

# ERA Chair in Sustainable Futures



Funded by  
the European Union

## Dissemination, Communication and Exploitation Plan

Version No.1  
31st May 2025

**Disclaimer:**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the European Research Executive Agency (REA) can be held responsible for them.



Funded by  
the European Union



HISTORY OF CHANGES			
Version*	Publication date	Beneficiaries	Changes
V1.0	21.05.2025	TLU	<ul style="list-style-type: none"><li>Initial version</li></ul>
V1.2	26.05.2025	TLU	<ul style="list-style-type: none"><li>Pre-final version reviewed by Internal Reviewers from the project team K. Männik, T. Väljataga</li></ul>
V1.3	30.05.2025	TLU	<ul style="list-style-type: none"><li>Final version approved by Project Coordinator</li></ul>

(\*) According to the section "Review and Submission of Deliverables" of the Project Handbook



Funded by  
the European Union



# 1. Technical references

<b>Project Number</b>	101186958
<b>Project Acronym</b>	SustainERA
<b>Project Title</b>	ERA Chair in Sustainable Futures
<b>Granting Authority</b>	European Research Executive Agency (REA)
<b>Call</b>	HORIZON-WIDERA-2023-TALENTS-01
<b>Topic</b>	HORIZON-WIDERA-2023-TALENTS-01-01
<b>Type of the Action</b>	HORIZON Coordination and Support Actions
<b>Duration</b>	60 months
<b>Entry into force of the Grant</b>	1 January 2025
<b>Project Coordinator</b>	Kai Pata

<b>Deliverable No.</b>	D7.2: Dissemination, Communication and Exploitation Plan
<b>Work Package</b>	WP7: Dissemination, Communication, Exploitation and Outreach
<b>Task</b>	T7.1: Dissemination, Exploitation, Communication and outreach plan
<b>Dissemination level*</b>	PU- Public
<b>Type of license:</b>	N/A
<b>Beneficiary</b>	Tallinn University
<b>PIC</b>	999421653
<b>Contributing beneficiary</b>	Tallinn University (TLU)



Funded by  
the European Union



<b>Author(s)</b>	<ul style="list-style-type: none"><li>▪ Kai Pata ORCID ID: 0000-0002-8952-7698</li><li>▪ Katrin Männik ORCID ID 0000-0001-9394-1579</li><li>▪ Riin Ehin</li></ul>
<b>Contributor(s)</b>	<ul style="list-style-type: none"><li>▪ Anu Realo ORCID ID: 0000-0003-0649-274X</li></ul>
<b>Due date of deliverable</b>	31st May 2025
<b>Actual submission date</b>	31st May 2025



## 2. Table of contents

<b>1. Technical references</b>	<b>3</b>
<b>2. Table of contents</b>	<b>5</b>
<b>3. Executive summary</b>	<b>6</b>
<b>4. Communication tools and activities</b>	<b>7</b>
4.1. Core messages	7
4.2. Promotion tools and materials	8
4.2.1. Project identity	8
4.2.2. SustainERA logo	8
4.2.3. Project banner	9
4.2.4. PowerPoint presentation template	9
4.2.5. Project deliverable template	9
4.2.6. Funding disclaimer	10
4.2.7. Quality of information — disclaimer	10
4.2.8. Visibility of the European flag and funding statement	10
4.2.9. Project flyer	11
4.3. Web presence	12
4.3.1. Project website	12
4.3.2. Social media	12
4.3.3. Project hashtags	13
4.3.4. Project YouTube videos	13
4.3.5. Project online webinar series with Youtube videos	13
4.4. Evaluating promotion strategy	14
<b>5. Dissemination activities</b>	<b>14</b>
5.1. Press releases	14
5.2. Research papers	14
5.3. Dissemination and publishing at conferences	15
5.4. Planned articles and appearances in national media	17
5.5. Networking and dissemination	17
5.6. National dissemination events	18
5.7. Workshops on research dissemination, communication and exploitation	19
<b>6. Exploitation-oriented activities and stakeholder engagement</b>	<b>19</b>
6.1. Stakeholder groups	20
6.2. Cooperation network of public and private stakeholders in Estonia	21
6.3. Cooperation network for researchers and innovators internationally	21
6.4. Open Lab events	22
6.4.1. Trainings in Open Lab	23
6.4.2. Training events and minicourses for stakeholder groups	23
6.4.3. Codesign Workshops and whitepapers	24



Funded by  
the European Union



6.4.4. White papers	24
6.5. The cross-sectoral mobility	24
<b>7. Communication management</b>	
<b>7.1. Monthly planning</b>	<b>25</b>
7.2. Communication overview table	25
7.3. Public deliverables and social media publishing procedure	25
7.4. Event communication procedure	26
<b>Appendix 1: A media and interview release form</b>	<b>27</b>



Funded by  
the European Union



## 3. Executive summary

The Dissemination, communication and exploitation plan will provide a comprehensive guide for the SustainERA project to develop effective dissemination, communication and exploitation strategies aimed at promoting and raising awareness of the SustainERA project activities. The plan will suggest various dissemination channels through which the SustainERA project's activities will be promoted. It will serve as a reference for identifying and making the best use of communication opportunities through a shared strategy. The document will outline the activities to be implemented, the tools and materials to be used, and the dissemination channels through which the project's objectives, results, and outcomes will be promoted. The exploitation section lists the key stakeholders and target groups involved in the project, and also describes planned exploitation activities with different stakeholders. The plan will ensure that the project's objectives, results, and outcomes reach the widest possible audience, including relevant stakeholders and the general public. By following the guidelines outlined in the plan, project members will be able to develop effective dissemination, communication and exploitation.

The plan is complemented by an appendix: a media and interview release form, a document that grants the project external partners permission to take and share photos taken during the project activities and granting external project partners' and project members' permission to record and publish open video series.

For managing the plan, Dissemination and communication trackers will be used in the Google Drive of the SustainERA project. Based on the agreed course of action, the project members will make their contributions to the trackers. It is the responsibility of each project member to follow up with the trackers and to provide the required information in a timely manner. At each management meeting SustainERA project coordinator will present a dissemination plan for the upcoming months. After comments and feedback received from the project members during the management meeting, the project coordinator will make changes to the tracker plan regarding the updates. The responsibility of the project coordinator is to maintain that the dissemination and communication information and information of the exploitation events will be publicly available in the SustainERA website, social media and delivered at the planned events. The project coordinator updates the related information at the Participant Portal.

During the project implementation the project team will review the Plan annually to maximise the efficiency of implemented activities and to use foreseen opportunities.

The Plan will frame the activities carried out in Tasks 7.2.-7.4.

## 4. Communication tools and activities

### 4.1. Core messages

The deteriorating state of the environment is an increasing concern. Growing interest in alternative models (e.g., degrowth, green growth, post-growth) challenges the dominant focus on economic growth and instead prioritises ecological sustainability, social justice, and well-being. However, transitioning to sustainable and non-growth futures is challenging due to the deeply ingrained belief in economic growth as a symbol of success and societal well-being.

Governmental and international strategies often emphasise technological progress (e.g., digital and green twin transitions), but these approaches may have unintended environmental consequences, complicating sustainability



Funded by  
the European Union



efforts. While many solutions centre on technological innovation, achieving genuine sustainability also requires fundamental changes in mindsets and daily habits.

This is where the social sciences and humanities play a crucial role. Disciplines such as psychology, education, behavioural studies, political science, and communication studies offer valuable insights into how people think, learn, and behave. SustainERA integrates knowledge from these fields to address sustainability challenges from multiple perspectives.

Identifying barriers to sustainable practices is essential for creating effective solutions. Factors such as lack of knowledge, a weak sense of personal responsibility, time constraints, limited resources, political attitudes, and accessibility to eco-friendly options all influence behaviour. By addressing these obstacles, SustainERA seeks to design culturally and socially appropriate incentives that drive lasting change.

To strengthen human capital development, we will tailor the communication in the project team, at TLU and about the project in the society strongly with the value-based mission to move towards sustainability with social science jointly. We will communicate that Tallinn University together with societal partners and international partners can act as a flagship for sustainable futures.

## **4.2. Promotion tools and materials**

This part will provide several tools that have been produced or will be produced throughout the project cycle. It is crucial that all project members carefully consult this section before undertaking any promotion or dissemination activities. All visual materials can be found in the internal shared folder.

Below are some promotion tools that could be used throughout the project cycle.

### **4.2.1. Project identity**

The internal Google drive of SustainERA has been developed to share the project visual identity information for the project members.

### **4.2.2. SustainERA logo**

There are different versions of the SustainERA project logo that can be used depending on the background and color-related characteristics of the dissemination activity. This can help to ensure that the logo is always clearly visible and stands out, regardless of the context it is being used in.

For example, a version of the logo with a white background may be more suitable for use on darker or more colorful backgrounds, while a version with black and red background may be more appropriate for use on white or lighter backgrounds. It's important to make sure that the colors of the logo align with the Tallinn University corporate identity for the School of Educational Sciences.

Having different versions of the logo also allows for more flexibility in the design of communication materials and ensures that the logo looks good in different contexts. This can help to maintain a consistent visual identity for the project, while also allowing for some variation in the design of different communication materials.



Funded by  
the European Union



TALLINN UNIVERSITY



Funded by  
the European Union

#### 4.2.3. Project banner

It is an important tool for promoting the project and its funding source, and it can help generate interest in the project and attract potential collaborators and partners. By showcasing the European Union branding, the banner is always used together with the Funding logo to establish trust and credibility for the project, which is essential for its success.



*SustainERA*

ERA CHAIR IN SUSTAINABLE FUTURES



#### 4.2.4. PowerPoint presentation template

The PowerPoint presentation template for SustainERA was developed and is available at the project folder on Google Drive to ensure visual consistency in presentations. By using the same template, the project can present a unified and professional image, while also ensuring that key project messages are communicated effectively to stakeholders. The template includes guidelines for font sizes, colors, and styles, as well as placeholders for project-specific content, ensuring that all presentations are aligned with the project's overall branding and messaging.

#### 4.2.5. Project deliverable template

The project deliverable template was developed and is available at the project folder to ensure visual consistency.



Funded by  
the European Union



#### 4.2.6. Funding disclaimer

Partners must make sure that the following disclaimer is being used consistently in Communication — Dissemination — Promoting the action.

*The SustainERA project NUMBER 101186958 is funded by the European Union  
HORIZON-WIDERA-2023-TALENTS-01.*

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

#### 4.2.7. Quality of information — disclaimer

Any communication or dissemination activity related to the action must use factually accurate Information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*This research was supported by the ERA Chair in Sustainable Futures (SustainERA) grant (ID: 101186958), funded by the European Union's Horizon Europe Widening Participation and Spreading Excellence programme.*

*Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.*

Specific communication, dissemination and visibility rules (if any) are set out in Grant Agreement, Annex 5.

#### 4.2.8. Visibility of the European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



Funded by  
the European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



Funded by  
the European Union



## 4.2.9 Project flyer

The SustainERA project flyer<sup>1</sup> was designed to showcase the project's goals and encourage people to get involved in the initiative. The flier is available in Estonian and English languages and can be translated to other languages if needed. The initial flyer introduces project goals. The SustainERA project flyer is an important tool for raising awareness of the project, promoting collaboration and stakeholder engagement, and encouraging organizations to get involved in sustainable future development. In the next stages of the project we will update the flyer to include main results and stakeholder engagement opportunities in Open Lab.



Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

The deteriorating state of the environment is an increasing concern. Growing interest in alternative models (e.g., degrowth, green growth, post-growth) challenges the dominant focus on economic growth and instead prioritizes ecological sustainability, social justice, and well-being. However, transitioning to sustainable and non-growth futures is challenging due to the deeply ingrained belief in economic growth as a symbol of success and societal well-being.

SustainERA integrates knowledge from these fields to address sustainability challenges from multiple perspectives. Identifying barriers to sustainable practices is essential for creating effective solutions. Factors such as lack of knowledge, a weak sense of personal responsibility, time constraints, limited resources, political attitudes, and accessibility to eco-friendly options all influence behaviour. By addressing these obstacles, SustainERA seeks to design culturally and socially appropriate incentives that drive lasting change.

Governmental and international strategies often emphasize technological progress (e.g., digital and green twin transitions), but these approaches may have unintended environmental consequences, complicating sustainability efforts. While many solutions centre on technological innovation, achieving genuine sustainability also requires fundamental changes in mindsets and daily habits.

This is where the social sciences and humanities play a crucial role. Disciplines such as psychology, education, behavioural studies, political science, and communication studies offer valuable insights into how people think, learn, and behave.

Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

The deteriorating state of the environment is an increasing concern. Growing interest in alternative models (e.g., degrowth, green growth, post-growth) challenges the dominant focus on economic growth and instead prioritizes ecological sustainability, social justice, and well-being. However, transitioning to sustainable and non-growth futures is challenging due to the deeply ingrained belief in economic growth as a symbol of success and societal well-being.

SustainERA integrates knowledge from these fields to address sustainability challenges from multiple perspectives. Identifying barriers to sustainable practices is essential for creating effective solutions. Factors such as lack of knowledge, a weak sense of personal responsibility, time constraints, limited resources, political attitudes, and accessibility to eco-friendly options all influence behaviour. By addressing these obstacles, SustainERA seeks to design culturally and socially appropriate incentives that drive lasting change.

Governmental and international strategies often emphasize technological progress (e.g., digital and green twin transitions), but these approaches may have unintended environmental consequences, complicating sustainability efforts. While many solutions centre on technological innovation, achieving genuine sustainability also requires fundamental changes in mindsets and daily habits.

This is where the social sciences and humanities play a crucial role. Disciplines such as psychology, education, behavioural studies, political science, and communication studies offer valuable insights into how people think, learn, and behave.



Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

The deteriorating state of the environment is an increasing concern. Growing interest in alternative models (e.g., degrowth, green growth, post-growth) challenges the dominant focus on economic growth and instead prioritizes ecological sustainability, social justice, and well-being. However, transitioning to sustainable and non-growth futures is challenging due to the deeply ingrained belief in economic growth as a symbol of success and societal well-being.

SustainERA integrates knowledge from these fields to address sustainability challenges from multiple perspectives. Identifying barriers to sustainable practices is essential for creating effective solutions. Factors such as lack of knowledge, a weak sense of personal responsibility, time constraints, limited resources, political attitudes, and accessibility to eco-friendly options all influence behaviour. By addressing these obstacles, SustainERA seeks to design culturally and socially appropriate incentives that drive lasting change.

Governmental and international strategies often emphasize technological progress (e.g., digital and green twin transitions), but these approaches may have unintended environmental consequences, complicating sustainability efforts. While many solutions centre on technological innovation, achieving genuine sustainability also requires fundamental changes in mindsets and daily habits.

This is where the social sciences and humanities play a crucial role. Disciplines such as psychology, education, behavioural studies, political science, and communication studies offer valuable insights into how people think, learn, and behave. SustainERA integrates knowledge from these fields to address sustainability challenges from multiple perspectives.

Identifying barriers to sustainable practices is essential for creating effective solutions. Factors such as lack of knowledge, a weak sense of personal responsibility, time constraints, limited resources, political attitudes, and accessibility to eco-friendly options all influence behaviour. By addressing these obstacles, SustainERA seeks to design culturally and socially appropriate incentives that drive lasting change.












Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

Keskonnaseisundi halvenemine on järjest süvenev probleem. Alternatiivsed majandusmudelid (nt tassaareng, roheline kasv, kasvujärgne) pakuvad alternatiiv majanduskasvu keskse lähenemise, seades eeskohale ökoloogilisele kestlikkusele, sotsiaalsele õigusele ja heale. Ometi on üleminek kestlikule ja mitte-kasvu tuleviku keerule, kuna majanduskasvu peetakse enesest eel ja healu mõõdupiiriks.

Selle väljakaste lahendamisel on keskne roll sotsiaalteadustel ja humanitaarteadustel, mis aitavad mõista inimeste hoiakuid, käitumisi ja õppimisprotsesse. SustainERA ühendab psühholoogia, haridusteaduse, käitumisteaduse, poliitoloogia, ökoloogia ja inimgeograafia ning kommunikatsiooni alased teadused, et leida kestlikule arengule suunatud lahendusi.

**EDENDAME KESTLIKUMAT TULEVIKKU INTERDISIPLINAARSE TEADUSTÖÖ, POLITIIKAARENDUSE JA IGAPÄEVASTE PRAKTIKATE KAUDU.**

Aastast 2025–2029 toimiv SustainERA ühendab kõrgtasemelise teadusliku lahendamise, et edendada kestlikke mõtteviise ja praktikaid. Projekti eesmärk on tugineda Tallinna Ülikooli teaduskompetentsi ning edendada rahvusvahelisi koostööd.



Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

Keskonnaseisundi halvenemine on järjest süvenev probleem. Alternatiivsed majandusmudelid (nt tassaareng, roheline kasv, kasvujärgne) pakuvad alternatiiv majanduskasvu keskse lähenemise, seades eeskohale ökoloogilisele kestlikkusele, sotsiaalsele õigusele ja heale. Ometi on üleminek kestlikule ja mitte-kasvu tuleviku keerule, kuna majanduskasvu peetakse enesest eel ja healu mõõdupiiriks.

Selle väljakaste lahendamisel on keskne roll sotsiaalteadustel ja humanitaarteadustel, mis aitavad mõista inimeste hoiakuid, käitumisi ja õppimisprotsesse. SustainERA ühendab psühholoogia, haridusteaduse, käitumisteaduse, poliitoloogia, ökoloogia ja inimgeograafia ning kommunikatsiooni alased teadused, et leida kestlikule arengule suunatud lahendusi.

**EDENDAME KESTLIKUMAT TULEVIKKU INTERDISIPLINAARSE TEADUSTÖÖ, POLITIIKAARENDUSE JA IGAPÄEVASTE PRAKTIKATE KAUDU.**

Aastast 2025–2029 toimiv SustainERA ühendab kõrgtasemelise teadusliku lahendamise, et edendada kestlikke mõtteviise ja praktikaid. Projekti eesmärk on tugineda Tallinna Ülikooli teaduskompetentsi ning rahvusvahelisi koostööd.



Advancing a more sustainable future through interdisciplinary research, policy development, and a focus on individual practices

# SustainERA

ERA CHAIR IN SUSTAINABLE FUTURES

Keskonnaseisundi halvenemine on järjest süvenev probleem. Alternatiivsed majandusmudelid (nt tassaareng, roheline kasv, kasvujärgne) pakuvad alternatiiv majanduskasvu keskse lähenemise, seades eeskohale ökoloogilisele kestlikkusele, sotsiaalsele õigusele ja heale. Ometi on üleminek kestlikule ja mitte-kasvu tuleviku keerule, kuna majanduskasvu peetakse enesest eel ja healu mõõdupiiriks.



Selle väljakaste lahendamisel on keskne roll sotsiaalteadustel ja humanitaarteadustel, mis aitavad mõista inimeste hoiakuid, käitumisi ja õppimisprotsesse. SustainERA ühendab psühholoogia, haridusteaduse, käitumisteaduse, poliitoloogia, ökoloogia ja inimgeograafia ning kommunikatsiooni alased teadused, et leida kestlikule arengule suunatud lahendusi.

**EDENDAME KESTLIKUMAT TULEVIKKU INTERDISIPLINAARSE TEADUSTÖÖ, POLITIIKAARENDUSE JA IGAPÄEVASTE PRAKTIKATE KAUDU.**

Aastast 2025–2029 toimiv SustainERA ühendab kõrgtasemelise teadusliku lahendamise, et edendada kestlikke mõtteviise ja praktikaid. Projekti eesmärk on tugineda Tallinna Ülikooli teaduskompetentsi ning rahvusvahelisi koostööd.








<sup>1</sup> <https://www.tlu.ee/sites/default/files/Projektid/SustainERA/sustainera%20A4%20eng.pdf>



Funded by  
the European Union



### 4.3. Web presence

#### 4.3.1 Project website

The project website, <https://sustainera.tlu.ee/> was set up by M4 to cover project summary, activities, news, events and information about TLU. The website will be regularly updated once a month with new content and maintained for 2+ years after the project ends.

The SustainERA project website was designed under Tallinn University website to ensure the information conformity with Tallinn University visual identity and the long term sustainability of the website. The website has information in English and Estonian. The SustainERA website will serve as the official information and communication channel for the project, providing a platform for visitors. The website consists of several sections, including: a Home page <https://sustainera.tlu.ee/> featuring a brief project introduction and information How to contact us section where the visitors can get the contact information, The About section <https://sustainera.tlu.ee/> provides a detailed project description, objectives, expected impacts, project structure. The website presents project video and the flyer.

The website will be updated as the Project research strategy is developed. The News section will be highlighting the most recent project news, Open webinar series information, information about training. Part of the Research strategy is the The Open Lab section featuring Open Lab tools, cases, stakeholder engagement events. The Deliverables section will present the public project deliverables and main papers.

#### 4.3.2. Social media

Target 400+ followers

LinkedIn, BlueSky, and Youtube were identified as suitable communication platforms for a project targeting various stakeholders. LinkedIn and BlueSky are widely used among the academic community to share information and news about research and projects. Youtube is the best video sharing platform and suits for open webinar recordings sharing. Project members will actively share project information in their social media accounts as well to reach different stakeholder groups.

As part of the project's promotion strategy, social media platforms LinkedIn and BlueSky were utilized alongside the development of the project website. We launched the project recruitment call and shared this in LinkedIn using several strategies such as personal email among experts and networks. This enabled to gain 165 followers. The project will continue to launch the project information among the professionals through LinkedIn that has become the most prominent professional channel. Additionally project members share all the interesting news in their personal Facebook accounts where many research and community members can reach this information. Also, the main events of SustainERA will be shared at the Tallinn University Facebook site, which has high credibility and many followers. Currently we did not launch a specific SustainERA Facebook page, but if our engagement will focus more on the groups that use Facebook, Instagram or other channels the project is open to use these. We opened a Youtube channel <https://www.youtube.com/@SustainERA> for the open webinar recordings of SustainERA that will start from October 2025. Prior to recording the webinars, speakers will be given a consent form demonstrating their consent to release and publish the webinar. The consent form is attached to the appendix.

It is important to ensure that all project members contribute to the visibility of the posts by resharing them from their individual social media accounts (optional) and reposting them in relevant groups. All partners should also follow the project's accounts and tag the account when relevant project activities take place during the lifetime of



Funded by  
the European Union



the project. Coordination is crucial to avoid double sharing and ensure that promotion actions are effective. Social media accounts of project members must be mentioned in the social media posts when necessary. These accounts are the following:

LinkedIn	Youtube
<a href="https://www.linkedin.com/company/projectsustainera/">https://www.linkedin.com/company/projectsustainera/</a> LinkedIn account has by M5 gained 165 followers  <a href="https://bsky.app/profile/sustainera.bsky.social">SustainERA (@sustainera.bsky.social) — Bluesky</a> BlueSky account has 9 followers	<a href="https://www.youtube.com/@SustainERA">https://www.youtube.com/@SustainERA</a>

### 4.3.3 Project hashtags

Project hashtags are a series of words or phrases preceded by the "#" symbol that are used to categorize and promote social media content related to the project. The use of project hashtags can help to increase visibility and engagement on social media platforms by making it easier for people to discover and follow relevant content. Project hashtags used for the SustainERA project are #sustainera, #sustainablefutures and #sustainability. It is important that all project members use these hashtags consistently in their social media posts to generate interest in the project, increase engagement with target audiences, and ultimately contribute to the project's success.

### 4.3.4. Project YouTube videos

The ERA Chair holder, Anu Realo, recorded a short video introducing the SustainERA project, which was published on 2 April 2025 on Tallinn University's YouTube channel. The video is also featured in the SustainERA playlist: <https://www.youtube.com/watch?v=X4claRVPZQI>. The video, presented in English, is intended for both academic and general audiences. It outlines the project's objectives, activities, and expected impacts.

In addition, Anu Realo was interviewed for Tallinn University's "Expert on Air" broadcast series. The interview was published on the 14th of April and is available at: [https://www.youtube.com/watch?v=A1e\\_VgqKhpc](https://www.youtube.com/watch?v=A1e_VgqKhpc).

### 4.3.5. Project online webinar series with Youtube videos

Open online seminar series once a month starting from October, 2025 on sustainable futures for stakeholder awareness. The researchers from the project and invited guests will contribute to the Online webinar series that will be later shared in YouTube <https://www.youtube.com/@SustainERA> and information will be presented at the project Website, Open Lab area <https://sustainera.tlu.ee/openlab/>. Series of international open online seminars on social science for non-growth and sustainable futures are aimed, total 30 webinars will be conducted during the project lifetime.

Online webinar series will be coordinated by doctoral and postdoctoral researchers.

A network of researchers to be engaged will be formed and updated for open seminar series.



Funded by  
the European Union



#### 4.4. Evaluating promotion strategy

In terms of communication indicators, periodic analysis of the insights from the project website and social media pages will enable us to understand if we are implementing an effective promotion strategy. Specifically, the data that will be monitored includes: Page views in the website, the social media followers.

By analyzing these metrics, project members can gain insights into how users are engaging with the project content and identify areas where improvements can be made. Project Coordinator is responsible for reporting Dissemination/Communication activities to the EC through the portal and providing statistics on the number of attendees. We will track the website visits, the followers in social media, and the sharing and liking of important stakeholder engagement posts in social media.

## 5. Dissemination activities

(Task 7.3. M4-M60)

### 5.1. Press releases

TLU has done press releases at the start of the project and these will also be planned at the end of the project. SustainERA will invite regional and national news media (radio, TV and print newspapers) to the larger conferences of the project.

At Tallinn University website:

<https://www.tlu.ee/hti/uudised/mahuka-projektiga-uuritakse-inimeste-kestlike-valikute-tagamaid>

<https://www.tlu.ee/hti/uudised/kestlikule-tulevikule-suunatud-suurprojekt-keskendub-hoiakute-uurimisele>

At Estonian national newspaper

<https://haridus.postimees.ee/8150459/tallinna-ulikooli-teadlased-said-2-5-miljonit-kestliku-tuleviku-uurimiseks>

At Estonian Academy of Sciences website

<https://www.akadeemia.ee/akadeemik-anu-realo-juhiv-kestliku-tuleviku-uuringute-projekti-uurimisruhma-tallinna-ulikoolis/>

### 5.2. Research papers

The researchers will publish research papers (including those co-authored with external stakeholders) in peer-reviewed open-access journals. At least 15 publications are expected over the course of the project. To ensure transparency and reproducibility, studies will be pre-registered, and manuscripts and datasets will be uploaded to the Open Science Framework (OSF).

High-impact journals will be prioritised, including but not limited to *Nature Sustainability*, *Sustainability Science*, *Nature Human Behaviour*, *Environment and Behavior*, *Journal of Environmental Education*, *Journal of Environmental Psychology*, and *European Journal of Sustainable Development*. At least four joint papers co-authored with stakeholders are expected. The Open Research Europe (ORE) publishing platform may serve as an alternative for certain reports.



Funded by  
the European Union



All peer-reviewed publications resulting from the project will be open access. Additionally, researchers will deposit articles in the Open Science Framework or another trusted repository—regardless of gold open-access status—at the time of publication (i.e., with no embargo period).

All publications must acknowledge EU funding with the following statement:

In English:

Funding disclaimer

*This research was supported by the ERA Chair in Sustainable Futures (SustainERA) grant (ID: 101186958), funded by the European Union's Horizon Europe Widening Participation and Spreading Excellence programme.*

Quality of information disclaimer:

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.*

In Estonian:

*See uurimistöö on valminud projekti "Jätkusuutliku tuleviku ERA õppetool" ("ERA Chair in Sustainable Futures", SustainERA, ID: 101186958) toel, mida rahastatakse Euroopa Liidu teadus- ja innovatsiooniprogrammi Euroopa Horisont "Osaluse laiendamine ja tiptaseme levitamine" meetmest.*

*Rahastatud Euroopa Liidu poolt. Esitatud informatsioon ja arvamused on aga üksnes autori(te) omad ja ei pruugi kajastada Euroopa Liidu ega Euroopa Teadusuuringute Rakendusameti (REA) seisukohti. Euroopa Liit ega toetuse andja ei vastuta esitatud teabe ja arvamuste eest.*

**Table 1. Research publication plan for year 1-year 5**

	Planned articles
Period 1	2 articles
Period 2	5 articles
Period 3	8 articles

### 5.3. Dissemination and publishing at conferences

Target: Researchers will attend 20 conferences, and publish 20+ research papers in the conference proceedings, 2 special issues will be edited in journals and 1 book published.

The SustainERA team members will participate in international conferences, workshops and other sector events to present overviews related to Sustainable Future research. The considered events are EUCEN – [European Universities Continuous Education Association](#), [Asia Conference on Environment and Sustainable Development \(ACESD\)](#) (publishes Proceedings in Springer), [International Conference on Sustainable Development \(ICSD\)](#) (on socio-cultural sustainability issues, publishes book of abstract, and in the [European Journal of Sustainable Development](#)), [Sustainability, Ethics and Governance \(GCGI\)](#) (Springer Proceedings), The Baltic Universities



Funded by  
the European Union



Programme ([BUP conferences for students](#), [The BUP symposium](#)) (both support presentations of young talents in sustainability areas, master students, PhD students).

Attendance at international conferences enables networking with researchers as well as learning about the latest scientific developments in the field.

**Table 2. Dissemination activities plan for year 1-year 5**

	<b>Planned participation at conferences, conference proceedings papers, organizing conferences and publishing special issues and books</b>
<b>Period 1 (M1-M15)</b>	<p><b>Target: 4 conferences</b> Symposium on Qualifications, Training, Micro-Credentials and Sustainable Development “The Development Approach of Circular Bio-economy Micro-Credential Programme in Higher Education Institution” K. Männik, K.Pata (20.02.25, Tallinn)</p> <p>55th EUCEN Annual Conference Lille “Enhancing University Lifelong Learning culture in Europe”, presentation “Integrating Sustainability Frameworks with adaptive Bayesian Networks for Flexible Learning Pathways” (3.-5.06.25, Lille), K. Männik</p> <p>4+ publications in conference proceedings</p>
<b>Period 2 (M16-M36)</b>	<p><b>Target: 6 conferences</b> Attending 6 research conferences</p> <p>2026, March - A team will organise a conference on Baltic Sea Universities (BUP) series of Scientific conferences - Universities Role for Sustainability (During Green Universities Week)</p> <p>The team members will edit a Special issue 1: <a href="#">European Journal of Sustainable Development</a></p> <p>6+ publications in conference proceedings</p>
<b>Period 3 (M37-M60)</b>	<p><b>Target: 10 conferences</b> Attending 10 research conferences</p> <p>The SustainERA team will organize a Final Research conference on Social Science Research for Sustainable Futures for different stakeholder groups with new formats (hackathon etc.) will be organised.</p> <p>The team members will edit a Special issue 2: <i>To be decided</i></p> <p>A public call is launched for the research conference of The Sustainable Futures research to attract experts. As a result of the planned conference the SustainERA team is publishing <b>1 edited book</b> (A conference proceedings book)</p>



Funded by  
the European Union



	10+ publications in conference proceedings
--	--

#### 5.4. Planned articles and appearances in national media

Target: 4+ papers and appearances (interviews etc) in national public media.

SustainERA team will be increasing the visibility of TLU scientific excellence in social sciences for sustainability - series of media presentations. The team will lead the “Sustainability is Social Research Challenge” discourse in Media. A series of short presentations on research topics of SustainERA will complement this goal for reaching out to different educational target groups. BUP Weekly is also one opportunity to publish for wider stakeholder groups.

**Table 3: National media publications**

	Planned Articles and Appearances in National Media
Period 1 (M1-M15)	<p>“A Sustainable Future – Is It Achievable, and How Can We Get There?” An interview with ERA Chair holder Anu Realo for Tallinn University's <i>Expert on Air</i> broadcast series, aired on 14 April 2025. The broadcast can be viewed on Delfi Forte, an Estonian online media platform that operates as a section of the Delfi news portal—one of the leading digital media outlets in Estonia and the broader Baltic region: <a href="https://forte.delfi.ee/kategooria/120000751/ekspert-eetris">https://forte.delfi.ee/kategooria/120000751/ekspert-eetris</a>. It is also available on the TLU YouTube channel: <a href="https://www.youtube.com/watch?v=A1e_VgqKhpc">https://www.youtube.com/watch?v=A1e_VgqKhpc</a></p> <p>1 opinion article paper by Jaanus Terasmaa, National paper Postimees, Trinokkel-series (July, 2025)</p>
Period 2 (M16-M36)	2 papers
Period 3 (M37-M60)	1 paper

#### 5.5. Networking and dissemination

Target: 20+ visits

SustainERA team members will carry out short term research visits to attend learning and research events, project writing and dissemination events with policy-makers (These will be additionally supported by Erasmus+ mobility and Cost Action). The following additional funding opportunities are available:

- Erasmus+ mobility provides an opportunity for staff members.
- Opportunities in BUP for students: Master thesis training. PhD students training visit



Funded by  
the European Union



- Funding opportunities with BUP: Mobility grant for BUP young researchers (3000 EUR); PhD Award (1000 EUR)
- Opportunities in Cost action CA24106 Building Education and One Health with Adaptive Convergence and Open Networks (2024-2028); STSM visits

**Table 4: Planned short-term visits**

	<b>Planned short-term visits</b>
<b>Period 1 (M1-M15)</b>	<b>Target: 6 visits</b> 2 project-writing visits 2 research events 1 dissemination event with policy makers 1 learning visit
<b>Period 2 (M16-M36)</b>	<b>Target: 7 visits</b> 3 project-writing visits 2 research events 1 dissemination event with policy makers 1 learning visit
<b>Period 3 (M37-M60)</b>	<b>Target: 7 visits</b> 3 project-writing visits 2 research events 2 dissemination event with policy makers

## 5.6. National dissemination events

Target: 2+ events (e.g. hackathon)

**Table 5: Planned national dissemination events**

	<b>Planned national dissemination events</b>
<b>Period 1 (M1-M15)</b>	<b>Target: 2 events</b>  8 April 2025 Symposium “How to Tackle Climate Change Based on Scientific Evidence?” organised in collaboration with the Estonian Academy of Sciences, University of Tartu, TalTech, and Estonian Committee of Geophysics (Anu Realo, Jaanus Terasmaa), 50+ participants, <a href="https://www.youtube.com/playlist?list=PLJE7FTnu-UDGbMZZZeSnsjleK5oqrxWAS">https://www.youtube.com/playlist?list=PLJE7FTnu-UDGbMZZZeSnsjleK5oqrxWAS</a>  8.-9.08.2025 Public Opinion Festival, panel jointly with Green Tiger Foundation (Anu Realo, Leif Kalev, Grete Arro), 50+ participants



Funded by  
the European Union



	<p>2.-3.10.25 The non-conference “Life in Postgrowth Estonia” <a href="https://xn--kasvujrgne-eesti-Onb.ee/">https://xn--kasvujrgne-eesti-Onb.ee/</a> (Jaanus Terasmaa) 100+ participants</p> <p>17.10.25 The panel session of sustainability at the Tallinn University, School of Education conference Lifelong learning value and paradoxes (Kai Pata, Katrin Männik), 300+ participants,</p>
<p>Period 2 (M16-M36)</p>	<p><b>Target: 1 event</b></p> <p>Public Opinion Festival 2026, sustainability panel , 50+ participants</p> <p>Session at the Tartu Planning conference 2026 (Tarmo Pikner)</p>
<p>Period 3 (M37-M60)</p>	<p><b>Target: 1 event</b></p> <p>Hackathon (hosting together with Green Tiger Foundation or Ülemiste City)</p>

## 5.7. Workshops on research dissemination, communication and exploitation

Target: 2 workshops

**Table 6: Planned communication, dissemination, exploitation workshops**

	<b>Planned communication, dissemination, exploitation workshops</b>
<p>Period 1 (M1-M15)</p>	<p>Target: 1 workshop SustainERA and KEKO II cluster joint workshop on stakeholder engagement strategy in Open Lab</p>
<p>Period 2 (M16-M36)</p>	<p>Target: 1 workshop 2028 BUP: thematic webinars, workshops Doctoral symposium workshop, science communication on sustainability</p>
<p>Period 3 (M37-M60)</p>	

## 6. Exploitation-oriented activities and stakeholder engagement

(Task 7.4: M4-M60)



Funded by  
the European Union



Exploitation-oriented activities will include:

## 6.1. Stakeholder groups

Goal: Setting-up of long-lasting strategic partnerships among policymakers, educational organisations, business organisations and regional communities to achieve sustainable future goals with social science means.

Development of a Stakeholder Engagement strategy as part of Open Lab methodologies, and periodic updates of engagement scope. This strategy is developed jointly with the Tallinn University Cluster on Adaptation to and Mitigation of Environmental Change - KEKO II<sup>2</sup>. The cluster is focusing on the research and development collaboration and innovation activities through private and public partnerships.

Development of contacts with potential stakeholders during project Open Lab activities and public events (conferences, hackathons, brokerage events, individual and group meetings).

The SustainERA project has identified four main direct target groups. The direct target groups consist of various stakeholders who are directly addressed by the project's activities, while the indirect target groups are those who may benefit from the project's outcomes in an indirect way.

The first direct target group of the project includes the Higher Education (HE) staff and students in universities among the networking partners, Higher Education Institutions (HEIs), and civil society actors who aim to upskill their staff and students through open innovation. The project seeks to provide these groups with new skills and knowledge that will enhance their capacity to engage in open innovation practices and promote regional innovation and development.

The second direct target group is the enterprise and public sector. The project aims to address their needs by providing Open Lab of Sustainable Futures services: R&D opportunities, training and expert support.

The third direct target group consists of European research and innovation partners from the public, NGO and industry sector. These partners have a particular potential in gaining from the project's activities and contribute to the development of sustainability ecosystems in the region.

Finally, the project also aims to reach out to citizens in the region, and abroad who may indirectly benefit from the project's outcomes. These individuals could include potential investors, policymakers, and other stakeholders who have a stake in the project's success.

Indirect target group, which is the general audience will be reached out in some group activities as well.

The SustainERA strategy ensures that the project's activities are aligned with the needs and expectations of the different target groups and that their inputs are taken into account throughout the project's implementation. One of the approaches is the codesign of research instruments, case studies jointly with the stakeholders. To effectively engage with the different target groups of the SustainERA project, it is important to acknowledge that each group has its unique characteristics, needs, and expectations. As a result, a one-size-fits-all approach may not be suitable for reaching out to all the different audiences. Instead, customized outreach strategies need to be developed, considering the specific requirements of each group. It is crucial to provide a clear and concise explanation of the project's activities, format, expected outcomes, and their contribution before communicating with each target group. This will ensure that the message is effectively conveyed and that all parties involved have a common understanding of their contribution.

---

<sup>2</sup> <https://www.exu.tlu.ee/keko-cluster>



Funded by  
the European Union



## 6.2. Cooperation network of public and private stakeholders in Estonia

Target: 200+stakeholders

Stakeholder engagement in Open Lab activities and public events (conferences, hackathons, brokerage events). General public, students, and local authorities will be involved through the communication activities (blog, website, social media, open days).

The research team members of SustainERA are also participating at the Tallinn University Research Foundation funded cluster KEKO II during the period 2025-2027. One of the goals in this KEKO II cluster is to empower the Open Lab stakeholder engagement practices. Specific matchmaking events will be planned as part of KEKO II joint strategy with SustainERA project, to meet with different stakeholder groups regularly. The goal is seeking the common interests for the future training related and R&D related collaborations. The Open Lab is going to codesign joint R&D and training initiatives alongside with the SustainERA research strategy, dissemination, communication, exploitation plans. The engagement contacts and the communication track from first contacts to R&D collaboration will be maintained as a stakeholder network. The data management around stakeholders will follow SustainERA Data Management Plan regulations regarding stakeholder data. The Tallinn University Research and Innovation activities in EXU (including EXU show area in Astra Researchers' Forum, web-based service platform and tailor-made activities) will be linked as possible to the SustainERA Open Lab.

The SustainERA team will involve different levels of stakeholders to support the development of solutions in sustainable futures. Open Lab approaches will be central in engagement practices. Research and innovation in Open Lab focuses on multi stakeholder engagement and collaboration models to enable development of interdisciplinary social science approaches and applications in real life.

Open Lab will function at the regional level as the contact points where stakeholders can meet researchers that can be mobilised to solve their issues. The stakeholders' expertise can provide valuable insights into the feasibility and practical implementations of the project solutions (e.g. implementing ESG). The open engagement practices are particularly considered as an approach to build human capital wider in the society.

## 6.3. Cooperation network for researchers and innovators internationally

Target: 200+ stakeholders

The cross-sectoral mobility of the innovators among educational sector, public sector, industry and civil society is promoted through the Open Lab engagement events (Task 7.4) for specific sustainability research challenges (WP5) for which internationally available mobility fundings can be orchestrated (supported by Task 6.1).

Open Societal Actor Engagement, 10 Open Lab initiatives, Open Lab events are attended by international and national researchers and collaboration partners, 100+ participants. These seminars are co-organised with cluster KEKO II and SustainERA. Tallinn University is a Green Tiger Network member through KEKO II and can engage with over 100+ private sector stakeholders. Collaboration in the Baltic University Programme (BUP) network has the potential to collaborate with 100+ universities from 10 Baltic Sea region countries. Belonging to the European Universities Continuous Education Association (EUCEN) the university participates in the lifelong learning (ULLL) policy-making at the EU level.

## 6.4. Open Lab events

The research results are communicated through specific stakeholder engagement strategies (Task 7.4) and open practices - Open Lab (Task 3.2), open seminars, public talks, opinion articles in national media etc and Open Access



Funded by  
the European Union



research publications (Task 7.3, Task 7.4). The SustainERA team with its Open Lab, Open toolbox (Task 2.3), junior staff training (Task 4.2, 6.1, 6.2, 6.3), stakeholder engagement practices (Task 7.4) creates an attractive piloting and knowledge sharing ground for the sustainability and non-growth researchers and practitioners. Public seminars will introduce the Open toolbox as a new research driven stakeholder engagement practice for sustainability that is complemented with the opportunities to conduct regional R&D on non-growth topics. The project’s Open Lab with the Open Toolbox for meeting future challenges with societal stakeholders will support TLU in institutionalising a stakeholder engagement good practice for sustainability research.

To maximise the awareness, the SustainERA team will develop a step-by-step approach in which the Open Toolbox Usage paves the way for collaborative research approaches in the Open Lab. It will increase the joint initiatives of sustainability research (e.g. citizen science, social innovations) and the stakeholders’ ownership and uptake of the results. This can lead to a better impact on sustainability in society. Engaging with the stakeholders (Task 7.4) who have the need for human solutions for sustainability issues serves as a human capacity building approach and will create a spillover effect across the four Schools’ researchers involved in the SustainERA project.

The Open Lab approach (WP2, WP3) with the stakeholder engagement strategies applied in the SustainERA project will help to actively contribute to the regional strategies with empirical and policy means (WP7). We will use Open Science approaches to provide maximal openness to research contributions of SustainERA. We also will use the IP legal advisor of TLU where it is necessary to be compliant.

**Table 7: Planned Open Lab initiatives, events**

	<b>Planned Open Lab initiatives, events</b>
Period 1 (M1-M15)	<b>Target: 3 seminars</b> Fall 2025, co-developing and piloting the collaboration formats with entrepreneurs Winter 2026, co-developing and piloting the collaboration formats with educational stakeholders Winter 2026 BUP Symposium with researchers from Baltic Sea Universities
Period 2 (M16-M36)	<b>Target: 4 seminars</b> 2 events organised jointly with KEKO II until 2027 2 events with BUP network researchers
Period 3 (M37-M60)	<b>Target: 3 seminars</b>

Open Lab also uses digital spaces, the project website will be created for more interactivity and networking, case-sharing, learning. Also, the social media opportunities will be used for this purpose. The Tallinn University Enterprise and University (EXU) facilities and working tools can also be used.

Gender equity and age equity are also strictly followed in open social actor engagements, it is very important that all segments of the society would be involved to learn how to build the Sustainable Futures.

#### **6.4.1. Trainings in Open Lab**

Target: 30 staff members trained



Funded by  
the European Union



SustainERA team will set the goal towards the exemplary non-growth practice reform in TLU. The team will organise in Open Lab the teaching events for improving research practice and research communication. 30 staff members will be trained.

#### 6.4.2. Training events and minicourses for stakeholder groups

Training initiatives for strengthening researchers and innovators on social approaches for sustainable futures, 15+ initiatives. The societal impact will be achieved through the training events, micrograde course. Education and training activities at all levels (undergraduate, postgraduate, professional), etc. Update of educational and training courses into undergraduate and postgraduate education programs (e.g. microcredential programme in Sustainable Futures). A series of training events and minicourses developed and launched that aim for new sustainability teaching methods for formal education, communities, organisations.

**Table 8: Planned Training events and minicourses**

	<b>Planned Training events and minicourses</b>
<b>Period 1 (M1-M15)</b>	<p><b>Target: 3 Trainings and courses</b>            Fall 2025 Microcredential programme on leadership in sustainability in educational institution is launched (led by G. Arro)  <a href="https://www.tlu.ee/koolitused/jatkusuutlukkuse-juhtimine-haridusasutuses-sugis-2025">https://www.tlu.ee/koolitused/jatkusuutlukkuse-juhtimine-haridusasutuses-sugis-2025</a>            Microcredential programme Circular bioeconomy 2025 - 2026 developed and piloted ( Led by. T. Väljataga, K. Pata, K. Männik)            3 Future general competences for life (HÜPE) general courses in Tallinn University (led by T. Pikner, K. Männik, L.Kalev)</p>
<b>Period 2 (M16-M36)</b>	<p><b>Target: 6 Trainings and courses</b>            2026 Winter School I, Tallinn University            2027 Summer School I in collaboration with BUP doctoral Symposium            Course jointly with BUP on research writing and research ethics            3 Mini-courses for different stakeholder groups related with research focuses</p>
<b>Period 3 (M37-M60)</b>	<p><b>Target: 6 Trainings and courses</b>            2 minicourses for example jointly with BUP on research writing, open science, interdisciplinary sustainability research            Teacher training course on sustainability micro qualifications            Policy-makers training course on sustainability micro qualifications            Public and private sector training course on sustainability micro qualifications</p>

To ensure efficient exploitation of project results, the SustainERA team will monitor project results and plan their further use for further research

#### 6.4.3 Codesign Workshops and whitepapers

Target: 10 workshops

Codesign workshops with policymakers, civil society stakeholders, educational stakeholders, regional stakeholders. A series of Codesign Workshops with policymakers (3), educators (3), business organisations (3), regional communities (1).



**Table 9: Planned Open Lab codesign workshops**

	<b>Planned Open Lab codesign workshops</b>
<b>Period 1 (M1-M15)</b>	<b>3 workshops</b> In the period 2025-2027 the collaborative workshops are done in collaboration with KEKO II cluster to establish collaboration with specific target groups, to aid joint research
<b>Period 2 (M16-M36)</b>	<b>3 workshops</b> In the period 2025-2027 the collaborative workshops are done in collaboration with KEKO II cluster and with the research team members for interacting with different target groups
<b>Period 3 (M37-M60)</b>	<b>4 workshops</b> In this period the workshops target scaling up the results and seeking for new joint activities with the stakeholders

#### 6.4.4. White papers

Target: 2+ white paper

Policy white papers of non-growth. The workshops will produce whitepapers. Development of white papers and communication strategies will promote eco-conscious and non-growth-oriented knowledge, attitudes, and practices.

Target: Policy recommendations

SustainERA will use codesign workshops to develop political, policy and governance strategies, networks, arenas, and measures. Policy recommendations will be worked out and validated with key stakeholder groups.

#### 6.5. The cross-sectoral mobility

The SustainERA project strengthens the interdisciplinary and cross-sectoral skills by meeting the sustainability challenges with the social science practices that are developed at the Open Lab (Task 3.2) while working across sectors of education, civic society, industry and policymakers (Task 7.4).

Cross-sectoral short-term research mobilities to innovation hubs, public sector organisations, etc. (National Sectoral mobility SEKMO Programme 3+1) 4+ mobilities

**Table 10. Planned cross-sectoral mobilities**

	<b>Planned cross-sectoral mobilities</b>
<b>Period 1 (M1-M15)</b>	Katrin Männik attended cross-sectional research mobility at Austrian and Spanish companies and NGOs from 2025-2026 to develop the general concept of Green Skills and with a specific attention on the EdTech Sector  Siret Talve, an circular bioeconomy educator and policy expert with experiences from two Estonian ministries is planning to apply for cross-sectoral incoming mobility to Tallinn University to complement SustainERA team in the making of the



Funded by  
the European Union



	microcredential course and pilot on Circular bioeconomy at the Estonian communities
Period 2 (M16-M36)	A short-term cross-sectoral incoming mobility to Tallinn University to complement SustainERA team with entrepreneurial knowledge
Period 3 (M37-M60)	We will support the cross-sectoral mobility of junior staff members

## 7. Communication management

### 7.1. Monthly planning

- During each monthly project management meeting, the project manager will present the communication and dissemination plan for the upcoming month.
- All project members are responsible for reviewing the communication tracker, updating it by the specified deadlines, and entering all relevant information in a timely manner.

### 7.2. Communication overview table

A summary of communication and dissemination activities will be presented in table format and will include the following columns:

Activity	Responsible Member(s)	Dissemination Channels	Deadline
Brief description of the activity or deliverable	Names of responsible persons	e.g., website, social media, newsletter	Date

### 7.3. Public deliverables and social media publishing procedure

- After each public deliverable is finalized and approved, a corresponding social media post will be published.
- All project members must record key event details to support timely and accurate updates on the project website and social media.

### 7.4. Event communication procedure

To ensure timely promotion of events:

- Event communication preparation must begin at least two weeks before the event date.

Required event details:



Funded by  
the European Union



- Event name
- Short description (include date, location, purpose, and target audience)

*Note: If pre-registration is required or if the event location should not be public, this information must be excluded from social media. The event organizer is responsible for informing registered participants directly.*

- Organizer details: names, affiliations, and roles (e.g. moderator, speaker, host)
- Working language(s) of the event
- Registration link and deadline
- The registration form must include a media release consent disclaimer

#### After the Event

- All event photos must be uploaded to the shared Google Drive folder:  
WP7 → Media

#### Social Media Post Requirements

Each post must include:

- Funding disclaimer (where applicable)
- All mandatory project hashtags (additional hashtags are welcome when relevant)
- Official LinkedIn accounts or tags for relevant partners and contributors



Funded by  
the European Union



## Appendix 1: A media and interview release form

I hereby grant permission to Tallinn University and its representatives to take photographs or videos of me and to make recordings of my voice. I further grant to the Tallinn University and its representatives to produce, use, exhibit, display, broadcast, and distribute these images and recordings in any media now known or later developed for promoting, publicizing, and explaining the Tallinn University and its activities for administrative, educational or research purposes.

Full name:

Signature:

Date:

I hereby grant permission to the Tallinn University to use my name with these images and recordings

Signature:

Date: