



GREENDT

D7.1. Communication and Dissemination Plan

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EXECUTIVE SUMMARY

GREENDT is an EU-backed initiative transforming Environmental Engineering education in Uzbekistan by developing a modern Master's program, building advanced laboratories, and fostering EU-Uzbek cooperation. Aligned with the European Green Deal, the project strengthens digital learning, industry partnerships, and sustainability education. This document outlines GREENDT's communication and dissemination strategy, led by FEUGA under Work Package 7. It ensures project visibility, stakeholder engagement, and long-term impact through coordinated outreach, using digital platforms, events, publications, and media. The strategy supports the project's mission to empower green leaders and connect education with real-world environmental challenges.

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Acronyms

| | |
|---------|--|
| EE | Environmental Engineering |
| EU | European Union |
| GREENDT | Implementing Environmental Engineering Master's Degrees through Sustainable Transition and Societal Change |
| HEI | Higher Education Institution |
| KPI | Key Performance Indicator |
| MSc | Master's Degree |
| NGO | Non-Governmental Organisation |
| OER | Open Educational Resource |
| WP | Work Package |

1 Introduction

The GREENDT project is dedicated to transforming Environmental Engineering education in Uzbekistan's Higher Education Institutions (HEIs) by leveraging expertise from universities in the European Union (EU). Aligned with the European Commission's Green Deal priority, GREENDT fosters a sustainable transition in environmental protection through knowledge transfer, skill enhancement, and collaboration.

GREENDT aims to empower students and faculty in Uzbekistan by developing an innovative Master's Degree (MSc) programme in Environmental Engineering (EE). This includes:

- Creating a cutting-edge Master's curriculum aligned with the EU Green Deal.
- Establishing state-of-the-art Environmental Engineering Laboratories (EE-Labs) in 5 key Uzbek HEIs.
- Driving the digital transformation of EE education (E-learning platform).
- Establishing an Environmental Engineering Society (E-Society Platform).
- Launching the EE Nexus to bridge education, research, industry, and policy.

Partners from Uzbekistan, Portugal, and Spain contribute to this goal, including universities, ministries, and expert organizations

1.1 Structure

Within the GREENDT project, all communication and dissemination activities are integrated into Work Package 7 (WP7), which is essential to the overall success of the project. WP7 ensures that project outcomes are effectively communicated, widely disseminated, and sustainably exploited. These activities are transversal in nature, supporting and amplifying the impact of all other work packages.

FEUGA leads WP7 and coordinates all dissemination and communication efforts, working closely with all project partners. All partners are expected to actively contribute to WP7 by supporting outreach efforts, sharing relevant content, and participating in dissemination activities. The work package begins at the project's outset and continues until its conclusion, with a strong focus on avoiding duplication, optimizing resources, and leveraging free and open-access communication channels whenever possible.

WP7 includes the following deliverables:

Table 1 WP7 deliverables

| Deliverable | Description | Timeline | Lead |
|-------------|--|----------|-------|
| D7.1 | Communication & Dissemination Plan | M6 | FEUGA |
| D7.2 | Sustainability & Exploitation Plan | M6 | FEUGA |
| D7.3 | Project Website | M6 | FEUGA |
| D7.4 | Dissemination Activities Intermediate Report | M18 | FEUGA |
| D7.5 | Dissemination Activities Final Report | M36 | FEUGA |

2 Communication and dissemination strategy

The communication and dissemination strategy for the GREENDT project is designed to ensure that all activities, outputs, and outcomes are effectively communicated to relevant stakeholders. The strategy supports visibility, stakeholder engagement, and long-term impact by targeting both academic and non-academic audiences.

From the launch of the project through to its completion, this integrated strategy aims to:

- **Raise awareness** of GREENDT's vision, goals, and activities among students, academia, policymakers, and civil society.
- **Promote the new MSc Programme, the e-learning platform for EE, and EE-Labs**, driving interest and engagement from potential students and institutional stakeholders.
- **Facilitate knowledge exchange and collaboration** between higher education institutions (HEIs) in Uzbekistan and EU partner countries.
- **Foster dialogue with policymakers, industry leaders, and community actors** to ensure sustainability and real-world application of project outcomes through the establishment of an E-Society platform.

To achieve these goals, the strategy combines targeted communication tools with active dissemination practices, creating a dynamic ecosystem of awareness, learning, and uptake.

2.1 Communication

Effective communication is crucial to maintaining stakeholder engagement throughout the project lifecycle. GREENDT's communication efforts aim to deliver clear, consistent messaging using a range of tools and channels tailored to different audiences.

Key communication activities include:

- **Building a strong project identity**, including branding and visual elements that make GREENDT instantly recognizable across all materials and platforms.
- **Maintaining a dynamic, user-friendly website** that serves as a central hub for project updates, resources, educational materials, and news.
- **Leveraging social media channels** (Facebook, LinkedIn, YouTube) with consistent messaging and hashtags such as **#GREENDT** and **#EEinUZB** to reach academic, professional, and public audiences.
- **Engaging traditional and digital media**, including press releases, newsletters, and collaboration with journalists to broaden outreach.
- **Organizing stakeholder events**, such as Info Days, open lab sessions, project showcases, and national seminars to encourage participation, dialogue, and visibility.

2.2 Dissemination

Dissemination activities focus on sharing the knowledge, tools, and innovations developed through GREENDT in accessible formats to maximize reach and impact. These efforts are aligned with the project's goals of transferability and long-term use.

Key dissemination activities include:

- **Publishing in peer-reviewed journals and presenting at international conferences** to ensure academic recognition and credibility.
- **Developing webinars, training workshops, and toolkits** to support knowledge transfer and capacity-building within and beyond the project consortium.
- **Producing multilingual materials** (brochures, factsheets, posters) that adapt messages for various cultural and institutional contexts.
- **Creating and distributing Open Educational Resources (OERs)** to ensure free and long-term access to project content.
- **Actively involving HEI students and staff** in dissemination processes, embedding project outcomes into institutional structures and curricula.

3 Target audiences

The GREENDT project engages a broad and diverse set of stakeholders to ensure meaningful impact, long-term sustainability, and widespread adoption of its outcomes. Each stakeholder group plays a unique role in the project ecosystem—from designing and delivering educational content to enabling policy change and raising public awareness.

Key target audiences include:

- **Academic Community:** University staff, researchers, and students involved in curriculum development, research, and programme implementation.
- **Higher Education Leadership:** Decision-makers responsible for institutional policies, programme adoption, and infrastructure investment.
- **Policymakers (National and Regional):** Government actors who influence education strategies, environmental policy, and project scalability.
- **Industry Representatives:** Private-sector stakeholders engaged in energy efficiency, green technologies, and innovation.
- **Environmental NGOs:** Advocates and collaborators for sustainability, social awareness, and community engagement.
- **EU Delegations and International Donors:** Strategic partners supporting higher education reform and regional cooperation.
- **General Public:** Citizens as indirect beneficiaries and supporters of sustainable development.
- **Media:** Channels for public visibility, dissemination, and outreach.

Table 2 Target audiences

| Stakeholder Group | Role in the Project | Engagement Strategies |
|-----------------------|--|---|
| Students | Primary beneficiaries of the Master's Programme | Webinars, outreach materials, student ambassador programmes |
| Academic Staff | Developers and implementers of curriculum and labs | Training workshops, peer-to-peer exchanges, newsletters |

| Stakeholder Group | Role in the Project | Engagement Strategies |
|--------------------------------------|--|--|
| HEI Leadership | Key decision-makers for programme adoption | Strategic briefings, leadership roundtables, bilateral stakeholder meetings |
| Ministries & Policymakers | Enablers of policy alignment and scalability | Policy roundtables, high-level events |
| Industry & NGOs | Innovation drivers and practice partners | EE Society events, innovation challenges, partnership matchmaking, internship placements |
| General Public | End-users and advocates of sustainability | Awareness campaigns, community engagement days, access to open educational content |
| Media | Amplifiers of the project's visibility | Press releases, media kits, interviews, dedicated briefings for journalists |

4 Key messages

Funded by the European Union through the Erasmus+ Programme, the GREENDT project is driving a strategic transformation of Environmental Engineering education in Uzbekistan by aligning academic innovation with sustainability, digitalisation, and international cooperation. These key messages reflect the project's vision, its alignment with EU priorities, and its long-term impact:

1. **Transforming Environmental Engineering Education in Uzbekistan.** GREENDT modernises higher education through a Master's programme aligned with the European Green Deal. It enhances the relevance of academic offerings to address pressing environmental challenges and labour market needs.

-
- *GREENDT is reshaping education in Uzbekistan to align with the green and digital transitions*
 - *Uzbekistan's Environmental Engineering education evolves for a sustainable, digital future.*
-

2. **Advancing Academic Excellence and Innovation.** Through a new EU Green Deal-aligned Master's curriculum and state-of-the-art Energy Efficiency Laboratories (EE-Labs), the project fosters pedagogical innovation, research excellence, and practical learning.

-
- *GREENDT empowers students through hands-on learning and EU-aligned academic excellence.*
 - *Innovation, research, and practice converge to deliver new skills.*
-

3. **Building Bridges Between Academia, Government, and Industry.** GREENDT creates synergies between universities, public institutions, and private-sector actors. These collaborations support innovation ecosystems, real-world training, and inclusive policymaking around sustainability and energy efficiency.

-
- *Education meets real-world challenges through cross-sector cooperation.*
 - *GREENDT turns knowledge into action by connecting learning with the labour market and public impact.*
-

4. **Strengthening EU-Uzbekistan International Cooperation.** By uniting higher education institutions across Uzbekistan and Europe, GREENDT reinforces international dialogue, promotes lasting international collaboration, institutional capacity-building, and long-term educational transformation in line with EU values and global goals through strategic alliances between EU and Uzbek institutions.



-
- *A shared vision for sustainability and education unites partners from Uzbekistan and Europe.*
 - *GREENDT deepens international academic cooperation for lasting impact.*
-

- 5. Empowering the Next Generation of Green Leaders.** At the heart of GREENDT is the commitment to empower students with the skills, knowledge, and mindset needed to become agents of change. The project promotes gender inclusion, digital fluency, and entrepreneurial thinking.

GREENDT prepares future environmental engineers to lead in a just, green, and digital future.

5 Channels & tools

5.1 Visual identity & branding

A cohesive visual identity is essential to ensuring the GREENDT project's visibility, recognition, and professional communication across all platforms. From the outset, a distinctive GREENDT brand was developed to reflect the project's core values: sustainability, academic excellence, and international cooperation. This visual identity adheres strictly to the European Union's visibility and communication requirements, ensuring that the project is consistently associated with EU support and Erasmus+ objectives.

The project's **Book of Style** (Annex 1) provides comprehensive branding guidelines covering logo usage, typography, colour palette, graphic motifs, and integration of the European Union emblem. All visual materials—both print and digital—must follow these standards to maintain consistency and credibility.

5.2 Brand elements

- **Logo.** The GREENDT logo symbolizes knowledge and sustainability. An open book forms the base, from which a tree grows, representing environmental consciousness. The negative space creates a lancet arch inspired by Uzbekistan's Registan, evoking cultural heritage and openness. Subtle tangram shapes within the tree further reflect international cooperation through the Erasmus+ programme.



Figure 1 GREENDT logo

- **Illustration Style.** Abstract, tangram-inspired patterns support the visual language and reinforce themes of cooperation, learning, and modularity. These patterns are used to enhance documents, backgrounds, and multimedia visuals.



Figure 2 Pattern example

- **Templates.** Microsoft Word and PowerPoint templates—based on the visual identity—have been developed for reports, presentations, and other project documentation. All partners are required to use these templates to ensure harmonized and professional project output.



Figure 3 Some of the templates

- **EU Emblem Integration.** In compliance with Erasmus+ communication obligations, the EU emblem and full funding statement are prominently included on all public-facing materials, clearly separated from partner logos to avoid confusion regarding institutional affiliation. In accordance with Erasmus+ visibility rules:
 - The **European Union emblem (EU flag)** must appear on all public-facing materials, alongside the full name “European Union.”
 - The **name of the Erasmus+ programme** may accompany the flag.
 - A clear **disclaimer** must be included on all publications: *"The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*
 - The **project number (101179013)** must also be displayed where relevant.

All consortium partners are jointly responsible for adhering to the branding guidelines. Proper and consistent visual identity enhances trust, builds brand recognition, and clearly signals that GREENDT is part of a European Union–funded initiative under the Erasmus+ programme.

5.3 Digital platforms

5.3.1 Project website

The official GREENDT project website (<https://greendt-project.eu>) serves as the central digital platform for all project-related communication and dissemination. It provides open access to up-to-date information about project objectives, activities, deliverables, events, and news.

The website is maintained throughout the project lifecycle and at least 2 years after the end of the project's lifetime, ensuring long-term visibility and access to outcomes. It will compile more than 35 news articles accumulated during the project's lifetime, and 15 additional entries during 2 years after the end of the project.

Further details about the structure, features, and content management of the project website can be found in Deliverable D7.3 – Project Website, also delivered in month 6.

5.3.2 Social media

Social media plays a key role in the GREENDT project's communication and dissemination efforts, supporting real-time engagement, visibility, and outreach to a wide range of stakeholders. GREENDT leverages social media to amplify project milestones, share knowledge, and build an active community around energy efficiency and sustainable higher education.

The project maintains official accounts on the following platforms:

- **LinkedIn** – To reach academics, professionals, industry partners, and policymakers with regular updates, event announcements, and expert insights. GREENDT's LinkedIn profile can be consulted at: <https://www.linkedin.com/company/greendt>

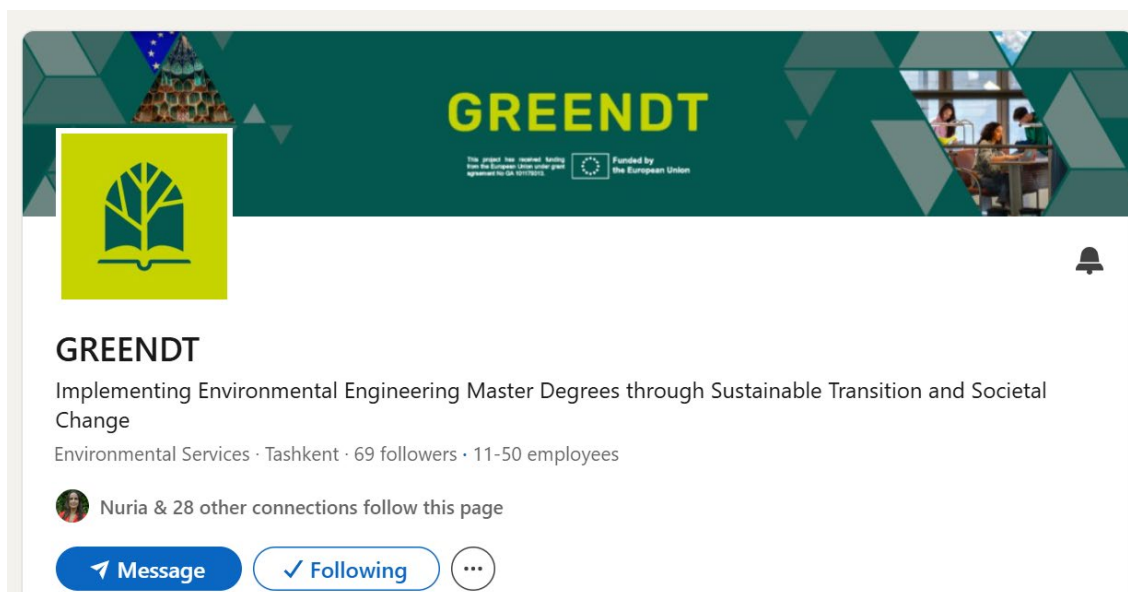


Figure 4 GREENDT LinkedIn page

- **Facebook** – To engage students, civil society, and the general public through accessible content, photos, videos, and community-driven updates. GREENDT Facebook profile can be consulted at: <https://www.facebook.com/GreendtEU>

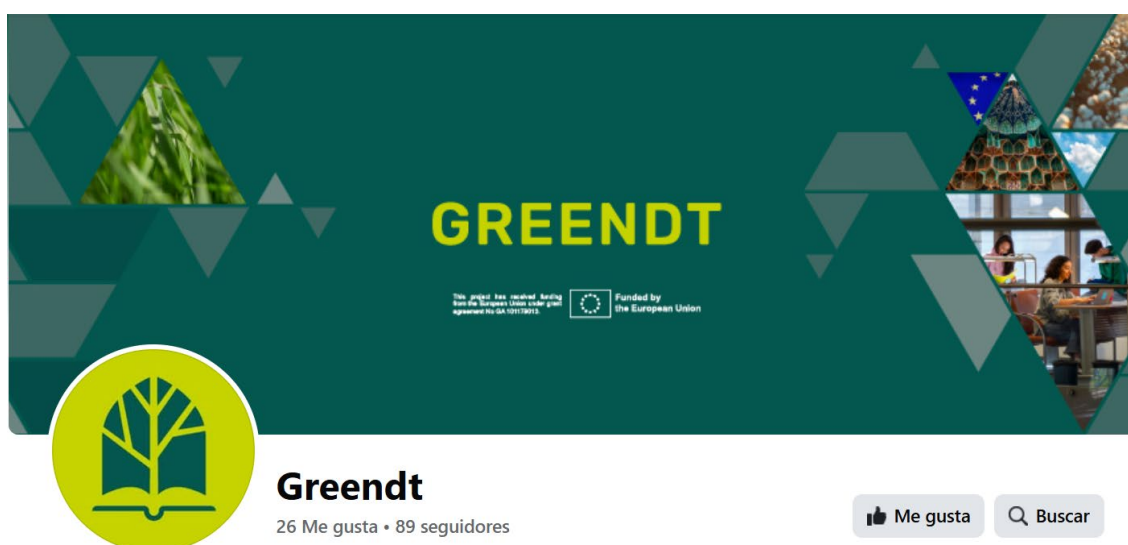


Figure 5 GREENDT Facebook page

- **YouTube** – To host and promote multimedia content such as project videos, interviews, webinars, lab showcases, and student testimonials. GREENDT YouTube channel can be consulted at: https://www.youtube.com/@GREENDT_EPLUS

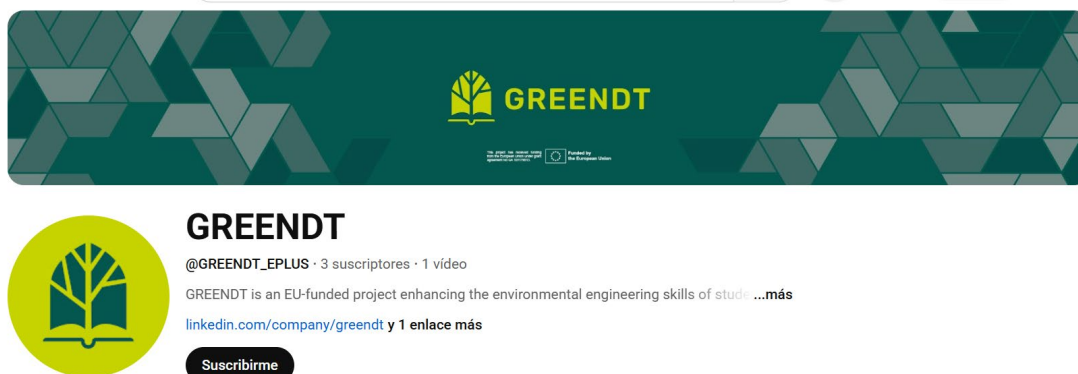


Figure 6 GREENDT YouTube channel

Content across these platforms is curated to reflect the diversity of project activities and stakeholder interests. Posts are scheduled regularly and strategically, with an emphasis on storytelling, visual identity, and interactivity (polls, comments, shares). Project hashtags such as #GREENDT and #EEinUZB are consistently used to enhance discoverability and foster cross-channel consistency.

In alignment with international observance days, GREENDT will integrate relevant themes into its social media strategy to:

- **Raise Awareness:** Highlight global environmental issues and sustainable practices.
- **Promote Engagement:** Encourage community participation through interactive content.
- **Showcase Initiatives:** Demonstrate GREENDT's contributions to sustainability and education.

The following key international observance days have been identified:

- 26 January – International Environmental Education Day: Focuses on the importance of education in fostering environmental awareness and action.
- 4 March – World Engineering Day for Sustainable Development: Celebrates the role of engineering in advancing sustainable development.
- 14 March – International Day of Action for Rivers: Raises awareness about the importance of rivers and the need for their protection.
- 18 March – Global Recycling Day: Promotes the importance of recycling in preserving natural resources.
- 21 March – International Day of Forests: Celebrates and raises awareness of the importance of all types of forests.
- 22 March – World Water Day: Highlights the importance of freshwater and advocates for sustainable water management.
- 22 April – Earth Day: A global event promoting environmental protection and sustainability.
- 22 May – International Day for Biological Diversity: Increases understanding and awareness of biodiversity issues.
- 5 June – World Environment Day: Encourages worldwide awareness and action for the protection of the environment.
- 8 June – World Oceans Day: Celebrates the role of the oceans in our everyday life and inspires action to protect the ocean and sustainably use marine resources.

- 15 June – Global Wind Day: Celebrates wind energy, its power, and the possibilities it holds to reshape our energy systems.
- 17 June – World Day to Combat Desertification and Drought: Promotes public awareness of international efforts to combat desertification.
- 7 September – International Day of Clean Air for blue skies: Raises awareness and drive action on combating air pollution.
- 16–22 September – European Mobility Week: Promotes sustainable urban mobility and encourages behavioural change in favour of active mobility, public transport, and other clean, intelligent transport solutions.
- 22 September – World Car-Free Day: Encourages motorists to give up their cars for a day to highlight the benefits of walking, cycling, and public transport.
- 14 October – International E-Waste Day: Raises awareness about the importance of recycling electronic waste.
- Last week of November – European Week for Waste Reduction (EWWR): Focuses on waste reduction initiatives, aligning with GREENDT's sustainability objectives.
- 5 December – World Soil Day: Emphasizes the importance of healthy soil and advocates for the sustainable management of soil resources.

Social media also supports event promotion, campaign launches, and live coverage of events, conferences, and training sessions. Partner institutions contribute by sharing and re-posting content through their own institutional accounts, further expanding the project's reach and engagement.

5.4 Visual and print materials

The GREENDT project will produce a variety of visual and print materials throughout the project lifecycle. These materials are designed to raise awareness of the project, disseminate outcomes, and ensure visibility of EU support. All items will include the EU emblem and appropriate funding acknowledgment in compliance with visibility guidelines.

5.4.1 Brochure

A project brochure will be developed at the early stage of the project. It will provide an overview of GREENDT goals, activities, expected outcomes, partnership structure, and contact details. This brochure will be distributed at project events, conferences, and via partner networks, targeting academic, institutional, and stakeholder audiences.

5.4.2 Roll-up

Roll-up banners will be created for use at all dissemination events, conferences, and workshops. These banners will visually highlight the project identity, partners, and core messages, helping establish a strong presence at physical gatherings.

5.4.3 Posters

Posters summarizing the project objectives, methodology, and expected impacts will be designed for display at conferences and internal partner institutions. Poster content will be tailored for specific audiences (academic, policy, general public) and serve as a key visual tool during the three interim and one final dissemination conferences.

5.4.4 Newsletter

The GREENDT newsletter will be prepared annually and distributed using Mailchimp, a professional email marketing platform that ensures effective reach and analytics. Each issue will provide a comprehensive overview of the project's yearly achievements, upcoming activities, partner highlights, and relevant news in the field of green transition and sustainable education.

The newsletter will be:

- Designed in a visually engaging format aligned with the project's branding
- Distributed to all subscribers, stakeholders, partner institutions, and relevant networks
- Archived on the project website for public access
- Promoted via the project's social media channels to encourage new subscriptions

Content will include updates on project progress, event reports, media mentions, and spotlight sections on partner contributions or innovations.

5.4.5 Videos

Short, engaging videos (2–3 minutes) will be produced to communicate key messages, project activities, and outcomes. These will be optimized for social media platforms (YouTube, LinkedIn, Facebook) and will target both the general public and professional audiences. Videos will include visuals from project activities, testimonials from partners, and key findings.

5.5 Press releases

Press releases will be issued at key milestones throughout the GREENDT project to maximize visibility and media coverage. These will be professionally written and shared with local, national, and international media outlets, as well as through partner institutions and the project's website.

Press releases will be prepared for:

- Project launch
- Major conferences and events
- Publication of significant results or deliverables
- Policy impact achievements or endorsements
- Final project outcomes

Each press release will:

- Follow a clear, concise, and engaging structure
- Include quotes from project leaders or key stakeholders
- Contain media-ready images and links to project materials
- Acknowledge EU funding

All press releases will be archived on the project website and shared via social media to extend reach.

5.6 Conferences and events

Dissemination events are central to the GREENDT project's strategy for stakeholder engagement and public outreach. Four key dissemination conferences will be organised, along with active participation in external conferences and events relevant to green transition and sustainable education.

5.6.1 Planned Dissemination Conferences

GREENDT will organise four major dissemination conferences over the course of the project. These conferences will serve as key touchpoints for communicating project progress, sharing best practices, and encouraging multi-stakeholder dialogue.

- **Conference 1 – Month 10:** Project introduction and first stakeholder consultation; organised to raise awareness and gain early feedback from academia, policymakers, and civil society. The dissemination conference will be co-located with the training session held in CAGU.
- **Conference 2 – Month 17:** Presentation of early findings, case studies, and good practices; networking with EU-funded project representatives. This conference will coincide with the job fairs organised by Uzbek HEIs during that month. The job fairs will be an appropriate context to liaise with relevant stakeholders, such as the industry.
- **Conference 3 – Month 21:** Mid-project milestone dissemination; focus on progress, challenges, and cross-country collaboration results.
- **Final Dissemination Conference – Month 34, Fergana:** Showcase of overall results, policy recommendations, and a sustainability roadmap; open to international guests, public bodies, NGOs, and academic stakeholders.

Each event will include keynote speeches, panel discussions, poster sessions, and networking opportunities. All event materials, including presentations, photos, and media coverage, will be made available online to ensure accessibility.

5.6.2 EU-organised events

GREENDT will actively participate in relevant EU-organised conferences to increase project visibility, align with EU policy frameworks, and promote cross-project learning within the Erasmus+ ecosystem. The following relevant events have already been identified:

- **EU Green Week**
 - **Organiser:** European Commission (DG Environment)
 - **Focus:** Environmental policy, sustainability, and resilience—especially around water and climate.
 - **Relevance:** Provides a platform for GREENDT to connect with EU environmental policy debates and highlight the project's contribution to sustainability education.
- **European Sustainable Development Week (ESDW)**
 - **Organiser:** EU Member States, supported by the European Sustainable Development Network (ESDN).
 - **Focus:** Implementation of the SDGs across Europe through local events and initiatives.
 - **Relevance:** GREENDT partners will host or contribute to ESDW events to share results and build awareness of the project's alignment with SDG education and innovation goals.
- **European Sustainable Energy Week (EUSEW).**
 - **Organiser:** European Commission (DG ENER)
 - **Focus:** Clean energy transition, energy efficiency, and innovation.
 - **Relevance:** With GREENDT's establishment of Energy Efficiency Laboratories and curriculum innovation, EUSEW is a strategic opportunity for showcasing the project's energy education efforts.
- **Erasmus+ Dissemination Events and Clusters**
 - **Overview:** The Erasmus+ programme regularly convenes regional and thematic dissemination events, knowledge alliances, and capacity-building clusters.



- Relevance: GREENDT will actively participate in these gatherings to share lessons learned, network with similar projects, and ensure alignment with Erasmus+ dissemination expectations and EU visibility standards.

Participation in these events contributes to GREENDT's objectives of strengthening EU-Uzbekistan cooperation, promoting best practices, and aligning educational reform with EU values and policies on sustainability, digitalization, and green innovation.

6 Timeline & monitoring

The timeline and monitoring framework for GREENDT communication and dissemination activities ensures structured implementation and continuous oversight. The plan is divided into four distinct phases, each aligned with the overall project milestones and deliverables. These phases reflect a progressive build-up of visibility, engagement, and impact, beginning with foundational setup and culminating in final outreach and sustainability planning. Each stage includes specific actions tied to dissemination outputs and reporting requirements.

Table 3 Implementation phases

| Phase | Actions |
|----------------|---|
| M1–M6 | Set up communication tools, launch website, branding, first press release, D7.1 & D7.2. |
| M7–M18 | Dissemination ramp-up: workshops, social media campaigns, academic outputs, D7.4 |
| M19–M30 | Deep engagement with stakeholders, policy events, and mid-project impact assessment |
| M31–M36 | Final outreach push, sustainability plan, closing events, D7.5 |

To ensure the effectiveness and accountability of the GREENDT communication and dissemination strategy, a set of measurable Key Performance Indicators (KPIs) has been defined. These indicators enable continuous monitoring of progress, alignment with project goals, and timely adaptation of outreach efforts. The KPIs span a broad range of communication tools and activities—including digital presence, stakeholder engagement, academic dissemination, and public visibility—and are tracked throughout the project's duration and beyond.

To support the monitoring process:

- **Website and social media metrics** (e.g. followers, views, post frequency) are tracked using Metricool, a dedicated platform that consolidates performance data across multiple channels and provides real-time analytics and reports.
- A shared Excel monitoring file is maintained collaboratively by all project partners. This file is regularly updated and includes structured tables for documenting:
 - **Dissemination and communication events** (e.g. conferences, workshops, public talks, networking activities), with details such as event name, date, type of audience, materials shared, and partner(s) involved;
 - **Press releases**, including title, date of publication, media outlet, and audience reach;
 - **Scientific publications**, with data on authorship, journal name, submission/publication dates, and open-access status;
 - **Partner-level communication efforts**, specifically tracking promotional activities on institutional websites and social media channels. This allows the

consortium to capture decentralized outreach contributions and ensure consistent messaging across all affiliated platforms.

This integrated monitoring system ensures a comprehensive and transparent overview of all dissemination efforts, facilitates internal coordination among partners, and supports timely and accurate reporting to project stakeholders and the European Commission.

Table 4 Key performance indicators

| Category | Indicator | Target | Timeline |
|-------------------------------|--|--|--------------------------|
| Website | Number of published news articles | ≥ 35 during project + 15 post-project | M1–M36 + 2 years after |
| | Website uptime and accessibility | 100% public access | Entire project + 2 years |
| Social Media | Total number of followers across platforms | ≥ 750 | By M36 |
| | Number of posts published | ≥ 120 | M1–M36 |
| | Video views | ≥ 200 during the project, ≥ 150 post-project | M1–M36 + 2 years |
| Newsletter | Newsletters issued | 3 total (annually) | M12, M24, M36 |
| | Distribution reach | All partners, stakeholders, and subscribers | Entire project |
| Print Materials | Brochure, leaflet, posters, roll-up | Designed, printed, and distributed | M6 onward |
| Videos | Short videos produced | ≥ 5 | M6–M36 |
| Press Releases | Press releases issued | ≥ 3 (launch, events, key milestones) | M1–M36 |
| Conferences | Dissemination conferences organised | 4 (M10, M17, M21, M34) | Throughout project |
| | Participation in external events | ≥ 10 major events attended | M6–M36 |
| Academic Outputs | Open-access Scientific publications | ≥ 2 published | M12–M36 |
| Stakeholder Engagement | EE Nexus platform launched | Operational online hub | By M18 |
| | EE Society created and active | 1 functioning network | By M24 |



GREENDT

BOOK OF STYLE

Annex 1



Co-funded by
the European Union





- Introduction
- Logo
- Icon
- Colour
- Illustration
- Typography
- EU emblem
- Applications

Welcome to the **GREENDT** book of style

These guidelines will instruct you on how to use our brand identity effectively, to make the project communications look their best.

This document will take you through 7 sections: logo, icon, colour, illustration, typography, EU emblem and applications.

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Logo

The logo symbolizes knowledge through an open book, from which a tree emerges, representing the environment. The negative space forms a lancet arch inspired by the Registan and an open door, evoking Uzbekistan. Additionally, the negative shapes within the tree resemble tangram pieces, symbolizing international cooperation fostered by the Erasmus+ program.

Versions

The primary logo is the vertical version. The secondary logo (horizontal version) has been created for use in applications where the primary logo may not be best suited.

① Main logotype. This version of the logotype must always appear on a white, light green or very pale background.

② Light green version.

③ Black version.

④ White version.





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Image background

You can use the colour version of the logo on a photo background, as long as the background provides enough contrast for the logo to stand out.

However, in most cases, the white version will be used directly on the photograph or on an abstract shape in the corporate green colours. (See also *Illustrations*).

Incorrect uses

The integrity of the logo should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

The illustrations describe some, but not all, of the more common misunderstandings and inappropriate uses of the logotype.

① Main version of the logo on photography.

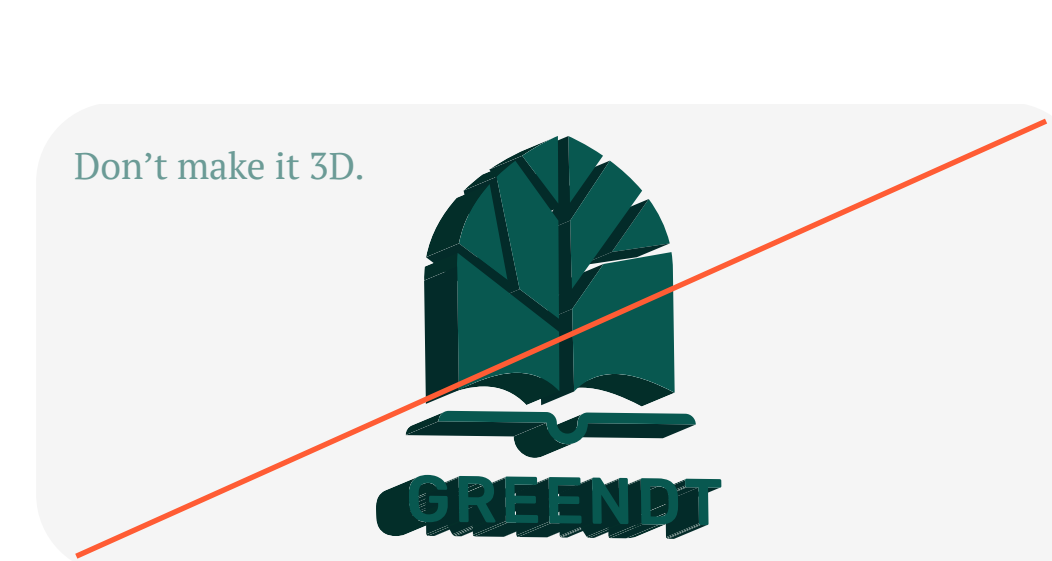
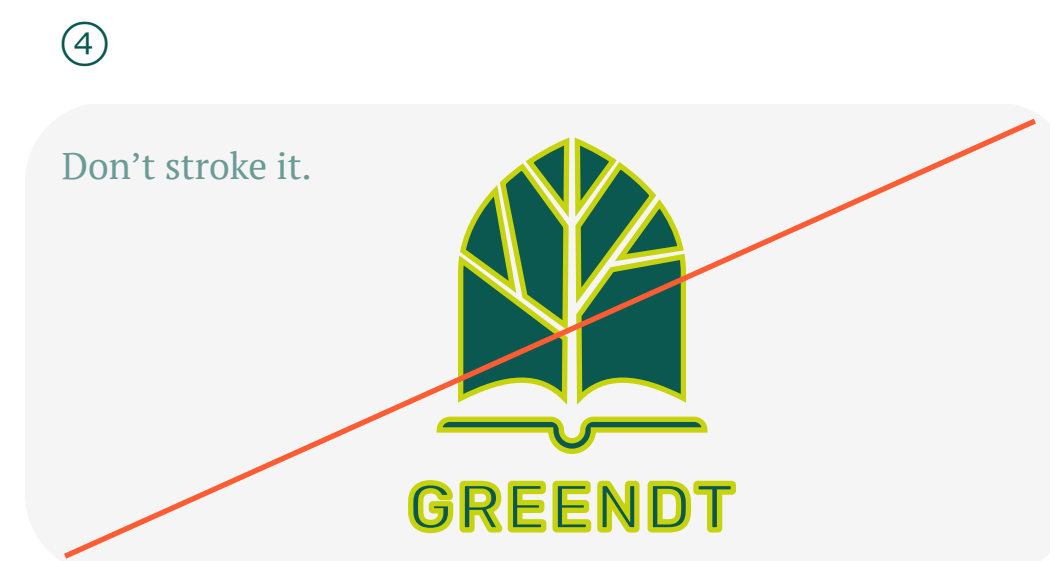
② Light green version in a photograph.

③ Light green version on a corporate green shape in a photograph.

④ Examples of don'ts.



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Safety area

It refers to the visual zone around the logo or icon which must not be broken by any type or graphic element.

The “x” dimension determines the unit of measure that ensures the correct proportion of the trademark.

Minimum size


For printing the minimum size is 18 mm high.

For digital media the minimum size is 51 pixels high.

Maintaining these minimum dimensions will help ensure that the logo remains clear and recognizable in digital and printed applications.

- ① The logo should stand out in any design. The space surrounding the logo should be at least 1/2 times the height of the “X”. This also includes the icon.

- ② Minimum digital size.

| | | | |
|----------------|----------------|--|--|
| ① | $\frac{1}{2}X$ | | |
| $\frac{1}{2}X$ | | | |
| $1X$ | |  | |
| $\frac{1}{2}X$ | | | |





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Icon

For specific situations where a minimum size of the logo is required, it is possible to use the “book” icon to stand in as shorthand for the brand.

- ① The GREENDT icon is the book & the tree.
- ② Main icon. This version of the icon must always appear on a white, light green or very pale background.
- ③ Light green version on a corporate green background.
- ④ Black version.
- ⑤ White version.

①



②



③



④



⑤





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Corporate Colours

These green mixes are the core foundation of GREENDT palette. This colours are used on all pieces of the proyect communication in one form or another.

Values of the main colours are useful for:

- › Subtle accents in order to highlight different elements.
- › User Interface elements (such as icons, buttons, tags, pagination, checkboxes...).
- › Text colours to differentiate sections.

Dark green

#085850
CMYK: 88 38 62 38
RGB: 8 88 80

%80

%60

%40

%20

Light Green

#C6D30D
CMYK: 31 0 97 0
RGB: 198 211 13

%80

%60

%40

%20



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Illustration

To help create the brand identity and coherence of the project, a pattern of shapes reminiscent of tangram pieces was created.

Sometimes abstract shapes can be used to integrate corporate elements such as the logo or images.

- ① The fundamental shape of the pattern.
- ② Example of pattern usage.
- ③ Example of pattern.

①



②



③





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Corporate typography

PT Serif type family will be used as a tool to communicate the needs of the project externally.

For internal documents Arial will be type family used.

You can download the PT Serif typeface by clicking on the following link:

<https://fonts.google.com/specimen/PT+Serif>

AaBbCc

PT Serif Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#&*

Merriweather bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#&*

AaBbCc

Arial regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#&*

Arial bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#&*



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Integration with the EU EMBLEM

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.

Be aware that the emblem display does not eliminate the requirement of the full funding statement in official publications, which must include the grant number within a specific acknowledgement section.

- ① GREENDT logo with the full funding statement.
- ② Location EU emblem. These are examples. The placement of the EU emblem will depend on the design of the publication.

①



GREENDT

This project has received funding from the European Union under grant agreement No GA 101179013.



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②



Communicating and raising EU visibility



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Applications

In order to reach a wider audience during the project, several online and printed materials will be developed.

Here are some examples that may not necessarily be exactly the same as the materials that will be developed in the future.

- ① Example of stationery
- ② Example of promotional roll up.
- ③ Example of project documents.
- ④ Merchandising example.





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