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DELIVERABLE D2.7

SUMMARY REPORT ON COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTIVITIES

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Deliverable summary
This deliverable provides a comprehensive overview of the efforts undertaken to promote and disseminate project outcomes. It summarizes the communication and dissemination strategies implemented throughout the project and highlights the impact and reach of these activities.

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SUMMARY REPORT ON COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTIVITIES

Introduction

This report provides a comprehensive overview of the actions implemented to ensure the effective visibility, outreach, and sustainability of the project's results. It brings together all efforts undertaken by the consortium to communicate project objectives to a wide audience, disseminate key results to relevant stakeholders, and lay the groundwork for the long-term exploitation of outcomes beyond the project's lifetime.

The report demonstrates the coherence between planned and implemented activities, evaluates their impact and efficiency, and provides a clear picture of how project results have reached their intended beneficiaries. In this sense, the document functions both as a management tool — supporting quality assurance and accountability within the partnership — and as a visibility tool — showcasing the project's achievements to external audiences, including the European Commission, partner institutions, and other stakeholders.

This report is closely linked to the tasks defined under WP2 - Development of SailIntoSTEAM course, piloting, communication and dissemination, which has been designed to maximize the project's impact and ensure the transferability of its results. The activities described herein reflect the collective efforts of all partner organizations, following a coordinated approach to communication and dissemination agreed upon at the start of the project. The results presented in this report provide evidence of the consortium's commitment to transparency, engagement, and sustainability throughout the project lifecycle.

Communication, Dissemination and Exploitation Strategy Overview

The SailIntoSTEAM project has adopted a comprehensive and structured approach to communication, dissemination, and exploitation to ensure maximum visibility, outreach, and sustainability of its results. This framework defines how the project informs, engages, and mobilizes its various audiences, shares knowledge and outputs within and beyond the partnership, and ensures that its results continue to generate impact after the completion of the funding period.

General Objectives of Communication, Dissemination and Exploitation

The strategy has been designed to:

- **Enhance visibility and awareness** of the SailIntoSTEAM project, its objectives, and achievements among diverse audiences, including both professional and general publics;
- **Promote the integration of sailing and STEAM education** by communicating the educational, environmental, and social value of combining sports and science-based learning;
- **Engage target groups actively** through participatory communication methods that encourage ownership, dialogue, and long-term commitment;
- **Ensure transparency and EU visibility**, by consistently acknowledging Erasmus+ funding and European Union support in all communication materials and public appearances;
- **Disseminate the project's intellectual outputs** — including educational materials, sustainability guides, and pilot implementation results — to relevant stakeholders at local, national, and European levels;
- **Foster long-term use and replication** of project results through targeted exploitation actions aimed at embedding the developed models, tools, and methodologies into the regular work of partner organizations and external actors.

This integrated strategy ensures that communication is not only a promotional activity but a central driver of impact, enabling continuous engagement and the eventual adoption of the project's innovative approach by a broad community of users.

Target Audiences

The project identifies and differentiates its communication and dissemination audiences according to their level of involvement, needs, and potential influence on project outcomes. Four core target groups have been defined, complemented by additional external audiences.

Primary target groups include:

- **Sailing club athletes** – benefiting from enhanced understanding of the scientific and environmental aspects of sailing and improved competitiveness through STEAM-based learning;
- **Sailing club staff** (coaches, managers) – gaining access to new interdisciplinary teaching and management practices and networking with academic and technical experts;
- **Elementary school children (ages 7–12)** – introduced to STEAM concepts through hands-on, sport-based learning, stimulating curiosity, environmental awareness, and physical activity;
- **Teachers** (from both primary and higher education institutions) – empowered with innovative teaching materials and methods for integrating STEAM content into their curricula.

Secondary and extended audiences include:

- Parents and families of participating children;
- Schools and educational institutions interested in sport-based learning models:
- Scientific and academic communities in the fields of marine technology, environmental science, and STEAM education;
- Non-governmental organizations, especially those working in education, science, sports, sustainability, and environmental protection;
- Local authorities and policymakers in education, sport, and youth development.
- Media representatives and the general public.
- Potential partners and stakeholders from other sports disciplines interested in replicating the model.

By engaging these diverse audiences, the project ensures multi-level dissemination, reaching from grassroots communities to national and European networks.

Key Messages and Tools

The communication and dissemination strategy conveys a clear set of messages tailored to each target group. Central to all communications is the message that STEAM education can be creatively integrated into sports to promote both learning and sustainability, bridging the gap between physical activity, science, and environmental stewardship.

Key messages include:

- *Sailing as a learning platform*: Sailing offers a natural context to explore scientific principles such as physics, engineering, and environmental science.
- *STEAM through experience*: Practical, sport-based activities enhance motivation and understanding of complex STEAM concepts.
- *Collaboration and inclusion*: Building bridges between sailing clubs, schools, researchers, and communities enriches education and fosters innovation.

- *Sustainability and responsibility*: Environmental awareness and respect for nature are central to both sailing and modern education.
- *European cooperation*: The project reflects the European Union's commitment to innovation, collaboration, and education through Erasmus+ funding.

To deliver these messages, SailIntoSTEAM employs a mix of communication and dissemination tools, chosen for their accessibility, reach, and appropriateness to the target audiences. These include:

- **Official project website** – serving as the main hub for project information, updates, materials, and downloadable results;
- **Social media channels** – Facebook, LinkedIn, and Instagram, featuring regular posts;
- **Direct communication** – targeting stakeholders, partners, and mailing lists;
- **Printed and visual materials** – posters, roll-ups, flyers, leaflets, and branded materials to increase visibility at events;
- **Events and conferences** – public and stakeholder events, transnational meetings, multiplier events, and local workshops;
- **Academic and professional channels** – sharing scientific and methodological results through partner institutions, conferences, and publications.

All materials and communication outputs are designed according to a coherent project visual identity, ensuring consistent and professional representation of the project and EU support. The EU logo and standard funding disclaimer appear on every communication and dissemination output.

Timing and Phases

Communication and dissemination activities were structured in two complementary phases to ensure progressive engagement and long-term impact:

1. **Phase 1: Awareness and Engagement (Project Start – Mid-Term)**
    - Focus on creating project identity, visibility, and awareness;
    - Establishment of communication channels (website, social media channels);
    - Engagement of initial target audiences and networks through local events and partner channels;
    - Promotion of project objectives, activities, and European cooperation.

2. **Phase 2: Results Dissemination and Exploitation (Mid-Term – End and Beyond)**
    - Promotion of concrete project results (STEAM educational materials, sustainability guides, pilot implementation results);
    - Expansion of reach through transnational and thematic networks;
    - Preparation of sustainability measures, exploitation agreements, and long-term partnerships;

- Post-project visibility through the continued operation of online platforms and ongoing engagement by partners.

This phased approach ensures continuity — moving from visibility and participation to tangible use and sustainability.

Roles and Responsibilities

Successful implementation of the communication, dissemination, and exploitation strategy relied on the coordinated participation of all partners. Clear roles and responsibilities have been established within the consortium:

- **Lead Partner (Sailing Club Zemun)** – Responsible for overall coordination of communication and dissemination activities, maintenance of the project website, and management of public relations. The lead partner ensures compliance with EU visibility rules and consistency across all materials.
- **Academic Partner (UNIZG-FER)** – Contributes to dissemination within academic and research communities, develops technical content, and explores synergies with marine technology stakeholders.
- **Educational Partner (EdUman)** – Focuses on dissemination within schools and teacher networks, supports the production of pedagogical content, and integrates results into educational frameworks.
- **Environmental Partner (EcoHub)** – Leads dissemination and exploitation activities related to sustainability, environmental stewardship, and cooperation with environmental NGOs.
- **All Partners** – Contribute to content creation, event organization, and local dissemination through their existing networks, channels, and contacts, ensuring that project results reach diverse audiences across Europe.

Integration with Exploitation Strategy

Dissemination and exploitation are closely interconnected. While dissemination ensures that project results are shared and visible, exploitation ensures their use, replication, and sustainability. The exploitation strategy focused on embedding the project's outcomes into the regular activities of partner organizations, developing follow-up collaborations, and supporting replication by external stakeholders.

Through established networks in both sport and academia, the project will facilitate long-term use of its outputs, including educational materials, sustainability guides, and methodologies. The consortium will continue to encourage partnerships with sailing clubs, schools, and environmental organizations beyond the project's life, contributing to the creation of an enduring international community promoting STEAM education through sports.

Communication and Dissemination Activities

Visual identity and branding

At the very beginning of the project, the SailIntoSTEAM logo was created, which, from that moment until the project's end, represented the main visual identity and significantly influenced its recognition and visibility.

Following the creation of the logo, a uniform template was developed for all presentations that would be created during the project, and which all partners would use.

A rollup of the project was also developed.

Additionally, a ‘Style Guide’ document was developed - the one-stop toolkit for everything related to the visual aspects of the project, with the primary goal of ensuring consistency and effective visibility of the project.
The 'Style Guide' is available in the annex to this document.

Website

The SailingIntoSTEAM course website serves as an informational hub for an innovative program that integrates sports themes into STEAM education. It provides a user-friendly platform for students and educators to access course content, resources, and updates.
The SailingIntoSTEAM website is organized into several key sections:

- Home: Introduction to the program and links to key sections;
- Project: Detailed information about the project's objectives and methodology;
- Partners: Information about the partners involved in the project;
- News: Latest updates and announcements related to the program;
- Documents: Repository for important documents related to the course.

The SailingIntoSTEAM course website is accessible at the following address:
https://www.sailintosteam.com.

Social Media Channels

In order to make project activities and results as visible as possible, profiles of the SailIntoSTEAM project were created on social networks Facebook, Instagram, and LinkedIn.
The total number of posts on all channels, for the entire duration of the project, was 177.
Posts on social media covered a variety of topics: information about the project itself, activities, events, and results; information about partner organizations; curiosities and scientific facts in the fields of sailing, robotics, coding, and environmental protection.

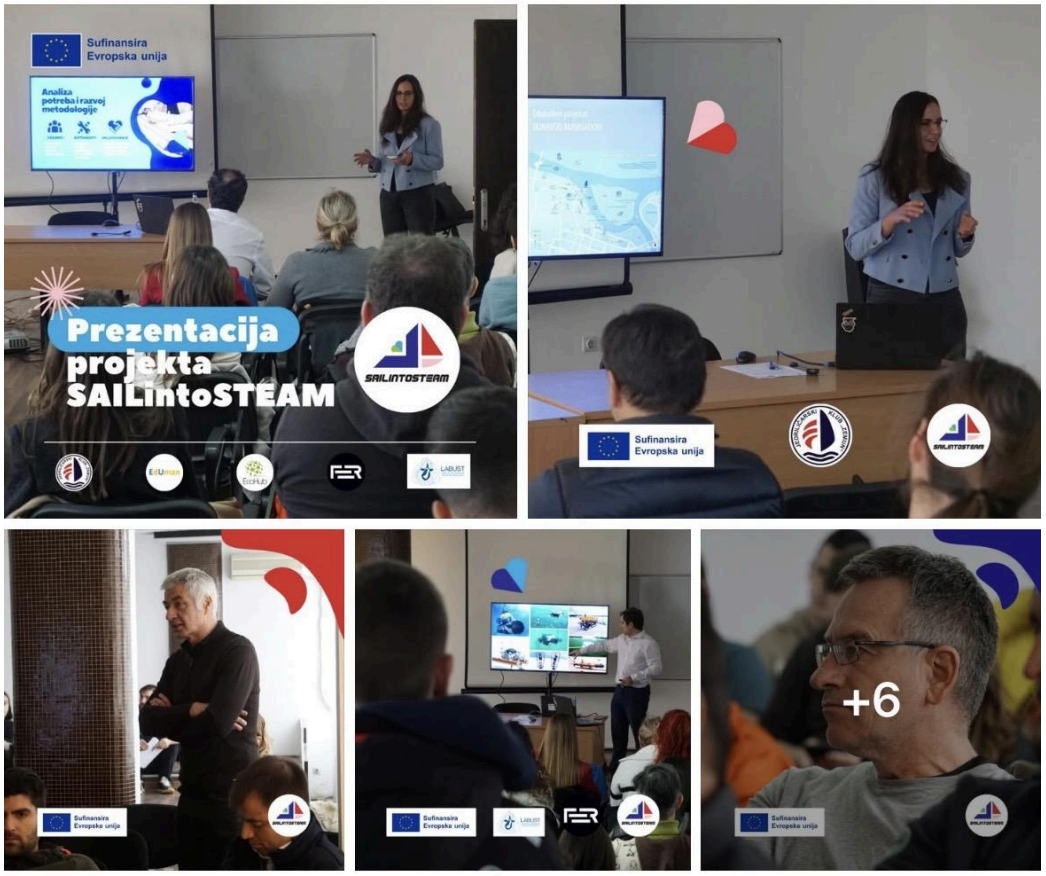
Facebook page: https://www.facebook.com/p/Sail-Into-STEAM-61554482446878/
Reach: 456
Posts that had the biggest impact:

Sail Into STEAM is with **EcoHub** and **2 others**.

Posted by Lea Sparavalo

17. Jan 2024 ·

Prethodni vikend smo uživali u putovanju kroz nezaboravno iskustvo prvog predstavljanja projekta "SAILinto... See more



See insights and ads

Boost post

13

6 shares

Like Comment Share

Sail Into STEAM is with **EcoHub.**

Posted by Lea Sparavalo

11. Jan 2024 ·

Vreme je da vam predstavimo projekat SAILintoSTEAM🤩

🔄 ... See more

Sport

Send message

Send message

See insights and ads

Boost post

15

7 shares

Sail Into STEAM

Posted by Lea Sparavalo

4. Apr 2024 ·

Pregledajmo zajedno bogatu istoriju jedrenja🎞️... See more

See insights and ads

Boost post

Jedriličarski klub Zemun + 7

2 shares

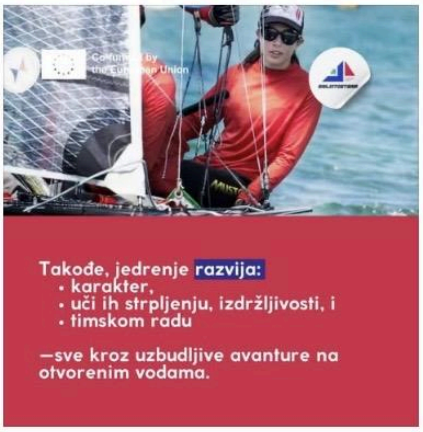
Like Comment Share

Sail Into STEAM

Posted by Teodora Kiš

12. Sep 2024 ·

🌊🚤 Jedrenje nije samo zabava na vodi, već spoj fizičke aktivnosti i intelektualnog izazova! 🚣‍♂️ 💡 Tokom... See more



See insights and ads

Boost post

Jedriličarski klub Zemun + 5

1 share

Like Comment Share

Sail Into STEAM

Posted by Teodora Kiš

7. Mar ·

🌊 Od gromadnih drvenih brodova do letećih jedrilica: Kako se jedrenje promenilo? 🚀⛵ ... See more

See insights and ads

Boost post

EcoHub + 3

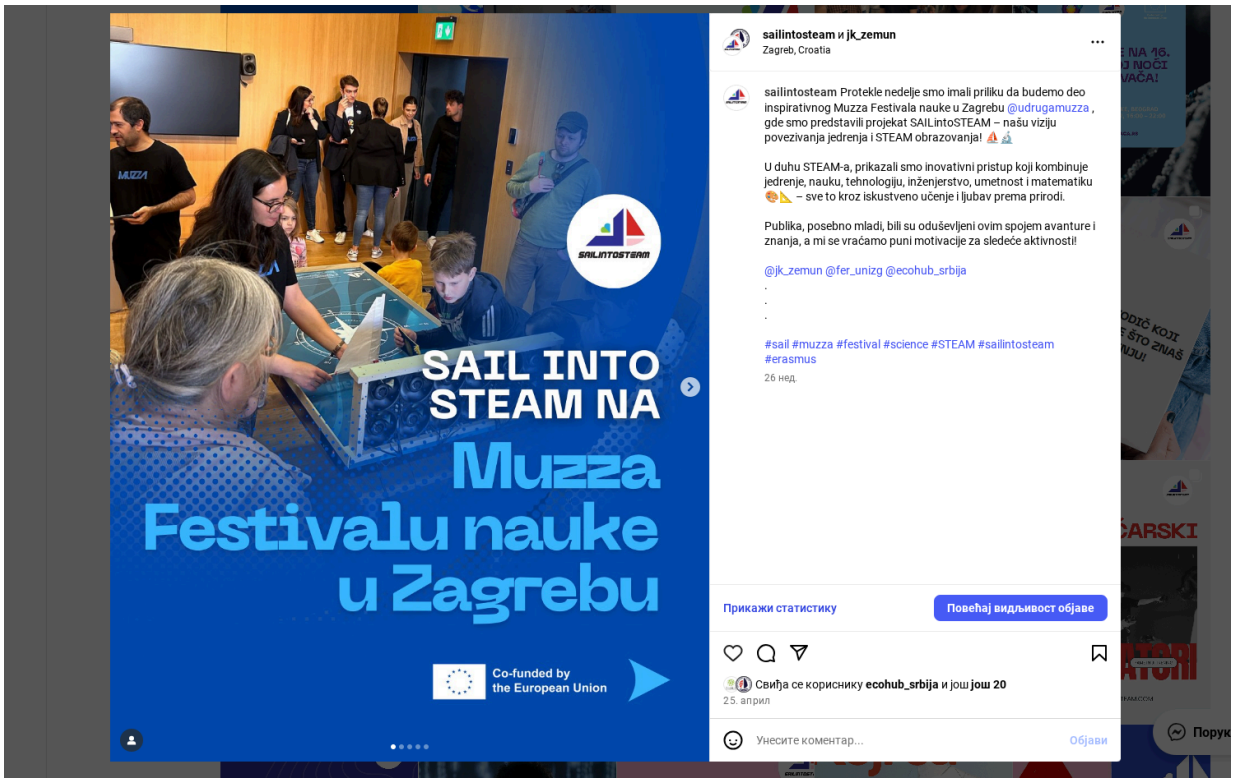
1 share

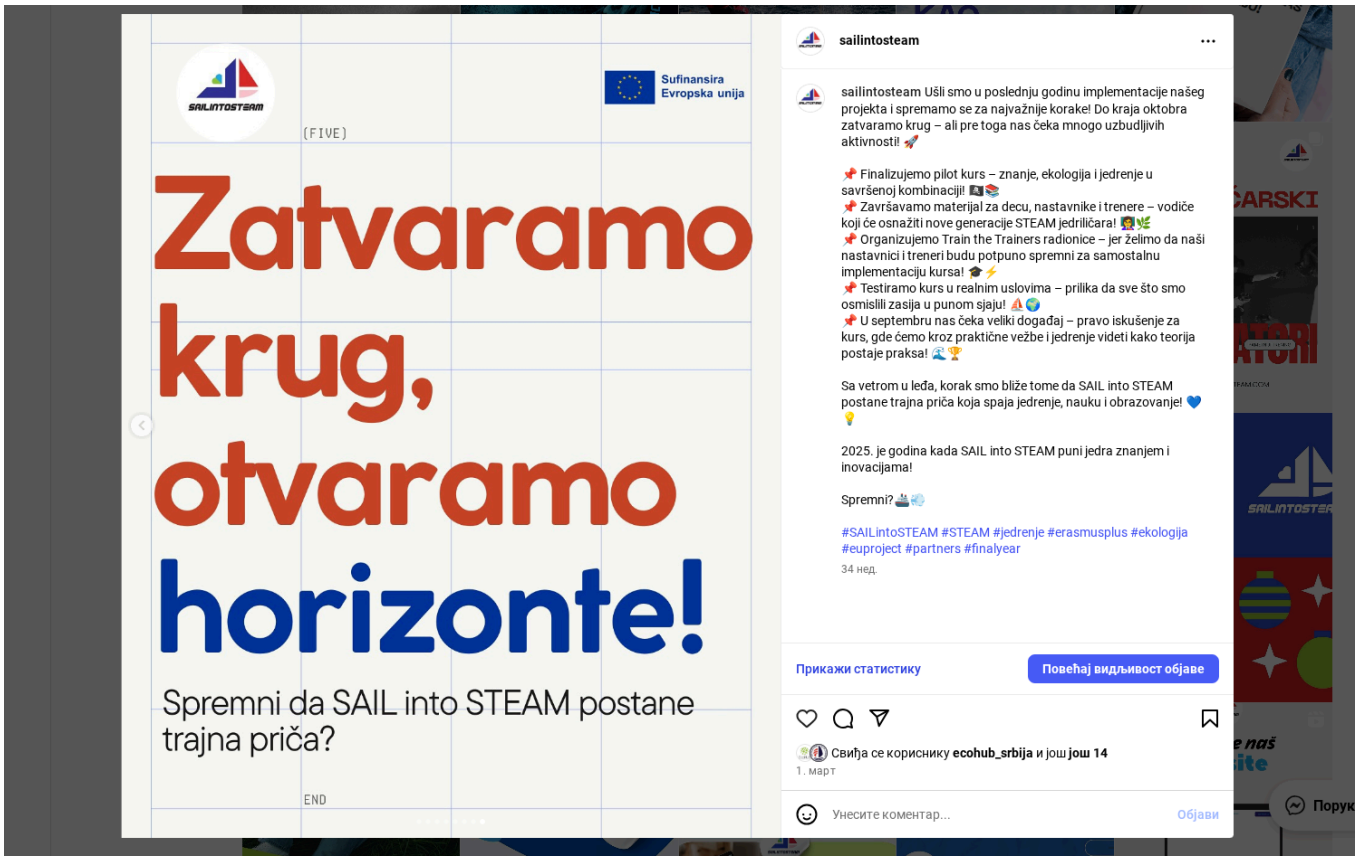
Like Comment Share

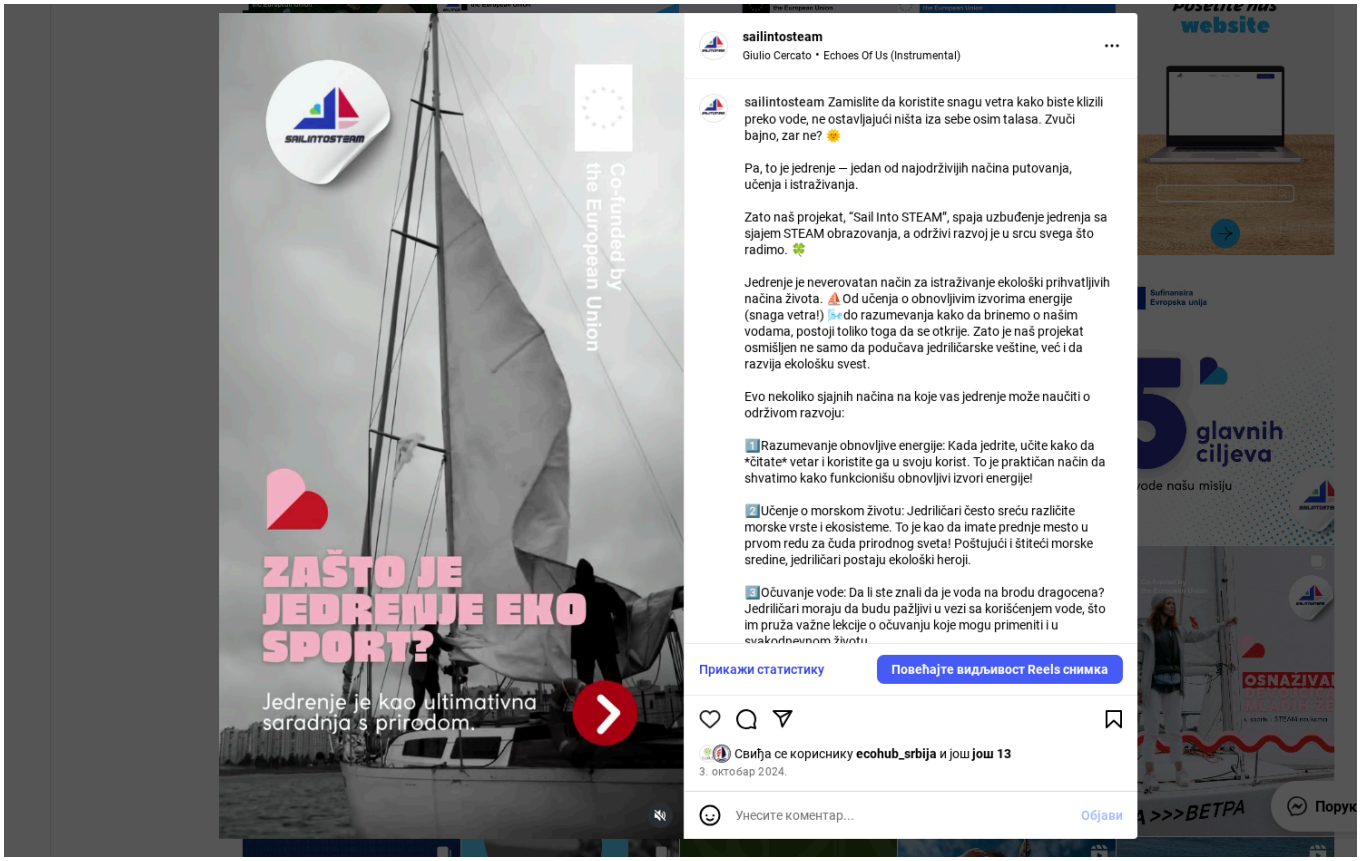
Instagram page: https://www.instagram.com/sailintosteam/

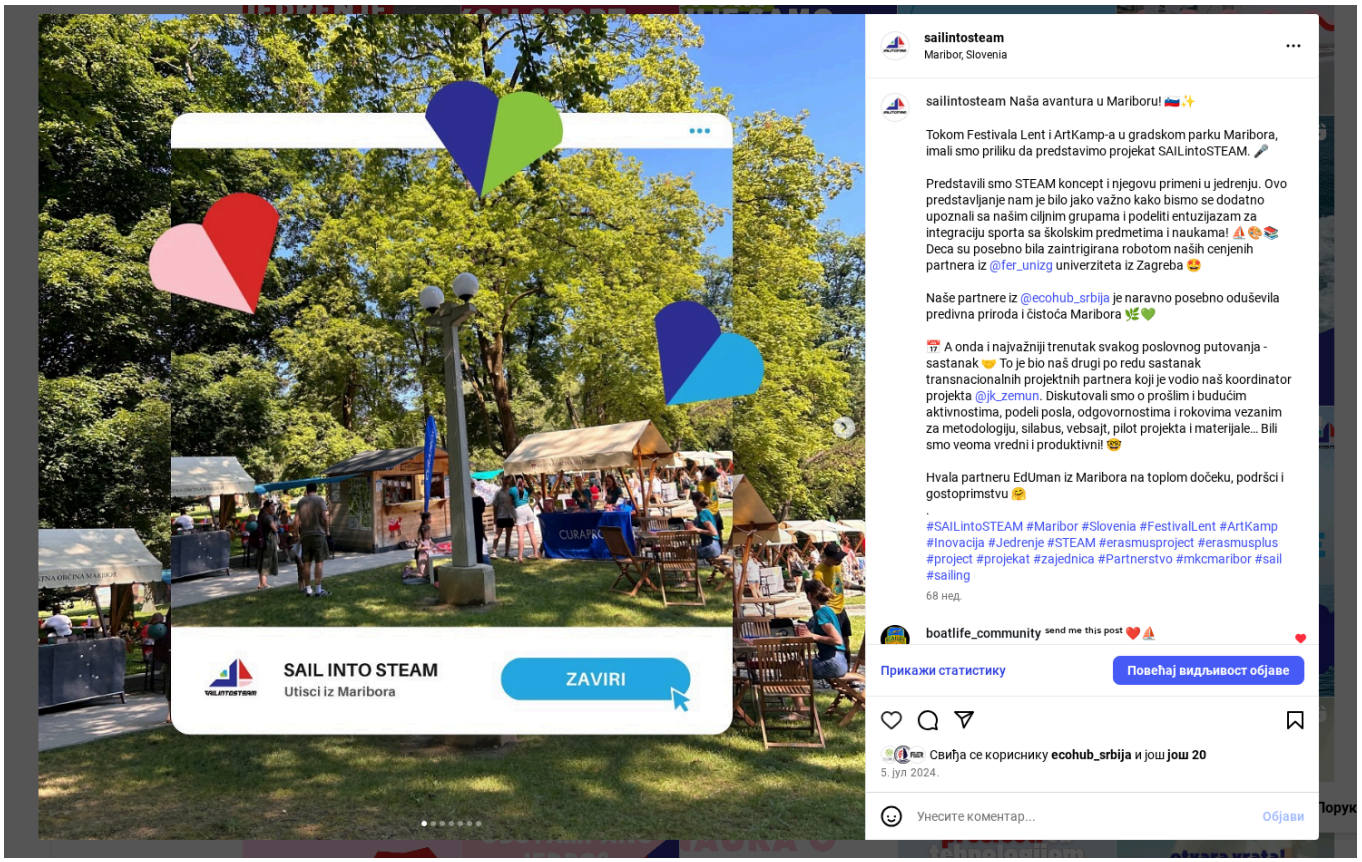
Reach: 2500

Posts that had the biggest impact:




Sufinansira Evropska unija
(FIVE)
Zatvaramo krug, otvaramo horizonte!
Spremni da SAIL into STEAM postane trajna priča?
END
sailintosteam
sailintosteam Ušli smo u poslednju godinu implementacije našeg projekta i spremamo se za najvažnije korake! Do kraja oktobra zatvaramo krug – ali pre toga nas čeka mnogo uzbudljivih aktivnosti!
Finalizujemo pilot kurs – znanje, ekologija i jedrenje u savršenoj kombinaciji!
Završavamo materijal za decu, nastavnike i trenere – vodiče koji će osnažiti nove generacije STEAM jedriličara!
Organizujemo Train the Trainers radionice – jer želimo da naši nastavnici i treneri budu potpuno spremni za samostalnu implementaciju kursa!
Testiramo kurs u realnim uslovima – prilika da sve što smo osmislili zasija u punom sjaju!
U septembru nas čeka veliki događaj – pravo iskušenje za kurs, gde ćemo kroz praktične vežbe i jedrenje videti kako teorija postaje praksa!
Sa vetrom u leđa, korak smo bliže tome da SAIL into STEAM postane trajna priča koja spaja jedrenje, nauku i obrazovanje!
2025. je godina kada SAIL into STEAM puni jedra znanjem i inovacijama!
Spremni?
#SAILintoSTEAM #STEAM #jedrenje #erasmusplus #ekologija #euproject #partners #finalyear
34 нед.
Прикажи статистику
Повећај видљивост објаве
Свиђа се кориснику ecohub_srbija и још још 14
1. март
Унесите коментар...
Објави


Co-funded by the European Union
ZAŠTO JE JEDRENJE EKO SPORT?
Jedrenje je kao ultimativna saradnja s prirodom.
sailintosteam
Giulio Cercato • Echoes Of Us (Instrumental)
sailintosteam Zamislite da koristite snagu vetra kako biste klizili preko vode, ne ostavljajući ništa iza sebe osim talasa. Zvuči bajno, zar ne?
Pa, to je jedrenje — jedan od najodrživijih načina putovanja, učenja i istraživanja.
Zato naš projekat, "Sail Into STEAM", spaja uzbuđenje jedrenja sa sjajem STEAM obrazovanja, a održivi razvoj je u srcu svega što radimo.
Jedrenje je neverovatan način za istraživanje ekološki prihvatljivih načina života. Od učenja o obnovljivim izvorima energije (snaga vetra!) do razumevanja kako da brinemo o našim vodama, postoji toliko toga da se otkrije. Zato je naš projekat osmišljen ne samo da podučava jedriličarske veštine, već i da razvija ekološku svest.
Evo nekoliko sjajnih načina na koje vas jedrenje može naučiti o održivom razvoju:
1 Razumevanje obnovljive energije: Kada jedrite, učite kako da *čitate* vetar i koristite ga u svoju korist. To je praktičan način da shvatimo kako funkcionišu obnovljivi izvori energije!
2 Učenje o morskom životu: Jedriličari često sreću različite morske vrste i ekosisteme. To je kao da imate prednje mesto u prvom redu za čuda prirodnog sveta! Poštujući i štiteći morske sredine, jedriličari postaju ekološki heroji.
3 Očuvanje vode: Da li ste znali da je voda na brodu dragocena? Jedriličari moraju da budu pažljivi u vezi sa korišćenjem vode, što im pruža važne lekcije o očuvanju koje mogu primeniti i u svakodnevnom životu
Прикажи статистику
Повећајте видљивост Reels снимка
Свиђа се кориснику ecohub_srbija и још још 13
3. октобар 2024.
Унесите коментар...
Објави
Posetite nas website
Sufinansira Evropska unija
5 glavnih ciljeva
vode našu misiju
OSNAŽIVA
>>>BETPA


SAIL INTO STEAM
Utisci iz Maribora
ZAVIRI
sailintosteam
Maribor, Slovenia
sailintosteam Naša avantura u Mariboru! 🇸🇮✨
Tokom Festivala Lent i ArtKamp-a u gradskom parku Maribora, imali smo priliku da predstavimo projekat SAILintoSTEAM. 🎤
Predstavili smo STEAM koncept i njegovu primeni u jedrenju. Ovo predstavljanje nam je bilo jako važno kako bismo se dodatno upoznali sa našim ciljnim grupama i podeliti entuzijazam za integraciju sporta sa školskim predmetima i naukama! ⛵🎨📚 Deca su posebno bila zaintrigirana robotom naših cenjenih partnera iz @fer_unizg univerziteta iz Zagreba 🤩
Naše partnere iz @ecohub_srbija je naravno posebno oduševila predivna priroda i čistoća Maribora 🌿💚
📅 A onda i najvažniji trenutak svakog poslovnog putovanja - sastanak 🤝 To je bio naš drugi po redu sastanak transnacionalnih projektnih partnera koji je vodio naš koordinator projekta @jk_zemun. Diskutovali smo o prošlim i budućim aktivnostima, podeli posla, odgovornostima i rokovima vezanim za metodologiju, silabus, vebsajt, pilot projekta i materijale... Bili smo veoma vredni i produktivni! 🤓
Hvala partneru EdUman iz Maribora na toplom dočeku, podršci i gostoprimstvu 🤗
.
#SAILintoSTEAM #Maribor #Slovenia #FestivalLent #ArtKamp #Inovacija #Jedrenje #STEAM #erasmusproject #erasmusplus #project #projekat #zajednica #Partnerstvo #mkcmaribor #sail #sailing
68 нед.
boatlife_community send me this post ❤️⛵
Прикажи статистику
Повећај видљивост објаве
Свиђа се кориснику ecohub_srbija и још још 20
5. јул 2024.
Унесите коментар...
Објави

LinkedIn page: linkedin.com/company/sail-into-steam/
Reach: 1053
Posts that had the biggest impact:

Sail Into STEAM
35 followers
3mo ·

Kako vetar pokreće brod? 🌀
Odgovor leži u obliku jedra! ...more

Show translation

4

Sail Into STEAM
35 followers
5mo •

Nastavnici 👩‍🏫👨‍🏫, jeste li spremni da vašu učionicu pretvorite u jedrilicu? ⛵

Predstavljamo vam Teacher's Guide for Implementing the SailingIntoSTEAM ...more

Show translation

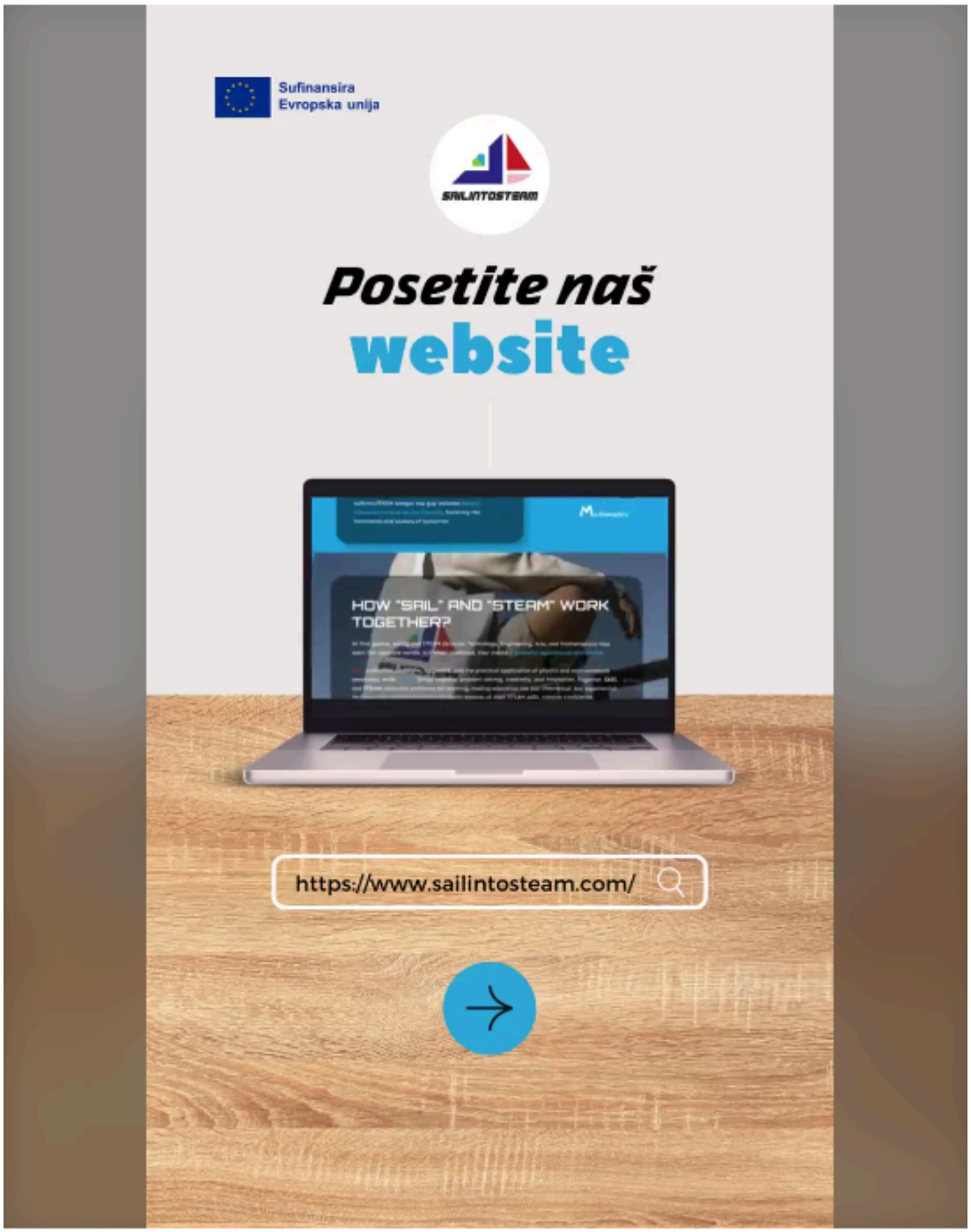
7

Sail Into STEAM
35 followers
11mo •

S ponosom vam predstavljamo veb-sajt našeg SAILintoSTEAM projekta! 🚀🌊

Ovaj sajt je naš glavni vodič kroz svet inovacija gde jedrenje spajamo sa ...more

Show translation



6

Sail Into STEAM
35 followers
11mo •

Savremeno jedrenje više nije samo oslanjanje na vetar 🌬️, već i na obnovljive izvore energije! Solarni paneli i vetrogeneratori postaju ključne komponente na jedrilicama, omogućavajući im da proizvode struju za navigaciju, rasvetu, komunikaciju i ...more

Show translation

6

Like Comment Repost

Sail Into STEAM
35 followers
7mo •

Nekada su se jedriličari oslanjali na zvezde, kompas i svoje instinkte kako bi pronašli pravi kurs. Danas, uz GPS tehnologiju, plovidba je postala preciznija, sigurnija i efikasnija. Ali da li ste znali da GPS nije samo alat za navigaciju, već i moćna ...more

Show translation

6

Events

Festival Lent – Art Kamp (Maribor, June 2024, June 2025)

The first public dissemination event was where visitors could explore the course modules under development. The consortium presented the concept of *learning through sailing* and introduced several modules for the first time.

Particular attention was given to **Module 8 – Piloting the ROV (Remotely Operated Vehicle)**, where children had the opportunity to control a small underwater robot and learn how technology and engineering intersect with marine science.

In the project's second year, the Slovenian partner **EdUman** presented **Module 7 – Understanding and Creating Technology**, offering step-by-step guidance for simple robotic assembly and control. These interactive activities attracted children, parents, and teachers, highlighting the educational and creative potential of the course.

MUZZA Science Week – Zagreb (April 2025)

Organised once the methodology was finalised and the Guides were in the final design phase, MUZZA offered the first opportunity for participants to interact with **Modules 1 and 2 – Nature of the Wind** and **Buoyancy**, together with *Module 7 – Understanding and Creating Technology* and *Module 8 – Marine Robotics and Applications to Sailing*, as well as selected *activities from Module 6 – Environment and Sustainable Sailing.* The exhibition featured interactive models demonstrating sailing physics, ecological principles, and basic robotics related to navigation and marine exploration.

Hosted in the Rectorate of the University of Zagreb, the event created a bridge to the academic community, with university students volunteering throughout the festival.

The consortium also conducted a one-hour workshop, **"Underwater Robotics – Robots Among Us,"** aimed at primary school students and led by **UNIZG-FER**, with contributions from **ZEMUN**, **EcoHub**, and **EdUman**. The workshop demonstrated how sailing can serve as a gateway to informal STEAM education through sport and robotics.

The stand was active throughout the day, continuously attracting children and families. The event was noted for its visibility and positive engagement within Croatia's education and science outreach community.

Training of Trainers – Polytechnic School for New Technologies (Belgrade, September 2025)

A structured pilot session involving **10 teachers** from different subjects who worked directly with the final versions of the Teacher's and Student's Guides.

Participants tested several modules, provided detailed feedback on classroom integration, and confirmed that the guides were practical, age-appropriate, and adaptable.

This ToT session marked the transition from development to real-life classroom application, and its results were integrated into the final editing of the guides.

European Researchers' Night – Belgrade (September 2025)

The first full public presentation of all project outputs—the Teacher's, Student's, and Sustainability

Guides—together with the first six course modules demonstrated live.
Throughout the evening, the SailIntoSTEAM stand drew continuous attention, offering hands-on experiments including:

- buoyancy and water-temperature demonstrations;
- tests of surface tension and density;
- aerodynamic experiments in a **DIY wind tunnel** developed within the project;
- *sailing-table* simulations using rolling sailboats with varied sail shapes;
- and direct exploration of a real **Optimist-class sailboat**, where children learned about mechanics and basic maneuvers.

The event reached **over 200 children**, with **107 officially registered**.
Teachers accompanying their students expressed a strong interest in classroom adoption of the modules.
The consortium received an **official Certificate of Appreciation** from the organisers, as well as commendations from **Mr. Zoran Lević**, Director of the Museum of Science and Technology, and **Dr. Maja Raković** of the Institute for Biological Research, for excellence in educational presentation.

Regatta Workshop "Jedrimo Dunavom zajedno" – Belgrade (September 2025)
A practical sailing-science workshop was organized during the national sailing championship for young athletes, involving **22 children**, their parents, and **coaches from six sailing clubs**.
Participants explored wind direction, sail trim, and balance through short demonstrations and mini-experiments.
Parents expressed interest in linking this hands-on learning with school curricula, while coaches observed how understanding physics principles improved both curiosity and sailing performance.
This event strengthened cooperation between sailing clubs and educational institutions, supporting future integration of project materials into extracurricular learning.

Exploitation Activities

The consortium developed a set of concrete, high-value, exploitable results produced during the project, which will be actively promoted for reuse, uptake, and further development after the grant period ends. These key exploitable results are:

- **SailingIntoSTEAM methodology & syllabus**
- **Teacher's Guide** and **Student's Guide**
- **Sustainability Guide for schools and clubs**
- **SailingIntoSTEAM website and community platform**

These results combine practical pedagogy, environmental guidance, digital assets, and human capacities. This mix is deliberately designed to be easily reused by sailing clubs, schools, teacher training bodies, NGOs, and other sports organizations.

The consortium will pursue a multi-pronged exploitation approach, combining embedding (internal adoption), replication (external uptake), and further development (synergies & funding):

1. **Embedding in partner organisations (internal exploitation)**
    - Each partner will integrate the SailIntoSTEAM course into regular activities. In this way, the course will continue to be used practically even after the end of the project, and will directly affect a large number of children, teachers, and coaches.
2. **Cascade training and multiplier effect (ToT)**
    - The ToT workshop created a pool of master trainers (project partners) who can certify local trainers (coaches, teachers). Those trainers will run local courses and workshops to scale up use.
3. **Online access & community building**
    - All core materials (methodology, guides, sustainability guide, pilot reports) are published on the project website and archived on the Erasmus+ results platform to ensure global discoverability and reuse. The website will be actively promoted at competitions and festivals, and maintained by committed partners after the project ends.
4. **Partnership outreach and sector replication**
    - ZEMUN will leverage existing partnerships with sailing clubs across Europe to pilot and adopt the course regionally; UNIZG-FER will approach marine technology and education networks to develop synergies and add innovative activities; EdUman and EcoHub will facilitate uptake in school and NGO circuits.
5. **Events, conferences, and academic channels**
    - Project results will be presented even more at festivals, scientific outreach events, and sector conferences to reach educators, policy makers, and sport stakeholders.
6. **Intellectual property & open-use approach**

- All developed materials are publicly accessible for non-commercial educational reuse (published in English and local languages), while partners retain rights for adaptation. Key deliverables are designated as public (PU) in the work plan to maximise uptake.

Roles, responsibilities, and resources for exploitation:

- **ZEMUN**: lead on embedding the course in club activities, website maintenance, and regional club outreach;
- **UNIZG-FER**: academic dissemination, engage marine technology stakeholders, host academic workshop;
- **EdUman**: school network outreach, host workshops and trainings for relevant stakeholders;
- **EcoHub**: lead sustainability exploitation (tailored environmental plans, NGO outreach) and integration into school programs.

Resources to be allocated after the project ends include minimal hosting costs for the website (covered by committed partners), low-cost promotion (events, partner channels), trainer time for cascade activities, and partner staff time to maintain networks and respond to requests for assistance.

Exploitation progress will be tracked through: number of local adoptions (clubs/schools utilizing the course), number of trainers certified, website downloads and active community members, references or reuses of materials in other projects, and requests for training/collaboration. These indicators are aligned with the project's dissemination metrics and Final Report deliverables.

Impact and Sustainability

The SailIntoSTEAM project has generated a significant impact throughout its implementation, building a strong foundation for long-term sustainability and continued use of results after the completion of the funding period. Its influence has been visible at multiple levels — among direct participants and partner organizations, within local communities, across professional and educational networks, and ultimately within the broader European effort to connect sports, education, and environmental awareness.

In the **short term**, the project successfully fostered cooperation and interaction between partner countries and local communities, strengthening the relationships between sailing clubs, educational institutions, and NGOs. The project's transnational approach, which combined local engagement with international collaboration, created immediate visibility for the innovative concept of linking sailing with STEAM education and environmental stewardship. Activities such as transnational meetings, workshops, and pilot courses attracted diverse participants and stakeholders, creating space for learning, exchange, and discussion. Each project meeting served not only as a coordination activity but also as a communication and dissemination opportunity, engaging local sailing communities, teachers, and children/students in direct dialogue with experts from the consortium. This approach enabled the rapid dissemination of the project's objectives, methodologies, and progress, ensuring that results were understood and shared already during the project's implementation phase.

The **medium-term impact** of the project has been particularly significant in expanding the reach of its educational and environmental results. Through the publication and open sharing of SailIntoSTEAM materials, sustainability guides, and pilot implementation results on the project website and through partner channels, the consortium provided practical, ready-to-use resources for schools, clubs, and educators. These materials enable local adaptation and replication of the course with minimal additional resources, allowing for a low-cost and scalable implementation model. As a result, the project has established a platform for continued collaboration between educators, researchers, and sailing professionals in different partner countries.

In the **long term**, the project's outcomes are expected to contribute to broader systemic change in both the sports and education sectors. By providing an innovative model for integrating STEAM education with sport, SailIntoSTEAM lays the groundwork for future cross-sector initiatives that link learning with physical activity and environmental awareness. The project aims to inspire other sports organizations to replicate this model, adapting it to their own disciplines and target audiences. The open-access website and materials ensure that individuals and organizations across Europe and beyond can access, adapt, and implement the SailIntoSTEAM approach, thereby contributing to a new inter-sectoral community that bridges sport, science, and sustainability.

The impact on the target groups has been diverse and transformative. For sailing club athletes, participation in the project has enriched their understanding of the scientific and environmental principles

underlying their sport, enhancing their practical skills and encouraging a deeper appreciation for the natural environment. Coaches and club managers have gained valuable experience in interdisciplinary collaboration with academics and environmental experts, improving their coaching methods and strengthening their capacity to manage sport programs that include educational and ecological components. Teachers have benefited from professional development opportunities that introduced them to new methodologies for integrating STEAM and environmental education into their curricula, while children/students have enjoyed a hands-on, experiential learning environment that stimulates curiosity, creativity, and teamwork. Environmental organizations involved in the project have strengthened their collaboration with educational and sports institutions, expanding their reach and reinforcing their mission of promoting sustainability and responsible behavior.

The consortium has taken deliberate steps to ensure that this impact endures well beyond the life of the project. Sustainability has been embedded into the project's design from the outset, with a comprehensive strategy that combines organizational, digital, and community-based measures. One of the most important sustainability mechanisms is the integration of project results into the regular activities of the partner organizations. Sailing clubs will continue to use the developed course as part of their training and youth programs, while schools will incorporate the educational materials into extracurricular and classroom activities. The academic partner, UNIZG-FER, has committed to using the project's methodology and findings in its teacher training and marine technology education programs, while EdUman and EcoHub will continue to apply the developed materials in their ongoing work with schools and NGOs. This internal embedding ensures that the project's results remain active, relevant, and useful beyond the funding period.

The digital sustainability of the project has been secured through the maintenance of the SailIntoSTEAM website and its publication on the Erasmus+ Project Results Platform. The website functions as a central repository for all project outputs, including educational materials, sustainability guides, reports, videos, and best practices examples. It will continue to be accessible and regularly updated by the lead partner and supported by the consortium, ensuring that new users can access and download resources freely. The project has deliberately adopted an open-access policy to promote the reuse, adaptation, and translation of its materials by organizations outside the partnership.

In addition to institutional and digital sustainability, the project has also ensured community-based sustainability through the creation of networks and partnerships that extend beyond the consortium. Sailing Club Zemun, as the project coordinator, has leveraged its strong European network to promote the program among clubs in different countries, encouraging adoption and adaptation of the methodology in those contexts. UNIZG-FER continues to explore synergies with marine technology stakeholders and innovation networks to develop new activities inspired by the project, while EdUman and EcoHub maintain collaboration with schools, universities, and NGOs to further embed the educational and environmental dimensions of SailIntoSTEAM. These networks will remain active and are expected to continue evolving as the program gains further recognition and use.

Financial and resource sustainability are supported by the project's design as a low-cost and easily replicable model. All activities and materials are based on accessible, hands-on learning approaches that do not require expensive equipment or specialized resources, making the program adaptable for a wide range of schools and clubs with limited budgets. This cost-efficiency enhances the project's replicability and long-term viability, especially in contexts where financial resources for extracurricular or educational programs are constrained.

The project has also incorporated risk mitigation measures to safeguard the sustainability of its results. Recognizing that enthusiasm may fade after the funding period, the partners have agreed on a clear division of post-project responsibilities, including website maintenance, community engagement, and support for external adopters. The open nature of the project's materials further reduces the risk of discontinuation, as they can continue to be used, updated, and adapted independently by interested organizations. In addition, the academic partner will ensure periodic review and updating of the educational content through student projects and research activities.

In the long run, SailIntoSTEAM is expected to contribute to the emergence of a pan-European and global community committed to the integration of STEAM education and sports. Through continued dissemination, networking, and collaboration, the project will help cultivate new initiatives that build on its methodology and philosophy. By connecting educators, researchers, sport professionals, and environmental advocates, the project has laid the groundwork for a durable ecosystem that promotes innovation, sustainability, and health-enhancing physical activity. The enduring visibility of the Erasmus+ and European Union support on all project materials and communications will further contribute to public recognition of the EU's role in fostering innovation in education and sport.

Overall, the SailIntoSTEAM project demonstrates a clear and realistic path toward sustained impact and continued use of results. Its outcomes are integrated into institutional practice, supported by a trained network of professionals, maintained through open digital access, and carried forward by strong international partnerships. Through these mechanisms, the project's influence will continue to grow, inspiring future generations to explore the intersection of sport, science, and sustainability.

Conclusions

The SailIntoSTEAM project has successfully achieved its overarching goal of promoting the integration of sport, science, and education through a comprehensive and well-coordinated set of communication, dissemination, and exploitation activities. From its inception, the project was conceived not only as a platform for developing innovative educational materials but also as a catalyst for dialogue, collaboration, and long-term change across the sectors of sport, education, and environmental stewardship. Throughout the project lifecycle, all partners demonstrated a strong and consistent commitment to ensuring visibility, outreach, and sustainability, translating the project's concept into a tangible and widely recognized European initiative.

The communication activities have proven highly effective in enhancing the project's visibility and reach. The creation of a distinctive visual identity, an engaging and informative website, and an active social media presence ensured that the project maintained a strong and coherent public profile. Dissemination through festivals, science fairs, workshops, and international events positioned SailIntoSTEAM as a pioneering example of how STEAM education can be promoted through sport, attracting interest not only from sailing and educational communities but also from the general public. The events organized across partner countries — from Maribor and Zagreb to Belgrade — demonstrated the project's inclusive and hands-on approach, directly engaging hundreds of children, educators, and professionals.

Equally significant has been the project's focus on the quality and accessibility of its outputs. The development of the *Teacher's Guide*, *Student's Guide*, and *Sustainability Guide* provided practical and comprehensive resources that can be easily adopted and adapted by clubs, schools, and NGOs. The open-access publication of all materials on the official website and the Erasmus+ Results Platform ensures continued global accessibility and long-term visibility. These results collectively form a legacy that extends beyond the formal project timeline, enabling teachers, trainers, and learners to continue benefiting from the project's methodologies and innovations.

The exploitation and sustainability measures embedded in the project design guarantee that its results will continue to deliver value after the end of the Erasmus+ funding period. The integration of project outcomes into the regular operations of partner organizations ensures institutional continuity, while the low-cost, modular design of the program supports replication in other sports and countries. The project's strong network of European partners, reinforced by new collaborations established during implementation, provides a solid platform for future initiatives and for the continued evolution of sport-based STEAM learning.

The project's impact is visible in several dimensions: the improved capacity of educators and coaches to deliver interdisciplinary learning, the enhanced environmental and scientific literacy among young participants, and the strengthened ties between education, sport, and environmental sectors. The enthusiasm and feedback gathered from events, pilot sessions, and training activities confirm that

SailIntoSTEAM has met a genuine need for innovative, experiential approaches to STEAM education. The project's inclusive and community-oriented methodology has proven to be both inspiring and replicable, paving the way for long-term cultural and educational change.

In conclusion, SailIntoSTEAM stands as a successful model of European cooperation and innovation, demonstrating how sports can serve as an engaging and accessible entry point to science, technology, engineering, arts, and mathematics, while also promoting environmental responsibility and healthy lifestyles. The project's communication and dissemination efforts have amplified its message and ensured broad engagement, while the exploitation and sustainability strategies have established a robust framework for the continued use and expansion of its results.

Through the dedication of its partners and the active involvement of its audiences, the project has built a foundation for a lasting movement that connects education, sport, and sustainability. The outcomes of SailIntoSTEAM will continue to inspire future generations of learners and educators to explore new ways of linking learning with the natural and technological worlds, ensuring that the project's legacy endures well beyond its formal conclusion.

Annex

Style Guide

BRAND
STYLE GUIDE

SAIL INTO STEAM
ERASMUS PROJECT

1

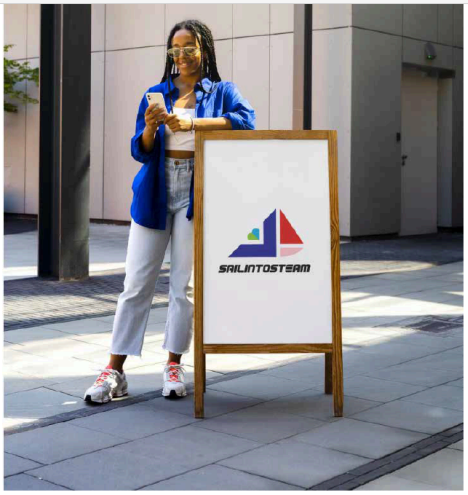
BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT

HOW TO USE THIS GUIDE

Think of our brand guidelines as the one-stop toolkit for everything regarding the project. Every time you need to create something for theproject, whether it is a social media post, a swing tag or a business card, turn to our brand guidelines to walk you through. Consistency is one of the most important factors when it comes to a professional branding, so stick to the knowledge and tools within this guide!

2

BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT



BRAND STORY

SAIL INTO STEAM is an Erasmus project which prides itself on innovative and creative approach to education through science, sustainability and, most importantly, sports, specifically sailing. Being the STEAM education oriented project , SIS is the go-to STEAM promoter and educator for sailing that aims to develop a community of STEAM-savvy sailors and educators, promote the use of the SIS curriculum among all target groups, and ultimately contribute to the development of STEAM education in the partner-organization countries and beyond. Community building workshops and dissemination events are a key part of the SailIntoSTEAM project. Unique and engaging learning experience is our mission, making sailing more accessible and appealing to a wider range of sudents.

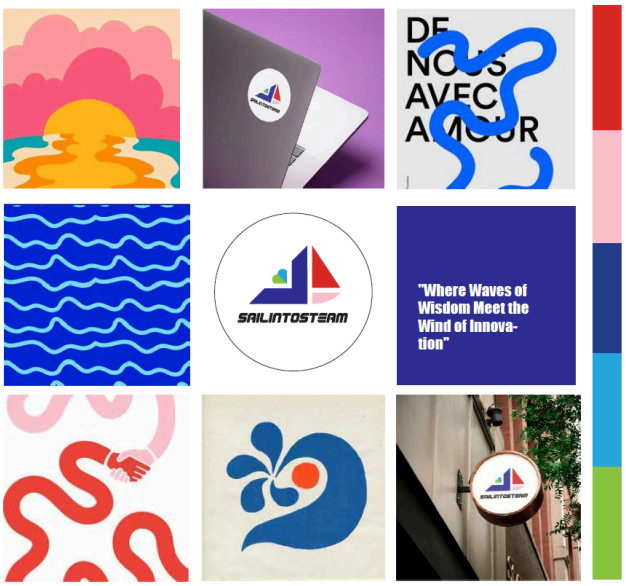
BRAND VALUES

Sustainability
Education
Community
Sports

3

VISUAL DIRECTION

The overall visual direction for SAIL INTO STEAM emulates feelings of joy and inclusivite, ultimately communicating the project's main goal is to have fun while learning through sport. With colorful and fun visual elements, the audience will feel welcomed and inspired whilst portraying innovation and creativity of learning in sports.



4

BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT

PRIMARY LOGO

Our primary logo is our main identifier and is it is in a landscape format. This makes it optimal to be used for things such as our website banner or on the front of business cards. Our primary logo includes the most information such as a the name, font and visual of logo.

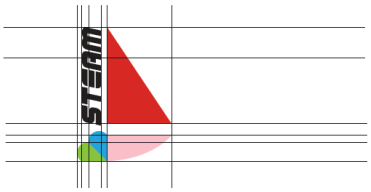
USAGE

MINIMUM SIZE
20PX X 10PX

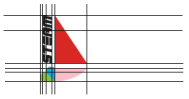
BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT

SECONDARY LOGO

Our secondary logo goes hand in hand with our primary logo. It is a more simplified and abstract variation, that is in portrait format. This optimises it to be used in smaller spaces when primary simply would not fit. Primary & secondary logos are usually interchangeable and can be used wherever you see fit.



USAGE



MINIMUM SIZE
50PX X 50PX

BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT

SUBMARK LOGO

Our submark logo is one of most used, especially as we operate mainly via social media. It is a smaller, simplified variation of our logo that is optimised for smaller places. It is commonly used for our social media profile images, stickers, watermarks, letterheads and any collateral - this logo really can be used anywhere. It is a more subtle way of displaying our branding.

USAGE

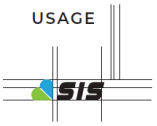
MINIMUM SIZE
40PX X 40PX

BRAND STYLE GUIDE
SAIL INTO STEAM
ERASMUS PROJECT

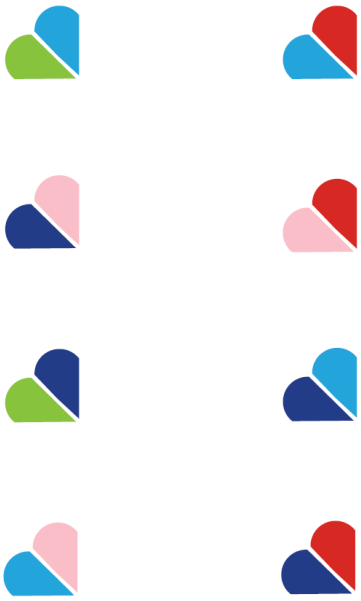
ICON LOGO

An icon logo is a small emblem that allows an audience to recognise a brand without the full name being displayed. It will display the core values and messaging of a brand with a short form of the brands name. Once the project builds its reputation, the icon logo could become the most recognisable brand asset.

USAGE



MINIMUM SIZE
5PX X 7PX

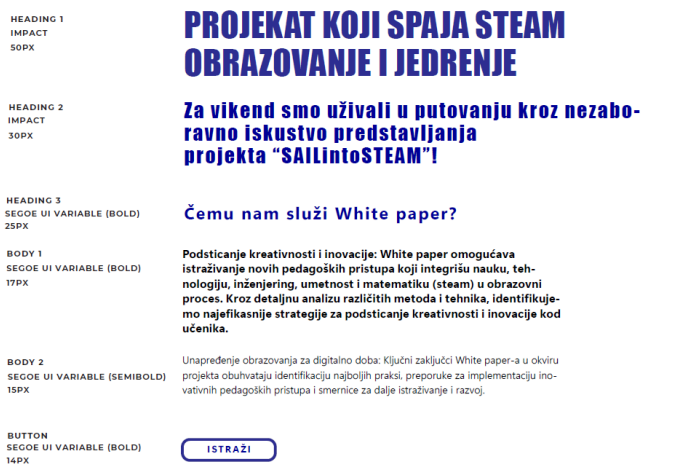


BRAND MARKS

Brand marks is an icon / illustration to a typographic mark that represents an element of our brand & who our business is. They are supporting assets to our main logos and can be used for things like website, social pages and collateral. They tend to be more fun than logos and add more personality to our brand.

Each color of a heart/drop symbolizes a unique facet of collaboration within the STEAM disciplines, fostering a diverse and interdisciplinary approach to problem-solving and innovation. Green signifies a commitment to sustainability, where science and technology intersect with environmental stewardship. Light blue embodies the exploration and preservation of water resources, highlighting the importance of hydrology and aquatic sciences. Dark blue represents the core principles of scientific inquiry, emphasizing empirical research and knowledge advancement. Red denotes the adventurous spirit of sailing and sports, showcasing the integration of technology and human endeavor in recreational pursuits. Lastly, pink embodies the vibrancy of youth, the joy of discovery, and the ethos of inclusivity, promoting accessibility and engagement across diverse communities within STEAM fields.

Together, these colors form a spectrum of collaboration, reflecting the rich tapestry of ideas and perspectives that drive progress in science, technology, engineering, arts, and mathematics.



TYPOGRAPHY

Although it serves a functional purpose, typography is an art and can be the difference between good and bad design if used incorrectly. It is important that the correct fonts are used across your branding to maintain consistency. Furthermore, using them in the correct format is imperative to stay consistent with good design rules.

IMPACT
REGULAR

ABCDEFJHUKLMNO
PQRSTUVWXYZ
ŠĐČĆŽ

abcdefjhuklmno
pqrstuvwyz
šđčćž

0123456789

SEGOE UI VARIABLE
BOLD

ABCDEFJHUKLMNO
PQRSTUVWXYZ
ŠĐČĆŽ

abcdefjhuklmno
pqrstuvwxyz
šđčćž

0123456789

YOUTHFUL PINK

HEX #FAC2CA

R250 G194 B202

SAILING RED

HEX #D72927

R215 G41 B39

SCIENCE BLUE

HEX #263D8B

R38 G61 B139

PURE WATER

HEX #26A9E0

R38 G169 B224

SUSTANABLE GREEN

HEX #8BC53F

R139 G197 B63

1. Bag design application

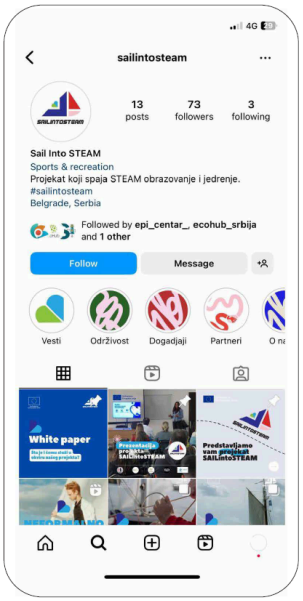
2. Hoodie design application

3. Tote bag application

4. Label design

PACKAGING

This is a brief overview showcasing how the logo would be displayed on PR packaging in the event that it becomes available. It provides a glimpse into the potential visual representation of the brand on various promotional materials, offering insight into its appearance within the context of packaging design.



SOCIAL MEDIA

View our social media as a snapshot of our brand - the first impression that our audience will have. In just the first few seconds, they will form a multitude of opinions about us and our project/services so its imperative that we stay consistent.