

## **DISSEMINATION AND SUSTAINABILITY STRATEGY – GREENEDASIA PROJECT**

*Learning for Sustainable Future – Higher Education for Green Transition in Southeast Asia* project (GreenEdAsia) is a partnership between four Southeast Asian higher education institutions (HEIs) and two European HEIs.

The project develops HEIs' readiness to collaborate with companies and creates deeper knowledge, competences, skills, and values to promote green transition in partner countries, Vietnam and Thailand. The project strengthens the partner HEIs' capacity to train skilled and innovative professionals in the fields of circular bioeconomy and renewable energy, which are strongly linked to the green transition.

The project contributes towards a number of the United Nations' Sustainable Development Goals: combating climate change, ensuring quality education for all, strengthening sustainable energy production, building sustainable industrialisation and fostering innovation. The project activities are in line with the Bologna Declaration and Paris Communique in building an inclusive and innovative approach to teaching and learning in order to secure a sustainable future through higher education. The project ties strongly with the European Union's Green Deal goals to support the modernisation of economies, making them more competitive and innovative, while stimulating green jobs and paving the way to a climate neutral society.

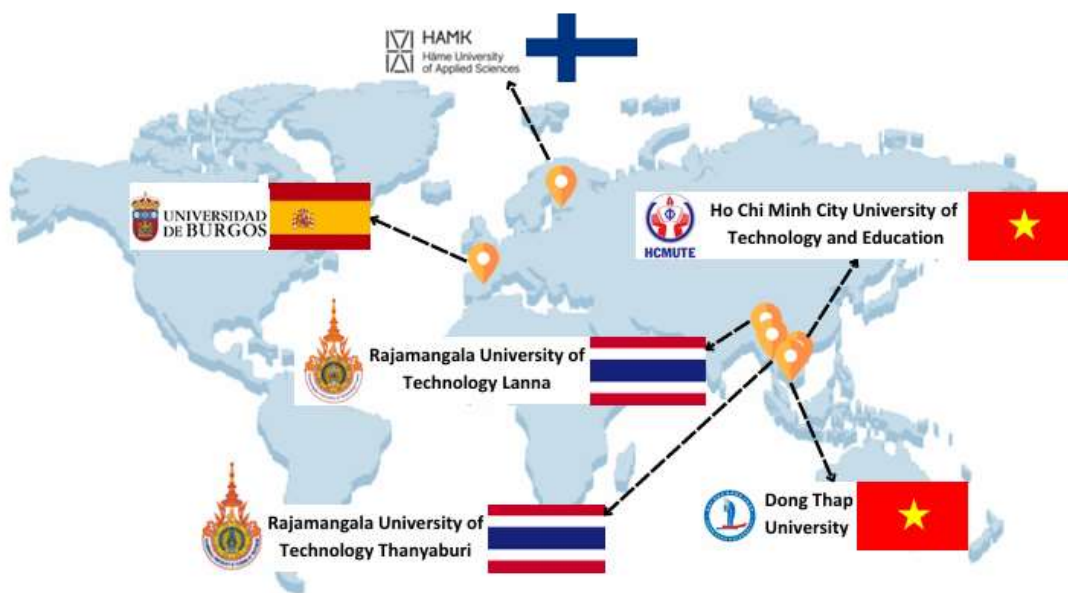
The Multi-annual Indicative Programme 2021-2027 (MIP) for Vietnam outlines the priority areas of the EU's cooperation with Vietnam including a climate-responsive digital circular economy and responsible entrepreneurship and enhanced skills for decent employment among the key priorities.

Project activities and outcomes contribute directly to these priority areas by focusing on employment and skills for the green economy, by supporting capacity of the HEIs in the most climate vulnerable urban and rural areas in Vietnam and by promoting low carbon development and environmental protection through study programmes in renewable energy and circular bioeconomy.

The priorities of the Multi-annual Indicative Program (MIP) 2021-2027 for Thailand focus on connectivity, human development and the Green Deal. GreenEdAsia strengthens the external dimension of the European Green Deal and promotes green job creation for a more sustainable future. The implementation of the project activities is planned with methods which support digital transformation and gender equality in the field of renewable energy and circular bioeconomy.

## GREENEDASIA CONSORTIUM

No.	Role	Abbr.	Legal Name	Country	PIC
1	COO	HCMUTE	Truong Dai Hoc Su Pham Ky Thuat Thanh Pho Ho Chi Minh	Vietnam	923816846
2	BEN	DThU	Truong Dai Hoc Dong Thap	Vietnam	888106490
3	BEN	RMUTL	Rajamangala University of Technology Lanna	Thailand	876840716
4	BEN	RMUTT	Rajamangala University of Technology Thanyaburi	Thailand	876778539
5	BEN	HAMK	Hämeen ammattikorkeakoulu Oy – Häme University of Applied Sciences	Finland	949666473
6	BEN	UBU	Universidad de Burgos	Spain	998959642



## I. Dissemination and Sustainability Plan

*It is a working document that will be updated as needed throughout the project duration.*

### 1. Lead Partner:

HCMUTE is the lead coordinator of Work Package 6 – Communication and Sustainability; co-lead is DThU.

### 2. Communication Objectives:

- Effectively convey the project's results, methods, and impact to targeted audiences.
- Create an open information portal via the project website.
- Strengthen engagement with stakeholders such as HEIs, industry, and communities.
- Ensure outreach and sustainable impact beyond the project period.

### 3. Task Division and Partner Responsibilities:

- HCMUTE: overall WP6 leadership, website development, visual identity design, communication strategy.
- DThU: organize the final dissemination conference in Dong Thap.
- Other partners: publish articles, foster industry links, support regional outreach.
- **Reporting**

### 4. Target Groups (Direct and Indirect):

- Direct: students, lecturers, education managers, administrative staff at partner institutions.
- Indirect: policy makers, industry representatives, communities, academic networks.

### 5. Communication Performance Indicators:

- 3,000 website visits
- 500 social media interactions
- 5 academic articles
- 30 internal communication activities
- 50 participants in the final seminar
- 4 partner channels sharing project results.

### 6. Project Visual Identity:

Includes logo, marketing templates, and media materials – designed by HCMUTE.

### 7. Funder Guidelines:

All communication materials must include the EU logo, European flag, and funding acknowledgement in appropriate languages.

### 8. Content Production Guidelines:

Content must be audience-appropriate, accurate, accessible, and comply with copyright

and privacy regulations: When using own photographs, partners must ensure that all persons appearing in the photo have given their permission to use and publish the photo.

## 9. Communication Activities and Responsibilities

Activity	Timeline	Method	Target Group	Responsible Partner
Project visual identity design	Months 1–3	Logo, template	Project partners and public	HCMUTE
Media content production	Months 6–36	Articles, videos, <b>Blog posts, social media posts, GreenEdAsia website</b>	Academic, industry, and community stakeholders	All partners
<b>Dissemination events</b>	Months 8-35	<b>Internal and external events</b>	Academic, industry,	<b>Thailand, Vietnam</b>
Final dissemination seminar in Dong Thap	Months 34–36	In-person event	Lecturers, managers, industry, authorities	DThU
Publication of academic papers	Months 12–36	Open access journals	Academic community	All partners

## II. Dissemination of Project Results

### 1. Communication Channels:

- Project website: <https://greenedasia.hcmute.edu.vn/>
- Social media: Facebook, Instagram, YouTube, fan page



- Partner university websites

 HAMK [www.hamk.fi/greenedasia](http://www.hamk.fi/greenedasia)

 UBU *to be updated*

 DthU *to be updated*

 RMUTT *to be updated*

 RMUTL *to be updated*

- Networks such as RAVTE
- Academic and regional conferences.

### 2. Types of Information Disseminated by Channel:

- Website: project results, documents, updates
- Social Media: images, short videos, event highlights
- Publications: academic articles, policy briefs
- Conferences: presentations, expert exchanges.

### III. Exploitation and Sustainability of Project Results

#### 1. Exploitable Results:

- Institutional integration plans (D5.2), internal dissemination plans (D3.3)
- Website, publications, learning materials
- Industry-engaged teaching and learning models.

#### 2. Sustainability Measures:

- Results will be embedded in the regular activities of partner institutions.
- Website will remain online for at least 2 years after the project ends.
- Internal capacity-building (mentoring, training) will continue.
- Further collaboration with industry and new project proposals will be encouraged and supported.



## Erasmus+ Project

#### Project Contact Person:

GreenEdAsia Project Coordinator

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