



GET-MED

Grounded Ecological Transition for the Mediterranean

D.5.1 Dissemination and Sustainability Plan

ERASMUS-EDU 2025-CBHE-101237285



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PROJECT DESCRIPTION

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Consortium: Universitat Politècnica de Catalunya (Spain) – Coordinator
Università degli Studi di Cagliari (Italy)
ISCTE – Instituto Universitário de Lisboa (Portugal)
International Laboratory of Architecture & Urban Design (Italy)
Nile University (Egypt)
Alamein International University (Egypt)
Ecole Nationale d'Architecture (Morocco)
Université Mohammed VI Polytechnique (Morocco)
POLIS University (Albania)
Metropolitan University of Tirana (Albania)
University of Montenegro (Montenegro)

Work packages: WP1. Project Management and Coordination
WP2. Curriculum Development
WP3. GET Labs and Stakeholder Engagement
WP4. Curriculum Implementation
WP5. Dissemination, Sustainability, and Impact

DELIVERABLE DESCRIPTION

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Deliverable: D.5.1 Dissemination and Sustainability Plan

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1. Introduction

This Dissemination and Sustainability Plan serves as the foundation of the strategic framework for effectively communicating, promoting, and ensuring the long-term impact of the GET-MED (Grounded Ecological Transition for the Mediterranean) project. It has been developed in the initial phase of the project implementation (as planned in the project proposal) with the main purpose of defining the approaches, tools, and procedures that will guide all partners in maximizing the visibility, accessibility, and exploitation of project results throughout the project lifecycle and beyond. GET-MED aims to address critical challenges related to ecological transition and sustainable urban development in the Mediterranean region by fostering innovative, interdisciplinary educational approaches. The project focuses on the development and implementation of new and enhanced curricula in higher education institutions, combined with the establishment of GET Labs as collaborative platforms that bridge academia, professional practice, and local stakeholders. These initiatives are designed to promote practice-oriented learning,

strengthen institutional capacities, and support the development of context-sensitive, inclusive, and resilient urban environments.

In this context, dissemination plays a key role in ensuring that project activities and outputs reach relevant target groups, including academic communities, policy makers, professionals, and civil society. At the same time, sustainability planning ensures that the knowledge, tools, and networks developed within the project are maintained, further developed, and integrated into institutional structures beyond the duration of the funding period.

This plan is structured around two main complementary components:

- (i) the Dissemination Plan, which outlines the target audiences, key messages, communication channels, and planned activities.
- (ii) the Sustainability Plan, which defines strategies for institutional, financial, and technical continuity of project outcomes.

2. Objectives of the Plan

2.1 Dissemination Objectives

The dissemination objectives are designed to ensure that project activities, methodologies, and results are effectively communicated to all relevant stakeholders throughout the project lifecycle. Particular importance is placed on achieving high visibility of project outputs, including newly developed curricula and the activities of the GET Labs, in order to facilitate their uptake and replication. The project aims to actively engage a wide range of target groups, including higher education institutions, policy makers, professionals, and civil society actors, by using a combination of digital tools, events, and academic dissemination channels. Furthermore, dissemination activities will play a key role in strengthening collaboration between EU and non-EU partners, fostering knowledge exchange, and supporting the transfer of innovative practices across different regional and institutional contexts. See all of them bullet pointed as below:

- Ensure visibility of project activities and outputs
- Promote adoption of developed curricula and methodologies
- Engage stakeholders across academia, policy, and practice
- Strengthen collaboration between EU and non-EU partners

2.2 Sustainability Objectives

The sustainability objectives focus on ensuring that the project's results continue to generate value beyond the duration of the Erasmus+ funding period. This includes the long-term integration of developed curricula into the academic structures of partner higher education institutions, as well as the continued operation and expansion of GET Labs as platforms for interdisciplinary collaboration and stakeholder engagement. The project also aims to reinforce durable partnerships among consortium members, enabling ongoing academic cooperation, joint initiatives, and future project development. In addition, sustainability efforts will address institutional, financial, and technical aspects to ensure that project outputs remain operational, relevant, and adaptable over time, ultimately contributing to lasting impact in the fields of sustainable urban development and ecological transition. All of these summarized as below:

- Ensure long-term integration of project outputs
- Maintain and expand GET Labs
- Support continued academic and institutional collaboration
- Secure long-term impact beyond project funding

3. Dissemination Plan

This plan defines the strategic approach through which the GET-MED project will communicate its activities, outputs, and results to relevant stakeholders at local, national, and international levels. It outlines the key target groups, core messages, communication tools, and planned activities that will ensure effective visibility and engagement throughout the project lifecycle. Dissemination is conceived as a continuous and interactive process, closely aligned with the implementation phases of the project, enabling knowledge exchange, stakeholder participation, and the promotion of project outcomes.

3.1 Target Groups

The identification of target groups is one of the most important components of the dissemination strategy, ensuring that project outputs are effectively designed for and communicated to the audiences most relevant to GET-MED's objectives. The project addresses a diverse set of stakeholders spanning academia, policy, professional practice, and civil society, reflecting its interdisciplinary and transnational nature. Each target group plays a distinct role in the uptake, application, and multiplication of project results, from the integration of curricula within higher education institutions to the practical implementation of knowledge in professional and policy contexts. The following table outlines the primary target groups, their characteristics, and the corresponding engagement objectives guiding dissemination efforts.

Target Group	Description	Engagement Objective
HEIs	Universities (EU & non-EU)	Adoption of curricula
Students	Graduate & postgraduate	Enrollment in courses
Academic Staff	Professors & researchers	Teaching & research integration
Policy Makers	Public authorities	Policy alignment
Professionals	Urban planners, architects	Application of knowledge
NGOs & Civil Society	Sustainability actors	Outreach & awareness

Table 1. Target Groups and Engagement Objectives

3.2 Key Messages

The dissemination of GET-MED is guided by a set of core messages that reflect the project’s vision, objectives, and expected impact. These messages are designed to clearly communicate the value and relevance of the project to different target audiences, while ensuring consistency across all dissemination activities and communication channels. They emphasize the innovative and interdisciplinary nature of the project, its contribution to ecological transition and sustainable urban development, and its role in fostering collaboration across the Mediterranean region.

- Innovative curricula for green urban transition
- Interdisciplinary and practice-based education
- Strengthening Mediterranean collaboration
- Bridging academia and real-world challenges (GET Labs)

3.3 Communication Channels & Tools

This project will apply a diversified set of communication channels and tools to ensure effective dissemination and engagement across all target groups. These channels combine digital platforms, in-person events, and academic outputs to maximize reach and impact. The project website will serve as the central hub for information, while social media will support continuous outreach and interaction. Workshops, seminars, and conferences will facilitate knowledge exchange and stakeholder engagement, complemented by scientific publications and promotional materials to ensure both academic and public visibility. Responsibilities for each channel are distributed among partners to ensure coordinated and consistent communication as given in the table below.

Channel	Purpose	Responsible
Project Website	Central hub for results & updates	UPC+POLIS+ all partners
Social media	Outreach and engagement	POLIS + UPC+ All partners
Workshops & Seminars	Knowledge exchange	Hosting partners
Conferences	Academic dissemination	All partners
Publications	Scientific contribution	HEIs
Promotional Materials	Visibility	All partners

Table 2. Communication Channels, Purpose and Responsibilities

3.4 Dissemination Activities & Timeline

Dissemination activities within the project are structured in alignment with the project’s implementation phases to ensure timely and effective communication of results. The initial phase focuses on establishing the project’s identity and communication infrastructure, including the launch of the website and dissemination planning. During the development phase, dissemination intensifies through seminars, workshops, and ongoing communication campaigns.

Phase	Timeline	Activities
Start-Up	M1–M3	Website launch, branding, dissemination plan
Development	M5–M20	Seminars, workshops, social media campaigns
Implementation	M28–M32	Course promotion, outreach events
Final Phase	M36	Final dissemination, publications, conference outputs

Table 3. Dissemination Activities and Timeline

3.5 Roles and Responsibilities

A successful implementation of dissemination activities relies on a clear allocation of roles and responsibilities among consortium partners. POLIS University, as the lead partner, is responsible for coordinating the overall dissemination strategy and ensuring alignment across all activities. EU partners contribute primarily to academic dissemination, including publications and participation in conferences, while non-EU higher education institutions focus on local outreach and the promotion of courses.

Partner	Role
POLIS University	Lead dissemination strategy and coordination
EU Partners	Academic dissemination, publications
Non-EU HEIs	Local outreach, course promotion
All Partners	Content contribution and communication

Table 4. Roles and Responsibilities of Consortium Partners

3.6 Monitoring and KPIs

Monitoring and evaluation of dissemination activities are essential to ensure the effectiveness and impact of the GET-MED project. A set of key performance indicators (KPIs) has been established to track progress and measure outcomes across different dissemination channels. These indicators include quantitative metrics such as website traffic, number of events, participant engagement, and scientific outputs, as well as qualitative assessments of outreach effectiveness.

Indicator	Target
Website visits	Up to 10,000 users (indicative range: 8,000–12,000)
Social media engagement	Progressive and continuous growth across project lifecycle
Events organized	Approx. 8–12 events
Participants reached	Approx. 350–550 participants
Publications	Approx. 4–6 scientific outputs
Workshops conducted	6+ Approx. 5–8 workshops

Table 5. Key Performance Indicators (KPIs) for Dissemination

4. Sustainability Plan

The Sustainability Plan provides all the necessary strategies and mechanisms needed to ensure the long-term continuation, relevance, and impact of the GET-MED project beyond the funding period. It focuses on embedding project outputs within institutional structures, maintaining collaborative networks, and ensuring the ongoing use and development of tools and resources created during the project. The plan addresses key dimensions of sustainability, including institutional, financial, and technical aspects, to provide a comprehensive and forward-looking framework.

The sustainability of GET-MED will be further strengthened through alignment with regional frameworks such as the Union for the Mediterranean (UfM), as well as through the active involvement of associated partners, including regional authorities and non-academic stakeholders, who will support the continuation and practical application of project outcomes.

4.1 Sustainability Objectives

The sustainability objectives of GET-MED are designed to ensure that the project's outcomes remain active and impactful after the completion of the project. These objectives focus on the continuation and institutionalization of developed curricula, as well as the sustained operation of GET Labs as platforms for collaboration and innovation. In addition, the project seeks to strengthen long-term partnerships among consortium members and support ongoing academic and professional exchange. The three main objectives of the Sustainability Plan are given below:

1. Ensure continuation of project outputs
2. Maintain institutional adoption
3. Support long-term collaboration

4.2 Sustainability Dimensions

Sustainability within the GET-MED project is structured across three complementary dimensions: institutional, financial, and technical. Each dimension addresses an aspect of long-term continuity, from the integration of project outputs into academic systems to the identification of future funding opportunities and the maintenance of digital infrastructure. The following table outlines the key elements that will hold sustainability efforts accountable across the consortium.

Dimension	Component	Description / Target
Institutional Sustainability	Integration of courses into academic programs	At least 12 postgraduate courses developed and integrated across partner HEIs, including new master's programs (Egypt) and incorporation into existing curricula (Morocco, Albania, Montenegro)
	Formal agreements between partners	Minimum 5–8 inter-institutional agreements (MoUs or cooperation frameworks) signed to ensure long-term academic collaboration and the continuation of GET Labs as interdisciplinary networks of actors, functioning as centres of learning and exchange in partnership with local and regional stakeholders (public authorities, professionals, NGOs).
Financial Sustainability	Identification of future funding opportunities	Submission of at least 2–3 follow-up project proposals (Erasmus+, Horizon Europe, or national funding schemes) by consortium partners
	Institutional resource allocation	Commitment from 100% of partner HEIs to allocate internal resources (staff time, facilities, or budget lines) to maintain courses and support GET Labs as long-term collaborative platforms linking academia with local and regional actors.
Technical Sustainability	Maintenance of website and digital platforms	Project website and platform maintained for a minimum of 3 years after project end , with updates at least quarterly.
	Continuous update of materials	Annual revision of all developed course materials (12 courses) and digital resources to ensure continued relevance

Table 6. Sustainability Dimensions, Components and Targets

**These indicators will be monitored periodically by consortium partners to ensure the long-term sustainability and continued impact of project outputs*

4.3 Sustainability Actions

To operationalize the sustainability plan, a set of concrete actions has been identified to support the long-term continuation and development of project results. These actions focus on embedding curricula within partner institutions, maintaining and expanding GET Labs, strengthening partnerships, and securing future funding opportunities. Each action contributes to reinforcing the project's outcomes and ensuring their practical application beyond the project lifecycle. The following table summarizes all of the above and their respective scope within the GET-MED project.

Action	Description
Curriculum Integration	Courses embedded in partner HEIs
GET Labs Continuation	Labs maintained post-project
Partnerships	Continued collaboration
Funding	New project proposals

Table 7. Sustainability Actions and Implementation Scope

4.4 Long-term Impact

The GET-MED project is expected to generate significant long-term impact across academic, institutional, and societal levels in the Mediterranean region. By developing and integrating innovative, practice-oriented curricula within partner higher education institutions, the project will contribute to the modernization and improvement of higher education systems, aligning them more closely with contemporary environmental and societal challenges. Furthermore, the project will strengthen cooperation between EU and non-EU partners, fostering sustained academic exchange and collaborative networks that extend beyond the project's duration. Through the establishment and continuation of GET Labs, the project will support sustainable urban development by promoting interdisciplinary approaches and stakeholder engagement in real-world contexts.

5. Governance and Reporting

- **Lead:** POLIS University
- **Contributors:** All partners
- **Regular monitoring and reporting** will be conducted through a structured coordination mechanism involving periodic monthly internal tracking by partners, quarterly progress reviews at consortium level, and formal reporting aligned with key project milestones and meetings. Dissemination activities will be tracked against the defined KPIs, with partners providing updates on implemented actions, outreach results, and stakeholder engagement within their respective contexts. Progress will be assessed at key project milestones and during consortium meetings, ensuring alignment with the Dissemination Plan and allowing for timely adjustments to improve effectiveness and impact.
- **Updates will be shared via the project platform**, which will function as the central communication and coordination tool for all partners. This platform will facilitate the exchange of information, dissemination materials, reporting templates, and activity updates, ensuring transparency and consistency across the consortium. In addition, the project website and associated digital channels will be regularly updated to reflect project progress, publish results, and communicate key achievements to external stakeholders, supporting both internal coordination and external visibility.

6. Conclusion

This Dissemination and Sustainability Plan ensures that GET-MED achieves strong visibility, stakeholder engagement, and long-term sustainability through a structured and results-oriented approach. By targeting key stakeholder groups and implementing a combination of communication channels, the project aims to reach up to 10,000 users through its digital platforms, engage over 500 participants through events and workshops, and contribute to at least 5 scientific publications. The dissemination activities will support the promotion and adoption of 12 postgraduate courses and the establishment of GET Labs as interdisciplinary platforms connecting academia with local and regional stakeholders. At the same time, the sustainability strategy ensures the long-term integration of project outputs within partner institutions, the continuation of GET Labs as collaborative networks, and the development of future funding opportunities through follow-up project proposals. Through these combined efforts, GET-MED will contribute to strengthening higher education systems, fostering Mediterranean cooperation, and supporting sustainable urban development, while ensuring that its results remain relevant and impactful beyond the project lifecycle.