



# DELIVERABLE No. 6.1

## EDUC Dissemination and Community-building Strategy

Version as of 01/06/2023

<b>Acronym</b>	EDUC
<b>Full Name</b>	European Digital UniverCity – The bridging alliance
<b>Grant Agreement No.</b>	101089535
<b>Programme/Call</b>	ERASMUS-EDU-2022-EUR-UNIV-1
<b>Instrument</b>	European Universities Initiative
<b>Start date</b>	01/01/2023
<b>Duration</b>	48 months
<b>Deliverable No.</b>	6.1
<b>Document name</b>	D6.1 EDUC Dissemination and Community-building Strategy
<b>Work Package</b>	WP 6 EDUC Impact, Dissemination and Sharing
<b>Task</b>	Task 6.1 Expand the EDUC dissemination plan and community building
<b>Dissemination Level</b>	public
<b>Contractual Submission Date</b>	M4
<b>Actual Submission Date</b>	M6
<b>Name responsible Institution (task lead)</b>	PTE
<b>Contact</b>	info@educ-alliance.eu
<b>Abstract</b>	The document details the structure of the EDUC dissemination and community building elements, the main goals, target groups, marketing strategy, within the alliance emphasized the practical points and effectiveness, keeping in mind the KPIs, common standards, local and alliance-wide online and onsite events, and European values to reach the greatest impact within the EDUC community.
<b>Keywords</b>	Community-building, dissemination, media, reaching target groups, online and onsite events

# EDUC Dissemination and Community Building Strategy

EDUC II (2023-26+2) - a long-term perspective

## Main Goals

- Developing and maintaining an adaptive and responsive online presence
- Creating an online infrastructure that supports and fosters dialogue and communication within the Alliance
- Promotion of all EDUC-related activities
- Communication of the sustainable implementation and the mission of EDUC
- Supporting the community building within the Alliance by
  - sharing best practices,
  - organising training for community managers and other EDUC members, if needed
  - Fostering physical dissemination events on all campuses
  - Promoting diverse, flexible, tailor-made solutions for the members
  - Building an EDUC community on our campuses for our target groups
  - Co-create the Alliance together with the EDUC community;
- Raise awareness for EDUC among target groups, stakeholders, and the general public at large and create visibility for the European universities initiative;
- Engage the diverse target groups in the activities, events, and governance of the Alliance;
- Share results, best practices, and experiences among the alliances and with all European universities, higher education specialists, and policymakers;

## Clarification of goals with deadlines

- Update the communication plan and instruments from the pilot phase and adapt for enlarged Alliance and full rollout; create an EDUC Dissemination and Community

Building Strategy added by concrete communication activities on a global and local level (Y1Q1)

- Annual evaluation and amendment (if necessary) of the EDUC Dissemination and Community Building Strategy (Y1Q4, Y2Q4, Y3Q4)
- Creation of annual dissemination and community-building plans (if required) on a global and local level (Y1Q4, Y2Q4, Y3Q4)
- Adoption of the strategic document and the annual plans by the Steering Committee (Y1Q4, Y2Q4, Y3Q4)
- Creation of a sustainability strategy for EDUC communication (Y4, Q4)
- Extension of the website functionalities (Y1Q2) and maintenance of the website (Y1Q4-Y4Q4)

## SWOT

### Strengths

- A focus on internationalisation
- Well-established cooperation among the partners
- Connection to other EU integration projects
- Know-how of mobilities – similar processes throughout EDUC
- Experience with international projects
- Strong support from the leadership of partner universities
- Diversity
- Competent staff
- Facilities and labs that could be shared

### Weaknesses

- Non-systematic processes and solutions
- Low awareness about the Alliance
- Different levels of digitalisation among the partners
- "Project" perspective and long-term perspective: different takes, different levels of involvement

### Opportunities

- Higher financial support from the EU or governments

- Stronger EU integration
- Rise in students and staff's identification with the EU
- New research opportunities
- New trends and the rise of interest in virtual education
- Networking with other alliances to jointly gain momentum and push changes
- SDG integration needed/ focus on societal challenges
- Change-maker/ transformation aspects
- Citizen and local authority engagement to build a stronger community

### Threats

- Interference in EU integration
- Shortage of time and finance (changed slightly with new funding)
- Lower financial support by the EU and governments
- *Force majeure* impact on the project

### Target groups

1. **Students, life-long learners, teachers, researchers, staff, and management** of the eight universities **Associated partners**: collaborating closely with our societal ecosystems, they serve as crucial enablers, optimisers, and amplifiers of the knowledge transfer between universities and society
2. **Higher education experts** and practitioners in other alliances or European universities
3. **Regional, national, and European governmental and regulatory bodies** like ministries, governments, national agencies, European institutions, or directorate generals
4. **Friends of EDUC**: alums, supporters, sponsors, and donors of network connections or time
5. **General public** to increase the science-society-interconnection and to integrate interested individuals in the citizen-science activities of EDUC-Share.

### Dissemination strategy

#### Mission

- Supporting „European sense of belonging. “
- Digitalisation as a common ground for the partner universities

- Integration and harmonisation of partner universities' strategies, educational offerings, and processes
- Develop, support, and diversify mobilities in EDUC
- Cooperation on pedagogy and research, with students involved
- Collaboration with corporate and business partners and local communities

## Focus of Communication

- Communication is recipient-focused: Only provide essential and exciting information to the recipient.
  - Upon being asked: Tell them what they want to know, not what we want them to know.
  - One-to-many: Tell them what is relevant for the target group, not what is important to me personally
- Follow Gricean Maxims of conversation to the highest degree
  - Quality – always offer accurate and precise information
  - Quantity – always provide the exact amount of data needed
  - Relation – always offer only the relevant information
  - Manner – always avoid ambiguity and use language understandable to the recipient

## Tone of Communication

- Appropriate to the target group and channel
  - Social networks – semi-informal, emoticons allowed, mild colloquialisms allowed, humour encouraged; first name basis
  - Infochannels (newsletters) – semi-informal
  - An e-mail with students and staff, with strong visual support (images supporting the written text) – semi-informal, emoticons allowed; first name basis
  - An e-mail with officials, corporate and scientific partners, local communities, etc. – formal, last-name basis in a first mailing at least
  - Printables – formal (but lightweight) language (apart from claims intended for students and staff, there some informal practices are encouraged)
- No project-style newspeak (informal) allowed for external communication, apart from official documents intended for project purposes; EU staff.

## Language of Communication

- The official language for external communication is British English in spelling, grammar, and vocabulary.

- English is used on EDUC official channels – website, newsletters, and social media networks (Facebook, Twitter, Instagram)
- University-specific channels use their native tongue in communication with native students; with international students, English or their native language is used.
- In one-to-many communication, specifying gender is avoided, or gender-neutral pronouns are used.
- First-person singular is avoided apart from specific situations (use the first person of plural or passive voice)

### E-mail Etiquette

- Generally, e-mails should be answered within 24 hours – even if the task in the e-mail takes longer, confirmation during the 24 hours is still desirable.
- Urgent-marked e-mails are used if a reaction in the same workday (9 AM to 4 PM) is required.
- Use to-the-point and short subject lines.
- When sending mass e-mails, send them to yourself with others in Blind Carbon Copy, do not use Blind Carbon Copy only if the recipient must know who is present in the conversation.
- Do not use the Confirmation upon Reading function.

### Ethical Code

- Communication is transparent and honest
- Communication is accurate and prompt
- Communication respects different cultural values
- Communication respects freedom of speech
- Personal data and confidential information are highly protected
- Communication obeys laws and public policies
- Personal opinions are avoided at all costs – as in academic texts, always state only verifiable information – you do not voice the idea of the consortium.

### Marketing vision (in 5 years)

- A well-established university alliance recognised by all core stakeholders of EDUC
- Students and staff feel connected to EDUC's university alliance and advocate it further.
- All universities can utilise EDUC's marketing, communication, and community-building resources well and have established channels for stakeholders.
- Universities' corporate partners and regional stakeholders recognise the benefits of EDUC and cooperate in the promotion.

### Marketing strategy

- Maintain strong brand visibility and logos across all content with a distinct identity.
  - Maintain brand visibility in connection to already functioning campaigns of the individual universities.
- Focus on authentic, shareable, user-generated content (involving students and student representatives)
  - On social networks, offline campaigns, promotion materials
- Create an interconnected community with high brand affinity
  - Community yields engagement and brand advocacy
- Provide platforms where users can connect and learn specific to their focus and community.
- Allocate the budget to gain visibility on existing platforms to engage the target groups.
- Adhere to channels, tone, vocabulary, and visual communication specifically for the individual target groups.

## Marketing mix

**Product** – One big European university – European Integration, collaboration in science, digitalisation; mobility (physical and virtual, with minimal administration, accessible to everyone); know-how sharing; collaboration with all universities for stakeholder involvement, including citizens, local authorities, corporate and business partners and other local communities; European education offer

**(Price** – Time and energy invested into the process, sometimes the height of the scholarship – the activities in EDUC should be easier than outside of EDUC; Your comfort as a researcher, staff or partner)

**Promotion** – 4M (below)

**People** – coordinators, universities leadership, IT support, international departments of faculties and universities, local partners tied to universities, research departments, offices for student affairs

**Processes** – harmonisation of the procedures inside of the Alliance; digitalisation, making mobilities easier; tight cooperation on education and research, the inclusion of students into research; collaboration with local partners and communities

**Physical events** – modern/historic campuses, facilities, web, portal, merchandising, graphic style

## Stakeholders and Target groups

**Students** (exchange and degree students from other countries): friendly tone, buzzwords



Students want to gain credits and new experiences and become part of the community. Gradually became European citizens. The below-mentioned platforms will be used according to the needs and popularity of the partner universities.

Platforms:

- EDUC Website
- OpenUp
- Onsite events (e.g., tea sessions)
- Direct contact
- Specific university channels
- EDUC Social networks
- EDUC Student group on Facebook (in the relevant countries)

**Academic staff/Teachers:** outreach, collaboration, personal fulfilment, prestige – official but friendly tone/persuasive tone

They can participate in mobilities and gain international experience, wants to share and receive know-how, and wants to grow as an academic.

- **One digital framework for all** – reach the digital generation using new tools for in-EDUC collaboration, including local communities and corporate and business partners of all EDUC universities in teaching
- **Teach what you love to an even bigger audience** – create your courses and activities to share among the universities and share awareness about your niche.
- **Learn from the international community** – Gain new know-how and skills via mobilities, know-how sharing, guest teaching, and others.

Channels

- Direct contact/offline
- EDUC website
- EDUC social networks
- EDUC newsletter
- Specific university channels
- OpenUp groups
- EDUC Teacher group on Facebook
- LinkedIn for specific purposes

**Researchers**

Ph.D. student, teacher, or higher degree researcher. The Researcher wants to advance in their academic career via international collaboration in science centres and other scientific hubs of

7Szöveg beírásához kattintson ide.

other universities. EDUC allows them to cooperate with a university with well-established ties to the scientific community of their alma mater.

- **Collaborate with the best with nothing holding you back** – Science cooperation without barriers for researchers with special needs, easy research mobilities; virtual and physical collaboration; sharing facilities and laboratories.
- **More people, more opportunities, more significant impact** – Participate in a much more diversified field of research at all EDUC universities; Become part of world-changing research at any university; find your area of interest with all of EDUC capacities available
- **Europe: the cradle and the future of science** – Continue the tradition of European science in a fully integrated international community with the involvement of global corporate and business partners and communities

#### Channels

- EDUC website
- Direct contact
- OpenUp
- EDUC newsletter
- EDUC Social networks
- EDUC Science group on Facebook

**Non-academic staff:** Outreach, collaboration, personal fulfilment, prestige – official but friendly tone/persuasive tone

They often need to be involved in the internationalisation process in general. Wants to enhance and share know-how, participate in the integration process, and help the institution grow.

- **Learn from each other** – Gain know-how from the whole Alliance; participate in mobilities, job shadowing, and staff weeks; share your knowledge with others; help the institution grow.
- **Integrate into a large community** – Find your colleagues from other EDUC universities and start tight cooperation; use tools available to all EDUC universities.
- **Become a part of the European integration process** – Participate in European projects; help the European integration in your way; cooperate with EDUCs corporate and business partners and communities.

#### Channels

- Direct contact and mailing
- EDUC website
- OpenUp
- EDUC Newsletter
- EDUC Non-academic staff group on Facebook

**Associated partners/Higher education experts:** (Corporate and business partners, student associations (ESN), local governments, local communities, science centres, partner universities of the members, and associated partners)

- **EDUC opens doors to the whole Alliance** – Through local partnership to global cooperation; Benefits from the resources of all EDUC Universities
- **Collaboration through innovation** – Find new ways to collaborate thanks to digitalisation and harmonisation of universities; gain new skills connected to technology;
- **A global world helps the local community** – Benefit from the European integration process, participate in European projects, and use global resources to aid local communities.

#### Channels

- EDUC Website
- OpenUp
- EDUC Social networks
- Press
- Meetings (tea sessions, info meetings)

Partner universities of EDUC universities, Agents, and National agencies – Knowledge about EDUC, the possibility of cooperation with all the universities involved, know-how sharing; European integration

- Knowledge about EDUC's advantages to students, staff, and researchers
- Introducing the partners
- Benefits of being in an alliance
- How the Alliance fulfils the aims of European integration
- Promotion of European education and values

#### Channels

- EDUC Website
- Direct contact
- EDUC Social networks
- Press

#### Life-long learners, alumnis, and Friends of EDUC

- **Learning is not just for students** – EDUC helps you on your way to further education.
- **It's never too late for new experiences** – Thinking internationally has no age limit; participate in mobilities, projects, and other activities.

- **EDUC creates an international community** – Benefit from your *alma mater* or the local university; become part of the European integration process;

**Regional, national, and European governmental and regulatory bodies:** fulfilling the project aims – official tone

- Progress and milestones of the project
- How the Alliance fulfils the aims of European integration
- Promotion of European education and values
- Achievements in research

Channels

- EDUC Website
- OpenUp
- Direct contact
- EDUC Social network

**General public:** official but friendly tone

Increasing the science-society-interconnection and integrating interested individuals in the citizen-science activities of EDUC-SHARE

Channels

- EDUC Website
- EDUC Social network
- Direct contact at each university

## 4Ms of Advertising

### Mission

- European integration support
- Digitalisation as a common ground for the partner universities
- Integration and harmonisation of partner universities' strategies, educational offerings, and processes
- Develop, support, and diversify mobilities in EDUC
- Cooperation on pedagogy and research, with students involved
- Collaboration with corporate and business partners and local communities

### Media

- EDUC Website
- EDUC social networks
- EDUC-specific info channels (newsletters)

- EDUC-specific groups on Facebook (in the relevant countries)
- University-specific channels
- Offline – printed materials
- Direct contact/ mailing
- Press

**Main message** – You are part of an Integrated European University Alliance offering exciting new opportunities.

### Money

- New templates based on the existing design manual
- Social networks paid promotion
- Infochannel framework app
- Leaflets, brochures, NL and SN acquisition leaflets, rollups, merchandising
- Total sum (counting reaching 2,000 subscribers of the Infochannel in the 2<sup>nd</sup> year of the implementation if possible)
- + Workhours which are a part of staff costs

### Measurement

- Web – Google Analytics
- Social networks – Insights
- Infochannel – Engagement
- Press – Imprint to media
- Offline – Raise in acquisition (NL, SN, WWW)
- In-EDUC survey among all stakeholders
- N° of participation in virtual mobilities
- N° of mobilities inside EDUC – relative growth difference between pre-EDUC mobilities in universities now part of the Alliance; compared to the previous time segment; in scale to an n° of potential mobility participants
- N° research, corporate and project collaborations – relative growth difference between pre-EDUC mobilities in universities now part of the Alliance; compared to the previous time segment; in scale to an n° of potential mobility participants (this is influenced mainly by the offer by the respective WP)
- SMART goals evaluation

### Commitments of task experts in Task 6.1, EDUC SHARE, and other EDUC-related colleagues

The task expert team is responsible for the following: decides significant steps to be taken in the marketing area (steps of strategic value) by the majority. If any issue raises strong disagreement and the majority is manageable, the role of the decision maker falls to the WP6 supervisor.

Task experts, community managers, and other EDUC/EDUC-SHARE-related colleagues are responsible for communicating their EDUC-related news/events/results to Task 6.1 leaders for sharing them on the common EDUC platforms.

The promotional board is responsible for the following (but not limited to):

- Marketing strategy
- Communication strategy
- Crisis communication strategy
- Visual style implementation
- Delivering the information concerning other WPs to WP6 channels
- Timetable of campaigns
- The focus of campaigns
- Budget of campaigns
- New promotional channels
- New strategies
- Merchandising choices
- Printables
- Annual report processing and feedback incorporation (if necessary)

The head of the WP 6 is the supervisor of EDUC's marketing and therefore moderates the discussions and has the final decision right in case any problem needs to be approved or disapproved by the majority of the Promotional Board.

### Frequency of measurement

- **Quarterly**
  - Survey after one year of the complete EDUC II run
  - Quarterly report on EDUC social media platforms by PTE-USN and report on community-building-related activities, EDUC promotions, and posts by each partner university
  - After the quarterly report, there will be (an online) meeting with feedback and proposed changes.
- Tied to SMART goals, which will be confirmed at the Task 6.1 meetings

### Facebook

- Name of the profile: EDUC
- Link: [facebook.com/educunivercity](https://facebook.com/educunivercity)
- Handle: @educunivercity

- Bio: European Digital UniverCity is an alliance of 8 European universities striving to create a barrier-less international community interconnected via digital tools, tight collaboration, know-how sharing, mobilities, and cooperation with local communities.
- Admins: PTE, USN, and UP

### Purpose

Facebook is meant for sharing information and building brand awareness and community. Facebook posts contain "heavy info," which cannot be shared on Twitter or Instagram. Communication on Facebook is the most formal of all networks, yet funny emoticons, memes, and colloquial terms are allowed and desired.

### Twitter

- Name of the profile: EDUC
- Link: [twitter.com/educunivercity](https://twitter.com/educunivercity)
- Handle: @educunivercity
- Bio (for now): European Digital UniverCity is an alliance of 8 universities labelled "European University" see, <https://uni-potsdam.de/de/international/projekte/educ.html>
- Admins: PTE, USN, and UP.

### Purpose

Twitter is meant for sharing short posts promptly. The audience on Twitter is instead science-focused, so communication should be targeted to those groups of stakeholders. A limited number of characters (280) does not allow long or "heavy-info" posts. Communication on Twitter is semi-formal, bearing in mind the target audience.

### Instagram

- Name of the profile: EDUC
- Handle: educunivercity
- Link: [instagram.com/educunivercity](https://www.instagram.com/educunivercity)
- Bio: An alliance of 8 European universities striving to create an international community
- Admins: PTE, USN, and UP

### Purpose

Instagram is meant for sharing visual posts, different points of view, user-generated content, and mainly community building. Communication on Instagram is informal; humour, "backstage posts," memes, or colloquialisms is required. Instagram will focus on user-generated content and sharing experiences of stakeholders (mainly students) across the community. The usage of the Instagram stories format will be maximised; therefore, content should be created in appropriate forms.

### Youtube

- Name of the profile: EDUCUniverCity
- Handle: not yet (100 subs)

- Link:  
[https://www.youtube.com/channel/UCFBwfthD8W5iXjs3LjjaW9g/featured?disable\\_polymer=1](https://www.youtube.com/channel/UCFBwfthD8W5iXjs3LjjaW9g/featured?disable_polymer=1) (100 subs till custom URL)
- Bio: European Digital UniverCity is an alliance of 8 European universities striving to create a barrier-less international community interconnected via digital tools, tight collaboration, know-how sharing, mobilities, and cooperation with local communities.
- Admins: Basically, everyone with a Gmail login

**Purpose**

Youtube is meant for sharing and storing videos connected to EDUC. Other potential use will be discussed in phase 4 of the marketing plan.

## Community building strategy

Community building is about creating a sense of togetherness. In the EDUC framework, community building supports the dissemination and marketing efforts with on-campus and virtual events targeting mainly but not exclusively the colleagues and students working and studying as members of our Alliance. The principles of our strategy are defined below:

### Purpose of the community building

Community-building events will play a vital role in the brand-awareness efforts of EDUC. Creating a lively community of students and staff will play a significant part in our activities' sustainable communication and promotion. EDUC intends to be a permeable alliance of empowerment, co-creation and education, mirroring society in all its diversity.

Main channel of community building: OpenUp; local tools of the partner universities

### Make sure everyone feels welcome and encourage participation from everyone

We are building a diverse and inclusive environment that encourages everyone to get involved. At these events, everyone should express their views without judgment. It is valid for the feedback as well. The organisers shall collect feedback after the events and ensure the participants' opinions matter.

### Celebrate success and promote opportunities.

The two primary goals of community building are to disseminate the Alliance's results and to promote new possibilities (calls, scholarships, events) to the audience.

## Alliance-wide community-building events

- **Bi-annual' Tea-sessions'**



- Participants: all target groups
- Event location: on-campus events at well-known, accessible sites at each member
- Field/Area: Thematic events on different topics or for other target groups
- Length: half day
- Minimum attendees: 30 people/session/location
- Design and feel: The ambience should reflect the given audience, but we should aim for an accessible, inclusive easy-going event with small-scale catering (snacks, bites, coffee, tea, juices). The format can be informal discussion or workshop-like, but the high-level involvement of the attendees is essential.
- **Two in-person training (minimum two days each) for the community managers of the Alliance**

## University-level community-building events

In community building, we put the main focus on the in-person event. Small-scale, physical meetings can boost our Alliance's visibility on the campuses and give the much-needed 'personal touch' to the connection between EDUC and university employees/students.

This also means the Alliance relies on the member university's resources to organise and promote these events. To support the organisation of these events, EDUC will contain the following:

- Bi-annual online meetings with the community managers focus on sharing good practices and evaluating previous local events.

## Common standards of events

As each university organises its local events, details are up to them. However, a unified usage of the EDUC visual style (according to the design manual) is required in all advertising, printed or online materials, reports, and press releases in advance, during, and after the event.

## List of planned community-building activities at the member Universities

(additional pledge for community-building reasons; one additional event/year/university)

### University of Pécs:

- Event name: Bi-annual task team experts meeting
- Participants: task team experts from the member university
- Event location: on-campus
- Field/Area: Thematic info session on the latest news of EDUC
- Length: 60-120 minutes
- Minimum attendees: 50% of all task team experts from the member

- Design and feel: The task team experts are a broad group of people involved in the tasks of EDUC. They work at several university departments and are involved in different tasks, so they only sometimes have an overview of the EDUC activities. These info sessions can add a global perspective to their everyday work.
- One of the 'Bi-annual tea sessions' can also be a task team expert meeting.

### University of South-Eastern Norway:

- **Event name:** Strategy Conference
- **Participants:** leaders at USN
- **Event location:** Quality Hotel Skjærgården in Langesund / Vestfold / Norway
- **Field/Area:** Annual seminar for discussion of the university strategy
- **Length:** 1 Hour
- **Minimum attendees:** 75-100
- **Design and feel:** Introductions and large group dialogue using World Café methodology. Theme: How can we rethink internationalization and use our international networks and EDUC alliance in practice? Introduction by invited guest Trym Holtbek from the University of Stavanger (UiS) representing the university alliance ECIU.
  
- **Event name:** EDUC Tea Session
- **Participants:** USN EDUC Team + USN academic and non academic Staff
- **Event location:** on campus (Campus Vestfold)
- **Field/Area:** Presentation of the alliance and its present and upcoming activities , particularly regarding the USN community + showcasing local efforts and EDUC personalities + highlighting opportunities for each target group
- **Length:** half day
- **Minimum attendees:** 50-100
- **Design and feel:** To be held once or twice during 2023. accessible, inclusive and involving easy-going event with small-scale catering. Presentations + Informal discussion and/or workshop-like activities. Parts of the event will be recorded and shared + streamed.
  
- One of our 'Bi-annual tea sessions' could also be a task team expert meeting, which will be occurring on a monthly basis from august 23.

### University of Potsdam:

- Event name: Campus Festival
- Participants: local EDUC-Team + open to all target groups (students, academic- and non-academic-staff, public)

- Event location: on-campus (Am Neuen Palais, Potsdam)
- Field/Area: info booth on (the latest news of) EDUC
- Length: 180 - 240 minutes
- Minimum attendees: not measurable, but most/all of the target groups are there
- Design and feel: Festival occurs once a year on campus at the University of Potsdam.
- Event name: Warm.UP
- Participants: local EDUC-Team + students
- Event location: in the cultural centre of the city (Schiffsbauergasse, Potsdam)
- Field/Area: info booth on (the latest news of) EDUC
- Length: 180 - 240 minutes
- Minimum attendees: not measurable, but a lot/most of the students attend
- Design and feel: Festivity for the (first-year) students at the University of Potsdam.

### University of Rennes:

Event name: Going abroad evening (Title to confirmed)

Participants: Department of Communication/International Affairs Department/ Student career department/ University Foundation/local EDUC Team + potential outgoing students

Event location: University of Rennes campus.

Field/Area: Provide information to students about the international opportunities (studies, internships, etc). Testimonials of students, info booth on (the latest news of) EDUC.

Length : 2-3 hours (evening)

Minimum attendees: Between 60-200 students

Design and feel : an event which takes place in early October during the Erasmus Days.

Various formats: Student feedbacks on their mobilities, games and cultural activities, mobility schemes presentations and partner universities presentation.

### University Paris Nanterre:

- **Event name:** Welcome Days
- **Participants:** IRO team/local EDUC team + international students.
- **Event location:** UPN's campus (Nanterre).
- **Field/Area:** info booth on (the latest news of) EDUC.
- **Length:** two-day event.
- **Minimum attendees:** not measurable, but most/all of the target group is present throughout the event.
- **Design and feel:** an event which takes place yearly in early September, one week before the official start of the first semester. Welcome meeting for international students

+ integration activities and introduction to the campus and the various university services/facilities.

- **Event name:** Inauguration of the student centre on campus
  - **Participants:** all of UPN's services/departments and all students.
  - **Event location:** UPN's campus (Nanterre).
  - **Field/Area:** info booth on (the latest news of) EDUC.
  - **Length:** one-day event.
  - **Minimum attendees:** not measurable, but most/all target groups are present throughout the day.
  - **Design and feel:** an event which takes place yearly in late September, aimed to present the different services/departments of the institution to new students, but also to showcase promote the innovations and latest news for the new academic year. Open to all students.
- 
- **Event name:** International Mobility Forum
  - **Participants:** IRO team/local EDUC team + students, academic and non-academic staff.
  - **Event location:** UPN's campus (Nanterre).
  - **Field/Area:** info booth on (the latest news of) EDUC + 45 minutes presentation of EDUC activities and partners.
  - **Length:** one-day event.
  - **Minimum attendees:** not measurable, but most/all target groups are present throughout the day.
  - **Design and feel:** an event which takes place yearly in October during the "Erasmus Days". Provide information to students and teaching/administrative staff about international opportunities (studies, internships, trainings, financial aids, etc) via presentations and stands. Testimonials from local students who have completed an international mobility, as well as insight and advice from international students who are on exchange at UPN, to get a first-hand account of what it's like to undertake this experience.
- 
- **Event name:** EDUC Café (Tea session)
  - **Participants:** local EDUC team + wider EDUC community of UPN (academic and non-academic staff).
  - **Event location:** UPN's campus (Nanterre).
  - **Field/Area:** an opportunity to meet the colleagues of other departments/services closely involved in EDUC, to share practices and bond over coffee.
  - **Length:** 3 hours.
  - **Minimum attendees:** 50 per cent of all task team experts.
  - **Design and feel:** twice a year event. An informal moment designed for a face-to-face discussion over coffee for all UPN staff involved with EDUC. News of the alliance, presentation of new projects and updates on ongoing projects.

University of Cagliari:

- Event name: EDUC booth in MSCA European Researchers' Night event "SHARPER - Researchers' Passion for Enhanced Roadmaps"
- Participants: Researchers; Students; EDUC team; UniCa Staff; Citizens
- Event location: Public Gardens
- Field/Area: Enhance the role of researchers in the society
- Length: one-day event
- Minimum attendees: about 1000
- Design and feel: SHARPER is an EU Commission funded event (Marie Skłodowska-Curie actions) and takes place every year in late September, structured through various formats (talks, experience activities, speakers' corner, STEM lab, booth etc.)

#### University of Cagliari:

- Event name: Tea Session
- Participants: Team EDUC; UniCa academic and non academic Staff, and UniCa Students.
- Event location: UniCa Campus (Cagliari, Sardinia)
  - Field/Area: Presentation of the enlarged Alliance and of its activities in the present and in the years to come to the UniCa community highlighting opportunities for each target group
- Length: half-day event
- Minimum attendees: about 100
- Design and feel: ad hoc organized EDUC community building event by the end of the 2023.

#### Masaryk University

- o **Event name:** Erasmus Week
  - o **Participants:** local EDUC team + IRO + students
  - o **Event location:** MU (campuses of the faculties)/Online
  - o **Field/Area:** info session on the EDUC project, opportunities
  - o **Length:** 45 minutes
  - o **Minimum attendees:** 40 students, approx.
  - o **Design and feel:** practical information session, part of the Erasmus Week about exchange opportunities for students of MU, takes place every year
- 
- **Event name:** EDUC Tea session
  - **Participants:** local EDUC team
  - **Event location:** MU/online
  - **Field/Area:** Thematic session on the EDUC project
  - **Length:** 60-90 minutes
  - **Minimum attendees:** 30 members of UJI staff, approx.

## Jaume I University

- **Event name:** EDUC Tea sessions in the framework of 4th International Staff Week at the Universitat Jaume I
  - **Participants:** Eva Camacho, Vice-Rector for International Relations of the UJI, presented EDUC to the participants and Judith Németh, from the University of Pécs, contributed with her point of view as a member of the consortium.
  - **Event location:** UJI campus
  - **Field/Area:** Thematic info session on the EDUC project
  - **Length:** 60 minutes
  - **Minimum attendees:** Apart from the UJI team, 47 people from universities in Slovenia, Czech Republic, United Kingdom, Austria, Poland, France, Greece, Hungary, Romania, Germany, Republic of Bulgaria, Turkey, Italy, Latvia, Belgium, Slovakia and Croatia attended the session.
  - **Design and feel:** The Universitat Jaume I of Castellón brought together nearly 50 professionals from 31 international universities in the fourth edition of the Staff Training Week, a meeting linked to the Erasmus+ programme in which the UJI presented the EDUC project to the attendees. The session was participative, as there were many questions from the participants in the debate.
- 
- **Event name:** EDUC Tea session
  - **Participants:** local EDUC team
  - **Event location:** UJI campus
  - **Field/Area:** Thematic session on the EDUC project
  - **Length:** 90 minutes
  - **Minimum attendees:** 30 members of UJI staff, approx.
  - **Design and feel:** Session promoted by the Vice-Rectorate for International Relations of the Jaume I addressed to the staff of the UJI that will participate in the EDUC project. The project will be presented. Roles and internal guidelines for implementation and justification will be defined. It will take place on 14 June.
- 
- **Event name:** Welcome Week
  - **Participants:** local EDUC team + all target groups (students, academic and non-academic staff, general public)
  - **Event location:** UJI campus
  - **Field/Area:** info booth on EDUC
  - **Length:** four days
  - **Minimum attendees:** not measurable, but most/all of the target groups are there
  - **Design and feel:** an event which takes place once a year on the UJI campus in October with a programme of cultural, sportive and social activities to welcome the (first-year) students.
- 
- **Event name:** Welcome ceremony for exchange students

- o **Participants:** local EDUC team + exchange students
- o **Event location:** UJI campus
- o **Field/Area:** info session on the EDUC project
- o **Length:** 60-90 minutes
- o **Minimum attendees:** 50 students, approx.
- o **Design and feel:** practical information session for international students from different exchange programmes, which takes place in September.

### Monitoring system (KPIs)

According to the Call Part B document (p.66)

To assure the visibility of EU funding and comply with our obligations, the task leads of 6.1 (PTE and USN) will dedicate a chapter of the EDUC dissemination strategy document to the requirements to acknowledge the origin and visibility of EU funding in all EDUC communication on Alliance or partner level. They will also provide templates in different formats (web, print) for standardised use. PTE and USN will ensure to implement the EU emblem and funding statement correctly and in a prominent way on all dissemination material and channels created or used on the alliance level.

Based on the EDUC Data Management Plan outlined in EDUC-SHARE, the partners will share data according to the FAIR principles adopting the principles of findability, openness, interoperability, re-usability, resources, data security, and ethics.