



D9.2

MID-TERM UPDATE OF PLAN FOR DISSEMINATION, COMMUNICATION, EXPLOITATION

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Abstract	The document presents progress in enhancing communication, visibility, and collaboration across partner universities. Key improvements include upgrading the project website, transforming the newsletter into a research-focused e-publication, expanding the use of the OpenUp platform, and creating roll-up banners, posters, and videos. Several project events were organised to disseminate knowledge and share best practices. All activities are tracked and monitored on a quarterly basis.



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Version	Publication Date	Change
0.1	11.06.2025	Initial draft
0.2	21.07.2025	Revision by partners
0.3	13.08.2025	Final adjustments
1.0	20.08.2025	Final Version

List of Contributors

Beneficiary	Name	Author/Contributor /reviewer
UPECS	David Molnar	Author
MUNI	Iva Sedlakova	Author
UNICA	Erika Orru Ambra Ilaria Cincotti	Reviewer
UPECS	Katalin Fuzer Marton Beres	Reviewer
USN	Maey Anderson-Glenna	Reviewer
UNIVREN	Julie Newton	Reviewer
UP	Ulrike Schmidt	Reviewer
UJI	Josefa Ramos	Reviewer
UPN	Justine Noyer	Reviewer
PNU	Iryna Hryhoruk	Reviewer

Abbreviations

DCEP – Dissemination, Communication, Exploitation Plan

KPI – Key performance indicator

MUNI – Masaryk University

OpenUp – a collaborative platform within EDUC-WIDE, provided by UPECS

PNU – Vasyl Stefanyk Precarpathian National University

Q – year quarter

R&I – Research and Innovation

UPECS – University of Pécs

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1. Introduction

This document presents only the progress and updates to the Initial DCEP.

It describes the enhancement of communication and dissemination activities within the EDUC-WIDE project, reflecting the growing experience gained through project implementation (with the internal research Calls, organisation of meetings and events).

Some sections of the initial DECP, such as Objectives, Target Group, and Key Messages, have remained unchanged, while others—particularly **Tools and Channels, Visibility, and Organized Events**—have undergone significant development.

The chapter on the Consortium and Local level has seen significant progress, as EDUC-WIDE representatives aimed to maximize the participation of local researchers in the calls.

As previously discussed and agreed upon with the EDUC-WIDE Project Officer, **this document exclusively outlines and explains the updates to the Initial DCEP.**

2. Summary of Initial EDUC-WIDE Dissemination, Communication, and Exploitation Plan

The Initial Plan for Dissemination, Communication, and Exploitation (D9.1) defined the strategic framework and mindset of the EDUC-WIDE project in addressing communication and dissemination needs. It emphasized the value of effective “project marketing” not only to meet formal requirements, but also as a vital tool for enhancing the visibility of the EDUC Alliance across partner universities and on a national scale.

Dissemination activities focus on sharing project findings, encouraging their application, and building partnerships.

Communication promotes awareness, informs and involves stakeholders, and enhances the project's credibility and collaborative identity. These efforts align with the EDUC consortium's broader goals to foster a unified, impactful R&I community.

Target groups include researchers (both within and outside EDUC), industry partners, the public sector, policymakers, university management, administration and citizens, with tailored approaches for each. Internal groups like university managers, administrators, and support staff are engaged to sustain institutional change, capacity-building, and cross-sector collaboration.

Key messages highlight EDUC-WIDE's dedication to open science, impactful research, and career diversity. Tailored messages are directed at researchers, promoting collaboration opportunities and access to research infrastructures in Widening countries.

Channels and Tools: The project uses coordinated tools such as the EDUC website, newsletters, OpenUp platform, social media, partner channels, press, and academic venues to deliver consistent, strategic communication.

Monitoring: All activities are consistently tracked to maximize social media impact and gather insights to inform and enhance future marketing efforts.

3. Update of Selected Parts of the EDUC-WIDE DECP

The nature and characteristics of the Target groups, along with the Objectives and Key messages, are determined mainly by the Call conditions and project proposal and are defined in the Grant Agreement.

However, the approach to achieving the goals set in DECP can be flexible and creative. As such, the Communication team has introduced several updates in the selected chapters (see Figure 1):

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Figure 1 – Structure of Initial DECP – with highlighted chapters as subjects of update in this document

3.1 Channels and Tools

Considerable improvement occurs in the case of the following communication channels:

Website: The EDUC website (https://www.educalliance.eu/projects/EDUC_WIDE) has been logically organized to meet the needs of current, past, and potential future research projects (Figure 2).

- A dedicated **"Projects"** section has been created to highlight essential information, including objectives and key focus areas within EDUC-WIDE.
- The **"Resources"** section provides access to important project documents, such as reports and deliverables.
- The homepage features a **"News"**, a **"Calls"** and an **"Events"** section, regularly posting updates on EDUC-WIDE activities

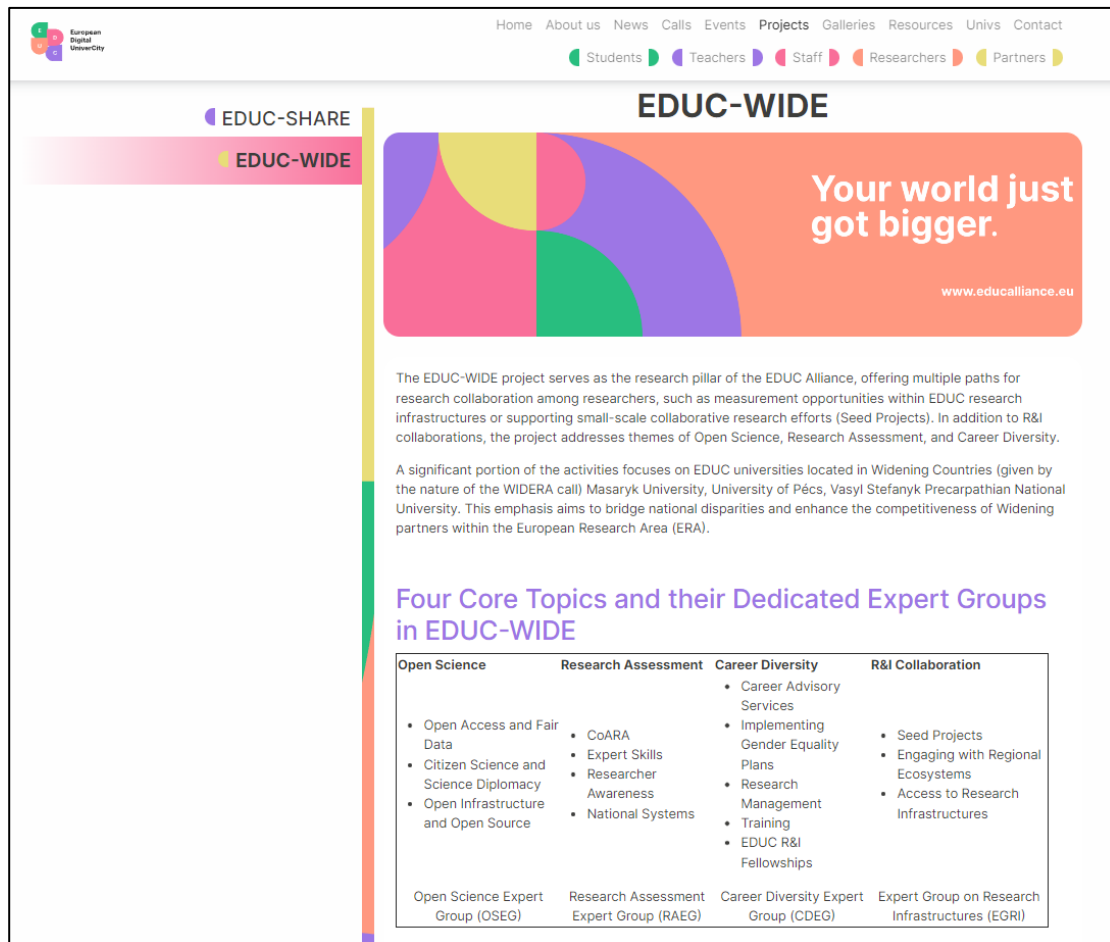


Figure 2 – EDUC-WIDE webpage

Local Websites: Institutions have created their own local EDUC-WIDE webpages, either in English or in their national language:

- [UP Website](#)
- [UNICA Website](#)
- [PNU Website](#)
- [MUNI Website](#)
- [USN Website](#)
- [UJI Website](#)
- [UNIVREN:](#)
- [UPÉCS Website](#)

Newsletters: All project partners unanimously agreed to evolve the EDUC-WIDE Newsletter into a primarily research-focused e-publication (Figure 3), starting with issue no. 2. A dedicated space for collecting content ideas for future editions was set up in the MS Teams folder, with contributions regularly reviewed during Project Management meetings.

The first issue was launched in connection with research calls and opportunities. As the project matured and gained clearer direction, a unified thematic structure was developed. This also established a long-term, research- and innovation-oriented communication pillar within the alliance's thematic outreach strategy.

The Newsletter structure included the following sections:

- **Meet the Researcher** – Featuring introductions or interviews with researchers involved in the project.
- **EDUC Research** – Highlighting project research activities, including summaries of joint initiatives under the Calls, information on core facilities, and interesting research facts from each partner.
- **Research Culture** – Focusing on content related to project Work Packages 1–6, such as Open Science, Research Assessment, and Career Diversity.
- **Let's Collaborate** – Promoting events (e.g., conferences, workshops), calls, and opportunities for cross-border collaboration.

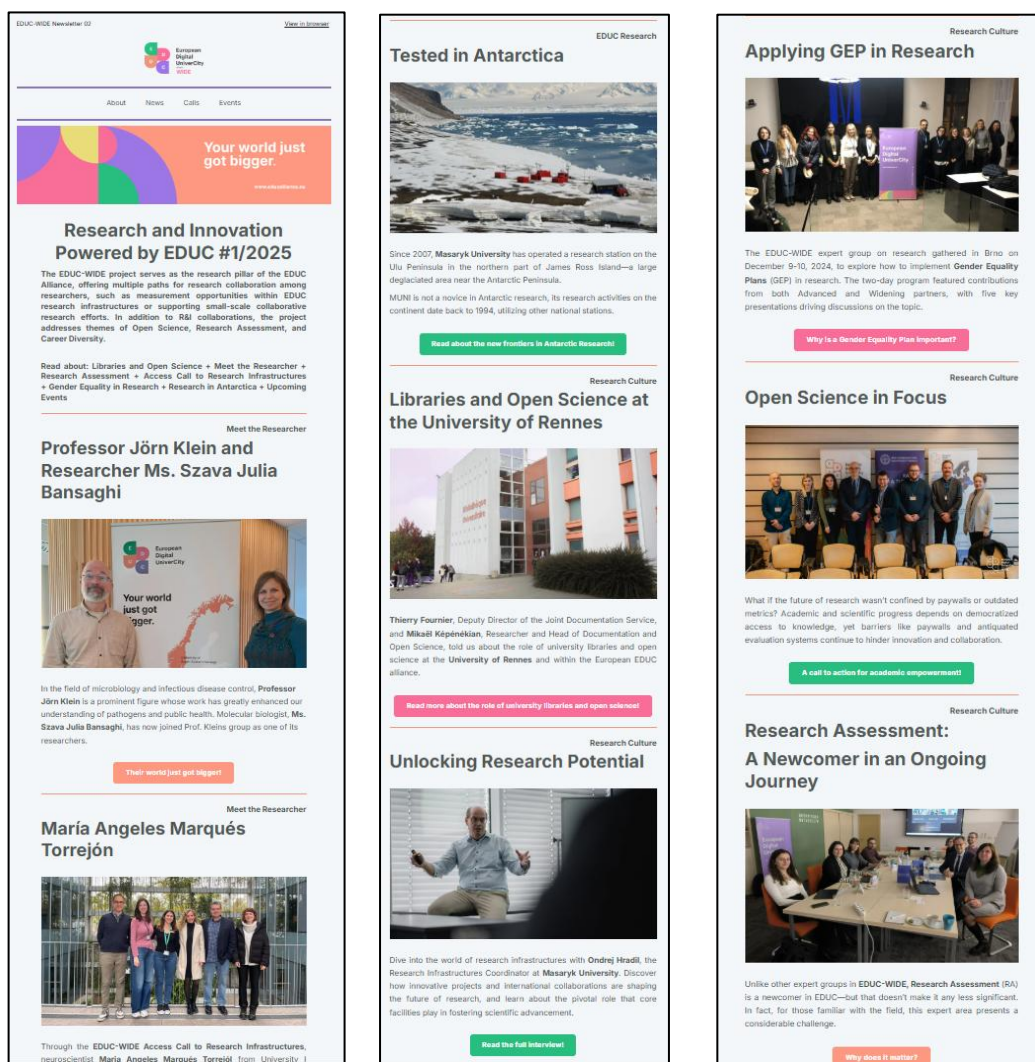


Figure 3 – EDUC-WIDE Newsletter

OpenUp: The use of the Open Up platform (Figure 4) has been expanded.

- It is now routinely used for EDUC-WIDE Calls as the primary submission platform, where applicants upload their project proposals along with all required annexes.
- The event calendar functions as a democratic platform where users can share their relevant events, workshops, and more.
- Networking and job opportunities, among others, are regularly shared in the platform's channels and groups, actively engaging peers.
- Additionally, expert groups focused on Open Science and Career Development have begun using the platform as a **document repository** and a **collaborative workspace** for project-related activities.

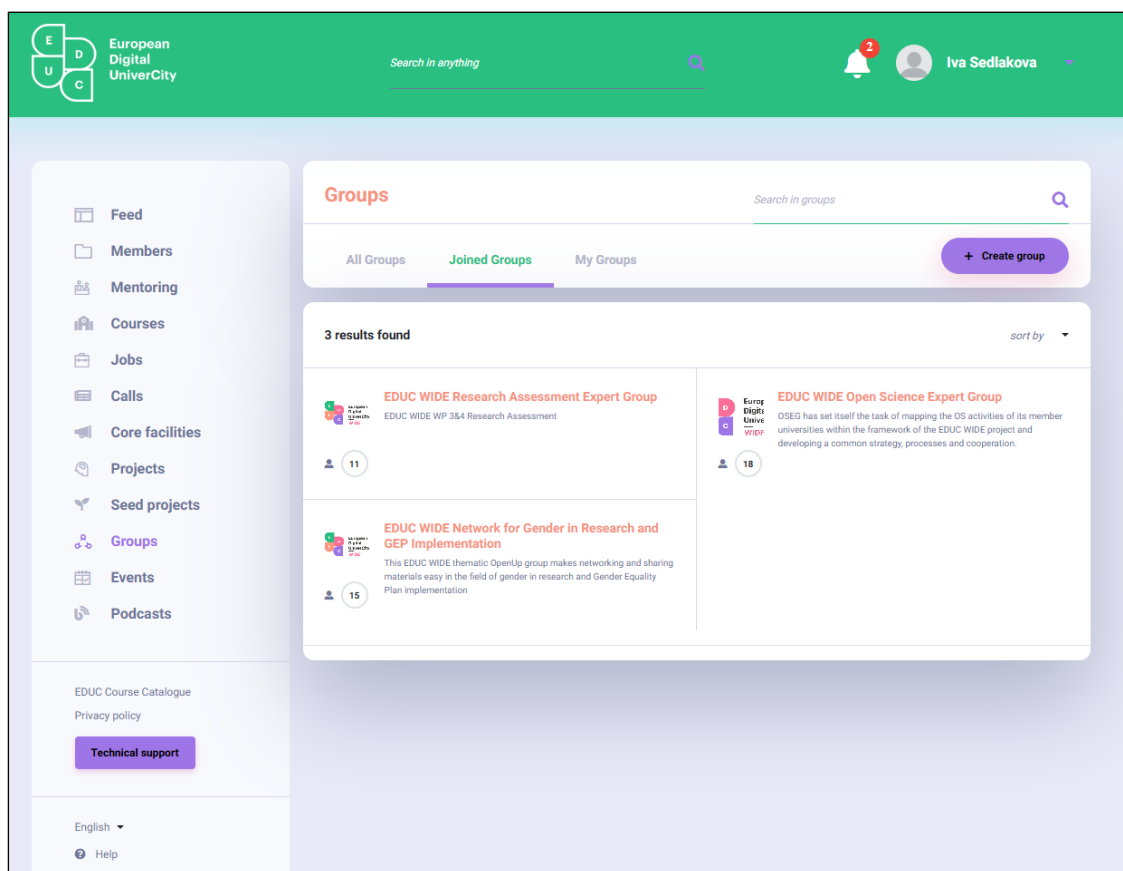


Figure 4 – OpenUp workspace with EDUC-WIDE work groups

3.2 Visibility

Roll-up banner and Poster: To support project promotion, banners were designed in multiple versions for use at in-person events (meetings, training, awareness-raising events, workshops, etc.). Additionally, an EDUC-WIDE poster was developed to accommodate diverse display requirements (Figure 5).



Figure 5 – Roll up versions

Videos: UPECS, the partner in charge of communication and dissemination within the EDUC-WIDE project, produced a series of promotional videos aimed at raising awareness about the project and highlighting key events. These videos were designed to engage a broad audience, showcase the project's goals and achievements, and strengthen its visibility across the consortium and beyond:

- Empowering Researchers through EDUC-WIDE – [Youtube](#)
- Call for Research projects – [Youtube](#)
- Call for Research projects – [Youtube](#)
- Call for Research projects – [Youtube](#)
- Empowering Research & Regional Impact Across Europe - [Youtube](#)

A video was also produced by UNICA in Italian:

- Incontro del progetto EDUC-WIDE all'Università di Cagliari – [Youtube](#)

Also, a Hungarian language video by UPECS:

- Nyílt Tudomány a Gyakorlatban - [Youtube](#)

3.3 Organizing events and training

The following events (Table 1) were organized during the first half of the project to promote the EDUC-WIDE project and/or to disseminate best practices and topics tackled by the EDUC-WIDE expert teams.

Event Name	Date	Type	Location / Format	Target Audience	Objective	Key Outcomes / Impact
Workshop on Open Science	4 th December 2024	Dissemination	UPECS / Hybrid	Local researchers, OS experts, research managers	Sharing best practices and disseminating the UPECS attitude on Data Management and Open Access.	37 participants, Dissemination of EDUC-WIDE approach, raising awareness on UPECS's approach to Open Science.
Knowledge sharing workshop on Gender Equality Plan	9-10 th December 2024	Internal workshop	MUNI / Hybrid	GEP experts, research managers	Exchanging best practices among EDUC partners, accompanied by a moderated discussion on related topics.	25 participants, Agreement on next steps and direction for the Task.
Knowledge-sharing workshop on Career Development	28-29 th April 2025	Internal workshop	UPECS / Hybrid	Career diversity experts, research managers	Presenting and introducing best practice guidelines.	32 participants, Presentation of progress within the Task.
Workshop on Open Science	16 th May 2025	Dissemination	PNU / Hybrid	Local researchers, OS experts	Highlighting best practices and underlining the importance of the Open Science approach at PNU.	29 participants, Awareness-raising and dissemination of EDUC's Open Science approach.
Research Assessment awareness-raising event and Research Assessment seminar	28 th May 2025	Dissemination	MUNI, PNU UPECS / Hybrid	Local researchers, RA experts, OS experts, management	Raising awareness of the CoARA initiative, emphasizing that all EDUC-WIDE partners share a common commitment.	96 participants Dissemination and discussion on the institutional need for reform in research assessment.
Workshop on Building Researchers' Careers	10 th June 2025	Internal workshop / Dissemination	PNU / Hybrid	Local researchers, administrative professionals	Sharing best practices and disseminating progress achieved within the EDUC-WIDE project.	40 participants. Sharing of current trends in career development and dissemination of EDUC-WIDE progress

Table 1 - Key Events and Activities within Months 1–18

3.4 Communication at the Consortium and Local Level: EDUC-WIDE Call propagation

In the initial phase of the EDUC-WIDE project, we successfully launched three targeted calls designed to foster and strengthen research collaboration among partner institutions. These initiatives aimed to encourage joint research activities, facilitate knowledge exchange, and build lasting academic networks within the consortium:

- 1) 1st Call for Access to Research Infrastructures - finished
- 2) Knowledge Exchange Scheme for Research Infrastructures - finished
- 3) Seed projects – implementation

To get involved as many partners and researchers as possible, the partners made the most effort to spread the information to all levels at their home universities in the following ways:

EDUC as a whole:

- EDUC website
- EDUC social media

Partner universities as individuals, promoted via:

- the university's website and social media
- the university's newsletters and mailing lists
- through the university/faculty research offices
- during the university's events
- direct communication with RIs
- direct communication with researchers, professors, and administrative personnel

4. Assessment of communication and dissemination efforts

Communication and dissemination efforts are reviewed every quarter (Table 2) , with specific indicators identified for monitoring progress (Table 3). Achieving the KPIs (Table 4) remains a central goal.

Quarter	# of Activities	Estimated Reach	Highlights and notes
Q3 2023 (Jul–Sep)	1	~300	Early-stage pilot post
Q1 2024 (Jan–Mar)	12	~3,500	Kick-off events, seed call comms
Q2 2024 (Apr–Jun)	14	~5,000	Campaign push, partner content
Q3 2024 (Jul–Sep)	20+ (est.)	~6,000+	High-performing posts, central activity
Q4 2024 (Oct–Dec)	30+ (est.)	~6,000+	Full campaign momentum expected
Q1 2025 (Jan–Mar)	3	~1,200	Slow start, but key EU-wide posts published
Q2 2025 (Apr–Jun)	2	~800	Project website and central RI promo

Table 2 - Quarterly Timeline Overview (Q3 2023 – Q2 2025)

Indicator	Progress & Example
Increased awareness	22,000+ people reached via social media, websites, newsletters, and brochures
Consistent visibility	Every quarter showed activity; several joint pushes across partners and platforms
Multi-channel strategy	LinkedIn, Facebook, Twitter, Instagram, printed materials, EU newsletter, EDUC alliance website
Broader audience	Research community reached consistently; public-facing and policy-facing content began to emerge

Table 3 - Qualitative Impact

No.	KPI title	M18 target	Actual	Status
C1	Project newsletter for EDUC Universities (cumulative)	3	3	Reached
C2	Newsletter for ecosystem actors (cumulative)	1	1	Reached
C3	Social media posts identifying EDUC-WIDE (cumulative)	9	44	Exceeded

Table 4 - Impact Monitoring and Key Performance Indicators

5. Conclusions

This deliverable provides an updated overview of the communication and dissemination efforts undertaken within the EDUC-WIDE project. Building upon the initial communication strategy and guidelines, the project team has actively expanded its outreach activities, demonstrating a strong commitment to raising awareness about project opportunities and promoting EDUC as a broader initiative.

To increase the **project's visibility** during in-person events such as meetings, training sessions, workshops, and awareness-raising activities, a set of roll-up banners and posters was designed. These materials were tailored to meet various promotional needs of the partners and to align with the visual identity of the EDUC-WIDE project.

A significant milestone in communication has been the advancement of the **EDUC-WIDE Newsletter**. It now follows a coherent and structured format, guiding partners in contributing content and highlighting key research-related topics. This structure has improved consistency, participation, and information sharing across the consortium.

The **OpenUp platform** has seen a marked increase in usage, primarily serving as the main submission point for project call opportunities. Furthermore, two expert groups—OSEG and CDEG—have adopted the platform as a collaborative repository, enhancing digital cooperation and resource sharing.

All **planned events** for the first half of the project have been successfully implemented, contributing to the dissemination goals and strengthening inter-institutional engagement.

Monitoring is conducted quarterly to track activities and assess their impact on the target audience. To M18, over 44 social media posts referencing EDUC-WIDE have been published across LinkedIn, Twitter, Facebook, and Instagram. Call opportunities are among the most engaging topics.

Given the dynamic nature of modern communication and the continuous evolution of digital technologies, communication and dissemination activities will remain in active development throughout the project's duration. The team remains responsive to emerging opportunities and shifts in the communication landscape.