EU-CONEXUS ENABLES:
Dissemination, Communication and Exploitation Plan

The EU-CONEXUS ENABLES
project, taking five years, will bring
sustainable partnerships and tackle
challenges in Smart Urban Coastal
Sustainability using an innovative
ecosystem framework based on the
Digital Twin approach.
The project will not only generate
value but also encourage the
initiation of knowledge transfer
between widening and non-widening
partners.

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End date: 31/01/2029
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Programme: HORIZON-WIDERA-2023-ACCESS-03
Project number: 101136822

EU-CONEXUS Enables unites 10 partner universities and a network of 8 stakeholders, who serve as the link between the universities and the end beneficiaries — the society. These stakeholders are up to date on the pressing needs people are facing in coastal urban environments, as well as the specific models and tools that can be further transferred and replicated in cities.
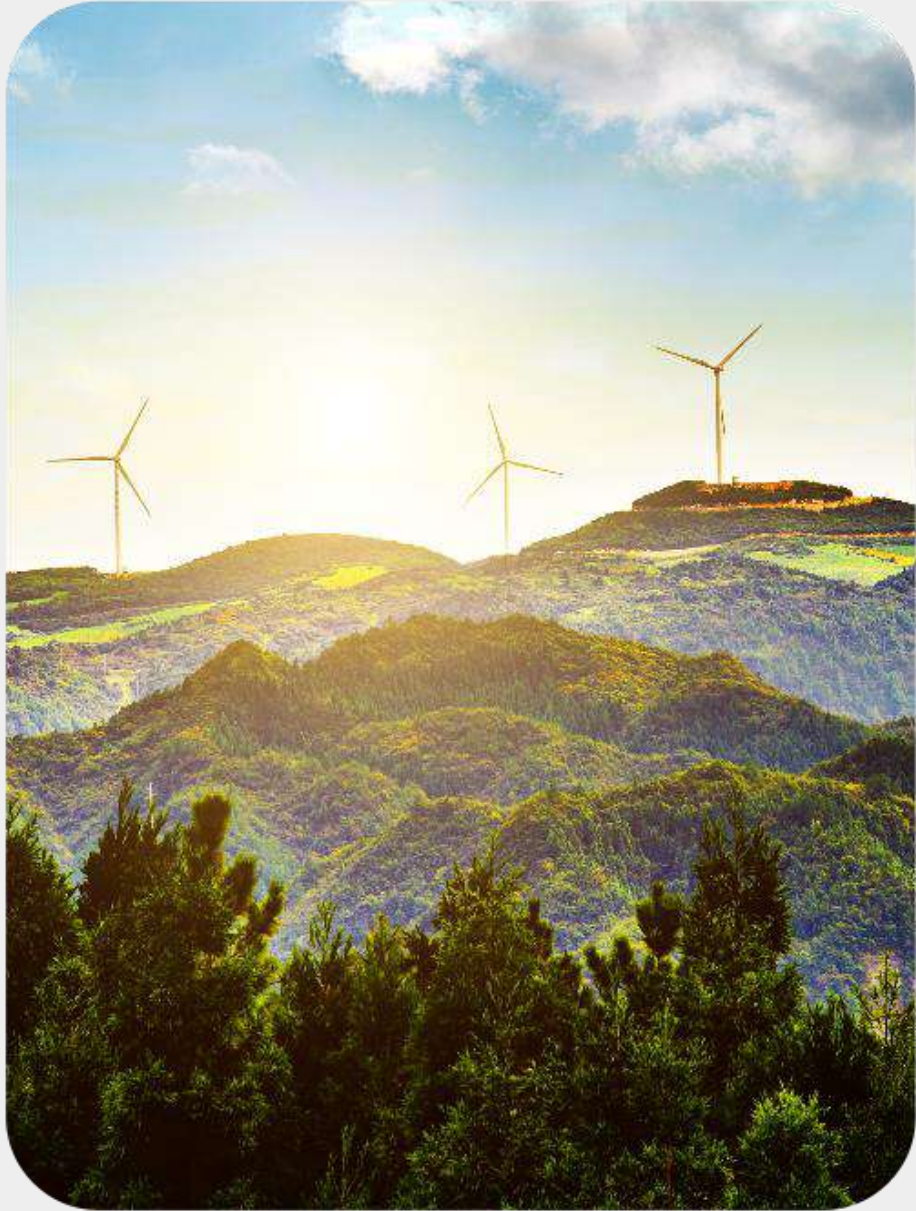
Aims of EU-CONEXUS Enables:

1. To foster sustainable synergies with Alliance partners and its stakeholders to develop long-term Smart Urban Coastal Sustainability solutions using the Digital Twin approach.
2. To enhance skills, employability, and career prospects for next-gen researchers.
3. To elevate the quality of scientific endeavours, augmenting capacity within the European Research Area to address societal challenges, and improving interaction between science and society.
4. To increase engagement and cooperation of researchers with various stakeholders including communicators, journalists, industry, policymakers, and civil society.

EU-CONEXUS Enables:
part of the EU-CONEXUS Alliance Initiative

Which is

a strong partnership between nine universities developing science and innovation into a hub of excellence on Smart Urban Coastal Sustainability.

Which promote

European values, national cultures and identity by bringing together a new generation of European citizens.

Which create

A university concerned with smart soultions for coastal areas. We create a unique way of studying and carrying out research on Smart Urban Coastal sustainability topics through institutional alignment, mobility and strong partnership with stakeholders.

Values

1 As a European higher education and research institution ACADEMIC FREEDOM is a principle value to be upheld throughout all our activities.

2 RESPONSIVENESS (having impact) to societal challenges.

3 The promotion of DIVERSITY, INCLUSIVENESS, GENDER EQUALITY and NONDISCRIMINATION .

4 We adhere to the priniple of sustainability and align with the EU SUSTAINABLE DEVELOPMENT GOALS.

5 The principal values guiding our partnership relations are COOPERATION, COMPLEMENTARITY and SUBSIDIARITY.

6 We adhere to a concept and quality of education which has the objective to create RESPONSIBLE CITIZENS in professional and individual terms.

7 TRANSPARENCY of decision-making and openness for assessment and EVALUATION are the main principles of our government and management.

8 MULTICULTURISM and respect of our different cultures within the alliance. EU-CONEXUS will utilise science and ed - ucation to promote a shared understand - ing and respect for all.

Communication approach

The communication and dissemination activities within the EU-CONEXUS & EU-CONEXUS Enables, considered as a common unit called EU-CONEXUS, aim raising awareness on the topic of Smart Urban Coastal Sustainability, generating interest in the University and achieving commitment from the different stakeholders involved in the process and moving to action. The communication activities will follow this approach:

Communication → **Dissemination** → **Exploitation**
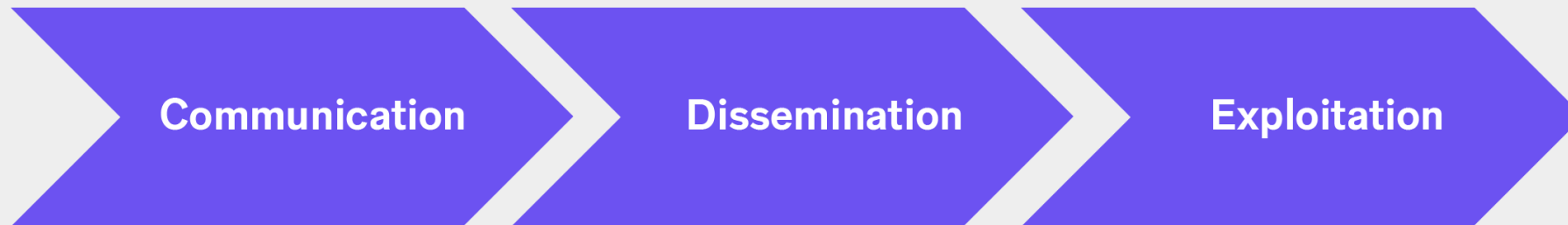
COMMUNICATION: To inform, promote, and communicate the activities and outcomes of the project, showcasing the success of collaboration among 10 partner universities under the EU-CONEXUS Alliance. Engaging with a stakeholder network of 8, we aim to attract top experts to the project and empower young researchers to enhance their careers and contribute their talents.

DISSEMINATION: To raise awareness among identified target audiences about the activities, objectives, approach, developments, and outcomes of EU-CONEXUS Enables. We aim to make knowledge and results publicly available to maximize the impact of our actions, ensuring that scientific findings become part of the common good.

EXPLOITATION: To effectively utilise project results for commercial, societal, and political purposes, addressing the challenges faced by port cities and other stakeholders. Our goal is to respond to existing demands while contributing to the broader solution.

Focus on Digital Twins Technology

The promotion of Digital Twins technology is crucial as it enhances understanding of the essence of the project and facilitates effective communication of complex concepts, fostering broader awareness and adoption within our target audience
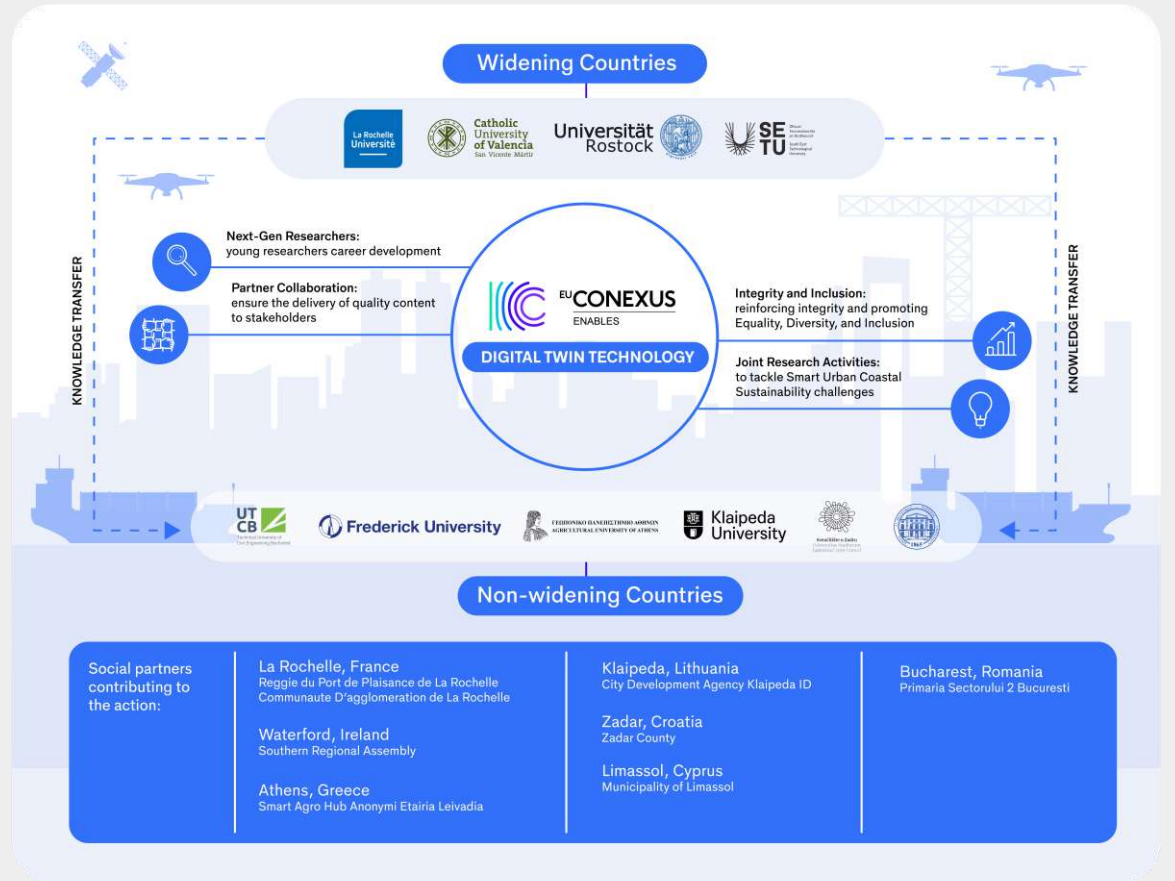
Branding

A comprehensive logo and visual identity have been developed by EU-CONEXUS, it provides information about

› Color usage
› Color codes
› Main typography
› Secondary typography
› Graphic element
› Graphic element usage
› Visual Identity principles
› Photography style

This helps to:

› Elevate the visibility of the parent brand (and therefore add strength to sub-brands)
› Enhance brand value (a brand that hosts other brands, products or projects is perceived as better established and reliable)
› Operational efficiency (documents, templates, marketing materials, etc. are produced in a more efficient manner, as their adaptation to different formats is consistent across the family of brands)
› Avoid brand confusion
› Foster a sense of belonging to the Alliance among staff through branding.

All communication materials and tools should follow guidelines of the visual identity.

Open Brandook

Main logotype

EU CONEXUS

Logotype with project title

EU CONEXUS
ENABLES

Project Visual Identity

Communication activities of EU-CONEXUS Enables go in line with the already created EU-CONEXUS visual identity in order to ensure comprehensive and harmonized communication and dissemination of the project results to different user groups.

Any communication or dissemination activity related to the action must indicate the following disclaimer:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

EU-CONEXUS ENABLES
target audiences

Senior researchers

Next-gen researchers / PhD students

Scientific institutions

Other HEI's, European University Alliances

Local, National policy makers

EU Bodies

Stakeholders (Industries, NGO's, Municipalities, Public authorities)

General public

Goals of communication strategy focused on target groups of EU-CONEXUS Enables

GENERAL PUBLIC, EUROPEAN UNIVERSITIES, OTHER ALLIANCES, PUBLIC AUTHORITIES

— increasing visibility and acknowledgement of EU-CONEXUS Enables project research fields
— creating an image of EU-CONEXUS Enables with exceptional expertise on SmUCS topics at the coastal areas
— increasing visibility of EU-CONEXUS Enables partner institutions research results and knowledge transfer potential
— promoting Digital Twin solutions and innovations adapted in sustainable urban coastal areas
— promote gender equality, inclusiveness and diversity in research activities in higher institutions

Values:
Development, identification, expertise, uniqueness

Requirements:
Encourage talks of EU-CONEXUS Enables and better visibility of SmUCS challenges.

SENIOR RESEARCHERS, EARLY-CAREER RESEARCHERS, PhD STUDENTS, SCIENTIFIC INSTITUTIONS, OTHER UNIVERSITIES

— maximising awareness of research results and outcomes (products, courses, etc.)
— encourage researchers to join the teams creating the Digital Twin solutions for real need problems solving of stakeholders
— engaging researcher's career development – promoting courses and trainings for early-carrer's
— exploring the potential of research with challenge based needs for Digital Twin solutions with focus on SmUCS
— increasing an interest of proffesional researchers and experts worldwide to join the project
— promote researchers' mobility and cottutelle possibilities

Values:
Expertise, upskilling, advisory, know-how trusted, needs-based solutions, grants opportunities

Requirements:
Training a new generation of researchers who will take lead for creating Digital Twin solutions with focus on SmUCS when required by challenge based needs. Valuable engagement of talented researchers and experts, researchers engagement in international team work, enabling the knowledge transfer and exploitation of Digital Twin solutions.

LOCAL/NATIONAL GOVERNMENTS, POLITICIANS, EU BODIES

— creating an image of EU-CONEXUS Enables with exceptional research expertise on SmUCS topics at the national level
— making stakeholders move from commitment to practice by engaging them into co-develoment of EU-CONEXUS Enables provided Digital Twin solutions with focus on SmUCS
— achieving supports in the change of legislation decisions needed for the implementation of a more effective ERA policy

Values:
Sustainable regional development, social responsibility, coastal urban development, expertise, credibility, high value research results and innovations

Requirements:
Encourage talks on added value created by EU-CONEXUS Enables research results for the urban coastal areas.

STAKEHOLDERS

— informing and calling for action the netowrk of stakeholders included in the project
— facilitiating fluent knowledge transfer to industries and stakeholders
— clarifying stakeholders needs for Digital Twin solutions
— promoting research results and innovations adapted in sustainable urban coastal areas and industries
— acting as a hub of expertise for innovations based on SUCS topics

Values:
Innovation, added value, exceptional expertise in smart urban coastal sustainability, smart solutions

Requirements:
High researchers engagement in sustainable urban coastal areas development and their position emphasizing the know how of EU-CONEXUS Enables. Fluent researchers knowledge and technology transfer to industries.

EU-CONEXUS Enables will use approved key messages for its' target groups

SOCIETY

EU-CONEXUS Opens up Opportunities to bring innovations to your town

EU-CONEXUS Opens up Opportunities to improve the daily life of citizens

STAKEHOLDERS

EU-CONEXUS Opens up Opportunities to close University-Industry cooperation

EU-CONEXUS Opens up Opportunities to stay competitive in your industry

EU-CONEXUS Opens up Opportunities for the exchange of good practices for developing coastal areas

RESEARCHERS, PhD STUDENTS AND STAFF

EU-CONEXUS Opens up Opportunities to be a part of interdisciplinary research community

EU-CONEXUS Opens up Opportunities to international career and experience

EU-CONEXUS Opens up Opportunities for connection with the industry through research

EU BODIES

EU-CONEXUS Opens up Opportunities to higher quality of education, research and innovations

EU-CONEXUS Opens up Opportunities to promote the European identity

EU-CONEXUS website

https://www.eu-conexus.eu

It is the main interface towards all stakeholders and target groups in English and partly in national languages.

The EU-CONEXUS Enables information is fluently integrated into EU-CONEXUS website. All public deliverables will be available there: EU-CONEXUS Enables - EU-CONEXUS.

Website is administrated by KU, content is created by all partner universities, depending on the area of responsibility.

TEN partner university websites are used as complementary communication channels:

www.uni-rostock.de

www.frederick.ac.cy

www.setu.ie

www2.aua.gr

www.utcb.ro

www.ku.lt

www.univ-lr.fr

www.ucv.es

www.unizd.hr

www.onu.edu.ua/en/

Social media

FIVE MAIN SOCIAL MEDIA CHANNELS ARE CURRENTLY USED:

f eu.conexus   **in** EU-CONEXUS   ▶ EU-CONEXUS
◎ eu_conexus   **🐦** EU_CONEXUS   European University

- Social media communication and dissemination helps increasing EU-CONEXUS impact and reach a wider audience.

- All partners are managing social media contents (a separate social media administration group is formed and editorial plan is prepared and constantly updated) but administration is distributed between the partners.

- The hashtag used is #EUCONEXUS and it is preferably accompanied by a second hashtag #EuropeanUniversities

- Another hashtag is introduced for EU-CONEXUS ENABLES: #EUCONEXUSENABLES

SOCIAL MEDIA CHANNELS ARE BEING USED TO:

- Create public interest in EU-CONEXUS, its approach and the topic covered

- Raise awareness on the topic of smart urban coastal sustainability

- Share information and outcomes of the project

- Drive engagement to the EU-CONEXUS activities

- Attract attention of next-gen researchers

- Spread the news about activities in all member universities

- Build relationships (also with other European Universities)

- Announce and advertise specific events

- Target journalists, media and influencers

- Promote research and innovation

External communication channels/tools

GOOGLE ADS

PAID POSTS IN SOCIAL NETWORKS

NATIONAL, REGIONAL AND INTERNATIONAL PUBLICATIONS IN DIFFERENT TV OR RADIO
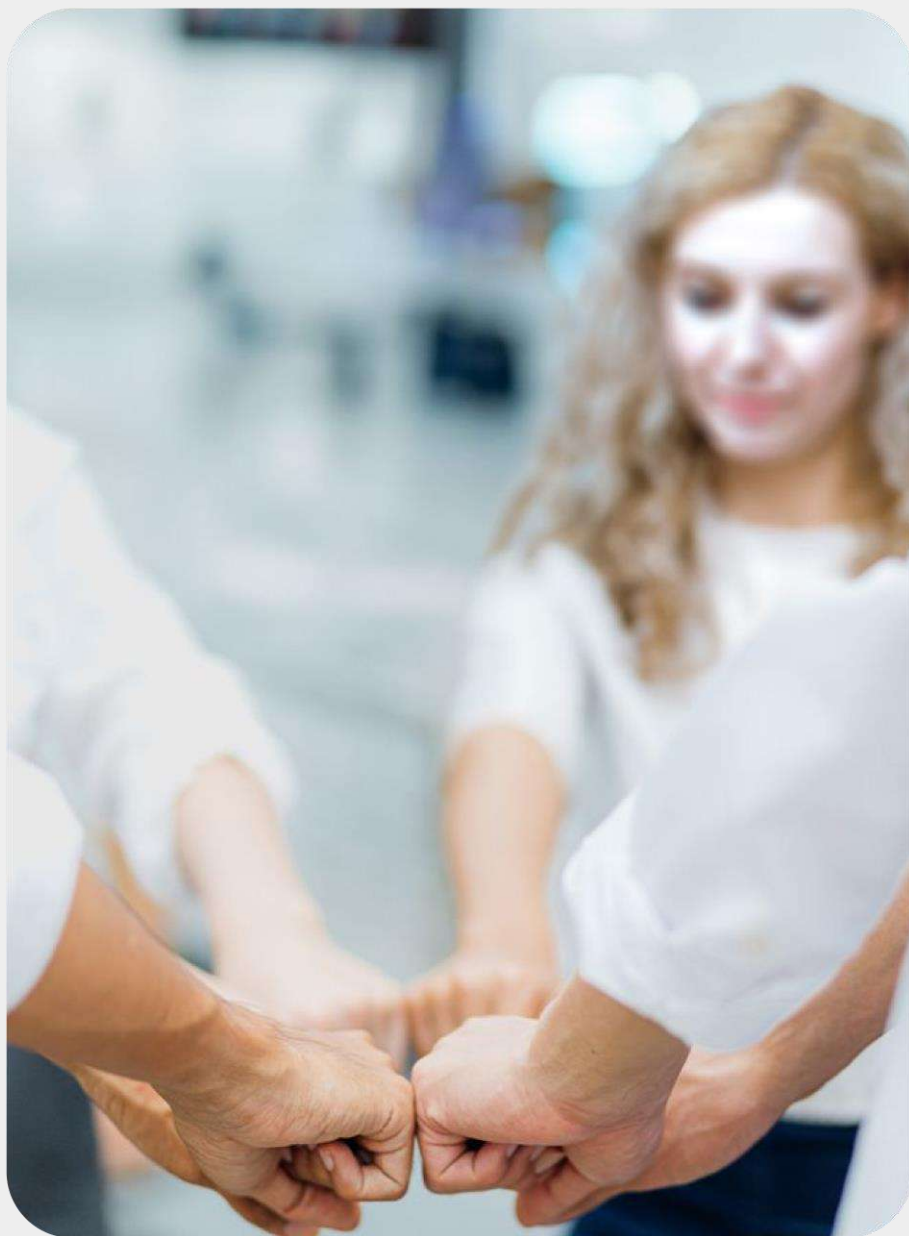
SCIENCE FESTIVALS

POPULAR SCIENCE EVENTS

SCIENTIFIC PORTALS AND JOURNALS

EC PROMOTED PORTALS

Channels of partners

Social partners of EU-CONEXUS alliance are asked to contribute to dissemination and communication through their own channels, i.e. own website, social media channels, e-newsletters, e-mails, etc.

By using their own communication channels, partners ensure to reach local audiences in their local languages. So, information produced in English to be distributed within the project communication channels will be translated into the local languages.

EU-CONEXUS ENABLES events

Different activities will be organised to raise public awareness of the importance of scientific research and Digital Twin concept for general public on SmUCS topics

SEMINARS

CONFERENCES

TRAININGS FOR YOUNG RESERACHERS

HACKATHONS

Tools' and channels' connection to the communication approach

DISSEMINATION	COMMUNICATION	EXPLOITATION
Visual identity	Website	Website
Website	Social media	Social media
Social media	Press releases	Public conferences
Graphics / visualisations	Visualisations	Publications on scientific journals
Kick-off conference	Video	Online campaigns
Publications on scientific journals	PPT	EU-CONEXUS / National conferences
Press releases	EU-CONEXUS / National conferences	Specisalised actions dedicated to our topics
Science events	Trainings	Hackathons or other scientific activities
Networks and Associations of Universities and Researchers	Seminars	
	Hackathons	
	Publications on scientific journals	

— Project website
— PPT professional for special presentations
— VIDEO in English (subtitles in all national languages)
— Promotional gifts
— Unified templates: roll up, invitations, accreditations, word templates for internal communication, banners for social media

PRODUCTS AND SERVICES

— Information brochures / leaflets
— Videos
— Infographics
— Scientific journals

Information and marketing material

EU-CONEXUS Enables timeline

1 st reporting period: 1 Feb 2024 – 1 May 2025

2024

2025

Integration of EU-CONEXUS Enables project into existing EU-CONEXUS communication actions related to priority research topics of EU-CONEXUS Enables

Continuing general communication and focused campaigns to a higher engagement of research community
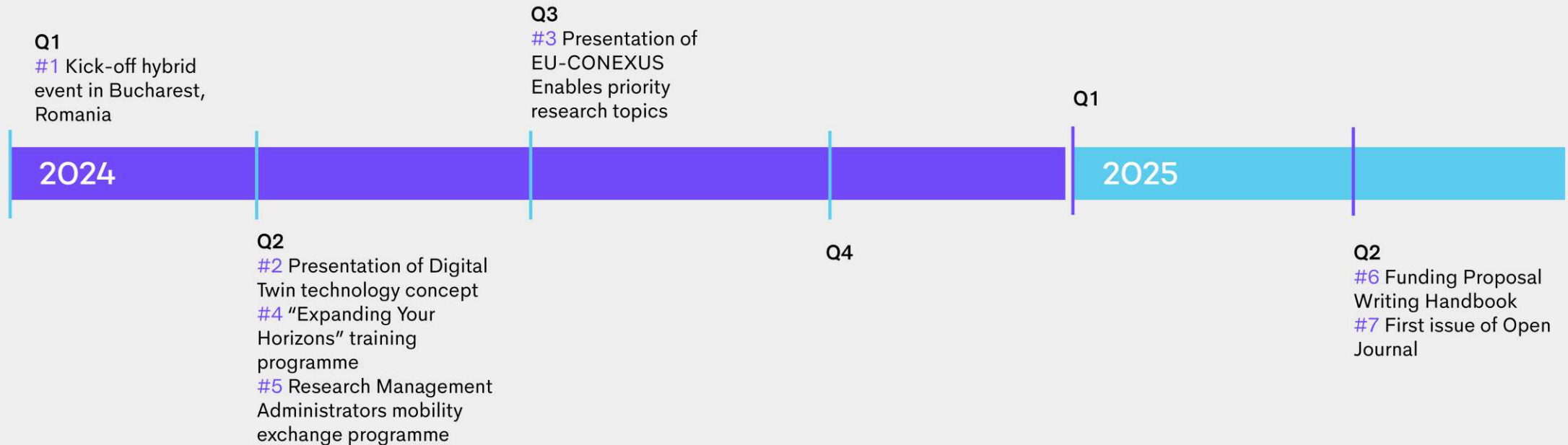
1 st reporting period: 1 Feb 2024 – 1 May 2025
Communication campaign focuse

COMMUNICATION CAMPAIGNS	TARGET AUDIENCE	COMMUNICATION OBJECTIVES	TOOLS
#1 Kick-off hybrid event in Bucharest, Romania	Staff, Researchers, Next-gen researchers, Stakeholders, National/Local policy makers, EC members, other European University Alliances	Communicate on the start of the project, its goals and actions within the project activities	Website; Social media; Hybrid conference
#2 Presentation of Digital Twin technology concept	Staff, Researchers, Next-gen researchers, Stakeholders, Policy makers, other European University Alliances, Scientific Institutions, EU Bodies, EU Decisive Committees	Communicate on the concept of the Digital Twins Technology	Website; Social media; Video; Infographics
#3 Presentation of EU-CONEXUS Enables priority research topics	Staff, Researchers, Next-gen researchers, Stakeholders, Policy makers, other European University Alliances, Scientific Institutions, EU Bodies, EU Decisive Committees	Communicate on the EU-CONEXUS Enables priority research topics	Website; Social media; Infographics
#4 "Expanding Your Horizons" training programme	Researchers, Next-gen researchers, Stakeholders	Communicate on the EU-CONEXUS Enables researcher career development training programme	Website; Social media; Infographics; Brochure
#5 Research Management Administrators mobility exchange programme	Staff, Researchers, Next-gen researchers	Communicating about the improvement of research management staff through mobility opportunities	Website; Social media
#6 Funding Proposal Writing Handbook	Staff, Researchers, Next-gen researchers		Website; Social media; Infographics Brochure
#7 First issue of Open Journal	Staff, Researchers, Next-gen researchers, Stakeholders, Policy makers, other European University Alliances, Scientific Institutions, EU Bodies, EU Decisive Committees	Communicate on the first issue of EU-CONEXUS Enables Open Journal	Website; Social media; Infographics; Journal

1 st reporting period: 1 Feb 2024 – 1 May 2025
Communication campaign focuse

Q1
#1 Kick-off hybrid event in Bucharest, Romania

Q3
#3 Presentation of EU-CONEXUS Enables priority research topics

Q1

2024

2025

Q2
#2 Presentation of Digital Twin technology concept
#4 "Expanding Your Horizons" training programme
#5 Research Management Administrators mobility exchange programme

Q4

Q2
#6 Funding Proposal Writing Handbook
#7 First issue of Open Journal

EU-CONEXUS ENABLES Dissemination, Communication and Exploitation Plan will be periodically updated at the begining of each reporting period.

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www.eu-conexus.eu