1st Dissemination Report

Reporting Period: October 2025 – March 2026 (M1-M6)

CARE + CONNECT

WP 4: Dissemination & Sustainability

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1. INTRODUCTION

The present ***1st Dissemination Report*** provides an overview of the dissemination activities implemented within the "***CARE+CONNECT: Delivering Mental Health Supports in Higher Education Institutions across Europe"*** project during the first six months of its implementation, covering the period October 2025 - March 2026 (M1-M6). The report has been prepared within ***Work Package 4: Dissemination & Sustainability*** and aims to document the progress achieved in promoting the project, increasing its visibility, engaging relevant stakeholders, and supporting the future uptake and exploitation of the project results.

The report is based on the ***CARE+CONNECT Dissemination & Exploitation Strategy***, which defines the project's dissemination objectives, target groups, communication channels, planned dissemination activities, indicators, and monitoring procedures. Accordingly, this report assesses the implementation of the dissemination activities foreseen for the first reporting period and presents the progress made towards achieving the dissemination objectives established at project level.

The reporting process is supported by the ***CARE+CONNECT Dissemination Log***, continuously maintained throughout the project by all consortium partners. The Dissemination Log serves as the primary monitoring tool for collecting quantitative and qualitative evidence regarding dissemination activities, including publications, social media actions, participation in events, press releases, stakeholder engagement, and other communication initiatives implemented at local, national and European levels.

The present report therefore combines the information collected through the Dissemination Log with the dissemination monitoring framework established in the Dissemination Strategy, providing both a quantitative overview of the dissemination performance and a qualitative assessment of the progress achieved during the first reporting period. In addition to documenting the activities carried out, the report identifies key achievements, highlights areas requiring further attention, and formulates recommendations for strengthening dissemination efforts during the next implementation phase (M7-M12). In this way, the report contributes not only to monitoring the implementation of WP4 but also to supporting the continuous

improvement of the project's communication, visibility, stakeholder engagement and long-term sustainability.

2. DISSEMINATION OBJECTIVES

The dissemination activities implemented within the ***CARE+CONNECT*** project are guided by the ***Dissemination & Exploitation Strategy***, which establishes a coherent framework for promoting the project, engaging relevant stakeholders, supporting the uptake of project results and ensuring their long-term sustainability. Dissemination is regarded as a continuous process that accompanies the entire project lifecycle, contributing not only to the visibility of the project but also to the future exploitation and institutional adoption of its outcomes.

During the first reporting period (October 2025 - March 2026), dissemination activities were planned and implemented in line with the strategic objectives defined in the Dissemination Strategy. Particular emphasis was placed on establishing the project's communication infrastructure, creating a coherent visual identity, launching the official dissemination channels, raising awareness among the identified target groups, and building the foundations for sustained stakeholder engagement throughout the project implementation.

The dissemination objectives pursued during this reporting period are summarised below.

Table 1: Dissemination objectives

No.	*Dissemination Objective*
1	Increase the visibility of the CARE+CONNECT project and its activities at local, national and European levels.
2	Raise awareness of the project's objectives, expected results and contribution to improving mental health support in Higher Education Institutions.
3	Engage Higher Education Institutions, students, mental health professionals, policymakers, NGOs and other relevant stakeholders in project activities.
4	Promote collaboration with European networks and initiatives to maximise the project's visibility, impact and future exploitation opportunities.
5	Ensure broad accessibility of project information, dissemination materials and future project results through diverse communication channels.

No.	Dissemination Objective
6	Build a strong foundation for the future exploitation and sustainability of the project's outcomes by establishing lasting relationships with key stakeholders.

The implementation of these objectives during the first six months focused primarily on creating the communication and dissemination infrastructure necessary for the successful promotion of future project results. Consequently, the reporting period concentrated on establishing dissemination tools and channels, producing the first dissemination materials, publishing project news, engaging partner organisations, and initiating regular communication activities across the consortium. These actions represent the first stage of the project's dissemination pathway and create the conditions for progressively expanding the project's visibility and stakeholder engagement during the subsequent implementation phases.

3. DISSEMINATION ACTIVITIES IMPLEMENTED

3.1. Overview

During the first six months of project implementation (October 2025 - March 2026), the CARE+CONNECT consortium focused on establishing the foundations of the project's dissemination and communication ecosystem, in accordance with the Dissemination & Exploitation Strategy. The activities implemented during this period were primarily aimed at creating the communication infrastructure, ensuring a coherent project identity, launching the official dissemination channels, initiating stakeholder engagement and promoting the project among its primary and secondary target groups.

As foreseen in the Dissemination Strategy, dissemination activities were implemented collaboratively by all consortium partners under the coordination of ***UNSTPB-CUPIT***, following the principles of shared responsibility, continuity, flexibility and cost-efficiency. Each partner contributed to promoting the project through its institutional communication channels, professional networks and stakeholder communities, while continuously reporting dissemination activities through the project's Dissemination Log, which served as the main monitoring instrument throughout the reporting period.

During this reporting period, dissemination efforts concentrated on increasing awareness of the project's objectives, establishing communication channels capable of supporting future dissemination campaigns, and preparing the consortium for the promotion of the first project results. Consequently, the activities carried out during M1-M6 focused mainly on project visibility rather than on the dissemination of intellectual outputs, which were still under development.

To facilitate monitoring and analysis, the dissemination activities implemented during the reporting period have been grouped into the following categories:

- Project branding and communication infrastructure;
- Project website and online visibility;
- Social media communication;
- News, articles and press releases;
- Participation in dissemination events;
- Stakeholder engagement and networking.

The following sections present a detailed overview of each dissemination category, together with the evidence collected through the Dissemination Log and an assessment of the progress achieved against the dissemination plan established for the first six months of the project.

In the sections below, we used the following meaning for the status of the dissemination activities:

Status	*Meaning*
☑ Completed	Activity fully completed during the reporting period (delivered according to schedule and approved by the consortium).
🟢 Operational	Tool, platform or system established and functioning continuously
🟢 Ongoing	Activity continues beyond the reporting period
🟡 Partially completed	Activity partially implemented during the reporting period
○ Planned	Activity scheduled for a future reporting period

3.2. Project Branding and Communication Infrastructure

The establishment of a coherent project identity and communication infrastructure represented one of the consortium's first dissemination priorities during the initial implementation phase of the ***CARE+CONNECT*** project. A consistent visual identity

and well-structured communication framework are essential prerequisites for ensuring coherent project visibility, strengthening stakeholder recognition, and facilitating effective dissemination throughout the project's lifetime. Consequently, the activities implemented during the first reporting period focused on creating the fundamental communication assets that would support all subsequent dissemination and exploitation activities.

In accordance with the ***CARE+CONNECT Dissemination & Exploitation Strategy***, the consortium initiated the development of a common project identity through the creation of the project's visual branding elements, communication templates, and dissemination planning documents. These activities established a unified communication approach to be consistently applied by all project partners across local, national and European dissemination initiatives. The adoption of common visual standards contributes not only to improving the project's professional image but also to increasing the recognisability and credibility of all dissemination materials produced during the project implementation.

Particular attention was also devoted to establishing the organisational framework supporting dissemination activities. During this reporting period, dissemination responsibilities were operationalised across the consortium, common reporting procedures were introduced, and the online ***Dissemination Log*** became the central monitoring instrument used by all partners to document dissemination activities in a consistent and comparable manner. This systematic approach enables continuous monitoring of dissemination performance, facilitates evidence-based reporting, and supports the evaluation of progress against the dissemination indicators established in the project strategy.

The communication infrastructure established during the first six months therefore provides the operational foundation upon which all future dissemination activities will be built. By ensuring consistency in project branding, communication practices and dissemination monitoring, the consortium has created the necessary conditions for achieving the project's dissemination objectives during the subsequent implementation phases.

Table 2: Implementation Progress M1-M6: *Project Branding and Communication Infrastructure*

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
Development of the Dissemination & Exploitation Strategy	December 2025 (M3)	✅ Completed	Dissemination & Exploitation Strategy approved and submitted	Delivered according to the project work plan; provides the strategic framework for all dissemination activities.
Development of the project's visual identity (logo and communication templates)	December 2025 (M3)	✅ Completed	Official CARE+CONNECT logo and communication templates (Word & PowerPoint)	Ensures a consistent visual identity across all consortium dissemination materials.
Establishment of the Dissemination Log as the common monitoring tool	October 2025 onwards (M1-M24)	🟢 Operational	Online Dissemination Log accessible to all consortium partners	Used continuously to record and monitor dissemination activities implemented by all partners.
Establishment of common dissemination reporting procedures	October 2025 onwards (M1-M24)	🟢 Completed	Agreed reporting workflow and common reporting format	Supports consistent reporting, monitoring and evidence collection throughout the project lifetime.

Key achievements during the reporting period (M1-M6)

- ✓ A common visual identity was established for the entire consortium.
- ✓ The Dissemination & Exploitation Strategy was successfully completed and adopted.
- ✓ A common dissemination monitoring system (Dissemination Log) became operational.
- ✓ Standardised communication and reporting procedures were introduced across all partner organisations.
- ✓ The communication infrastructure required for the implementation of future dissemination activities was successfully established.

3.3. Project Website and Digital Learning Platform

The official ***CARE+CONNECT project website*** (https://careandconnect.eu/) represents the central communication platform of the project and constitutes one of the consortium's primary dissemination tools. Designed to serve as a comprehensive source of reliable and up-to-date information, the website supports the project's objectives by increasing its visibility, facilitating stakeholder engagement, and ensuring open access to project information and results throughout the implementation period and beyond. According to the Dissemination & Exploitation Strategy, the website will remain available for at least five years after the project's completion, thereby contributing significantly to the long-term sustainability and exploitation of the project's outcomes.

During the first reporting period (M1-M6), considerable efforts were dedicated to establishing the project's online presence through the development and launch of the official website. This initial phase focused on creating the website structure, developing its visual identity in line with the project's branding, preparing multilingual content in cooperation with all consortium partners, and publishing the first project information aimed at introducing the project to its target audiences. The website was conceived not only as an information repository but also as a dynamic communication platform supporting continuous interaction with Higher Education Institutions, students, mental health professionals, policymakers, researchers and other relevant stakeholders.

In accordance with the dissemination strategy, the website provides information about the project's objectives, partnership, work packages, expected results and ongoing activities. As project implementation progresses, it will gradually incorporate the project's intellectual outputs, dissemination materials, news, newsletters, press releases, public deliverables and other resources intended to facilitate the uptake and exploitation of the project's results. In this way, the website functions as the principal gateway to the CARE+CONNECT project, ensuring transparency, accessibility and long-term availability of project information.

Complementing the project website, the ***CARE+CONNECT digital learning platform*** (https://careandconnectplatform.eu/) was also developed during the first reporting period as a dedicated environment for the delivery of the project's educational and

training activities. While the website primarily supports communication, dissemination and public visibility, the digital platform is designed to host the CARE Programme, CONNECT resources, training materials and future learning activities addressed to Higher Education students, staff and other target groups - as they are developed and finalized. Together, the website and the digital platform constitute the project's integrated digital communication and learning ecosystem, supporting both the dissemination of project information and the long-term exploitation of its results.

Both the project website and the digital learning platform contribute to the project's digital visibility and provide valuable evidence for monitoring dissemination performance. Website and platform analytics, including visitor statistics, user engagement and platform usage indicators, will be continuously monitored throughout the project, providing quantitative evidence for assessing the effectiveness, reach and impact of the consortium's dissemination activities.

Table 3: Implementation Progress (M1–M6): *Project Website and Digital Learning Platform*

Planned activity (Dissemination Strategy)	*Planned timing*	*Status*	*Evidence / Output*	*Comments*
Development and launch of the official CARE+CONNECT project website in English	January 2026 (M4)	✅ Completed	Official project website: careandconnect.eu	Implemented according to schedule, providing the consortium with a central communication hub for project information, news and dissemination activities.
Development of multilingual website content	January 2026 (M4)	✅ Completed	Website available in English and partner languages	The multilingual approach increases the accessibility of project information across all participating countries.
Development and launch of the CARE+CONNECT	March 2026 (M6)	🟡 Partially completed	Digital platform: careandconnectplatform.eu	The platform provides access to the CARE

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
digital learning platform				Programme and CONNECT resources, as they are developed and finalized, supporting the implementation of future training activities and the long-term exploitation of project results.
Publication of project information, news and dissemination materials	January 2026 onwards (M4-M24)	Ongoing	Website news, public documents and dissemination resources	Project information is continuously updated throughout the implementation period, ensuring transparency and stakeholder engagement.
Monitoring website and platform performance	January 2026 onwards (M4-M24)	Operational	Website and platform analytics	Continuous monitoring of online performance supports the evaluation of dissemination effectiveness and user engagement.

Key achievements during the reporting period (M1-M6)

- ✓ The official ***CARE+CONNECT project website*** was successfully launched, establishing the project's central online communication hub.
- ✓ The ***CARE+CONNECT digital learning platform*** was developed and became operational, providing the technological infrastructure for future training activities and the delivery of project learning resources.
- ✓ An ***integrated digital communication and learning ecosystem*** was established, combining project visibility, stakeholder engagement and access to educational resources.

- ✓ Multilingual online communication channels were created, ensuring broad accessibility of project information across all participating countries.
- ✓ Website and platform analytics were introduced to support the continuous monitoring of dissemination performance and user engagement.

3.4. Social Media Activities

Social media represented one of the consortium's principal dissemination channels during the first reporting period, supporting the project's objective of establishing an active online presence and promoting continuous engagement with its target audiences. In line with the ***CARE+CONNECT Dissemination & Exploitation Strategy***, social media communication was conceived as a dynamic, cost-effective and accessible dissemination mechanism capable of reaching Higher Education students, academic staff, mental health professionals, researchers, policymakers and the wider public through regular, timely and engaging project-related content.

During the first six months of project implementation (M1-M6), the consortium focused on establishing the official social media presence of the project and initiating a coordinated communication approach across the selected social networking platforms. The official ***Facebook, LinkedIn and Instagram*** pages were launched and progressively populated with project-related content introducing the project's objectives, partnership, expected outcomes and ongoing activities. These communication channels complement the project website by providing more immediate, interactive and audience-oriented communication opportunities, encouraging stakeholder engagement and facilitating the rapid dissemination of project news.

The publication of social media content followed the dissemination principles established in the project strategy, ensuring consistency in visual identity, messaging and branding across all communication channels. Partners actively contributed to content creation and dissemination by sharing project news, promoting consortium activities and extending the project's visibility through their institutional networks. This collaborative approach significantly increased the project's communication capacity while reinforcing the shared responsibility of all partners for achieving the dissemination objectives.

Beyond increasing project visibility, social media also contributed to building an online community around the CARE+CONNECT initiative by encouraging interaction, facilitating the dissemination of project updates, and creating opportunities for future stakeholder participation in project activities. As the project progresses and new results become available, social media will continue to play a central role in promoting project outputs, training opportunities, dissemination events and exploitation activities, while also supporting the continuous monitoring of communication performance through engagement indicators such as reach, impressions, reactions, comments and shares.

Table 4: Implementation Progress (M1-M6): *Social Media Activities*

Planned activity (Dissemination Strategy)	*Planned timing*	*Status*	*Evidence / Output*	*Comments*
Launch of the official CARE+CONNECT Facebook page	January 2026 (M4)	✅ Completed	Official Facebook page	Established according to the dissemination plan, providing the primary social media channel for project communication and stakeholder engagement.
Launch of the official CARE+CONNECT LinkedIn page	January 2026 (M4)	✅ Completed	Official LinkedIn page	Created to engage Higher Education institutions, researchers, professionals and policy stakeholders.
Launch of the official CARE+CONNECT Instagram page	January 2026 (M4)	✅ Completed	Official Instagram page	Established to increase project visibility among students and younger audiences through visual communication

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
Publication of regular social media posts	January 2026 onwards (M4-M24)	Ongoing	Project news, promotional posts and dissemination updates	Social media communication is implemented according to the dissemination calendar and continuously supports project visibility.
Monitoring social media performance	January 2026 onwards (M4-M24)	Operational	Platform analytics (reach, impressions, engagement)	Continuous monitoring provides evidence of dissemination effectiveness and supports future communication planning.

Key achievements during the reporting period (M1-M6)

- ✓ Official ***Facebook, LinkedIn and Instagram*** channels were successfully established for the CARE+CONNECT project.
- ✓ A coordinated and consistent social media communication strategy was initiated across all three platforms.
- ✓ Consortium partners actively contributed to increasing project visibility through their institutional and professional networks.
- ✓ Regular publication of project-related content established the foundations for continuous stakeholder engagement throughout the project.
- ✓ Social media analytics were introduced to support evidence-based monitoring of communication performance and audience engagement.

3.5. News, Articles and Press Releases

News articles, thematic publications and ***press releases*** constituted an important component of the CARE+CONNECT dissemination strategy during the first reporting period. Together, these communication instruments contributed to increasing the project's visibility, informing stakeholders about project developments, promoting

awareness of mental health in Higher Education, and supporting the dissemination of project objectives and expected results across local, national and European contexts. By combining regular project updates with more formal communication materials, the consortium ensured a continuous flow of reliable and accessible information throughout the reporting period.

During M1-M6, communication activities focused primarily on introducing the CARE+CONNECT project, presenting its objectives, partnership and planned activities, and raising awareness of the project's contribution to improving mental health support within Higher Education Institutions. Project news published through institutional websites, the official project website and social media channels ensured regular communication with target audiences, while articles promoted the project's broader themes and relevance within the European Higher Education context. In parallel, official press releases provided coordinated communication milestones, ensuring consistent dissemination of key project developments across all partner countries.

The preparation and dissemination of news, articles and press releases followed a collaborative approach involving all consortium partners. While responsibility for preparing specific dissemination materials was distributed according to the dissemination calendar, all partners actively contributed by translating, adapting and disseminating these materials through their institutional communication channels and professional networks. This collaborative model significantly extended the geographical reach of project communication while ensuring consistency in messaging and visual identity across the consortium.

Beyond informing stakeholders about project progress, these dissemination activities also contributed to strengthening the project's credibility, encouraging stakeholder engagement and establishing the foundations for the future dissemination of project results. As implementation advances and the first educational resources become available, news items, thematic articles and press releases ***will continue to play a central role*** in communicating project achievements, promoting training opportunities and supporting the long-term exploitation and sustainability of CARE+CONNECT outcomes.

Table 5: Implementation Progress (M1-M6): *News, Articles and Press Releases*

Planned activity (Dissemination Strategy)	*Planned timing*	*Status*	*Evidence / Output*	*Comments*
Publication of project-related news on institutional and project communication channels	October 2025 onwards (M1-M24)	🟢 Ongoing	News published on partners' websites and project communication channels	Regular publication of project news ensured continuous visibility and stakeholder awareness throughout the reporting period.
Publication of thematic articles related to the project	October 2025 onwards (M1-M24)	🟢 Ongoing	Articles published by consortium partners	Articles promoted the project's objectives and thematic relevance while extending dissemination through institutional and professional networks.
Press Release #1	January 2026 (M4)	✅ Completed	Official Press Release #1	Published according to the dissemination calendar and disseminated by all consortium partners.
Press Release #2	February 2026 (M5)	✅ Completed	Official Press Release #2	Reinforced project visibility and communicated implementation progress to national and international stakeholders.
Press Release #3	March 2026 (M6)	✅ Completed	Official Press Release #3	Disseminated according to the project communication plan, contributing to the continuous

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
				promotion of the project during the first reporting period.

Key achievements during the reporting period (M1-M6)

- ✓ A continuous flow of project news was established across institutional and project communication channels.
- ✓ Thematic articles contributed to increasing awareness of the project's objectives and the importance of mental health support in Higher Education.
- ✓ The first three official CARE+CONNECT press releases were successfully prepared, translated and disseminated according to the dissemination calendar.
- ✓ Consortium partners actively collaborated in adapting and disseminating communication materials through their institutional and professional networks.
- ✓ News, articles and press releases strengthened the project's visibility, credibility and stakeholder engagement during the first six months of implementation.

3.6. Participation in Events and Project Presentations

Participation in conferences, seminars, institutional meetings, workshops and other dissemination events represents an important component of the ***CARE+CONNECT Dissemination & Exploitation Strategy***, contributing to the direct engagement of target groups and facilitating dialogue with relevant stakeholders. Unlike online dissemination channels, dissemination events provide valuable opportunities for face-to-face interaction, exchange of experiences and the presentation of the project's objectives and expected outcomes to audiences with a direct interest in mental health support and Higher Education.

During the first reporting period (October 2025 - March 2026), the consortium initiated the promotion of the project through a series of presentations, institutional meetings and dissemination events organised at partner level. The activities recorded in the

official Dissemination Log demonstrate that project presentations were primarily delivered within Higher Education environments and research-related contexts, allowing the consortium to introduce the project to academic staff, researchers, university students and other relevant stakeholders. These activities supported the early visibility of the project and created opportunities for future collaboration and stakeholder participation in subsequent project phases.

The dissemination evidence recorded during M1-M6 also illustrates the complementary role of institutional presentations and project events in supporting the consortium's broader communication strategy. While online communication channels ensured continuous visibility, participation in dissemination events enabled direct interaction with target audiences, facilitated discussion on the project's objectives and expected impact, and strengthened institutional awareness of the CARE+CONNECT initiative. As project implementation progresses, the number and diversity of dissemination events are expected to increase, particularly following the availability of the project's educational resources, training programmes and pilot activities.

Several dissemination activities also demonstrated the early integration of the CARE+CONNECT project into university teaching and research environments, supporting the project's long-term sustainability and future institutional uptake.

Table 6: Implementation Progress (M1-M6): *Participation in Events and Project Presentations*

Planned activity (Dissemination Strategy)	*Planned timing*	*Status*	*Evidence / Output*	*Comments*
Participation in external seminars, conferences and networking events	October 2025 - September 2027 (M1-M24)	🟢 Ongoing	Project presentations and dissemination activities recorded in the Dissemination Log	Initial dissemination activities focused on introducing the project to academic, research and professional communities.
Organisation of institutional project presentations	October 2025 onwards (M1-M24)	🟢 Ongoing	Oral presentations delivered by consortium partners	Institutional presentations successfully increased awareness of the project among

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
				Higher Education staff and students.
Presentation of the project within university teaching activities	October 2025 onwards (M1-M24)	Ongoing	Project presented during university courses and academic meetings	The integration of project presentations into educational activities facilitated direct engagement with future project beneficiaries.
Participation in dissemination events organised by partner institutions	October 2025 onwards (M1-M24)	Ongoing	Dissemination activities reported by consortium partners	Event participation supports the progressive expansion of project visibility at local and national levels.

Key achievements during the reporting period (M1-M6)

- ✓ The CARE+CONNECT project was successfully introduced through institutional presentations and dissemination events organised by consortium partners.
- ✓ Dissemination activities reached diverse audiences, including Higher Education staff, researchers, students and other professional stakeholders.
- ✓ Project presentations created early opportunities for stakeholder engagement and promoted awareness of the project's objectives and expected impact.
- ✓ Face-to-face dissemination activities complemented the project's digital communication strategy by facilitating direct interaction with target audiences.
- ✓ The dissemination evidence collected during the reporting period establishes a solid foundation for expanding participation in conferences, workshops and multiplier events during the next implementation phase.

3.7. Stakeholder Engagement and Networking

Stakeholder engagement represents one of the fundamental principles underpinning the ***CARE+CONNECT Dissemination & Exploitation Strategy***, recognising that the long-term success and sustainability of the project depend not only on the

dissemination of information but also on the active involvement of organisations and individuals capable of supporting, promoting and ultimately adopting the project's outcomes. Throughout the project lifecycle, stakeholder engagement is expected to strengthen collaboration among Higher Education Institutions, mental health professionals, students, researchers, policymakers, NGOs and other organisations interested in promoting mental health and well-being in Higher Education.

During the first reporting period (October 2025 - March 2026), stakeholder engagement activities primarily focused on establishing initial connections with the project's target groups and increasing awareness of the CARE+CONNECT initiative within the professional and academic communities represented by the consortium partners. Dissemination activities implemented through institutional presentations, university meetings, social media communication, project websites and professional networks contributed to expanding the project's visibility while fostering dialogue with potential end-users and organisations interested in the project's objectives and future results.

The dissemination evidence collected during the reporting period also demonstrates the important role played by the partners' existing institutional and professional networks. By disseminating project information through their own communication channels and established stakeholder communities, consortium partners significantly extended the project's outreach beyond the immediate project partnership. This collaborative networking approach reflects one of the core principles of the Dissemination Strategy, namely the shared responsibility of all partners for ensuring the effective promotion and future exploitation of the project's outcomes.

Although stakeholder engagement during the first six months concentrated primarily on awareness raising and relationship building, these initial activities established a valuable foundation for future collaboration. As the project advances and its educational resources, training programmes and implementation tools become available, the consortium will progressively strengthen stakeholder involvement through pilot activities, training events, national workshops, multiplier events and other collaborative initiatives designed to facilitate the long-term uptake and sustainability of the CARE+CONNECT results.

Table 7: Implementation Progress (M1-M6): *Stakeholder Engagement and Networking*

Planned activity (Dissemination Strategy)	*Planned timing*	*Status*	*Evidence / Output*	*Comments*
Dissemination of project information through partners' institutional and professional networks	October 2025 - September 2027 (M1-M24)	Ongoing	Dissemination activities reported by consortium partners	Partners actively promoted the project through their institutional communication channels and professional communities.
Engagement of Higher Education stakeholders	October 2025 onwards (M1-M24)	Ongoing	Institutional presentations, university meetings and academic events	Early engagement activities increased awareness of the project among Higher Education staff and students.
Collaboration with Associated Partners and external organisations	October 2025 onwards (M1-M24)	Ongoing	Initial contacts and dissemination through partner networks	Stakeholder engagement activities established the foundations for future collaboration and exploitation of project results.
Expansion of stakeholder database and dissemination contacts	October 2025 onwards (M1-M24)	Ongoing	Dissemination through existing institutional mailing lists and communication channels	Existing partner networks facilitated the progressive expansion of project outreach across participating countries.

Key achievements during the reporting period (M1-M6)

- ✓ Consortium partners actively promoted the CARE+CONNECT project through their institutional and professional networks.

- ✓ Initial stakeholder engagement activities increased awareness of the project among Higher Education institutions, academic staff, students and other relevant audiences.
- ✓ Existing institutional partnerships and professional communities significantly extended the geographical and organisational reach of project dissemination.
- ✓ Early networking activities established the foundations for future collaboration, pilot implementation and exploitation of project results.
- ✓ Stakeholder engagement during M1-M6 strengthened the project's visibility and created favourable conditions for expanding stakeholder participation throughout the subsequent implementation phases.

4. DISSEMINATION PERFORMANCE ASSESSMENT

4.1. Dissemination Performance Dashboard

The dissemination performance of the CARE+CONNECT project during the first reporting period (October 2025 - March 2026) was assessed against the objectives, activities and monitoring indicators established in the ***Dissemination & Exploitation Strategy***. The assessment presented in this chapter provides an overview of the implementation progress achieved during the first six months of the project and highlights the extent to which the planned dissemination actions have been successfully initiated and implemented.

The performance assessment is based on evidence collected through the official ***CARE+CONNECT Dissemination Log***, which served as the consortium's common monitoring instrument throughout the reporting period. Only dissemination activities recorded in the Dissemination Log by the reporting deadline were considered for the present analysis. Consequently, the findings presented in this chapter reflect the dissemination evidence available at the time of reporting and provide a reliable overview of the consortium's documented dissemination performance during M1-M6.

As expected for the initial implementation phase of the project, dissemination efforts primarily focused on establishing the communication infrastructure, launching the project's official dissemination channels, producing the first dissemination materials, initiating stakeholder engagement and ensuring the visibility of the CARE+CONNECT initiative. Consequently, several dissemination targets planned for later implementation stages (e.g., multiplier events, dissemination of project results, large-

scale exploitation activities) had not yet reached their implementation phase during the present reporting period and are therefore expected to be progressively achieved during the subsequent project stages.

The following dashboard summarises the implementation status of the main dissemination components planned for the first six months of the project.

Table 8: Dissemination Performance Dashboard (M1-M6)

Key Performance Indicator (KPI)	*Target (Project Lifetime)*	*Achieved (M1-M6)*	*Progress*
Dissemination & Exploitation Strategy	1	1	✅ 100%
Project visual identity	1	1	✅ 100%
Official project website	1	1	✅ 100%
Digital learning platform	1	1	✅ 100%
Official social media channels	3	3	✅ 100%
Newsletters	4	1	🟢 25% (as planned)
Press Releases	12	3	🟢 25% (as planned)
Official social media posts	36	18	🟢 50% (double what was planned)
Articles published	12	3	🟢 25% (as planned)
Participation in dissemination events	Continuous	44	🟢 Ongoing
Stakeholder engagement activities	Continuous	3	🟢 Ongoing

Overall key findings during the reporting period (M1-M6)

- ✓ All dissemination infrastructure planned for the first implementation phase was successfully established.
- ✓ The project's digital communication ecosystem (website, learning platform and social media channels) became fully operational.

- ✓ The consortium successfully delivered all dissemination milestones scheduled for M1-M6, including the Dissemination Strategy, the first Newsletter and the first three Press Releases.
- ✓ Dissemination activities progressively expanded through institutional communication channels, dissemination events and stakeholder engagement initiatives.
- ✓ The Dissemination Log proved to be an effective monitoring instrument for documenting dissemination activities implemented across the consortium during the reporting period.

4.2. Progress against the Dissemination Plan

Milestone planned for M1-M6	*Status*	*Comments*
Dissemination Strategy	✅ Completed	Delivered in December 2025
Visual identity	✅ Completed	Consortium branding established
Website	✅ Completed	Launched according to plan
Learning platform	✅ Completed	Operational
1 Leaflet	✅ Completed	Distributed
1 Poster	✅ Completed	Distributed
3 Articles	✅ Completed	Distributed
Newsletter #1	✅ Completed	Distributed
Press Release #1	✅ Completed	Distributed
Press Release #2	✅ Completed	Distributed
Press Release #3	✅ Completed	Distributed

5. TARGET GROUPS REACHED

During the first reporting period (October 2025 - March 2026), dissemination activities targeted the primary stakeholder groups identified in the ***CARE+CONNECT Dissemination & Exploitation Strategy***, with particular emphasis on Higher Education Institutions, academic staff, university students, researchers and professionals working in the field of mental health and student well-being. Additional dissemination efforts also reached institutional partners, Associated Partners, policymakers, non-governmental organisations and other organisations with an interest in promoting mental health support within Higher Education. The dissemination activities implemented during M1-M6 contributed to increasing awareness of the project among these target groups and established the foundations

for their continued engagement throughout the subsequent phases of project implementation.

6. GEOGRAPHIC COVERAGE

The dissemination activities reported during the first six months of the CARE+CONNECT project were implemented primarily within the countries represented by the project consortium (Poland, Ireland, Spain, Cyprus, Germany and Romania), ensuring broad geographical coverage across the participating European partner organisations. Through the combined use of institutional communication channels, project websites, social media platforms, dissemination events and professional networks, the project achieved visibility at local, national and European levels. As project implementation progresses, the geographical reach of dissemination activities is expected to expand further through multiplier events, training activities, international conferences and the wider dissemination of the project's educational resources and outcomes.

7. OVERALL ASSESSMENT OF DISSEMINATION PROGRESS

As previuously shown, the analysis presented in this report is based on the dissemination activities planned in the ***CARE+CONNECT Dissemination & Exploitation Strategy*** and the activities recorded by consortium partners in the official CARE+CONNECT Dissemination Log during the reporting period.

The Dissemination Log proved to be an effective monitoring instrument for documenting dissemination activities across the consortium. Further efforts will focus on encouraging the systematic and timely reporting of dissemination evidence by all project partners in order to provide an even more comprehensive overview of the project's dissemination performance during future reporting periods.

The dissemination activities implemented during the first six months of the CARE+CONNECT project demonstrate a successful start to the dissemination process and a solid alignment with the objectives and implementation framework established in the Dissemination & Exploitation Strategy. The reporting period was characterised by the establishment of the project's communication infrastructure, the launch of its principal dissemination channels, the publication of the first

communication materials and the initiation of stakeholder engagement activities. These achievements created the necessary conditions for the effective dissemination of future project results and contributed to building the project's visibility at institutional, national and European levels.

The dissemination evidence recorded during M1-M6 also confirms the value of the Dissemination Log as a common monitoring instrument supporting evidence-based reporting across the consortium. At the same time, the experience gained during the first reporting period highlights the importance of ensuring the systematic and timely reporting of dissemination activities by all partners. Continued collaboration and consistent reporting practices will further strengthen the monitoring process and provide an increasingly comprehensive picture of the project's dissemination performance during future reporting periods.

8. LESSONS LEARNED

The first six months of project implementation provided valuable experience regarding the organisation and monitoring of dissemination activities within an international consortium. The reporting period confirmed the importance of establishing a coherent communication infrastructure at an early stage of the project, supported by common branding, coordinated communication channels and a shared dissemination monitoring system. It also demonstrated that continuous communication among partners is essential for ensuring the timely reporting of dissemination evidence and for maintaining a comprehensive overview of project visibility and stakeholder engagement. These lessons will contribute to further improving the planning, implementation and monitoring of dissemination activities during the next project phases.

9. RECOMMENDATIONS FOR M7-M12

Building upon the progress achieved during the first reporting period, dissemination activities during M7-M12 should focus on expanding both the volume and the diversity of communication actions across the consortium. Particular attention should be given to increasing the regular publication of news and social media content, promoting the project's educational resources as they become available, and strengthening stakeholder engagement through workshops, conferences, training activities and collaboration with Associated Partners.

In parallel, consortium partners are encouraged to ensure the systematic and timely recording of dissemination activities in the official Dissemination Log, thereby supporting comprehensive monitoring and evidence-based reporting. Continued collaboration among partners, together with the effective use of the project website, digital learning platform and institutional communication channels, will further enhance the visibility, impact and long-term sustainability of the CARE+CONNECT project.

10. CONCLUSIONS

The first six months of the CARE+CONNECT project have laid a strong foundation for the effective dissemination and future exploitation of the project's results. Despite representing the initial implementation phase, the consortium successfully established the project's communication infrastructure, launched its principal dissemination channels, initiated stakeholder engagement and implemented the dissemination activities foreseen in the Dissemination & Exploitation Strategy for the reporting period.

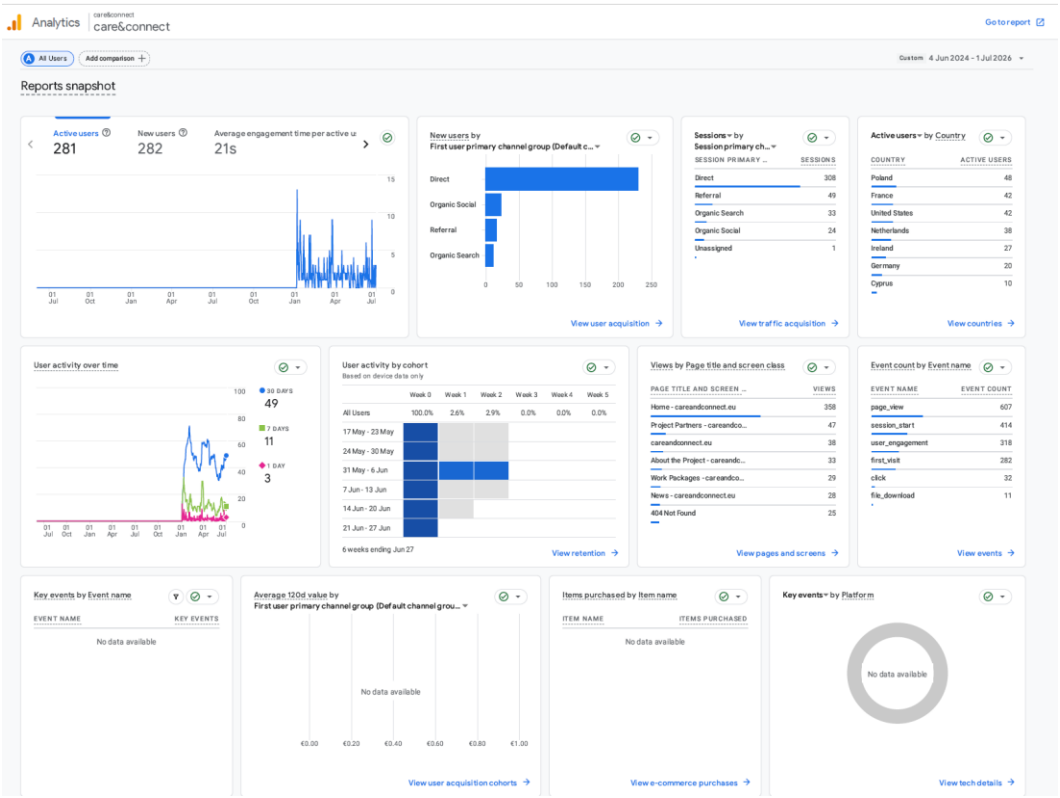
The findings presented in this report demonstrate that dissemination activities have progressed in accordance with the project work plan and have already contributed to increasing the visibility of the CARE+CONNECT initiative among its key target groups. The experience gained during M1-M6 also provides valuable insights for strengthening dissemination monitoring, partner collaboration and stakeholder engagement during the forthcoming implementation phases.

As the project advances and its educational resources, training programmes and implementation tools become available, dissemination efforts are expected to expand considerably in scope and impact. The communication infrastructure and collaborative practices established during the first six months provide a solid basis for achieving the project's long-term dissemination, exploitation and sustainability objectives, ensuring that the CARE+CONNECT results will reach and benefit the Higher Education community across Europe.

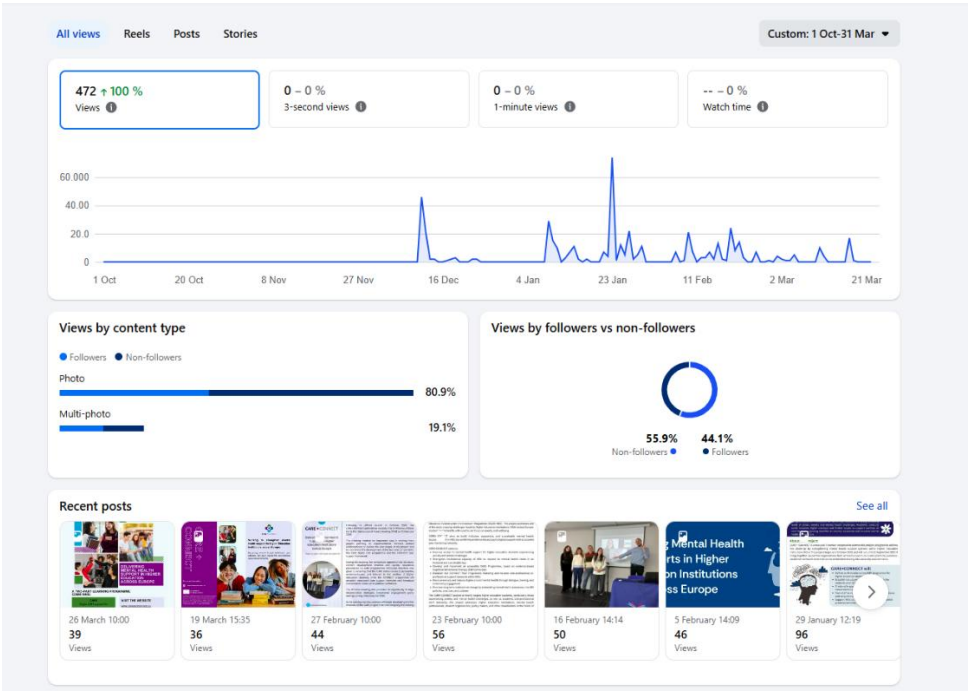
ANNEXES

Analytics about the project's website and social media pages

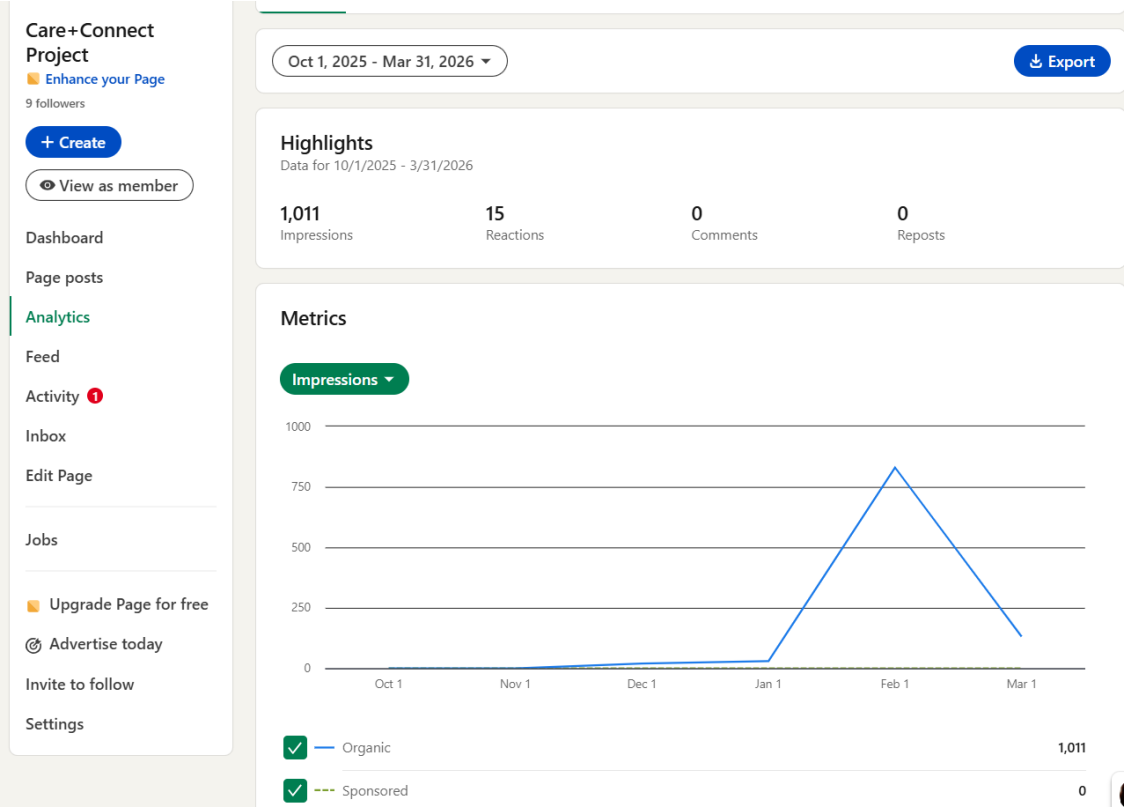
A1: *Care+Conect Website Analytics*



A2: *Care+Connect Facebook & Instagram Analytics*



A3: *Care+Connect LinkedIn Analytics*



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Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them. Project Number: 2025-1-PL01-KA220-HED-000357751