



Deliverable 5.1

Dissemination and Communication Strategy

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Abstract	The GROW Dissemination and Communication Strategy provides a coordinated framework to promote awareness, stakeholder engagement, and uptake of the project's VET solutions for sustainable construction waste management, ensuring consistent communication, visibility of Erasmus+ support, and the long-term sustainability, replication, and policy relevance of project results.
Keywords	Audiences, Online, Offline, Engagement, Visibility, Dissemination, Communication

Document Revision History

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PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION		
NATURE OF THE DELIVERABLE		R
DISSEMINATION LEVEL		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	PU
SEN	Classified, information as referred to in Commission Decision 2001/844/EC	
CLASSIFIED R-EU / EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
CLASSIFIED C-UE / EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
CLASSIFIED S-UE / EU-S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc.
DMP: Data management plan
ETHICS: Deliverables related to ethics issues
SECURITY: Deliverables related to security issues
OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

The GROW project Dissemination and Communication Strategy Deliverable (D5.1) sets out a focused, implementable plan to raise the profile of GROW, accelerate uptake of its TVET training materials and methods, and secure long-term institutional adoption and replication across Nigeria, Mozambique and relevant EU networks. It prioritises stakeholder-specific messaging, evidence-based dissemination of Open Educational Resources (OER), partner-led outreach at national and sectoral levels, and a lightweight monitoring framework of KPIs to measure reach and uptake. The plan reflects WP5 tasks and milestones, positions AREA as D5.1 lead, and is structured for immediate roll-out with sustained activities through project end.



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ABBREVIATIONS

APO	Apodissi
CDW	Construction and Demolition Waste
CWM	Construction Waste Management
GROW	Green Waste Construction waste remediation and recycling Vocational Training
ISDB	Instituto Superior Dom Bosco
KPIs	Key Performance Indicators
LAWMA	Lagos Waste Management Authority
M	Month
MQ	Mínimos Quadrados
OERs	Open Educational Resources
TVET	Technical Vocational Education and Training
UNIZAM	Universidade Zambeze
WP	Work Package
WBL	Work-Based Learning

1. INTRODUCTION

This document presents the Dissemination and Communication Strategy (D5.1) of the GROW project. It defines the approach for communicating project activities, engaging relevant stakeholders, and ensuring the visibility, uptake, and long-term impact of project results throughout the project lifecycle. The strategy outlines the key objectives, target groups, communication tools and channels, and the timeline of dissemination activities.

The GROW project addresses the critical challenge of Construction and Demolition Waste (CDW) management in Sub-Saharan Africa, with a particular focus on Nigeria and Mozambique. Both countries are experiencing significant growth in the construction sector, resulting in increased waste generation and a pressing need for sustainable, circular approaches. In this context, GROW aims to strengthen Technical and Vocational Education and Training (TVET) systems by equipping institutions, trainers, and learners with the skills required to support the transition towards circular economy practices in the construction sector.

The project brings together partners from Europe and Africa, combining expertise in vocational training, waste management, digital innovation, and policy development. Building on previous EU-funded initiatives, GROW promotes knowledge transfer, capacity building, and the development of practical training solutions tailored to local labour market needs.

GROW is aligned with key European and African policy frameworks, including the European Green Deal, the Circular Economy Action Plan, and the EU–Africa partnership on sustainable development and skills. It also contributes to broader objectives related to green transition, economic resilience, and inclusive growth, particularly by promoting access to vocational training opportunities for women and underrepresented groups.

This document is structured as follows: Section 2 presents the dissemination and communication strategy, including target groups, tools and channels, and the timeline of key dissemination activities. Section 3 outlines the monitoring framework and key performance indicators (KPIs), followed by Section 4 on exploitation and sustainability, and Section 5 with final conclusions.

2. THE DISSEMINATION AND COMMUNICATION STRATEGY

2.1. OBJECTIVES

The Dissemination and Communication Strategy of the GROW project is designed to ensure the systematic, targeted, and effective communication of project activities, results, and impact to relevant stakeholders at local, national, regional, and international levels.

In line with Erasmus+ requirements, dissemination is understood as a continuous and strategic process that accompanies the entire project lifecycle, from initial stakeholder engagement and needs analysis to the promotion of results, uptake, and long-term sustainability of outputs.

The strategy is closely aligned with the project methodology and Work Packages (WPs), ensuring that communication and dissemination activities are directly linked to key implementation phases, including:

- the skills gap analysis and stakeholder engagement (WP2),
- the development of training content and capacity building activities (WP3),
- the pilot training and on-the-job experience (WP4),
- and the promotion, exploitation, and sustainability of results (WP5).

To achieve this, the GROW Dissemination and Communication Strategy is structured around three complementary dimensions:

- Communication: Raising awareness about the project, its objectives, activities, and the support of the European Union;
- Dissemination: Sharing project results, tools, and knowledge with relevant stakeholders to ensure their use and uptake;
- Exploitation and Sustainability: Supporting the long-term use, transfer, and scaling of project results beyond the project lifetime.

The strategy also aims to contribute to the creation of a sustainable ecosystem connecting TVET providers, industry stakeholders, policymakers, and other relevant actors, supporting the development and recognition of green skills in the construction and demolition waste (CDW) management sector.

Dissemination and communication activities are designed to:

- support stakeholder engagement in research and skills analysis activities;
- promote participation in training and capacity-building opportunities;
- ensure visibility of project results and their relevance for different target groups;
- facilitate collaboration between education, industry, and policy actors;
- and maximise the long-term impact and replicability of the GROW training model.

The approach is implemented through a combination of digital tools, stakeholder engagement activities, events, and targeted communication actions, ensuring that the right messages reach the appropriate audiences at the right time.

2.2. TARGET GROUPS

The GROW project addresses a wide range of target groups across multiple levels, including national (Nigeria and Mozambique), regional (Sub-Saharan Africa), and international (EU-level and relevant international stakeholders). These target groups are central to ensuring the relevance, uptake, and long-term impact of project results. They can be broadly categorised into the following primary groups:

- **TVET institutions and training providers**, including vocational schools, technical colleges, and training centres involved in the delivery of construction-related education and skills development. Particular attention is given to institutions operating within local contexts, ensuring that training solutions are adapted to national realities and labour market needs;
- **Private sector actors and industry stakeholders** involved in the construction value chain, including construction companies, demolition firms, waste management operators, recycling enterprises, and emerging green start-ups. These actors play a critical role in the practical application and validation of project results, particularly in relation to construction and demolition waste (CDW) management and circular economy practices;
- **Trainers, educators, and curriculum developers** working within the TVET ecosystem, who are key beneficiaries of the project's capacity-building activities. All project outputs will be consolidated into practical, adaptable training content and recommendations that support the integration of sustainable construction practices into vocational education;
- **Learners and end-users**, including students, apprentices, unemployed youth, and individuals seeking upskilling or reskilling opportunities in the construction sector. The project places particular emphasis on inclusiveness, targeting women and underrepresented groups to improve access to green skills and employment opportunities.

In addition to these primary groups, the GROW project also targets the following secondary groups:

- **Multipliers**, including related EU-funded projects, thematic platforms, regional and international networks, innovation hubs, clusters, and professional associations. These actors play an important role in amplifying project results, facilitating knowledge exchange, and supporting the transfer and replication of outputs across different contexts;
- **Policy makers and public authorities**, including national ministries responsible for education, labour, environment, and infrastructure, as well as regulatory bodies and local authorities. Engagement with these stakeholders is essential to support policy alignment, institutional uptake, and the integration of project results into broader strategies and frameworks;
- **Civil society, general public, and citizens**, including community organisations, non-governmental organisations, and the wider public. Raising awareness among these groups contributes to increased understanding of sustainable construction practices, environmental responsibility, and the value of circular economy approaches in everyday contexts.

2.2.1. STAKEHOLDER ENGAGEMENT

Stakeholder engagement in the GROW project is anchored in Task T2.2, which focuses on stakeholder mapping and the analysis of skills gaps across the construction waste management value chain. This task systematically identifies and categorises key actors including SMEs, local authorities, VET institutions, and industry leaders in Nigeria and Mozambique. Through targeted engagement activities including a Stakeholders' Workshop in Beira E2.1 – UNIZAM organiser) and a Stakeholders' Workshop in Lagos (E2.2 – LAWMA organiser), the project gathers stakeholder insights to better understand their roles, technical capacities, and evolving workforce needs.

Building on this evidence base, the task will inform the design of responsive and demand-driven VET programmes aligned with industry requirements. This approach ensures that stakeholder engagement is not only consultative but also instrumental in shaping training strategies that address real market gaps. Ultimately, it strengthens the link between education and employment, supporting skills development, fostering job creation, and enabling a transition towards circular economy practices in the construction sector.

TABLE 1: STAKEHOLDER ENGAGEMENT

Target Stakeholders	Role	Key Message	Channel	Time
Consortium Partners	All seven partners (AREA, MQ, MUNDUS, LAWMA, UNIZAM, ISDB, APODISSI) co-design and co-implement the project. MQ leads coordination and policy alignment, AREA guarantees effective communication and dissemination, MUNDUS ensures quality and risk management. LAWMA and UNIZAM to map stakeholders in construction waste management; ISDB and APODISSI to develop action plans as a roadmap for integrating GROW training into VET school curricula in Nigeria and Mozambique. Each partner contributes to curriculum development, pilot activities, and dissemination within their national and sectoral networks.	The collective expertise across waste management industry, vocational training, and academia makes GROW project unique. Construction and demolition waste management curriculum will be integrated across TVET schools offering construction related courses such as electric installation, bricklaying, tiling, building in Nigeria and Mozambique to promote digital twin transition for sustainable development.	Workshops, trainings and event organisation	2026 – 2027
VET Providers	TVET institutions and schools in Nigeria and Mozambique are the primary sites for curriculum adoption and replication, while APODISSI and ISDB pilots the vocational curriculum with direct learner engagement. Additional TVET centres in both countries are targeted for replication and scale-up of the training model.	TVET systems must lead the change to circular economy by adopting construction and demolition waste management training. GROW offers ready-to-use CDW training curricula, a training programme, and the Smart Step eLearning platform to help institution modernise programmes, attract students, and produce graduates that industry actually needs. Join a proven European-African network and become a centre of excellence in waste management education.	Trainings, Workshops, Smart Step elearning platform, LinkedIn, X, YouTube, project website, social media channels (project: posters, newsletters)	

VET Learners	Students and trainees enrolled at APODISSI, ISDB, and associated TVET institutions in Nigeria and Mozambique are the direct beneficiaries of GROW. They engage with construction waste management practical training through the training programme and access digital learning resources via the Smart Step eLearning Platform, and develop hands-on waste management Industry competencies that align with the skills required by CWM industries in the region.	The jobs of tomorrow are being shaped by digital green skills. GROW gives the skills, digital tools, and industry-recognised training to work confidently with construction and demolition waste management equipment— opening doors to careers in waste industries, across Nigeria and Mozambique.		2026 – 2029
Industry	Industry partners and SMEs in Nigeria, Mozambique, Spain, Portugal and Italy are engaged as advisors, work-based learning hosts, and end-users of GROW capacity building programme graduates. MQ and MUNDUS brings expertise to curriculum design and equipment selection. LAWMA and UNIZAM validate training content against real labour market needs, provide internship and employment pathways, and contribute to the sustainability of the project beyond its funded period.	Develop a skilled workforce trained in construction waste management and circular economy practices	Workshops, Website, Smart Step, newsletters	2026 – 2029
Academia	UNIZAM and LAWMA to inform best practices on how to implement construction and demolition waste management	All partners to strengthen innovation and research in green skills education	Smart Step, LinkedIn, X, YouTube, project website, social media channels (project: posters, newsletters)	2026 – 2027
Donors	GROW to engage more TVET institutions and donor organisations (potential funding and replication partners such as foundations, development agencies) from Nigeria and Mozambique that are interested in training	AREA will manage the website and ensure there is a direct link from the website to all GROW training materials on Smart Step free and accessible to anyone irrespective of location to ensure long-term sustainability of GROW's training model	Smart Step, LinkedIn, X, YouTube, project website, social media channels (project: posters, newsletters)	2026 – 2029

Public Authorities	Education policymakers and ministry representatives in Nigeria and Mozambique, as well as EU-level policy actors, are targeted as influencers and enablers for the formal recognition and institutional embedding of GROW curricula.	LAWMA, APODISSI, ISDB in collaboration with EU partners to work towards aligning national VET policies with labour market needs. By institutionalising GROW's training model into national frameworks for long term impact	Workshops, newsletters, posters, Smart Step	2027 – 2029
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By addressing this diverse set of target groups, the GROW project ensures a comprehensive dissemination approach that supports both immediate engagement and long-term impact across the construction and TVET ecosystems.

2.3. TOOLS AND CHANNELS

2.3.1. BRANDING AND VISUAL IDENTITY

The GROW Project brand is unique and deliberately designed to reflect the project's objectives, geographic focus, and innovative approach to strengthening construction and demolition waste (CDW) management through circular economy principles. The branding strategy is a central element of the project's communication and dissemination plan. It aims to distinguish the initiative from other environmental sustainability and TVET-related projects while clearly representing the project's core goals, priorities, and values.

All communication and dissemination activities within the GROW Project consistently integrate the project brand, while acknowledging the support of the European Commission (EC). Important brand components such as the logo, colour palette, and typography play an important role in establishing a coherent and recognisable visual identity. Together, these elements create a distinctive presence that reflects the project's commitment to improving CDW management practices, promoting circular construction approaches, and strengthening the capacity of TVET institutions and stakeholders in Nigeria and Mozambique.

Content generated within the project will be adapted and repurposed across multiple formats—such as infographics, short videos, animations (e.g. GIFs), visual assets, and summaries—to ensure accessibility and engagement across diverse audiences. These materials will be disseminated through a range of channels, including the project website, social media platforms, media outlets, and stakeholder networks, ensuring that the right messages are delivered to the appropriate target groups.

2.3.1.1. LOGO

The GROW Project logo reflects the project's strong commitment to sustainability and circular construction practices through its simple and meaningful visual identity. The green circular shape symbolises environmental responsibility, growth, and the transition towards circular economy approaches in construction and demolition waste (CDW) management. The clean typography highlights clarity, collaboration, and accessibility for diverse stakeholders, including TVET institutions and industry partners. Its minimalist design ensures easy recognition across communication materials and digital platforms



FIGURE 1: GROW LOGO

2.3.1.2. COLOUR

The primary colour palette, ranging from dark green to lush green, reflects GROW's commitment to sustainability, growth, and environmental responsibility within the construction sector. These tones are strongly associated with nature and renewal, reinforcing GROW's mission to support TVET institutions

in driving greener construction practices across Sub-Saharan Africa. In addition, the selected greens provide strong contrast and clarity, ensuring good readability and an accessible, user-friendly experience across the collateral.

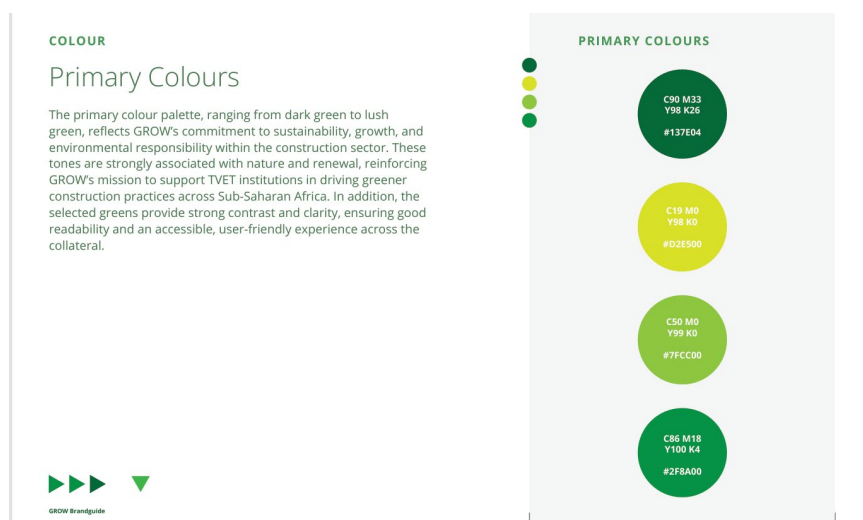


FIGURE 2: GROW COLOUR

2.3.1.3. TYPOGRAPHY

- **Primary:** Open Sans is used as the primary font because of its clean, modern, and highly legible design. Its open letterforms and balanced proportions ensure excellent readability across digital and print applications, making it ideal for websites, reports, and educational materials. As a versatile and widely supported typeface, Open Sans reinforces clarity, accessibility, and a professional tone that aligns well with GROW's mission and content.
- **Secondary:** Montserrat is used as the secondary font. Montserrat is a modern sans-serif typeface with clean, geometric forms and well balanced proportions. It offers a wide range of weights that support clear hierarchy and emphasis across headings and key messages. Its strong structure allows high impact in both large display text and shorter lines, while its smooth curves give it a contemporary, confident, and approachable character.



FIGURE 3: GROW TYPOGRAPHY

2.3.2. EC RECOGNITION

All GROW dissemination outputs must acknowledge support from the Erasmus+ Programme of the European Union. Mandatory elements; Every communication material must include:

- i) European Union emblem
- ii) Funding acknowledgement text

Standard acknowledgement text with disclaimer. “Co-funded by the European Union. GROW project is co-funded by the ERASMUS+ programme under Grant Agreement number 101242207. The information, documentation and figures available in this deliverable are written GROW project’s consortium under EC grant agreement 101242207 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.”

The EU emblem should appear alongside the GROW logo in a visible but secondary position.



FIGURE 4: EU RECOGNITION

2.3.3. WEBSITE

The GROW project website (<https://growafrica.eu/>) serves as the central, publicly accessible dissemination platform and is authorised for public communication of project activities and results. It provides global access to key materials, outputs, and reports (subject to dissemination approval), while also enabling external stakeholders to engage with the project and express interest in its activities.

The website was officially launched in February 2026, marking a significant project milestone. It was developed by the AREA team using WordPress, ensuring flexibility, scalability, and user-friendly content management. To monitor performance and measure outreach impact, Matomo Analytics was integrated into the platform to track website traffic, user engagement, and visitor metrics, enabling data-driven evaluation of communication milestones and dissemination effectiveness.

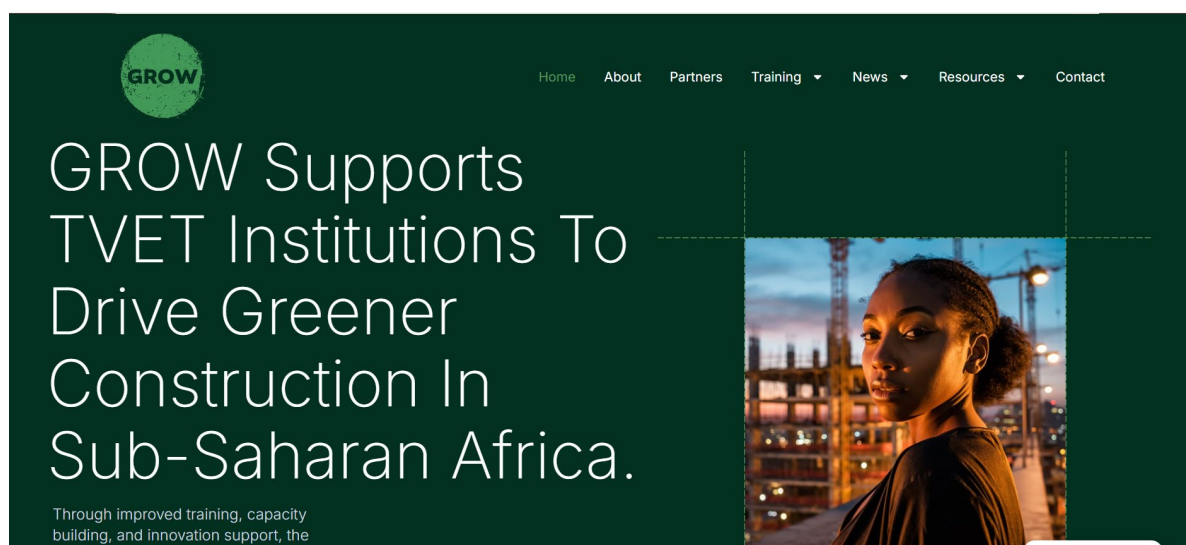


FIGURE 5: GROW WEBSITE HOMEPAGE

It functions as a key entry point for researchers, practitioners, policymakers, and other stakeholders interested in sustainable construction and construction and demolition waste (CDW) management in Sub-Saharan Africa.

The website is continuously improved based on performance monitoring tools and search engine optimisation (SEO) practices. These improvements focus on enhancing visibility through relevant keywords such as “sustainable construction”, “construction waste management”, “green TVET”, and “circular economy in construction”.

2.3.3.1. WEBSITE STRUCTURE

The GROW website is organised into the following main sections:

1. Homepage and Core Elements

- **Homepage:** The homepage introduces the GROW project and encourages visitors to explore its content. Its main objectives are to promote project results, facilitate access to materials, and encourage stakeholder engagement (including newsletter subscriptions where applicable). It includes:
 - Core project messages and positioning;
 - Overview of activities and expected outcomes;
 - Visual elements (images and banners);
 - Highlights of recent updates and results;
 - Entry points to key sections of the website.

- **Header:** Includes the project logo and the main navigation menu, enabling access to all sections of the website.
- **Footer:** Includes EU funding acknowledgement and disclaimer, links to partner organisations where applicable, social media icons, and access to legal pages such as Privacy Policy.
- **Cookie Policy and Privacy Policy:** The website includes GDPR-compliant data protection and cookie usage information, including user consent mechanisms.

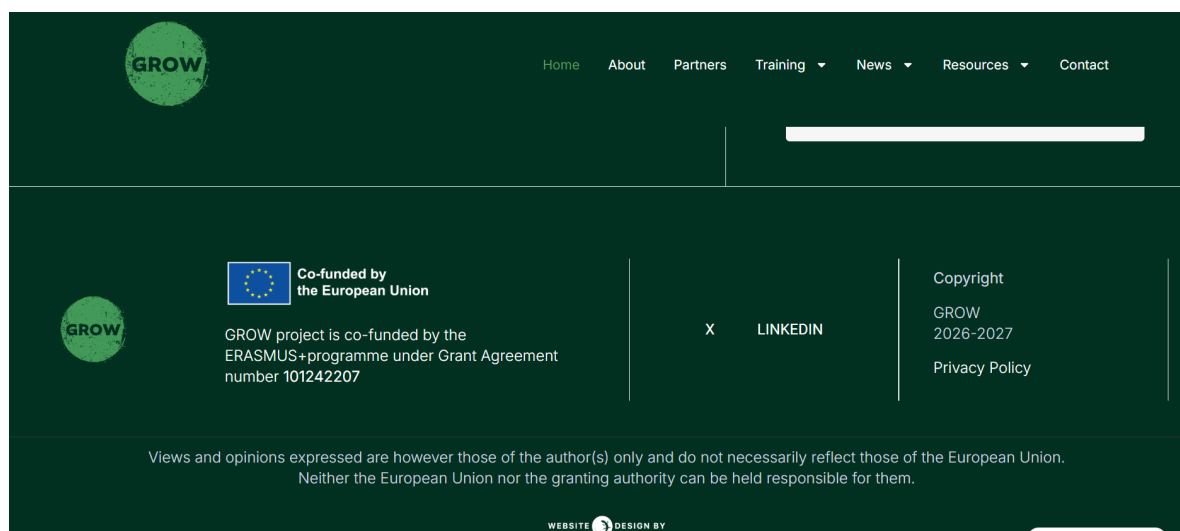


FIGURE 6: GROW WEBSITE HEADER AND FOOTER

2. Main Pages

- **About / Project Overview**
 - Background and mission of the GROW project;
 - Description of objectives and expected impact;
 - Overview of activities and implementation approach;
 - Information on the project consortium.

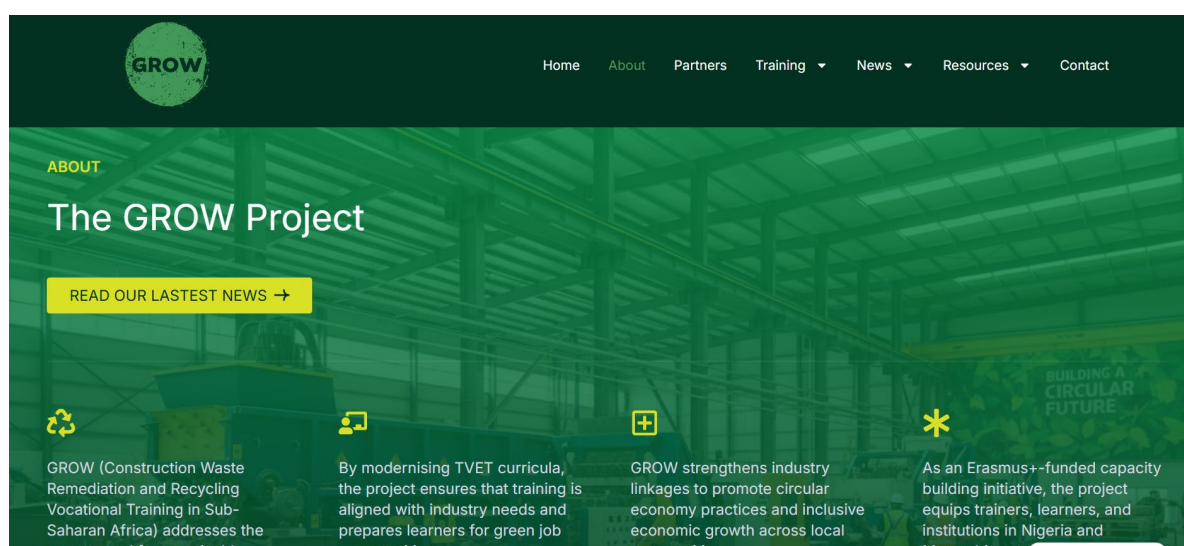


FIGURE 7: GROW WEBSITE ABOUT PAGE

- **Activities / Project Partners/ Work Packages (where applicable):** Description of project components, project partners, including capacity building, training development, and stakeholder engagement.

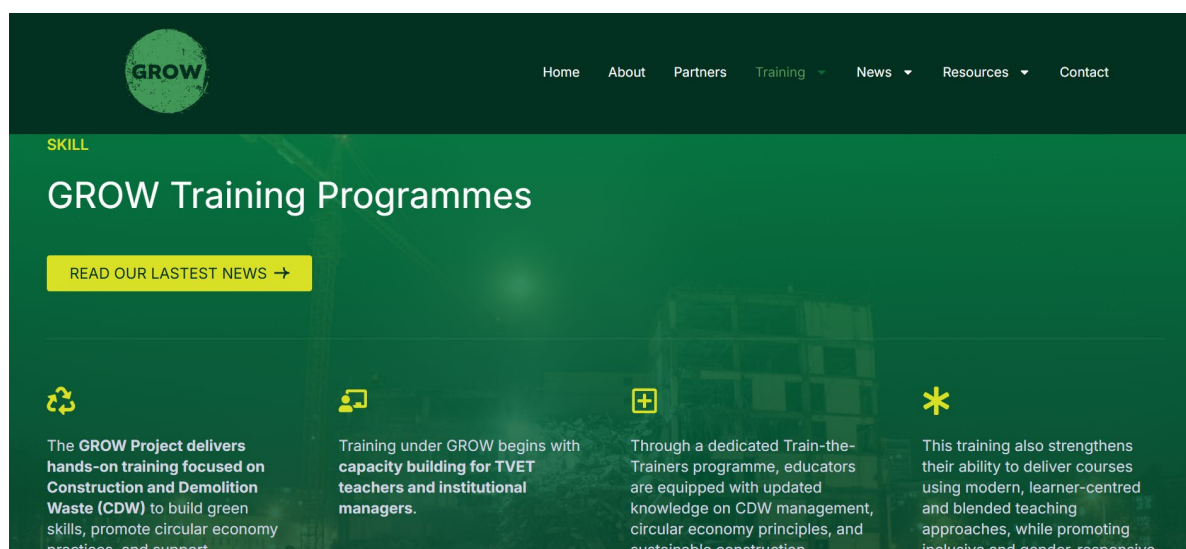


FIGURE 8: GROW WEBSITE_TRAINING

- **Resources / Deliverables / Promotional Material**
 - Access to public deliverables and reports;
 - Training materials and resources developed within the project;
 - Additional outputs and knowledge products.
- **News / Updates:** Regular updates on project activities, milestones, and achievements including press releases, newsletters and relevant initiatives.
- **Events:** Information on upcoming and past events, including workshops, trainings, and stakeholder meetings.

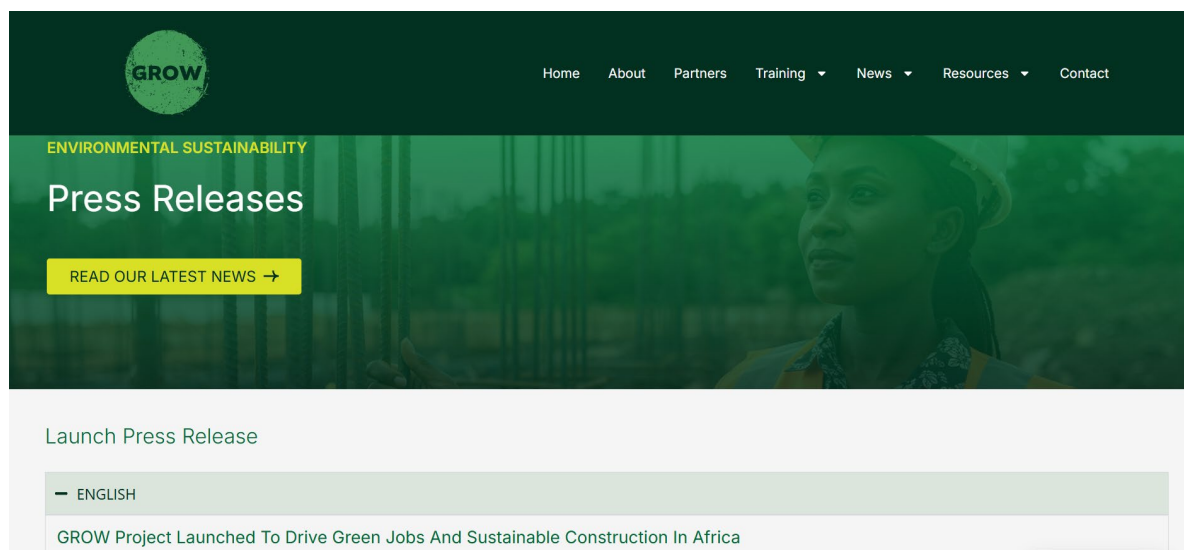


FIGURE 9: GROW WEBSITE_RESOURCES

- **Contact**
 - Contact information and enquiry mechanisms;
 - Links to social media channels to reinforce engagement.

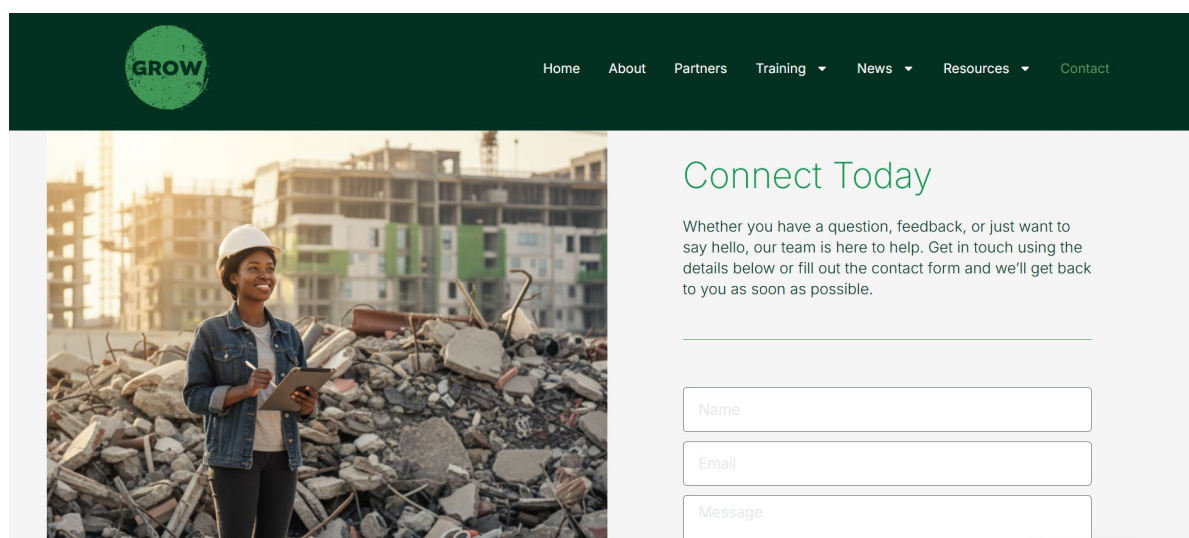


FIGURE 10: GROW WEBSITE_CONTACT

The website is continuously updated to reflect project progress and outputs. It is also linked to partner websites and other relevant platforms to maximise visibility through reciprocal linking. A referencing and link exchange approach is followed to ensure strong indexing across search engines and increased discoverability. Particular attention is given to maintaining a high-quality user experience across all pages, ensuring accessibility, clarity, and ease of navigation.

2.3.4. SOCIAL MEDIA

GROW project maintains an active presence on key social media platforms, including LinkedIn and X (formerly Twitter):

- LinkedIn (<https://www.linkedin.com/company/grow-africa-eu/>): LinkedIn is currently one of the leading professional networking platforms worldwide, with millions of users across more than 200 countries and territories. Many of the stakeholders the GROW Project aims to engage with including TVET institutions, policymakers, environmental agencies, construction-sector actors, and circular economy experts—are active on LinkedIn, making it an appropriate channel for targeted dissemination activities. The GROW Project LinkedIn page was established in December 2025 to provide the project with a professional public presence and to support visibility at both national and international levels. The platform is used to share project news, milestones, stakeholder engagement activities, events, and results related to improving construction and demolition waste (CDW) management practices in Nigeria and Mozambique. As at the time this document was written, GROW has 79 LinkedIn followers.

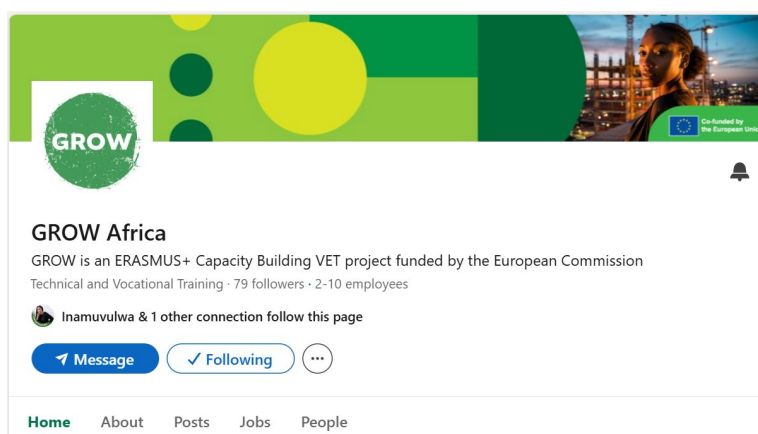


FIGURE 11: GROW LinkedIn PAGE

- X (Twitter) (https://x.com/GROWAfrica_eu): X is a dynamic social media platform that enables real-time communication and rapid dissemination of project developments to a global audience. The GROW Project X account was created to strengthen outreach and increase awareness of project activities among stakeholders, practitioners, and the wider public.
- Youtube (https://www.youtube.com/@GrowAfrica_eu): This platform hosts all GROW Project videos, including recordings of activities and events, either streamed live or uploaded after the events. YouTube was selected due to its versatility and its effectiveness in supporting the visibility and dissemination needs of EU-funded projects.

These platforms are already operational with over 80 followers in total and are actively used to disseminate project activities, engage stakeholders, and increase visibility.

2.3.5. SMART STEP E-LEARNING PLATFORM

The Smart Step eLearning Platform (<https://smartstep-community.com>), developed and managed by AREA, is a central tool for both communication and dissemination within the GROW project. It supports not only the delivery of training content but also stakeholder engagement, knowledge exchange, and access to project results.

Throughout the project, Smart Step will be used to host training materials, learning modules, and supporting resources developed under WP3 and WP4. It will also facilitate interaction between partners, trainers, and learners through features such as forums, chats, and collaborative spaces.

From a dissemination perspective, the platform plays a key role in ensuring accessibility and sustainability of project outputs. Training materials and relevant resources will be made available, allowing broader uptake beyond the immediate project participants.

Smart Step also supports blended learning approaches by combining self-learning materials, recorded sessions, and live training activities. This contributes to inclusive and flexible access to training, particularly in the context of Nigeria and Mozambique.

In the long term, the platform will serve as a repository of knowledge and a tool for scaling and replicating the GROW training model across additional TVET institutions and contexts.

2.3.5.1. OPEN ACCESS TO PROJECT RESULTS

All training materials and key outputs developed within the GROW project will be made available as Open Educational Resources (OERs), ensuring free access, use, and adaptation by external stakeholders. Materials will be shared under an open license (e.g. Creative Commons Attribution-ShareAlike 4.0), allowing users to copy, redistribute, and adapt the content while ensuring appropriate attribution.

This approach supports knowledge sharing, facilitates the replication of the GROW training model, and contributes to the long-term sustainability and impact of the project beyond its lifetime.

2.3.6. PROMOTIONAL MATERIALS

The WP5 leader (AREA), developed GROW branded stationery and promotional materials to support partners in both formal and informal communication and dissemination activities. These materials ensure consistency in visual identity and strengthen the project's professional image. The production of all these materials will be coordinated with the schedule for presentations, event organisation, and participation. Additionally, a total of four videos will be produced to promote the project and its outcomes.



FIGURE 12: GROW Flyer



FIGURE 13: GROW POSTCARD

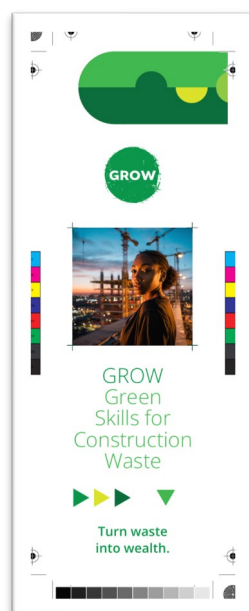


FIGURE 14: GROW BOOKMARK

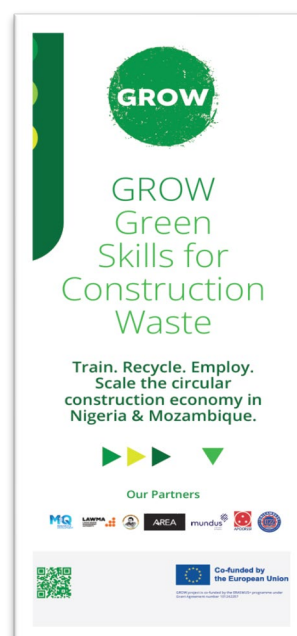


FIGURE 15: GROW ROLL-UP

2.3.7. PRESS RELEASES

The GROW project will develop and distribute a series of press releases targeting media outlets and relevant stakeholders at local, regional, and international levels. One press release has been issued with regards to GROW project, It was launched in five different languages in March 2026, and several press clippings have been published on the website (<https://growafrica.eu/press-releases/>).

- Guardian: GROW Project launched to drive green jobs, sustainable construction in Africa
- Leadership Nigeria: Initiative Unveils Project to Boost Green Jobs in Nigeria, Others
- News Spec Nigeria: GROW Project Launched to Drive Green Jobs and Sustainable Construction in Africa
- Independent: GROW Project Launched to Drive Green Jobs, Sustainable Construction In Africa – Independent Newspaper Nigeria
- Digital Times NG: GROW Project Launched to Drive Green Jobs and Sustainable Construction In Africa

- Environews NG: GROW Project launched to drive green jobs, sustainable construction in Africa
- Extraordinaire People News: EU FIRMS, LAWMA, OTHERS IN GROW PROJECT, MOVE TO DRIVE GREEN JOBS/SUSTAINABLE CONSTRUCTION IN NIGERIA, MOZAMBIQUE
- Nigeria Sphere News: EU: GROW Project launch to boost green job creation in Nigeria, Mozambique

At least four more press releases will be issued during the project lifecycle, covering key milestones such as;

- Major deliverables or outputs;
- Events and stakeholder engagement activities;
- Final results and impact.

A structured media outreach approach will be followed to maximise visibility, including targeting sector-specific media (construction, TVET, sustainability) and regional outlets in partner countries. The impact of press releases will be monitored and reported within dissemination reporting activities.

2.3.8. NEWSLETTER

The GROW project will implement a structured newsletter and direct mailing strategy to ensure regular communication with stakeholders. At least 4 newsletters (approximately one every six months) will be developed and distributed to a growing database of subscribers. As reflected in the project proposal, these quarterly newsletters will be contributed to by all partners, ensuring a broad outreach. A newsletter subscription mechanism will be integrated into the project website. Newsletter content may include:

- Project updates and achievements;
- Articles and interviews;
- Highlights of deliverables and results;
- Event announcements and summaries;
- Links to multimedia content.

Partners will contribute to content development and support dissemination through their networks to maximise reach. In addition to newsletters, targeted direct emails will be sent to inform stakeholders about specific activities, events, or opportunities. These communications will be more frequent and tailored to particular audiences. A dedicated email template will be developed to ensure consistency in communication. We use MailerLite to send newsletters, as it is EU-based and GDPR-compliant.. Newsletter performance (e.g. open rates, click rates) will be monitored to optimise communication effectiveness.

2.3.9. TEMPLATES

To support effective communication, dissemination, and project reporting, a set of standardised templates has been developed for partners. These templates ensure professionalism, consistency, and compliance with GROW project visibility requirements. All materials are stored in the project's dedicated online repository, which is accessible to all partners.



FIGURE 16: GROW POWER POINT TEMPLATE

GROW

Deliverable
Heading Goes Here

REVISION VERSION: 01

Work package	WP Number
Task	Task Number
Due date	dd/mm/yyyy
Submission date	dd/mm/yyyy
Deliverable lead	Name partner
Version	0.x
Authors	Name Surname (Partner 1)
Reviewers	Name Surname (Partner 1)
Abstract	One paragraph
Keywords	

GROW

Document Revision History

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTOR(S)

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PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION

NATURE OF THE DELIVERABLE R

DISSEMINATION LEVEL

PU	Public, fully open, e.g. web (Deliverable flagged as public will be automatically published in GROW project's portal)	PU
SEN	Classified information as referred to in Commission Decision 2005/844/EC	
CLASSIFIED B-EU / EU-B	EU RESTRICTED under the Commission Decision No2015/444	
CLASSIFIED C-UE / EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
CLASSIFIED S-UE / EU-S	EU SECRET under the Commission Decision No2015/444	

* R: Document, report (excluding the periodic and final reports)
DEM: Demonstration pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc.
DMP: Data management plan
ETHICS: Deliverables related to ethics issues
SECURITY: Deliverables related to security issues
OTHER: Software, technical diagram, etc.

FIGURE 17: GROW DELIVERABLE TEMPLATE

The form below has been designed to help you keep track of any kind of awareness and dissemination/communication activities. Just to remind you, dissemination activities include, but are not limited to, meetings, work the form below each time you perform a dissemination or communication activity either this is small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

Basic Info										Activity details		GROW related		Audience of the	
No. of Action	Partner (ID)	Other partners involved	Date of activity	Place of activity (City, Country or online)	Authors/Contributors	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Title of event, conference, workshop, publication, website article, etc.	Is the activity part of GROW?	Role and description of your organisation's involvement (e.g. organiser, facilitator, speaker, interviewer, discussant, author, participant, etc.)	Type of Audience add more lines if 2 or more apply for one entry	Overall No of participants				

+ Instructions Reporting M1-M12 <

FIGURE 18: INTERNAL REPORTING TEMPLATE FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

GROW

PRESS: ENGLISH

Joint Press Release

By MQ, Area, Mundus, LAWMA, Apodisi, Zambeze University, and Instituto Superior Dom Bosco - ISDM

February 2026

GROW Project Launched to Drive Green Jobs and Sustainable Construction in Africa

The GROW Project:

The GROW Project - Construction Waste Remediation and Recycling Vocational Training in Sub-Saharan Africa has officially been launched, bringing together European and African partners to address construction waste challenges while promoting green job creation in Nigeria and Mozambique.

Co-funded by the European Commission under the Erasmus+ Capacity Building in Vocational Education and Training in Sub-Saharan Africa programme, the GROW Project aims to strengthen vocational education systems by developing young people, construction workers, and educators with green, digital, and entrepreneurial skills for sustainable construction waste management and recycling.

The construction sector is one of the largest generators of waste globally, accounting for up to 30 per cent of total solid waste. In many Sub-Saharan African countries, most construction and demolition waste ends up in landfills, despite its strong potential for reuse and recycling. GROW seeks to turn this challenge into an opportunity by integrating circular economy principles into vocational training and linking skills development with labour market needs.

Through the project, Vocational Training institutions in Nigeria and Mozambique will modernize curricula, train instructors and managers, and pilot innovative training programmes focused on

GROW

construction waste reduction, recycling, and sustainable building practices. The project also promotes work-based learning, internships, job fairs, and entrepreneurship to improve employment and self-employment opportunities for young people.

Gender equality and social inclusion are central to GROW's approach, with a commitment to ensure that at least 30 per cent of beneficiaries are women. By encouraging women's participation in green construction careers, the project aims to foster more inclusive and resilient local economies.

GROW is implemented by a consortium of partners from Europe - **MQ**, **Area**, **Mundus**, and **LAWMA** - and Africa - **Apodisi**, **Zambeze University**, and **Instituto Superior Dom Bosco** - **ISDM**, including vocational training institutions, public authorities, universities, and private sector stakeholders. The project aligns with EU Global Gateway priorities, national development strategies in Nigeria and Mozambique, and the African Union's Agenda 2063.

By strengthening skills, promoting innovation, and fostering cross-border collaboration, the GROW Project is expected to contribute to cleaner cities, reduced environmental impact, and sustainable job creation across Sub-Saharan Africa.

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GROW

The project's partners:
European Partners:
MQ, **Area**, **Mundus**, **LAWMA**, **Apodisi**, **Zambeze University**, **Instituto Superior Dom Bosco** - **ISDM**

African Partners:
LAWMA, **Apodisi**, **Zambeze University**, **Instituto Superior Dom Bosco** - **ISDM**

MQ, **Area**, **Mundus**, **LAWMA**, **Apodisi**, **Zambeze University**, **Instituto Superior Dom Bosco** - **ISDM**

This press release and a press picture is available [here to view and download](#)

For more information on the GROW project please see [growafrica.eu](#)
For media enquiries: info@growafrica.eu
Follow us on [Twitter](#) [LinkedIn](#) [Facebook](#) [Instagram](#)
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FIGURE 19: PRESS RELEASE TEMPLATE

2.3.10. EVENTS

An effective dissemination plan must include the organisation of, and participation in, key events and thematic conferences/webinars. Presenting the GROW Project to an audience will be essential to:

- Engage stakeholders through discussion and confrontation
- Present the project as a living entity, engaging the audience in its development.
- Understand the response of target groups to the project proposals to measure the impact of project outcomes
- Receive feedback and inputs for future replicability

2.3.10.1. EVENT ORGANISATION

Events will be organised at local, national, and international levels, with particular emphasis on engagement in partner countries. The Consortium will organise three events each for Nigeria and Mozambique. GROW has already organised two Stakeholders' Workshops:

- Stakeholders' Workshop in Lagos, on 14th April, 2026, stakeholders across Nigeria's construction, waste management sector, and Technical and Vocational Education and Training (TVET) schools convened in Lagos for a stakeholder workshop under the GROW Project (see Annex 1 for Agenda). The workshop was organised to support the development of responsive training approaches in Construction and Demolition Waste (CDW) management, while strengthening youth competencies for participation in the circular economy to promote digital green and sustainable development. Partners from EU attended online and from Mozambique. The event saw the participation of 60 individuals from various industries (learn more: <https://growafrica.eu/grow-project-engages-nigerian-stakeholders-in-lagos-to-advance-construction-and-demolition-waste-management-training/>).



FIGURE 20: GROW WORKSHOP LAGOS, NIGERIA

- While in Beira, UNIZAM organised a replica of the workshop on 24th April 2026. The workshop mirrored the discussions and learning outcomes from the session held in Lagos, reinforcing the importance of implementing the GROW project to advance sustainable circular practices and saw the participation of 36 individuals.

Both events were organised according to the agenda (see Appendix 1) to capture the construction and demolition waste management value chain, address implementation challenges, and outline the way forward.



FIGURE 21: GROW WORKSHOP IN BEIRA, MOZAMBIQUE

GROW will also organise:

- GROW Graduation Ceremony & Job Fair Mozambique and Nigeria (2027). This will be organised in celebration of student achievements and networking activities with industry stakeholders to facilitate job placements.
- Green Skills & Entrepreneurship Workshop in EU, Nigeria and Mozambique: GROW will present at a major event in the EU, such as Ecomondo in Rimini, Italy, focusing on green skills development, sustainable entrepreneurship, and circular economy practices in construction waste management. During this workshops the students will present their data collection analysis conducted during the on-the-job experience and VET will collect feedback from private partners on the training programme and the on-the-job experience

2.3.10.2. NETWORK BUILDING ACTIVITIES

From the project's inception, several events were strategically mapped to be implemented to ensure continuous collaboration among stakeholders and to raise awareness on construction and demolition waste management. GROW partners have identified several relevant events in Nigeria, Mozambique and, where appropriate, internationally where the project can be presented. Participation in these events will support stakeholder engagement, knowledge exchange, and visibility of project activities and results.

TABLE 2: NETWORK BUILDING ACTIVITIES

Event	Date	Location
18th World Congress & Expo on Recycling 2026	27 – 28 July, 2026	Hybrid
International Conference on Construction and Demolition Waste	17 – 18 May, 2027	Paris, France, Hybrid

Management and Recycling (ICCDWMR)		
International Conference on Waste Management, Ecological and Environmental Engineering (ICWMEEE)	9 – 10 August, 2026	Lagos, Nigeria
International Conference on Urban Waste Valorization and Resource Efficiency (ICUWVRE)	18th August, 2026	Maputo, Mozambique
ICWM International Conference on Waste Management	21 – 22 September, 2026	Lisbon, Portugal
Ecomondo	3 – 6 November, 2026	Rimini, Italy
African Clean Cities Platform (ACCP) Regional Activities / Knowledge-Sharing Events	2027	Maputo, Mozambique

2.3.11. SYNERGIES AND COLLABORATIONS

The GROW project will actively seek synergies with other Erasmus+, EU-funded, and international initiatives in the fields of vocational education and training, circular economy, and green skills development. Collaboration with related projects and networks will support knowledge exchange, joint dissemination activities, and the amplification of project results. This includes participation in relevant events, contribution to shared platforms, and the development of joint communication outputs where relevant. These synergies will strengthen the project's visibility, enhance its credibility, and support the transfer and replication of its results across different contexts.

Additionally, the GROW project will capitalise on insights, best practices, and training resources from other EU-funded initiatives (such as other EC funded Erasmus+ and Horizon) that have advanced circular economy principles in the construction sector. By leveraging case studies, methodologies, and digital tools GROW will ensure a scalable, impact-driven model for CDW management in Sub-Saharan Africa. Some examples that can support GROW are as follows:

- **CINDERELA (Horizon)** project aims to untap the potential in reducing the demand for virgin materials, the production of waste, and maximising the value of recovered materials by developing and demonstrating a new business model (CinderCEBM) to assist companies in setting up successful circular economy business cases based on waste-to-resource opportunities in the construction industry. GROW will exploit CINDERELA's best practices and lessons learnt on how to build partnerships between construction companies, waste management businesses, and other stakeholders such as VET providers to establish sustainable models for CDW management. (<https://www.cinderela.eu/The-project/About>)
- **CITYLOOPS (Horizon)** focused on boosting the circularity of organic and construction and demolition waste while developing methodologies and indicators to drive sustainable urban material flows. The project developed methods for sustainable material flows, which can be adapted to focus on the specific materials generated by the construction sector in Africa (e.g. concrete, wood, metals). (<https://cityloops.eu/>)
- **Green Growth project (Erasmus+)** addressed the challenges of integrating the circular economy into the European construction sector through comprehensive training and capacity building for trainers. GROW can capitalise on the case studies presented in the Green Growth Project's Circular Economy in Practice in the Construction Sector Manual by a) incorporating real-world best practices and lessons learned from European projects material recovery, waste reduction strategies, and sustainable construction techniques and b) fostering industry engagement by showcasing successful models of circular construction that can be replicated in Lagos and Maputo. (<https://greengrowthproject.eu/en/home/>)
- **ConstructionBluPrint (Erasmus+)** aims to equip site managers with the necessary skills to supervise on-site workers in waste identification, separation, and collection at the source ensuring health and safety processes. GROW can exploit modules on a) Waste and Resource Management, Pre-demolition, pre-development audits and b) lean and modular construction models. (<https://constructionblueprint.eu/>)
- **CDWaste-ManageVET (Erasmus+)** aims to develop an online free dual training programme for European construction workers who want to implement their professional skills in construction and demolition waste management with an online methodology to improve their employment opportunities and career advancement. GROW can take advantage from its training modules and application of best practices targeting both low and high skilled workers. (<https://cdwaste-managevet.com/>)
- **Plastic Circular Economy Skills for Waste-to-Wealth Enterprises (Erasmus+)** addresses the escalating plastic waste crisis in Sub-Saharan Africa, with a focus on Nigeria. It aims to train over 1,000 individuals in plastic recycling, upcycling, and circular business models, fostering the creation of 60+ waste-to-wealth startups by 2027. As LAWMA is partner of this project, knowledge sharing between the two projects will be facilitated.
- **CircuWasteVETAfrica (Erasmus+)** focuses on developing an effective Green Circular Waste Training Programme aided by public-private partnerships at the local level to build cross-border knowledge equipping learners to meet industry-relevant skills (<https://circuwastevet africa.eu/>). The project is led by AREA and sees MQ and MUNDUS among the partners, this will facilitate knowledge and best practices sharing.

2.4. PARTNERS DISSEMINATION AND COMMUNICATION PLANS

Through coordinated and partner-led dissemination efforts, this plan will ensure that the results and outputs of the GROW project effectively reach the intended target groups in Nigeria and Mozambique, TVET educators, students, industry partners in construction and related fields, and policymakers. It is designed to maximise visibility, impact, and stakeholder engagement while fully aligning with the overall GROW project Communication and Dissemination Strategy.

This plan supports the promotion of awareness creation on how to manage construction and demolition waste across artisans, masonry, builders, waste workers, manufacturing industries, SMEs in CDW management fields as well as digital and green innovation while ensuring sustainable upskilling in line with the Sustainable development goals (SDGs).

TABLE 3: PARTNERS' DISSEMINATION AND COMMUNICATION PLANS

Partners	Dissemination and Communication Plan
MQ	As the project coordinator, MQ is committed to ensuring clear communication of the project's objectives and the dissemination of its results. Contributing to this effort is the network of contacts already established through its participation in various Erasmus+ projects in the areas of the circular economy and sustainability, circular business models, and entrepreneurship, with special emphasis on the CircuWasteVETAfrica project, which focuses on waste management in general in Sub-Saharan Africa. At the regional level, MQ signed the "Central Region Circular Economy Pact", an initiative of the "Central Region Coordination and Development Commission," a Portuguese public institute with special status that is part of the State's indirect administration. Under this pact, which includes a total of 202 public and private organizations, the educational materials developed through the GROW project will be disseminated, enabling their implementation in vocational education institutions throughout the region. The GROW project will be included in the Sustainability Projects Hub (S/HUB), an aggregator of sustainability-focused projects that address the Sustainable Development Goals (SDGs) and ESG (Environmental, Social, and Governance) themes, developed by individual organizations or partnerships at the national, European, or international (including non-EU countries) level, ensuring wide dissemination of the project (https://www.s-hub.org). MQ is a member of INNOTECS – International Network of Technical Schools, where technical education professionals share ideas, address future challenges, and contribute to the advancement of technical education on a global scale. At the annual members' conference, which is also open to non-members, projects, their objectives, and the results achieved are presented, thereby contributing to their international visibility—an opportunity that MQ will take advantage of, to widely promote the GROW project.
AREA	AREA leads WP5 (Communication, Dissemination & Replication), ensuring strong private sector engagement and project visibility to maximise outreach, and impact of the project's objectives and results. AREA was involved in another Erasmus+ project, GreenVETAfrica, which has a shared purpose with GROW in on waste management implemented Africa. This experience provides AREA with the opportunity to capitalise on established networks, and apply proven dissemination strategies within the framework of GROW. GROW training materials will be published on the Smart Step eLearning Platform (managed by AREA). As with other Erasmus plus projects like GreenVETAfrica and

	CircuwasteVET, AREA will promote the project to members of the platform through social media, newsletter, and forum posts (the platform currently counts over 2,000 members). Building on this accumulated expertise, AREA will contribute to great impact, and added value with Erasmus+ priorities in digitalisation and green innovation in VET.
MUNDUS	MUNDUS will contribute to GROW's communication and dissemination strategy through its strong experience in Erasmus+ KA2 and CBVET projects, its consolidated digital presence, and its extensive network of education, business and institutional stakeholders in Europe and Africa. Since 2022, MUNDUS has been involved in numerous Erasmus+ CBVET projects and has developed a strong action line in Africa, building on its role as coordinator of SAAM, the first European Commission pilot project on VET mobility between Africa and Europe. This experience gives MUNDUS a solid basis to disseminate GROW among relevant VET providers, public authorities, companies, NGOs and international cooperation actors. MUNDUS will promote GROW through its website, social media channels and mailing database, sharing project news, activities, training opportunities, results and success stories. It will also use its local and regional networks in Zaragoza, as well as its participation in European VET networks such as EfVET and EVBB, to present the project in events, meetings, webinars and professional forums. The communication actions will focus on raising awareness about sustainable construction and demolition waste management, green and digital skills, circular economy and the role of TVET institutions in Nigeria and Mozambique. MUNDUS will help adapt messages to different audiences, including teachers, students, training centres, companies, policymakers and environmental stakeholders. Through this approach, MUNDUS will support the visibility, transferability and long-term impact of GROW, ensuring that the project's results reach both the local ecosystems involved and wider European and African VET communities.
UNIVERSIDADE ZAMBEZE	The Zambeze University, as a Public Higher Education Institution in Mozambique, prioritizes advanced training, research, extension, and university innovation through the transfer of technology to the communities in which it operates, and vice versa. Zambeze University has been involved in another EU co-funded project, the Circular Innovation project, in which the Business Incubator unit of Zambeze University benefited from a Digital Platform that provides information, news, opportunities, short online courses, and includes a university entrepreneurial and business ecosystem. Through this Digital Platform, Zambeze University will promote the activities, events, and results of the GROW project, as well as through the social media channels of the Zambeze University Business Incubator (LinkedIn, X, Facebook, WhatsApp, and Instagram). This communication strategy for the GROW project at Zambeze University will contribute to wide dissemination and impact among the target audience (lecturers, researchers, students, members of the academic community, and the general public), aligned with the Erasmus+ priorities on digitalization and green innovation in education and vocational training.
LAWMA	LAWMA as the sole Agency of Lagos State Government with the mandate for Solid Waste Management will leverage on her expertise and influence as a regulator to engage stakeholders on the GROW project and its resultant impacts on the construction waste management value chain. We will also replicate the publicity given to other EU projects like GreenVETAfrica and the CE-W2W projects via our social media platforms, blogs, news media, local radio and television stations and newsletter to ensure the project enjoys widespread publicity and dissemination of project activities and outcomes/benefits
APODISSI	Building on its position as a vocational training institution with expertise in construction skills development, APO will implements a comprehensive communication strategy focused on bridging the gap between high-level

	vocational training and the needs of construction and demolition waste management industries. APO will develop a dedicated project page within its official website, designed to serve as a seamless gateway linked directly to the main GROW project website and the centralised training platform to ensure maximum accessibility for students and youth interested in waste management skills development
DON BOSCO	As a beneficiary and leader of WP4 (Piloting the Construction Waste Management VET Programme), ISDB plays a central role in the practical implementation and evaluation of the project's training activities. ISDB will use its institutional social media channels particularly LinkedIn and Facebook to promote project activities, events, and results, reaching students, academic community members, and industry stakeholders. The institution's official website will also be used to publish news, events, and project outputs. Physical communication materials such as banners and roll-ups will be produced and displayed during project activities and events to raise awareness and visibility of GROW. Additionally, ISDB will leverage its Environmental Club, which shares the same sustainability objectives as the project, to further promote Construction and Demolition Waste (CDW) management awareness within the academic community and beyond.

2.5. TIMELINE AND KEY DISSEMINATION ACTIVITIES

To ensure that dissemination activities are closely aligned with the implementation of the project, the communication approach is structured around the main project outputs and work packages. This allows for a more targeted and timely dissemination of results, ensuring that each key output reaches the relevant stakeholders through appropriate channels.

In particular, dissemination activities are designed to support the visibility and uptake of key project results, including the skills gap analysis, curriculum development, Train-the-Trainers (ToT) programme, and pilot training activities.

The table below provides an overview of how dissemination activities are linked to these core outputs, including timing, target audiences, communication channels, and objectives.

TABLE 4: DISSEMINATION STRATEGY LINKED TO PROJECT OUTPUTS

Project Output / Activity	WP/Task	Dissemination Objective	Target Audience	Channels & Tools	Timing
Project Launch & Awareness Raising	WP1 / WP5 (T5.1)	Introduce the project, its objectives, the consortium, and expected impact; ensure visibility of EU funding	General public, stakeholders, TVET institutions, industry, policymakers	Project website, social media (LinkedIn, X, YouTube), press releases, newsletters	M1–M3
Stakeholder Engagement & Skills Gap Analysis	WP2 (T2.1, T2.2, T2.3)	Engage stakeholders and share initial findings on skills gaps, labour market needs, and CDW challenges; support co-creation of solutions	TVET institutions, industry, policymakers, sector organisations	Workshops (E2.1, E2.2), reports, Smart Step platform, website, newsletters	M2–M6
Promotion of Curriculum Development & Training Offer	WP3 (T3.2, T3.3)	Communicate the development of the curriculum and training structure; raise awareness among institutions and stakeholders	TVET institutions, trainers, curriculum developers, policymakers	Website, social media, newsletters, stakeholder networks	M6–M10
Train-the-Trainers Programme (ToT) Delivery	WP3 (T3.4, T3.5)	Disseminate training activities for educators; promote	Trainers, TVET institutions, education stakeholders	Smart Step platform, webinars,	M8–M13

		capacity building and inclusive teaching approaches		workshops, social media	
Student Recruitment Campaign	WP4 (T4.2)	Promote training opportunities and attract participants; ensure gender and social inclusion targets are met (e.g. minimum 30% female participation)	Learners (youth, unemployed, workers), local communities, TVET institutions, employment networks	Social media campaigns, website, local outreach, TVET centres, community organisations, local media	M10–M13
Pilot Training Implementation	WP4 (T4.3)	Communicate the launch and implementation of training activities; maintain engagement and visibility of the programme	Learners, TVET institutions, stakeholders	Website, social media, Smart Step platform, multimedia content	M13–M20
On-the-Job Experience & Industry Engagement	WP4 (T4.4)	Showcase practical training, industry collaboration, and real-world application of skills	Industry, learners, TVET institutions, policymakers	Social media, video content, stakeholder events	M14–M22
Job Fairs & Graduation Events	WP4 (E4.1, E4.2)	Increase visibility of learners, support employability, and engage employers and media	Industry, policymakers, general public, learners	Events, media coverage, website, social media	M20–M24
Results Dissemination & Impact Promotion	WP5 (T5.1, T5.3, T5.4)	Share project results, success stories, and lessons learned; promote uptake and replication	Policymakers, TVET institutions, industry, networks	Website, newsletters, policy briefs, events, stakeholder networks	M18–M24

3. EVALUATION CRITERIA (KPIs)

To ensure smooth and efficient internal communication among consortium partners, the GROW project has established a structured set of tools and procedures to facilitate coordination, information sharing, and reporting through a D&C reporting template (see Appendix 1)

A set of Key Performance Indicators (KPIs) and milestones are defined to monitor and evaluate the effectiveness of dissemination and communication activities throughout the GROW project.

These indicators are aligned with the project's objectives and will be periodically reviewed and adjusted if necessary to ensure their relevance and practicality.

TABLE 5: MILESTONE

Milestone Number	Milestone Name	Means of Verification	Due Date	Status
MS5	Launch of Communication & Dissemination Strategy	Website online	M04	Achieved

TABLE 6: KEY PERFORMANCE INDICATORS

Activity/Channel	Indicator	Target (at M24)	Status at M04
Website	Number of unique visitors per year	>3,000 per year	96
Social Media	Number of followers on X and LinkedIn	>1,000 total	80
Promotional Materials	Flyer/leaflet/brochures	4/ 1/ 10	3
	Roll-up	1	1
	Videos	10	1
News Items / Press Releases	Number of published news items (total)	16	14
e-Newsletter	Number of e-newsletters sent out	4	NA
Event Attendance (including online events)	Number of attended events	6	NA
Event Organisation	Number of organised events	4	2

These KPIs will be monitored regularly and reported within project deliverables and Project Progress Reports to assess progress and guide adjustments to the dissemination strategy.

TABLE 7: LIST OF DELIVERABLES

Deliverable No.	Title	Lead Partner	Due Date	Status
-----------------	-------	--------------	----------	--------

D5.1	Dissemination and Communication strategy	AREA	M04	Current Document
D5.5	Dissemination and Communication Progress Report	AREA	M13	Planned
D5.3	Stakeholder Feedback & Exchange Report	AREA	M22	Planned
D5.4	Dissemination and Communication Report	AREA	M24	Planned

4. EXPLOITATION

The sustainability and long-term impact of the project will be ensured through GROW's diverse consortium which brings together both public (e.g. LAWMA) and private sector stakeholders (MQ, AREA), VET (e.g. APO & ISDB), not for profit organisation active in VET across Africa (MUNDUS) and higher-education (e.g. UNIZAM) providers. A structured strategy that involves all partners actively supporting and maintaining key project components for at least two years after the EU funding ends. Each partner has committed to disseminating, maintaining, and replicating project results in their respective networks and institutions to ensure lasting benefits for students, educators, and industry professionals. This extensive network will not only support the continued use of GROW outcomes but will also create opportunities for scale-up, replication, and further funding.

This multi-stakeholders engagement reinforces institutional integration, impact and dissemination of the initiative, facilitating long term ownership.

- The direct participation of APO and ISDB at the core of the pilot training ensures that knowledge transfer and skills development is embedded within the TVET system, empowering local actors to sustain and expand the training beyond the project's duration. Exposure to the GROW model will enable these institutions to replicate best practices across other VET centers in each country. Furthermore, Zambeze University Business Incubator further enhances sustainability by promoting entrepreneurial skills and ideas through capacity building, mentoring, and close follow-up. Studies show that, in the long run, those who receive support in developing their business ideas are more likely to mentor and assist new entrepreneurs once their businesses are set up and fully running. This not only ensures a dynamic entrepreneurial landscape but also fosters the expansion of activities in the green sector.
- The engagement of LAWMA, a public entity of the Federal Republic of Nigeria and the Zambeze University, a research institution in Mozambique, enhances sustainability by reinforcing institutional networking and policy alignment. Their involvement increases the likelihood of government support, integration into national policies and strategies, and curricula reform. The institutional backing ensures that the impact of GROW extends beyond the pilot phase, influencing policy frameworks and educational reforms as well as positively impacting the inclusion of innovative modules in the National Skills Qualification Framework of Nigeria and Mozambique. i.e. National Business and Technical Examinations Board (NABTEB) and Autoridade Nacional de Educação Profissional (ANEP), in order to guarantee the smooth accreditation of GROW modules into the NSQF.
- AREA will strength dissemination and impact assessment efforts ensuring that key stakeholders, including policymakers, industry leaders, and educational institutions, are engaged in the process. Through knowledge-sharing, partnerships, and advocacy efforts. GROW will disseminate results to key stakeholders and ensure visibility and engagement across diverse platforms thus creating lasting networks that support the continued evolution and adoption of CDW training programs in Africa. The project will also gain visibility through participation in major European events, such as Ecomondo in Rimini, Italy, (an international event focused on green economy, where AREA and LAWMA presented GreenVETAfrica in 2024)
- MQ will integrate GROW into its sustainability HUB an aggregator of sustainability oriented project - from the outset fostering collaborative work in circular economy - <https://www.s-hub.org/>
- MUNDUS with a wealth of experience in Erasmus+ programme and with an established network of VET providers across Africa will foster public-private partnerships (PPP) and cross border collaborations across Europe and Africa to improve GROW training model adoption.

To further ensure long-term sustainability and scalability of the initiative, GROW will also rely on a "Planning for Exit" strategy based on "proximity support" including:

- steadily promoting GROW after the closing of the project by maintaining updates and open the project website (2years);
- making GROW's learning modules and materials publicly accessible on existing eLearning platforms (such as Smart Step, Mastercard Foundation Baobab Platform)

5. CONCLUSION

As described in this deliverable, the first four months of the project have been already very productive, as the WP5 leader (AREA) with the support of the other partners has set-up the processes and tools to drive the communication activities across several tools and channels. GROW's multicultural and multidisciplinary team offers a variety of ideas and starting points to be exploited in the communication activities. Most of the communication activities are still surging internally and will be enriched in the upcoming months thanks to the active participation of the whole Consortium.

Through visuals and utilising the GROW website, social media platforms, interviews with stakeholders in Nigeria and Mozambique, forming stakeholder partnerships through workshop and providing accessible resources, the project has effectively set a baseline to create awareness and foster collaboration across construction and demolition waste management industry.

Therefore, the goal of the GROW Communication and Dissemination Plan is to ensure that:

- All outreach and dissemination activities related to waste value chain in industries, and digital and green innovation are implemented in line with the established communication guidelines and within the agreed timeline;
- All project messages remain coherent, technically accurate, and aligned with the objectives of supporting TVET systems through CDW management.
- All consortium partners actively contribute to promoting GROW project especially ISDB and APO, its training programmes, pilot activities, and key results across their institutional, industrial, and policy networks.

This coordinated approach ensures consistency, visibility, and continuation of the project's impact. The Risk and quality Report due at M22, will provide more details on the progress of the Communication and Dissemination Plan, achieved KPIs, attended and organised events, and the overall effectiveness of the project's online presence.

6.APPENDIX 1



AGENDA

THEME: THE GREEN WASTE CONSTRUCTION AND RECYCLING VOCATIONAL TRAINING (GROW) PROJECT WORKSHOP ON SKILL NEEDS ASSESSMENT

VENUE: LCCI Conference and Exhibition Center, Alausa

DATE: 14th April, 2026

TIME: 9:00am-2:00pm

TIME	ACTIVITIES
9:00-9:30 am	Arrivals and Registration
9:30-9:40 am	Opening Remarks
9:40 - 9:50 am	Welcome Address: MD, LAWMA
9:50-10:20am	Goodwill messages i. Mínimos Cuadrados (MQ), Project Coordinator ii. Association of Waste Managers of Nigeria (AWAMN) iii. Construction Sector iv. Private Sector (WASTECARE)
10:20-10:35am	Overview of the GROW Project, LAWMA
10:35-10:50am	Presentation: Construction and Demolition Waste Management in Lagos: HOD CDDW, LAWMA
10:50-11:00am	Group Pictures
11:00-11:30am	Tea Break
11:30-11:50am	Partner's Presentations i. AREA ii. APODISSI
11:50-12:00pm	Presentation by Honey Treat Trade Academy: <i>Role of TVET in skills development for effective construction waste management</i>
12:00-12:10pm	Questionnaire Administration
12:10-12:25pm	Presentation by construction industry - Suacasa: <i>Overview of modern construction and skill Needs</i>
12:25-1:15pm	Break Out session: Skill need assessment in the Construction Waste Sector Group 1: Industries Group 2: Regulators Group 3: Artisans and Waste Workers
1:15 - 1:30pm	Group Presentations
1:30 - 1:40pm	Recap and Feed backs from participants
1:40 - 1:50	Networking
1:50 - 2:00pm	Closing

FIGURE 22: STAKEHOLDER WORKSHOP AGENDA, LAGOS



UNIVERSIDADE ZAMBEZE
INCUBADORA DE NEGÓCIOS DA UNIVERSIDADE ZAMBEZE

Project GROW – 101242207

Agenda

Workshop of Value chain of construction waste and assessment of technical skills needs

Date: 24/04/2026 | Location: Amphitheater B and Zoom meet | Time: 09:00 AM – 01:40 PM

Time	Activities	Participants
09:00 – 09:05 AM	Arrivals and Registration	Protocol
09:05 – 09:10 AM	Entrance of the Presidium Members	Protocol
09:10 – 09:20 AM	Welcome note, program presentation, organizers and objectives.	General Coordinator - Eng. Feleciano Luís Januário
09:20 – 09:30 AM	Project GROW presentation	Mínimos Quadrados (MQ), Project GROW Coordination – Isabel Gonçalves
09:30 – 10:30 AM	Analysis of the value chain of construction waste	Doctor Belchior José Manuel e Master Eng. Eulávio Romão Bernardo
10:30 – 11:00 AM	Coffee break & <i>Networking</i>	All
11:00 – 12:00 PM	Assessment of technical skills needs	Doctor Belchior José Manuel e Master Eng. Eulávio Romão Bernardo
12:00 – 12:05 PM	Final Remarks and Acknowledgements	MC
12:05 – 12:10 PM	Family Pictures	All
12:10 – 12:40 PM	Lunch and Closing	All

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FIGURE 23: STAKEHOLDER WORKSHOP AGENDA BEIRA