



# WLife dissemination report

How the partnership shared the project and its results, January 2025 to August 2026.

## Summary

The three partners shared the project as one: the same activities, the same outputs and the same message, each partner through the channels where it has an audience. Dissemination followed the project itself. Early posts introduced the partnership and the kick-off meeting; during the exchange activities and the training, partners posted from the events; in spring 2026 the articles and posts turned to results, and from June 2026 to the public Recipe Library and the brochure.

Most of the reach came through channels that already had an audience in the green sector: the partners' own social media and websites, an article in the ELCA newsletter, and a direct mailing to more than 65 of the largest agriculture and horticulture companies in Latvia. Alongside that, the project was presented in person at the training, the hackathon, company meetings, staff meetings and to visitors on campus.

**22**

social-media posts published (Facebook, LinkedIn, Instagram, Reels), in four languages

**8**

website, news and newsletter items, including the ELCA newsletter article

**4,500+**

recorded views and impressions where analytics were available

**65+**

Latvian companies reached by direct mailing; 477 recipients of the ELCA article

Figures are from the partnership's dissemination log as of 19 August 2026. Analytics were not available for every item; totals count only what was recorded and are therefore minimums.

## How dissemination followed the project

| When         | What happened in the project                                | How it was shared                                                                                                                         | Reach where recorded                                                            |
|--------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Feb–Mar 2025 | Project start, kick-off meeting in Tampere                  | Facebook posts in Latvia; "Two inspiring days in Tampere" on Facebook, LinkedIn and Instagram in English                                  | 80 reactions in Latvia; 1,275 views, 51 reactions in Estonia                    |
| Jul 2025     | Latvian learners' two-week placements in Finland            | Instagram posts from the placements (Finnish)                                                                                             | not recorded                                                                    |
| Sep 2025     | Onboarding needs analysis; training programme starts 30 Sep | Direct mailing through the Latvian Agricultural Organisation Cooperation Council                                                          | 65+ companies                                                                   |
| Dec 2025     | Second face-to-face training block at AhlmanEdu             | Instagram posts from the training (Finnish)                                                                                               | not recorded                                                                    |
| Jan–Mar 2026 | Online workshops; programme completed 2 Mar                 | Year review and article on the EQF workshops on yebisu.ee; article on ahlmanedu.fi; posts on Facebook and LinkedIn                        | 322 page views; 201 views, 14 reactions                                         |
| Apr 2026     | Hackathon week in Latvia, 20–25 April                       | Daily Instagram posts, stories and reels from Latvia; posts in Estonia after the week                                                     | 560 views, 34 reactions on one Finnish post; 629 views, 27 reactions in Estonia |
| May 2026     | Hackathon results; Erasmus+ VET event                       | Article "Häkaton Lätis..." on yebisu.ee; posts on Facebook, LinkedIn and Instagram                                                        | 130 page views; 1,293 views, 60 reactions                                       |
| Jun–Jul 2026 | Recipe Library and brochure published; project ends 30 June | Article "Õige tugi õigel hetkel" on yebisu.ee; project page on bulduri.lv turned into an outcome platform; ELCA newsletter article (July) | 477 newsletter recipients                                                       |

## Channels and audiences

| Channel  | What was shared                      | Languages  | Items | Recorded reach             |
|----------|--------------------------------------|------------|-------|----------------------------|
| Facebook | Project news, event reports, results | EN, ET, LV | 7     | 2,327 views, 144 reactions |

| Channel                  | What was shared                                                                               | Languages      | Items | Recorded reach                                     |
|--------------------------|-----------------------------------------------------------------------------------------------|----------------|-------|----------------------------------------------------|
| LinkedIn                 | Professional audience: EQF workshops, hackathon, results                                      | EN, ET         | 4     | 463 views, 56 reactions                            |
| Instagram and Reels      | Posts and stories from placements, training and hackathon                                     | EN, ET, FI     | 11    | 1,168 views, 66 reactions (4 of 11 posts measured) |
| Partner websites         | Project pages and four articles: year review, EQF workshops, hackathon, Recipe Library launch | ET, FI, LV, EN | 7     | 620 page views (yebisu.ee; others not measured)    |
| Newsletters and mailings | ELCA newsletter article; direct mailing to Latvian green-sector companies                     | EN, LV         | 2     | 477 recipients; 65+ companies                      |
| The outputs themselves   | Recipe Library (yebisu.ee/wlife-app), printable brochure, three video instructions            | EN, ET, FI, LV | –     | open access, no registration                       |

Items are counted once each; a post published on several platforms is counted per platform. Reach is the sum of the figures recorded in the log.

## In person

Much of the dissemination happened face to face, with the people the project was made for. The 30-hour training programme brought together 16 employers, team leaders, teachers, instructors and learners from three countries, who took the methodology back into their own workplaces. At the hackathon in Latvia, six Finnish learners presented their onboarding solutions to the companies Alejas Projekti SIA and Labie Koki SIA. The Finnish placement companies and the Latvian companies hosting learners saw the approach in daily work.

Partners used their own networks: staff and teacher meetings and classroom sessions in all three organisations; visitors from working life and other schools on the AhlmanEdu campus; EUROPEA Latvia, the national network of green vocational schools, which Bulduru Tehnikums leads; and Bulduru Tehnikums' long-standing cooperation with horticulture, landscaping and arboriculture companies in teaching, work-based learning and internships.

## After the project

Sharing continues now that the Recipe Library is complete. Bulduru Tehnikums will share it in Latvian channels and through a second mailing to companies in autumn 2026, present it at the annual internship preparation meetings with companies and introduce it to its staff, internship mentors and learners. Yebisu Eesti will present the results in October 2026 at a meeting with companies from eight countries and use the materials in its VET teacher training from September 2026. AhlmanEdu integrates the materials into the Vocational Qualification in Horticulture and into workplace instructor training. The dissemination log stays open and partners add to it as they go.



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