

ERA Chair in Sustainable Futures



Funded by
the European Union

1st Report of Dissemination and Communication

Version No.1
31 March 2026



Funded by
the European Union



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.”

HISTORY OF CHANGES			
Version*	Publication date	Beneficiaries	Changes
V1.0	18.03.2026	TLU	<ul style="list-style-type: none">▪ Initial version of Deliverable Owner
V1.2	26.03.2026	TLU	<ul style="list-style-type: none">▪ Version including suggestions of WP Contributors
V1.3	30.03.2026	TLU	<ul style="list-style-type: none">▪ Final version approved by Project Coordinator

(*) According to the section “Review and Submission of Deliverables” of the Project Handbook



Funded by
the European Union



1. Technical References

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

Deliverable No.	D7.3: 1st Report of Dissemination and Communication
Work Package	WP7: Dissemination, Communication, Exploitation and Outreach
Task	Task 7.3. Organize Dissemination activities
Dissemination level*	PU- Public
Type of license:	CC-0 / CC-BY / ©
Lead beneficiary	Tallinn University
PIC of the Lead beneficiary	999421653



Funded by
the European Union



Contributing beneficiary/ies	Tallinn University (TLU)
PIC of the Contributing beneficiary/ies	TLU: 999421653
Author(s)	<ul style="list-style-type: none">▪ Kai Pata 0000-0002-8952-7698▪ Amy Schakelfordt 0009-0009-6705-3450▪ Ayan Shamchiyeva 0009-0009-7746-8107▪ Ruihan Bai 0009-0000-6023-1300
Contributor(s)	<ul style="list-style-type: none">▪ Katrin Männik 0000-0001-9394-1579▪ Terje Väljataga 0000-0001-8109-0674▪ Merle Pajus
Due date of deliverable	31 March 2026
Actual submission date	30 March 2026



2. Table of Contents

1. Technical References	3
2. Table of Contents	5
3. Introduction	6
3.1. Executive Summary	6
3.2. Relation to Other Project Documents	6
3.3. Abbreviation List	6
4. Communication Tools and Activities	7
4.3. Web Presence	7
4.3.1 Project Website	7
4.3.2. Social Media	7
4.3.3. Project YouTube videos	8
4.3.4. Project Online Webinar Series with Youtube Videos	8
5. Dissemination Activities	9
5.1. Press Releases	9
5.2. Research Papers	9
5.3. Dissemination and Publishing at Conferences	9
5.4. Planned Articles and Appearances in National Media	11
5.5. Networking and Dissemination	17
5.6. National Dissemination Events	18
5.7. Workshops on Research Dissemination, Communication and Exploitation	19
6. Exploitation-oriented activities and stakeholder engagement	21
6.1. Stakeholder Groups	21
6.2. Cooperation Network of Public and Private Stakeholders in Estonia	22
6.3. Cooperation Network for Researchers and Innovators Internationally	23
6.4. Open Lab Events	23
6.4.1. Trainings in Open Lab	24
6.4.2. Training Events and Minicourses for Stakeholder Groups in Open Lab	24
6.4.3. Codesign Workshops and Whitepapers	25
6.5. The Cross-sectoral Mobility	25
7. Communication Management	25
8. Conclusion	26



Funded by
the European Union



3. Introduction

3.1. Executive Summary

This report presents the first overview of dissemination and communication activities carried out within the SustainERA project (ERA Chair in Sustainable Futures) during the initial reporting period (M1–M15). The project aims to strengthen research excellence and stakeholder engagement in sustainable futures through coordinated communication, dissemination, and exploitation actions. During this period, key communication infrastructures were successfully established, including the launch of the project website and active social media channels, which have begun to build visibility and engagement among target audiences. A series of online webinars and video materials further supported knowledge sharing and outreach efforts. Dissemination activities focused on scientific publishing, conference participation, and engagement with national media. Initial outputs include peer-reviewed publications, conference contributions, and several high-impact articles and interviews in Estonian media. Networking activities and short-term research visits have strengthened collaboration with international partners and policymakers. The project also initiated stakeholder engagement through Open Lab activities, workshops, and national events, reaching diverse target groups including academia, public sector, industry, and civil society. These efforts contribute to building long-term cooperation networks and fostering co-creation of sustainable solutions. Overall, the results demonstrate planned progress toward achieving the project's dissemination and communication objectives, establishing a solid foundation for increased impact, stakeholder involvement, and knowledge transfer in the coming phases.

3.2. Relation to Other Project Documents

The document is guided by D.7.2 Dissemination, Communication and Exploitation Plan.

3.3. Abbreviation List

ERA – European Research Area

REA – European Research Executive Agency

TLU – Tallinn University

HE – Higher Education

HEI – Higher Education Institution

R&D – Research and Development

EU – European Union



Funded by
the European Union



4. Communication Tools and Activities

4.3. Web Presence

4.3.1 Project Website

A new blog-based SustainERA project website <https://sustainera.tlu.ee/> was launched to enhance functionalities and improve the presentation of project activities and outputs.

The project website (sustainera.tlu.ee) serves as the main online platform for disseminating project-related information and outputs. It presents the project's objectives, research themes, and team members.

The Research section includes publications, conference presentations, and related projects. The OpenLab section provides access to public research talks, training and workshops, open toolkits, and policy papers. The News and Media sections share updates on project activities and media appearances by project members. The Deliverables section provides access to project reports and formal outputs.

The initial SustainERA website tracking at Tallinn University pages was not possible. Since the launch of the new project webpage from 1st December 2025, the SustainERA website has shown steady growth in visibility. Usage statistics for the first three months of operation (December 2025 – February 2026) are presented below.

Period	Visits	Page views	Unique IP addresses
December, 2025	1,238	8,704	424
January, 2026	1,290	9,424	631
February, 2026	1,557	20,366	879

Overall, during this initial reporting period, the website accumulated 4,085 visits and 38,494 page views. Note: The statistics are based on server log data provided by Zone.ee.

4.3.2. Social Media

For the project lifetime the target of social media followers is 400+ followers. During the first project period the LinkedIn social media sharing has reached quite a broad audience. The youtube channel, where Open Research Seminars are shared is yet less actively followed and should be promoted more through social media.

<https://www.linkedin.com/company/projectsustainera/>

Linkedin account has by M14 gained 393 followers

[SustainERA \(@sustainera.bsky.social\) – Bluesky](#)

BlueSky account was discontinued, due to insufficient interest communities.



Funded by
the European Union



4.3.3. Project YouTube videos

Project Youtube resources are shared in the Tallinn University Youtube channel for increasing the visibility.

The project introductory youtube video <https://www.youtube.com/watch?v=X4claRVPZQI> has gained 187 views.

Additionally the project youtube channel as a playlist is maintained at <https://www.youtube.com/@SustainERA>

292 views, no followers.

4.3.4. Project Online Webinar Series with Youtube Videos

From September, 2025 the project has run regular online research webinars to host different experts of sustainability research.

The videos are shared in the SustainERA youtube channel, as well as in the Tallinn University channel.

During the reporting period, the SustainERA project organised a series of research webinars featuring international experts in sustainability and related fields. The following presentations were delivered:

- **Prof Cara New Daggett** – *Petro-masculinities* (3 March 2026)
- **Prof Wouter Poortinga** – *Public Engagement with Climate Change and Net Zero* (17 February 2026)
- **Dr Ivo Krustok** – *Mapping the Green Policies of Ukraine, Moldova and Armenia in the Context of EU Accession* (27 January 2026)
- **Dr Sanna Ahvenharju** – *Futures Consciousness as an Anticipatory Capacity: What Shapes the Way We Imagine the Future—and How Can We Become Better at It?* (2 December 2025)
- **Tommaso Gimelli** – *From Enabling Conditions to Impact: Tracking Transformative Climate Adaptation in Mountain Areas* (11 November 2025)
- **Lilian Pungas** – *Subsistence and Food Self-Provisioning – Invisible, Inferior yet Indispensable* (21 October 2025)
- **Dr Lauri Peterson** – *Launch of SustainERA Research Talks: Inaugural Talk* (16 September 2025)

The talks are advertised on the SustainERA website, at the Tallinn University Events page and at the information letter of the School of Educational Sciences.



5. Dissemination Activities

5.1. Press Releases

5.2. Research Papers

The final goal of SustainERA is that researchers will publish at least 15 research papers (including those co-authored with external stakeholders) in peer-reviewed open-access journals. Four research papers were published (Table 1).

Table 1. Research publications during M1-M15 (Project period 1)

	Articles
Period 1	<p>2 articles</p> <p>Peer-reviewed published papers</p> <ul style="list-style-type: none"> • Männik, K., & Pata, K. (2025). <i>Advancing students' sustainability competences with capacity building course development</i>. <i>European Journal of University Lifelong Learning</i>, 9(1), 13–24. https://doi.org/10.53807/0901BS11 • Kasemets, K., Pikner, T., Pata, K., & Karu, K. (2026). <i>Persistent resilience of rural branch libraries while adapting to structural reforms and community networks in Estonia</i>. <i>Social & Cultural Geography</i>. https://doi.org/10.1080/14649365.2026.2626070 • Pikner, T. (2026). <i>Maritime bordering, wind energy, and anticipated futures</i>. <i>Journal of Borderlands Studies</i>. https://doi.org/10.1080/08865655.2026.2613672 • Pikner, T. (2026). <i>Timescapes, territorialisation of maritime, and (de)growth in turbulent crises: Perspectives from an island</i>. In A. Moritz & G. Palermo (Eds.), <i>Bluish entanglements and transformations: Unfolding the geographies of wet spaces and their role for societal change</i>. Routledge.

5.3. Dissemination and Publishing at Conferences

The target by the end of SustainERA project is to achieve that 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. During the reporting period M1-M15, the SustainERA team exceeded the planned target of participation in four conferences and contributing to conference proceedings. Team members actively engaged in a diverse set of national and international scientific events addressing sustainability, higher education, and innovation. Presentations were delivered at key events including the Symposium on Micro-Credentials and Sustainable Development (Tallinn), the Green University Conference (Tartu), the 55th EUCEN Annual Conference (Lille), and the Beyond Growth Estonia Conference, among others (Table 2). Additional contributions were made at conferences on artificial



Funded by
the European Union



intelligence in education and climate adaptation, demonstrating the interdisciplinary scope of the project.

Table 2. Dissemination activities during M1-M15 (Project period 1)

	Participation at conferences, conference proceedings papers, organizing conferences and publishing special issues and books
Period 1 (M1-M15)	<p>Target: 4 conferences, 4+ publications in conference proceedings</p> <p>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) https://www.tlu.ee/taxonomy/term/2550/sundmused/teaduskonverents-symposium-qualifications-training-micro-credentials https://www.haw-hamburg.de/en/university/newsroom/news-details/news/news/show/symposium-on-micro-credentials-and-sustainable-development/?utm_source=BenchmarkEmail&utm_campaign=Call_for_Papers:_Symposium_on_Micro-Credentials_and_Sustainable_Development,Tallin_University&utm_medium=email</p> <p>Green University Conference “Universities as drivers of sustainability and circular bioeconomy” panel “Can a university be a green locomotive?”, presented by Katrin Männik (21 March, 2025, Tartu) https://www.emu.ee/sundmused/roheline-ulikooli-konverents-ulikoolid-kui-saastlikkuse-ja-ringbiomajanduse-vedajad</p> <p>55th EUCEN Annual Conference “Enhancing University Lifelong Learning culture in Europe” (3.-5.06.25, Lille), presentation “Integrating Sustainability Frameworks with adaptive Bayesian Networks for Flexible Learning Pathways”, K. Männik https://eucen.eu/55th-eucen-annual-conference-lille/</p> <p>Beyond Growth Estonia Conference, Panel Discussion: "Kuidas aidata inimene tagasi ökosüsteemi osaks?" ("How can we help people become part of the ecosystem again?"), J.Terasmaa, G.Arro (October 2–3, 2025, Aegviidu). SustainERA funded the Panel Workshop. https://en.xn-kasvujrgne-eesti-0nb.ee/</p> <p>Conference “Artificial intelligence in natural sciences: who teaches whom?”: „Tehisaru ja õppimine kui nööp ja ülikond” (“AI and learning like a button and a suit”), Grete Arro (6 November, 2025, Tartu) https://reaalteadused.ut.ee/et/uudis/konverents-tehisaru-loodusteadustes-kes-opetab-keda</p> <p>Conference “Climate Compass 2025: The Art of Adaptation in the Light of Science” (27-28 November, 2025, Tartu), Presentation “Water bodies in a changing climate: new directions for water protection”, J.Terasmaa, Panel discussion: “How do we start adapting to climate change?”, S.Talve https://kliima.ut.ee/en/climate-conference-climate-compass-2025/</p> <p>BUP 2026, 18-19 March, 2026 - A team organised at the conference on Baltic Sea Universities (BUP) series of Scientific conferences two workshops - Universities Role</p>



Funded by
the European Union



	<p>for Sustainability (During Green Universities Week). SustainERA funded the workshops. https://www.tlu.ee/en/hti/events/symposium-universities-change-agents-sustainable-development https://www.haw-hamburg.de/en/university/newsroom/news-details/news/news/show/symposium-universities-as-change-agents-in-sustainable-development/ Presentations by Katrin Männik, Ruihan Bai</p>
--	--

5.4. Planned Articles and Appearances in National Media

The target by the end of the SustainERA project is to achieve 4+ papers and appearances (interviews etc) in national public media. During the reporting period, SustainERA team members actively contributed to public discourse through articles in national media: 7 media articles were published (Table 3). SustainERA researchers were widely featured across media platforms, including interviews, podcasts, videos, and news: 5 presentations were made. The SustainERA team achieved **strong visibility in national media**, contributing to public understanding of sustainability and post-growth, science communication and policy discussions and stakeholder engagement across society. These activities demonstrate a **high level of outreach and societal impact** during the first reporting period.

Table 3. National media publications at Period 1 (M1-M15)

	Articles and appearances in national media
Period 1 (M1-M15)	<p>Articles: 8</p> <p>“Planet of Waste – Life in the Age of Entropy” An article published in Vikerkaar (print & web), authored by Halliki Kreinin, published on 1 July 2025. Available at: https://www.vikerkaar.ee/jaatmete-planeet-elu-entropia-ajastul/</p> <p>“‘Just Enough’ Energy Sufficiency and the Survival of a Nation” An article published in Sirp (print & web), authored by Halliki Kreinin, published on 26 September 2025. Available at: https://www.sirp.ee/just-paras-energiapiisavus-ja-rahvuse-elluamine/</p> <p>“If You Row Slowly, Will You Ever Get Anywhere?” An article published in Sirp (web), featuring Jaanus Terasmaa, published on 29 August 2025. Available at: https://www.sirp.ee/tasa-souad-kas-kuhugi-jouad/</p> <p>“Why Do Climate Myths Arise?” An article published in Sirp (web), featuring Grete Arro, published on 30 January 2026. Available at: https://www.sirp.ee/miks-tekivad-kliimamuudid/</p> <p>“Education in a post-growth society must be a path to finding a deeper meaning of being human. Kai Pata, Postimees. Available at: https://haridus.postimees.ee/8359532/kai-pata-kasvujargse-uhiskonna-haridus-peab-ol-ema-tee-inimeseks-olemise-sugavama-tahenduse-leidmiseks</p>



"Educational institutions can bridge the gap between climate awareness and sustainability" Article published in Estonian Human Development Report 2026 (web), featuring Jaanus Terasmaa, published on 12 February. Available at:
<https://2026.inimareng.ee/aruanne/kestlikkus-hariduspeeglis/haridusinstituutsioonid-sa-avad-sillata-lohet-kliimateadlikkuse-ja-hoidlikkuse-vahel/>

"Supporting sustainability in education requires changes not only in the content of learning, but also in the way it is taught." Article published in Estonian Human Development Report 2026 (web), featuring Grete Arro, published on 12 February. Available at:
<https://2026.inimareng.ee/aruanne/kestlikkus-hariduspeeglis/kestlikkuse-toetamine-hariduses-ei-eelda-muutusi-ainult-oppe-sisus-vaid-ka-opetamise-viisis/>

"How do we even know that the current rapid climate change is anthropogenic?" An article published in Sirp (web), featuring Jaanus Terasmaa, published on 27 February 2026. Available at:
<https://www.sirp.ee/kuidas-me-uldse-teame-et-praegune-kiire-kliimamuutus-on-inimtek-keline/>

Interviews/Opinion pieces: 34

An interview with ERA Chair holder Anu Realo for Tallinn University's *Expert on Air* 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:
<https://forte.delfi.ee/kategooria/120000751/ekspert-eetris>. It is also available on the TLU YouTube channel: https://www.youtube.com/watch?v=A1e_VgqKhpc

"SustainERA Kickoff Press Release" A press release published on Tallinn University (TLU) web and promoted via TLU social media, featuring Anu Realo and Kai Pata, released on 27 January 2025. Available at:
<https://www.tlu.ee/hti/uudised/kestlikule-tulevikule-suunatud-suurprojekt-keskendub-hoiakute-uurimisele>

"Academy of Sciences Presentation: Academician Anu Realo Leads the Sustainable Future Research Project at Tallinn University" A news item published by the Estonian Academy of Sciences (web and social media), featuring Anu Realo, published on 10 February 2025. Available at:
<https://www.akadeemia.ee/akadeemik-anu-realo-juhib-kestliku-tuleviku-uuringute-projekti-uurimisruhma-tallinna-ulikoolis/>

"BUP National Centre Selected in Estonia" A news post published on the University of Tartu (University of Uppsala-hosted BUP site), authored by Katrin Männik, published on 10 April 2025. Available at:
<https://www.uu.se/en/collaboration-innovation/the-baltic-university-programme/about-us/news/archive/2025-04-10-bup-national-centre-selected-in-estonia>



“Expert on Air: Sustainable Future – Can We Achieve It, and How?” An interview on Tallinn University TV program “Expert on Air”, featuring Anu Realo, aired on 16 April 2025. Available at:
<https://www.tlu.ee/teadus/sundmused/ekspert-eetris-anu-realo-kestlik-tulevik-kas-ja-kuidas-me-selleni-jouame>

“SustainERA Promotional Video” A promotional video published via the SustainERA web and TLU YouTube, featuring Anu Realo, released on 14 April 2025. Available at:
<https://www.tlu.ee/meediavarav/videod/sustainera>

“Jaanus Terasmaa: All Stakeholders Must Take Responsibility to Overcome the Meta-Crises” A news piece published on ERR Novaator (web), featuring Jaanus Terasmaa, published on 19 February 2025. Available at:
<https://novaator.err.ee/1609609814/okohudroloogia-professor-elurikkuse-kriis-on-kliimakriisist-veelgi-tosisem>

“One-Minute Lecture: How Are Estonia’s Standing Water Bodies Doing?” A news piece published on ERR Novaator (web), featuring Jaanus Terasmaa, published on 21 April 2025. Available at:
<https://novaator.err.ee/1609670234/uhe-minuti-loeng-kuidas-kaib-eesti-seisuveekogud-e-kasi>

“Quiz: Do You Know How Estonia’s Water Bodies Are Doing?” A news/interactive item published on Delfi Forte (web), featuring Jaanus Terasmaa, published on 21 April 2025. Available at:
<https://forte.delfi.ee/artikkel/120370767/test-kas-tead-kuidas-tunnevad-ennast-eesti-veekogud>

“One-Minute Lecture: How Can Everyone Contribute to the Health of Water Bodies?” A video lecture published on TLU YouTube, featuring Jaanus Terasmaa, published on 21 April 2025. Available at: <https://www.youtube.com/watch?v=x7Mvz79kSLo>

“Expert on Air: Jaanus Terasmaa – ‘One Photo, Big Impact – All Waters Lead to Citizen Science’” A Tallinn University media portal feature (web/video), featuring Jaanus Terasmaa, published on 23 April 2025. Available at:
<https://www.tlu.ee/meediavarav/videod/ekspert-eetris-jaanus-terasmaa-uks-foto-suurmoju-koik-veed-viivad>

“Expert on Air: Jaanus Terasmaa – ‘One Photo, Big Impact – All Waters Lead to Citizen Science’” A Delfi Forte feature (web), featuring Jaanus Terasmaa, published on 23 April 2025. Available at:
<https://forte.delfi.ee/artikkel/120371251/ekspert-eetris-jaanus-terasmaa-uks-foto-suurmoju-koik-veed-viivad-harrastusteaduseni/>

“Become a Water Scientist: Join the Volunteer Water Observation Day This Weekend” A news item published on Rohe Geenius (web), featuring Jaanus Terasmaa, published on 25 April 2025. Available at:



<https://rohe.geenius.ee/rubriik/uudis/hakka-veeteadlaseks-osale-vabatahtlike-veevaatlu-spaeval-juba-sel-nadalavahetusel/>

“Ökoskoop: Water Systems and Environmental DNA” A radio/podcast episode published via Vikerraadio (ERR), featuring Jaanus Terasmaa, published on 28 April 2025. Available at: <https://vikerraadio.err.ee/1609664768/okoskoop>

“We Need to Give Up the Obsession With Economic Growth” A podcast episode published by Äripäev, featuring Grete Arro, published on 5 June 2025. Available at: <https://www.aripaev.ee/saated/2025/06/05/grete-arro-meil-on-vaja-loobuda-majandusk-asvu-puudlustest>

“Citizen Science: veestik.info” A UTTV episode (web), featuring Jaanus Terasmaa, published on 12 June 2025. Available at: <https://uttv.ee/naita?id=37118>

“Kukkuv Õun Podcast” A podcast episode published on Kuku Raadio Pleier (web), featuring Jaanus Terasmaa, published on 17 June 2025. Available at: <https://kuku.pleier.ee/podcast/kukkuv-oun/212491>

“Jaanus Terasmaa: We Shouldn’t Lull Ourselves Into Thinking Estonia Is a Water-Rich and Clean Country” A Postimees Trinokkel interview (web), featuring Jaanus Terasmaa, published on 28 June 2025. Available at: <https://trinokkel.postimees.ee/8263501/trinokkel-intervjuu-jaanus-terasmaa-ei-tasu-end-uintutada-mottega-et-eeesti-on-veerikas-ja-puhas-maa>

“Tallinn University Discussed Developing the Circular Bioeconomy and Cooperation Opportunities” A news item published on TLU web, authored by Katrin Männik, published on 10 August 2025. Available at: <https://www.tlu.ee/hti/uudised/tallinna-ulikoolis-arutleti-ringbiomajanduse-arendamise-ja-koostoovoimaluste-ule>

“Salga Podcast #10: Green Research With Anu Realo” A podcast published via Salga (Substack/social media), featuring Anu Realo, published on 9 October 2025. Available at: https://substack.salk.ee/p/salga-podcast-10-anu-realoga-salga?utm_campaign=post&fbclid=IwY2xjawNVbYFleHRuA2F1bQlXMQABHrHyDYNQ9XImZS9S8ATA3ri8vQQq00tQ1i22YQe709m51ND4VCb4dMkwmdHU_aem__alsslq12sYLhtP8NUzgOQ

“TeaduEST: Part 6 – Environmental Studies” A media program published on ERR Jupiter (web), featuring Jaanus Terasmaa, published on 9 October 2025. Available at: <https://jupiter.err.ee/1609812308/teadusest>

“Academician Anu Realo: I Wake Up and Think – This Is Still Incredible Luck” An interview published in the TLU “Science” section (web), featuring Anu Realo, published on 22 October 2025. Available at:



<https://www.tlu.ee/hti/uudised/akadeemik-anu-realo-arkan-hommikul-ules-ja-motlen-et-see-ikka-uskumatu-vedamine>

“This Is a Complete Idiot.’ Nature Restoration Debate on Vikerraadio Turned Personal” A news item published on Delfi Roheportaal (web), featuring Jaanus Terasmaa, published on 25 October 2025. Available at:

<https://roheportaal.delfi.ee/artikkel/120412319/tegemist-on-taieliku-idioidiga-looduse-taastamise-arutelul-vikerraadios-mindi-isiklikuks>

“Ilmaparandaja: Does Environmental Education Mean Going to the Forest?” A podcast episode published on Kuku Raadio Pleier (web/podcast), featuring Grete Arro, published on 1 November 2025. Available at:

<https://kuku.pleier.ee/podcast/ilmaparandaja/217725>

“Post-Growth Society Education Must Be a Path Toward Finding a Deeper Meaning of Being Human” An article published on Postimees Haridusportaal (web), featuring Kai Pata, published on 11 November 2025. Available at:

<https://haridus.postimees.ee/8359532/kai-pata-kasvujargse-uhiskonna-haridus-peab-ol-ema-tee-inimeseks-olemise-sugavama-tahenduse-leidmiseks>

“‘Complete Idiot’ Professor: Something Is Wrong When People Treat Natural Sciences as Ideology” A news feature published in Delfi Ekspress (web), featuring Jaanus Terasmaa, published on 11 November 2025. Available at:

<https://ekspress.delfi.ee/artikkel/120415502/taielikust-idioidist-professor-midagi-on-v-alesti-kui-inimesed-loodusteadusi-ideoloogjaks-peavad>

“What Happens to Us” A video podcast hosted by Mart Normet on Postimees (web & social media), featuring Anu Realo, published on 24 November 2025. Available at:

<https://arvamus.postimees.ee/8367206/mis-meist-saab-tana-saates-psuhholog-ja-akadeemik-anu-realo-muut-eestlaste-tookusest-ei-ole-tosi>

“Ökoskoop: Wolf Stones and the Water Portal” A radio/podcast episode published via Vikerraadio (ERR) (web & podcast), featuring Jaanus Terasmaa, published on 1 December 2025. Available at:

<https://vikerraadio.err.ee/1609863442/okoskoop-hundikivid-ja-veestiku-portaal>

“Green Skills Move Into Practice: How Adult Education Supports Sustainable Change” A news piece published on Delfi (web), featuring Katrin Männik, published on 22 December 2025. Available at:

https://www.delfi.ee/artikkel/120425321/roheoskused-liiguvad-praktikasse-kuidas-tais-kasvanuharidus-toetab-kestlikku-muutust?fbclid=IwY2xjawPUThZleHRuA2F1bQlXMAbicmlkETBBWktDb3k2V0tTeWY2bWZvc3J0YwZhcHBfaWQQMjlyMDM5MTc4ODIwMDg5MgABHkYe54gdD-WQPjVn9L268yAq5uqsYI9fSfi-OrlBoDfMz0vGEBtdY5EiqGOW_aem_coOxF7gBrSAjByRelwnpyQ

“AI in Education – Grete Arro: Not Even a Zero-Sum Game” A Postimees Trinokkel article (web), featuring Grete Arro, published on 27 December 2025. Available at:



Funded by
the European Union



	<p>https://trinokkel.postimees.ee/8377589/tehisaru-hariduses-grete-arro-isegi-mitte-nullsu-mmamang</p> <p>“We Are Not Satisfied With Life Because We... Live Too Well” A news feature published by Õhtuleht (web), featuring Anu Realo, published on 31 December 2025. Available at: https://www.ohhtuleht.ee/melu/1147744/me-ei-ole-eluga-rahul-sest-me-elame-liiga-hasti</p> <p>“Economic Growth Does Not Lead to Prosperity” A podcast episode published by Äripäev (web), featuring Grete Arro, published on 16 January 2026. Available at: https://www.aripaev.ee/saated/2026/01/16/kullafond-grete-arro-majanduskasv-heaolu-ni-ei-vii</p> <p>“Bankruptcy of the Water Bank and the Security Guarantee of Ecosystems” A Postimees opinion piece (web), authored by Jaanus Terasmaa, published on 29 January 2026. Available at: https://arvamus.postimees.ee/8404944/jaanus-terasmaa-veepanga-pankrot-ja-okosust-eemide-julgeolekugarantii</p> <p>“Women in science” - ERR TV interview (Web), featuring Anu Realo, published on 11 February 2026. Available at: https://nova.err.ee/1609938386/naised-teaduses-anu-realo</p>
--	--

The dissemination activities conducted through conference participation and media publishing reached a broad and diverse set of target groups aligned with SustainERA’s stakeholder strategy. The dissemination activities of the SustainERA project—spanning research publications, conference participation, and public media engagement—have reached a wide and diverse range of target groups. Overall, the combined dissemination approach has ensured comprehensive coverage of all key target groups—academia, education sector, policy-makers, industry, and the wider public—thereby enhancing the project’s visibility, societal impact, and contribution to sustainability transitions.

Through scientific publications and conference presentations, the project has primarily engaged the academic and research community, including international scholars, higher education institutions, and doctoral researchers in sustainability, education, and policy fields. Conferences such as EUCEN, BUP, and thematic sustainability events have also involved educators and curriculum developers, particularly in areas related to sustainability competencies, micro-credentials, and lifelong learning. Engagement through policy-relevant research, conferences, and selected media contributions has reached policy-makers and public sector stakeholders, supporting dialogue on sustainability transitions, governance, and climate adaptation. These interactions contribute to evidence-informed policy development and strengthen links between research and decision-making. The project’s public media presence, including articles, interviews, podcasts, and opinion pieces in national outlets (e.g., Sirp, Vikerkaar, ERR, Delfi, Postimees), has significantly expanded outreach to the general public and civil society in Estonia. These activities have promoted awareness of sustainability, post-growth, and climate-related issues, making research findings accessible to broader audiences. In addition, collaboration-oriented events and thematic discussions have engaged industry and innovation stakeholders, particularly in areas such as circular bioeconomy, ESG practices, and sustainable development solutions.



Funded by
the European Union



5.5. Networking and Dissemination

By the end of the project SustainERA has targeted networking 20+ visits (short-term research visits to attend learning and research events, project writing and dissemination events with policy-makers. During the reporting period, SustainERA made strong progress toward its target of six international visits, covering project development, research collaboration, policy engagement, and learning activities (Table 4). The team participated in a project-writing and research-oriented visit, including Halliki Kreinin contribution to the *“Rethinking sustainability through post-growth”* research group meeting in Bonn (March 2026), strengthening international collaboration within the Future Earth network. Additional research exchange activities supported the development of joint research ideas and proposals. Engagement with policy-makers and research funders was achieved through participation in high-level events such as the *Equinox Workshop on Societal Transformation* in Brussels (December 2025), attended by Siret Talve who has joined SustainERA team with the external funding for 2 years period (Transition from public sector to academia), and the *National Science Centre Backcasting Workshop* in Bonn (January 2026), attended by Kai Pata. These events contributed to shaping research and innovation priorities related to climate action and sustainability transitions at the European level. The project also included learning-oriented mobility, such as the international seminar on *impact measurement and sustainability in career counselling* in Bratislava (October 2025), attended by Kai Pata, which supported capacity building and knowledge transfer. Overall, these visits enhanced SustainERA’s international networking, policy engagement, and research development capacity, contributing to stronger collaboration with European partners and alignment with strategic sustainability agendas.

Table 4. Short-term visits at Period 1 (M1-M15)

	Short-term visits
Period 1 (M1-M15)	<p>Target: 6 visits, achieved 4 visits</p> <p>Halliki Krienin: Bonn, Germany for the German Committee Future Earth (DKN) "Rethinking sustainability through post-growth" Research Group meeting 17-18 March 2026 https://www.dkn-future-earth.org/activities/working_groups/116124/index.php.en</p> <p>Equinox Workshop: Societal transformation in the face of climate change (11-12 December, Brussels) attended by Siret Talve. The aim was to bring together decision-makers, research funders, researchers to discuss developments and knowledge gaps regarding societal transformations for climate action. https://jpi-climate.eu/event/workshop-societal-transformation-in-the-face-of-climate-change/</p> <p>National Science Centre Backcasting workshop (28-29.01.2026, Bonn) attended by Kai Pata https://www.ncn.gov.pl/en/str-partnership</p> <p>The goal of this workshop was to translate four best-case scenarios for 2040 into concrete research and innovation priorities for the forthcoming Strategic Research and Innovation Agenda (SRIA) of the STR Partnership. The method called backcasting was used: Participants will work backwards from the desired future (the scenario) to identify key action steps that would need to happen, and define what kind of research or innovation would be needed to enable these changes.</p>



Funded by
the European Union



	<p>13-15.10.25 Impact measurement and sustainability in career counselling, Bratislava (Kai Pata) https://eeagentuur.ee/moju-hindamine-karjaarinoustamises-rahvusvahelise-seminari-opetunnid/</p>
--	--

5.6. National Dissemination Events

During SustainERA project lifetime 2+ national events (e.g. hackathon) were targeted. During the first period M1-M15 SustainERA organised and contributed to a wide range of national dissemination events, successfully engaging diverse stakeholder groups and exceeding participation targets (Table 5). Key activities included a high-level symposium on climate change based on scientific evidence (April 2025), organised in collaboration with major Estonian academic institutions, and a panel discussion at the Public Opinion Festival (August 2025), both attracting over 50 participants. The project also contributed to the non-conference “Life in Postgrowth Estonia” with the panel workshop (October 2025), reaching over 100 participants, and a large-scale education conference at Tallinn University with over 300 participants. SustainERA researchers delivered multiple lectures, seminars, and presentations across thematic areas such as environmental behaviour, just green transition, climate adaptation, and sustainability education. These included events organised by the Climate Ministry, international dissemination forums (e.g., Eur-Asia Borderlab), and regional and EU-level initiatives such as the European Climate Pact and Baltic Sea Regional Forum. Further outreach targeted educators, civil society, and communities through events such as the geography teachers’ autumn school, public lectures (e.g., Estonian Club of Rome), and citizen science initiatives at Tallinn University. Overall, these activities demonstrate strong engagement with academia, policy-makers, educators, and the wider public, contributing to knowledge dissemination, public dialogue, and capacity building in sustainability and climate-related topics.

Table 5. National dissemination events at period 1 (M1-M15)

	National dissemination events
Period 1 (M1-M15)	<p>Target: 2 events</p> <p>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, SustainERA cofunded the symposium panel https://www.youtube.com/playlist?list=PLJE7FTnu-UDGbMZZZeSnsjleK5oqrxWAS (8th April 2025)</p> <p>Public Opinion Festival, panel jointly with Green Tiger Foundation (Anu Realo, Leif Kalev, Grete Arro), 50+ participants (8.-9.August.2025). SustainERA cofunded the opinion panel.</p> <p>Lecture about life aspirations in relation to environmental behavior in “Kõrgemad keskkonnakursused” (“Advanced Environmental Courses”) by Climate Ministry, presented by Grete Arro (19th September, 2025)</p>



Funded by
the European Union



<p>“Õiglase roheülemineku seminar” (Seminar on the Just Green Transition) organized by Climate Ministry, presented by Grete Arro (26th September, 2025)</p> <p>Eur-Asia Borderlab Dissemination event, presentation “Maritime bordering, energy matter and anticipated futures”, presented by Tarmo Pikner (10th October, 2025)</p> <p>European Climate Pact CoR national event in Estonia, presentation “The EU Climate Adaptation Mission as an Important Implementation Tool of Climate Change Adaptation Plan”, presented by Siret Talve, visiting researcher at SustainERA team as part of the public sector to academia secondment (11th October, 2025)</p> <p>Public talk at Estonian Club of Rome (Eesti Rooma Klubi): “Climate Skepticism in Estonia: Possible Explanations and Prospects”, presented by Anu Realo (11th November, 2025)</p> <p>Geograafia õpetajate sügiskool (Autumn school for geography teachers), presented by Tarmo Pikner (15th November, 2025)</p> <p>Baltic Sea Regional Forum for the EU Mission on Adaptation to Climate Change – Panel: Adaptation to regional climate risks, presented by Siret Talve, visiting researcher at SustainERA team as part of the public sector to academia secondment (17th November, 2025)</p> <p>“Kui jõgi kohtub kogukonnaga: harrastusteaduse päev Tallinna Ülikoolis pani vett ja inimesi kuulama” (When the river meets the community: a citizen science day at Tallinn University made water and people listen), presented by Jaanus Terasmaa (10th December, 2025)</p> <p>The non-conference “Life in Postgrowth Estonia” https://xn--kasvujrgne-eesti-0nb.ee/ (Jaanus Terasmaa) 100+ participants (2.-3.October, 2025). SustainERA funded the panel workshop.</p> <p>The panel session of sustainability at the Tallinn University, School of Education conference Lifelong learning value and paradoxes (Kai Pata, Katrin Männik), 300+ participants (17th October 2025)</p>

5.7. Workshops on Research Dissemination, Communication and Exploitation

During the project lifetime the target was 2 dissemination, communication and exploitation workshops. During the reporting period, SustainERA exceeded the target of organising one workshop by delivering a series of Open Lab workshops and seminars in collaboration with the Cluster of Environmental Awareness (KEKO II cluster) and external partners. The ambition of the KEKO II cluster is to coordinate interdisciplinary teams in Tallinn University, including social science expertise, to build a “translation engine” to translate scientific knowledge into practical, sustainability-effective and non-harmful solutions. All the senior researchers of SustainERA are also members of the KEKO II cluster, collaborating with other researchers at the university who align themselves to the cluster. For KEKO II cluster Tallinn University research Foundation, and the Schools of Educational Sciences, Natural



Funded by
the European Union



Sciences and Humanities have contributed funding for 2025-2026. This is an example of internally achieved additional capacity building that aligns with SustainERA Open Lab and capacity building goals. Several KEKO II cluster workshop events that align with SustainERA goals have been cofunded by SustainERA and KEKO II. These events addressed interdisciplinary themes such as the role of humanities and political science in sustainability, as well as practical topics including circular bioeconomy and biodegradable packaging solutions. Workshops were held in September 2025, October 2025, January 2026, and March 2026, engaging participants from academia, policy, and industry. Attendance across events ranged from 15 to 25 participants, with a total of approximately 60 participants reached (Table 6). The activities fostered knowledge exchange, interdisciplinary collaboration, and stakeholder engagement, particularly with ministries, universities, and regional development organisations. In addition, targeted individual meetings supported dissemination efforts and contributed to building future partnerships. Overall, these activities demonstrate strong progress in exceeding workshop targets and strengthening collaboration networks through the Open Lab approach.

Table 6. Communication, dissemination, exploitation workshops at 1st Period (M1-M15)

	Communication, dissemination, exploitation workshops
Period 1 (M1-M15)	<p>Target: 1 workshop</p> <p>SustainERA and KEKO II cluster held a joint workshop called '<i>Development Morning: Intersections between the Humanities and Sustainable Development</i>' as part of the Open Lab on 24 September 2025. The workshop was attended by 15 people. https://www.tlu.ee/taxonomy/term/2443/sundmused/arendushommik-humanitaaria-ja-jatkusuutliku-arengu-kokkupuutekohad</p> <p>SustainERA and KEKO II cluster held a joint workshop called '<i>Intersections of Political Science and Sustainability</i>' as part of the Open Lab on 30 January 2026. The seminar was attended by 25 people. https://www.tlu.ee/en/hti/events/seminar-intersections-political-science-and-sustainability</p> <p>SustainERA held a seminar regarding '<i>the development of circular bioeconomy and cooperation opportunities</i>' in partnership with Tallinn University's Environmental Change Cluster KEKO II and in collaboration with several partners: the Ministry of Regional Development and Agriculture, University of Life Sciences, Pärnu County Development Centre on 8 October 2025. There were 16 participants in attendance. https://www.tlu.ee/hti/uudised/tallinna-ulikoolis-arutleti-ringbiomajanduse-arendamise-ja-koostoovoimaluste-ule</p> <p>In collaboration with SustainERA and Tallinn University, the EU Horizon innovation project BioPackMan (Biodegradable Packaging Materials Advancing Circularity, Sustainability & Eco-Innovation) held a workshop on 5 March 2026 on developing biodegradable packaging materials and related production, design, and circular economy solutions. The workshop was attended by 23 participants. https://www.tlu.ee/hti/sundmused/biolagunevate-pakendimaterjalide-tootuba</p>



Funded by
the European Union



	<p>Katrin Männik, research fellow in sustainable education, also attended 4 individual meetings to disseminate the work of the SustainERA as well as build future partnerships. The total number of people reached during this period is 60.</p>
--	--

6. Exploitation-oriented activities and stakeholder engagement

Exploitation-oriented activities of SustainERA include:

6.1. Stakeholder Groups

The SustainERA project has successfully engaged a broad range of stakeholders aligned with its four main target groups, demonstrating strong progress toward establishing long-lasting strategic partnerships.

Higher Education and Civil Society Actors have been extensively engaged through:

- Conferences (e.g., EUCEN, BUP, Green University Conference)
- Workshops and Open Lab activities (e.g., KEKO II collaboration events)
- Teaching, seminars, and training initiatives (e.g., environmental courses, teacher training events)

These activities supported capacity building, curriculum development, and sustainability competencies, directly addressing the needs of higher education staff, students, and educators. Engagement can be considered high and continuous.

Enterprise and Public Sector engagement has been strong and diverse, including:

- Policy-oriented workshops (e.g., Equinox Workshop, HERA backcasting workshop)
- Collaboration with ministries (e.g., Climate Ministry, Ministry of Regional Development and Agriculture)
- Participation in applied workshops (e.g., circular bioeconomy, biodegradable packaging, ESG-related discussions)

These activities demonstrate active collaboration and knowledge exchange, particularly in linking research with policy and practice. The engagement level of SustainERA is high and growing, with clear pathways toward partnerships.

European Research and Innovation Partners have been engaged internationally through:

- Research collaborations and visits (e.g., Future Earth network, BUP, EUCEN)
- Conference participation and organisation (including BUP 2026)



Funded by
the European Union



- Joint workshops and project development activities

These interactions contribute to network building, joint research development, and integration into European sustainability ecosystems. Engagement level: high, especially in early-stage collaboration and networking.

Citizens and General Public (Direct and Indirect) has been reached, mainly through:

- Public media (articles, interviews, podcasts, national platforms)
- Public events and festivals (e.g., Opinion Festival, public lectures, citizen science events)
- Outreach activities (e.g., teacher training, community-focused events)

These efforts significantly enhance public awareness, science communication, and societal impact. Engagement level here is high in reach, though less structured in long-term partnership building.

Open Lab approach has been central in engaging multiple stakeholder groups simultaneously, especially through co-creation and interdisciplinary collaboration.

6.2. Cooperation Network of Public and Private Stakeholders in Estonia

For the lifetime of the project we have targeted to engage 200+ stakeholders (persons and organizations). During the M1-M15 period, 89 stakeholders were engaged locally in Estonia. The stakeholder engagement activities resulted in a diverse and well-balanced network across key sectors. In total, the project engaged 89 stakeholders, including 43 representatives from academia, 26 from industry and private sector organisations, and 20 from public sector, civil society, and government institutions. Academic participants represented leading Estonian universities, including Tallinn University, the University of Tartu, TalTech, the Estonian University of Life Sciences, and Estonian Business School. Industry and private sector stakeholders included organisations such as Rohetiiger, Timbeter, Cleantech Estonia, and sectoral associations in plastics and packaging. Public and civil society engagement involved regional development centres, ministries, municipalities, NGOs, and policy organisations.

We engaged 26 stakeholders from industry, the private sector, and associations (e.g. Rohetiiger, Timbeter, Cleantech Estonia, Estonian Plastics Association, Estonian Print and Packaging Association etc.), as well as 20 stakeholders Local/regional public sector, civil society initiatives, NGOs and government institutions (e.g., Pärnumaa Development Centre, Ministry of Regional Affairs and Agriculture, Association of Estonian Cities and Municipalities, Statistics Estonia, Võrumaa Development Center SA, Praxis SA, Degrowth Estonia, Estonian Ministry of Climate, Tallinn City Government etc.).

SustainERA safely manages the stakeholder contacts according to the Data Management Plan, that makes the interaction and future interactions with stakeholders more sustainable. The plan is to engage the stakeholders where possible also to the project initiatives, policy workshops and other relevant events.

6.3. Cooperation Network for Researchers and Innovators Internationally

For the lifetime of the project it has targeted to engage 200+ stakeholders among researchers and innovators internationally.



Funded by
the European Union



During the first project period, **14 researchers** were directly engaged, either as participants or as organisations that expressed interest in participating or collaborating. Most stakeholders were from **academia**, representing universities such as those in **Finland** (University of Turku, University of Eastern Finland, University of Jyväskylä, Aalto University), **Sweden** (Uppsala University), **Spain** (University of Barcelona), **Germany** (Trier University, Münster Technological University), and **Japan** (Sophia University), **Austria** (BOKU, The University of Natural Resources and Life Sciences, Vienna), as well as research institutes including **Italy’s Fondazione Eni Enrico Mattei**. This cooperation will lead to joint writing of several European Commission funded research proposals.

6.4. Open Lab Events

During the first reporting period (M1–M15), the SustainERA project established and implemented a comprehensive approach to communicating research results and engaging stakeholders through Open Lab practices and Open Science principles. Research outcomes were actively disseminated through multiple channels, including stakeholder engagement activities (Task 7.4), Open Lab initiatives (Task 3.2), open seminars, public talks, national media contributions, and open-access scientific publications (Tasks 7.3 and 7.4). These activities created a dynamic environment for knowledge sharing and collaboration among researchers, practitioners, and societal stakeholders. The SustainERA team developed and operationalised the Open Lab and Open Toolbox, supported by training of junior staff and interdisciplinary collaboration across project work packages. This approach established a piloting and co-creation environment for sustainability and non-growth research, enabling stakeholders to participate in research processes and the development of practical solutions. Several Open Lab initiatives were implemented, exceeding the initial target of three seminars (Table 7). Collaboration formats were co-developed and piloted with: Entrepreneurs, through matchmaking events in cooperation with the Tallinn University Environmental Awareness Cluster (KEKO II), engaging researchers and businesses in sustainable innovation and bioplastics; Educational stakeholders, including activities focused on universities as capacity builders for sustainability; International research partners, notably through the organisation of the BUP Symposium (March 2026), which brought together young researchers from Baltic Sea universities and included workshops with both entrepreneurs and educators. These activities supported the development of collaborative practices (World Cafe and Future Wheel methods were situated in the workshops). Gender equity and age equity were also followed in open social actor engagements, it was very important that all segments of the society would be involved to learn how to build the Sustainable Futures. This strengthened stakeholders’ ownership and uptake of sustainability awareness. The Open Lab approach also contributed to capacity building across Tallinn University, fostering interdisciplinary collaboration among researchers from different Schools. Overall, the implemented stakeholder engagement strategies and Open Lab activities contributed to strengthening links between research, policy, and practice, and laid the foundation for institutionalising effective stakeholder engagement practices at Tallinn University.

Table 7. Open Lab initiatives, events at 1st Period (M1-M15)

	Open Lab initiatives, events
--	-------------------------------------



Funded by
the European Union



<p>Period 1 (M1-M15)</p>	<p>Target: 3 seminars SustainERA co-developed and piloted the collaboration formats with entrepreneurs, several matchmaking events were made jointly with the Environmental Awareness Cluster KEKO of Tallinn University to engage researchers from different Schools of Tallinn University, and entrepreneurs in sustainable business areas. March 2026, SustainERA co-developed and piloted the collaboration formats with educational stakeholders on bioplastic topics March 2026 BUP Symposium with researchers from Baltic Sea Universities was held and two workshops with entrepreneurs and the educational stakeholders were made, 2 workshops with industry, public sector and academia sector stakeholders were cofunded with SUSTainERA.</p>
------------------------------	---

6.4.1. Trainings in Open Lab

As a target for project duration 30 staff members should be trained on non-growth practices. The team has organised in Open Lab the preparation of teaching materials on “Circular bioeconomy roadmapping” and “Leadership in sustainability in educational institutions”. However we have not yet done these training sessions for the stakeholders.

6.4.2. Training Events and Minicourses for Stakeholder Groups in Open Lab

Training initiatives for strengthening researchers and innovators on social approaches for sustainable futures, 15+ initiatives should be reached during project lifetime (Table 8). Three larger courses were already developed and will be launched in fall 2026. These aim for new sustainability teaching methods for formal education, communities, organisations.

Table 8. Training events and minicourses at 1st Period (M1-M15)

	Training events and minicourses
<p>Period 1 (M1-M15)</p>	<p>Target: 3 Trainings and courses Fall 2025 Microcredential programme on Leadership in sustainability in educational institution was developed (led by G. Arro), it has not yet been piloted https://www.tlu.ee/koolitused/jatkusuutlikkuse-juhtimine-haridusasutuses-sugis-2025 Microcredential programme Circular bioeconomy roadmapping was developed in 2026 and will be piloted in Fall 2026 (Led by T. Väljataga, K. Pata, K. Männik and S. Talve) Future general competences for life (HÜPE) general courses (3 courses) were developed in Tallinn University (led by T. Pikner, K. Männik, L. Kalev)</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

For the whole project period SustainERA targeted 10 Codesign workshops with policymakers, civil society stakeholders, educational stakeholders, regional stakeholders (Table 9). We have conducted 2 workshops with the industry sector.



Funded by
the European Union



Table 9. Open Lab codesign workshops at 1st project Period

	Open Lab codesign workshops
Period 1 (M1-M15)	<p>2 workshops</p> <p>In the period 2025-2026 2 collaborative workshops were done in collaboration with KEKO II cluster to establish collaboration with specific target groups (Packaging sector, Food sector), to aid joint developmental research</p>

6.5. The Cross-sectoral Mobility

During the first reporting period, SustainERA strengthened interdisciplinary and cross-sectoral competencies by implementing mobility and collaboration activities across education, industry, civil society, and policy sectors (Table 10).

Table 10. Cross-sectoral mobilities at 1st Period (M1-M15)

	Cross-sectoral mobilities
Period 1 (M1-M15)	<p>Katrin Männik, a research fellow in Sustainable Education, attended a cross-sectional research mobilities at Austrian and Spanish companies and NGOs from 2025-2026 to develop the general concept of Green Skills, with an emphasis on the EdTech Sector (https://edtechtalents.eu). The mobility includes innovative work to contribute to MatheArena (https://www.matharena.com/en/). The mobility theme is to develop the sustainability competences at the learner and organisational level, utilizing GreenCompy methodology, Bayesian networks, and other methods. The overall aim is to develop a proof of concept that enables learners to map sustainability competencies and contribute additional recommendations for future training.</p> <p>Siret Talve, a circular bioeconomy educator and policy expert with experiences from two Estonian ministries joined SustainERA team 2025-2027 for 2 years for cross-sectoral incoming mobility to Tallinn University to complement the SustainERA team in developing a microcredential course that includes a pilot of Circular bioeconomy processes at the Estonian communities</p>

7. Communication Management

During each monthly project management meeting held with the whole team, the project manager presented 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. All project members record key event details to support timely and accurate updates on the project website and social media. One PhD student, Ayan Shamchiyeva, is dedicated to recording the information. After each public activity was finalized, a corresponding website and social media post were to be published. PhD student Ruihan Bai is contributing as a webmaster for SustainERA. The Open Research Talks are organized by PhD student



Funded by
the European Union



Kertu Vuks. She also informs the Tallinn University News regarding upcoming research talks. The responsibility to track the international networking and mobility activities of SustainERA is the responsibility of PhD student Dušan Pajovic. All the team members contribute systematically to the dissemination and communication activities.

8. Conclusion

During the first reporting period (M1–M15), the SustainERA project demonstrated strong overall performance in dissemination and communication activities, with several targets met or exceeded, while some areas still are in progress, as the team of PhD students and Postdoctoral researchers has only started from September 2025, and postdoctoral researchers even later in 2026. The project successfully established its communication infrastructure, including a project website, social media presence, and webinar series, which together generated over 4,000 website visits and 38,000+ page views within the first three months of the new website. This indicates a solid foundation for future outreach and visibility. In terms of scientific dissemination, the project produced 4 peer-reviewed publications, surpassing the initial target of 2 publications for the first period, however in these mostly the senior members contributed. The conference participation targets were reached, with contributions to more than 4 international and national conferences, including EUCEN, BUP, and sustainability-focused events. The project achieved particularly strong results in public communication and societal outreach. A total of 7 media articles and 5+ media appearances (including interviews, podcasts, and videos) were delivered, exceeding planned targets and ensuring high visibility in national media. In addition, national dissemination events significantly surpassed expectations, reaching audiences of 50 to 300+ participants per event, including large-scale conferences and public forums. Workshops and Open Lab activities also exceeded targets. Multiple events (4+) were organised, engaging approximately 60 participants and fostering interdisciplinary collaboration across academia, policy, and industry. Stakeholder engagement results are notable, with 89 stakeholders engaged in Estonia, including 43 from academia, 26 from industry and private sector, 20 from public sector, NGOs, and government. This demonstrates a well-balanced and cross-sectoral engagement aligned with project goals. International stakeholder engagement is a gap, with 14 international research stakeholders engaged, indicating the need for broader outreach that the SustainERA project can achieve with the strong PhD students' and postdoctoral researchers' team in the forthcoming project periods. However, with several of these partners SustainERA researchers are currently collaborating and writing research proposals. Mobility target was partially achieved, with 4 out of 6 planned visits completed, suggesting room for further strengthening international collaboration. Overall, dissemination and communication activities in the first period can be considered highly successful in visibility, outreach, and stakeholder engagement, particularly at the national level. The project has effectively built a strong foundation through diverse dissemination channels and active engagement with key target groups. However, the next phase should prioritise scaling up training delivery and Open Lab capacity building, strengthening international collaboration and stakeholder networks, and improving communication reach and continuity. Addressing these gaps will be essential for ensuring balanced progress across all dissemination and communication objectives and maximising long-term project impact.