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Communication Action Plan



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LIST OF ACRONYMS

- PUT: Poznan University of Technology
- BTU: Brandenburg University of Technology
- UC: University of Cantabria
- UMONS: University of Mons
- UNICT: University of Catania
- UPHF: Université Polytechnique Hauts-de-France
- UVA: University of Vaasa
- WP: Work Package



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1. INTRODUCTION

REUNICE's mission is to align the education, research and innovation strategies of the members of the European University Alliance EUNICE and to promote a transformative agenda whose main basis is a transdisciplinary, intercultural, joint, integrated and long-term strategy.

In doing so, REUNICE's communication strategy is aligned with EUNICE's Communication Plan and aims above all to raise awareness about the project and disseminate its results. This can be summarised in the following three communication **objectives**, which are already listed in the Communication Concept (D6.1):

- To widely disseminate the focus of the EUNICE agenda on education, research and innovation.
- Promote institutional change by engaging researchers, students, university and higher education institution leaders, businesses and other non-academic stakeholders.
- Raise awareness among higher education institutions, public administrations and policy makers of the challenges facing European higher education institutions in terms of institutional cooperation and science-business collaboration.



REUNICE's information flows are already established in the D6.1 and accordingly to them this Plan mentions the **coordination roles** in charge for each of the milestones: each WP leader and the Communications Officer of their university will work as a tandem to push the communication efforts, guaranteeing the actions are achieved with support of WP6 leadership.

REUNICE's **specific dissemination objectives and activities** for each work package are defined in this document in order to optimise the results when addressing the different target groups, also defined in the project's communication concept D6.1.

In order to ensure the impact and long-term sustainability of the project, an **exploitation** set of actions is proposed to be potentially developed in collaboration with WP leaders and the partner universities. The objective of this strategy is to supplement the WPs actions by promoting the use of the results of the WP's actions by industrial agents, industrial authorities, policy makers, civil society and other alliances.

As part of the **exploitation working plan**, all the **public reports/resources** generated by the project will be shared in REUNICE website for open access and each partner is committed to participate in/host in **at least one event** per year pursuing dissemination or exploitation objectives. However, most of the implementation of the exploitation actions is foreseen towards the end of the project and in later stages.

In addition to the communication actions for the individual work packages explicitly mentioned in this document, you will find a **general EUNICE Events Communications Hand-sheet**, which will be used as a reference by all the partners in future events and communications activities. As WP1 and WP6 provide the framework for and support the remaining work packages, no individual measures for WP1 and WP6 are listed in this document.

These actions will be regularly reported and monitored to evaluate their progress, impact and sustainability.



2. WP2 COMMUNICATION ACTION PLAN

WP2: Promoting cooperation between universities and other sectors.

The main objective of this WP is to support the innovation and entrepreneurship ecosystem by developing an Expertise Exchange Platform (EEP) connecting university actors with other societal actors in a transactional setting on the one hand and by defining and piloting a solution enabling deeper strategic cooperation between universities and other sectors, primarily the business sector. On the other hand this platform solution should also enhance technology transfer capabilities of the alliance universities, either through spin outs or start ups (through licensing agreements or other)

Below, the two first milestones are considered to build up into the third. Hence, why exploitation activities are only presented in the third milestone's table.

COORDINATION

The coordination of this communication plan is led by the University of Vaasa Communications Officer, in conjunction with the REUNICE WP2 leadership, with additional support from the WP6 leadership.

WP2 MILESTONE 1 Best Practice Report	
Strategic objective	Report on alliance universities' practices w.r.t industry and third sector collaboration.
Specific objectives	<p>Collect data about the best practices in Alliance Universities.</p> <p>Collect and analyse literature on University-Industry and University -other sector collaborations.</p>
Date(s)	June 2022
RELATED WP6 objectives	Raise awareness of the practices among universities.
Target group	Alliance universities (staff members involved in universities collaboration with the other sectors).





<p>Communication activities</p>	<ul style="list-style-type: none"> • Provide a form to collect all relevant data • Distribute branded templates for presentations and documents to show the best practice examples.
<p>Dissemination activities</p>	<ul style="list-style-type: none"> • Publishing of the best practices report (D2.1) in REUNICE website and open access repositories. • Blog post about best practices and social media campaign.



WP2 MILESTONE 2

Expertise Exchange Platform / Innovation Management Tool

<p>Strategic objective</p> <p>Specific objectives</p> <p>Date(s)</p>	<p>Foster international innovation within the Alliance</p> <p>Collect the requirements from Alliance Universities.</p> <p>Purchase an existing solution that meets the needs of Alliance Partners.</p> <p>Autumn 2022.</p>
<p>RELATED WP6 objectives</p>	<p>Raise awareness about the Expertise Exchange Platform.</p>
<p>Target group</p>	<p>Alliance Partner Universities desiring to collaborate with industry and other sectors, as well as external actors wishing to collaborate with Alliance Partners.</p>
<p>Communication activities</p>	<ul style="list-style-type: none"> • Provide all necessary design and branding elements to adapt the platform interface to REUNICE branding guidelines. • Coordinate the access to the platform via EUNICE's website (which is managed by WP6)
<p>Dissemination activities</p>	<ul style="list-style-type: none"> • Run specific campaigns via website, newsletter and social media to promote the services offered by the platform. • Send a press release to media and industrial magazines in the seven regions reporting the platform launching.



WP2 MILESTONE 3 Piloting the EEP/IMP	
Strategic objective	To foster long term collaboration between university and other sectors.
Specific objectives	Test the features and usability of the EEP/IMP.
Date(s)	2023
RELATED WP6 objectives	Communicate the piloting within the alliance and raise awareness by presenting different use cases within the alliance.
Target group	Relevant University staff members and selected external collaboration partners such as spin-offs and company managers.
Dissemination activities	<ul style="list-style-type: none"> • Run specific e-mail/social media campaigns to raise awareness among the external targets about the Platform for sharing AI related competences (D2.2). • Reporting on different use cases in the EUNICE newsletter.
Exploitation activities	<ul style="list-style-type: none"> • In the fall semester of 2023 , introduction of the features of this platform to the targeted groups by participating in events or organising specific workshops. • Sharing the open source code generated by the project on expertise exchange in open access repositories. for example this could be implemented through Alliance Level github repositories for the PUT developed solution. • Publishing of the pilot evaluation report in REUNICE website and open access repositories.



3. WP3 COMMUNICATION ACTION PLAN

WP3: Promote Open Science as Result of EUNICE Researcher’s Collaboration

The main objective of WP3 is to promote Open Science as a widely adapted practice in all EUNICE member universities. The promoted policies to make research more open, collaborative, and closer to society are planned to be adapted through the others contexts (education, project, etc.). Based on a study of the current situation of Open Science, a collaborative environment for Open Science will be prepared using new technologies like blockchain and smart contracts. Cross-disciplinary partnerships will be enhanced through the support of new technologies like AI. Finally, a joint action plan regarding research in AI that will connect EUNICE with other transnational alliances of European Universities will be developed.

COORDINATION

WP3 leader and UPHF Communications Officer, with support of WP6 leadership.

WP3 MILESTONE 1	
Study of the current situation of Open Science in the EUNICE universities.	
Strategic objective	To obtain a governance model report for the European University Alliance.
Specific objectives	<p>To collect policies and initiatives that have been launched to support adoption of Open Science in EUNICE.</p> <p>To list the types of Open Science (Open educational resources, Open search data, Open source software/code, etc.) that have been defined by EUNICE partners.</p> <p>To analyse the benefices and challenges of Open Sciences in EUNICE universities.</p>
Date(s)	03/31/2023
RELATED WP6 objectives	Raise awareness about Open Science and its value.



Target group	Academics from EUNICE Alliance.
Communication activities	<ul style="list-style-type: none"> • Provide a form to collect all relevant data • Distribute branded templates for presentations and documents
Dissemination activities	<ul style="list-style-type: none"> • Blog Post raising awareness about Open Science • Share the blog post in social media
Exploitation activities	<ul style="list-style-type: none"> • Publishing the current situation report (D3.1) in REUNICE website. • Distribution of the report to REUNICE partners libraries and organisations that promote Open Science. • Alliance to inform policy makers about Open Science strategy for EUNICE universities , share with them a memo with best practices and recommendations.

WP3 MILESTONE 2

A blockchain-based collaborative platform for Open Science.

Strategic objective	A collaborative platform to promote cooperation between EUNICE universities and other sectors for a sustainable science.
Specific objectives	<p>To develop a blockchain-based collaborative platform to share research contributions (projects, research data, ideas, etc.)</p> <p>To implement a rewarding system in the collaborative platform (gamifications system), to encourage participants to contribute and share their projects and data with other participants.</p>
Date(s)	09/30/2024
RELATED WP6 objectives	Raise awareness about Open Science and encourage participants within the Alliance to cooperate through the platform.
Target group	Only members of the consortium (including the Commission



	Services).
Communication activities	<ul style="list-style-type: none"> • Provide all necessary design and branding elements to adapt the platform to REUNICE branding guidelines. • Coordinate the access to the platform via EUNICE's website (which is managed by WP6). • Promote in EUNICE website and social media the services offered by the platform. • Production of an explanatory video on the use and the advantages of the platform.
Dissemination activities	<ul style="list-style-type: none"> • Exhibit video in science related events of the universities of the Alliance and external events related to the topic.
Exploitation activities	<ul style="list-style-type: none"> • Training actions oriented to target groups

WP3 MILESTONE 3

Enhancing collaboration through Artificial Intelligence - pilot

Strategic objective	To define a multi-agent system to identify, help and manage team-pairing
Specific objectives	<p>To define a common ontology to describe search projects developed by REUNICE members; identify the spheres, clusters of similar researches.</p> <p>Propose an adaptive team pairing to generate recommendations for researchers to merge projects by comparing the similarity level between existing projects.</p>
Date(s)	09/30/2024
RELATED WP6 objectives	Brand consistency. Raise awareness about the model.
Target group	Only members of the consortium (including the Commission Services).
Communication activities	<ul style="list-style-type: none"> • Distribute branded templates for presentations, documents, etc.

Dissemination activities	<ul style="list-style-type: none"> • Blog and social media: disseminations of study cases of partnerships achieved through AI
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WP3 MILESTONE 4 Action plan for inter-European Universities activities regarding Artificial Intelligence.	
Strategic objective Specific objective Date(s)	<p>Open the developed model in milestone 3.3 to Universities outside the scope of EUNICE, but focused on the AI area</p> <p>Propose a framework to allow exchange with partners from other European Universities (research networks in H2020, TAILOR, etc.) regarding AI.</p> <p>Guarantee the security and confidentiality by using the blockchain Information System propose in WP/milestone 3.2.09/30/2024</p>
RELATED WP6 objectives	Communicate the launching of the platform and raise awareness of its goals and functionalities.
Target group	Selected universities outside the scope of EUNICE, focused on the AI area.
Dissemination activities	<ul style="list-style-type: none"> • Promote the services offered by the platform in EUNICE's online channels. • Distribute press release about the developed model, which is now open to universities outside the scope of EUNICE, but focused on the AI area.
Exploitation activities	<ul style="list-style-type: none"> • Publishing of the action plan for Intereuropean universities regarding AI (D3.4 report) in REUNICE website and open access repositories. • To share the report with the European Projects Offices and AI managers of REUNICE partners • Project to seek collaboration and knowledge exchange with other European Universities in this matter through workshops or other events related to AI matters and



	<p>Open Science.</p> <ul style="list-style-type: none"> E-mail, Twitter and LinkedIn campaign to reach the universities targeted.
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4. WP4 COMMUNICATION ACTION PLAN

WP4: Promoting Excellence in Research and Innovation, Fostering Diversity, Inclusiveness and Gender Equality

This work package is the cross-cutting work package of REUNICE. As such it deals with common challenges in research and innovation like developing actions plans towards common strategies for human resources, dealing with brain drain, promoting research careers and talents in science & innovation and ensuring inclusiveness, equality, and gender balance in the alliance. The services, tools and support instruments developed in this work package 4 will contribute to all other thematic work packages in REUNICE and in the EUNICE Alliance.

COORDINATION

WP4 leader and BTU Communications Officer, with support of WP6 leadership.

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WP4 MILESTONE 1	
Formation of an Expert Working Group giving input for finding common points for a HRS4R Joint Action Plan.	
Strategic objective	Delivering services and tools to the other work packages for the development and implementation of strategies for strengthening human capital in research.
Specific objectives	<p>Contacting key human resources and IRO staff of EUNICE partners who are not yet part of the Expert Working Group.</p> <p>To inform and reach out to all persons affected by an improved HRS4R.</p> <p>Sharing information about the composition, goals, and activities of the Expert Working Group and the overall goals of the HRS4R.</p>



Date	30/06/2022
Target group	Key staff working in the human resources and ERASMUS+ area Human resources managers from external partner institutions, especially research institutions.
RELATED WP6 objectives	Increase awareness about current HRS4R processes. Foster engagement in the Expert Working Group and increase awareness about current HRS4R processes. Enlarge engagement of partner institutions and increasing visibility of EUNICE actions related to human resources and current HRS4R processes.
Communication activities	<ul style="list-style-type: none"> • Distribute branded templates for presentations and documents. • Provide branded marketing materials.
Dissemination activities	<ul style="list-style-type: none"> • Production of contents and dissemination through EUNICE channels (website, social media, newsletter) of the open calls, the composition of the Expert Working Group, its developments and public events. • Blog post about strategies for strengthening human capital in research.
Exploitation activities	<ul style="list-style-type: none"> • Publishing of the HR current status report in REUNICE website. • Sharing the HR joint strategy with HR managers of REUNICE partners and involve them in its implementation

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WP4 MILESTONE 2

Establish cooperation with the EUNICE Corporate Relation Office (CRO).

Strategic objective

The CRO will be established by the EUNICE Alliance to facilitate and support career and employment office and

<p>Specific Objectives</p> <p>Date(s):</p>	<p>Industry Liaison Office at each partner university. That work is done in WP5 of the EUNICE project.</p> <p>Reach out to relevant staff working in the field of career centres, innovation, transfer and entrepreneurial support at EUNICE universities that we missed to reach.</p> <p>Networking of involved institutions and stakeholders at EUNICE level, strengthening the European education and labour market.</p> <p>Fostering brain circulation.</p> <p>30/09/2022</p>
<p>Target group</p>	<p>EUNICE staff and students, young academics and researchers.</p> <p>Staff in the field of career centres, incl. start-up, innovation, transfer and entrepreneurial support.</p> <p>Industrial organisations.</p>
<p>RELATED WP6 objectives</p>	<p>Raise awareness about the EUNICE CRO and associated career opportunities, including prospects in industry and economy on EUNICE level.</p> <p>Engage key stakeholders to strengthen cooperation and promote joint activities.</p>
<p>Dissemination activities</p>	<ul style="list-style-type: none"> • Press release announcing the launch of the CRO and inviting the industry sector to visit/contact in order to foster direct relationships • Edit Promotional video and design branded marketing materials to be used at events that address industrial organizations.
<p>Exploitation activities</p>	<ul style="list-style-type: none"> • Publishing of the CRO on EUNICE website, including the services catalogue and relevant contact details at each of the universities. • Social media campaign with a strong focus on interaction with selected companies' accounts.



	<p>channels available.</p> <ul style="list-style-type: none"> • Blog posts about the research of the award winners.
Exploitation activities	<ul style="list-style-type: none"> • Publishing of the career paths report (D4.2) and EUNICE awards (D4.4) in REUNICE website. • Sharing the report with other SWAFS projects

<p>WP4 MILESTONE 4 Establish a network of support staff for the promotion of talents in R&D and identify support measures to promote talents within EUNICE.</p>	
Strategic objective	<p>EUNICE-wide network will help to find, develop and choose suitable support measures to ensure an optimal promotion of talents within the EUNICE Alliance with all opportunities the European Research Area (ERA) has to offer.</p>
Specific Objectives	<p>To connect the research support staff among EUNICE.</p> <p>To find, develop and choose suitable support measures for researchers working and interested in working at EUNICE universities and researcher possibly EUNICE partner university.</p> <p>Offer a diverse network of support staff for promoting of young talents at all EUNICE universities, incl. measures for coaching and mentoring</p>
Date(s):	30/11/2022
Target group	<p>Staff of research support offices at EUNICE universities. Industrial organisations. Students, young academics and researchers within the Alliance. External researchers. (Industrial) organisations which could be interested in relations with universities, e.g. Chamber of Commerce, Chamber of Crafts, local development agencies.</p>

<p>RELATED WP6 objectives</p>	<p>Raise awareness about the programmes and engage currently not involved staff members</p> <p>Promote enrolment of researchers onto the coaching and mentoring programs.</p> <p>Promote scientific talent attraction by raising awareness about the career support given by EUNICE.</p>
<p>Dissemination activities</p>	<ul style="list-style-type: none"> • Blog posts of success cases by scientists' experience using the network. • Content creation (video, written...) and its dissemination in regards of networking events and experiences through EUNICEs channels (social media, newsletter, website).
<p>Exploitation activities</p>	<ul style="list-style-type: none"> • Doctoral Schools of REUNICE partners to make PhD students know about the network. • Support in the planning and promotion of online or face-to-face career orientation events. • Provide designs of branded marketing materials for network events and mentoring programs.



	<p>gender equality style manual" and the lessons learned from this pilot experience through digital communications and events where organisations working on inclusiveness and other the education institutions, apart from EUNICE partners, are addressed.</p> <ul style="list-style-type: none"> • Publishing of the style manual (D6.3) and the report on the efficiency of the pilot projects including an inclusive communication (D4.3) in REUNICE website. • After monitoring the pilot courses, plan regularly new editions and invite civil organisations to participate.
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5. WP5 COMMUNICATION ACTION PLAN

WP5: Promoting Sustainable Science for Business and Society: in line with current and future challenges of European Universities

This Work Package is dedicated to the development of a strategy for community-based participatory research. In this context the project aims at promoting more sustainable Science for both Business and Society at large. Accordingly, it will implement specific Horizon 2020 transformation modules.

COORDINATION:

WP5 leader and University of Catania Communications Officer, with support of WP6 leadership.

WP5 MILESTONE 1

University traineeships of bachelor and master students

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Strategic objective	Quick actions for answering the Societal & Business challenges/problems: thesis topics of 'sustainable applied science' will provide an answer to challenges/problems set by industrial and societal stakeholders.
Specific objectives	<p>Sharing information about research & innovation and opening channels for discussion and interactive communication with societal actors.</p> <p>Creating opportunities for contributions to deliberations and research activities or contributing to research execution as more than a subject in the project.</p>
Date(s)	30/09/2023
RELATED WP6 objectives	To inform and reach out university students and businesses in order to drive their research and professional interests towards REUNICE objectives.

	Set up tools to facilitate co-working of postgraduate students with social + industrial companies to help them work as a team and test the innovation goals given.
Target group	EUNICE European University BA and MA students Industrial actors and companies.
Dissemination activities	<ul style="list-style-type: none"> • Regular promotion of the internships through the EUNICE communication channels to inform the target group about the existing possibilities. • Show in the blog and social media success stories with testimonials both from companies and interns. • In the case of particularly interesting internships and / or students, contacting journalists in the region of the home university and the internship location in order to offer them exciting human-interest stories
Exploitation activities	<ul style="list-style-type: none"> • Branded presence of REUNICE at local events such as career and internship fairs or corresponding networking events. • Presentation of the research internships to Master and PhD students

WP5 MILESTONE 2

Reinforcing cooperation and co-creation with other sectors including academia-business cooperation, up-skilling talent for digitalisation

Strategic objective

Long-term answer to Societal & Industrial challenges/problems

Specific objectives

The EUNICE-stamped PhD and Professional Masters programme. This task will support PhD theses on the topic of 'sustainable science for society' of students enrolled to the PhD programmes with a distinct International Profile.

Artificial Intelligence for Academia to Business and Society.
Goals of this action : bringing together AI specialists from

<p>Date(s)</p>	<p>EUNICE University to share their research ideas in the AI field and to inspire cooperation and integration for industrial and societal partners raising their awareness of the capabilities of AI methods and tools; making the industry and society aware of how to use the AI tools in solving its today's problems and what are the potential benefits of using AI tools; inspiring the industry and society to identify new problems that may be solved with today's AI tools.</p> <p>30/09/2023</p>
<p>RELATED WP6 objectives</p>	<p>To inform and reach out PhD and masters students about opportunities given by REUNICE in the field of cooperation between academia and business.</p> <p>Disseminate impact and opportunities offered to civil society thanks to advancement in the field of sustainable science.</p> <p>Set up tools to enhance, collect and share research ideas concerning Artificial Intelligence. Disseminate impact and opportunities offered to civil society thanks to advancement in the field of AI.</p>
<p>Target group</p>	<p>Graduates wishing to broaden their knowledge in other areas or specialize in a vocational area.</p> <p>Business and Society actors wishing to extend their knowledge of AI tools and their potential applications.</p>
<p>Dissemination activities</p>	<ul style="list-style-type: none"> • Content on success stories of cooperation between business and science, for example student / doctoral student success stories on the blog and social media channels. • Distribute marketing materials, branded templates for presentations and documents
<p>Exploitation activities</p>	<ul style="list-style-type: none"> • Raise awareness about tools and options among PhD students during Doctoral Schools welcome sessions • REUNICE branded events targeting Business and Society actors wishing to extend their knowledge of AI tools and their potential applications, to share good practices



WP5 MILESTONE 3 Development of a strategy and action plan towards sharing of research infrastructures and expertise.	
Strategic objective	The EUNICE European University Competence Centre: to cluster new regional competence centers interconnected within the EUNICE network, thus offering shared solutions for common problems as well as to address the local needs.
Specific objectives	Artificial Intelligence Competence Centre (AICC) Physical and virtual Contamination Lab for sharing ideas, skills and expertise that answer to societal problem/challenges.
Date(s)	30/09/2023
RELATED WP6 objectives	To inform and reach out EUNICE network about opportunities given by the Competence Centre and by shared solution to common problems. Set up tools to inform and reach out industrial, academic and social actors on projects led by the Artificial Intelligence Competence Centre (AICC). Set up tools to inform and reach out industrial, academic and social actors on projects led by the physical and virtual Contamination Lab.
Target group	Researchers and administrative staff of the Alliance members that work together with external partners (industrial and societal actors). PhD students ('EUNICE-stamped' theses). Professional master graduates.
Dissemination activities	<ul style="list-style-type: none"> • Include the topic in the Newsletter • Launching event addressing government and industry



	<p>actors, with media and social media coverage.</p> <ul style="list-style-type: none"> • Develop marketing materials such as posters, flyers or screens to be used in such events.
<p>Exploitation activities</p>	<ul style="list-style-type: none"> • Publishing of the reflection reports on the traineeship activities (D5.2); on the efficiency of the implemented system for different categories of students (D5.3) in REUNICE website. • Publishing of the synthesis reports on the activities harvested by the Competences Centre (D5.6) in REUNICE website. • Run specific e-mail/social media campaigns to raise awareness among the external targets about the Platform for sharing AI related competences (D5.5).



6. WP7 COMMUNICATION ACTION PLAN

WP7: Ethics

This Work Package aims to develop strategies, tools and methods, which could support partners in the resolution of any ethic issues that could arise during the implementation of the other WPs.

COORDINATION

WP4 leader and UMONS Communications Officer, with support of WP6 leadership.

WP7 MILESTONE 1 Creation of an Ethics Committee giving input on ethical issues raised by the implementation of other work packages	
Strategic objective	Ensuring that quality research is carried out within the REUNICE project
Specific objectives	Creation of an ethics committee with representatives from all partner universities
Date(s)	30/09/2022
RELATED WP6 objectives*	Introduce the Committee and raise awareness of the added value of the ethical Committee * As the dissemination level of WP7 is “confidential” we expect the communication actions on WP7 to be rather low-key.
Target group	Members of the WPS
Communication activities	<ul style="list-style-type: none"> Distribute branded templates for presentations and documents
Exploitation activities	<ul style="list-style-type: none"> Include the role of the Committee and its composition in EUNICE website.



7. EUNICE Events Communications Hand-sheet

Setting specific procedures to communicate EUNICE events, meetings, open calls, tool launching and other actions (“events” from now on) will help communications officers to have clear work guidelines and to achieve fresher and consistent communications results.

Depending of the nature of the event and its specific circumstances, the communications plan may vary, but we’ll consider EUNICE Communication Concept (D6.4) and REUNICE Communication Strategy (D6.1) as the main guidelines of our work.

Channels available

The key for communication success is collaborating and take advantage of the synergies of our network. Please, make sure that your university shares and links EUNICE contents.

Here, some suggestions of useful channels external to EUNICE where we can team up.



UNIVERSITIES OF THE ALLIANCE AND STAKEHOLDERS	EXTERNAL MEDIA
Websites Social media Newsletters Magazines/ newspapers Points of sale Events Screens, billboards... of the premises	Digital and newspaper Radio TV Specialised media...

Tasks assignment

- The EUNICE Communications Officer of the university hosting the event will be in charge of generating and sharing the communications contents with the EUNICE WP6 Leadership.
- The WP6 Leadership will be responsible of disseminating the contents through EUNICE channels, reporting the communication outcomes and support content edition.
- Each university should share and disseminate the contents locally and through their own channels.

Communication goals and categories of the events

Despite all the events added value to the Alliance, from the communication point of view we need to establish categories in order to optimize the efforts and resources available.

A. High-profile events:

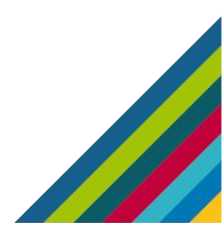
Cross-channel dissemination by the seven universities, multiple impacts (before-during-after) and communications contents production. i.e.

- Main milestones of EUNICE alliance: new open calls, tools, portals, courses...
- Public events with a large number of participants considered as EUNICE target and : researchers, students, academics, staff, partners, companies...
- EUNICE events attended by Rectors, Presidents, Vice-Rectors and/or Vice-Presidents, members of EUNICE Students Workgroup... as EUNICE's representatives.
- International events not held by EUNICE but in which Rectors, Presidents,... participate as EUNICE's representatives.
- European events with EUNICE higher representatives.

B. Low-key events:

Limited dissemination, one impact, basic contents. i.e.

- Regular working meetings, workshops and internal events/actions.
- Important achievements and news at the alliance's universities related to EUNICE's topics but not part of the Project.
- Local events hosted by third parties in which EUNICE has representation.
- European Days



Communications action checklist for events

***Note that this is a proposal of possibilities to be developed depending of the nature of the event. Not all the events will require all these actions.**

- ✓ Before the event
 - Get the agenda/programme expected from WP leader.
 - Define specific action plan and branded materials needed.
 - Invite media, stakeholders... when appropriate.
 - Release call to raise awareness, encourage audience's attendance.
 - Coordinate with EUNICE representatives in order to get a statement during the event.
- ✓ At the event:
 - Staff and tools recommended:
 - Two members of the Communication Board will attend the event.
 - Audiovisual kit:
 - Camera which guarantees Full HD video recording.
 - Lavalier or dynamic microphone which avoids background noise.
 - Device where to register the recorded audio (a recorder, the camera itself...).
 - Device to avoid abrupt and involuntary camera movements (extra stabiliser, holder, tripod...).
 - Raw materials to generate:
 - One 30-second-video statement of a EUNICE representative, preferably at the event.
 - Short filming of the context, the event's atmosphere, the attendees, marketing materials...
 - Family picture of all EUNICE's higher representatives attending.
 - Generic pictures of the event.
- ✓ After the event:
 - Share information and raw contents with WP6 Leadership.
 - Content edition an approval by the appropriate WP Leader if available.
 - WP6 Leader to release contents to media (the same day if possible):
 - A press release.
 - A video on the event including at least one statement.
 - Extract an audio file with the statement for the radios.
 - At least two pictures: one group photo and one general photo of the event.
 - Disseminate content through EUNICE digital channels (the day after the later):
 - News section in EUNICE website.
 - Social media, according to the audiences targeted.
 - Send press clipping to WP6 Leadership (within the two weeks after).

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