



## **Transformational Learning Network for Resilience**

- Enabling Ukrainian higher education to ensure a sustainable and robust reconstruction of (post-war) Ukraine

## **DISSEMINATION & OUTREACH STRATEGY**



Co-funded by the  
European Union

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## **TransLearnN Dissemination & Outreach Strategy**

This dissemination & outreach strategy (hereinafter “dissemination strategy”) was developed in the course of the Erasmus+ Cooperation Partnerships project “Transformational Learning Network for Resilience - Enabling Ukrainian higher education to ensure a sustainable and robust reconstruction of (post-war) Ukraine”, which runs from 01.10.2023 to 30.09.2025. The project consists of five work packages, of which the 5<sup>th</sup> focuses on the dissemination. Responsibility for the work package lies with Zhytomyr Polytechnic State University. The project is managed by the Eberswalde University for Sustainable Development in Germany. In addition, further six Ukrainian universities, one Lithuanian, one Polish and one Czech university are involved as partners, as well as 14 associated partners.

The project's dissemination strategy shall enable the systematic planning and implementation of information distribution by ensuring the effective communication and sharing of project findings, results and achievements to a wide range of stakeholders including academics, policymakers, civil society organisations, and the general public in Ukraine and beyond.

### **1. Goals & Objectives**

**The main goal** of the project dissemination is to create visibility, awareness, and engagement as well as to foster a community of practice for sustainable and resilient development in Ukraine to impact on decision-making and to ensure that strong sustainability criterias are included and valued in the reconstruction process.

#### [Objectives of the dissemination](#)

The following objectives were defined for the project dissemination

- highlighting the role of the Ukrainian universities as role models and leaders in the process of the sustainable reconstruction of Ukraine

- promote the visibility of the network during the project lifespan in order to develop further perspectives and opportunities which can ensure the durability of the collaboration and network in the long-term

## 2. Target Audience

Based on the goals and objectives of the project's dissemination strategy, the target audience can be defined and classified in the following groups.

### Ukrainian Universities' Academic and Administrative Staff

This group is crucial as the strategy aims to highlight these universities as role models and leaders in sustainable reconstruction. Targeting staff at these universities ensures that they are aware of and engaged in the project's goals, which is key for them to lead and implement sustainable practices effectively.

### Students of Partner Universities in Ukraine and Beyond

Students are a primary focus, as the project aims to promote their activities and empower them as change agents. This includes not only students from Ukrainian universities but also those from partner universities outside Ukraine, encouraging exchange and networking. Engaging students is vital for fostering a new generation of leaders in sustainable development.

### Associated Partners from Practice

This includes NGOs, government agencies, and enterprises, especially those in fields related to ecology, biosphere reserves, forestry, and transport infrastructure. These entities are important for practical applications of the project's findings and for supporting sustainable reconstruction efforts in Ukraine.

### Policymakers

This group encompasses policymakers at various levels of government, including local, regional, and national authorities, as well as policymakers involved in international organizations and diplomatic missions. Engaging policymakers at all levels is essential for ensuring that the project's findings and recommendations are

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integrated into policy frameworks and decision-making processes. Specifically targeting policymakers on the regional level is crucial for fostering localized approaches to sustainable reconstruction and ensuring that regional priorities and challenges are adequately addressed.

#### International Academic Community

Given the goal of promoting visibility and developing long-term perspectives and opportunities, it's important to engage the broader academic community. This can include universities and research institutions outside Ukraine that might be interested in the project's model and findings.

#### General Public and social media

While the focus is more on specific groups, increasing overall awareness through media coverage and public engagement can support the visibility of the network and its activities. This can attract more support and create a broader impact.

In summary, the target audience for this project is multifaceted, encompassing both academic and non-academic sectors, with a strong focus on entities directly involved in or affected by the sustainable reconstruction and development of Ukraine. Engaging these groups effectively will be key to achieving the project's objectives and ensuring its long-term impact and success.

### **3. Key Messages**

The project's key messages serve as concise and impactful statements crafted for specific audiences. They are designed to effectively communicate essential information about the project, its objectives, and achievements. These messages are utilized across various communication channels, including online platforms, social media, campaigns, publications, and personal interactions during conferences or meetings. By tailoring key messages, the project aims to enhance engagement, understanding, and support from different stakeholders, contributing to the successful dissemination of project goals and outcomes.

TransLearnN has established key messages tailored for specific audiences to ensure that communication actively contributes to the achievement of the project objectives. These communication efforts encompass both online and print channels, including the web, social media, campaigns, publications, and more. Additionally, for personal interactions, such as conference or meeting contributions, key messages are readily available. This initial list serves as a dynamic and adaptable compilation, subject to modification as the project progresses—a "living list of key messages" that evolves to align with the project's advancing stages.

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*Empowering Universities for Sustainable Reconstruction*

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- Emphasize the pivotal role of universities in driving sustainable reconstruction in Ukraine.
- Position universities as key players in societal and political leadership for sustainable development.

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*Collaborative Learning for Transformation and Resilience*

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- Highlight the importance of collaboration among academic and administrative staff, students, and external partners.
- Promote a collaborative learning approach that integrates diverse perspectives for transformative changes in the process of sustainable reconstruction of Ukraine.

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*Transdisciplinary Approach to Environmental Challenges*

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- Engage with stakeholders and communities: Actively involve a variety of stakeholders in the project, including local communities and representatives



from civil society, including minorities as well as business and industries. Such engagement can provide insight into social and political dynamics and promote a more inclusive approach to sustainability and a sustainable reconstruction process.

- Emphasize an exchange on eye-level, learning about the needs and perspectives of the different stakeholders to ensure the relevance and meaningfulness of project activities and outputs.
- Enable a fruitful transfer of knowledge and project findings not only through scientific publications and conferences but also through a continued inter- and transdisciplinary dialogue and exchange of views between ecologists, economists, sociologists, political scientists, external experts as well as civil society.

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*Building a Resilient Network*

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- Communicate the establishment of the Transformational Learning Network as a resilient, powerful, and enduring collaboration.
- Emphasize the network's potential to contribute to sustainable reconstruction beyond the project's duration.

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*Youth Empowerment and Networking*

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- Communicate the project's focus on empowering students as effective change agents.
- Emphasize the networking opportunities for students with peers, academics, and practitioners during the summer camp and conference.

These key messages collectively convey the essence of the project, its objectives, and the transformative impact it aims to achieve in the realm of sustainable reconstruction in Ukraine.

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## 4. Branding & Communication Channels

For the effective implementation of the project dissemination strategy, a project identity was developed with the aim of clearly identifying the project, creating a coherent and recognizable brand that represents the unique characteristics, values and goals of the project.

This identity serves the following purposes:

- distinct recognition – a strong project identity helps the project stand out and be easily distinguishable, fostering a sense of uniqueness among stakeholders;
- consistent communication – it ensures uniformity in how the project is presented across various communication channels, including websites, documents, presentations, and promotional materials;
- audience connection – it facilitates a connection with the target audience by conveying the project's values and objectives in a visually appealing and memorable manner;
- brand loyalty – a well-established project identity can foster a sense of familiarity and loyalty among stakeholders, promoting sustained engagement and support;
- effective dissemination – the project identity becomes a visual representation that aids in the dissemination of information about the project, making it more accessible and recognizable to a broader audience.

In summary, a project identity serves as a visual and symbolic representation that contributes to effective communication, recognition, and overall success of the project.

Implementation of the strategy involves the use of specialized communication tools. Based on this visual concept, a special visual identity was developed, including a logo, font and color scheme. A template for preparing project presentations is available on the website in the Media section.

The corporate identity aims to establish a unified and easily recognizable brand for TransLearnN, ensuring consistency in all project communications. This

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encompasses the project's visual representation, including a logo, and templates for deliverables and PowerPoint presentations.

### Project logo, visual symbols and colors

The main element of the project's identity is the logo, which carries a certain content load in accordance with the logic and content of the project. The basis of the logo is the acronym of the project, in the middle are the flags of the countries whose representatives participate in the project. In the full version of the project, there is also a plant that symbolizes stability and indomitability, which is very important for emphasizing and figuratively visualizing the role of universities as role models and leaders in the process of the sustainable reconstruction of Ukraine.

The graphic symbol is a plant that has sprouted from cracks in the hard soil and is a symbol of unbreakability and resilience.

The main brand colors of the project for the use in presentations, reports, printed materials, etc. are displayed below with the corresponding rgb-values.

rgb(86, 141, 49)



4- The full version of the project logo



4- Alternative version of the project logo



4- Short version of the project logo



4- The graphic symbol



rgb(141, 181, 43)



rgb(0, 0, 0)

All brand identity items and templates are available for participants to download and use on the project's official website.

#### European flag emblem and multilingual disclaimer

All recipients of EU funding have a legal obligation to explicitly acknowledge that they have received EU funding.

Downloadable European flag emblem and multilingual disclaimer for beneficiaries of EU funding:

[https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027\\_en](https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en)

Specifically, EACEA (European Education and Culture Executive Agency) beneficiaries must follow the obligations set out in the grant agreement, as summarised below. Please note you must display both (1) the European flag and funding statement and (2) the disclaimer.

#### 1. European flag and funding



Co-funded by the  
European Union

#### 2. Disclaimer to use in all communication materials

If you have received funding from EACEA, then any communication or dissemination activity that you undertake related to the project for which you

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received funding must contain the following disclaimer in the appropriate language.

English: **"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."**

Українською: **"Фінансується Європейським Союзом. Однак висловлені погляди та думки належать лише автору(ам) і не обов'язково відображають погляди Європейського Союзу чи Європейського Виконавчого Агентства з питань освіти, аудіовізуальних засобів та культури (ЕАСЕА). Ні Європейський Союз, ні ЕАСЕА не можуть нести за них відповідальність"**.

Additional official LOGOS:



Bundesministerium  
für Bildung  
und Forschung

**DAAD**

Deutscher Akademischer Austauschdienst  
German Academic Exchange Service

[The project website](#)

The TransLearnN Website functions as the primary gateway to the project, serving as a pivotal information hub on project activities. It will feature comprehensive details on project objectives, methodologies, key areas of activity,

use cases, member profiles, news, announcements, results, and relevant documents. Designed to cater to potential stakeholders, the TransLearnN community, and the general public, the website facilitates the dissemination of results and enables stakeholders to stay informed about ongoing developments. Using a content management system, the website can dynamically evolve by adding new pages, incorporating text, images, and video content. Bilingual in Ukrainian and English, the website also provides links to the Project's social media platforms. Post-Project completion, the TransLearnN website will remain accessible, hosting all public project results, with the goal of introducing the TransLearnN philosophy / approach to stakeholders and generating interest in the project outcomes.

The site is hosted on the domain and servers of Zhytomyr Polytechnic State University and is available at the following address:

<https://translearnn.ztu.edu.ua/>

The project website with bi-monthly updates is reaching academics, policy makers, civil society organisations, and the general public in Ukraine and beyond, forwarding visitors to the network platform and social media channels.

#### [Website postings and guidelines for content creation](#)

The project's website content is published and moderated by the ZPSU team. The content for posting on the website (news or publications) has to be created in a word file. The title of the publication and a brief description of the subject (no more than 700 characters with spaces) should be separated and clearly from the main text of the news. Images for the publication will be submitted in separate files in jpg format (in high resolution but per file not more than 2 MB). The naming of the main image of the publication will be (in the format) “main.jpg”. All images must have a title, image description, date, and author.

Announcements of public events of the project should be posted at least one week before the event. News about events that have already taken place are posted within three days after the event.

Information about internal team or other non-public activities do not need to be posted for general communication, but if there might be a public interest in this information it still can be considered.

All information to be published on the website have to be send to the email address **org\_pmo@ztu.edu.ua** with the subject line **TLN media**.

### Social media

Social media has become a primary source for news and updates for both individuals and multipliers. It is therefore a tool that needs attention. The TransLearnN social media strategy centers on the use of Facebook and LinkedIn to achieve the following goals:

- **LinkedIn Project Page:** to reach out, to disseminate content, to interact with related initiatives mostly in professional environment. The project's LinkedIn page publishes announcements of meetings, events, and activities, as well as news from the project website in English;
- **Facebook Project Page:** Generate linkable content to create a discussion platform for stakeholders, timely notification and publication of press releases. Announcements of meetings, events, and activities are published on the project's Facebook page, as well as news from the project website in Ukrainian.

**LinkedIn** Project Page: <https://linkedin.com/company/translearnn>

**Facebook** Project Page: <https://facebook.com/TransLearnN>

The project **hashtag** for social media is **#TransLearnN**

The Website and Social Networking Pages/Groups are updating as the tasks of the project are implemented in order to facilitate interaction and dialogue with stakeholders.

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To ensure regular media coverage of the project activities, a publication schedule was developed and included in the overall strategic plan (described in Chapter 5). The structure and format of information for posting in social networks are identical to the requirements for submitting information on the website and all information to be published on the project social media pages should be sent to the email address [org\\_pmo@ztu.edu.ua](mailto:org_pmo@ztu.edu.ua) with the subject line *TLN media*.

#### Dissemination at The Summer Camp & Conference event

Project results and achievements will be presented and discussed with the consortium and the wider audience to further develop the network and its activities during a conference with 50 Ukrainian participants from academia and practice together with a summer camp with 50 students from at least 3 different countries as an integral part of the conference.

As the conference and summer camp will be the final event of the project, all partners and especially the Ukrainian partner universities have to be intensively involved in the conceptualisation, planning and implementation of the event. Still, ZPSU has the responsibility for the activity and will lead the process. The ZPSU team has to ensure that together with the other project work packages and activities a useful portfolio of presentations will be developed and delivered during the conference and that relevant and diverse stakeholders are enabled to participate. Furthermore, the ZPSU team has to ensure to smoothly integrate the summer camp programme into the conference in order to ensure a most fruitful exchange between students, academics and practitioners.

Findings will be documented in a joint conference report as well as on the website.

## 5. Content & Communication Plan

This section defines the schedule of media activities and publications in accordance with the logical and time schedule of the project.

The table shows the tasks for dissemination and the schedule of their implementation, as well as the number of corresponding planned activities per period of time. The periods when the corresponding activities are to take place are highlighted in green.

## 6. Monitor & Measure Impact

To gauge the success and quality of outcomes of the work package 5, both qualitative and quantitative metrics will be employed. The project's progress towards reaching its desired results and specific goals within the work packages will be monitored through the application of these quantitative and qualitative measures.

Tasks	Project months																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Dissemination strategy																								
Website																								
Conference and summer camp																								
Publications on the project website		1		1		1		1		1		1		1		1		1		1		1		1
Social media posts	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Coordination Meetings, Spring/Summer Schools, Workshops, Seminars, Conferences																								
Report about the dissemination																								
Report about the summer camp and conference																								

## Work package n°5 - Dissemination

### Quantitative

Indicator	Frequency of monitoring and assessment	Assessment tool
Number of hits at the project website	Monthly	Website statistics
Number of unique visitors to websites	Monthly	Website statistics
Number of views of social media posts and videos (+ responses and sharing)	Monthly	Social media monitoring
Number of scientific publications	Bi- Monthly	Number of posts/publications
Frequency of updates in the News section of the website	Monthly	Number of posts/publications
Number of participating students and their home countries during the summer camp	After the event	Event registration form statistics
Number of participants of the conference as well as the share of sectors that they represent	After the event	Event registration form statistics
Share of students who consider that they gained relevant skills for transdisciplinary action research	After the event	Google Form of the final survey based on the results of the event
Share of students who consider that they made useful contacts during the summer camp and conference	After the event	Google Form of the final survey based on the results of the event
Share of conference participants who consider that they made useful contacts during the summer camp and conference	After the event	Google Form of the final survey based on the results of the event
Share of conference participants who consider the presented and discussed topics of the conference as relevant for Ukraine and their work	After the event	Google Form of the final survey based on the results of the event

### Indicative indicators

- Monthly social media posts - about 100 views or responses per post.
- Project webpage - about 100 unique visitors per month.
- The Summer Camp & Conference - 100 participants from at least 3 different countries.

### Qualitative

- Level of communication and participation of partners (dissemination strategy, contributions for website and social media content, concept & implementation of conference & summer camp, etc.).
- Feedback from students and direct observation of their active participation during the summer camp and conference will show whether the format is appropriate.
- Satisfaction level of the conference participants.
- Measurement and evaluation of quality indicators will take place during the conduct of relevant surveys using the Google Form tool.
- Training of experts on sustainable development capable of participating in the development of environmental policies in Ukrainian cities and regions.
- Training of change agents on sustainable development at the household, local and regional levels.
- Integration of the developed project courses into the curricula of the project partners' universities in environmental specialties.
- Trainings and workshops within the project will contribute to the development of professional skills and competencies of Ukrainian universities' academic and administrative staff.
- Involvement of NGOs, government agencies and institutions in the project will support the practical application of the project results, ensure appropriate influence on policy makers and support sustainable recovery efforts in Ukraine.

## **7. Feedback & Adaptation**

Effective implementation of the strategy includes mechanisms for collecting feedback from various stakeholders, analyzing the effectiveness of information dissemination, and adapting approaches based on the data obtained.

To improve the project services and refine this strategy, all partners and stakeholders are invited to send proposals to **org\_pmo@ztu.edu.ua** with the subject line "TLN proposals".

The received proposals and comments should be discussed at the working meetings of Working Group 5, which should be held once every two weeks, and if urgent decisions need to be made, the meeting may be held urgently at the request of the working group members.

Based on the results of such meetings, a decision is made on the need to amend this strategy, which must be approved at the project management level.