Deliverable 6.1 Updated versions of the existing EPICUR communication strategy and tools

European Partnership for an Innovative Campus Unifying Regions
EPICUR Research Agenda
Shaping European Society in Transition

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Version	Date	Description of change
Template	17.04.2021	Finalisation of the templates documents for EPICUR-research
1st draft	04.05.2021	Adaptation of the strategy objectives and targets document for EPICUR-Research
2nd draft	19.05.2021	Development of the procedure and integration of activities into the action plan
03	08.06.2021	Finalisation of this deliverable
04	24.06.2021	Final version presented at the PMT meeting
05	06.07.2021	Reviewed final version
06	05.10.2022	Alignment of numbering in Section 1

Explanation of the late submission of this deliverable:
We needed more time than expected to integrate adaptations to fit the project into the structure and functioning established within the PCT after the launch of the EPICUR-Research project and to align communication objectives and key messages for the two projects to ensure consistency within the Alliance. The team combines and organizes the project's communication work over the months, both at the alliance and university levels. The overall Research project is now developing and the communication is following. This evolution will increase over the next months.

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1. Introduction

1.1 Context

EPICUR, the European Partnership for an Innovative Campus Unifying Regions, is a first-generation European University Alliance, dedicated to shaping European Society in Transition through the development of collaborative inter- and transdisciplinary teaching and learning.

EPICUR-Research

The EPICUR-Research project, coordinated by the Karlsruhe Institute of Technology (KIT), launched in January 2021 and funded by the European Commission's Horizon 2020 programme, is setting up new types of research collaborations at a European level for early career researchers. EPICUR-Research is primarily aimed at early career researchers in order to expand their field of expertise and improve the sharing of skills and knowledge within a European research area on interdisciplinary political and social issues.

Partners of the alliance
- Karlsruhe Institute of Technology "KIT" (Germany)
- University of Strasbourg "Unistra" (France)
- Adam Mickiewicz University in Poznan"AMU" (Poland)
- Aristotle University of Thessaloniki "AUTh" (Greece)
- University of Natural Resources and Lifes Sciences, Vienna "BOKU" (Austria)
- University of Haute-Alsace "UHA" (France)
- University of Freiburg "ALU-FR" (Germany)
- University of Amsterdam "UvA" (The Netherlands)

1.2 Objective of this deliverable

This deliverable provides an overview of the updated communication and dissemination framework established in the Erasmus+ project that is now implemented in the EPICUR-Research project. It includes information on the shared administrative bodies dedicated to communication, dissemination and exploitation activities.

The EPICUR-Research communication strategy needs to be adapted because, while the Alliance communication in general concerns the whole academic community, EPICUR Research is more specifically aimed at early career researchers. In addition, as the organisation in each partner university and the people involved in EPICUR-Research are not the same, the tools and actions must be adapted to reach this target group and create awareness about the project and a sense of belonging.

2. Communication and dissemination framework

2.1 Objectives set up by the EPICUR-Research H2020 project

In EPICUR-Research, the work package 6 is dedicated to institutional sustainability and communication. The objectives are as follow:

- to communicate our activities to relevant stakeholders in our regions at city, state, national and European level in order to improve impact and attract potential liaison partners. Communication will include funding parties and agencies, ministries, parliaments, and the European Commission, thereby setting the base for long-term collaboration.
- to disseminate the direct and indirect results generated by the project to other European University Alliances in order to minimise duplication, to enable them to join efforts, and thus maximise the potential of EPICUR's impact. Dissemination will be a joint effort together with relevant stakeholders.
- to prepare the exploitation of project activities in later stages of European University Alliances.

2.2 Responsibilities

WP6 is led by KIT and involves all partners including students, academics (teachers and researchers), administrative staff and societal stakeholders. All partners actively contribute to the effective implementation of the communication, dissemination and exploitation strategy.

UNISTRA as Task leader 6.1 and KIT as Task leader 6.2 work together for an effective communication and dissemination strategy under the following responsibilities:

- Inform all the consortium members about the progress and results of the project.
- Coordinate all the communication and dissemination activities among the consortium members.
- Define the communication and dissemination strategy and execute them.

UNISTRA Communication Officer is in charge of the overall coordination of the communication and dissemination activities, with the collaboration with the other Partner communication team members, under the responsibility of the strategic coordinator.

Each partner of the EPICUR Alliance had set up an internal Project communication team according to its internal organisation and the activities to be completed, composed of a Communication Officer and other persons if necessary (e. g. Press officer, Webmaster...).
Tasks:

- Contributes to the implementation of all relative actions in their respective universities.
- Monitors the progress in its communication and dissemination activities on partner and WP level.

Sabine Menu, the **EPICUR Liaison Officer based in Brussels** follows the European policy agenda and regularly informs the Alliance about the most important initiatives and proposals to pave the way towards the creation of European universities. This position allows her to meet key players: European Commission policy officers, attachés representing the member states, as well as other alliances' representatives and university networks. Through her network, advocates in favour of educational and research excellence and of our international reputation, making us attractive to students, colleagues, researchers and partner universities worldwide as a European inter-university campus.

Each Partner Communication Officer as well as the UNISTRA Liaison Officer in Brussels is a member of the existing global **Project Communication Team** (PCT). It is chaired by the EPICUR communication officer from UNISTRA and meets online on a regular basis, and when possible in-person alongside the PMT and SC meetings.

The PCT promotes the EPICUR Alliance to the target groups and beyond.

2.3 Integration into EPICUR's communication structures

In order to promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective way, EPICUR is adapting and using the communication strategy deployed for the Alliance in EPICUR-Research.

We have thus set up regular exchanges between the different teams and partners to ensure an accurate coordination.

- During the monthly PCT meeting, a part of the meeting is now dedicated to the topics and actions to be implemented for the promotion of EPICUR-research.
- Weekly exchanges also take place between the communication coordinator of the Erasmus+ project (Unistra) and the project officer of EPICUR-Research (KIT).
- A bi-weekly fixed day is established between the teams of the University of Strasbourg (leader of the Erasmus+ project) with the teams of the KIT (leader of EPICUR-Research).

2.4 Monitoring & Reporting on communication activities

Each partner and the WP leaders are monitoring the progress of communication activities on partner and work package level. The PCT monitors it at the project level and regularly informs the PMT.

The monitoring is based upon the partner reports and the WP reports. The UNISTRA Communication Officer is responsible for the **six-monthly reports on communication activities**. (The Lead Partner KIT will prepare a report template.)

Based on these reports, the LP KIT will complete the elements on communication, dissemination and exploitation in the reports foreseen: the periodic reports and the final report. By synchronisation of the efforts of both EPICUR projects, we guarantee a maximum output with limited resources.

3. Updated versions of the existing EPICUR communication strategy and tools

3.1 EPICUR Branding

To have consistency and to maximise the communication impact of the alliance as a whole, we have decided to align dissemination material, documents and communication tools with those developed through the Erasmus+ project. We updated the materials with the Horizon 2020 Communication Guidelines.

3.1.1 Logos and graphical identity

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016926.

In addition to the EPICUR logo, any communication activity, report, or internal document displays the EU emblem and includes the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016926" (see figure above).

To create a global communication, EPICUR's graphic identity is composed of many tools, documents, and creations that allow for both online and offline communication:

- Banners
- Templates for word and power point
- Logos in colour and black and white, normal and inline
- A font
- Graphic elements
- EPICUR maps
- A pattern
- University logos
- EU logos

All the dissemination activities use and respect the EPICUR graphic charter in terms of logos, fonts and colours for a relevant and recognisable visibility.
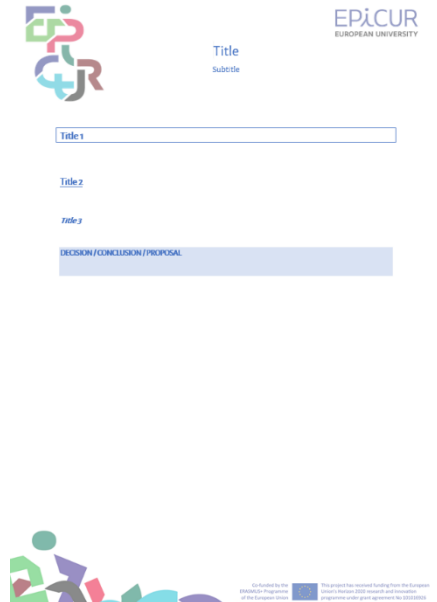
3.1.2 Updated document templates

The Coordinator as well as the Communcation Officer provided new templates for WORD document and presentation POWERPOINT - designed in line with the EPICUR graphical identity and the H2020 Communication rules.
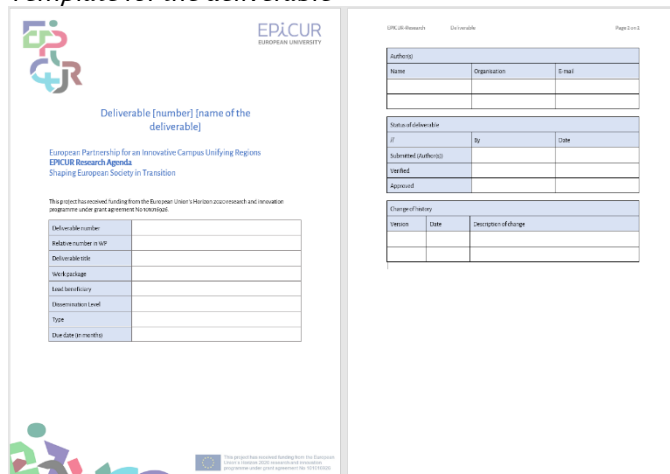
Word document

Presentation PowerPoint

Template for the deliverable

The *deliverable template* has a cover page that displays a table with the document's information (deliverable information: number, full title, the work package number and title), Lead Beneficiary, Dissemination Level, Nature, Date of Delivery. The document continues with the authors' information and a table with the document's history.

3.2 Dissemination through digital communication channels

Due to the different communication needs of the EPICUR-Research project, the communication strategy is updated and oriented towards the specific target group of EPICUR-Research -the early career researchers- and developed to create cohesion between the different members of the alliance and the internal bodies and structures of each partner HEI.

To inform widely about the activities inside and outside EPICUR, we are using a mixed communication (digital and physical) to present EPICUR-Research and show the added value that this project brings to researchers and society.

The first step is to identify the interested research units in each university and organise specific workshops on these units' current situation to know their needs and define the demand and what EPICUR could offer

them. Then, with the collaboration of EPICUR members dedicated to EPICUR-Research, each partner will also present the project in specific meetings and events.

Communication development ensures that the actions are disseminated to external partners and the media at the alliance level and beyond. In addition, researchers and working groups within the universities are informed on time about the project progress and milestones. It is essential to create a sense of belonging to the EPICUR community among researchers and to offer a transversal and European vision. For this purpose, EPICUR and its teams aim to establish a dialogue with institutions and guarantee high visibility of the work carried out by the EPICUR-Research community.

Furthermore, EPICUR-Research is highlighted on the website by developing a menu and presentation pages for the project. Thus, the website gives visibility and allows the promotion of the EPICUR-Research activities. Furthermore, the EPICUR Communication team defines specific means and actions to be implemented on social media to create a community interested in the activities related to EPICUR-Research and allow this community to interact on essential issues.

The EPICUR's digital learning platform and new digital tools allow the creation of a network space for the targets within the university community to exchange, work and support the development of the missions.

3.3 Action plan to ensure the sustainability of the communication

Specific objective*	Communication objective	Targets	Approaches	Related EPICUR-Research Activities	Impact measurements
Overall project objective : Enhance levels of cooperation and integration between the 8 partners to create the foundations for a European University					
Connect researchers between partner universities and researchers with sectors outside academia	+ Information and dissemination (on the project)	-Researchers -University Community -(Potential) partners on regional, national and European levels -Research Infrastructures	EPICUR university press releases Website(s) Social (media) Networking Events like science festivals / fairs / Keynote / Collaborative spaces	EPICommunity EPICamps EPIChallenges	-Number of Researchers involved - Number of publications on website, social medias both Alliance and university level -Type of activities to contact stakeholders -Number of events, -conferences meetings dedicated to EPICUR-Research

Support interdisciplinarity and excellence	Build awareness Build sense of belonging	Researchers Academic community Enterprises/ Industry Stakeholders	-Co-creation of pilots -Pilot modules -Research internships -Policy papers -International conferences -Scientific (open access) journals -Keynote -Collaborative spaces	EPIChallenges EPICamps EPICradles	-Participations in different activities -Percentage of faculty/lab involved in EPICUR research. -Number of stakeholders participating in the project - Number of meetings/events between researchers
Raise the visibility of scientific achievements and skill sets	Share knowledge Build reputation	Early career re-searchers as project leaders Academia / peers the respective re-search fields -Industry, busi-ness, public service, Science policy officers universities Relevant national & EU funding bodies	-EPICUR university press releases Website(s) - Social (media) -networks Events like science festivals / fairs / slams / days etc. Presentations at regional / state parliaments	EPIChallenges EPICamps EPIClusters EPICommunity	-Policy papers aim to identify and understand EPICUR key policy issues -Publications in Science journal -Percentage of people reached by the campaigns compared to the estimated number of people targeted -Percentage of faculty/lab involved in EPICUR research. -Digital statistics
Build intelligent connections to peer alliances	Build reputation Influence	Other University networks Relevant national & EU funding bodies Media/ Press Stakeholders	-Inter-Alliance meetings -Specific networking -EU events -Networking and Lobbying -Policy paper -Scientific research publications -Popular scientific outputs	EPIConnect	Number of meetings Number of press release/ policy papers Invitation to other alliance's conferences Number of meetings with other universities

*More details about the specific objectives

Connect researchers between partner universities and researchers with sectors outside academia: The alliance invites young researchers to explore new collaborations between groups of EPICUR partners and with external stakeholders from surrounding regions, including civil society organisations, governmental organisations and industry by designing and implementing two innovative research collaboration formats.

Support trans- and interdisciplinarity and excellence: EPICUR is developing a joint research agenda with an inter- and transdisciplinary approach to tackle pressing research questions. The alliance has set three EPIChallenges to start: Sustainability research (including Climate Change and Energy); Mobility, Migration & Identity; Transition of Public Health.

Raise the visibility of scientific achievements and skill sets: EPICUR is committed to integrate early career researchers into its decision-making structures and governing bodies. EPICUR aims to establish a different academic culture that is shaped by and for the needs of researchers in all career stages, taking into account the particular challenges of scholars with families, women and researchers hailing from diverse (e.g. non-academic) backgrounds who continue to be underrepresented in European academia.

Build intelligent connections to peer alliances: EPICUR will build intelligent connections to other peer Europeans Universities Alliances through EPIConnect, to facilitate the preparation of joint policy recommendations for shaping the Universities of the Future.

All documents concerning communication activities can be found in the collaborative tool MS Teams: EPICUR-Research / Communication. For any request, contact the Communication Officer at UNISTRA or the project manager for EPICUR-Research at KIT.