

2nd Dissemination Report

Reporting Period: April 2026 – September 2026 (M7-M12)



CARE + CONNECT

WP 4: Dissemination & Sustainability

Elaborated by: National University of Science and Technology
POLITEHNICA Bucharest – Pitești University Centre (UNSTPB-CUPIT)

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1. INTRODUCTION

The present **2nd Dissemination Report** provides an overview of the dissemination activities registered for the “**CARE+CONNECT: Delivering Mental Health Supports in Higher Education Institutions across Europe**” during April - September 2026 (M7-M12). It follows the structure and monitoring framework of the **1st Dissemination Report** and the **Dissemination & Exploitation Strategy**.

The assessment draws on the consortium’s shared **Dissemination Log** and distinguishes the production of common communication outputs from partners’ individual actions to circulate and promote those outputs. It describes reported activity, reach estimates, implementation status and opportunities for improving subsequent dissemination.

In accordance with the consortium’s reporting approach, all registered activities are considered, including records with incomplete documentation. Entries explicitly dated outside M7-M12 are distinguished from the second-period dataset rather than silently reallocated.

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.

Dissemination during M7-M12 continued to pursue the Strategy’s objectives: increasing awareness of CARE+CONNECT; maintaining accessible, consistent communication; reaching Higher Education students, academic and mental health professionals and other stakeholders; sharing emerging project outputs; and laying foundations for uptake and sustainability.

Table 1: Dissemination objectives

No.	Dissemination Objective	Application during M7-M12
1	Project visibility	Regular online and institutional dissemination
2	Stakeholder awareness	Communication to student, academic, professional and wider audiences
3	Consortium coordination	Partner-level recording in the common Dissemination Log
4	Exploitation readiness	Circulation of project information and preparation for later use of outputs

3. DISSEMINATION ACTIVITIES IMPLEMENTED

3.1. Overview

The inclusive second-period dataset contains 131 registered dissemination activity records: 112 explicitly dated within April - September 2026 and 19 with missing or ambiguous dates. The dataset represents all six partners. It is a count of dissemination actions recorded, not necessarily of distinct communication products.

The following status terminology is maintained from the first report:

Status	Meaning
✓ Completed	Activity or deliverable fully completed during the reporting period
● Operational	Tool/resource, 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

Like for the 1st Dissemination Report, 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 months seven to twelve (M7-M12) of the project.

3.2. Project Branding and Communication Infrastructure

The common visual identity, dissemination strategy and shared monitoring arrangements established in M1-M6 continued to underpin consortium communications during the second period. Partners used their institutional channels to distribute project information in a coordinated framework.

Table 2: Implementation Progress M7-M12: Project Branding and Communication Infrastructure

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Development of the Dissemination & Exploitation Strategy	December 2025 (M3)	● Operational	Approved Dissemination & Exploitation Strategy (M3)	Completed during M1-M6; continues to guide the M7-M12 activities.
Development of the project's visual identity (logo and communication templates)	December 2025 (M3)	● Operational	Official CARE+CONNECT logo and communication templates	Completed in M1-M6; branding remains in use during the second reporting period.
Establishment of the Dissemination Log as the common monitoring tool	October 2025 onwards (M1-M24)	● Operational	Shared partner Dissemination Log; 131 inclusive M7-M12 records	The common monitoring instrument remains operational; some records lack dates or other monitoring details.
Establishment of common dissemination	October 2025 onwards (M1-M24)	● Ongoing	Common reporting framework and consolidated M7-M12 analysis	Procedures established earlier continue to

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
reporting procedures				support the second dissemination report.

Key achievements during the reporting period (M7-M12)

- ✓ The existing visual identity and common communication framework continued to support project visibility.
- ✓ The consortium-wide log enabled consolidation of activities from all six partners.
- ✓ The reporting review identified opportunities to improve consistency of dates, evidence and reach fields.

3.3. Project Website and Digital Learning Platform

The official CARE+CONNECT website (<https://careandconnect.eu/>) and digital learning platform (<https://careandconnectplatform.eu/>) continued to provide the project's common digital infrastructure. The Google Analytics data offer additional evidence of website visibility and interaction. The available export, covering 22 September 2022-19 October 2026 rather than exclusively M7-M12, reports 498 active users, 1,177 page views, 741 sessions and 78 file-download events. Website activity extended across multiple countries, including the consortium countries and wider international audiences. These cumulative indicators demonstrate measurable online activity but should not be interpreted as results achieved exclusively during April-September 2026. Separate platform-user statistics were not provided, however the website analytics also show 3,244 recorded events, including automatically tracked interactions such as page views and session starts.

Table 3: Implementation Progress (M7–M12): Project Website and Digital Learning Platform

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Development and launch of the official CARE+CONNECT	January 2026 (M4)	● Operational	Official project website: https://careandconnect.eu/	Website launched in M1-M6; available as a communicatio

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
project website in English				<i>n channel during M7-M12.</i>
Development of multilingual website content	January 2026 (M4)	● Operational	Multilingual project website established in M1-M6	Multilingual availability was reported in the first period; it was not envisaged that new language-release count to be claimed here, <i>but partner languages have been maintained functional M7-M12.</i>
Development and launch of the CARE+CONNECT digital learning platform	March 2026 (M6)	● Operational	Digital learning platform: https://careandconnectplatform.eu/	Platform infrastructure was established earlier; availability does not imply completion of all educational content.
Publication of project information, news and dissemination materials	January 2026 onwards (M4-M24)	● Ongoing	Project and partner website news and dissemination entries	Project communication continues; the log is not a complete website-publication register.
Monitoring website and platform performance	January 2026 onwards (M4-M24)	● Partially completed	Google Analytics reports: website users, page views, sessions and download events; separate platform analytics not supplied.	Website performance is documented through cumulative analytics covering a broader period than M7-M12; period-specific figures and separate learning-platform usage

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
				statistics remain unavailable.

Key achievements during the reporting period (M7-M12)

- ✓ The project website and digital learning platform remained part of the communication infrastructure.
- ✓ The supplied Google Analytics reports provide evidence of website traffic, user activity and resource downloads. As the available export covers a broader period than M7-M12, its cumulative figures are presented separately from reporting-period dissemination totals.
- ✓ Available dissemination records do not establish verified visitor or platform-user totals; the checks are acquired through analytics provided separately by the partner in charge.

3.4. Social Media Activities

Social media remained a prominent dissemination channel during M7-M12, with 68 social-media-related actions identified in the partners' Dissemination Log. These records reflect publication and sharing activities and are distinct from the performance indicators of the project's official social media accounts.

The provided analytics confirm measurable online visibility and engagement during 1 April - 30 September 2026. The combined Facebook and Instagram report records 1,178 content views, representing a 150% increase compared with the platform's reference period. Notably, 69.2% of views originated from non-followers, indicating visibility beyond the accounts' established audience. On LinkedIn, the project recorded 674 impressions and 39 reactions, corresponding to increases of 10.3% and 160%, respectively, compared with the reference period. These results complement the dissemination activity records by providing evidence of digital exposure and interaction, although views and impressions should not be equated with unique individuals reached.

Overall status: ● Ongoing

Digital communication and redistribution of project news continued throughout the reporting period.

Table 4: Implementation Progress (M7-M12): Social Media Activities

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Launch of the official CARE+CONNECT Facebook page	January 2026 (M4)	● Operational	Official CARE+CONNECT Facebook page	Channel established in M1-M6 and remains part of the dissemination infrastructure
Launch of the official CARE+CONNECT LinkedIn page	January 2026 (M4)	● Operational	Official CARE+CONNECT LinkedIn page	Channel established in M1-M6 and remains part of the dissemination infrastructure
Launch of the official CARE+CONNECT Instagram page	January 2026 (M4)	● Operational	Official CARE+CONNECT Instagram page	Channel established in M1-M6 and remains part of the dissemination infrastructure
Publication of regular social media posts	January 2026 onwards (M4-M24)	● Ongoing	68 classified social-media dissemination records	Partner shares/reposts are dissemination actions; they are not equivalent to distinct official project posts.
Social media banners for FB, Instagram, LinkedIn	May 2026 (M8)	● Operational	Care+Connect Facebook Banner Care+Connect Instagram Banner Care+Connect LinkedIn Banner	Published according to the dissemination calendar and disseminated by all consortium partners.
Monitoring social media performance	January 2026 onwards (M4-M24)	● Ongoing	Meta and LinkedIn analytics for April - September 2026: content views,	Official-channel performance is documented separately from the 68 partner-level

Planned activity (Dissemination Strategy)	Planned timing	Status	Evidence / Output	Comments
			impressions, reactions and audience composition.	social media dissemination actions. Continued monitoring is recommended.

Key achievements during the reporting period (M7-M212)

- ✓ Social media formed the largest classified category of dissemination actions.
- ✓ Official social media analytics documented 1,178 Facebook/Instagram content views, with 69.2% generated by non-followers, alongside 674 LinkedIn impressions and 39 reactions during M7-M12.
- ✓ A distinction was maintained between partner-level sharing and original official posts.

3.5. News, Articles and Press Releases

The preliminary activity classification identifies 45 news/publication-related records. Such entries may include repeated dissemination of the same consortium material through different partner channels. By M12, numbered outputs documented in the reporting evidence included Newsletter #2, Press Release #6 and Article #5; the corresponding cumulative output counts are presented separately in Section 4.2.

Overall status:

1. ● Ongoing - scheduled communication products were developed and circulated;
2. Individual issued products are considered completed (✓).

Table 5: Implementation Progress (M7-M12): 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	Project news distributed through institutional and online channels	Dissemination actions recorded by partners; individual products may be redistributed.

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Publication of thematic articles related to the project	October 2025 onwards (M1-M24)	● Ongoing	5 project-specific articles reported M7-M12	Articles present project progress and achievements; assures increased visibility.
Press Releases #4	May (M8)	✓ Completed	Official Press Release #4	Distinct outputs reported by M12; distribution actions are counted separately.
Press Releases #5	July (M10)	✓ Completed	Official Press Release #5	Contributed to the continuous promotion of the project during the second reporting period.
Brochure	June (M9)	✓ Completed	Project brochure	Published and disseminated by all consortium partners.
Press Releases #6	Sept (M12)	✓ Completed	Official Press Release #6	Published according to the dissemination calendar and disseminated by all consortium partners.
Project Newsletter #2	Sept (M12)	✓ Completed	Second project newsletter	Published according to the dissemination calendar and disseminated by all consortium partners.

Key achievements during the reporting period (M7-M12)

- ✓ The second newsletter, the brochure, social media banners, three new press releases and fifth article were documented during the envisaged period, by the end of M12.
- ✓ Partners continued circulating project information through their communication channels.
- ✓ Product counts and the number of dissemination actions were kept analytically separate.

3.6. Participation in Events and Project Presentations

The preliminary activity classification identifies five event/presentation-related records. These entries indicate that face-to-face or event-based dissemination complemented the consortium's digital channels. Their count should not be treated as a verified census of all project-related stakeholder encounters, as more implemented dissemination actions may be not recorded yet in the log.

Overall Status: ● Ongoing

Partner-level events and presentations supported project visibility.

Table 6: Implementation Progress (M7-M12): Participation in Events and Project Presentations

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Participation in external seminars, conferences and networking events	October 2025 - September 2027 (M1-M24)	● Ongoing	Event/presentation activities recorded in partner logs	Five entries were classified as events or presentations for M7-M12.
Organisation of institutional project presentations	October 2025 onwards (M1-M24)	● Ongoing	Partner reports of institutional project presentations	Activities continue through academic and institutional channels; individual attendee totals may be estimated.
Presentation of the project within university teaching activities	October 2025 onwards (M1-M24)	● Ongoing	Dissemination within university teaching and academic meetings	Partner-level presentations support direct awareness among educational audiences.
Participation in dissemination events organised by partner institutions	October 2025 onwards (M1-M24)	● Ongoing	Partner dissemination records for relevant events	Participation continues; the log does not confirm every contact made during an event.

Key achievements during the reporting period (M7-M12)

- ✓ The recorded presentations and events complemented online communication.

- ✓ Event-based activities offered opportunities for direct contact with relevant audiences.
- ✓ The log does not support a verified count of every stakeholder interaction at events.

3.7. Stakeholder Engagement and Networking

Partners' dissemination addressed educational and professional networks and wider audiences. The reported audience profiles include Higher Education students and staff, educators, mental health professionals and other stakeholders. The log supports a qualitative account of audience diversity, but not a complete, independently verified count of stakeholder relationships established.

Overall status: ● Ongoing

Outreach and network-based dissemination continued.

Table 7: Implementation Progress (M7-M12): Stakeholder Engagement and Networking

<i>Planned activity (Dissemination Strategy)</i>	<i>Planned timing</i>	<i>Status</i>	<i>Evidence / Output</i>	<i>Comments</i>
Dissemination of project information through partners' institutional and professional networks	October 2025 - September 2027 (M1-M24)	● Ongoing	Institutional and professional network dissemination records	All six partners contributed to recorded dissemination in their national contexts.
Engagement of Higher Education stakeholders	October 2025 onwards (M1-M24)	● Ongoing	Partner records referring to HEI and mental-health-related audiences	Audience profiles show relevant target groups.
Collaboration with Associated Partners and external organisations	October 2025 onwards (M1-M24)	● Ongoing	Outreach through partner and associated stakeholder networks	Contacts and network communication support future uptake; no unverified partnership totals are claimed.
Expansion of stakeholder database and dissemination contacts	October 2025 onwards (M1-M24)	● Ongoing	Partner institutional outreach and stakeholder contact records	Stakeholder list growth noticed.

Key achievements during the reporting period (M7-M12)

- ✓ Partners' networks supported communication across six national institutional contexts.
- ✓ Recorded audience profiles reflected the project's relevant educational and professional communities.

4. DISSEMINATION PERFORMANCE ASSESSMENT

4.1. Dissemination Performance Dashboard

Methodological note:

In accordance with the consortium's reporting approach, the present analysis includes all dissemination activities registered by project partners, including entries for which certain monitoring details (such as implementation dates, supporting evidence or audience reach) were not fully documented. Quantitative results therefore reflect the activities and estimates reported in the Dissemination Log, and should be interpreted in light of these documentation characteristics. Entries explicitly dated outside the reporting period have been excluded from the M7-M12 performance figures.

Table 8: Dissemination Performance Dashboard (M7-M12)

<i>Key Performance Indicator (KPI)</i>	<i>M7–M12 reported results</i>
Registered actions (inclusive dataset)	131
Explicitly dated within M7-M12	112
Missing/ambiguous date	19
Consortium partners represented	6
Social media activity records	68
News/publication records	45
Promotional-material records	9
Event/presentation records	5
Website/platform-related records	4
Sum of available estimated reach	7,245

The aggregate reach is the sum of partner-provided estimates and is not a count of unique individuals; types of audiences may overlap (and some entries have no numeric reach value).

4.2. Progress against the Dissemination Plan

Note:

Project-lifetime targets for unique outputs must be evaluated separately from the number of partner dissemination actions. One press release, for example, may generate multiple log entries through translation, reposting and distribution.

<i>Key Performance Indicator (KPI)</i>	<i>Target (Project Lifetime)</i>	<i>Achieved (cumulative by M12)</i>	<i>Progress</i>
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	2	● Ongoing - 50% (as planned)
Press releases	12	6	● Ongoing - 50% (as planned)
Articles	12	5	● Ongoing - 41.7%
Official social media posts	36	86	● Ongoing - 238%
Dissemination actions	Continuous	175	● Ongoing

Overall, the log documents continued use of multiple dissemination channels and identifiable progress in the production and circulation of communication outputs.

5. TARGET GROUPS REACHED

Dissemination continued to address Higher Education students, academic staff, mental health professionals, educators, institutional representatives, stakeholder networks and broader online audiences. Partner profiles indicate a diversity of relevant recipients, although many log entries do not permit exclusive allocation to one audience category.

The sum of available partner-provided audience estimates is 7,245 across the inclusive M7-M12 dataset. This is a reported aggregate exposure estimate, not a verified number of unique people reached. Repeated contacts, overlapping social-media audiences and missing numeric values limit the precision of any audience-level interpretation

6. GEOGRAPHIC COVERAGE

All six consortium countries were represented in the reporting dataset. The country assigned below is the location of the partner responsible for recording the action, not a verified residence or location for every person reached online.

<i>Country</i>	<i>Partner</i>	<i>Registered actions</i>
Poland	SAN	25
Ireland	SRC	19
Spain	UPV	14
Cyprus	IoD	23
Germany	UP	19
Romania	UNSTPB-CUPIT	31
TOTAL		131

The distribution demonstrates contributions from each partner and supports the European dimension of dissemination. Digital channels may have reached beyond the six countries, but the records in the Dissemination Log do not establish precise geographic audience locations.

7. OVERALL ASSESSMENT OF DISSEMINATION PROGRESS

The second reporting period consolidated the dissemination arrangements established during M1-M6. All six partners contributed, online communication remained prominent, and the consortium continued to produce and circulate official communication outputs.

The inclusive dataset contains 131 action records (112 dated within M7-M12 and 19 undated/ambiguous) and an aggregate reported estimated reach of **7,245**. These are measures of recorded dissemination effort and potential exposure, not independent proof of unique reach, learning outcomes or behavioural impact.

The distinction between unique products and partner-level dissemination actions supports a more meaningful assessment of progress against the ***Dissemination & Exploitation Strategy***. The overall evidence supports a positive assessment of sustained dissemination activity, subject to the documented characteristics of the monitoring data.

8. LESSONS LEARNED

- **Digital communication:** regular social media and publication sharing provides a practical mechanism for sustaining visibility.
- **Partner networks:** six institutional contexts broaden opportunities for communication with relevant communities.
- **Repeated distribution:** one common communication product can generate multiple legitimate dissemination actions; the two measures should remain separate.
- **Common monitoring:** a shared log supports consolidation, while consistent completion of dates, evidence and audience fields improves interpretation.
- **Estimated reach:** estimates are useful directional indicators, when possible overlaps and reporting gaps are made explicit.
- **Future targeting:** monitoring can increasingly inform engagement with those most likely to use project resources.

9. RECOMMENDATIONS FOR M13-M18

- Maintain regular communication through official and partner institutional channels.
- Increase attention to emerging CARE+CONNECT results and their practical relevance for Higher Education.
- Strengthen direct engagement with students, university support services and mental health professionals.
- Continue coordinated production of newsletters, press releases and articles, while counting each unique output once.
- Encourage completion of dates, audience descriptions, evidence links and reach estimates whenever available.
- Where audience reach is estimated, record the estimation basis where feasible.
- Connect dissemination activities with prospective uptake, exploitation and sustainability partners.
- Monitor distinct official social media posts separately from partner reposts and other dissemination actions.

10. CONCLUSIONS

The CARE+CONNECT consortium maintained an active dissemination presence during April - September 2026. The inclusive monitoring dataset identifies 131 registered activities across all six partners and a summed estimated audience reach of 7,245, interpreted with appropriate qualifications.

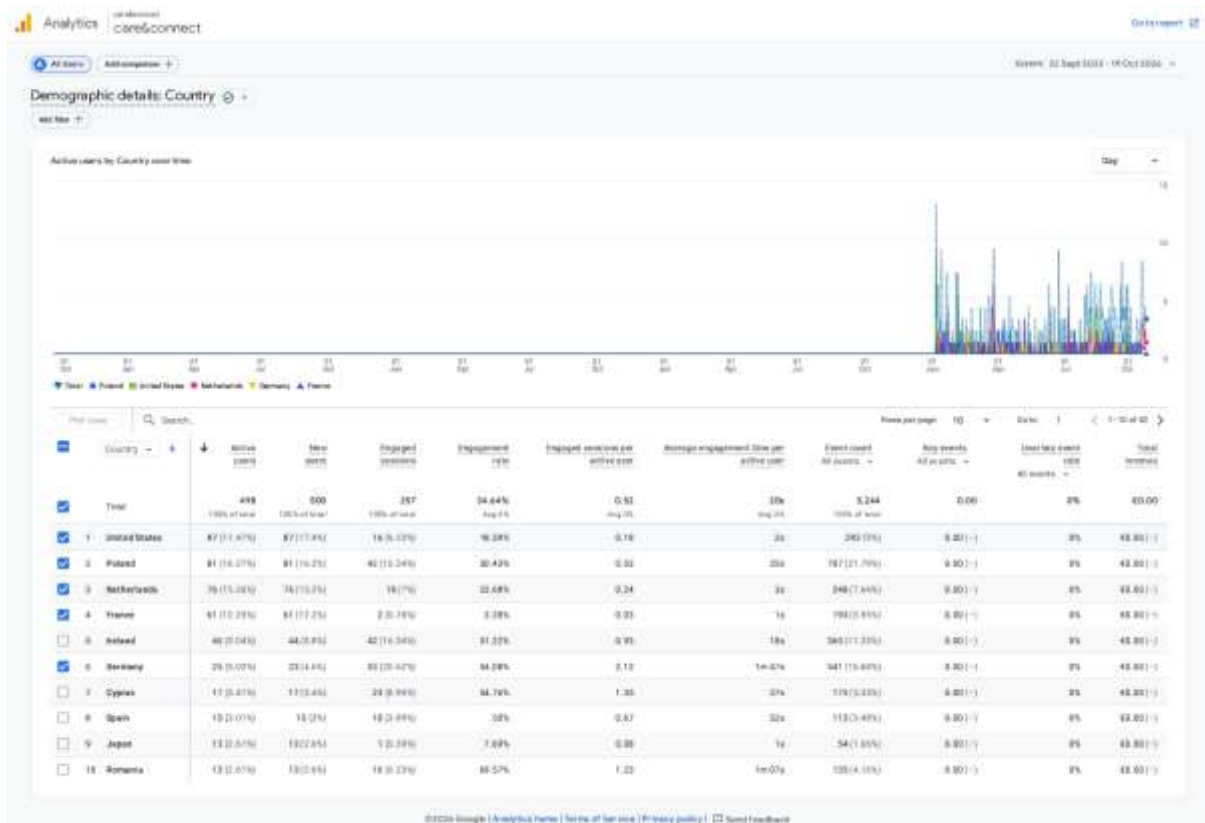
Digital communication, publication sharing and institutional networks supported continued visibility. Numbered communication products also demonstrate progress against selected project-lifetime targets. The reporting framework's strengths and documentation limitations have been presented transparently.

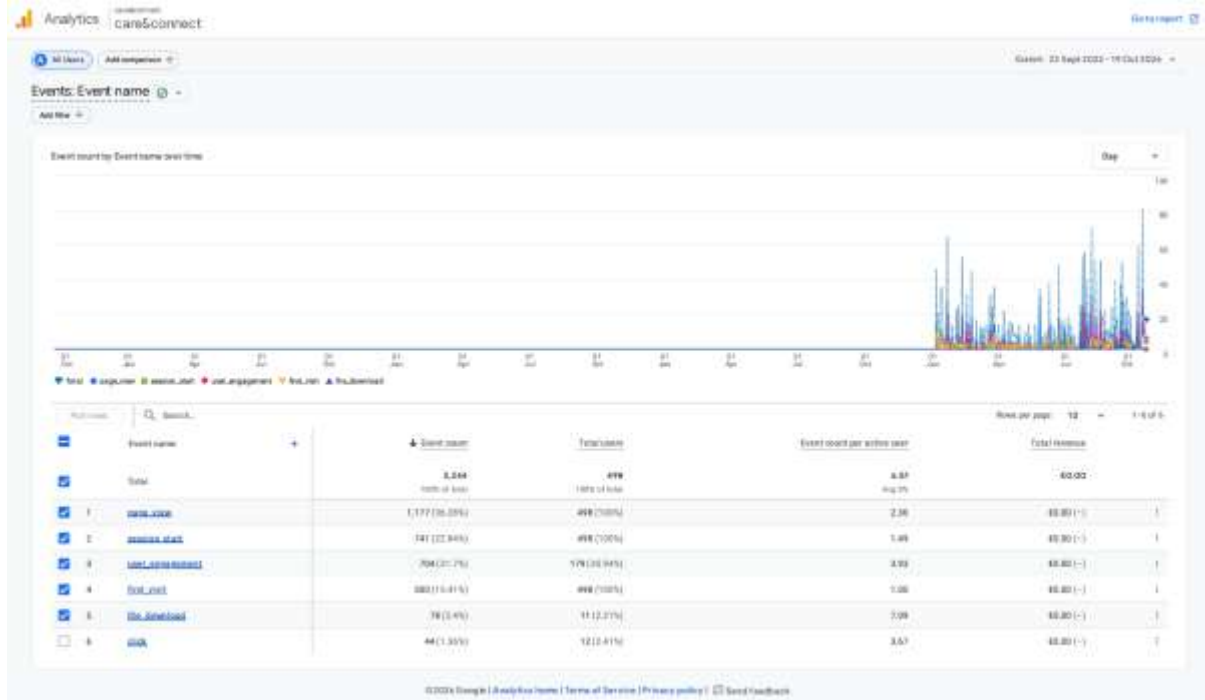
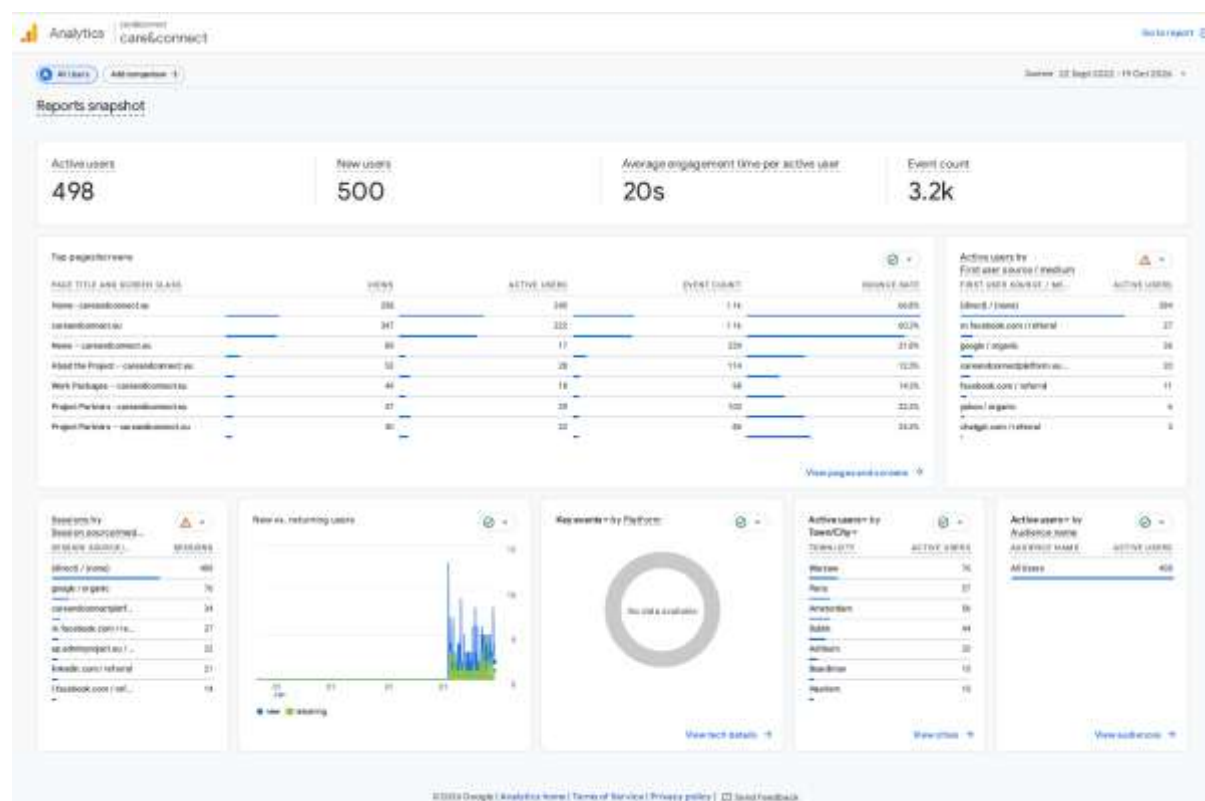
During M13-M18, the consortium can build on this foundation through targeted stakeholder engagement, dissemination of emerging project results and closer links between visibility, uptake and sustainability.

ANNEXES

Analytics about the project's website and social media pages

A1: Care+Conect Website Analytics

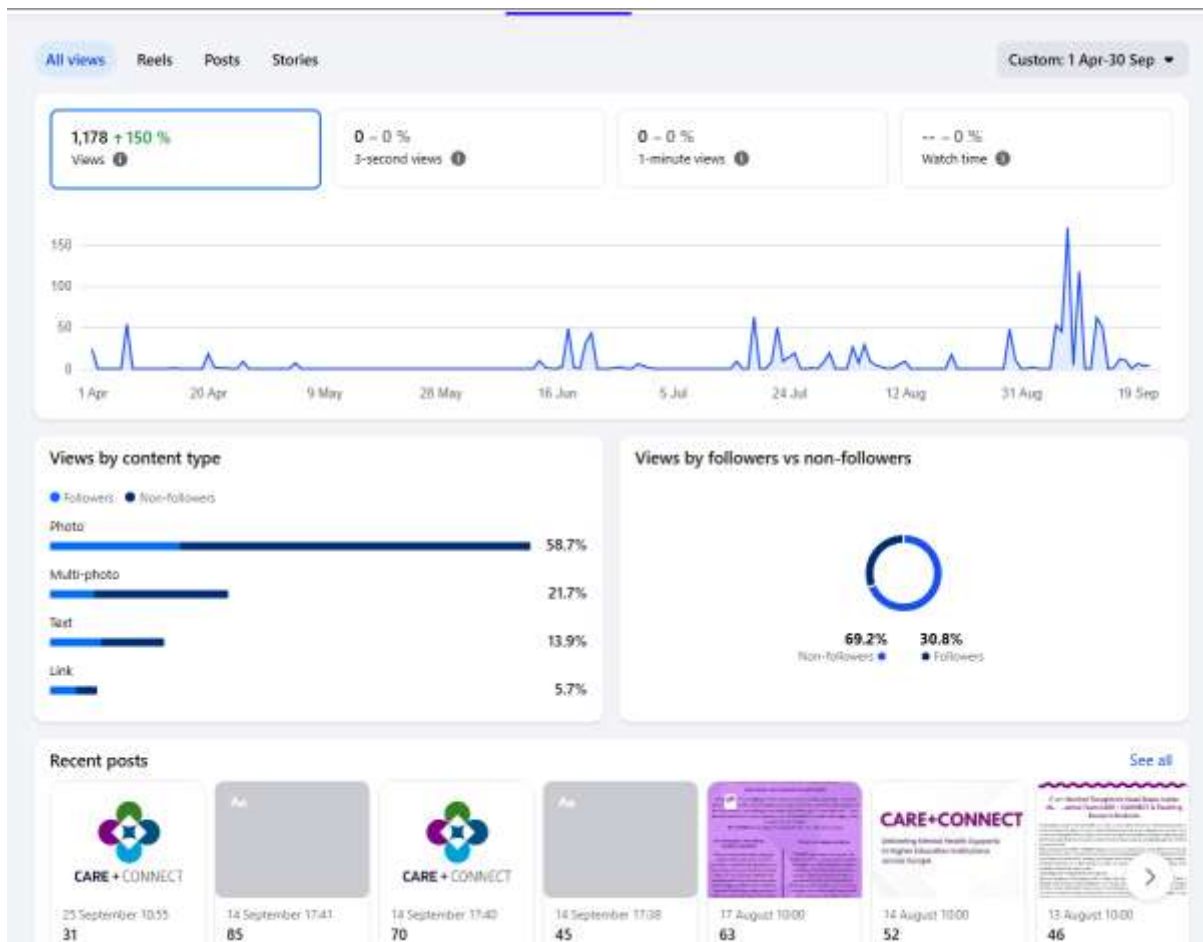




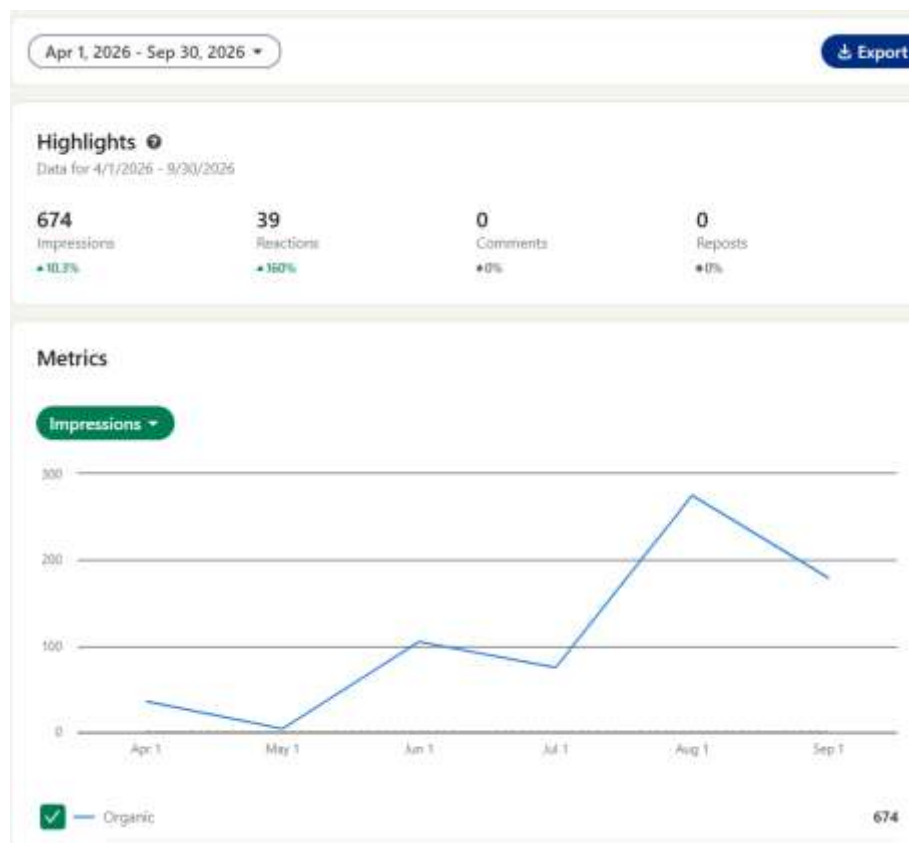
Note:

The Google Analytics exports cover 22 September 2022 - 19 October 2026. The figures presented are cumulative for the selected analytics period and should not be interpreted as exclusive M7-M12 results.

A2: Care+Connect Facebook & Instagram Analytics



A3: Care+Connect LinkedIn Analytics





CARE + CONNECT



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