

ERASMUS + European Universities

Deliverable D7.1 Communication and Dissemination plan



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INTRODUCTION

Effective communication is the bloodstream of any project. Communication and dissemination are tightly connected pillars that lead to raising awareness of the 4EU+ Alliance's achievements and values, generating interest and engagement among the targeted communities and increasing the visibility and recognition of 4EU+ among its external stakeholders.

The purpose of this document is to serve as a plan for the communication and dissemination activities of the 4EU+ project iCORE - One Comprehensive Research-Intensive European University. It is a contractual deliverable of the project outlining the strategic plan, general characteristics of 4EU+ communication, key target audiences, communication measures and channels and the approach to engaging and interacting with the audiences of the Alliance. The Communication and Dissemination Plan (hereinafter referred to as the CD plan) will contribute to keeping track of the dissemination activities organised at the level of the alliance and all member universities and provide insight into the outcomes and knowledge that will be gained through the project's lifetime. The plan provides a detailed overview of communication activities that ensure effective and targeted dissemination.

The CD plan will be subject to changes and updates over the course of the project in order to adapt to current needs and ever-changing trends in communication. The plan will be revised and updated at least once a year. In addition, it serves as a reference for all member universities to enhance their communication efforts and help them conduct dissemination activities. The communication and dissemination activities will be designed and conducted in an ongoing, co-creative and transparent process, involving all 4EU+ members and in dialogue with internal and external stakeholders.

All 4EU+ communication and dissemination activities have been implemented with reference to practices, instructions and definitions established and promoted by the European Commission. The principal guidelines for communication about project results are laid out in the Communication guidelines for project beneficiaries (Published: 21 January 2022).

The following document is aimed at:

- defining the project's communication and dissemination goals
- defining the target groups of the communication and dissemination activities
- describing the main channels of communication and dissemination and a plan for their development
- identifying main topics and challenges worth dissemination and communication
- planning, managing and monitoring specific communication and dissemination events and activities.

DISSEMINATION AND COMMUNICATION OBJECTIVES

General dissemination and communication objectives of the 4EU+ Alliance

Communication is understood as strategic and targeted measures for promoting the project and its results to a multitude of audiences. It continues throughout the project lifetime, including the media and the public and possibly engaging in a two-way exchange.

Dissemination is understood as making the results and deliverables of the project available to stakeholders and to a large academic and non-academic audience, contributing to the success and sustainability of the project beyond its duration.

In accordance with the 4EU+ Communication Strategy (2019), all communication and dissemination activities undertaken by the 4EU+ Alliance are aimed to meet the following general objectives:

- ensuring a wide understanding of the Alliance's mission, vision and key objectives
- allowing to engage and maintain long-term relationships with both internal and external stakeholders
- stimulating effective cooperation, exchange and a sense of community among the Alliance's members
- facilitating timely and easy access to information on the Alliance's activities for those who need it
- increasing the visibility and support the communication and dissemination of the Alliance's activities and achievements.

Dissemination and communication objectives of iCORE

The CD plan for iCORE has been drafted following the DG EAC guidelines for communication and dissemination. The following Plan plays a key role in supporting the project in following its goals. In this respect, the document sets out the objectives below.

1. Communication objectives

- Ensure consistency and quality of iCORE communication in line with 4EU+'s mission, vision and branding strategy;

- Announce and promote 4EU+ events and activities implemented in the framework of iCORE by sharing relevant information across platforms to internal and external audiences;
- Raise awareness about the benefits of project cooperation among students, staff and the broader communities of the 4EU+ member universities by providing timely and easily accessible information about the Alliance, the project, its activities and ways to become involved;
- Identify and highlight the project's outcomes and deliverables, pointing to the key role of the Alliance in deepening the cooperation on education, research and innovation.

2. Dissemination objectives

- Share the project's achievements and good practices, in accordance with the principles of FAIR data through online and traditional multiplier and networking events;
- Ensure a position for 4EU+ as an important stakeholder on the higher education scene;
- Strengthen cooperation with Associated Partners and regional stakeholders by addressing fundamental societal challenges;
- Promote the project's outputs, results and added value to relevant stakeholders (other alliances HEI, NGOs, policymakers, local and governmental institutions and academic communities).

3. Key messages, voice and language choice

Key messages

The mission and vision of the 4EU+ Alliance, as laid out in the 4EU+ Mission Statement (Published: February 2019, updated: March 2022), is a key driver and priority of all communication activities implemented by the Alliance within the scope of iCORE and beyond.

4EU+ aspires to be a centre of knowledge and an embodiment of the European values of equality, diversity and inclusion. To this aim, the following focal points guide the communication activities carried out within the project:

- Umbrella message: 1 vision, 8 universities to build One Comprehensive Research-Intensive University
- Making One European University a reality: creating one, yet intercultural community consisting of eight universities

- Conducting and supporting excellent research together; sharing resources and infrastructures, responding jointly to global challenges across disciplines and borders; bringing added value to society
- Consolidating a new, student-centred joint educational framework that allows for personalisation of education, respects the needs of students and gives them the possibility to take ownership of their learning
- Boosting meaningful mobility for students and staff and developing new, flexible mobility schemes
- Learning for life
- Creating an open and inclusive European university.

Following the development of the new [4EU+ Strategy 2025-2035](#), communication activities and strategies, as presented in the CD plan, will be aligned with the guidelines and objectives of the new strategy.

4EU+ communication and dissemination messages revolve around providing answers to the main questions:

- What is 4EU+ and what does it do? What are the key values, objectives and ambitions of 4EU+?
- Who are the 4EU+ members and what are the opportunities for their communities to get involved?
- What are the objectives of iCORE, its (expected) outcomes and achievements?
- What is the Alliance's societal outreach, with a focus on local, regional and European landscape?
- Why support the Alliance and engage in its activities?
- How does 4EU+ contribute to enhancing the integration, internationalisation and overall attractiveness of European Higher Education Area?

Tone of voice

The tone of 4EU+ communication should primarily be formal given the official nature of the project and the Alliance and as one of the most important pillars of the European Higher Education Area.

However, the tone of communication should be flexible, inclusive and diverse. Changing the tone to a more informal and feel-good one is key to win the interest and involvement of certain audiences, especially students and PhD candidates. The flexibility of the tone should also depend on the channel and communication tool with the possibility of introducing colloquial expressions and shorter words (e.g. on social media). As the European Universities remain a relatively new concept and 4EU+ is still building its recognition and reputation at member

universities and in the European higher education landscape, the approachability and accessibility of the messages should be emphasised.

Language

Slogans and hashtags

4EU+ needs a strong and meaningful slogan or a motto, to help carry and spread the values and messages of the alliance. A tagline and hashtag adopted in communication campaigns to raise awareness and build engagement with alliance audiences, in use since March 2023, is #GrowingTogether. Two basic hashtags used throughout the 4EU+ communication channels are #4EUplus and #4EUPlusAlliance.

During the course of the project, under Task 7.4. of WP7, activities will be undertaken (selection of the 4EU+ Student Ambassadors, developing a student narrative, organising a student competition) to identify such a slogan or motto specifically for 4EU+ student communications.

Linguistic correctness

Attention to the linguistic and grammatical correctness of the language used on our communication channels and in publications produced within the scope of the project is highly prioritised. Therefore, one of the tasks of the 4EU+ Communications Working Group is to proofread and ensure language correctness and consistency in published communication.

English and local languages

English, being the primary language of 4EU+ and iCORE, will continue to be used as the main language for communication on the Alliance's channels. Having in mind the multilingual character of the Alliance, each member university produces and distributes communication materials in their local language (social media posts, website articles, media releases, leaflets and brochures in local languages).

4. Brand image and visual consistency

The brand identity of iCORE is equivalent to the overall identity of the 4EU+ Alliance. As laid out in the Basic Brand Identity Guidelines, 4EU+ has been using the core elements of its visual identity: logos, preferred fonts, colour palettes and templates for brochures and letterheads. Attention is paid to ensuring the uniformity and consistent use of visual identity. Efforts are also made to avoid brand fragmentation and 4EU+ projects being perceived as independent entities.

The aim is to create unity and coherence across all communication materials, including websites, social media posts, graphics and document templates. Furthermore, the 4EU+ brand recognition

must be enhanced by making 4EU+'s mission and vision identifiable and valuable to the Alliance's communities and stakeholders.

Members of the 4EU+ Communications Working Group are responsible for ensuring consistency and quality of the project's communication in line with the Alliance's mission and vision and the 4EU+ branding.

In all communication and dissemination materials related to iCORE, appropriate display and visibility of the EU emblem and the 'co-funded by the European Union' funding statement will be ensured.

Strategic ambition – expected impact

The communication activities implemented within the project's framework will be two-fold in order to:

1. *Raise awareness about 4EU+ as a European University Alliance through the realisation of two general aims:*

For the 4EU+ community (students and staff at the 4EU+ member universities, staff in the 4EU+ General Secretariat): increase the number of students and staff from the universities involved in 4EU+ activities, both as participants and co-creators; stimulate student and staff mobilities and collaborations; support long-lasting and sustainable collaboration; reinforce the sense of identity; community-building and ensure brand recognition.

For external audiences: reaffirm the Alliance's capacity to act as a role model and a valuable partner in areas such as innovation in education, research and knowledge transfer, regional development, policy dialogue and policy-making; raise awareness about European University Alliances and their role, activities and achievements; bring attention to the developments and flagship initiatives in the European higher education (and particularly European Education Area).

2. *Disseminate the iCORE project results and deliverables*

Specific KPIs to measure the attainment of these aims, together with success factors, can be found in the section Monitoring and mitigation plan.

Improving internal communication

Given the transversal nature of WP7, one of the key issues of the project's activities is to improve communication between the project's stakeholders, especially the flow of information among all Work Packages and the level of task ownership.

An important activity, concerning both internal and external communication, is the work in WP5, Task 3 **4EU+ services** that aims to determine universal and efficient processes for

communication, including creation of a common intranet, onboarding of new employees, organisation of events and calls, decision-making processes, etc.

Updating strategic documents and papers

The currently existing documents that outline communication and dissemination strategies (see the Annexes section of this document) will be updated, taking into account current needs and trends. The documents will be consulted with relevant bodies of the Alliance and iCORE and subsequently implemented.

Creating consolidated communication by and for students

Creating and building a student community is a crucial aspect of the 4EU+ Alliance's mission to promote collaboration and innovation across its member universities. To achieve this goal, the Alliance aims to create a framework for a student-led network that focuses on communication and engages students from all member universities. Through this network, students can participate in the promotion of 4EU+ values, mission, and vision, and contribute to shaping the culture and identity of the Alliance. By raising awareness about the Alliance's initiatives and activities, students can play an essential role in building a vibrant and inclusive community that fosters learning, diversity and creativity.

According to the requirements of iCORE's task 7.4 in WP7, 4EU+ will set up a student-communication toolkit that is to support student engagement in the Alliance.

To do so, WP7 aims to launch an initiative called "4EU+ Student Ambassadors" with the following goals:

- Building the 4EU+ community
- Boosting communication
- Raising awareness about 4EU+
- Growing our social media student audience
- Enhancing student involvement
- Empowering students to take responsibility
- Promoting diversity and inclusion.

The students, as one of our primary target groups, will not only have the chance to create content themselves but also connect with and engage other students involved in 4EU+ activities, helping to expand the 4EU+ student community.

Policy dialogue, press and media relations

The implementation of iCORE's tasks is an opportunity for the Alliance to foster policy dialogue, participate in open discussion with relevant stakeholders and provide a testing ground for ideas and new policy approaches. 4EU+ will aim at engaging and maintaining high-level dialogue with local, regional and national ministries, policy-makers, agencies in charge of higher education, and various EU institutions to analyse and discuss the biggest obstacles in the implementation

of the *European Universities* initiative, present the project's achievements, voice policy recommendations and cooperate on their implementation.

Another important point of focus will be deepening relations with the media, particularly focusing on media outlets specialised in EU affairs, higher education or corporate and academic social responsibility.

STAKEHOLDERS AND TARGET GROUPS

Target groups

It is crucial to ensure that the direct beneficiaries of the project and 4EU+'s activities are well-informed and engaged and that their awareness about the Alliance is constantly increasing. Moreover, it is important to understand that some target groups must be addressed in different ways.

The communication needs to reach the appropriate target audiences by using the most adequate channels. It is imperative to properly identify the preferred communication channels for each targeted audience.

Internal 4EU+ community:

- academic and administrative leadership
- students and doctoral candidates (young researchers)
- academic staff - lecturers, educational experts
- academic staff - researchers
- administrative staff

External audiences :

- prospective students, doctoral candidates and staff of 4EU+ member universities
- alumni of 4EU+ member universities
- other European University alliances
- European Commission and other EU institutions active in the European Education Area
- ministries and national agencies in charge of Higher Education
- 4EU+ Associated Partners
- Higher Education institutions in Europe and around the world
- broad public

- prospective business partners

During the life of the project, the categories could be refined to better adjust to the changing communication needs.

Target audience (WHO?)	Communication Key Messages (WHAT?)	Outreach channels (WHERE?)
Academic and administrative leadership	Disseminate the project's outcomes, results and added value of cooperation within 4EU+; showcase the Alliance's capacity to act as a role model	Digital channels (social media: Twitter, LinkedIn; 4EU+ website, member universities' channels, newsletter), events
Students and doctoral candidates (young researchers)	Disseminate the project's outcomes and results; encourage involvement in the activities of the Alliance; present the added value of cooperation within 4EU+	Digital channels (social media: Instagram, Facebook, LinkedIn, YouTube), events (internal, local), physical channels (e.g. brochures, posters, leaflets, gadgets), events (mainly local)
Academic staff	Disseminate the project's outcomes and results; present the added value of cooperation with 4EU+	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), physical channels (posters, leaflets, brochures), events
Administrative staff	Disseminate the project's outcomes and results; present the added value of cooperation with 4EU+	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ and universities' channels, newsletter), physical channels (posters, leaflets, brochures), events
Prospective students, doctoral candidates and staff of 4EU+ member universities	Encourage involvement in the activities of the Alliance	Digital channels (social media: Instagram, Facebook, LinkedIn, YouTube), events (internal, local), physical channels (e.g. brochures, posters, leaflets, gadgets), events (e.g. university's open days, info sessions)
Alumni of the 4EU+ member universities	Disseminate the project's outcomes and results	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), events

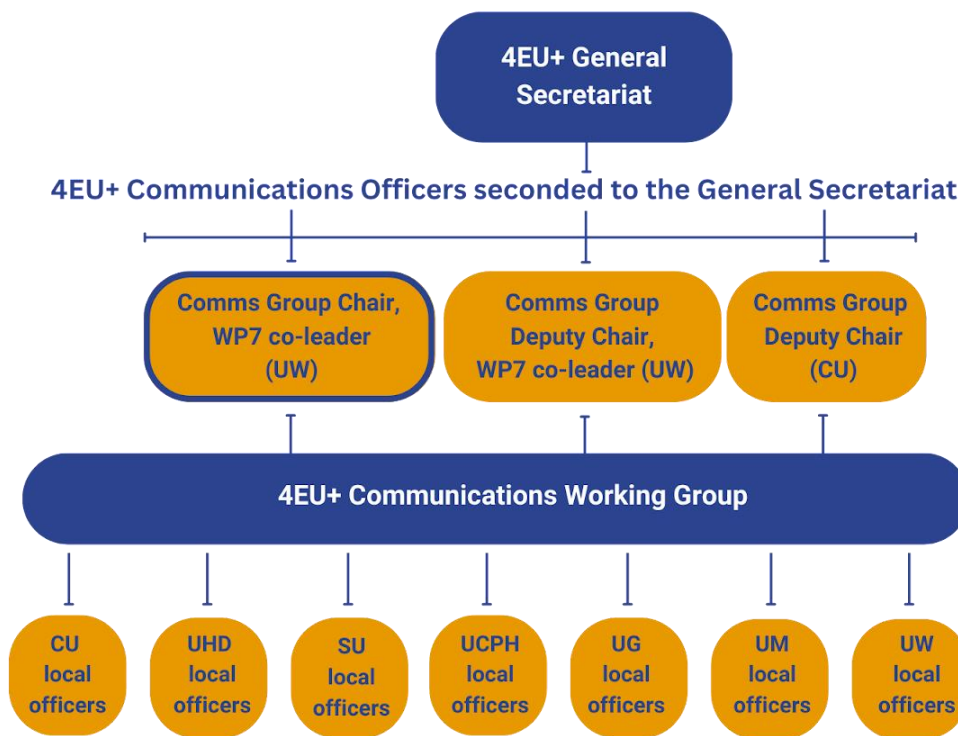
Other European university alliances	Showcase 4EU+'s capacity to act as a role model for other alliances, ensure the Alliance's position as an important stakeholder on the Higher Education scene	Digital channels (social media: Facebook, Instagram, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), events
European Commission and other EU institutions active in the European Education Area	Showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
Ministries and national agencies in charge of Higher Education	Ensure the Alliance's position as an important stakeholder on the higher education scene to represent and ensure the central position of European University alliance on the international Higher Education scene	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
4EU+ Associated Partners	Present the added value of cooperation with 4EU+	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
Higher Education institutions in Europe and around the world	Showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website, member universities channels, newsletter), press and media releases
Broad public	Represent and ensure the central position of European University alliance on the international Higher Education scene	Digital channels (social media, websites), events, press and media releases

DISSEMINATION AND COMMUNICATION PROCESSES AND CHANNELS

Processes

4EU+ Communications Working Group

Established in January 2019, the 4EU+ Communications Working Group is one of three key working groups in the Alliance. It brings together professionals from the 4EU+ member universities (at least one person per university), who work in university communications/press/marketing departments or assuming dedicated communication positions in local 4EU+ offices. The Group oversees the communication activities of 4EU+, including the implementation of the WP7 tasks.



The main functions of the Group are consistent with the overall communication objectives of the 4EU+ Alliance and the project and include:

- approving joint communication and coordinated communication actions related to 4EU+ milestone activities

- ensuring local communication and dissemination activities (member university level) in line with the university’s communication policy and culture
- supervising the creation of relevant and engaging content on 4EU+ (for the 4EU+ website, social media channels, newsletter, and across the channels of the 4EU+ member universities)
- ensuring consistency of the 4EU+ visual identity in online, printed and audiovisual communication produced throughout the 4EU+ community,
- supporting the organisation of 4EU+ events.

At Alliance level, three 4EU+ Communications Officers seconded to the General Secretariat in Heidelberg are responsible for organising, coordinating and monitoring the communication and dissemination activities.

Mode of Operation

With the launch of iCORE, and the extension of the Alliance, a reorganisation of the Group's work became necessary to redefine its role and position in the governance of the Alliance and organise a clear division of responsibilities and information flow.

In March 2023, the following communication task forces were identified, of which most are already in operation, each consisting of 2-4 members to focus on specific topics and objectives.

4EU+ Communications Group task forces	Goal
Social Media & Communication campaigns	Perform a social media audit, rethink social media goals, put forward plans to increase numbers of followers and conversion rates, plan new, engaging communication campaigns and actions, further develop ongoing & cyclic campaigns (#4euplus4me, Xplore my 4EU+ campus)
YouTube	Define a plan for the development of this new 4EU+ SoMe channel
Dissemination events and opportunities	Participate in the planning and organisation of events aimed at promoting the achievements of 4EU+ and the results of our cooperation; liaising with other iCORE Work Packages and 4EU+ Working Groups, educational project coordinators, actively searching for dissemination opportunities - thematic and non-thematic Higher Education conferences, journals, media
Student Ambassadors	Prepare the call for 4EU+ student ambassadors, participate in the recruitment process, structure cooperation with selected Student Ambassadors

Website: editorial work	Finalize content and information architecture for the new version of the 4EU+ website to be launched in July 2023
Public relations (media)	Devise a plan for maintaining media relations for the 4EU+ Alliance, distributing future 4EU+ press releases and other media communications, identifying 4EU+ developments which could draw the attention of the media
4EU+ style guide and an improved visual identity package	Development of a 4EU+ style guide; redesign the 4EU+ visual identity package to meet the Alliance's current communication needs; select a communications/graphic design agency to collaborate with on a regular basis

The task forces meet depending on current needs and the communications group's work plan and workload.

Plenary meetings of the Working Group Communication are **held biweekly**, on Wednesdays, 10:00-11:30. When needed, special meetings are organised.

The chair of the Group participates in the meetings of the 4EU+ Management Committee. **The decisions in the Group are taken by consensus** during the plenary meetings. Only in cases when consensus cannot be reached, the Group contacts the 4EU+ Secretary General or the Management Committee.

For communication at the local level of each 4EU+ member institution, the Group delegates tasks to the local university offices in charge of communication, marketing and press relations.

Local communications offices/departments at the 4EU+ member universities are in charge of their communication channels and have the autonomy to decide how 4EU+-related content is to be presented to the local community (e.g. on the university's website, in the newsroom, social media channels etc.). Local communications offices are also in charge of writing/supervising contributions and overseeing 4EU+ content that concerns their university.

4EU+ Student Ambassadors

Communication and dissemination efforts are supported by the 4EU+ Student Ambassadors, as outlined in Task 7.4 (detailed in the Strategic Ambitions section of the document). The Student Ambassadors are essential in promoting the Alliance's mission and objectives, as well as the activities and outcomes of iCORE, to fellow students and the broader 4EU+ community. They are responsible for encouraging their peers to participate in the Alliance's activities, emphasizing specific opportunities and the overall benefits of engagement with 4EU+. Serving in both advisory and operational capacities, they assist in organising 4EU+ promotional events, collecting student testimonials and feedback, and creating and sharing communication content such as social media posts, videos, podcasts, and event reports.

Communication and dissemination channels

Website

The 4EU+ Alliance's website (www.4euplus.eu) is its primary communication tool and the “mother ship” among other communication channels, where all the important information is collected and which other channels refer to. The website will receive a new layout and functionalities in July 2023, and is the main channel responsible for informing about 4EU+, its project and activities and raising awareness and knowledge of the Alliance's mission, values, and achievements. A detailed [iCORE project page](#) has been created, showcasing key deliverables, news, and informal content.

4EU+ newsletter

The alliance regularly publishes a newsletter, with the aim to provide its audiences with an up-to-date overview of current events and activities, taking place at the level of 4EU+ and the member universities. The number of recipients of the newsletter is 1,706 contacts and the average open rate is 44% (as of 31 January 2025). The newsletter is published periodically, depending on the number of news stories and content available, with 29 issues published since April 2020.

4EU+ social media channels

Social media performance is a key assessment parameter and benchmarking tool for European University alliances, playing a crucial role in 4EU+ communication. The 4EU+ channels are utilized to showcase the project's ambition and scope, while also promoting key 4EU+ events. The Alliance's social media presence is designed to engage a variety of target groups, each through the most effective tools and channels:



X: <https://x.com/4EUplusAlliance> (not active)

Objective: increase the visibility of 4EU+, ensure its position as an important stakeholder on the Higher Education scene; establish and maintain contact with key stakeholders,

Main targets: researchers, academics, key stakeholders (internal and external), media.

Due to the evolving situation with X (formerly Twitter), its increasing dependency on the political landscape and its changing character, which no longer promotes democratic exchange of views and supports extremist views that are not in line with the mission and ideals of European universities, **4EU+ has decided to suspend its activities on the platform**. Plans are underway to launch a new communication channel on BlueSky.



Facebook: <https://www.facebook.com/4EUplusAlliance>

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results,

Main target: all internal and external audiences.



Instagram: https://www.instagram.com/4euplus_alliance/

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results, and increase involvement of the 4EU+ internal audiences (mostly students and doctoral candidates),

Main targets: internal 4EU+ audiences (especially students and doctoral candidates), prospective students, academic and administrative staff, external audiences.



LinkedIn: <https://www.linkedin.com/company/4euplus/>

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results, establish and maintain contact with key stakeholders, increase 4EU+ visibility,

Main targets: academics, researchers, students and PhD candidates, prospective students, external audiences, Associated Partners.

In 2022, a new channel was launched – YouTube: <https://www.youtube.com/@4euplusalliance>
The development of the 4EU+ YouTube channel is one of the major tasks envisaged in iCORE.

Key content to be disseminated on social media includes:

- Presentation and promotion of iCORE, its tasks and activities,
- Promotion of iCORE events, conferences and other opportunities offered to 4EU+ communities,
- Testimonials and success stories,
- Communication campaigns (Flagship campaigns, #4euplus4me, *Xplore my 4EU+ campus*, 4EU+ achievements)

Based on the 4EU+ social media strategy and evaluations of how 4EU+ uses social media channels in terms of target groups and users, monitoring of the channels will be continued, in cooperation with the Social media and communication campaigns Task Force.

A summary of the changes and developments of the communication channels will be collected and presented in one of the project milestones (MS34), Report on the updated tools (due date as per iCORE Work Plan: M36).

Channels of 4EU+ member universities

Established between 2019 and 2021, the 4EU+ communication channels naturally do not have the same reach as the ones of 4EU+ member universities. This is why in our communication and

dissemination efforts we often rely on cross-linking and cross-promoting the 4EU+ specific content on the Alliance's member university channels.

Communication channel	Link	Number of followers
<u>Website of Charles University</u>	https://www.cuni.cz/	
CU X account EN	https://x.com/CharlesUniPRG	4,598
CU X account CZ	https://x.com/UniKarlova	11.7K
CU Instagram account EN	https://www.instagram.com/charlesuni/	6,733
CU Instagram account CZ	https://www.instagram.com/unikarlova/	33,1 K
CU Facebook account CZ	https://www.facebook.com/UniverzitaKarlova/	61K
CU Facebook account EN	https://www.facebook.com/charlesuniversityinprague	3,9K
CU LinkedIn accounts EN	https://www.linkedin.com/school/charles-university/	19K
CU LinkedIn account CZ	https://www.linkedin.com/school/univerzita-karlova/	127K
<u>Website of Heidelberg University</u>	https://www.uni-heidelberg.de/index_e.html International profile of Heidelberg University (4EU+ news): https://www.uni-heidelberg.de/en/international-affairs/4eu-european-university-alliance	
UHD X account	https://x.com/UniHeidelberg (not active)	30.5K
UH BlueSky account	https://bsky.app/profile/uniheidelberg.bsky.social	901
UHD Instagram account	https://www.instagram.com/uniheidelberg/	37.3K
UHD Facebook account	https://www.facebook.com/uniheidelberg/	61K
UHD LinkedIn account	https://www.linkedin.com/school/ruprecht-karls-universit%C3%A4t-heidelberg/	109K

Website of Sorbonne University	https://www.sorbonne-universite.fr/en https://www.sorbonne-universite.fr/en/universite/sorbonne-university-globally-engaged/sorbonne-university-europe/4eu-alliance	
SU X account	https://x.com/Sorbonne_Univ_ (not active)	24.4K
SU BlueSky account	https://bsky.app/profile/sorbonne-universite.fr	3,7K
SU Instagram account	https://www.instagram.com/sorbonne_univ	75.6K
SU Facebook account	https://www.facebook.com/sorbonne.univ.paris	55K
SU LinkedIn account	https://www.linkedin.com/school/sorbonne-universite/	156K
Website of Paris Panthéon-Assas University	https://www.assas-universite.fr/en	
UPPA X account	https://x.com/AssasUniversite	24K
UPPA Instagram account	https://www.instagram.com/assasuniversite/	23.4K
UPPA Facebook account	https://www.facebook.com/AssasUniversite	25K
UPPA LinkedIn account	https://www.linkedin.com/school/assasuniversite/	157K
<u>Website of the University of Copenhagen</u>	https://www.ku.dk/english/	
UCPH X account	https://x.com/uni_copenhagen	14.9K
UCPH Instagram account	https://www.instagram.com/university_of_copenhagen/	40K
UCPH Facebook account	https://www.facebook.com/universitet/	91K
UCPH LinkedIn account	https://www.linkedin.com/school/university-of-copenhagen/	280K
<u>Website of the University of Geneva</u>	https://www.unige.ch	

UNIGE X account FR	https://x.com/UNIGEnews	37.7K
UNIGE X account EN	https://x.com/unige_en	8,868
UNIGE Instagram account	https://www.instagram.com/unigeneve/	38.2K
UNIGE Facebook account	https://www.facebook.com/unigeneve/	37K
UNIGE LinkedIn account	https://www.linkedin.com/school/universite-de-geneve	185K
<u>Website of the University of Milan</u>	http://www.unimi.it/ENG/	
UNIMI X account	https://x.com/lastatale	27.6K
UNIMI Instagram account IT	https://www.instagram.com/lastatale_milano_official/	30,1K
UNIMI Instagram account EN	https://www.instagram.com/theuniversity_milan/	6,268
UNIMI Facebook account	https://www.facebook.com/LaStatale/	104K
UNIMI LinkedIn account	https://www.linkedin.com/school/university-of-milan/	312K
<u>Website of the University of Warsaw</u>	http://en.uw.edu.pl/ 4EU+ news in English: http://en.uw.edu.pl/?s=4EU+ 4EU+ news in Polish: https://www.uw.edu.pl/?s=4EU+	
UW X account	https://x.com/UniWarszawski	12.9K
UW Instagram account	https://www.instagram.com/universytetwarszawski/	28K
UW Facebook account	https://pl-pl.facebook.com/fanpageUW/	114K
UW LinkedIn account	https://www.linkedin.com/school/universytet-warszawski/	220K

DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

1. Digital tools and activities:

Communication campaigns

Flagship campaigns

Following up on the campaigns introducing the activities and thematic scopes of the 4EU+ Flagships, which were carried out during the first European Universities' project, new campaigns will be organised. It will aim to further introduce the 4EU+'s audiences to the Flagships' interdisciplinary and innovative approach and actions to respond to significant global and European challenges: health and demographic change, new approaches to European identity, digital revolution, climate and the environment.

The campaigns may consist of the following activities:

- online lectures - short, popular science lectures organised in webinar format. The lecturers (academics) will present topics from the Flagships' thematic areas,
- social media posts,
- podcasts,
- videos - interviews with academics/Flagship Programme Committee members.

Xplore my 4EU+ campus

A new communication campaign, *Xplore my 4EU+ campus*, has been launched as part of the project. Its goal is to present the 4EU+ member universities and campuses in a more informal and engaging way, while increasing awareness and involvement within the 4EU+ communities — particularly among students and doctoral candidates. The campaign also aims to strengthen the sense of belonging within the 4EU+ community.

#4euplus4me

The campaign will run throughout the duration of the project, with a focus on showcasing the personal experiences and testimonials of students, doctoral candidates, academics, and administrative staff engaged in 4EU+ activities.

4EU+ achievements

The campaign, which has already been launched during the first European Universities project, will continue, to highlight the main outputs, results and deliverables of iCORE, thus showcasing the alliance's capacity to act as a role model. This is where social media will become essential in presenting the project's results through understandable and highly accessible content.

Videos, podcasts and webinars

Videos

A strong emphasis will be put on the production of videos and reels, especially those featuring students and doctoral candidates. On-site events will be the opportunity to record videos and testimonials, to be shared on the communication channels of 4EU+ and its member universities. Video reels will also be produced as part of communication campaigns, particularly Xplore my 4EU+ campus campaign.

As part of the creation of the 4EU+ YouTube channel, an official explainer video about the 4EU+ has been produced and disseminated, to introduce the main goals and objectives of the project, and raise awareness of the activities of the alliance. The video is available on the [4EU+ YouTube channel](#).

Podcasts

The creation of podcasts dedicated to popular science, promoting current and relevant planned by the Working Group Communication, which intends to create a dedicated Task Force to carry out this activity. The idea entails the involvement of students (or specifically 4EU+ Student Ambassadors), recruited to host a fun and engaging podcast series with 4EU+ academics and doctoral candidates as guests.

Webinars/open lectures

Another action aimed at increasing the involvement of the broad public, disseminating the project's results, and strengthening their impact and added value, will be the creation of open lectures or webinars, dedicated to key challenges addressed by the Alliance and the European Universities at large, and facing all Higher Education Institutions nowadays e.g.: societal challenges, sustainable development, mobility, digital revolution, or strategies for challenge-based, interdisciplinary, and innovative education.

Newsletters

In addition to regular, periodic newsletters issued by 4EU+, special editions will be prepared, dedicated to 1CORE, specific objectives and activities of the project, its achievements, and initiatives, aimed at covering particular aspects of the project implementation. A special issue, dedicated to 1CORE project news, was sent [in June 2024](#).

To enrich the existing subscription lists, specific actions will be undertaken (improving the visual side, accessibility and attractiveness of the content, using the functionalities of the Alliance's websites to increase the newsletter's outreach and popularity, promoting the newsletter in social media and at events).

2. Events:

To support communication efforts and to allow wider communities to benefit from the results of the project, 4EU+ will organise and participate in various meetings, organised both on-site and online:

- local initiatives: aimed at presenting, promoting and showcasing 1CORE objectives, outputs and results at specific 4EU+ universities (such as: open days at 4EU+ member universities, local conferences, info sessions or meetings with ministries or national Erasmus+ agencies),
- external initiatives:
- internal initiatives: aimed at presenting 1CORE outputs and results, and enhance the level of commitment among the already established communities and groups (such as internal meeting of 4EU+ Project Officers, 4EU+ Annual Meeting)
- dissemination events: as per Task 7.3, four main dissemination events will be organised throughout the project lifetime, hosted by different member universities, with the aim to highlight the achievements and results of 1CORE.

3. Promotional materials, including print:

Brochures, posters, leaflets, roll-ups

To promote 1CORE to wider audiences, especially during external meetings and dissemination events, a 4EU+ communication toolkit will be developed: a set of brochures, leaflets, posters, that will include a description of the project, its background, and goals, created in line with the official brand identity of the Alliance. The materials will be distributed both physically and locally, at the member universities, among staff members, students, local institutions, and digitally, during online events and activities, organised at the general level of the Alliance.

All elements of the 4EU+ communication toolkit will be uploaded to the 4EU+ website and made available for download.

Gadgets/promotional items

Communication and dissemination tools will include advertising elements to be displayed and distributed on campuses of 4EU+ universities, such as gadgets and promotional items, such as t-shirts, bags, mugs, pins and badges, notebooks, bottles, etc.

The gadgets will be distributed at the level of the member universities and Alliance-wide. Each member university is free to create such items individually, according to their own needs. However, the items must be designed in accordance with the principles of the 4EU+ brand visual identity.

4. Press and media releases

Press releases will be published throughout the project's lifetime and will announce project activities, initiatives, and relevant achievements. They will be available on the 4EU+ website for download and sent out by all member universities through their channels and media contact databases.

Additionally, the project partners are committed to following dissemination practices which include:

- keeping a record of all 4EU+ related activities taking place at the institution or involving the institution's representative,
- maintaining a log of all dissemination activities carried out, together with an archive of photos and other related materials (presentations, meeting reports).

5. Extended visual identity

A basic visual identity package for 4EU+ is already in use. It includes brand identity guidelines, in line with the 4EU+ website, 4EU+ logo in different formats, guidelines for institutional video graphic design, basic PPT templates and letterheads. Due to the increasing needs and ambitions of the Alliance, the **extended 4EU+ style guide will be created**, together with the creation of an updated **4EU+ communication toolkit** (with revised PPT templates, templates of leaflets, roll-ups, email signatures and different documents, such as deliverable reports).

To this end, an updated visual identity package will be designed and adapted to ensure consistent usage of the branding across all communication materials and channels.

6. Development of the 4EU+ digital communication channels

The 4EU+ Alliance's digital communication channels have been established; they are continuously maintained and developed, and serve as key channels for communicating the project's and the Alliance's activities and disseminating their activities and achievements.

Maintaining the appeal of the channels and attracting both current and new followers requires ongoing attention. As outlined in Task 7.2, the core channels and tools will be further developed

and expanded by adding new features and focusing on promoting Alliance news and engaging stakeholders. To support this, the 4EU+ YouTube channel has been launched and developed. Significant effort has also been dedicated to enhancing the 4EU+ periodical newsletter, particularly in increasing the number of subscribers and creating special editions focused on specific iCORE project activities. Additionally, **the 4EU+ main website was redesigned in July 2023** and will continue to be developed and updated to meet the evolving needs and expectations of its audiences.

TIMELINE AND ACTION PLAN

The timeline for the activities promoting the specific results and deliverables of the iCORE project is as follows (N.B. the overview does not include deliverables both marked as sensitive and aimed for distribution only at the project consortium level, such as WP1 deliverables).

Deliverable / Result (in order of due date)	Dissemination level	Due date as per iCORE Work Plan	Specific actions related to the dissemination of the Deliverable
WP2: 4EU+ Curricula: towards a joint educational offer			
2.2. Establishing the 4EU+ Centre for Innovative and Digital Teaching and Learning	Sensitive	M18 (April 2024)	<ul style="list-style-type: none"> creating a visually attractive, abridged version of the report (removing the sensitive elements, making it ready for public dissemination) preparing an online article, newsletter entry on the publication, as well as accompanying social media posts (mainly LinkedIn, Twitter) preparing contributions for thematically relevant external Higher Education conferences and events (incl. joint European

			University alliances events) during which the report insights could be promoted
2.1. 4EU+ sustainable educational offer	Sensitive	M24 (October 2024)	<ul style="list-style-type: none"> • creating a visually attractive, abridged version of the document (removing the sensitive elements, making it ready for public dissemination); developing document excerpts such as a summary/leaflet, good practices & recommendations flashcards (translation of these elements into national 4EU+ languages to be considered) • preparing an online article, newsletter entry, as well as accompanying social media posts (mainly LinkedIn, Twitter, Facebook) • preparing contributions for thematically relevant external Higher Education conferences and events external Higher Education conferences and events (incl. best practices forums) during which the document findings

			could be promoted
2.3. Report on strategies to boost meaningful mobilities	Public	M36 (October 2025)	<ul style="list-style-type: none"> • creating a visually attractive layout for the report; developing excerpts such as a report flyer, good practices & recommendations leaflet or flashcards (translation of these elements into national 4EU+ languages to be considered) • preparing an online article, newsletter entry, as well as accompanying social media posts (Linkedin, Twitter, but also Facebook and Instagram posts with students as main target group) • publishing a press release on the report and sharing the report with key stakeholders • preparing contributions for thematically relevant external Higher Education conferences and events during which the report findings could be promoted
WP3: 4EU+ Flagships: research-based education			

3.1. Annual Portfolio of Flagships' activities	Public	M12-24-36-48 (Oct 2023-Oct 2024-Oct 2025-Oct 2026)	<ul style="list-style-type: none"> • creating visually attractive layouts for the reports and Flagship leaflets • publications on 4EU+ Alliance and member universities' channels
3.3. Conferences / workshops for PhD candidates (report)	Public	M12-24-36-48 (Oct 2023-Oct 2024-Oct 2025-Oct 2026)	
3.2. 4EU+ Joint study programmes toolbox	Public	M48 (October 2026)	
WP4: 4EU+ at the service of the European society			
4.1. Concept paper for micro-credentials	Public	M24 (October 2024)	
WP5: Inter-university campus infrastructure & services			
5.1. Student Portal	Public	M12 (October 2023)	
5.2. Roadmap for digital services	Public	M4 (February 2023)	
WP6: Sustainable governance of the Alliance			

MONITORING AND MITIGATION PLAN

In order to observe progress of the planned activities and implement corrective actions when necessary, the following reporting tools will be introduced:

- annual communication report (issued each year before the Annual Meeting of the Alliance in November) including a short, summative overview of main communication and dissemination actions and their outcomes,
- quarterly review presentation at iCORE consortium meeting (taking place every 3 months).

Ongoing data collection will be ensured to measure the effectiveness, impact and outreach of conducted communication and dissemination activities. The following Key Performance Indicators will be applied:

Objective	Key Performance Indicators
Communication objectives	
<p>Ensuring brand awareness, consistency and quality of iCORE communications in line with the 4EU+ mission and vision and the Alliance’s branding;</p>	<ul style="list-style-type: none"> • adherence to 4EU+ branding guidelines, visual and style consistency and use of the 4EU+ communication toolkit on 4EU+ projects/initiatives individual channels, as reflected in the online communications (websites, web pages and social media) audit • brand recognition survey among communities of 4EU+ member universities • online and social listening (Alliance mentions on the web and on social media) • hashtags performance (#4euplus, #4euplusalliance, #growingtogether)
<p>Announce and promote 4EU+ events and activities implemented in the framework of iCORE, by sharing relevant information across internal and external audiences, ensuring it reaches the right recipients;</p>	<ul style="list-style-type: none"> • engagement rates • website traffic • number of clicks for specific 4EU+ events and activities
<p>Raise awareness about the benefits of project cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, the project, its activities and ways to become involved;</p>	<ul style="list-style-type: none"> • growth in the number of social media followers and newsletter subscribers • number of dissemination events at the local and national level, including promotion activities at university open days • increase in the 4EU+ website traffic and traffic on 4EU+ pages of local universities • growth in the interest in 4EU+ joint activities (e.g. applications for shared and joint courses, training, etc.)
<p>Identify and highlight the project’s outcomes and deliverables, pointing to the key role of the Alliance in deepening</p>	<ul style="list-style-type: none"> • number of publications related to the project (both online and in traditional media)

the cooperation on education, research and innovation.	<ul style="list-style-type: none"> number of dissemination events (both organised as part of iCORE WP7 activities and others, incl. presentations at external conferences)
Dissemination objectives	
Share the project's achievements and good practices , in accordance with the principles of FAIR data through online and traditional multiplier and networking events.	<ul style="list-style-type: none"> engagement (esp. number of social media shares) in posts with invitations to 4EU+ events turnout rates at 4EU+ events (both online and in-person) engagement in social media posts published on 4EU+ multiplier and networking events (reactions, reposts); user-generated content in relation to the events, incl. testimonials
Ensure a position for the 4EU+ as an important stakeholder on the Higher Education scene;	<ul style="list-style-type: none"> number of 4EU+ mentions in European Higher Education policy documents (reports, compendia of good practices, etc.) 4EU+ presence at key national and international stakeholder events
Strengthen the cooperation with the Associated Partners and regional stakeholders, by addressing fundamental societal challenges;	<ul style="list-style-type: none"> number of new initiatives in collaboration with the Associated Partners and regional stakeholders number of Associated Partners and regional stakeholders' representatives at 4EU+ events (incl. the 4EU+ Annual Meeting)
Promote the project's outputs, results, and added value to relevant stakeholders (other alliances HEI, NGOs, policymakers, local and governmental institutions, academic communities)	<ul style="list-style-type: none"> number of 4EU+ mentions in social media (excl. 4EU+ and its member universities' posts) number of stories (dedicated to 4EU+ or mentioning 4EU+) in the local, regional, national and international media outlets (press, radio/TV broadcasts, new media incl. podcasts) traffic coming from stakeholders' websites number of invitations received by 4EU+ to expert meetings, panels and conferences organised by relevant stakeholders

For specific activities, the following indicators will be used to evaluate the effectiveness:

Type of activity	Key Performance Indicators
Website	<p>Unique website visitors per month & per year <i>(Success factor: increase the current average of 3,500 visits/month by at least 10%)</i></p> <p>Website traffic by source (incl. 4EU+ projects' websites, websites of 4EU+ universities, social media)</p> <p>Number of sessions and time spent on the website</p>
Newsletter mailing	<p>Opening rate <i>(Success factor: maintain the newsletter opening rate at the level above 45% and the Education industry average of 40%)</i></p> <p>Click rate for specific articles</p> <p>Conversion rate</p> <p>Social sharing rate</p> <p>Subscribers growth <i>(Success factor: increase the number of subscribers by 10%)</i></p>
4EU+ social media campaigns	<p>Conversion rate, incl. article clicks, resource download, video views or podcast plays</p> <p>Engagement (campaign hashtag performance, reactions, social media shares and user-generated content as a reaction to the campaign) <i>Success factor: for each of the social media channels in use, our objective is to have an average engagement rate of at least 2%</i></p> <p>Followers growth in social media channels pre and post campaigns <i>(Success factor: for each of the social media channels in use, our objective is to grow the number of followers by at least 20% , counting from November 2022 to the end of 1CORE project period)</i></p> <p><i>Specific success factor for the #4euplus4me campaign: publication of at least one testimonial per month (on average)</i></p>
Information campaigns	<p>Campaign hashtag performance</p> <p>Growth in the number of social media mentions pre and post campaign</p> <p>Social media shares and saves</p> <p>Website and social media conversion rate (response to the call to action)</p> <p>Followers growth pre and post campaign</p> <p>Website traffic pre and post campaign</p> <p>Resource download, video views or podcast plays</p>
Dissemination events	<p>Website and social media conversion rate (response to the call to action - registering to an event)</p> <p>Number of registrations vs. actual turnout</p> <p>Number of online vs. on-site participants (for hybrid events)</p> <p>Social media mentions and reactions, incl. participant-generated content</p> <p>Participants' satisfaction (post-event surveys)</p>

	Returning attendees (in case of event series) <i>Success factors: 4 dissemination events organised as planned in WP7 Task 7.3. with an average participation of 100 participants per event (both online and on-site)</i>
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ANNEXES

- 4EU+ Brand Identity Standards, 2019
- 4EU+ Communication Policy, 2019
- 4EU+ Social media strategy, 2021