtag, #WellBeing4VET, will be used across communication platforms to strengthen project visibility and identity.

Communication materials should use clear language, accessible visuals, and concise messaging adapted to different target groups and communication channels.

4.4 Using AI Tools

Artificial Intelligence (AI) tools may be used to support communication, content preparation, translation, brainstorming, and dissemination activities within the project.

At the same time, AI-generated content must always be carefully reviewed and adapted by project partners to ensure accuracy, transparency, quality, and consistency with the objectives and values of WellBeing4VET. Human judgement and professional expertise should remain central.

AI should be used as a supportive tool rather than a replacement for professional expertise, human interaction, and critical judgement. Responsible use of digital tools helps maintain trustworthy and meaningful communication throughout the project.

4.5 Key Messages

All communication within WellBeing4VET should communicate clear, practical, and consistent messages.

The project promotes sustainable and socially responsible working environments in vocational education and training where leadership, communication, interaction, stress management, and conflict resolution support everyday work and employee well-being.

WellBeing4VET highlights the importance of cooperation, communication, and inclusive workplace culture in strengthening vocational education organisations. Through international collaboration, partners share experiences, practical methods, and best practices that support healthier and more sustainable working environments.

Communication should use plain language, accessible visuals, and practical examples to ensure that project activities and results are understandable, relevant, and useful for different target groups.

4.6 Partnership networks, Roles and Responsibilities

Effective communication within WellBeing4VET is based on active cooperation between all project partners.

Each partner organisation contributes to dissemination activities through its own communication channels, professional networks, and local or national contacts. Partners support project visibility by sharing project activities, results, events, and materials with relevant target groups.

Partners are also responsible for adapting communication to their own linguistic and cultural contexts while following the shared communication guidelines and visual identity of the project.

The WellBeing4VET coordinator supports the overall communication process and ensures consistency across the partnership. Communication responsibilities are connected to the project's work packages and dissemination activities throughout the project period.

Table 2 – Work Packages activities, roles and responsibilities

WP	Activity	Task Leader	Role and responsibilities	Collaboration Focus
2 WP2: WORKPLACE CULTURE (SOCIAL, PROFESSIONAL AND WELL-BEING)	Mapping, Survey, Workshop	EUROPEA Spain, ENGIM	All partners contribute with routines, data, and feedback	Shared analysis, best practice exchange
3 WP3: MATERIALS & BEST PRACTICES	Website, CollaboraKit, Best Practices, Workshop	HumaCapiAct, Elorrieta-Erreka Mari, Necip Fazıl Kisakürek	All partners co-create and disseminate content, test tools, share practices	Digital resource development, peer learning
4 WP4: CONCEPT FOR STAFF WELL-BEING AND SOCIAL SUSTAINABILITY	Training Content Concept, Event Concept, Workshop	Green Academy Aarhus, Necip Fazıl Kisakürek, ENGIM	All partners contribute and pilot content, and finalize training and event concepts	Inclusive event planning, skill-building
5 WP5: DISSEMINATION AND IMPACT	Communication, Dissemination, Impact Survey, #WellBeing4VET Event	Stefan cel Mare, Elorrieta-Erreka Mari, HumaCapiAct	All partners engage target groups, and gather feedback to strengthen the project's outcomes and learning through coordinated communication and dissemination activities.	Building visibility, creating dialogue, and ensuring a broad dissemination and impact measurement.

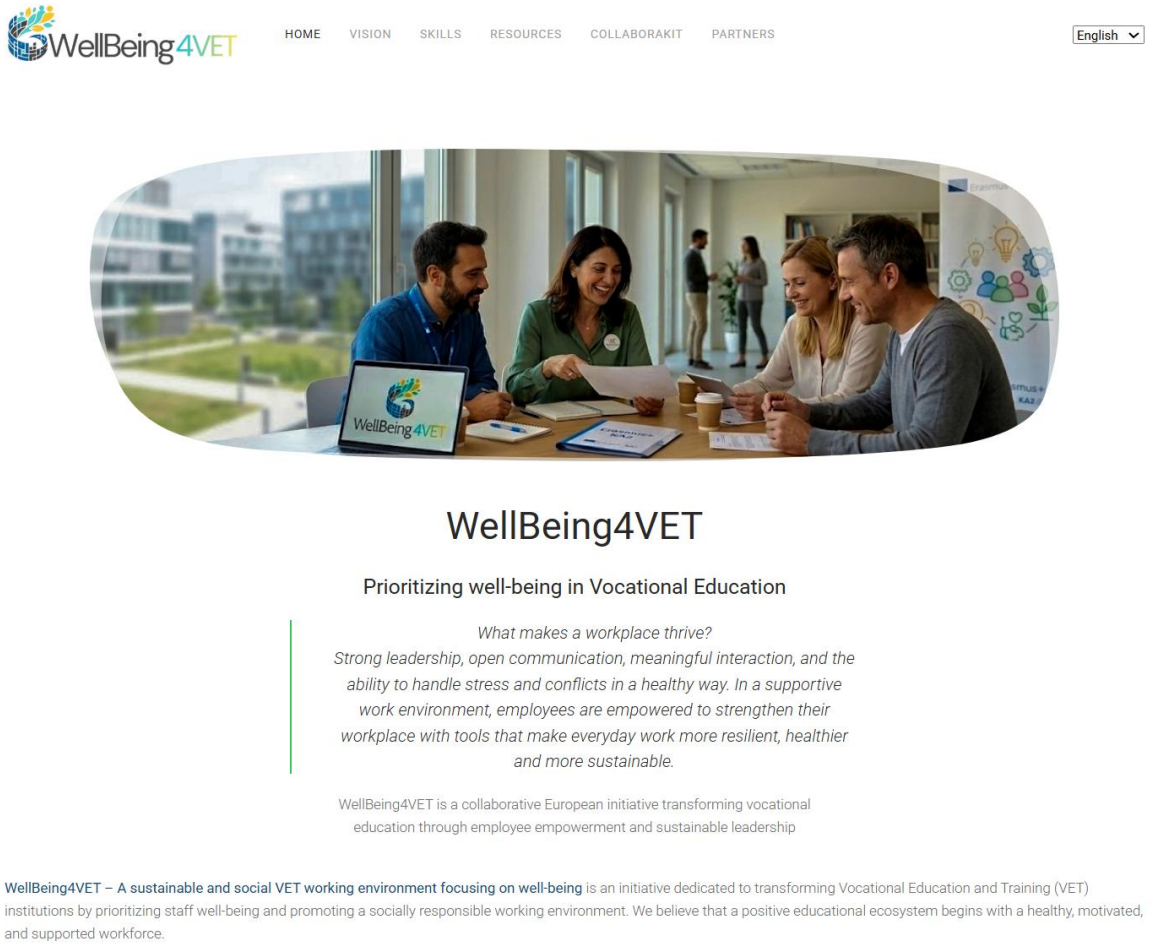
4.7 Website and Social Media

The official website, wellbeing4vet.eu, serves as the main digital hub of the project. It provides multilingual access to project information, activities, outcomes, and dissemination materials in the partner languages (English, Basque, Danish, Italian, Spanish, Swedish, Romanian and Turkish). The website follows principles of plain language and inclusive communication to ensure accessibility for different target groups and devices.

The website supports the visibility and dissemination of project outcomes throughout the project period and five years after its completion. The website follows a clear, insightful structure centred around target group needs. Its home page offers a concise overview of the project's mission and the five focus areas, supported by visuals

that represent the link between well-being, work environment and vocational education and training.

The WellBeing4VET website is structured around six main content areas: Home, Vision, Skills, Resources, CollaboraKit, and Partners, together with a language selection function.



Analytics tools track visitor metrics and content engagement to support evaluation and improvement. Post-project, the site will function as an open knowledge base for educators, sustaining European visibility of wellbeing resources.

Social media channels will be used to share project updates, events, practical examples, and dissemination materials in accessible and engaging formats. Communication through social media aims to increase project visibility, support participation, and reach both professional networks and wider audiences.

The website and digital materials will remain available after the project period to support the long-term accessibility and sustainability of project results and resources.

5. Dissemination

Dissemination activities are recorded on a quarterly basis by using a dissemination activities record used by all partners. This record includes descriptions of activities, target groups reached, if relevant program or links to published content. This documentation forms the basis for internal analysis and the official reporting required by the funding agency, see Annex 1.

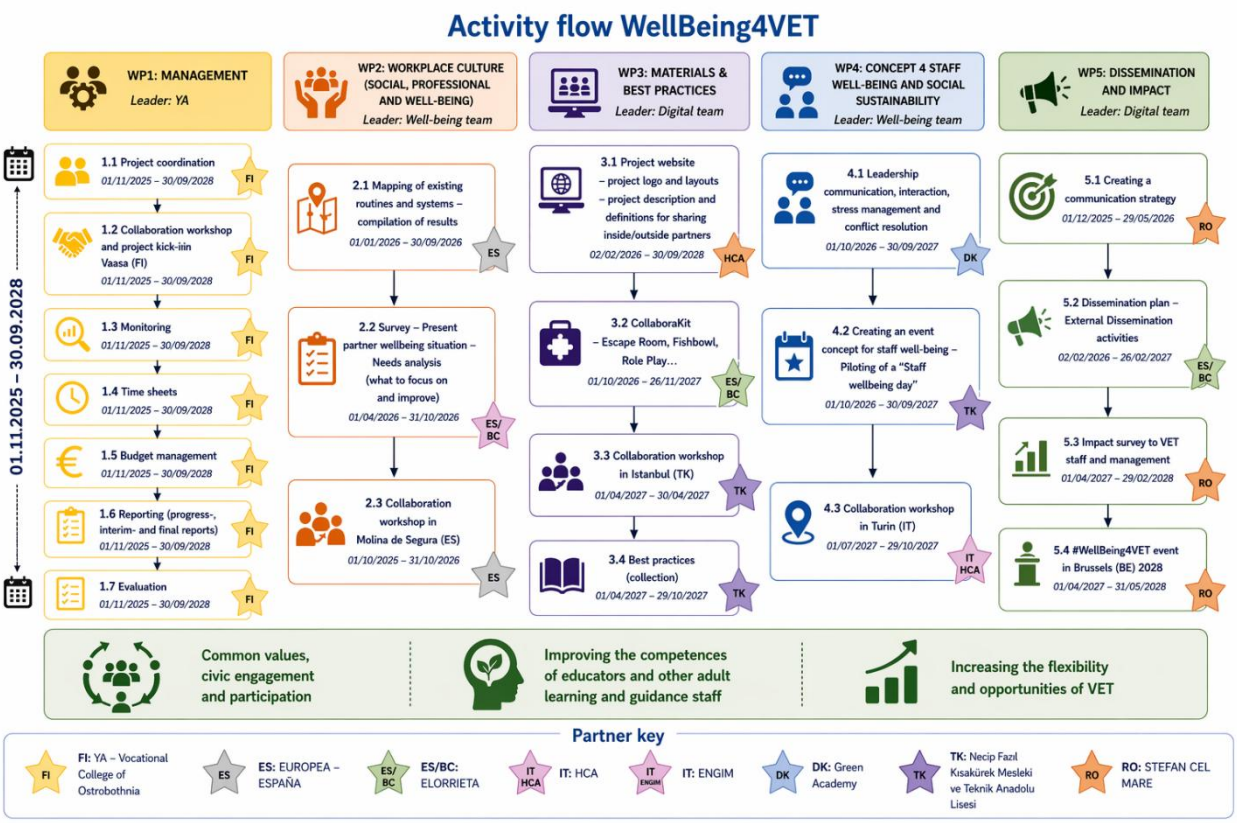
6. Timeline and Deadlines

The communication strategy runs throughout the entire project, keeping messages clear, aligned, and relevant for each target group. A defined timeline and clear deadlines help ensure steady progress, consistent visibility, and that results are shared at the right time to create real impact.

The strategy consists of three phases:

1. **Preliminary (Months 1–6)**: Establishes the visual identity, internal planning, and launches the website and social media. Partners develop internal action plans.
2. **Development (Months 7–30)**: Partners actively communicate updates, promote events, engage stakeholders, and share outputs using both planned and responsive approaches for maximum visibility and continuity.
3. **Exploitation and Sustainability (Months 31–36)**: Focuses on long-term impact by hosting events, publishing final outputs, holding a conference, and integrating wellbeing routines.

Communication remains consistent across platforms and target group engagement, aiming for regular, clear information without overwhelming audiences.



The project Wellbeing4VET project has a duration of 35 months. It starts **1.11.2025** and ends on **30.9.2028** at the latest. Expected reporting periods are in line with the managing reporting plan and are the following:

1. **Progress report:** Partners will provide the Coordinator with any information and document required for the preparation of the progress report and, where appropriate, with copies of all the necessary supporting documents completed and signed by the legal representative by **20.7.2026**

at the latest.

2. **Periodic report:** Partner will provide the Coordinator with any information and document required for the preparation of the periodic report and, where appropriate, with copies of all the necessary supporting documents completed and signed by the legal representative by **20.4.2027** at the latest.
3. **Final report:** Partners will provide the Coordinator with any information and document required for the preparation of the final report and, where appropriate, with copies of all the necessary supporting documents completed and signed by the legal representative by **20.10.2028** at the latest.

7. Follow-up and evaluation

The follow-up and sustainability phase of WellBeing4VET ensures that project results remain accessible, useful, and relevant after the Erasmus+ project period has ended.

The project partners will continue to share the project's tools, methods, and results through websites, social media, newsletters, professional networks, and events. This will help keep staff well-being visible as an important theme in vocational education and training.

Table 3: Communication and dissemination indicators

Tool, instrument or activity	Indicator	Expected impact
Partnership intranets and/or extranet	• Number of contacts regularly used to inform about and promote the project	1 000
Website	• Number of viewers	5 000
	• Number of downloads of promotional materials (leaflet, newsletters, others)	500
Instagram and Facebook Page	• Number of page viewers	20 000
LinkedIn Page	• Number of page viewers	5 000
Leaflets	• Published on websites and social media	5 000
Newsletters	• Published on websites and media	5 000
Dissemination Events	• Number of attendants	100
	• Number of ME	1
Final Dissemination Event #WellBeing4VET	• Number of attendants	100

Impact is assessed through both quantitative and qualitative indicators. Quantitative measures include website traffic, social media engagement, distribution counts for materials, newsletter reach, event attendance, and partnership interactions. Qualitative evaluation considers transparency of messaging, relevance to target groups, inclusiveness, and the perceived usefulness of tools and resources. Feedback is collected during events and through online forms to support continuous improvement.

By combining these methods, the project ensures that communication remains accountable, transparent, and strategically aligned with the project's objectives.

All project materials will remain openly available on the project website for at least five years after the end of the project. This includes resources, practical tools, reports, and materials developed within the project. The aim is to make it possible for VET organizations, teachers, trainers, managers, and support staff to use and adapt the materials in their own working environments.

Sustainability is supported by integrating project results into partner organizations' regular activities when relevant. Partners are encouraged to use the developed routines, methods, and tools in training, workshops, staff development, internal communication, and cooperation with professional networks.

Communication plays an important role in turning project results into long-term practice. By sharing examples, experiences, and results from the project, partners can support wider use of the materials and encourage other VET organizations to work with staff well-being and sustainable workplace culture.

The partnership will also follow how project results continue to be used after the project period. Feedback, examples of use, and information from partner networks may support future cooperation, development activities, and discussions on staff well-being in vocational education and training.

8. Conclusion

The WellBeing4VET communication strategy brings together five focus areas: leadership, communication, interaction, stress management, and conflict resolution, with the aim to create more supportive and resilient workplaces. While challenges such as divided communication, limited resources, and fast-changing digital environments remain, the initiative WellBeing4VET shows strong potential to turn knowledge into real impact.

At its center, the strategy uses clear and purposeful two-way communication to make results visible, connect people, and embed well-being into everyday work. At the same time, its flexible and practical approach makes it highly transferable, offering a valuable model that can be applied in other projects, organizations, and initiatives aiming to strengthen communication, collaboration, and well-being.

AI generated illustration

Annexes

Annex 1 – Dissemination activities record

DISSEMINATION ACTIVITIES

Partner	Activity	Date	Description/channels	Number of people/viewers	Country	Link

www.wellbeing4vet.eu

Deliverable Title	**WP5.1 – Communication and Dissemination Strategy**
Project Number	**2025-1-FI01-KA220-VET-000353798**
Project Acronym	WELLBEING4VET
Work Package	WP5 – Impact and Dissemination
Project Duration	November 2025 – September 2028
Dissemination Level	Public
Lead	**Colegiul Național Pedagogic** „Ștefan cel Mare” (Romania)
Contributing Partners	• **YA** – Vocational College of Ostrobothnia / Federation of Swedish Ostrobothnia for Education and Culture (Finland) • **ENGIM** – Ente Nazionale Giuseppini del Murialdo (Italy) • **EUROPEA** – Asociación para la Promoción de la Formación Agraria, Alimentaria y Medioambiental (Spain) • **Jordbrugets Uddannelsescenter Århus** / Green Academy Aarhus (Denmark) • **HumaCapiAct** (Italy) • **CIFP Elorrieta-Erreka Mari** (Spain) • **Necip Fazıl Kısakürek Vocational and Technical Anatolian High School** (Turkey)
Authors	Victoria Georgiana Băncilă and Luminița Maria Balaban

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. **(Project Nº.: 2025-1-FI01-KA220-VET-000353798)**

Co-funded by the European Union