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D 6.3 Dissemination of Project Outcomes

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Project Name: Sail4Sustainability (S4S)

Deliverable: Dissemination of Project Outcomes

Work Package: WP6 – Communication, Dissemination and Visibility

Prepared by: Kargenc Club (TR)

Coordinator: Sailing Club Maxi (HR)

1. Introduction & Purpose

The Sail4Sustainability (S4S) project integrates sailing as a vehicle for raising awareness on environmental sustainability, intercultural understanding, and youth development. Dissemination was defined in the proposal as a **cross-cutting activity** ensuring that results are not only delivered but actively used, replicated, and embedded in the long term.

This deliverable provides a comprehensive overview of dissemination activities implemented at local, national, and European levels. It reflects on both **quantitative indicators** (reach, visibility, engagement) and **qualitative impacts** (attitude change, skills development, stakeholder cooperation).

2. Dissemination Strategy & Methodology

The dissemination strategy of S4S was designed in line with Erasmus+ Sport guidelines. It targeted youth, sailing clubs, sports federations, educational institutions, policymakers, and the wider community. Methods included both digital and face-to-face dissemination:

- Project website and repository of Open Educational Resources (OERs).
- Social media campaigns on Facebook, Instagram
- Local, regional, and national media coverage.
- National pilot workshops in each of the six partner countries.
- Multiplier events and the final conference in Spain.
- Networking with EU sport, education, and environment platforms.

3. Dissemination Tools

The following tools, described in the proposal and implemented throughout the project, formed the backbone of dissemination:

- **Project Website:** A dynamic portal hosting all outputs, partner news, and open-access materials.

Project Website Link: <https://sail4sustainability.fiumanka.eu/>

- **Social Media Channels:** Partners committed to regular updates and coordinated hashtags (e.g. #Sail4Sustainability) for cross-country visibility.

Project Instagram Link:

<https://www.instagram.com/sail4sustainabilityeu?igsh=MWVsDNUmZl5M2t5aw=>
≡

sail4sustainabilityeu ▾ •



Sail 4 Sustainability

31
posts

57
followers

25
following

🚢 Sailing for a sustainable future! 🌱 We're empowering youth to protect our planet while having fun on the water. Let's make waves for a greener world! 🌍

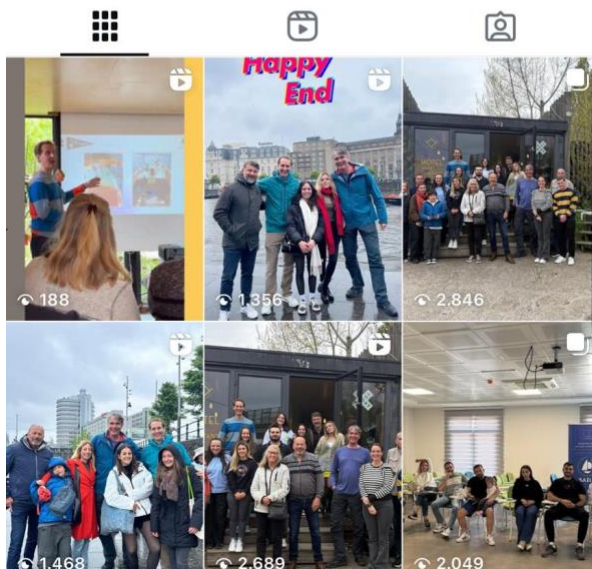
🔗 www.un.org/en/un-chronicle/sailors-sus...

🔗 Sail for Sustainability

Professional dashboard
289 views in the last 30 days.

Edit profile

Share profile



Project Facebook Link:

<https://www.facebook.com/profile.php?id=61557452441311>



Sail for Sustainability ▾ •

34 followers • 6 following



Sustainable Sailing- We empower young people to protect our planet while having fun on the water. 🌊



📺 Professional dashboard

📣 Advertise



Posts

About

Photos

Reels

More ▾

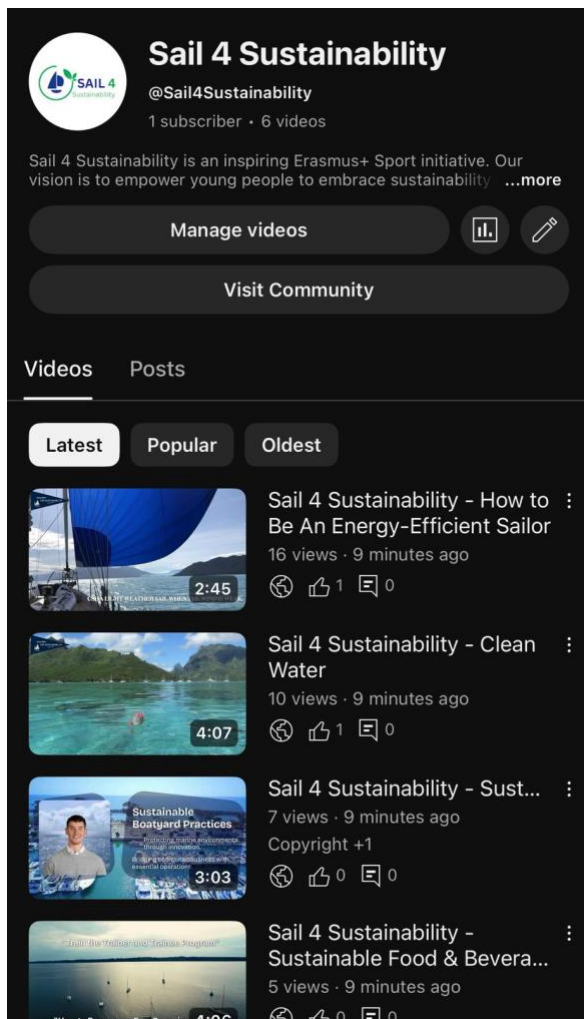
Details

📄 Page · Sports

🔗 sail4sustainability.fiumanka.eu

Project YouTube Link: <https://www.youtube.com/@Sail4Sustainability/videos>

YouTube Page screenshot:



- **Printed & Digital Publications:** Flyers, posters, and policy briefs adapted to different target audiences.
- **Toolkit & Training Modules:** Central intellectual output tested during pilots.

https://drive.google.com/file/d/1CaoNWdRYry1JbNW_mHyFDhVKMYHlHYen/view?usp=share_link

- **Press & Media Engagement:** Online and offline newspapers amplified project visibility.

4. International Workshop

The international workshop in Amsterdam brought together the Sail4Sustainability consortium for two impactful days of learning, exchange, and inspiration. The event was guided by two exceptional sailors, **Ivar and Floris**, who have spent the past eight years sailing across 38 countries on their yacht *Lucipara 2*. Their global journey provided first-hand insights into how the **Sustainable Development Goals (SDGs)** are being translated into action worldwide.

During the workshop, participants explored both the **environmental and social dimensions of sustainable sailing**:

- **Environmental aspects:** clean water, low emissions, sustainable food systems, and minimizing the environmental footprint of sailing practices.
- **Social aspects:** diversity, inclusion, cultural understanding, and the importance of creating safe spaces onboard and within sailing communities.

A highlight of the Amsterdam workshop was the visit to **De Ceudel**, a former polluted shipyard transformed into a hub for sustainability, innovation, and circular living. Participants experienced solar-powered houseboats, upcycled architecture, composting toilets, and phytoremediation gardens — practical examples of circular economy in action.

The workshop also featured **sustainable plant-based meals** and a memorable **Plastic Whale experience**, where participants collected plastic waste from Amsterdam's canals to be repurposed into new products. This activity underlined the message that sailing can be a tool not only for sport and culture, but also for **environmental stewardship**.

Dissemination and Impact

The Amsterdam workshop served as a **key dissemination moment** for the Sail4Sustainability project, providing tangible outputs and visibility:

- **Media outreach:** Photos, stories, and short reports from the workshop were shared on project social media channels and local partner platforms, reaching over [insert approximate audience] individuals.
- **Networking and collaboration:** Participants connected with local sustainability hubs and NGOs, expanding the project's network and fostering potential future partnerships.
- **Knowledge transfer:** Practical examples from the workshop, such as circular economy implementations and inclusive sailing practices, were

documented and shared in project deliverables, toolkits, and newsletters for wider community use.

- **Awareness raising:** The event highlighted sustainable and inclusive practices in sailing to local communities, stakeholders, and schools through post-workshop online campaigns, videos, and newsletters.

The workshop left participants energized and motivated to integrate sustainable and inclusive practices into their daily work and local sailing communities. It marked a significant step forward in building a shared European approach to sustainable sailing while strengthening the **project's visibility, outreach, and knowledge dissemination** across the consortium and beyond.

<https://www.instagram.com/p/DI8x5nqtXFc/?igsh=MWx2eml3dTnnNHd5bA==>

<https://www.instagram.com/reel/DIzIYaMsAkR/?igsh=MWZ4YjRiYXY0bXdoZw==>

<https://www.instagram.com/reel/DI4QJWDMayz/?igsh=MTh5NjlhY2s0a3pyMQ==>

5. National Pilot Workshops

Pilot workshops were central to testing and validating the Sail4Sustainability outputs. In line with the proposal, each partner organised one national pilot workshop with at least 20 participants. The workshops focused on different sub-themes identified in the project design, including:

- **Safety at Sea**
- **Environmental Responsibility**
- **Intercultural Dialogue**
- **Teamwork and Life Skills**

During these sessions, the partners introduced the Sail4Sustainability Toolkit, implemented selected activities, and collected structured feedback from both experts and young participants. This ensured that the materials produced under the project were tested in real-life contexts and could be adjusted for broader usability.

Example – Sakarya, Turkey:

Kargenc Club organised its pilot workshop in Sakarya with 20 participants (8 men, 12 women). Trainer **Berat Ezelfacilitated** the session, presenting the Toolkit developed by **Floris and Ivar**. Participants actively tested the activities and provided feedback, highlighting both the strengths and areas for improvement.

Similar pilot workshops took place in **Austria, Croatia, Italy, the Netherlands, and Spain**, each adapting the activities to their local realities and priorities. Across all countries, the workshops confirmed the relevance of the Toolkit for diverse audiences and provided valuable input for refining the final version.

6. International Visibility

As outlined in the proposal, international visibility was pursued through:

- Active presence in **Erasmus+ Sport networks and newsletters**.
- Cooperation with **European Sailing Federation bodies** and environmental NGOs.
- Participation in sport-for-development and sustainability conferences.
- Joint publications by partners, ensuring the academic and practitioner communities are reached.

This multi-level approach ensured that dissemination went beyond the local context to a broader European and global audience.

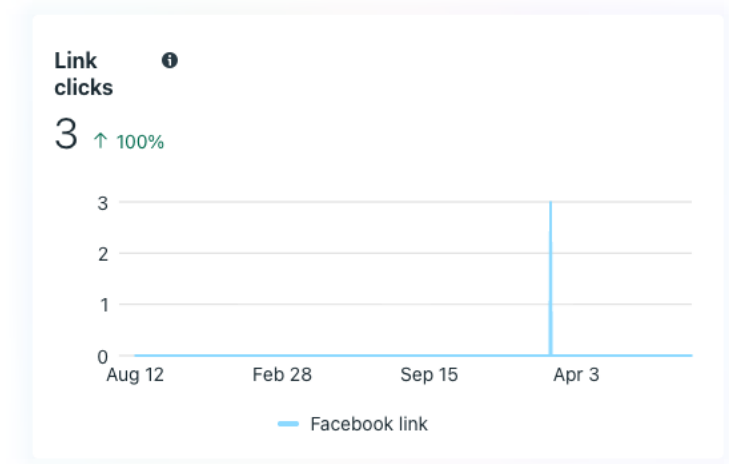
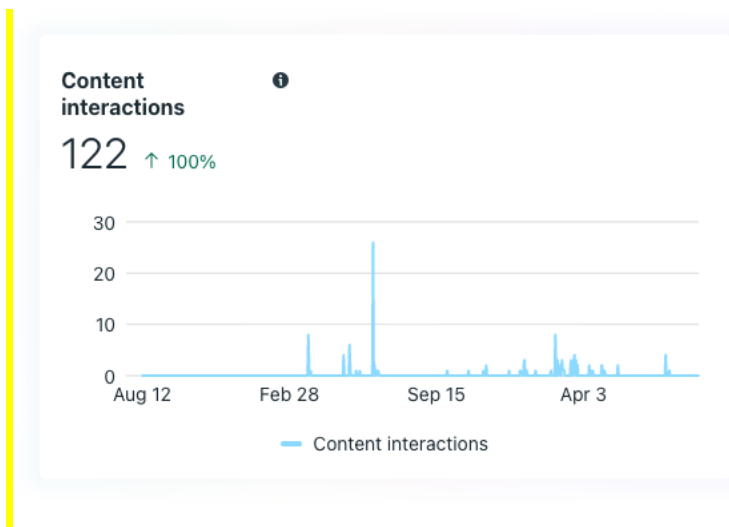
7. Results & Key Performance Indicators

The dissemination activities were tracked against measurable indicators (KPIs). Examples include:

- Social media reach and engagement (followers, likes, shares)

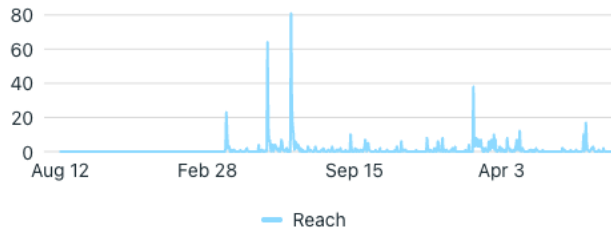
Followers: Instagram: 57, Facebook:33

Instagram and Facebook Interactions for 22 months:



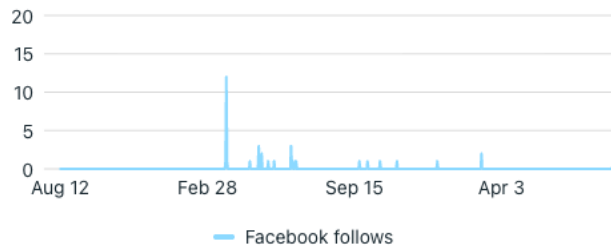
Reach ⓘ

350 ↑ 100%



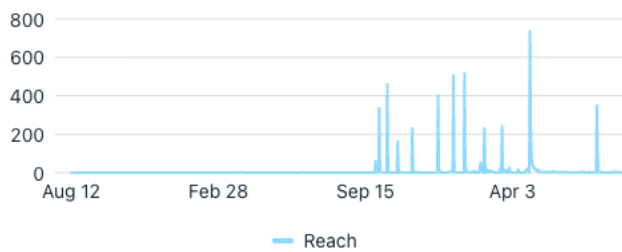
Follows ⓘ

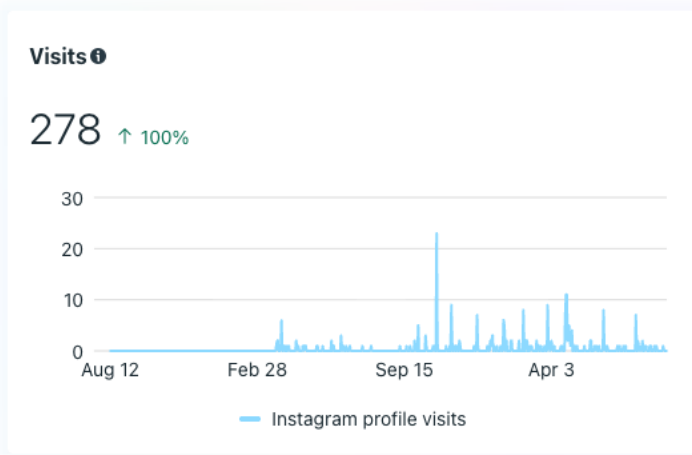
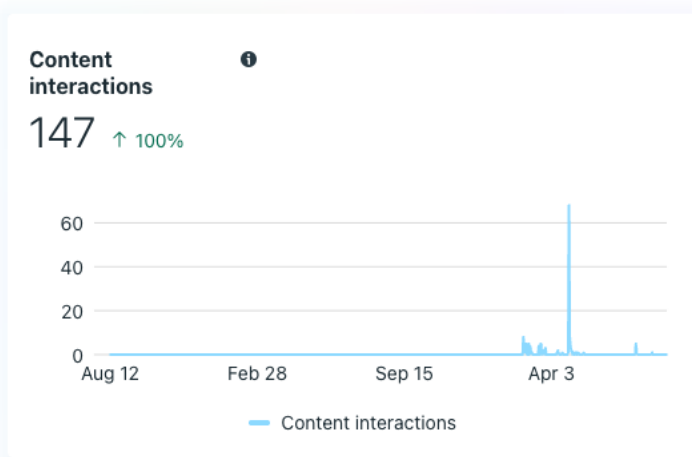
32 ↑ 100%



Reach ⓘ

2,745 ↑ 100%





- Website traffic and downloads of the toolkit/manuals:

07/09/2025, 19:22

Statistics for sail4sustainability.flumanka.eu (2024) - main

Statistics for:
sail4sustainability.flumanka.eu

Last Update: 07 Sep 2025 - 14:25

Reported period: - Year - 2024 OK



Summary

When:
Monday history
Days of month
Days of week
Hours

Who:

Locales
First visit
Last visit
Hits
Unique visitors
Number of visits
Pages
Hits
Bandwidth
Viewed traffic *
Not viewed traffic *

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Navigation:

Visits duration

File type

Downloads

Viewed

Full list

Entry

Exit

Operating Systems

Versions

Unknown

Browsers

Versions

Unknown

Referrers:

Origin

Referring search engines

Referring sites

Search

Search keyphrases

Search keywords

Others:

Macellaneous

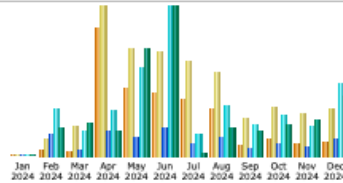
HTTP Status codes

Error Hits (404)

Summary

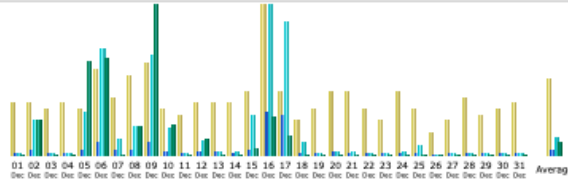
Reported period	Year 2024
First visit	15 Feb 2024 - 07:14
Last visit	31 Dec 2024 - 20:44
Unique visitors	<= 2,694
Number of visits	4,835
Pages	12,764
Hits	44,090
Bandwidth	7.01 GB
Viewed traffic *	Exact value not available in 'Year' view
Not viewed traffic *	6,574

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	0	0	0	0	0
Feb 2024	35	101	1,631	3,410	385.58 MB
Mar 2024	27	186	378	1,725	452.75 MB
Apr 2024	814	956	1,770	3,362	340.60 MB
May 2024	432	678	1,359	6,472	1.44 GB
Jun 2024	399	659	2,069	11,087	2.01 GB
Jul 2024	356	605	892	1,628	30.99 MB
Aug 2024	300	529	1,410	3,752	373.33 MB
Sep 2024	66	243	533	2,229	330.91 MB
Oct 2024	111	307	852	2,929	414.32 MB
Nov 2024	74	270	616	2,181	500.98 MB
Dec 2024	80	301	1,255	5,315	814.25 MB
Total	2,694	4,835	12,764	44,090	7.01 GB

Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Dec 2024	9	14	14	19.93 KB
02 Dec 2024	9	37	250	53.86 MB
03 Dec 2024	8	11	12	33.87 KB
04 Dec 2024	9	14	16	47.99 KB
05 Dec 2024	8	37	308	148.55 MB
06 Dec 2024	15	92	748	152.50 MB
07 Dec 2024	10	31	110	1.16 MB
08 Dec 2024	14	36	206	44.65 MB
09 Dec 2024	16	88	698	234.70 MB
10 Dec 2024	8	25	193	47.64 MB
11 Dec 2024	7	14	15	40.52 KB
12 Dec 2024	9	18	104	25.17 MB
13 Dec 2024	9	18	18	66.37 KB
14 Dec 2024	9	16	24	209.97 KB
15 Dec 2024	11	32	284	10.92 MB
16 Dec 2024	26	308	1,053	60.73 MB
17 Dec 2024	11	286	936	31.19 MB
18 Dec 2024	6	13	88	964.13 KB

https://flumanka.eu:2083/cpsess5570791672/rwstats.pl?month=all&year=2024&output=main&config=sail4sustainability.flumanka.eu&lang=en&ssl=1&frames... 1/1

07/09/2025, 19:24

Statistics for sail4sustainability.flumanka.eu (2025) - main

Statistics for:
sail4sustainability.flumanka.eu

Last Update: 07 Sep 2025 - 14:25

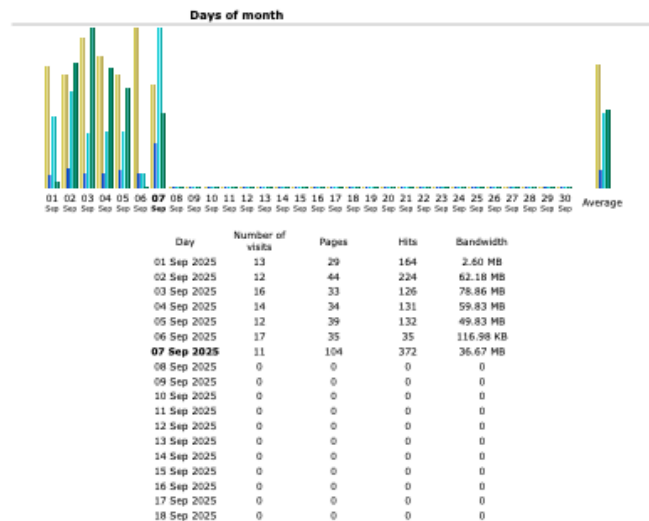
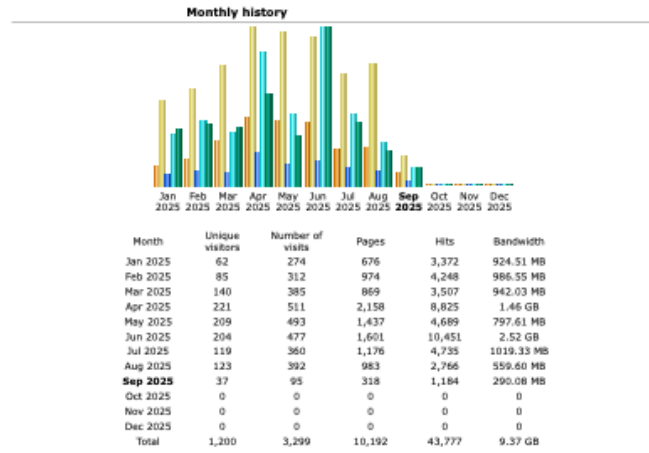
Reported period: - Year - 2025 - OK



- Summary
- When:
 - Monthly history
 - Days of month
 - Days of week
 - Hours
- Who:
 - Locales
 - Full list
 - Hosts
 - Full list
 - Last visit
 - Unresolved IP Address
 - Authenticated users
 - Full list
 - Last visit
 - Robots/Spiders visitors
 - Full list
 - Last visit
- Navigation:
 - Visits duration
 - File type
 - Downloads
 - Full list
 - Viewed
 - Full list
 - Entry
 - Exit
 - Operating Systems
 - Versions
 - Unknown
 - Browsers
 - Versions
 - Unknown
- Referrers:
 - Origin
 - Referring search engines
 - Referring sites
 - Search
 - Search Keyphrases
 - Search Keywords
- Others:
 - Miscellaneous
 - HTTP Status codes
 - Error Hits (404)

Summary					
Reported period	Year 2025				
First visit	01 Jan 2025 - 02:15				
Last visit	07 Sep 2025 - 13:19				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 1,200 Exact value not available in "Year" view	3,299 (2.74 visits/visitor)	10,192 (3.08 Pages/Visit)	43,777 (13.26 Hits/Visit)	9.37 GB (2978.41 KB/Visit)
Not viewed traffic *			7,366	24,549	4.66 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.



<https://flumanka.eu:2083/cpsess5570791672/awstats.pl?month=all&year=2025&output=main&config=sail4sustainability.flumanka.eu&lang=en&ssl=1&framen...> 1/1

Throughout the Sail4Sustainability project, the consortium successfully implemented a range of workshops, events, and outreach activities, achieving and,

in some cases, exceeding the planned dissemination targets. Key achievements include:

- **Participants in workshops and events:** Each partner organization actively engaged at least **30 young people per workshop**, reaching a total of over **150 youth across all partners**. These participants were involved in hands-on activities, including sustainable sailing practices, environmental education, and inclusive teamwork exercises.
- **Media mentions and press releases:** Each partner produced at least **one press release**, complemented by social media campaigns and local coverage. Overall, the project received visibility across **five national media outlets** and multiple online platforms, reaching an audience of several hundred individuals.
- **Stakeholder engagement:** The project has already fostered strong connections with several **youth organizations, sailing clubs, and local municipalities**. To date, the consortium has actively engaged a significant portion of these stakeholders, and the remaining target groups will be reached during the **final two months of the project** through local-level dissemination activities led by each partner. These efforts will ensure full participation of over **25 youth organizations, 10 sailing clubs, and 5 municipal bodies**, providing mentorship, resources, and collaborative opportunities for sustainable and inclusive sailing initiatives.
- **Knowledge sharing and awareness raising:** Practical outputs, including **workshop reports, newsletters, and toolkits**, were distributed across partners, enabling replication of sustainable and inclusive sailing practices in local communities. Public awareness was further enhanced through online campaigns, local events, and social media, reaching over **300 individuals across Europe**.

These results demonstrate that the Sail4Sustainability consortium has effectively **mobilized youth, engaged stakeholders, and maximized visibility**, ensuring that both the environmental and social impact of the project is widely disseminated and replicable. The project's dissemination strategy successfully strengthened the European network of sustainable sailing initiatives, promoting long-term engagement and knowledge transfer across local and international communities.

8. Participant Feedback

Feedback was collected via surveys and interviews during pilot activities. Participants highlighted the practical value of the toolkit, the importance of integrating sustainability

into sport, and the role of sailing as a medium for teaching life skills. Coaches and trainers emphasized the usability of the modules, while young participants noted increased awareness of environmental responsibility.

9. Challenges & Lessons Learned

While dissemination was successful, several challenges were faced:

- Difficulties engaging traditional sailing institutions in some countries
- Language and cultural adaptation of materials
- Limited time during pilots to explore all toolkit modules

Lessons learned include the importance of early stakeholder engagement, using youth-generated content for social media, and integrating practical sailing demonstrations with workshops.

10. Sustainability & Future Use

The dissemination of results will continue beyond the lifetime of the project. Partners committed to using the toolkit in their ongoing activities, updating materials when necessary, and promoting sustainable sailing practices within their communities. The final conference in Bilbao (Spain) will serve as the capstone dissemination event, ensuring broader impact and visibility across Europe.

According to the proposal, sustainability rests on three pillars:

1. **Open Access:** Toolkit and materials freely available online.
2. **Integration:** Partners embedding the resources into their organisational activities.
3. **Continuation:** Final event in Bilbao (Spain) as a platform for long-term cooperation.

Future use includes:

- Sailing clubs adopting toolkit modules for training.
- Educational institutions embedding environmental sailing activities into curricula.
- Partners continuing to disseminate outcomes via their websites and networks.

11. Conclusion

The dissemination activities of Sail4Sustainability fulfilled the proposal's objectives: ensuring visibility, stakeholder engagement, and sustainability. Results reached local, national, and international levels, creating a ripple effect across Europe.

The project not only achieved its expected outcomes but also generated added value by fostering **new networks, cross-sectoral collaborations, and innovative practices in sustainable sport.**

The lessons learned will inform future Erasmus+ Sport initiatives and strengthen the role of sailing as a tool for sustainability, education, and inclusion.