



EU **CONEXUS**
IamSTUDENT



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R4.3 Inter-campus actions to strengthen student identity

Report of the 2nd Inter-campus activity : the Scent of the City

WP4 - Piloting the actions of the EU-CONEXUS student campus model

Project: Building Student Identity for European Universities Alliance – IamSTUDENT. KA220-HED - Cooperation partnerships in higher education

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Contributors: Klaipeda University (KU), La Rochelle Université (LRUniv), South East Technological University (SETU), Catholic University of Valencia (UCV), University of Zadar (UNIZD), Fredrick University (FredU)

Dissemination level: public

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1. Introduction

The "Scent of the City" was the second collaborative intercampus activity organized under the Erasmus+ project lamSTUDENT, aimed at fostering student identity within the European university alliance EU-CONEXUS. This initiative was part of the EU-CONEXUS Festival 2025, hosted by Frederick University in Limassol, Cyprus, from May 13 to 15, 2025.

2. Objectives

The primary objective of the "Scent of the City" activity was to engage students from EU-CONEXUS partner universities and in particular from the Erasmus+ Project lamSTUDENT in exploring and interpreting the urban environment of Limassol through sensory experiences, particularly focusing on the old aspects of the city. This initiative aimed to enhance students' connection to the city, promote cultural exchange, and contribute to the overarching theme of the festival, "Welcome to the Hotel Mediterranean," which emphasized coastal sustainability and urban identity.

Other objectives of the activity aim to:

- Facilitate student engagement with Limassol's cityscape through direct sensory experience.
- Document and interpret the "scent" or atmosphere of the city, focusing on its evolving cultural and social character.
- Explore themes of migration and cultural blending, contrasting "native" versus "imported" urban elements.
- Produce a collaborative multimedia video installation reflecting diverse participant perspectives.

3. Implementation

The activity took place on the afternoon of May 13, 2025, and involved a guided walking tour around Limassol. Participants were encouraged to engage their senses, particularly their sense of smell, to experience the city's diverse aromas-from the salty sea breeze to the scents of local flora and urban life. The tour was designed to foster mindfulness and a deeper appreciation of the city's sensory landscape.

Frederick University, as a full member of the EU-CONEXUS alliance, played a pivotal role in organizing and hosting the festival and the second Intercampus activity. Three (3) staff members and three (3) students were in the organising committee of the Scent of the City intercampus activity. The university's involvement in the lamSTUDENT project underscores its commitment to enhancing student identity and promoting inter-campus collaboration within the EU-CONEXUS network.

Participants following the Students' Congress, were gathered at Frederick University's entrance at 14:30 and were transferred by bus to the meeting point in Limassol city centre. The workshop consisted of a guided walk traversing key historical, cultural, and urban landmarks across three distinct routes, including:

- **Route 1:** Molos, Old Port, significant mosques and churches, Saripolou Square, Linear Park, and Water Tower.
- **Route 2:** Catholic Church of St. Catherine, Limassol Art Gallery, Archaeological

Museum, Municipal Garden and Theatre, University Library, and Public Arts Center.

- **Route 3:** Anexartisias Street, Town Hall, theatres, Limassol Castle, museums, ending at the seaside Molos.

During the walk, participants captured impressions using smartphones or digital cameras, including photographs, videos, and sound recordings that highlight the city's identity-such as people's daily behaviours, urban signage, architectural elements, cultural landmarks, and natural settings.

3.1 Participants' Guidelines

- Participants were encouraged to document aspects that expressed Limassol's unique character.
- Uploaded files were restricted to 10 per participant, with a maximum total size of 100 MB.
- Uploaded materials were subject to editorial adjustments and could be used by Frederick University to create a public video installation for the festival website.
- Participants were reminded to avoid including personal or sensitive data without consent.
- Comfortable clothing, walking shoes, and sun protection were recommended due to the outdoor nature of the activity.

Three (3) staff members and three (3) students were in the organising committee of the Scent of the City intercampus activity. In total 70 students and staff members from the seven partners of the IamStudent project participated in the Scent of the City action. The distribution of the students per university is shown in the following table:

Name of University	Number of students
Agricultural University of Athens, Greece	10
Catholic University of Valencia, Spain	12
Klaipeda University, Lithuania	7
La Rochelle Université, France	10
South-East Technological University, Ireland	10
Technical University of Civil Engineering, Romania	14
University of Zadar, Croatia	7
Total	70



4. Outcomes and Significance

The workshop successfully fostered a deeper connection between participants and the city, encouraging mindful observation and creative expression of Limassol's dynamic urban culture. The collection of multimedia materials posted on social media reflected the city's contemporary identity through the eyes of students and visitors, highlighting the impact of migration and cultural exchange.

Overall, the "Scent of the City" workshop offered an innovative platform for students to explore Limassol's urban environment through a rich sensory and cultural lens. By encouraging participants to document their impressions artistically, the activity fostered a deeper connection with the city's identity and diversity. Integrated into the EU-CONEXUS Festival 2025, the initiative not only enhanced the cultural experience of those involved but also advanced the overarching goals of the lamSTUDENT project and the EU-CONEXUS alliance-namely, to promote intercultural dialogue, strengthen intercampus collaboration, and increase awareness of the evolving identities of European cities.

5. Dissemination activities

The outcomes of the "Scent of the City" workshop are disseminated through multiple channels to reach both internal and external audiences. Frederick University together with the rest of the 7 partners of the lamSTUDENT Erasmus+ Project disseminated

the activity through communication platforms including social media, institutional websites, newsletters, and academic networks. The objective of the dissemination is to share highlights, reflections, and visual content from the event. Additionally, participant testimonials and documentation are integrated into promotional materials and academic outputs related to the lamSTUDENT project. This multi-level dissemination strategy ensures visibility, promotes student engagement, and reinforces the value of intercultural collaboration within the European University framework.

Next, we list some indicative dissemination channels and activities that the intercampus activity was disseminated such as the Festival Website, Social Media Campaigns, University Websites & Newsletters, Press Release to Local Media Student Testimonials & Blog Posts.

- Festival Website: <https://www.eu-conexus.eu/en/events/eu-conexus-festival/>
- Frederick University Website: <https://www.frederick.ac.cy/en/latest-news/753>

The following table is indicative of the dissemination of the contest per partner:

Dissemination channels of the contest	
Name of University, Country	Links
Agricultural University of Athens, Greece	<ul style="list-style-type: none"> • English press release: https://www2.aua.gr/en/news-events/nea/participation-agricultural-university-athens-4th-eu-conexus-festival-limassol-cyprus • Greek press release: https://www2.aua.gr/el/news-events/nea-eu-conexus/symmetohi-toy-geoponikoy-panepistimioy-athinon-sto-4o-eu-conexus-festival • Greek press release at ESOS: https://www.esos.gr/arthra/93768/symmetohi-toy-geoponikoy-panepistimioy-athinon-sto-4o-eu-conexus-festival-sti-lemeso
Catholic University of Valencia, Spain	<ul style="list-style-type: none"> • https://www.instagram.com/p/DJrfHaVvmVk/?img_index=1 • https://www.instagram.com/p/DJv4EEMo3Ki/?img_index=1 • https://www.instagram.com/p/DJ1PerIPITU/?img_index=1 • https://www.facebook.com/photo/?fbid=1294883662119391&set=pcb.1294883838786040

	<ul style="list-style-type: none"> • https://www.facebook.com/photo/?fbid=1294883452119412&set=pcb.1294883512119406 • https://www.facebook.com/photo/?fbid=1294883248786099&set=pcb.1294883378786086
Frederick University, Cyprus	<ul style="list-style-type: none"> • https://www.frederick.ac.cy/en/latest-news/753
Klaipeda University, Lithuania	<ul style="list-style-type: none"> • https://www.ku.lt/lt/naujienos/ku-studentai-dalyvavo-tarptautineje-scent-of-the-city-veikloje-kipre • https://www.ku.lt/en/news/ku-students-took-part-in-the-international-scent-of-the-city-activity-in-cyprus
La Rochelle Université, France	<ul style="list-style-type: none"> • https://www.facebook.com/LaRochelleUniver/site/posts/pfbid02WSo5M3LMdBkijn5aDWoCjQoTEwca2LMiFRqA19gsi8RgmT58u1DsCxpmqH9Xch4vI, https://filr.univ-lr.fr/retour-sur-le-festival-eu-conexus-2025-3-jours-de-culture-engagee-pour-celebrer-leurope/
South East Technological University, Ireland	<ul style="list-style-type: none"> • https://euconexus.setu.ie/setu-students-fly-the-flag-at-eu-conexus-festival/ • https://www.setu.ie/news/setu-students-fly-the-flag-at-eu-conexus-festival • https://www.linkedin.com/posts/south-east-technological-university_setu-setu-students-fly-the-flag-at-eu-conexus-activity-7330964393179996161-dcd?utm_source=share&utm_medium=member_desktop&rcm=ACoAAB8ZRloBB45BUqyScYbfbAd2fV5BqnHpqfw • https://www.instagram.com/p/DJ8x9H2stkW/?igsh=MWEyY2hjb2g1a25wNA==
Technical University of Civil Engineering of Bucharest, Romania	<ul style="list-style-type: none"> • https://www.instagram.com/p/DJJoqfxEIMDR/?img_index=8&igsh=YW9vcnZsbzdjNTBt • https://www.facebook.com/share/p/16pDWNQabR/?mibextid=wwXlfr
University of Zadar, Croatia	<ul style="list-style-type: none"> • https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDIwNDczNjc1OTg1NzE2?story_media_id=3632624258898934102&igsh=aXBscWRtMmZ0dzgx • https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDIwNDczNjc1OTg1NzE2?story_media_id=3632624258898934102&igsh=aXBscWRtMmZ0dzgx

6. Annexes

Annex 1-Concept & Routes (pdf file)

Annex 2-Guidelines for the participants (pdf file)



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