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DISSEMINATION PLAN

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Introduction

The primary purpose of the Dissemination Plan is to serve as a comprehensive guide outlining the dissemination activities carried out by project partners. Its aim is to inform key target audiences about the project's objectives, activities, outputs, and results. The plan also ensures broad visibility and effective communication not only with primary stakeholders but also with other interested parties who may benefit from the project's outcomes.

Dissemination efforts focus on broadly sharing the knowledge and expertise developed during the project, promoting the practical use of results, and facilitating their transfer to potential users across various sectors. By engaging a diverse range of stakeholders in waste management and environmental protection, the activities are designed to generate a multiplier effect—amplifying the impact of the project through the widespread adoption of its best practices and findings.

Both partner organizations will play an active role in promoting the project, ensuring that its goals and outcomes reach the appropriate audiences, and encouraging meaningful engagement to enhance the long-term sustainability and relevance of the project results.

The key objectives of the Dissemination are:

- to **share** the project's activities, results and added value, exchanging experiences at the national and international levels with stakeholders ;
- to **inform** stakeholders and partners about progress made and milestones achieved in its implementation;
- to **promote** the results and outcomes of the project.

Furthermore the Activity 5 is attempting:

- to **guarantee** permanent educational content updating, possibilities for employees' practical training and further employment;
- to **raise** knowledge, awareness, exchanging practices, sensitizing the public on waste management;
- to **support** open dialogue between scientists, professionals and public (decision-making bodies, policy makers, civil society) on waste management issues.



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Contents

1. Dissemination Plan Features
 - 1.1. Objectives
 - 1.2. Specific Objectives of the Dissemination Strategy – Waste Wise Project
 - 1.3. Target Groups
2. Dissemination Activities
 - 2.1. Dissemination and Awareness Raising
 - 2.1.1. Visual Identity for Project and Student's Activities
 - 2.1.2. Information and Promotion Campaigns
 - 2.1.3. Social Media and Network
 - 2.1.4. Project's Website and Platform
 - 2.1.5. Dissemination at the Local Workshops
3. Dissemination through Social Media and Networks
 - 3.1. Facebook Page
 - 3.2. Instagram
4. Dissemination Materials
5. Action Plan
6. Evaluation Indicators
7. Conclusions

Annex 1: Dissemination Plan Overview and Deadlines



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1. Dissemination plan features

This Dissemination Plan serves as a practical guide for partners involved in the ERASMUS+ KA2 **Waste Wise** project. Within the scope of this initiative, **dissemination** is understood as a structured and strategic process of sharing information on the quality, relevance, and impact of the project's results with key stakeholders and partners.

All dissemination activities carried out under the project must be documented using the shared Google Drive: https://drive.google.com/drive/folders/1liyVqYXWK55REEP_87XA3GcrSzCGxXQ0 . Each partner is responsible for submitting detailed information regarding their dissemination efforts every 6 months.

The **Waste Wise** project aims to foster knowledge, awareness, and capacity building in the field of sustainable waste management and environmental conservation. Through training, cross-sector collaboration, and educational outreach, the project promotes the adoption of best practices and innovative solutions to improve waste management systems and in participating regions, with a particular focus on empowering professionals, policy makers, and community stakeholders.

The anticipated outcomes of the Waste Wise project include:

- Strengthened knowledge and professional skills among workers in the waste management sector;
- Enhanced competencies of educators and trainers involved in sustainability-related programs;
- Increased practical application of research in waste and resource management;
- Raised public awareness about environmental protection and responsible waste behavior;
- Greater involvement of civil society and NGOs in sustainable waste solutions;



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- Promotion of youth engagement and entrepreneurship in the circular economy;
- Support for lifelong learning and the transfer of green skills across sectors;
- Ongoing dialogue with relevant stakeholders to support policy and practice development.

Dissemination activities should be carried out as the project results become available, ensuring timely and targeted sharing of outputs with relevant audiences. These efforts should prioritize accuracy and use professional, technical language suited to the scientific community, policy makers, and industry professionals.

In contrast, **communication activities** aim to broaden the public visibility of the Waste Wise project and its outcomes, using clear and accessible language. These efforts may include media outreach, social media engagement, promotional campaigns, and storytelling to highlight the project's relevance to everyday life and environmental responsibility.

1.1. Objectives

Main objectives of the Dissemination Plan are:

- **To raise awareness** of the Waste Wise project, its purpose, and its contribution to sustainable waste management and environmental protection.
- **To establish effective communication channels** that convey the project's concept, goals, and expected impact to key target groups, including professionals, policymakers, educators, and the wider public.
- **To communicate findings and best practices** emerging from the project in order to generate sustained interest and encourage knowledge exchange across sectors.
- **To develop a robust dissemination framework** that supports the effective transfer and replication of project results.
- **To maximize the visibility and usability of project outcomes**, both during implementation and after the project's conclusion, supporting long-term adoption and policy influence.



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1.2. Specific Objectives of the Dissemination Strategy – Waste Wise Project

- **To promote the Waste Wise project and its activities** through targeted dissemination and awareness-raising initiatives.
- **To organize dissemination events** (e.g., workshops, conferences, stakeholder meetings) that showcase project outcomes and engage relevant audiences.
- **To implement digital dissemination efforts**, including social media outreach, online articles, and project updates through virtual platforms.
- **To publish reports and documentation** that share project methodologies, results, and recommendations with academic, professional, and institutional audiences.
- **To develop and maintain an accessible project website** and integrate with an interactive knowledge-sharing platform to ensure open access to tools, resources, and training materials.

1.3. Target Groups

The “Waste Wise” project intends to reach as wide an audience as possible. The project identified the main beneficiaries and **target groups** as follows:

1. Employees and staff of waste management companies in Slovakia and Sicily will receive information about training workshops, their content, the skills they can acquire through participation, and how to apply for the workshops.
2. Employers and representatives of companies whose staff participate in the training workshops will be informed about the workshop benefits and the competencies their employees will gain by attending.
3. Environmental organizations and NGOs involved in waste management will also benefit from the project results.
4. Policy makers will also benefit from dissemination activities, receiving information on project results, particularly the outcomes of comparative analyses and best



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practices, along with suggestions for improving waste management in both countries based on these results.

The dissemination strategy of the **Waste Wise** project is designed to generate meaningful impact across several key areas related to sustainable waste management. Through targeted activities and the use of diverse communication channels, the project aims to achieve the following outcomes:

1. Increased Awareness

Dissemination efforts will raise awareness among a wide range of stakeholders—including public institutions, private companies, NGOs, and the general public—about the pressing challenges and issues in waste management. By highlighting the importance of sustainable practices, the project will encourage broader recognition of the need for systemic change.

2. Enhanced Visibility

By leveraging various platforms such as the project website, social media, newsletters, and partner networks, Waste Wise will achieve greater visibility at local, national, and international levels. This visibility not only strengthens the project's presence but also attracts interest from new partners and stakeholders engaged in similar initiatives.

3. Knowledge Sharing

Dissemination activities will play a vital role in facilitating the exchange of knowledge, experiences, and best practices among project partners and beyond. The insights gained can benefit other organizations, municipalities, and institutions involved in environmental and waste management efforts, thereby amplifying the project's reach and usefulness.

4. Stakeholder Engagement

The project will foster increased engagement from key stakeholders, including governmental bodies, environmental agencies, NGOs, and local communities. Their active involvement will contribute to the more effective implementation of project outcomes and support long-term sustainability goals.

5. Policy Influence

By sharing evidence-based results and successful case studies, the project has the potential to inform and influence policy-making at various levels. Policymakers may integrate these insights into local, regional, or national waste management strategies, leading to more effective and context-appropriate regulations and practices.

6. Behavioral Change

One of the long-term goals of dissemination is to inspire positive behavioral changes in individuals and communities. Through awareness campaigns and educational materials, the



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project will promote responsible waste practices such as recycling, waste reduction, and sustainable consumption.

2. Dissemination Activities

2.1. Dissemination and Awareness Raising

The Dissemination and Awareness Raising of the “Waste Wise” project and its activities is addressed primary to municipal representatives, waste management professionals, environmental organizations, educational institutions and policymakers. The “Waste Wise” project will be disseminated continuously and according to concrete events.

2.1.1. Visual Identity for project and student’s activities

The project logo ensures that the project and its outputs are visible and easily recognisable and consistent. Partners agreed the following one, as projects logo:



Every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. is making use of this visual identity and being consistent with its style together with the EU logo and disclaimer:



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2.1.2. Information and promotion campaigns

Partners will invite to dissemination's event enterprises, research institutions or other entities acting in the same field of interest. In particular, information and promotion campaigns will be realised during the project informing the public about the project's activities, the main project's objectives, results and what the project's contribution will be in their organisations.

2.1.3. Social media and network

COPE will be responsible for creating and managing social media accounts and networks **(Facebook page, and Instagram)**, **#Wastewise** is the hashtag of the project.

Another key social media activity will involve sharing information about the project through other relevant accounts, such as those of project partners or related organizations.

2.1.4. Project's website and platform

The **Association of Agrarian and Environmental Lawyers (AAEL)** will be responsible for creating and maintaining the official project website at <https://www.wastewise.sk/>. The website will provide a concise overview of the project, present the partnership, and offer up-to-date information on project activities and all outputs produced during the implementation phase.

In addition, **AAEL will set up and manage a shared platform using Google Drive**, serving as the project's central repository for internal collaboration and document exchange.

2.1.5. Dissemination at the local workshops

Dissemination at local and national level in each of the partner countries is a major part in dissemination. Each project partner will approach the target groups and the stakeholders through personal contact, advertisements in web pages, using synergies with seminar providers in the field, and according to the dissemination activities described above.

3. Dissemination through social media and networks

Social Media Networks are key ways to engage with a range of audiences and will form a core part of "Waste Wise" engagement with its audiences. Facebook page and Instagram profile are the most relevant social media channels for communication of "Waste Wise "



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activities and outputs. Additionally YouTube channel will be used to disseminate short videos related to the project.

3.1. Facebook page

The “Waste Wise” Facebook page <https://www.facebook.com/profile.php?id=61575940696397> will be created and managed by COPE as administrator of the page. Together with AAEL they will feed the page content, animate and populate/distribute its followers and virtual community.

3.2. Instagram

The “Waste Wise” Instagram page https://www.instagram.com/wastewise_project?igsh=ZXJvdzRmYm9pcWtv will be created and managed by COPE. Together with AAEL they will feed the page content, animate and populate/distribute its followers and virtual community.

4. Dissemination materials

An **informational flyer for the Waste Wise project** will be created in English and translated into the national languages of both partner organizations. The flyer will be used to promote the project across various channels, including the project website, seminars, workshops, and other relevant events. It will contain key information about the project’s objectives, activities, partnership, and expected outcomes, and will include a link to the official project website.

The flyer will be specifically designed to reach and engage the project’s target groups, including professionals in waste management, policymakers, NGOs, and the general public.

In addition, a **Waste Wise project roll-up banner** will be designed in English and/or national languages of partners and made available for download via the project website. It will serve as a visual communication tool during physical events such as educational workshops and dissemination events.

5. Action Plan

Organisation	Deliverable	Description	Deadline
AAEL (+COPE)	Project outputs	Publication in “Waste Wise”	Every time an



		website and project's partners websites	output is available
COPE (AAEL support)	"Waste Wise" Facebook and Instagram	Update with project activities, news, project's goals and objectives	Continuously
AAEL (+COPE)	Informational Flyer	Create in English and partners languages including photos, information of the project with link to the project website, QR-Code, social media	Continuously

6. Evaluation indicators

Deliverable	Description	Indicator (KPI)
Project outputs	In project and partners' websites	Views
"Waste Wise" Social Media (Facebook and Instagram)	Project activities, news, project's goals and objectives	Number of posts published on Facebook, numbers of likes on Facebook, numbers of followers on Instagram
Poster/Flyer (Video)	Provide to focus groups during the local events	Evaluation of events questionnaire, rate of given poster/Flyer, traffic
Project Website	Website	Number of visitors, numbers of updated news, number of partners uploaded documents

7. Conclusions

The dissemination plan developed for the **Waste Wise** project is designed to ensure the effective communication and visibility of the project's objectives, activities, and results. The main goals to be achieved through its implementation include:

1. **Raising awareness** of the Waste Wise project among key stakeholders and the general public;



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2. **Establishing clear timelines** for dissemination activities and implementing a system to monitor their progress;
3. **Creating a strong communication foundation** to effectively convey the project's concept, benefits, and relevance to the identified target groups;
4. **Building the basis for a collaborative and sustainable partnership model** that supports long-term impact;
5. **Establishing and strengthening a broad network** for the exchange of knowledge, experiences, and best practices in the field of sustainable waste management.

These objectives aim to amplify the reach and impact of the project, support engagement across sectors, and ensure that the outcomes of Waste Wise contribute meaningfully to advancing environmentally responsible waste management practices.



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(to be updated during the project life)

EVENT/ ACTIVITY	DEADLINE	NUM BER	RESPONSIBLE	TARGET GROUP SIZE
Logo	March 2025	1	AAEL	Partners, stakeholders, target groups, participants of educational workshops
Website	March 2025	1	AAEL	Partners, stakeholders, target groups, participants of educational workshops
Dissemination Plan	July 2025	1	Both partners	Partners
Dissemination materials: • Flyer • Video • Roll-up	August 2025 December 2025 December 2025	1 1 1	Both partners, beneficiaries, stakeholders	Partners, stakeholders, target groups, participants of educational workshops
Dissemination seminars	January 2027	2	Both partners	Target groups, stakeholders