

CircuWasteVETAfrica



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D5.1 Communication and Dissemination Strategy

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Abstract	This document outlines the project's communication strategy and describes the activities carried out in the first quarter of the project and the ones planned to guarantee broad dissemination. PDF/EN
Keywords	Communication guidelines, dissemination, visual identity, stakeholders, engagement, promotion, social media, website, press office

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PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION		
NATURE OF THE DELIVERABLE		R
DISSEMINATION LEVEL		
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in the CORDIS project's page)	PU
SEN	Classified information as referred to in Commission Decision 2001/844/EC	
CLASSIFIED R-EU / EU-R	EU RESTRICTED under the Commission Decision No 2015/ 444	
CLASSIFIED C-UE / EU-C	EU CONFIDENTIAL under the Commission Decision No 2015/ 444	
CLASSIFIED S-UE / EU-S	EU SECRET under the Commission Decision No 2015/ 444	
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in the CORDIS project's page)	

* **R:** Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patent filings, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

The purpose of this document is to outline the overall plan for communicating strategically about CircuWasteVETAfrica. It outlines communication and dissemination goals, identifies key stakeholders and communication channels, and describes guidelines, activities, and how their success will be evaluated in alignment with the established project objectives.

This document outlines the plan to keep track of all partners' dissemination activities and to provide insight into the outcomes and knowledge that will be gained throughout the project's lifetime. It provides all the activities designed to create awareness and give visibility to the project over its two-year span.

Given that communication actions are iterative processes, WP5 will regularly reassess the tactics and strategies in place to ensure the plan is continuously updated to better meet the needs of target audiences and adapt effectively throughout the project's duration.

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ABBREVIATIONS

AU	African Union
CDM	Communication and Dissemination Manager
C&D	Communication and Dissemination
CWVA	CircuWasteVETAfrica
DIH	Digital Innovation Hub
EC	European Commission
EU	European Union
KPI	Key Performance Indicator
NGO	Non-Governmental Organisation
VET	Vocational Education Training
WP	Work Package

1 INTRODUCTION

This document presents the Communication and Dissemination Plan for the CircuWasteVETAfrica (CWVA) project. It defines a clear strategy to maximise the project's visibility, enhance its impact, and ensure that key outcomes reach a wide and relevant audience of stakeholders. Building on the strong foundation established by the GreenVETAfrica project, CWVA benefits from an existing network and heightened awareness, providing a solid starting point for effective communication and dissemination efforts.

The document outlines the full range of communication channels that will be used to share updates, insights, and results from all project activities. It also presents the project's branding approach, ensuring a consistent and recognisable identity throughout its lifecycle. In addition, the plan details the implementation framework for dissemination, including key messages, communication tools, performance indicators, and target audiences.

Finally, it defines the exploitation strategy that will guide the continued use and promotion of project outcomes beyond the project's completion.

2 DISSEMINATION AND COMMUNICATION STRATEGY

The ambition of the Communications, Dissemination, and Engagement activities is to maximise the awareness and the impact of the project, supporting the establishment of a cohesive and synergic ecosystem. CircuWasteVETAfrica's Dissemination and Community building strategy is built around these main objectives:

○ 2.1 OBJECTIVES

- Support the CWVA study activity by promoting the stakeholders' participation in surveys and activities aimed at collecting their contributions to the green skills demand and gaps mapping.
- Support the involvement of industry, SMEs, and micro-SMEs in the programme to promote apprentice dual learning and facilitate job entry opportunities for learners.
- Disseminate the CWVA key results to relevant target stakeholders to ensure:
 - i. Knowledge providers exploit the skill gaps analysis, including current labour needs in the green circular economy.
 - ii. Policy makers exploit the skill gaps analysis and recommendations to cover the gap between the demanded and supplied green skills.
 - iii. Ensure media and citizens at large are aware of the European Commission's efforts to close the skills gaps across African countries and reduce migration pressure.
- To create a sustainable, dynamic, and scalable ecosystem that fosters broad engagement, collaboration, synergies, and exchange of knowledge and expertise towards new learning opportunities, other ERASMUS-EDU-2024-CB-VET, Horizon Europe, and beyond.
- To support know-how exchange, technology transfer, and collaboration in the ecosystem between Vocational Education Training (VET) providers and public and private authorities.
- To increase the visibility of CWVA VET programme actions to ensure learners in Sao Tome, Ghana, Namibia, and Angola are aware of the VET programme offered and successfully enrol.

○ 2.2 CIRCUWASTEVEAFRICA STAKEHOLDERS

The project targets stakeholders in Africa and Europe, ensuring that the impact of the project is well communicated among them and fosters knowledge exchange, builds capacity, and creates employment opportunities for targeted countries. Engaging with various stakeholder groups ensures that the project's outcomes are practical, impactful, and sustainable.

Internal CWVA community

- **Consortium members:** They are the key drivers of the project, gathering expertise, network, and resources to ensure the success of the project objectives. To support their efforts, they will be regularly updated on the progress of WPs and plans /tasks to be completed. They will be mainly approached via email, and WP leaders will make sure they maintain smooth and effective communication with all consortium members. Particularly, Specific communication efforts will be sent and received from trainers within VET partner institutions to actively involve them in the train-the-trainers program and facilitate the successful deployment of pilot VET programs with students.

External audiences

- **Trainers:** Through the train-the-trainers programme, the project will establish an Intensive knowledge exchange on circular economy and green waste management topics among VET trainers in the African countries and EU experts. The programme will be conducted (and materials provided) in English and Portuguese to ensure the training contents are accessible, understood, and discussed by all the participants.
- **Learners:** With an open and transparent enrolment campaign, the project will offer an opportunity to potential students to take part in the VET Programme. They will be invited to participate and given a chance to match with employers upon completing the programme. The curriculum will be developed in English and Portuguese to ensure the training content is accessible, understood, and discussed by all the participants.
- **Other vocational training schools in the EU and Africa:** One of the project's objectives is to foster waste management education in schools across Africa and Europe. External vocational training schools may be actively involved in promoting and replicating the new vocational programme on Green Waste Management.
- **Academia and Digital Innovation Hubs (DIHs):** Project activities will be disseminated to and through academia and digital innovation hubs in the target countries to develop capacity building in the field and increase awareness of the importance of the new VET Programme.

TABLE 1: CWVA KEY MESSAGES

TARGET GROUP	CHANNEL	KEY MESSAGES
VET providers	Partner's network, website, and events in the EU and Africa,	i) Explore and train the trainer's VET programmes in waste management and circular economy, matching the labour market needs ii) Exchange knowledge with other VET providers
VET learners	Social media, website, local press	i) Job market needs ii) Circular Economy as job opportunities iii) Enrol in CWVA VET programme
Green industry, SMEs, Employers	Dedicated stakeholders' workshops, webinars, and consultation (i.e., online survey), one-to-one meetings, website, local press, Stakeholder Workshop, job fair, public-private partnerships Workshop organised by the project	i) Provide insights on skill needs and challenges, job opportunities ii) Offer apprentice opportunities to CWVA learners iii) Select skilled candidates for job opportunities
Academia and Digital Innovation Hubs (DIHs)	Presentations at relevant events, Website, social media, and Stakeholder Workshop.	Contribute to strengthening VET providers' capacity by offering dedicated train-the-trainers programme (pedagogical, digital, and technical) and/or collaborate to develop joint VET programmes
Donors	Website, social media, public-private partnerships workshop, and presentations at relevant events.	Support the replicability of the CWVA training and support inclusion by offering scholarships to vulnerable learners
Public	Website, social media, press,	Support the Green Economy through job creation

Authorities	public-private partnerships workshop, and presentations at relevant events	i) Accreditation of the programme ii) Promotion of the replication
Citizens	Website, social media, press	EU contribution to VET programmes and job creation in Sao Tome, Ghana, Namibia, and Angola

- **Professionals and employers of the Waste Management Industry:** Professionals and employers in the waste management industry will be invited to provide insights into green skills needs and challenges. They will participate in the skill gaps assessment and be invited to the stakeholders' workshop and the job fair event, with the main purpose of facilitating an employment matchmaking process.
- **Public authorities, industry, and policy makers:** This target group is very important in the scope of the GVA Project and the sustainability of its results. A dialogue will be continuously promoted to foster skills development and micro-entrepreneurship opportunities that are aligned with a green, sustainable transition.
- **Donors:** This target group plays a critical role in supporting the long-term sustainability and scalability of the CWVA project outcomes. Continuous engagement with donors will be fostered to highlight the project's contribution to green skills development, circular economy practices, and inclusive micro-entrepreneurship. By demonstrating a measurable impact and alignment with broader development goals, the project aims to build trust, attract further investment, and encourage replication in other regions.
- **General public and media outlets:** Public engagement is an important part of the project to raise awareness and start discussions on sustainable subject matters among citizens, both online and offline. Engaging the public and media will communicate the European Union's contribution to vocational education and training (VET) programmes and job creation in Africa and Europe.

○ 2.3 KEY MESSAGES

In the CircuwasteVETAfrica project, we recognize that each stakeholder group has unique communication needs. To ensure effective engagement, we have developed tailored channels and key messages for communities, vocational institutions, policymakers, industry partners, and Non-Governmental Organisations (NGOs). These range from community radio and workshops to policy briefs, digital platforms, and business forums. This approach enables us to deliver relevant, impactful messaging that fosters participation, collaboration, and shared ownership of the project's green and circular economy goals.

3 CIRC UWASTE VETAFRICA BRAND IDENTITY

○ 3.1 BRAND

The principal brand identity of CircuWasteVETAfrica builds on the founding identity created for the GreenVETAfrica project while expanding its reach beyond green waste management to address the broader Circular economy and reach new audiences in more African and European countries. The project has spent the first months of 2025 building the core elements of its visual identity: logos, preferred fonts, colour palettes, and templates for press releases, deliverables, and PowerPoint. These elements are continuously improved throughout the project.

The project has adopted a project logo as an important tool to attract stakeholders' attention and to make project results sustainable. The project logo is unique, and its shape and colours will remain the same throughout the project implementation and activities outside the project. All consortium members must follow the given visual identity as follows:



FIGURE 1: CIRC UWASTE VETAFRICA LOGO

○ 3.2 TEMPLATES

The PowerPoint presentation template was designed for both internal and external use for events and meetings. The template is easy to customise and allows consortium members to communicate the project without leaving out key information, ensuring consistency across all materials. This is further supported by a dedicated information desk, which will be prepared using the template to provide a clear presentation of the project's objectives, activities, and impact.

A press release and deliverable template have also been designed to convey reports and updates on the project. This deliverable template provides a structured format, including predefined sections for objectives, methodologies, Table of Contents, findings, and conclusions. Both templates include important information about the project, such as the logo, EU recognition, and links to the project's social platforms.

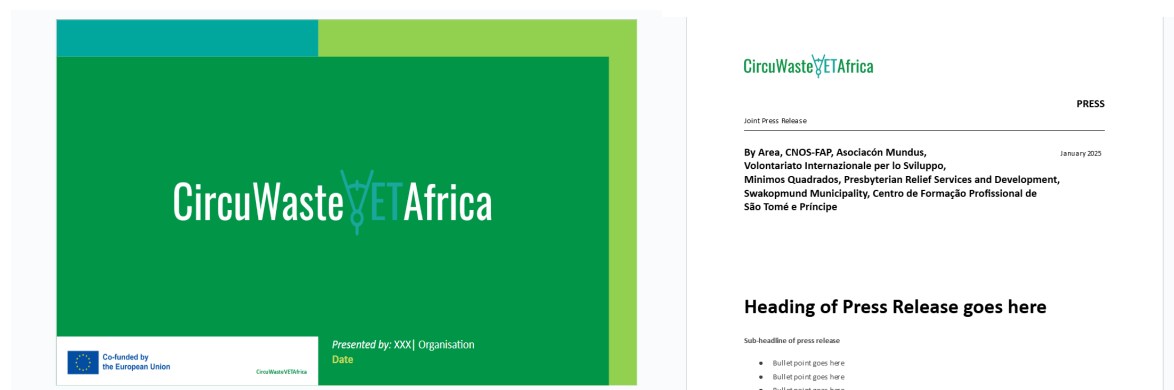


Figure 2: CIRC UWASTE VETAFRICA TEMPLATES

○ 3.2 EU RECOGNITION

Partners will display the EU flag and funding statement (“CircuWasteVETAfrica project is co-funded by the ERASMUS+ programme under Grant Agreement number 101182642”) in all their communication and dissemination activities relating to CircuWasteVETAfrica (online/offline/social media/ website, press, interview, radio, webinar, blog, video and any supplies or major results funded by the grant). This has been embedded in all communication tools developed by the project so far. The Coordinator (AREA) has dedicated a specific session of the Kick Off Meeting to inform the partners accordingly.

The EU flag and funding statement must be displayed in a way that is easily visible to the public and with sufficient prominence.



FIGURE 3: EU RECOGNITION GUIDELINES

EU funding must be acknowledged in all types of public outputs, media contacts, and other public statements.

4 COMMUNICATION CHANNELS AND TOOLS

○ 4.1 CIRCUWASTEVEAFRICA WEBSITE

The CircuWasteVETAfrica's website (<https://circuwastevetafrica.eu/>) is the primary communication tool among other communication channels, where all the important information is collected and which other channels refer to. It is a user-friendly interface that clearly shows all important details about the project, as well as materials and news gathered via the various work package activities. The website was launched by AREA in the third month of the project, achieving milestone 7 of the task, and will be optimised with content as the project progresses.

At the time of writing, the website navigation bar contains the following:

- Our approach: This section includes the vision, objectives, and motivation of the CircuWasteVETAfrica project
- Our work: This section breaks down the activities of the project to the public
- Our partners: This section presents the Consortium and provides specific information about each of the eight partners' roles in the implementation of the activities
- Our contact: This section provides a contact form to get in touch with the Consortium
- Green jobs/skills: This section explains various green jobs and skills opportunities

As the project evolves, further sections will be added, such as:

- Resources (deliverables, promotional materials)
- Training modules
- Registration/Applications to the VET programme
- News (newsletters, events, latest videos, press releases)

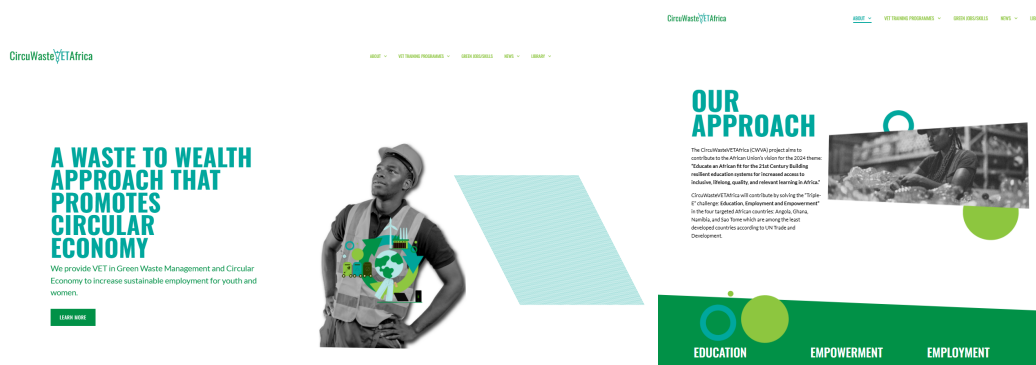


FIGURE 4: CIRCUWASTEVEAFRICA WEBSITE SCREENSHOT

The CircuWasteVETAfrica website is built using WordPress, a widely used content management system (CMS) known for its flexibility and ease of use. Powers over 43% of all websites globally and holds a 62.8% share of the content management system (CMS) market. WordPress is the most popular CMS that supports businesses and similar projects like this. With a wide range of plugins and themes, it allows seamless customisation and scalability. It is open-source, regularly updated for security and performance, and optimised for search engines, making it a reliable and efficient choice for the project. Below are key reasons why WordPress was selected for this platform.

- WordPress has great support as it is used by so many people all over the world; countless guides, tutorials, and resources can be found online.
- WordPress makes SEO easy by having some built-in tools that tell you how SEO-friendly your content is.
- WordPress is flexible and can be as in-depth and complex or as simple as you want it to be.
- WordPress is a safe and secure platform. It's also easy to enable an SSL certificate for your WordPress site.
- Slow websites are useless. WordPress knows this, so it has specific features and elements that you can take advantage of that will speed up your website.

CircuWasteVETAfrica uses Matomo analytics, the most common free and open source web analytics application, to track online visits and display reports on these visits for analysis. Matomo ensures compliance with worldwide privacy laws. It is compliant with a range of privacy laws around the world, such as HIPAA, CCPA, LGPD, and PECR. By default, IP Anonymisation is enabled in Matomo. This means Matomo stores in the database each new visitor's IP address (IPv4 or IPv6 format) with the last components removed to protect the user's privacy. IP anonymisation is a good way to protect users with static IP addresses, as otherwise their browsing history would be easily tracked across several days and even across websites tracked within the same Matomo server.

With a target of more than 3000 visitors by the end of the project, we have dedicated a quarterly check-in on the number of generated unique visitors to get information about the average time spent on the website and the visitors' origin, ensuring that all content developed reaches its target audience in Ghana, Namibia, Angola, Sao Tome and across Europe.

As of now, the website has 303 visitors, 1252 pageviews, and 814 unique pageviews. We are leveraging the partners' media networks to disseminate articles written by the project content editor, as well as securing media mentions to increase the project's visibility in news outlets.

○ 4.2 CIRC UWASTE VETAFRICA SOCIAL MEDIA

Social media is an essential communication tool for any project. The CircuWasteVETAfrica project needs to reach wider audiences, communicate our activities, and engage key stakeholders, given that the majority of social media users (particularly X) are youths, and LinkedIn has more industry professionals. These two main social media channels have been selected to disseminate the project's contents and drive traffic to the CircuWasteVETAfrica website. Also, the project's YouTube channel will be used to host videos developed during the project's events. AREA will put efforts into creating interesting content that is of interest to the CWVA audience and building a community that serves as a go-to for information on these topics. This can be done by posting and sharing information from other relevant accounts: partners, associated stakeholders, and influential accounts on topics relevant to CWVA. We ensure mutual engagement through tags and mentions; this way, organisations or individuals involved can see the posts and share them with their connections. To reach its KPIs, partners have been encouraged to follow all social media accounts and make independent posts about the project. Using relevant hashtags can improve social media algorithms.

The main project-related hashtags, which will be monitored and used in the project's posts, are: #CircularEconomy #GreenWasteManagement #GreenSkills #CapacityBuilding #VETEducation #Erasmus+ #EU-AU. More hashtags could be used, depending on the trends and their relevance.

TABLE 2: CWVA SOCIAL MEDIA CHANNELS

CHANNEL	AUDIENCE	ACTIVITY	FREQUENCY
X	VET schools, relevant projects, press, EC, and African policy makers	Short-form copy and captivating visuals to drive traffic to GVA news and events. Keep the dialogue with relevant initiatives through retweets	1 tweet per week, 2-3 re-tweets/day

Linkedin	VET providers, industrial players, professionals, relevant associations, and Academia.	Medium form copy with more formal/professional content to engage on relevant topics and create a community of interested professionals in EU – AU	1 post per week 5-6 posts sharing per day
Youtube	General audience	Explainer videos to highlight the project and its findings. Recording of CWVA public events.	Posting videos when released by the project

○ 4.2.1 X (FORMERLY TWITTER)

An X account ([@GreenVETAfrica](https://twitter.com/GreenVETAfrica)) was created from the recently concluded GreenVETAfrica project. This was done to maintain its social media presence and follower base as opposed to starting from scratch. This approach ensures continuity in engagement, leveraging an existing audience to maximise outreach. Given X's algorithm, which favours established accounts in visibility and engagement, this strategy allows the project to maintain momentum and effectively disseminate outcomes. Contents on the CWVA X account will be pushed once a week to ensure that tweets are engaged (i.e., likes, comments, and retweets) by all partners. The content shared will not only include information from the project; for instance, an introductory post about the project partners and a post on the International Day of Education have been made. Posts will include information that is relevant to our target audience on topics related to the CWVA. This includes relevant content that relates to CWVA interests but is not an outcome of the project, e.g., pieces of news, papers, events, reports on topics like Circular economy, Green waste management, vocational education, recycling, etc.

Partners have to be encouraged to follow CWVAs' accounts, tweet or retweet posts using CWVAs' Twitter handle. CWVA's account also tweets and retweets content from the consortium partners. CWVA's Twitter account currently has 175 followers, follows 65 other accounts, and has published 5 tweets since its creation.



FIGURE 5: CWVA X PAGE

○ 4.2.2 LINKEDIN

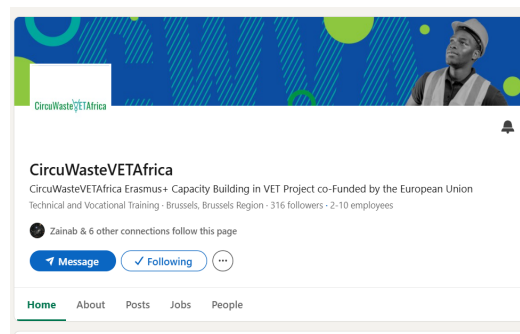


FIGURE 6: CWVA LINKEDIN PAGE

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Potential CWVA stakeholders are on LinkedIn, so it is appropriate to implement some actions, and just like its X page, the CWVA LinkedIn page ([CircuWasteVETAfrica](#)) was built on an existing active follower base to maintain social media presence and follower base. As of now, it has 316 followers and 5 posts relevant to the CWVA project. By producing content about the project that our viewers want to see and share with others, they become advocates of CWVA and can expand our global influence. CircuWasteVETAfrica will post as many status updates as our content supports. The LinkedIn profile is a supplement to the website, helps drive traffic to the site, and offers a way to promote the project. CWVA mentions partners' LinkedIn pages as a way to create positive visibility exchanges, and a direct link to these posts is shared within the partner's WhatsApp group for wider engagement. This habit will be maintained for all posts, especially live posting about all events and partnerships made by the project. LinkedIn offers a wide range of analytics tools that allow the project to monitor followers' job profiles and country of residence while providing an overview of unique visitors and the number of visits over time.

○ 4.2.2 YOUTUBE

CWVA videos will be published on a dedicated [YouTube](#) Channel, which is linked to CircuWasteVETAfrica's website and other social media. Video content will be related to workshop recordings and event presentations, as well as to learning materials. The project plans to get video content from the Project meeting in Year 1 and Year 2, and the Graduation and job fair event.

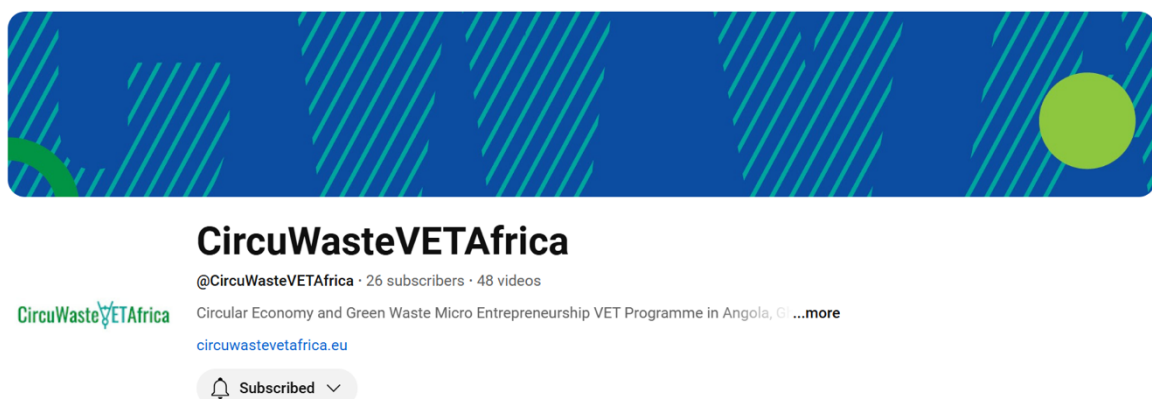


FIGURE 7: CWVA YOUTUBE PAGE

○ 4.3 CIRC UWASTE VETAFRICA NEWSLETTER

The CWVA e-newsletter is developed based on all activities happening within the project, published as: recent and upcoming events, outcomes, progress and achievements from the different Work Packages, interesting papers, news from other related projects, videos and major announcements, It will be distributed to the consortium partners and all the subscribers. It is foreseen to send a newsletter every six months to achieve the target of four in total by the end of the project. The newsletter is one of the best channels to communicate with interested people and to keep them up to date with the project activities and outcomes. This is why our communication and dissemination plan have to include a strategy for getting more subscribers, with the following actions:

- Send out a dedicated email to existing subscribers of the GreenvetAfrica project's newsletter, which has about 200 subscribers. This email introduced CWVA as a follow-up initiative of the CWVA project that is expanding beyond Nigeria and Ghana to include São Tomé, Namibia, and Angola. The email highlighted the new training modules and encouraging them to receive the CWVA newsletter to benefit from the new resources, we also included the choice to unsubscribe for GDPR compliance (option chosen by 60 subscribers). 140 people retained their subscription to the CWVA newsletter.
- Capture sign-ups via website visits. The form already exists and is displayed on all pages as a row.
- Leverage social media by encouraging users to sign up for the newsletter. Announce at the end of a social media post about the upcoming newsletter and ask followers to subscribe.
- Leverage partner websites to write about the project and/or mention the project with an interlink to the project website.
- Add a newsletter signup call to action at the end of every newsflash, press release, and presentation.
- Capture sign-ups from CWVA events (webinars, workshops, etc.)

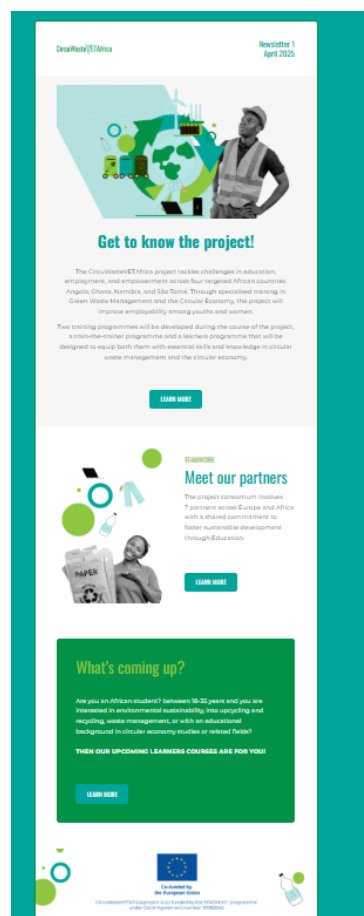


FIGURE 8: CWVA NEWSLETTER EDITION 01

○ 4.4 CIRC UWASTEAFRICA STAKEHOLDERS' WORKSHOPS AND WEBINARS

Stakeholders mapping exercise, stakeholder webinar, and public-private partnership workshop

Stakeholders mapping exercise:

The success of the train-the-trainer and learners programme relies heavily on stakeholder engagement, which happens at the first stage of the project. To effectively communicate with stakeholders outside the project and ensure that all potential partners are engaged throughout its duration, the consortium has assessed and developed various methods to enhance interaction and involvement with external partners and other relevant groups.

By M6, an extensive stakeholders' mapping exercise was performed in the targeted countries to identify potential projects, initiatives, local and international organisations, VET schools, public and private networks in the waste management sector, SMEs, and experts that would be relevant and interested in the CWVA's activities. Most specifically, WP4 will act as a liaison with external partners by leveraging their network and building a comprehensive list of relevant actors, including their profiles, their main activities, their reason for engagement, and their perspective on job opportunities. The list will be kept up to date as new stakeholders are identified and will be sent a personalised email to participate in the skills gaps needs assessment, which will help WP2 and WP3.

Stakeholder workshops and webinar:

Through Stakeholder meetings, CWVA brings together and involves the relevant national and international stakeholders in green waste management and circular economy, including but not limited to European networks. The first stakeholder meeting will take place in person, co-located with the partners' meeting in M12. This meeting aims to bring together major stakeholders in the waste management sector, to provide an overview of the activities carried out by these stakeholders and to delineate their relation to the activities of CWVA. The workshop will help partners discuss project progress, host pitches from stakeholders who are working in similar fields to identify synergies and areas of collaboration, and connect VET partners with public and private sector players.

Private-public partnership workshop:

By M22, the project will organise a public and private stakeholder workshop to verify the interest in collaborations. This workshop attendance and dissemination will be based on stakeholders mapped at the beginning of the project and a heatmap, A visual representation of the core needs of public/private stakeholders matched with the core expertise of VET.

○ 4.5 CIRC UWASTEAFRICA NEWS AND PRESS ACTIVITIES

The press is an important medium to use for CWVA communication. We foresee 8 news articles per year, including press releases, depending on the importance of the outcome or information to share. Press releases may occur to:

- Introduce the project and the upcoming activities/meetings
- Launch the Train the Trainers Programme
- Launch the VET Programme Pilots in Ghana, Namibia, Angola, and São Tomé
- Promote the Final Event of the project
- Disseminate the Learning materials developed throughout the project

The first press release was edited to announce the start of the project. It has also been translated into Spanish, Portuguese, and Italian to facilitate dissemination across the local press and uploaded on the website.



FIGURE 9: CIRCUWASTEVEtaFRICA PRESS RELEASE (ENG-IT-SP-PORT)

At the time of writing, all the partners are engaging the local press in Italy, Spain, Nigeria, and Ghana. Below is the press clipping from the publication so far:

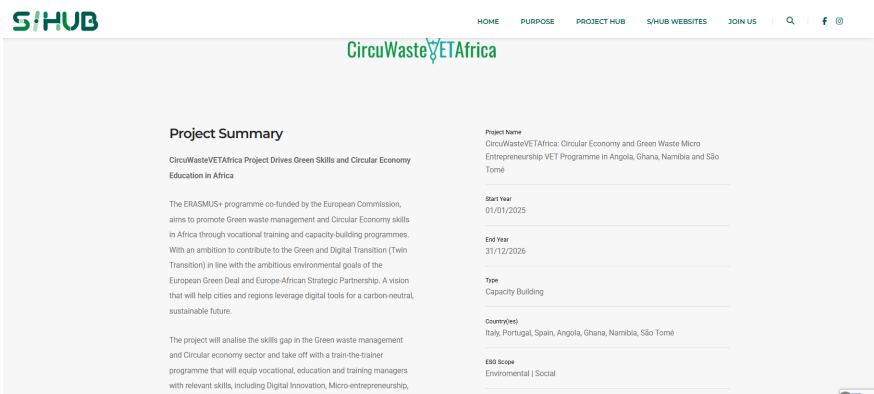


FIGURE 10: SCREENSHOT OF PRESS CLIPPING

○ 4.6 EVENTS

Events are an additional tool and channel for communication and dissemination purposes. It also helps to increase the reach and to raise awareness of the project. It includes events organised by CWVA as well as events to which CWVA is invited to participate. Organising and participating in events brings alignment within the consortium and a broad, interested, and focused audience. It is always a good opportunity to present the project, communicate on a specific outcome, gain visibility, and engage the wider public, policymakers, and the waste management communities. Those events include but are not limited to webinars, workshops, training, conferences, and meetings. The following list of (online) events will be organised by CWVA;

TABLE 3: TABLE OF EVENTS TO BE ORGANISED

EVENT NAME	MONTH	LOCATION	TYPE	OBJECTIVE	NO. OF ATTENDEES	ACTIVITIES
Circular waste stakeholders' workshop	M12	Swakopmund, Namibia	Project Meeting coupled with stakeholders' workshop	To present the project to TVET Institutions & Training Centers, government representatives, and the private sector waste management, recycling, and renewable energy industry. To ensure programmes align with national and regional education policies.	30	Open and group discussions, presentations
Public-Private Partnerships Workshop	M22	Luanda (Angola)	Discussion of models of public-private collaboration	To strengthen cooperation and future collaboration between public institutions and private sector players in TVET and circular economy education.	50	Open and group discussions, presentations. Networking session
Capitalisation plan workshop	M24	Sao Tome	Project Meeting coupled with added value	To discuss sustainable plans and exploitation efforts among partners.	20	Open and group discussions. Presentation of the capitalisation plans of each TVET
Graduation and Job Fair in each location.	M24	In each African country, at the TVET location	Job fair event	To promote the employability of learners	50	Project overview and achievement, student testimonial, presentation of certificate

The project will also leverage the network of its partners to get access to relevant events. Partners have compiled a list of relevant events to maximise engagement and visibility.

TABLE 4: TABLE OF RELEVANT EVENTS FOR DISSEMINATION

EVENT NAME	DATE	LOCATION	REGION (EU/AFRICA)	PARTNER RESPONSIBLE FOR PARTICIPATION	TYPE OF PARTICIPATION (SPEAKER/EXHIBITOR/ATTENDEE)
Delegate Programme on Circular Construction	06 – 11 October 2025	Frankfurt	Europe	AREA	Attendee
EfVET Annual Conference 2025	22 to 25 October 2025	Fatima, Portugal	Europe	AREA	Workshop
Erasmus Week	20 to 21 May 2025	Addis Ababa, Ethiopia	Africa	AREA	Networking and workshop
Ecomondo	November (annual event)	Rimini, Italy	Europe	AREA and MQ	Presentation and booth
Africa Skills Week	TBC	TBC	Africa	TBC	Dissemination
World Skills Africa	TBC annual	TBC	Africa	TBC	Dissemination
West African Clean Energy & Environment Trade Fair & Conference	11 and 12 November	Accra, Ghana	Africa	TBC	Presentation and booth
ICERA 2025	21-23 October	Windhoek, Namibia	Africa	TBC	Dissemination
WasteExpoAfrica Namibia	30 - 31 October	Winhoek Namibia	Africa	TBC	Dissemination

○ 4.7 CIRC UWASTE VETAFRICA PROMOTIONAL MATERIALS

Promotional materials are physical or digital assets to enhance the visibility of the project, communicate key messages, and directly engage target audiences effectively. For CircuWasteVETAfrica, these materials include flyers, brochures, posters, roll-ups, and banners, all tailored to different communication needs. Flyers and

brochures provide concise information about the project's goals and activities, while posters, roll-ups, and banners are used at events to attract attention and create a strong visual presence.

○ 4.7.1 FLYERS AND POSTERS

Flyers are compact and visually engaging materials that are designed for quick distribution at events, workshops, conferences, and public spaces. The CWVA flyers will be an introduction to the project, having a short but captivating introduction to pique people's interest. To reduce the use of paper, a limited number of copies will be printed with greater emphasis placed on the second page of the flyer, where a QR code will be provided to learn more about the project. The CWVA will have a striking visual, minimal text, and a clear call to action, which makes it an effective tool for advocacy and public engagement.

The project design team has designed compelling flyers and poster samples for the project communication activities.



FIGURE 11: CWVA FLYER FRONT AND BACK VIEW



FIGURE 12: CWVA POSTER DESIGN

○ 4.7.2 ROLL-UPS AND BANNERS

Roll-up banners are portable, retractable stands that are easy to set up and transport. The CWVA roll-up will be used for indoor events, stakeholder meetings, and presentations at events organised by the project and/or to. The banners will be used at training sessions and project the job fairs to create a strong presence and reinforce the project's messaging.

The project design team has designed compelling flyers and poster samples for the project communication activities.



FIGURE 13: CWVA ROLL-UP DESIGN

○ 4.7.3 VIDEOS

Videos are compelling ways to engage the project audience and spark conversation on important topics. The CWVA project will use videos, both educational and interactive once to communicate the project. Interviews featuring project partners and stakeholders will be conducted, and testimonial videos of the students and trainers will be made to highlight success stories, personal experiences, and benefits of participating in the CWVA programme. The project will make use of the YouTube channel as its main platform for hosting and sharing video content.

5 RESULT MONITORING

To ensure that the communication plan aligns with the project's goals and objectives, we have developed a list of Milestones, deliverables, and key performance indicators (KPIs) to monitor progress.

○ 5.1 MILESTONES

TABLE 5: CWVA WP5 MILESTONES

MILESTONE NO	MILESTONE NAME	MODE OF VERIFICATION	LEADER	DUE DATE	STATUS
MS7	Launch of the Website and social media	Website framework defined, essential content edited, and responsive website published online	AREA	M3	Achieved

This milestone has already been achieved, the CircuWasteVETAfrica website has been published and updated with relevant content.

○ 5.2 DELIVERABLES

TABLE 6: CWVA WP5 DELIVERABLES

DELIVERABLE NO	DELIVERABLE NAME	MODE OF VERIFICATION	LEAD PARTNER	DUE DATE	STATUS
D5.1	Dissemination & Communication Strategy	A document that defines the community building and communication strategy and describes the activities we will pursue to guarantee broad dissemination. Uploaded on the website in PDF/EN format and sent to the project manager for review.	AREA	M4	Current Document
D4.2	Impact Assessment Report	A document that will present the impact assessment of CWVA with recommendations for future replicability. Uploaded on the website in PDF/EN format and sent to the project manager for review.	MUNDUS	M23	Planned
D5.3	Dissemination & Communication Report	A report will be submitted on the Dissemination and communication in PDF/EN	MUNDUS	M24	Planned

○ 5.3 KEY PERFORMANCE INDICATORS

At M03, some of these KPIs have already been achieved, as highlighted in the table below, while most will be reached throughout the project.

TABLE 7: CWVA KPIs

MEASURE	INDICATOR	TARGET M24	MEANS OF VERIFICATION	STATUS AT MONTH M4
Project website	No. of unique visitors per year	>3,000	Matomo analytics	303
Social media	Number of followers on X and LinkedIn	>1,000 in total by the end of the project	Total number of followers	495 followers on X and LinkedIn
Promotional materials	Flyer/leaflet/brochure Roll-up Video	4 1 10	Printed flyers, roll-up, and video upload on YouTube.	1 1 1
News items/press releases	No. of published news items (total)	16	News published on the CWVA website	1 press release 2 news
E-newsletter	No. of newsletters sent out	4 by the end of the project	Newsletter published on the website	1
Event attendance (including online events)	No. of attended events	6 by the end of the project	Images and news from the event	N/A
Event organisation	No. of organised events	4 by the end of the project	Meeting attendance taken, images, and news about the event	N/A

○ 5.4 QUALITATIVE INDICATORS

Certain positive outcomes are difficult to measure because they cannot be quantified. To gain a more comprehensive understanding of the dissemination plan's overall impact, we will utilize the following qualitative indicators:

- Proactive online community. Social networks' dissemination efforts ensure an interesting outcome in terms of discussions, feedback, and content sharing and engagement. Social media analytics provide us with some interesting metrics (such as engagement rate, measured through the number of shares, likes, and comments), but the quality of this engagement can be evaluated only on a case-by-case basis
- Press/media coverage. The distribution of press releases and the publication of articles are geared to achieve press/media coverage about the project. It is possible to monitor the press coverage, but it is harder to evaluate the website traffic generated by offline publications and/or the reach of each media (as most of the publications do not disclose their traffic or do not have certified circulation data).

- The true influence of our efforts often extends beyond immediate reactions. Relationships evolve, and silent online observers can later become active contributors as the project develops. For example, vocational training schools may express interest in the new VET programme at a later stage in the project.

With an exciting community built from the GreenWasteAfrica project, we aim to build an active online community and maintain media visibility that will allow targeted key stakeholders to remain engaged and invested in the project and, more particularly, promote sustainable practices.

6 EXPLOITATION PLAN

To ensure the continuation of the CWVA project after it ends, we will actively engage target groups and continuously adjust the project outcomes and results so that they fit the constantly evolving environment in the industry. This plan will focus on addressing the decision-makers to convince them to introduce/take into account the results/products of the CWVA project and persuading individual end-users to adopt those results/products.

AREA will lead the exploitation but will be regularly updated with the contribution of all partners. The Consortium will work to build a strong stakeholders' network, made up of VET providers, SMEs representatives, SMEs stakeholders, managers, educators, public entities, and industry. WP4 Participated Strategic Planning is dedicated to ensuring the sustainability, valorisation, and long-term impact of its outcomes and activities. This WP, led and developed by the African partners, aims at developing and testing on the ground a method to ensure the capacity to map relevant stakeholders, engage them, and analyse their skill gaps and needs to develop relevant added value services and design public-private partnerships that last. The exploitation plan will;

- Support and raise awareness of CWVA project goals and results within and outside partner organisations
- Bring CWVA results to the attention of relevant decision-makers
- Place the focus on project highlights, e.g., “good practices” or specific innovations
- Encourages interested parties to use CWVA results in their own or similar problematic situations. This use by third parties also increases the sustainability of the CWVA project.

With the results that will be actualised from the project, we intend to make direct use of them in the following manner:

- The module developed will be used by VET providers to develop the skills of VET learners, making them available for employment in the green industry. We also aim to formalise the module contents in VET institutions across the countries through accreditation.
- The project will promote the working relationship between public and private industry. In particular, the VET providers will benefit from the close contact and information exchange from a series of events with the private sector stakeholders, obtaining crucial input for their programmes that would increase the employability of their students. The private sector, on the other hand, will be able to recruit specialised labour trained during the project.
- The project will provide open-access learning modules and materials to the other VET providers. This will be made available to all African learners through the VET institutions even after the project ends.
- TVET institutions involved in the project, VIS Angola, Presbyterian Relief Services and Development, and Centro de Formação Profissional de São Tomé e Príncipe, can use the results from pilot activities to develop and implement new training modules and institutional practices related to circular economy skills. The insights gained from initial implementation will support the replication of effective approaches across additional regions or schools. This not only strengthens the participating institutions' capacity to deliver relevant, future-proof training but also enhances their expertise in curriculum innovation and skills validation.
- Establishing consolidated collaboration with industry/public agencies (i.e., manufacturing industry, waste management authorities)
- Sustain social networking efforts by fostering collaboration and initiating new related projects, as demonstrated through the successful continuation with GreenVETAfrica.

Sustainability will also be discussed extensively during the coordination meetings with GVA partners. Resources needed to sustain the results include maintenance costs for the project website, the digital tools, and OERs, as well as the online learning platforms that will be jointly covered by partners involved in the exploitation of the programme. The project partners believe that collecting and tracking the project's impact data, showing the social value generated in each of the outcome areas identified within the project, as well as their links to the SDGs, can attract investment and potential further funding, thus ensuring a future strong sustainability of the

project. Many funders, both public and private, are increasingly sensitive to impact issues and are much more willing to finance projects that integrate, as in the case of the CWVA methodologies and tools for social impact assessment, with a clear and evidence-based economic, social, and environmental value. The consortium intends to exploit the following Erasmus+ platforms for the dissemination of project results:

- Erasmus Project Results Platform to promote the project Best Practices;
- EPALE - Electronic Platform for Adult Learning in Europe, to promote the project results, upload the project
- Smart Step e-learning platform - An Erasmus+ platform that will accommodate courses developed from the project

Furthermore, the consortium has dedicated WP5 Impact assessment to guide the development of future Circular waste VETs and recommendations for further modifications based on the experience of the programme.

7 CONCLUSIONS AND NEXT STEPS

The communication team has made efforts to create a strong communication means for the project in the first three months, setting up the processes and tools to drive these activities across several media and regions. CWVA's multicultural and multidisciplinary team offers a variety of ideas and starting points to be exploited in the communication activities. Most of the communication activities are in the works internally and will be better outlined in the upcoming months as the project progresses with various activities, thanks to the efforts of each partner in achieving various tasks.

These tasks, both upcoming and current ones, are relevant to the communication approach to be used with the industry value chains' actors and outreaches that directly involve Academia and VET providers.

The First Periodic Report (PPR), due at M12, will provide more details on the progress of the Communication and Dissemination Plan, achieved KPIs, attended and organised events, and the overall effectiveness of the project.