



EU **CONEXUS**
Enables



Co-funded by
the European Union

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.

Start date: 01/02/2024

End date: 31/01/2029

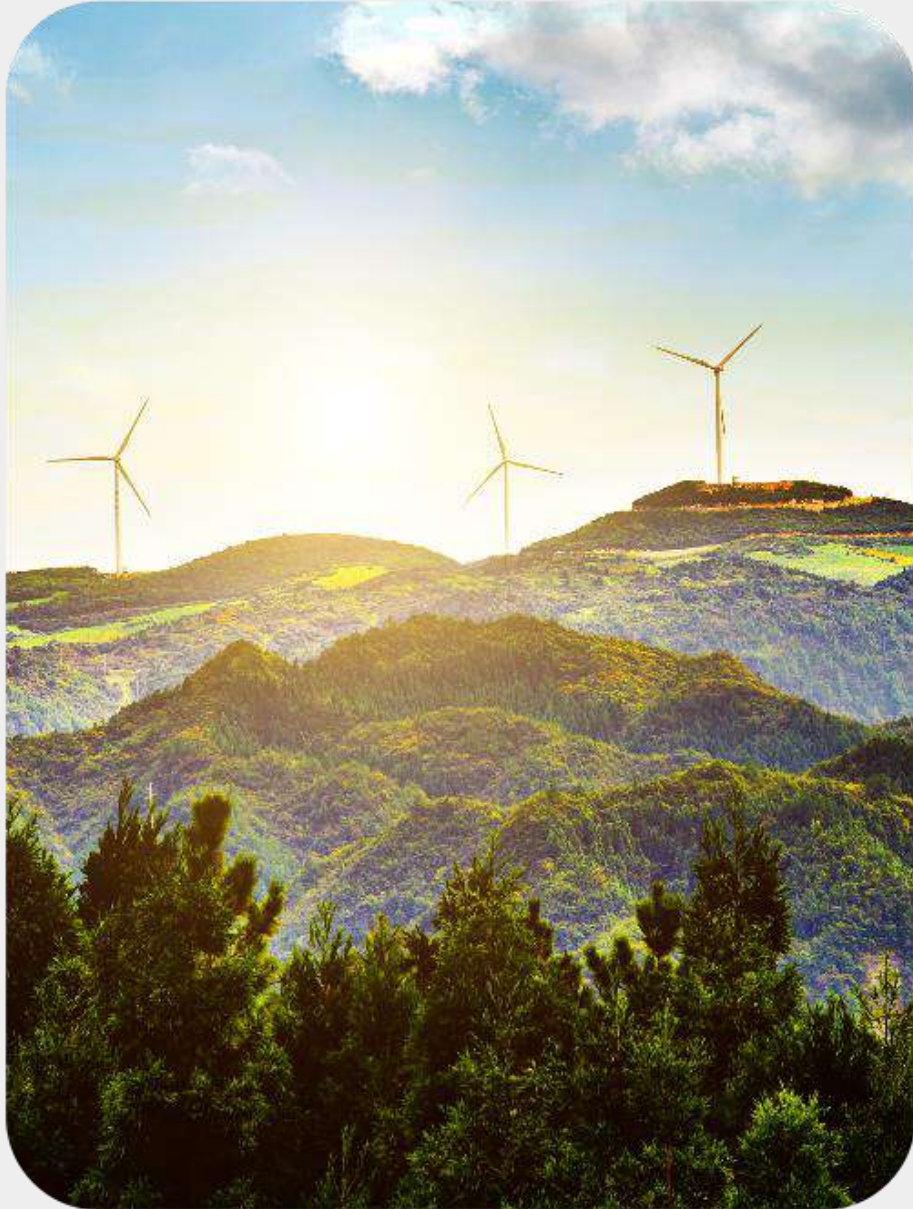
Funding: 4 966 092 Eur

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 solutions 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 The promotion of **DIVERSITY, INCLUSIVENESS, GENDER EQUALITY** and **NONDISCRIMINATION**.

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

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

5 **RESPONSIVENESS** (having impact) to societal challenges.

6 We adhere to the principle of sustainability and align with the **EU SUSTAINABLE DEVELOPMENT GOALS**.

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

8 **MULTICULTURISM** and respect of our different cultures within the alliance. **EU-CONEXUS** will utilise science and education to promote a shared understanding and respect for all.

EU-CONEXUS



JOINT STUDY PROGRAMMES



SMART CAMPUS



CAMPUS LIFE



MANAGEMENT



EXTERNAL AND
INTERNATIONAL RELATIONS



COMMUNICATION
AND DISSEMINATION



RESEARCH INFRASTRUCTURE



EXTERNAL SERVICES FOR
STAKEHOLDERS



SCIENCE FOR SOCIETY



MOBILITY

EU-CONEXUS ENABLES



RESEARCHERS' CAREER



GENDER EQUALITY,
INTEGRITY, DIVERSITY



JOINT RESEARCH



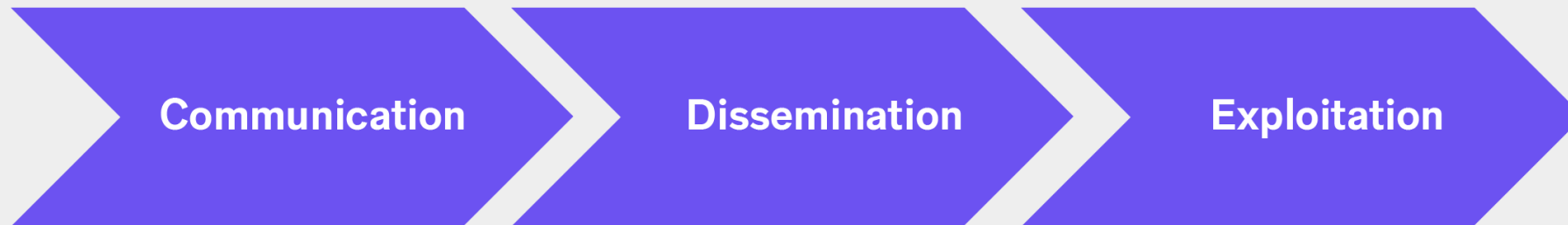
KNOWLEDGE TRANSFER AND
EXPERTISE



DIGITAL TWIN
TECHNOLOGY

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: 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.

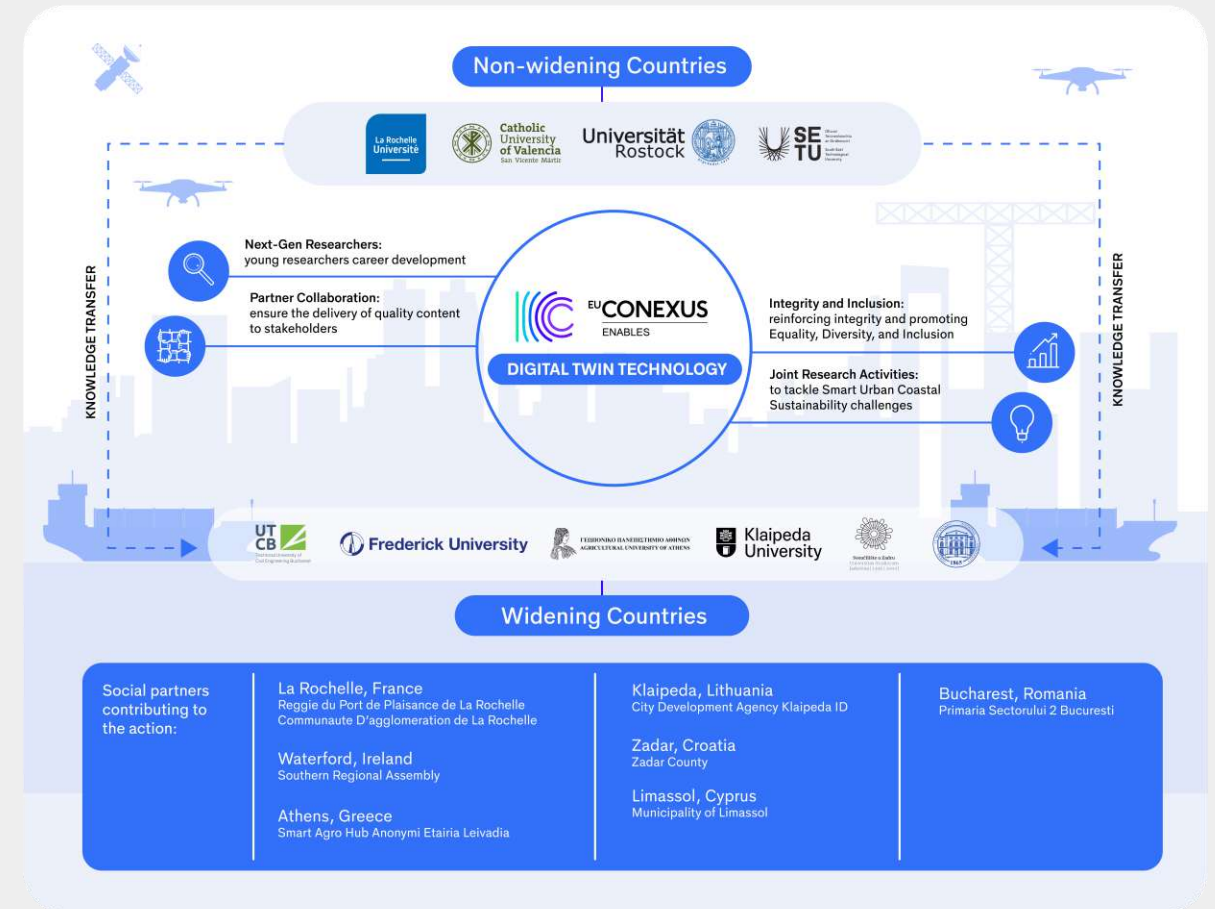


EXPLOITATION: To effectively utilise project results for commercial, societal, and political purposes, addressing the challenges faced by port cities and other stakeholders. Our goal is to respond to existing demands while contributing to the broader solution.



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



Logotype with project title



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.



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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-career's
- exploring the potential of research with challenge based needs for Digital Twin solutions with focus on SmUCS
- increasing an interest of professional researchers and experts worldwide to join the project
- promote researchers' mobility and cotutelle 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-development 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 network of stakeholders included in the project
- facilitating 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 SmUCS 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

www2.aua.gr

www.univ-lr.fr

www.unizd.hr

www.frederick.ac.cy

www.utcb.ro

www.ucv.es

www.onu.edu.ua/en/

www.setu.ie

www.ku.lt



Social media

FIVE MAIN SOCIAL MEDIA CHANNELS ARE CURRENTLY USED:

 eu.conexus  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

Visual identity
Website
Social media
Graphics / visualisations
Kick-off conference
Publications on scientific journals
Press releases
Science events
Networks and Associations of Universities and Researchers

COMMUNICATION

Website
Social media
Press releases
Visualisations
Video
PPT
EU-CONEXUS / National conferences
Trainings
Seminars
Hackathons
Publications on scientific journals

EXPLOITATION

Website
Social media
Public conferences
Publications on scientific journals
Online campaigns
EU-CONEXUS / National conferences
Specialised actions dedicated to our topics
Hackathons or other scientific activities



ABOUT EU-CONEXUS Enables

- 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

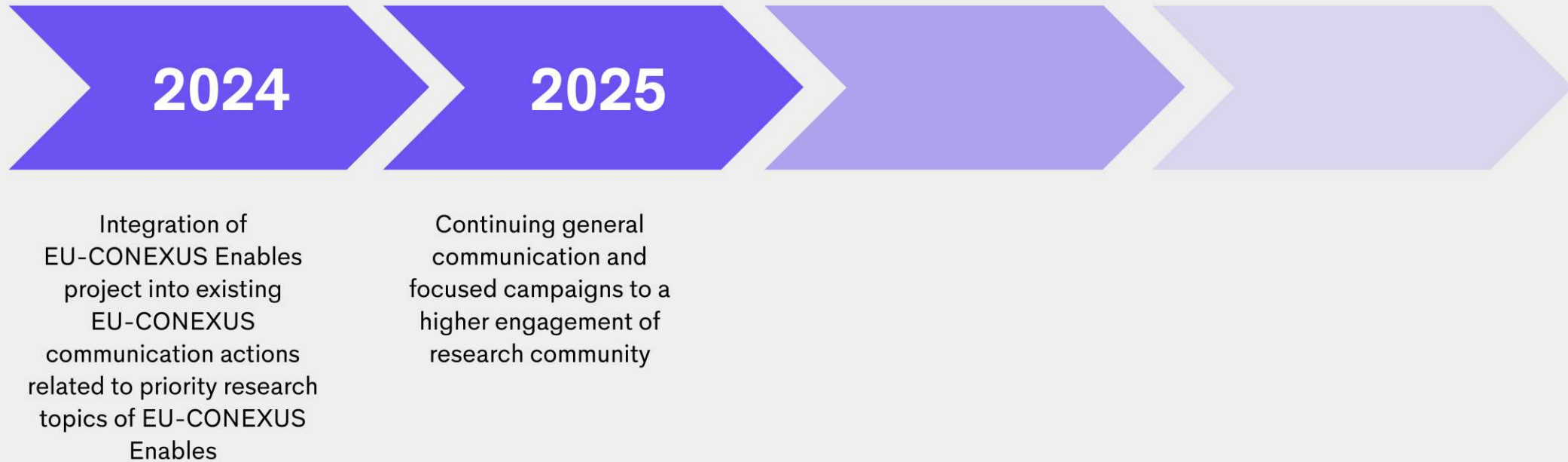
PRODUCTS AND SERVICES

- 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



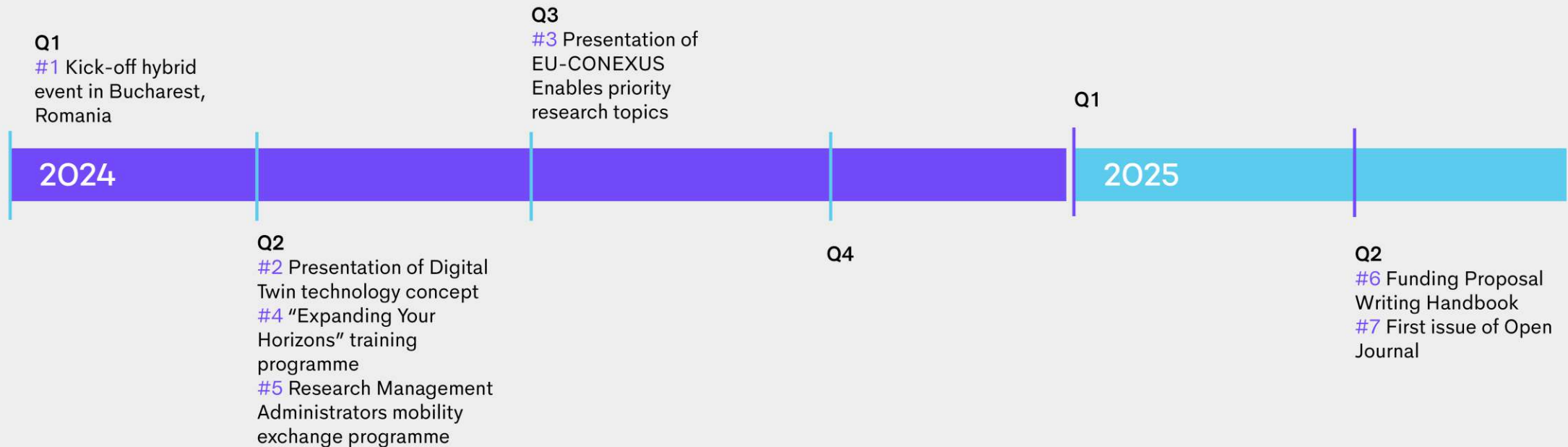
1 st reporting period: 1 Feb 2024 – 1 May 2025

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





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

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